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The Attitude of the Metropolitan Daily Toward Neighborhood Advertising

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The attitude of the Metropolitan Daily
toward Neighborhood Advertising.

A THESIS SUBMITTED TO PARTIALLY FULFILL
THE REQUIREMENTS FOR THE DEGREE OF BACHE-
LOR OF PHILOSOPHY IN JOURNALISM.

Approved by

SUBMITTED BY

JOHN WILLIAM CONROY

Date

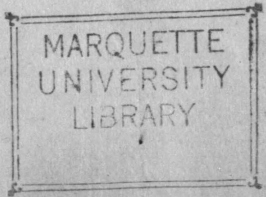
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COLLEGE OF JOURNALISM

MARQUETTE UNIVERSITY

JUNE 1928



BIBLIOGRAPHY

Paper

PREFACE.

City

State.

The New Mexico State Tribune,	Albuquerque,	New Mexico
The Boston Post,	Boston,	Mass.

The material for this thesis has been gathered from personal letters, accompanied by a questionnaire, which were sent to the advertising managers of thirty-five newspapers throughout the country and Canada.

After a thorough investigation it was found that there are no books that dwell directly on the subject and the questionnaire and letter that follow directly after the bibliography were sent to gain the information.

Many of the advertising managers went to a lengthy discussion on the subject but the majority of answers were returned, written on the back of the questionnaire. These were very meager in the information that they conveyed.

Two articles, one appearing in the April, 28, 1928 issue of The Editor and Publisher, and another appearing in the December issue of Printers Ink Monthly were the only articles to be found in print that dwelt in any way with the subject.

Articles.

Printers Ink Monthly, December, 1927, Rorer Publishing Co., New York City, N.Y.

Editor and Publisher, April, 28, 1928, Times Building, New York City, N.Y.

BIBLIOGRAPHY

Paper	City	State.
The New Mexico State Tribune,	Albuquerque,	New Mexico
The Boston Post,	Boston,	Mass.
The Capitol Times,	Washington,	D.C.
The Birmingham Post,	Birmingham,	Ala.
The Chicago Tribune,	Chicago,	Ill.
The Daily News,	Chicago,	Ill.
The Cincinnati Post,	Cincinnati,	Ohio.
The Cincinnati Enquirer,	Cincinnati,	Ohio.
The Cleveland Press,	Cleveland,	Ohio.
The Free Press,	Detroit,	Mich.
The Denver Post,	Denver,	Colo.
The Houston Press,	Houston,	Texas.
The Indianapolis Star,	Indianapolis,	Ind.
The Kansas City Star,	Kansas City,	Mo.
The News Sentinel,	Knoxville,	Tenn.
The Louisville Courier,	Louisville,	Ky.
The Evening Herald,	Los Angeles,	Calif.
The Daily News,	Miami,	Fla.
The Journal,	Milwaukee,	Wis.
The Tribune,	Minneapolis,	Minn.
The Gazette,	Montreal,	Canada
The Times,	New York City,	New York.
The Sun,	New York City,	New York.
The Evening World,	New York City,	New York.
The Times-Picayune,	New Orleans,	La.
The Tribune,	Oakland,	Calif.
The Press,	Pittsburgh,	Pa.
The Public Ledger,	Philadelphia,	Pa.
The Chronicle,	Quebec,	Canada.
The Times-Dispatch,	Richmond,	Va.
The Rocky Mountain Express,	Denver,	Colo.
The Post-Dispatch,	St. Louis,	Mo.
The Globe-Democrat,	St. Louis,	Mo.
The Examiner,	San Francisco,	Calif.
The Daily Chronicle,	Spokane,	Washington,
The Pioneer-Press,	St. Paul,	Minn.

Articles.

Printers Ink Monthly, December, 1927, Romer Publishing Co. New York City, N.Y.

Editor and Publisher, April, 28, 1928, Times Building, New York City, N.Y.

THE LETTER.

