

To make ADVERTISING PULL—Try this

An editorial secret for inspiring action in men

EVERY man who uses printer's ink to sell the public an article or an idea, knows that the hardest job his message has is to overcome that human inertia which keeps men from *acting* even after they are convinced.

"On any given day," said William James, "there are energies slumbering in us which the incitements of that day do not call forth. Compared with what we ought to be, we are only half awake."

How to make a message quicken these hidden energies of men, so that they not only will know what we want them to *know*, but do what we want them to *do*, is the problem every editor faces.

Is there an editorial form that rouses men to action?

Here on FARM & FIRESIDE we have learned that there is one form to give a message which always increases the responsiveness of our readers to it.

Examine a current copy of FARM & FIRESIDE and you will see that it might be called "The Magazine About People Who Have Made a Success of Farm Life."

Whether the subject be crops or cattle, babies or buildings, FARM & FIRESIDE tells not what *ought to be* done but what *has been* done.

Out into the farm homes and fields go the FARM & FIRESIDE reporters, gathering the stories of men and women everywhere who have solved or are solving this or that problem of farm life.

Stories not only of technical facts but of human facts; of discouragements overcome by persistent effort, of obstacles surmounted by ingenuity, of handicaps offset by resourcefulness.

Stories full of "I's" and "You's," as chatty as crossroads gossip, as warm and friendly as a neighbor's greeting, as inspiring as the fact that a man you know has done something you would like to do.

"Precept is slow," said the prophet. "There must be line upon line, precept upon precept."

But example is quick. "I was inspired by his example to go and do likewise," is said somewhere in every great autobiography.

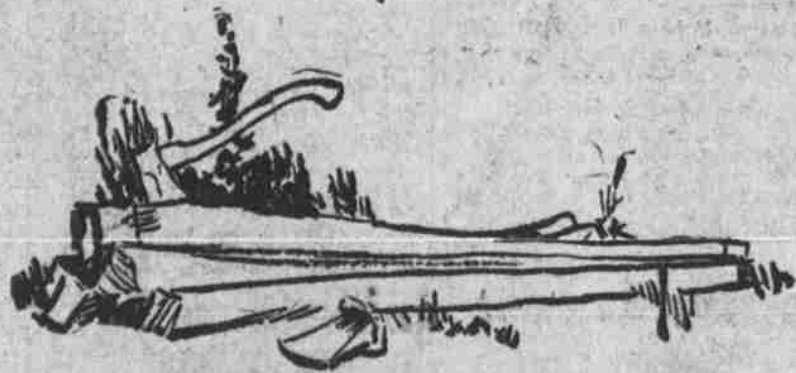
And there is the secret—like all very old and simple ones, too often overlooked.

But from FARM & FIRESIDE'S more than 700,000 homes comes increasing evidence of its power—of that desire to *do* more and *be* more which is so valuable to editor and advertiser alike.

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Farm & Fireside
The American Magazine

Woman's Home Companion
Collier's, The National Weekly



FARM & FIRESIDE

The National Farm Magazine