

SELLING SURPLUS FARM PRODUCE THROUGH COMMUNITY ADVERTISING

**SUGGESTIONS WHICH FARMERS CAN PUT INTO
PRACTISE IN THEIR LOCAL PAPERS WITH
PROFIT TO THEMSELVES; ADVERTISING
HELPS PREPARED BY O. A. C. Farm Adv. Dept.**

The farmers can make use of advertising to his profit as well as the merchant. Over at the Oregon Agricultural College Prof. C. J. McIntosh, an old newspaper man who is in charge of the publicity department, has been going into the subject of advertising for farmers and has prepared some instructive helps for those who care to take up the matter.

There is no reason why produce should be sold to outside firms and then shipped back to local retail markets. Much could be sold by the farmer direct and net him a bigger profit. This is to say nothing of the use to which the classified columns of the paper could be put in disposing of articles about the place which are not needed, but which someone else in another locality would be glad to buy. Customers for butter, eggs, fruit, etc., can also be found through the want ad columns.

Here are Prof McIntoshes suggestions:

Selling Through Advertising

1—Why you should advertise: It cuts cost of getting goods to consumer—saves cost of roundabout hauls, handlings and commissions of selling to wholesalers and buying from retailers; it saves time, labor and deterioration of perishables; it lowers investment costs by favoring quick turn over; it relieves railway traffic congestion and labor shortage; it keeps both goods and money in home community; it leads to naming homesteads, to better homes and to community growth; it trains in business and gives farmer more prestige in fixing price of farm produce; it aids the newspaper, directly by patronage and indirectly by fostering prosperity.

2—What you should advertise: Extra quality stuff that may be used in community—selected acclimated seed of grains, forage, vegetables and flowers, purebred poultry and other livestock, fruits and vegetables, and even choice staples; farm implements,

vehicles and household goods to be disposed of. (If community is too small a field for staples and high-priced purebred stock go to the farm press or to a selected group of community newspapers.)

3—How much you should pay to advertise: An average of 3 per cent of the business is about the commercial standard, enough for staples, but if you can sell your selected cockerels for \$2 more for breeding than for table use, you can afford as high as 50 per cent of the gain. If you have 20 birds the editor will not charge you more than a tenth, probably. Small classified ads are enough for small deals, but the display ad is much more effective to build a big trade. Consult the editor.

4—How you should advertise: Tell about what you have to sell in the plainest way giving its name, best selling quality (see list of pulling power below), in order of importance, amount of goods, price, and just such other information as you would want if expecting to buy; use short, specific names and qualities; give some live news and real information about the product; stay within the facts, and answer promptly all inquiries; photos of product, manager, farm scene or kiddie are desirable in big deals.

5—Where you should advertise: First of all in your own community paper if your goods are, or can be brought into, demand to fill a community need; in a selected group of community papers covering without duplication a district that needs your wares. (You can pick for papers, send for sample copies and advertising rates and place your own order, but the secretary of the State Educational association can give you this information much more economically and accurately, and will help you place your business. The present secretary is Lloyd Riches, Oregon City.)

6—How supplement the ad, granting that you really have the goods:

Be prompt in replies and deliveries. Make tidy packs; name your farm and get a brand; have stationery printed with farm name and brand; put neat bulletins on sign boards 100 yards from farm entrance, and on buildings, vehicles, etc.

7—How different qualities "pull" (basis of 100: Healthfulness, 92; cleanliness, 92; time saved, 84; appetizing, 82; safety, 80; durability, 78; reputation of seller, 68; guarantee, 58; imitation or fashion, 50; economy 48; avoid substitutes, 32; nobby, 16; recommendations, 14; imported, 10. Some of these terms you see are not worth using, while others are great sellers. Use the best.

How to Write and Publish Ads.

Points on Figuring Space, Size of Cuts and Use of other Aids:

Having decided how much you are going to pay, you next figure the space. If goods are of small value, a neat two or three line want ad will do the business if handled well. If item is valuable, display is much better. Try writing up the ad to see how many words you need and which of them should be in big type.