Milwaukee, Wis.
Apr. 15, 1928.

The Advertising Manager.
(Name of the Paper).
(City and State.)

Dear Sir;

My purpose in writing to you is to gain information for a thesis that I am preparing for a Bachelor of Philosophy degree in Journalism. I am making a survey of the various Metropolitan dailies throughout the country and Canada in an endeavor to get the necessary information.

The subject of the thesis is;-- "The Attitude of the Metropolitan Daily toward Neighborhood Advertising." As far as I know it is a subject which has never been taken up to any full extent and is today a thing which is becoming very popular.

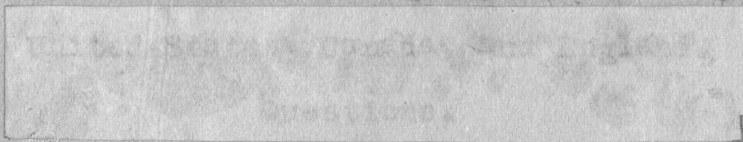
Many papers are making a speciality of neighborhood advertising. The Chicago Tribune in its Sunday edition for Chicago contains a special section (Metropolitan section) for the benefit of its readers and in this section, besides short features, comic verse and columns it has advertising that covers the various sections of the city. Merchants of all trades are represented in this section and so far it has been very successful. This section is for the Chicago readers only and cannot be had in the editions that go through the mail.

If you could assist me in this work by answering the enclosed questions your help will be greatly appreciated. Hoping to have a reply from you at your earliest convenience and thanking you in advance for your kindness I remain,

Very truly yours,

THE QUESTIONNAIRE.

The Attitude of the Metropolitan Daily Toward Neighborhood Advertising



1. Do you solicit advertising from neighborhood stores? Jobbers or retailers?
2. If not, why not and if so, why?
3. What is your attitude toward this? Personal and Business.
4. Do you issue a house organ or a paper of any kind to dealers announcing a campaign about to commence?
5. What compensation do you receive from these dealers, directly or indirectly?
6. If you have done this, or do it, is it successful? Why or why not?
7. Do you use an agency to plan this organ or produce it through your own firm?
8. Is the cost, or approximate cost of this worth the return you receive from it?
9. Would you from your experience encourage neighborhood advertising in Metropolitan dailies? Yes or no and why?
10. Does your paper do it and what success have you had with it?
11. Can you give me the names of any papers, that to your knowledge encourage it?
12. Can you refer me to any books or articles published on the subject in question?

fair idea of the tremendous manner in which neighborhood advertising in the metropolitan daily is steadily increasing.

Ten or twenty years ago the neighborhood merchant would never think of advertising his store or wares in the metropolitan daily. Today as business prospers the merchant looks

To insure an increase in his business, retain the good will of the people, the neighborhood merchant must advertise his store and his product. Neighborhood advertising today is becoming very popular in the metropolitan daily and many of the dailies are bidding for the advertising of chain stores. It is good business for the paper. These merchants, owners of the chain store, look for the paper with the largest circulation to bring them the most return for the money invested in the advertisement inserted in the daily. The merchant who operates a store 'on his own,' as it were, is becoming to know that if he advertises in the metropolitan daily instead of the neighborhood sheet it will bring prestige to his business and draw new customers to his counter.

The neighborhood merchant's are the men who own stores in the outlying districts of the city whether they be grocery, drug, electrical supply, plumbing or clothing stores.

Neighborhood advertising means these stores removed from the heart of the city that advertise in the papers that will be carried throughout the city.

A survey made of thirty-five metropolitan dailies of which there were twenty-five answers gives one a

fair idea of the tremendous manner in which neighborhood advertising in the metropolitan daily is steadily increasing.

Ten or twenty years ago the neighborhood merchant would never think of advertising his store or wares in the metropolitan daily. Today as business prospers the merchant looks to increase his business and feels that he can do so by advertising in the metropolitan daily of his city.

