

New Era Ahead for Advertisers

Babson Discusses Outlook for Agencies and Newspapers

Babson Park, Mass., July 24—I have just been reading in a New York newspaper a most interesting advertisement of a great steel company. In effect, it constitutes a report of the progress this company has made in its production of steel plates for ships, bombs, and other war materials. This company has nothing whatever to sell to the general public, but it chooses to buy considerable newspaper space to give the people some most encouraging facts.

Reliance and Returns Follow Close Pattern

Since the "Truth in Advertising" campaign of many years ago which, incidentally, was inaugurated by members of the profession, the writing of advertisements has held to high standards. Some copy is, of course, in the "silly class", but, generally, agency men have made it their business to avoid misleading statements. The public has come to rely upon advertisements. In countless instances people make it a practice to read the ads first and the news stories second. Naturally, there is some waste in advertising; but 90 percent of it is to the good.

Generally, the individual of firm which foots a bill for advertising expects his ad to "pay its way." The return in merchandise sales per dollar spent for space is carefully watched by retailers and other advertisers. In certain types of copy featuring the sale of shoes, dresses, and various other articles of consumer goods, a merchant can determine an hour after his store opens for business whether or not the advertisement is a success.

Advertising and Publishing Troubles

Agencies and newspapers have apparently believed that the consumers goods industries must now fall off badly. As I pointed out recently, I cannot agree with this position. I feel that Washington will find ways and means to supply the buying public with most of its needs. The vast machinery of manufacturing and distributing which makes up our great retail trade will be kept running. Both agencies and newspapers have felt the shift-over to war production and are missing the revenue from pre-war advertising. They also have suffered under the Wage and Hour bill. But I believe if their employees will sufficiently cooperate all losses can be overcome.

The average reader accepts his paper as a matter of course. Papers are, however, as important to their communities as are municipal conveniences and services. Probably no single

item would be missed more from our daily lives than our newspaper. A newspaper is the greatest buy in the world. All papers, regardless of size, are highly educational. Unlike other great institutions of learning, however, they are not endowed and must be self-supporting. Naturally, what keeps a paper going is its advertising revenue.

Service Rendered Community Seen

Such revenue is vastly important not only to advertising agencies and to the papers, but to retailers, to manufacturers, and even to churches. All kinds of civil and social organizations rely upon free notices of their activities. For this reason, I would like to see all daily newspapers sell for five cents and weeklies for ten cents. We all have more of a stake in the business of advertising and newspaper publishing than we realize. Our papers make it possible for us to have each day not only our local news but information from every point in the world. Washington certainly owes a debt to all papers whether editorially they are "for" or "agin" the administration. Rationing and other government controls could not be put into effect without the free publicity given by the press.

The government might well underwrite a series of advertisements prepared, through regular agency channels, to keep the people informed on what is going on. After all, as it has been said before, this is a people's war. They are paying the bills in life and property and have a right to know what is going on. Even Elmer Davis must depend upon the generosity of newspaper publishers to get his stories across to the public. Furthermore, the government must appreciate that the advertisements of our steel companies, air line, railroads, banks, and other business interests are today helping Washington acquaint the people with the progress of our war effort.

Today's Opportunity For Advertisers

The experiences advertising men are now having may result

"In This Our Life" Here Sunday



Olivia de Havilland and George Brent play two of the four starring roles in "In This Our Life", which comes to the Cool Craterian theatre Sunday for a three day engagement. Bette Davis and Dennis Morgan play the

other two. It brings to the screen the shocking story of a woman who would cheat, lie, steal or even murder to gain her own ends—the love of the man who is married to her sister. Miss Davis plays the difficult role to great perfection.

Comedy Stars on Holly Screen



George Murphy and Anne Shirley laugh and romance to the sweet music of Freddy Martin and his orchestra in "The Mayor of 44th Street", which heads the double bill coming to the Holly theatre Sunday for a

three day run. Others in the cast of this comedy are Richard Barthelmess and William Gargan. "Butch Minds the Baby", starring Dick Foran and Virginia Bruce, plays as the added comedy.

in an entirely new concept of the job that advertising in newspapers can do. Many manufacturers are carrying on a "most sensible campaign of paid publicity with no chance of now getting their money back through increased sales.

I hope many other firms will take advantage of today's opportunities to emphasize stories for the public good as well as to place emphasis upon sales type of copy. Yes, I am optimistic for advertising both as a

business and as a profession for those who will stick to it "rain or shine."