Writing the ad—First tell what you have to sell, along with its most desirable qualities. Be specific. Some corn, seed corn, extra seed corn, Minnesota 23 seed corn, Minnesota 23 College Bred Seed Corn, is a series that grows from bad to good. Next tell other points in its favor, how much you have, what it will cost, and some reference to how it was developed or grown. Then sign your name or the farm name—and count all the words.

One column inch will carry 53 words of average length set in 8 point type, but while space at each side will cut this down to about 40 words. At least two lines of big type, probably more, and some white space between groups of lines, possibly cuts, will at least double the number of inches.

Draw a rectangle the exact width and length of the ad. Pick out the name and strong qualities of the goods for the heading, and letter it in about size of type wanted. Write signature in slightly smaller type at bottom. If you have a strong line or more, letter in between and the printer will display them. Attach this layout to the written advertisement complete and take it to the editor. It will help get what you want.

Getting the ad published—The editor will attend to that, but if you want your ad to stand out from the many others you can help give it distinction. Get an appropriate border to fence

out the other ads and draw the eyes inward. Ask for at least 6 point slug inside the column rules to make white margins inside the border.

Mass the materials—headings, paragraphs or other main divisions of body, and superscription, with white space or lines between. White space is the editor's way of emphasizing—how he says, "Look here, now."

Use a cut where possible. Mark out all useless borders of photo, with shallow notches at bottom to show where sides are to be cut, and at right to show where top and bottom are to be cut.

To find length of one-column cut—Draw a rectangle the exact size of the remaining part of the photo. Draw diagonal from upper right to lower left hand corner. Clip a newspaper column and lay the left edge on the left rectangle line. Mark the point where the right side crosses the diagonal. This will be the length of the cut, which will be 2 1-6 inches wide.

Today's Calendar of Sports

Racing

Winter meeting of Cuba-American Jockey Club, at Havana.

Winter meeting of Business Men's Racing Assn., at New Orleans.

Baseball

Annual meeting of American Association, at Chicago.

Yachting

Meeting of New York Yacht Club to act on the Pipton challenge for the America's Cup.

Paris was the first city in which fire-escapes were used, the date being 1761.

COLDs breed and Spread INFLUENZA
KILL THE COLD AT ONCE WITH
HILL'S CASCARA QUININE BROMIDE
Standard cold remedy for 20 years—its tablet form—safe, sure, no opiates—breaks up a cold in 24 hours—relieves "rip in 3 days. Money back if it fails. The genuine box has a Red top with Mr. Hill's picture.
At All Drug Stores

A True Sentinel
Neath your divine shadow,
Oh Flag Red, White and Blue,
True Sentinel I stand
To guard and protect you.

From the Far frozen North
To 'tense tropical heat,
You dash triumphant forth
When there's trouble to meet.

Countless are Your glories,
On all the Earthly scenes,
Many wondrous stories
Tell your true Guards-Marines.

Your Stars were never dimmed
By cowardly retreat
But every tyrant's stroke
Added to his defeat.

No harm shall befall Thee,
Thy honor we'll uphold,
Guardians of the Free,
We're Marines as of old.

No tyrant shall destroy
Freedom's Light where 'once seen—
Not while there's but one Boy
Called the U. S. Marine!
—Elias Shura, Cpl. U. S. M. C.

In Spain a person who goes into a shop and asks for what he wants without first bowing politely to the shopkeeper is considered very ill-mannered.

Not a single infectious disease is known in Greenland.

Fix Up the Dining Room



A new table will add immensely to the appearance of your dining room and will be a source of everyday satisfaction to you.

SPECIAL \$23.50

The beautiful Oak Plank Top table shown in the illustration is only \$23.50.

We have a fine 42 inch Maple table at \$14.00

45-inch, quarter-sawn Oak table, made in Albany, the best made \$38.50

Same table in 48-inch size \$39.00

E.L. Stiff & Son

215-217 Lyon St.