There is bound to be a result for the merchant who attempts this scheme of advertising, as will be seen from the results of the survey recently conducted.

Question number one in the survey was as follows;-- "Do you solicit advertising from neighborhood stores? Jobbers or retailers?" Out of the twenty-five answers received there were only four papers who did not solicit advertising from the neighborhood store, jobber or retailer. The answers of those who do not solicit this advertising varied.

The advertising manager of the Denver Post replied in answer to the question;-- "Denver not being a large city and all districts being able to get down town with a riding time not exceeding fifteen or thirty minutes, there is not the excuse for the neighborhood stores that exist in larger cities where the districts are much greater."

The Detroit Free Press, according to Otis Morse, advertising manager has tried the scheme. He says; "so far in Detroit we have not found such a scheme to be practical." He contends that few, if any, of the neighbor-

hood stores could purchase advantageously the circulation of a metropolitan newspaper.

Mr. W.P. Clark of the Merchandising Service Bureau at the San Francisco Examiner says; "They solicit advertising from the larger stores in the Mission district but not from other stores to any great degree. Such a move was not found to be profitable to either the paper or the merchant. At one time the Examiner published a special section for the Mission district but has discontinued to do so."

The New York Sun does not solicit advertising from the neighborhood stores primarily because they have no special news sections devoted to particular neighborhoods. They do however carry chain store advertising.

These four papers are out numbered by eleven others who do solicit advertising from the neighborhood store and have found it profitable.

The St. Louis Post-Dispatch solicits advertising from neighborhood stores, jobbers and retailers, "to give these stores the opportunity to share in the profits of advertising and to increase the lineage of the paper." It has been tried in St. Louis for a number of years and has been found to be very successful.

The Chicago Daily News solicits advertising from selected retailers but not from jobbers. They pick only these selected retailers because they are convinced that they can use the advertising of the Daily News profitably. The jobbers are only contracted for educational purposes so that

they can co-operate intelligently with the News in influencing business in its favor.

The Chicago Tribune, every day is increasing their volume of neighborhood advertising. They always carry an advertisement of the various chain stores that are spread throughout the city. Walgreen and MacLean Drug companies insert in one issue of the Tribune from one to five advertisements varying in size from two column ^{to} inches to a quarter page and even a page. In its Sunday edition it carries a special section, the Metropolitan section, that is placed in all the papers that are to be sold in Chicago, and contains a considerable amount of neighborhood advertising.

"This section," according to Mr. William Donahue, "was initiated in the Tribune in February 1926 and is confined to the Sunday editions only. Advertisements for this section are solicited by Tribune men, and the first year we published over a million lines of advertising in this section. The plan is as follows;

"The same news matter appears in all three sections, but the advertising for the south side appears only in the sections distributed on the south side, the advertising for the west side appears only in the west section and the advertising for the north side appears only in the north section. This has never been tried in the daily papers and we doubt whether it would be mechanically possible to do so in a city like Chicago, but it is mechanically possible Sunday by reason of the fact that sections can be printed two or three days in advance of publication, and as all Sunday papers are made up

of various sections, you can readily see that the mechanical problem is not as great on Sunday as it would be during the week."

A unique scheme is offered to the neighborhood advertiser by the Cleveland Press. In regard to the scheme, William S. Cady, advertising manager of the Press says; "We allow neighborhood advertisers a reduction of approximately 25% in rate, which enables them to use our space profitably. These accounts are building up in a very material way all the time."

The New York Times, according to B.T. Butterworth, advertising manager, issues as a regular part of its Sunday edition of the Times, a rotogravure section in tabloid form covering four distinct suburban territories in and around New York City. A pamphlet that is sent out by the advertising department to the prospective buyers of space contains the following paragraph:

"For one-half cent apiece advertisers can place a beautifully illustrated full-page rotogravure announcement in 350,000 homes in specified areas of the metropolitan district of Greater New York, through these four Suburban Rotogravure Picture Sections; New Jersey, Staten Island, Westchester and Connecticut; Brooklyn and Long Island and Bronx-Harlem-Washington Heights."

