

## WHAT UNCLE SAM OVERLOOKS

in the hardware line is usually just the personal items that make the difference between hardship and comfort. The wise soldier invests his money in a mattress, comfortable, flashlight and the thousand other things we carry for your comfort.

### Complete line of FURNITURE

See what 2 or 3 dollars will buy

## Gregory & Cardwell

MAIN STREET, McALLEN

## Hall's Grocery

"The Home of Clean, Well-Handled Groceries"

### FOR THOSE COLD NIGHTS

Stock your tent with a box of crackers, sardines and jam. Kills your bed-time hunger, makes you sleep better, provides all the necessary entertainment for a big evening. *Bechnut Jelly and Marmalade Magic Valley Honey Crackers of all kinds.*

**A. P. Hall,** "The Grocer Who Sells for Less" McALLEN, TEXAS

### POST TAILOR SHOP

Turn out more neat soldiers than the Q.M.C.

Clothes neatly repaired and altered **PRESSING**

Work delivered and called for.

NEXT DOOR TO AMUSEM

Theatre and that little place where they do expert kodak finishing and printing.

McAllen, Tex.

### TEXAS BANKS

are prohibited by law from cashing

### OVERDRAFTS

This protects the bank and the bank's other customers.

Never let your balance here run below one hundred dollars. We appreciate your co-operation in this direction.

### First State Bank of McAllen

R. E. HORN, Cashier  
C. R. ZACHRY, Asst. Cashier.  
J. R. GLASSCOCK, Asst. Cash.

## Enlisting Difficulties In Army

From Printer's Ink

Never in the world will the United States Army be able to secure the thousands of new recruits needed to fill the new regiments provided for under the army-organization scheme unless the War Department shakes off its sloth and enters in earnest upon a carefully planned national advertising campaign. This is not merely the opinion of practical advertising men—they have held this view all along. An investigation for **PRINTER'S INK** has disclosed that it is also the opinion of a large number of leading governmental officials in Washington—officials in pretty nearly every branch of the Government except the one most vitally concerned. Most significant of all, it is the view also in the United States Navy Department, where a success has been made of advertising for recruits that renders all the more conspicuous by contrast the failure which in a measure has already attended the publicity campaign to get recruits for the Army and the yet more serious failure that now threatens the War Department unless it speedily mends its ways. Of course, the Navy officers are guarded in their criticisms of the recruiting methods of the other arm of the service, and none of them, naturally, wants to be quoted, but a well-informed Navy man, in effect, voiced the sentiment in the Department when he said:

"The Army never will be able to get the recruits it needs until it lays the foundation by a well-planned national advertising campaign, such as was conducted by the Navy Department some years ago. Lately the Navy has been recruited to its full strength, and consequently we have not needed to advertise as heavily as we did a few years ago, but that we are in this fortunate position is due, in no small measure, to the national advertising we did a while back and to the energetic follow-up which has been worked on the prospects thus gained."

"Just to illustrate the cumulative effect of a national advertising campaign, take the case of the money we invest in mediums of general circulation. You may remember that some Government officials who had little or no experience in advertising space in general magazines, particularly the high-class literary magazines that presumably would not be read by many of the young men who might be expected to enlist. To be sure, in direct results the advertising in those general magazines made a poorer showing than almost any other class of mediums employed, but that advertising served a purpose as a campaign of education that in the long run, has amply justified the outlay made. In later years a very large proportion of our inquiries have come from parents who are thinking of placing their sons in the service, and very many of these inquiries have been traced to that advertising we did in the magazines years ago."

The difference between the War Department and the Navy Department in the attitude on advertising has never been more strikingly revealed than in the comments elicited by the publication in the New York Sunday Times of an interview in which Sergeant Henry J. Pearl, U. S. A., in charge of a recruiting district in New York City, bemoaned the "pull-in" policy which compels Army recruiting officers to seek recruits by sidewalk solicitation instead of cultivating prospects discovered through systematic national advertising.

Commenting on this advice from a man in his "selling organization," Col. March, in general charge of recruiting activities at the War Department, said: "I am surprised that the New York Times should give half a column of its space to this statement from a non-commissioned officer. If the reporter had gone to the officer in charge of recruiting in New York he would have been given figures to prove that we are advertising and have been advertising right along. We are advertising not only in city newspapers, but in rural weeklies, in 'patent insides,' etc., and we intend to extend our advertising just as rapidly as Congress will give us the money."

At the Navy Department an official who is well qualified to speak, but who does not care to come out into the open as a voluntary critic, said: "That young man certainly knew what he was talking about. Not a single application in two days—when there is certainly something radically wrong with the Army system!"

That the War Department and the Navy Department should be at this writing so wide apart on advertising policy is the more surprising in view of the fact that such advertising as has been done for the army has been pat-

terned after the Navy advertising. Any advertising man will perhaps be able to substantiate this statement which is given on the authority of naval officers—if he will place in deadly parallel the booklet "The United States Army as a Career" and the booklet "The Making of a Man-o'-Warsman," which the Navy Department ran through several editions a few years ago.

