

## Advertising Talks

### GOOD SUGGESTIONS FOR THE MERCHANT

The following pointers emphasize the importance of clean stores, clean sidewalks, pure air, ample light, neat clerks and other things that most merchants and concerns might overlook.

#### How to Attract Trade.

The way you run your business is your best or your worst advertisement. If you are not getting as many customers as you should get, then you are not doing the proper things to attract trade.

A business properly run advertises itself and attracts trade. If careless methods are used you cannot expect the best results. To run your business properly does not require expert advice, but thought and attention.

Your success depends on what other people think of you and your business methods. In figuring out how you can attract more trade, put yourself in the position of the public and look at yourself and your business as they look at you.

#### Clean Sidewalks.

A clean sidewalk, especially on stormy days, is sure to attract the attention of the passer-by, which will naturally draw his attention to the windows.

Always make it a point to keep your sidewalk clean.

#### Your Windows.

Keep your windows clean inside and out. Change your window displays often. Many times customers coming into your store to buy some particular article will have their attention called to some other article in your window, and buy things that they did not originally intend to purchase. Use neat, attractive signs in your windows, calling attention to prices and particular bargains or specialties.

#### Cleanliness.

Clean floors, show cases and counters attract trade. The surest way to promote cleanliness is to have good light.

Proper ventilation is very important. People are often unconscious of good ventilation, but bad ventilation is undesirable and very unhealthy.

#### Lights.

Keep your store well lighted inside as well as out. A well lighted store is always attractive to people passing. When your customers come into your store they appreciate your showing your goods to advantage.

Remember that unusual things attract trade and advertise your business. You must not be absurd, but you can do unusual things without doing ridiculous things.

#### Neat Employees.

People like to see employees with clean collars and like to see goods handled by clean hands. Have plenty of soap and water always at hand so that your employees can have facilities for keeping clean.

#### The Best Advertising.

The best advertising in the world is "mouth to mouth" advertising. Treat your customers so well that they will tell their friends about you and your business and advise them to deal with you. This is the cheapest and best advertising in the world.

You have often heard it said, "A satisfied customer is the best advertisement." This is absolutely true. You know that satisfied customers talk favorably about your business and dissatisfied customers either do not talk at all or talk unfavorably.

#### Suggestions.

If your business is so situated or so large that you should do newspaper, billboard, street car or window advertising, you will find that neat, clean looking printed matter is the best investment. Remember that your competitor can buy the same space in the same newspaper that you can. Whether your advertisement will be more attractive and bring you more business than his, depends entirely on what you say in the space you buy and how you say it.

#### Important.

Simplicity is the most important thing to emphasize in giving instructions to a printer or newspaper as to how your advertisement should appear.

Don't crowd your advertisement. Don't think that because you are paying for space you have to fill it all up. What you want is to get your advertisement read—oftentimes the more white space and the more simplicity, the quicker people will notice and read it.

#### Stick to Your Subject.

If you are advertising bargains, price is the thing to emphasize. If you are advertising regular goods at regular prices, the thing to talk is quality.

Always emphasize service, mentioning careful attention customers get from your employees, prompt delivery of goods purchased, freedom from mistakes, etc.

Be specific. Tell why your goods are good goods. Don't make claims that are not true.

Straightforwardness and simplicity will attract people quicker than so-called originality. Some advertisements are failures because they are too original.

### SAID ABOUT ADVERTISING

Whether an ad pulls or not generally depends on the push of the advertiser.—Newspaper-dom.

The best way to fight the mail order house is by boosting your own business and working your hardest to make it grow.—Inland Stationer.

"We've all heard of the fellow who 'puts the cost of advertising into the quality of goods,'" says the Southern Advertising Journal, "but none of us have ever been able to detect the superiority of his product."

The advertisement reaches the man when he is receptive, but before he assumes the defensive, as he is apt to do with the salesman. It also reaches the men who have influence with the buyer, but who are inaccessible to the salesman.

### WHAT ADS HAVE ATTAINED

Personal Salesmanship Displaced—  
John Lee Mahin Tells Value of  
Co-operation.