The Kansas City Star, carries neighborhood advertising but to no great extent except on Saturday when it issues four pages of advertising from stores throughout the city. This consists of advertising from grocery stores and

meat markets.

Advertisements of this type are attractive and many of them are placed by advertising firms.

The Albuquerque New Mexico State Tribune solicits advertisements from such stores as have been mentioned but they say that they cannot consider them as neighborhood stores for the reason that the town is too small and the small dealer advertises in the large daily of the city as well as the merchant of the larger stores.

The Houston Press of Houston, Texas also solicits advertising from these dealers but to what extent this advertising exist/is unknown because the advertising manager failed to state this in the answer he submitted to the questionnaire sent to him.

The Times-Picayune of New Orleans, La., also solicits advertising from these dealers, as does the Pioneer Press of St. Paul, Minn., and the Cincinnati Post.

The papers themselves offer several reasons for soliciting and not soliciting from these dealers. The Times-Picayune offers as their reason that it is in line with their general sales policy. On the contrary the Detroit Free Press claims that few, if any, of the neighborhood stores could purchase advantageously the circulation of a metropolitan newspaper. The dealers of Detroit contend that for the rate asked, even if it was low, there would be a tremendous waste in his advertising. The paper itself claims that they can ^{not} see where there would be any mutual advantage in so doing.

I doubt that the scheme has been given a

fair trial in Detroit for all the cities that the plan has been tried in have found it to be very satisfactory and it not only increases the lineage of the paper but it invariably brings prestige to the dealer. People who see his (the merchants) advertisement in the paper are attracted by the fact that he is able to spend the money to insert an advertisement in the metropolitan daily and if he can afford to do that he must carry goods that brings the people to the store to increase his business, thus enabling the merchant to place an advertisement of that type. It is bound to increase the business of the dealer.

Further the Detroit Free Press claims that it is not practical for neighborhood stores to use metropolitan newspaper circulation. If it is not practical why than is it that it has proven to be such a success in New York, Chicago and other cities? Surely the size of the city makes no difference.

The Chicago Daily News handles their neighborhood advertising in a unique manner. They have a chart of the city and the chart is divided into certain sections or neighborhoods. Trained investigators, employed by the News are sent to the different neighborhoods and investigate the business of the dealers. If the business is found to be sufficient in size to warrant an advertisement being placed in the paper, than the paper itself draws up the add and inserts it in the paper after it has been submitted to the dealer for criticism and approval. They do not solicit from stores or dealers whom they are convinced cannot use the space profitably.

The Chicago Daily News encourages neighborhood advertising. It is thought that the time is near at hand when the neighborhood dealer will be using the Metropolitan daily for his advertising rather than the neighborhood publication.

Contrary to the News we have the New York Sun who does not solicit advertising from these dealers purely for the reason that they have no special news sections devoted to particular neighborhoods. They do however carry advertising from Brooklyn, Newark, Jersey City and other nearby cities but these they do not consider as neighborhoods.

The personal opinion of H.B. Fairchild, advertising manager of the New York Sun is in his own words; " I do not know that I should encourage neighborhood advertising for metropolitan dailies except in certain centralized news sections appealing to particular neighborhoods. The cost would be prohibitive."

It is true that the price asked for the advertisement is higher than it would be for the neighborhood sheet but the return for the money invested in the metropolitan daily would be more than equal to the money expended for the space purchased.

The argument placed by the advertising manager of the Sun is found to be weak on this point. Regardless of the fact that the Sun does not carry certain sections for certain neighborhoods it would be to their advantage to carry this neighborhood advertising for the circulation of the Sun would surely attract the attention of the readers and they would be swayed by the advertisement if it were drawn up in

an attractive manner. ^It does not necessarily have to be a large display advertisement but if it were so much the better. A small notice is many times much more attractive than a large advertisement with display. If there is an appealing message to convey to the public and the appeal is made in a pleasing manner it will without a doubt attract the attention of the reading public. An advertisement placed just one time is naturally not going to bring results. This is known to be a fact for even classified ads that are run just one time command no attention. The people look for the ad many times and the message it conveys will play on their powers until they are forced by the appeal made to them to try the product or patronize the store.