See us about buying your second-hand furniture

The Sample Store 24 Stores

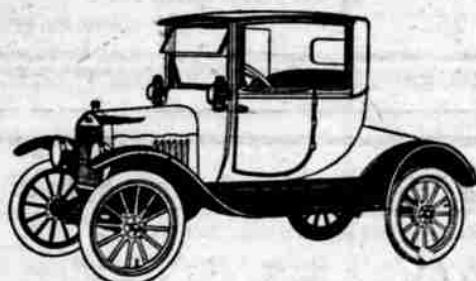
Just received another shipment of Logger Shirts made of heavy mackinaw cloth and priced at \$6.45, \$6.85 and \$7.85.

Men's Leather Work Gloves .95c, \$1.25, \$1.65, \$1.95
Men's Canvas Gloves, Leather Faced .39c
Men's Wool-mixed Sox .40c, 50c and 60c
Men's Heavy Wool Sox .85c
Men's tan and black Dress Sox .2 pair 35c
Men's Work Pants \$2.25, \$2.45, \$2.79
Men's Khaki Unionalls \$2.85, \$3.25, \$3.85
Ladies' Dress Skirts \$4.85, \$5.85, \$6.85, \$7.45
Ladies' Waists .98c to \$7.45

If you need a Trunk see our line before you buy
Prices \$11 to \$21

109 West First Street Albany, Oregon.

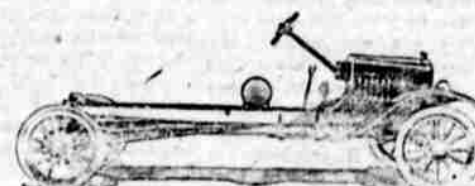
**Coupe With Starter
\$857.12, Here**



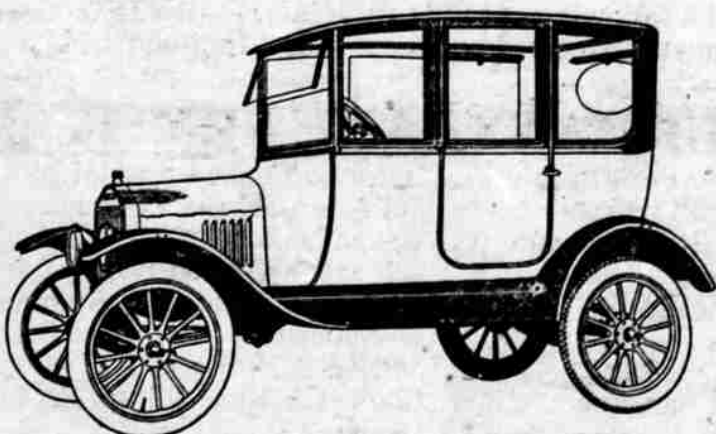
We Want 50 Orders FOR FORD CARS

We cannot get Ford Cars or Fordson Tractors without bonifide signed orders and we do not want any one to be disappointed.

**Ton Truck, Pneumatic
Tires, \$678.12 Here**



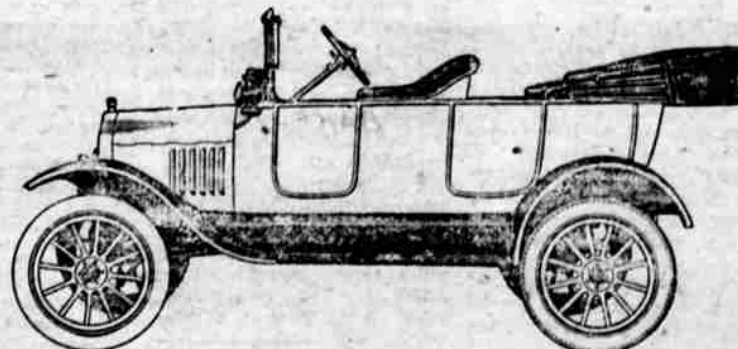
Here is the situation: We now have 45 orders on our waiting list and although we are only supposed to receive 12 cars a month. We are promised enough cars to take care of these orders and a like amount for the next 30 days if we secure the orders. We are simply securing cars the middle western states cannot take on account of weather conditions. But in the spring there is sure to be a serious shortage. PLACE YOUR ORDER NOW.



**Sedan with Starter
\$987.27 Here**

**Insist on
Genuine Ford Parts**

Kirk McKern Motor Co.



**Touring with Starter
\$700.93 Here.**