John Lee Mahin, president of the Mahin Advertising company, addressed the students of the Northwestern University School of Commerce on the progress of the advertising business recently. He said the question of placing before the public the merchant's story regarding his wares had advanced during the last few years until now it is one of the most important items in the business world.

"Formerly the personal salesman was the advertising medium of his house," Mr. Mahin said. "He did all of the talking and writing about his line. But now times have changed, and it is the advertising writer who does this work in a broader manner and with the assistance of the personal salesman.

"Advertising and salesmanship are related very closely at the present time, and as a matter of fact the co-operation of the salesman and the advertising writer has brought the business to what it is today. We cannot co-operate without getting results, and the wise salesman does not work alone, but employs tools which come within his reach, such as the newspapers, street car advertising and the bill boards.

"There are a number of tests which apply both to the personal salesman and the advertising writer. The two most important are the method of the writer and sincerity.

"In modern advertising the words of the writer must be placed before the public in the most plausible manner. Anyone can write and anyone can tell stories, but it takes the advertising writer to take the words and phrases and place them where the best results will be had.

"The second test is sincerity. In advertising, as well as in every other thing that is done in business, one of the most important factors is sincerity. You must be sincere in what you claim for the article which is being advertised. The best way to conquer this is to have faith in yourself, as well as your business."

### AN ADJURATION.

If you'd advance your business,  
An ad-venture you will find  
In ad-equate ad-vertising  
Of an ad-mirable kind.

Down from the time of Ad-am  
This ad-age all admit;  
If you'll ad-opt ad-vice-ment,  
You will ad-here to it.

Ad-ults ad-mire ad-herence  
To an ad-opted aim.  
Let no ad-verse ad-venture  
Make you ad-journ the game.

But add new ads ad-roitly,  
And make a big ad-o,  
And soon you'll add ad-ollar  
For every cent that flew. Ad-ieu!

### Toot Your Own Horn.

A hen is not supposed to have much common sense or tact, yet every time she lays an egg she cackles forth the fact.

A rooster hasn't got a lot of intellect to show, but none the less most roosters have enough good sense to crow.

The mule, the most despised of beasts, has a persistent way of letting people know he's around by his insistent bray.

The busy little bees they buzz, bulls bellow and cows moo, and watch-dogs bark and ganders quack and doves and pigeons coo.

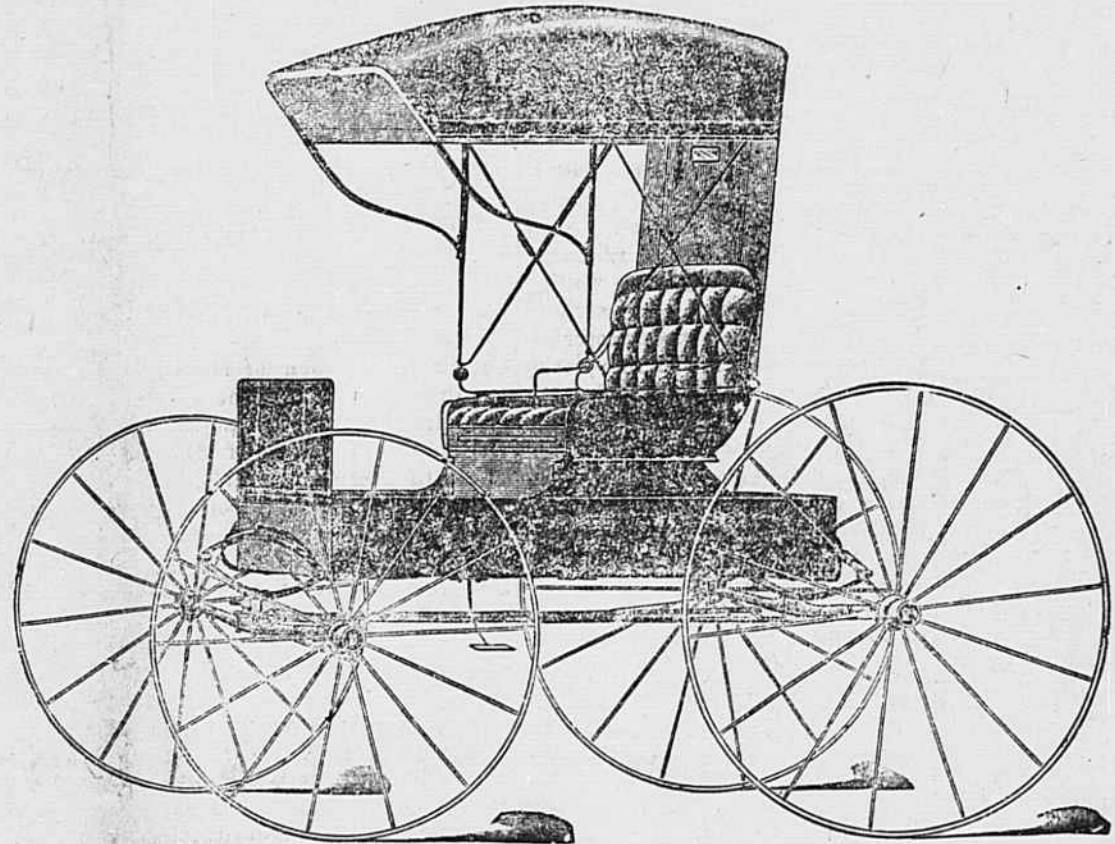
The peacock spreads his tail and squawks; pigs squeal and robins sing, and even serpents know enough to hiss before they sting.