On the otherhand we have in ^New York City, The Times, a paper that is known the world over for its wonderful way of presenting the news. Their slogan "All the news that is fit to print" is indeed a good one. They command the attention of the public with that one slogan. They must command this attention in order to have the circulation and the appeal when the paper is the success that it has been. That is why and one of the best reasons that they have had such wonderful success with the neighborhood advertising that they do. It is true that this neighborhood advertising is done only in the Sunday sections of the Times. Whether it is only in one issue of the paper or in all issues the fact remains that it has been a success and it would without a doubt be a success if advertising of this kind were run in the daily issues of the Times.

It seems to be a general rule now that the papers of all large cities are going after neighborhood advertising. It is a paying proposition to the paper and to the advertiser. If it is a paying proposition in one city than there is no reason why it should not pay in other cities if it is handled in the right manner. It is the policy of the Indianapolis Star, never to make use of neighborhood advertising except when a theatre or new store is to be opened, and they give as their reason for this that the local merchant want to boom their business.

I do not doubt the sincerity of the paper is so doing but it seems to be a bad policy and a very faulty argument. Is it only when a store opens or a theatre opens that the merchant wants to boom his business. The average merchant is ever desirous of making his business boom regardless of the fact that there is a new theatre or store opening. It seems to be a way of getting free publicity. The advertising manager in his answer to the questionnaire did not state whether this publicity is paid for or not but as a rule when a new theatre or store opens it is usually the policy of the papers in the city to give them the publicity without any compensation for it is and may be classed as news. It (publicity) naturally increases their lineage. A merchant that cannot get advertising in any other manner than the way mentioned above seems to be lacking something in his business. If he pays for advertising when a new theatre in his section is being opened than he can surely advertise as a regular part of his bus-

iness. He cannot and will not increase his business if he does not advertise.

The Star further claims that the rate asked for advertising in their paper is too high to pay any neighborhood store for the amount of results they would obtain in their locality.

If the paper who hold this attitude could do as the Cleveland Press does-- offer the neighborhood advertiser a discount of 25% on the space they probably would not lose money. By this method they can entice the merchant to advertise and still increase their lineage and make a profit on the ad.

Mr. R.A. Barrows, Promotion Manager of the Kansas City Star, says that the Star runs four to five pages of meat and grocery store ads on Saturdays. They are trying to convince the merchant that he should advertise every day. Quoting from his letter-- "Metropolitan newspapers with large circulations like that of the Star are confronted with the serious problems in attempting to serve the advertising needs of the neighborhood store." They have to buck the merchant and there is their serious problem and stumbling block. Continuing he says;

"The outlying merchants as a class contend that they cannot afford to pay the same advertising rates as the down-town merchants pay and they give as their reason that the down-town merchant can benefit by the entire population of the city and the circulation of the newspaper, whereas the neighborhood merchant can draw only from a limited district."

If the neighborhood merchant can afford to insert advertising in one issue of the paper for a big business on Saturday he can increase and hold this business if he were to insert ads of a similar nature every day. It seems that the merchant considers his business to be a success only one day out of the week when he inserts advertising copy for the week-end issue of the paper. If, and he should insert his copy every day of the week he would without a doubt see an increase in his business despite the amount of money that he expands for advertising of this nature. His return for the investment in the advertising will more than justify the money expended if he will continue to advertise in the daily paper.