ACCUSED BUNDER PLEADS INNOCENT

New York, July 24—(AP)—William Ottersbach, 56-year-old

Hilarious Comedy on Rialto Bill



Rosalind Russell and Constance Moore swamp nonchalant Fred MacMurray with kisses in "Take a Letter, Darling", which opens today at the Rialto theatre for one big week. Hailed as the funniest comedy of the year, "Take a Letter, Darling", tells the hilarious story of a male secretary and his beautiful fe-

male boss. MacMurray doesn't know anything about shorthand and typing—Rosalind just hires him for his good looks, neat dress and irresistible way with the ladies—and his willingness to do nightwork. Others in the cast are Robert Benchley and MacDonald Carey, a newcomer to the screen.

dictments filed in New York federal court several weeks ago. He was born in Germany and came here about 10 years ago. He was naturalized in 1938. He attended the North Pacific San-gerbund, which included repre-

Good Looking

SEERSUCKERS

Dressy Enough for Street Wear

STRIPES and FLORALS

Cool! Comfortable!

• FULL CUT • HEMS

\$3.98

SASSY SHOP

Main St.—Near First Natl. Bank



BARGAIN Fiesta

We want to be a "Good Neighbor" so we are passing these savings along to you Saturday and Sunday.

BUY MORE U. S. WAR STAMPS AND BONDS

RAND McNALLY WORLD ATLAS 25c 40 PAGES IN COLOR

WATERMAN PENS

We have just installed a completely stocked case of these fine Pens. Come in and see for yourself why we think they are the finest and best values in all Fountain Pen history.

VITAMIN A and D TABLETS
Sugar Coated, Balanced Potency
100 For 69c

VITAMIN B COMPLEX CAPSULES
Improved Higher Potency
100 For \$2.29

Baker's Lb. Slab FARMINGTON MILK CHOCOLATE
25c Limit TWO

COMPACT SEWING KITS
For the Men in Service
98c

JERGEN'S 50c LOTION and 25c FACE CREAM
BOTH For 39c PLUS TAX

LITE-UP MIRRORS
With outlet for shaver or curling iron.
Complete \$1.95

GRASS SANDALS, Light and Cool 15c PAIR AND 23c PAIR

POUR-SPOUT GALLON JUGS
Keep Hot or Cold for Hours
\$2.95

Shop & Save in COOL COMFORT

Polaroid Glasses, clip-on or regular.....	\$1.95	World Globe with stand.....	\$1.49
Torchie Flashlight, handy size, complete.....	49c	Kitchen Matches, six-box carton.....	19c
Cool Straw Sun Helmets.....	25c	Safety Matches, 10-box cartons.....	2 for 15c
Norwich A-B-D-G Vitamins, 100 for.....	\$1.39	Wellington Briar Pipes.....	\$1 and \$1.50
Khaki Soap Boxes, heavy celluloid.....	19c	Amity Leather Tobacco Pouches.....	69c
Khaki Water-proof Toiletries Bags.....	\$1.19	Zipper Carryall Cases, water-proofed.....	\$1.69

50c Sparklet or Soda King Bulbs 39c BOX
SACCHARIN MERCK POCKET SIZE OF 100 TABLETS ONE-FOURTH GRAIN..... 19c ONE-HALF GRAIN..... 23c

Medford's Finest ONE-DAY FILM DEVELOPING SERVICE

WESTERN THRIFT

30 North Central Dial 3874 Medford's Original Price-Cutters

LIKE TO JOIN OUR

"Brotherhood of Brown Derby Men"?

Here is what's in it for you:

A real Pilsner beer whose very flavor *tastes cool*.

Crystal-clear. Bubbling with liveliness. Silken-collared.

So superbly refreshing, Pilsner-lovers call it "Imported's equal."

This is the Pilsner treat the Brown Derby "Brotherhood" enjoy in their own homes. Be a Brown Derby Man yourself...pick up a couple of quarts today. They'll cost you less money than you'd guess.

at SAFEWAY



TRY THE "Party Pitcher Test"

Either it makes Brown Derby Men out of you and your guests or — money back!

Buy and cool 2 quarts of Brown Derby Pilsner. Invite several friends over. Serve with a bite to eat — pouring the beer from a pitcher, the way old-time Pilsner tasted its best...not too chilled...and enjoyed leisurely, each soul-stirring swallow lingered over.

If you and your guests don't agree Brown Derby equals the finest Pilsner you ever tasted, return empties to where you bought the beer and they'll refund full price paid.



BUY QUARTS—Each saves 2 metal caps for other uses. And you get more Pilsner than ever for your money!

Made by Solam Brewery for Safeway