

Charleston Merchants See the Light

THE COUNTY NEWSPAPER IS THE ONLY MEDIUM
THROUGH WHICH THEY MAY REACH THE
BUYERS THEY DESIRE TO REACH.

The following is a news item from the Charleston News and Courier of Friday, March 7:

"Mr. Melvin Furchgott, representing the trade extension committee of the Chamber of Commerce, presented the plan to begin a campaign of advertising in the county papers within one hundred miles of Charleston, and a canvass will be made to raise \$1,500 for this purpose. One slogan will be, "If You Can't Get it in Your Home Town, You Can in Charleston." Beginning next week the first series will appear in seventeen papers and will be half page advertisements announcing the spring opening and the many advantages offered to the shopper in Charleston. The many outside attractions that will interest the visitor will be called to the attention of those invited to come.

"The advertising will not stop with the spring opening, but will continue through the year. There is power in advertising in the county weekly that the retailers of Charleston have determined to utilize. Once the people in lower South Carolina get to know the merchants of Charleston personally, then that trade will come to Charleston."

**CHARLESTON MERCHANTS ARE NOT SEEING AHEAD;
THEY ARE MERELY CATCHING UP WITH
THE TIMES.**

**"There is Power in Advertising in the
County Weekly"**