The neighborhood merchant must, if he intends to increase his business, give the daily paper a fair chance to help him increase it. If he advertises only one day of the week he cannot expect the people to remember his store or the particular product which he is handling. He must continue to drive this into the minds of the people and show them a unique feature of the product. The only means that he has of driving this into the minds of the people is by advertising. The newspaper as we know is one of the best advertising media that can be had. Would national advertisers bother with running an ad in the paper day after day if they found it to be of no avail to them? The answer to the question is plain to be seen. Why ^Ethan should not the neighborhood merchant keep this in mind and increase his business.

The national advertiser inserts his copy in the newspaper not only to draw the attention of the article to the public but there is a message that is contained there

for the dealer. He sees the advertisement, his customer comes to his store and asks for this particular product that he has seen advertised in the paper. If the merchant fails to have it on his shelf he has lost a sale and perhaps a customer because the customer will go out of the store with the feeling 'he never has anything that you want.'

The customer cannot be blamed for the attitude that he takes but still the merchant will endeavor to lay the blame on him by saying,--'well I had something else that was just as good.' The customer does not want 's omething that was just as good', he wants the article which he saw advertised.

The personal opinion of many advertising managers are worth noting--

Mr. William S. Cady, advertising manager for the Cleveland Press says, " I believe any store in a position to serve a neighborhood of any consequence whatever, can, even though at a disadvantage, employ space in a metropolitan newspaper."

I doubt, despite Mr. Cady's view point, that the neighborhood store would be at a disadvantage. If, as he says, the store is one of any consequence, than it would be to great advantage to advertise and increase the business.

The Detroit Free Press, contrary to the view of the Cleveland Press claims that it is not practical for the neighborhood stores to use metropolitan newspaper circulation. Why than is it that neighborhood advertising has been such a success in such cities as New York, Chicago, and other cities that it has been tried in?

Surely these papers would not carry on this kind of promotion work if it were not successful.

The Detroit Free Press contends that the only manner in which neighborhood stores could be sold successfully would be through issuing editions to cover only certain city districts or sections, which in practically all cases would be impractical and prohibitive.

Mr. William Donahue, local display manager for the Chicago Tribune tells us that the Metropolitan section was initiated into the Tribune in February 1926 and within one year in this section alone they published over a million lines of advertising.

In view of the fact that the advertising, for the first year this plan was in effect, increased a million lines shows that it was a success and it is to be considered as such.

Such a plan would be carried on throughout the week in the Tribune but due to the fact that all mechanical equipment is put into play for the daily editions it is impossible for them to carry out this plan.

It can readily be seen from this that the Tribune company sees where it would be to the advantage of the merchant as well as to the newspaper to encourage neighborhood advertising provided that the mechanical facilities were possible and the circulation of the paper great enough to warrant such a plan.

Almost all newspapers without exception send to neighborhood merchants, a merchant's newspaper, broadsides,

letters and information announcing the opening of a campaign, ways and means to increase their business, ideas with which to work up attractive window displays and the reports on what the wholesaler and manufacturer is doing to help the merchant increase his business.

"The Store" issued as a trade paper by the Times-Picayune of New Orleans contains in its March 1928 issue, the following articles;--"Quality canned foods campaign launched here." It is an interesting article on goods to be featured during the month and tells the grocer, meat dealer and others that deal with eatibles, of the things that they should feature during the campaign to increase their business.

"The Store" is a monthly paper for the retail merchant of New Orleans, Louisiana and Mississippi, published by the Merchandising Bureau of the Times-Picayune. The Store invites contributions of articles by its readers.

Metropolitan dailies would not take the time to issue trade papers of this kind if it were not for the betterment of the neighborhood merchant. None of these papers charge for this service but it is a way which they have for urging the neighborhood merchant to advertise in the paper.

The St. Paul Pioneer Press also issues a trade paper for the benefit of the neighborhood merchant. "The Retailers' Bulletin" as it is known is the size of the ordinary newspaper-- eight columns wide and twenty-three inches in length. This paper is issued once a month in the interest of national advertisers and the retail grocers in the city of St. Paul and the state of Minnesota. This paper does

not tell the neighborhood merchant what he should do as much as it tells him of the activities of the manufacturers from whom he buys his products. From this standpoint the merchant can see and know what to expect from his wholesaler. The plans for national campaigns are announced and the results are given in detail. This is all of interest to the neighborhood merchant and by careful reading of the paper he can profit much.