But man, the greatest masterpiece that nature could devise, will often stop and hesitate before he'll advertise!—The Practical Printer.

### Strong Arm of Advertising.

Service—service to the customer—that is the strong right arm of advertising. You can hire the cleverest advertising man the sun ever shone on, but if the clerks in your store are greuches, if your values aren't just what they are advertised to be, if real service to the customer is something that you have heard of only in books, if your interest in the customer ceases the moment money has exchanged hands—why, your advertising man can't make your printed message worth its cost, that's all.—Jerome P. Fleischman.

# Buggy Contest Booming!



We are very much gratified at the enthusiastic manner in which our buggy contest is being received by the people. As you know we expect to give away absolutely free

## A Rubber Tire Top Buggy and Set of Harness

which are worth \$125 on any market. We have a sealed box in which you place a coupon for every one dollar you spend with us in cash. This coupon contains your name and a number that corresponds to the number on the card which is given you at the time the purchase is made. The box will be shuffled and a child will draw out a coupon and whatever name is on the coupon will be the winner of the buggy and harness. The box will be opened publicly at an hour and day to be announced later. Be present and see how fairly the awarding of the buggy will be conducted.

We are very grateful for the large patronage that is being accorded us. We have a large stock in all departments and can make close prices. Here are a few bargain prices in men's hats:

**MEN'S HATS:** The following prices will be observed for our immense stock of hats: \$1 hats at 89c; 2.00 hats at 1.89; 3.00 hats at 2.69; 1.50 hats 1.39; 2.50 hats 2.33; 3.50 3.13. We can also sell you shoes for every member of your family at a price that will be a saving to you.

Santa Claus will be at our store with everything nice for the children, in fact, for every member of the family.

Come to see us. Remember, for every dollar spent in cash you get a coupon in the box. You may get the buggy free, getting at the same time a full dollars worth for your money.

## W. E. PRESCOTT,

Modoc, S. C.,  
R. F. D. No 1

# A Christmas or Wedding Present

Whether you need a buggy, furniture, household furnishings, Christmas or wedding present, we invite you to call. We are ready for the buying public, with every department well filled.

We have handsome suits, dining chairs, china closets, dining tables, beautiful rockers in oak and Mahogany.

In china, we have full dinner sets or can sell you a single. See our beautiful 10 piece toilet sets. They are being greatly admired. In silverware, our new and beautiful designs will please the most fastidious and exacting buyer. We have never been better equipped in this department. Have you seen our cut glass?

The designs are new and our prices much lower than the city stores. Large assortment of rugs and art squares. Nothing will make a more suitable Christmas present. Beautiful assortment of sterling silver and solid gold jewelry, stock just replenished for the holiday trade. A full assortment of Violins, Guitars, Mandolins, Banjos, etc.

We extend a cordial invitation to the people of the town and county to call and inspect our large stock.

# Ramsey & Jones