But, say the Federal critics of the War Department's way of doing things there are booklets and booklets, and a recruiting pamphlet compiled by army officers cannot be guaranteed to have the pulling power of a recruiting booklet gotten up for the Navy by men who have practical experience in the advertising business. One detail of the Army copy that has caused the men who know to tear their hair is found at the foot of page 39 of "The United States Army as a Career," where, in extolling the food served to United States soldiers, the statement is made: "The companies in the Army live far better than do the people who patronize the average one-dollar-a-day hotel."

"Do they think that they can attract the class of men that we desire to see in our Army," said an official who thinks that what the War Department needs is a live advertising manager, "by telling prospective recruits that they will live as well as they would in a Bowery lodging-house?" In the estimation of advertising agents who have called at the War Department on this recruiting proposition—and there have been a good many who have went to Washington and gone away discouraged—the trouble is that certain influential officials in the office of the Adjutant-General are obsessed with the idea that free publicity can be largely depended upon. They bank heavily on such stimulants to interest as a flag flying outside a recruiting office and posters given free locations in postoffices. Only a few days ago Brig. Gen. Clarence B. Edwards, U. S. A., appeared before the Committee on Military Affairs of the United States Senate and talked hopefully about what could be accomplished by "adopting modern, business-like methods of recruiting," but when it came to brass tacks, his main reliance was upon a scheme whereby "every postmaster in the country should be made a recruiting agent for the Army and Navy." Then, as though it were a settled matter—a mere catering to instinctive demand—this officer went on to explain: "Under such a system, if a man wished to enlist it would be only necessary for him to apply to the postmaster." Not a word, mind you, as to providing an incentive for men to enlist.

"What is the difficulty about recruiting?" was the question asked the other day by Senator Chamberlain, chairman of the Committee on Military Affairs of the Senate, of Brig. Gen. Henry P. McCain, the Adjutant-General of the United States Army. Advertising men may be interested in the reply of the official who has general supervision of Army recruiting and recruit advertising. Said he: "They do not enlist, Senator. We covered most of the territory in the United States. We had men stationed in the principal cities and at substations, and we then threw out canvassing parties and covered the whole country with posters and cards, advertisements of different kinds. We kept out in front of all stations and enlisted men to get information and to give information. If we knew of any congregation of men anywhere we sent parties to look for recruits."

"What seems to be the principal obstacle in the way of securing enlistments?" persisted Senator Chamberlain. "I do not know what you would call it," said General McCain. "They simply do not enlist. If men have plenty of work, we have to go out and compete with employment agencies everywhere. It is a case of competition."

It was in this connection that General McCain made the statement, which has provoked so much comment, to the effect that he believes that a maximum of 50,000 recruits per year is the best that the War Department can do in enlisting. This 50,000 would cover reenlistments as well as enlistments, and to appreciate how sadly the recruiting system is in need of advertising or some other tonic it is only necessary to call attention to the fact that last year a total of 41,000 men went out of the Army by reason of expiration of service and other causes. Thus, on a basis of 50,000 newcomers and reenlistments, there would be a gain of only

(Continued on page 7.)

## D. Guerra's Sons DO YOU KNOW

That Guerra's is the biggest store in town?

That Guerra's handles groceries of all kinds?

That Guerra's fruits are the best and finest in town?

And that we have all kinds of fruit?

### GET ACQUAINTED WITH GUERRA'S

Location: Three blocks west of Main Street,

McALLEN, TEXAS

## Division Camp Exchange

S. E. Corner, Division Headquarters Parade Ground

### JUST ARRIVED

A LARGE ASSORTMENT OF SIZES OF ENGLISH SERGE UNIFORMS.

THOUGH THE PRICES OF SHOES ARE ADVANCING, OUR PRICES REMAIN THE SAME.

Every thing for the enlisted man. McALLEN, TEXAS.

## Don't Crow Too Soon

Over the price you paid for that lumber You might have been able to get it cheaper or better at Crow's Lumber Yard. Call on us for wood of all kinds If it's something to drive nails into, we have it.

**Frank G. Crow**  
McAllen, Texas

## Don't Go Home Sick

Any of you fellows that are starting home on furloughs want to remember that a change of climate is a serious thing in winter. See our drug clerk before you go and get whatever you need to keep throat and digestion in shape on that long, shivery trip back home.

We have registered pharmacists behind the counter

## Model Pharmacy Co.

Main Street

McAllen, Texas

## MISSION PALACE OF SWEETS MISSION

Everybody halts in front of the Palace of Sweets. Most everybody comes in. If you've got the ice cream habit, we've got the ice cream. Hot chocolate at the fountain too. Fresh made.

### MISSION ICE CREAM CO.

Selling bulk ice cream, 90 cents gallon. Dependable deliveries to Pharr and McAllen. Brick ice cream for officers' use. Phone, write or bring your order. How much for Sunday's dinner?

**Elliott B. Roberts, Prop.**