There appeared recently in the 'Editor and Publisher' an article entitled-- 'Cleveland Press Survey Shows Retailers of 38 Cities Increasing Use of Dailies.'

The following excerpt is taken from the article;

"Retail stores of 38 cities have shown a distinct trend toward newspaper advertising and away from car cards, billboards, circulars, package inserts and novelties over a period of five years. The survey took up 720 stores (retail) of 14 classes.

"Car cards showed the heaviest loss as an advertising medium, with billboards and circulars following."

Included in the survey were such cities as; Detroit, St. Louis, Baltimore, Pittsburgh, Boston, Washington San Francisco, Cincinnati and Milwaukee.

This is just another proof that the neighborhood merchant is tending to reach out to the newspaper as a media for advertising to help him increase his business. He cannot do it alone, advertising in magazines would be of no avail to him, circulars and car cards are failing in their

purpose and as a last means and a most profitable one the retail merchant realized that he must go to the newspaper for aid in his problem.

In the December 1927 issue of Printers Ink monthly there was a lengthy article written by J.J. Witherspoon entitled, "The Future of the Independent Neighborhood Store." This article, interesting to the neighborhood dealer, showed how, unless he takes the proper steps at the proper time and has courage he will be in time virtually run out of business by the chain store. He cites many examples where the chain store has overpowered the individual merchant and drove him from his stand and in later paragraphs he shows how the neighborhood merchant gave the chain store such a great amount of competition that it finally had to withdraw from the vicinity.

The power that rests in the freindship that is developed between the merchant and his customer through years of doing business together is not to be killed by the chain store if it is handled in the proper manner. It is true that the merchant cannot offer goods for the same price as the chain store but if he has the personality, the goods and the quality of the goods that his customer is desirous of having they will pay the few cents difference and remain to do business with the merchant.

Mr. Witherspoon failed or ^{did} ~~does~~ not mention that advertising should be used as a means to show competition to the chain store and failed to show the neighborhood merchant that his trade can be increased by the use of local newspaper advertising.

The manufacturer advertises his wares in national magazines that are carried into the homes of millions of people but it is impossible for him to tell in these advertisements the names of the dealers in each city that carries his particular brand of merchandise. These merchants besides placing these advertisements in the national magazines send out form letters, circulars, window displays and the like to the merchant. The newspaper sends out a retailers bulletin to the dealers announcing a campaign about to start for one of these products that are nationally advertised. It is up to the merchant ~~then~~^{if}, if he expects to sell this merchandise and increase his business, to advertise the article and his store to the public and the best medium that he can possibly get to carry this message into the homes of the people is the local newspaper. It is by far the best media that can be used for the reason that the newspaper is read by more than ~~ninety~~^{ninety} percent of the population of the city. It is a public utility in this sense.

The merchant does his part by sharing the greater part of the burden, that of carrying on the national advertising campaign, costing millions of dollars without a doubt. This campaign he carries not only in the national magazines but in the newspapers as well. The newspaper encourages the merchant to sell the merchandise by sending him the retailers bulletin announcing the opening of a campaign and telling him how he can increase his sales.

The neighborhood dealer ~~then~~^{is} is to carry out his share of the campaign by letting his customers

know that he is carrying this nationally advertised product, carrying on this advertising campaign with his own means in the local newspaper. If he expects to increase his business and keep the good will of the people and gain the good will of the manufacturer he must advertise and this advertising should be done in the local newspaper. It is encouraged by the newspapers at large as has been shown in the foregoing pages and if it were not practiced and encouraged it is a sure sign that it would get no encouragement. It is becoming a necessity to the neighborhood dealer to advertise in the newspaper and since it is becoming a necessity and it is being encouraged it should be practiced.

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