

Business Building

By DUNDAS HENDERSON

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The Amount You Must Spend on Advertising.

It may not occur to the average retail merchant that the proportion of his income being spent on advertising is so small that the effect is like trying to paint a big house with a ten cent can of paint. All this advertising is, of course, good for, even though it brings no results, it shows that the merchant has an open mind in the matter and is subject to reason. Retail advertising, or, indeed, any advertising, no matter how small, to get sure results, must be done on some scientific plan that has guided similar campaigns to success. The most important item in such a campaign is the minimum amount to be spent on it.

If 999 out of every 1000 retail advertisers will go into the question of their advertising, I believe they will find that it is not costing them one per cent per annum of their incomes. In most cases it will be found to cost them much less.

How they expect to get results from that extraordinary percentage is known to themselves alone. Only in very exceptional cases will an expenditure like this even return the actual gross amount spent on

The campaign.

The most successful retail stores in the world are the large New York, Philadelphia and Chicago department stores. These concerns are known all over the world, and particularly so to the men, women and children in this country. If any class of retailers could dispense with advertising it is they. Yet they spend from 5 to 15 per cent of their yearly incomes in advertising their goods. They are not spending that portion of their incomes on advertising as a mere matter of fun, you may be certain. Every red cent of outgoing is jealously watched. If one hundredth part of one per cent can be saved, it is saved. The expenditure is the result of careful experiment in all possible ways, and under all possible conditions and it has been found necessary to spend that amount of their enormous incomes to get the results that they now obtain.

The local retailer may learn a lesson from this. If great organizations like these stores have to spend such a percentage of their incomes to get results—large sums like that get proportionately greater results than small sums—what must the small merchant spend to get sure results from his advertising?

When next you consider advertising, Mr. Retail Merchant, figure out how much you are going to spend. If it is less than 5 per cent, sit down and think the matter over carefully and if you cannot persuade yourself to spend at least 5 per cent on a scientific plan that has brought success to others, get a mirror and have a good look at a bad merchant.

There is one other important thing about retail advertising.

After you have made up your mind to the amount you are going to spend on it, see that you put salesmanship into the space you buy. Salesmanship is just as necessary in your advertising as it is in your store. With it in both your store and advertising, success is certain, for your sales organiza-

tion will be so strong that only bad goods or insufficient capital can kill it.

There are four principles to all salesmanship, whether in your store or in your newspaper: First—you must attract attention; second—you must secure the interest of the possible customer; third—you must create a desire to buy, and, fourth, but by no means least—you must induce the actual process of buying.

All these requirements in advertisements necessitate close study and much experience of successful advertising before they can be put together to make a perfect advertisement. The average retailer is not an expert at advertisement construction, any more than the ordinary grocer is an accomplished physician. How then is the retailer to get advertising that brings results—or as it may be called, salesmanship on paper?

There are on the market now a number of high grade syndicated advertising services. These services are got out by concerns with ample capital who have retained the services of the best retail advertising experts in the country to whom they pay large salaries.

These men construct advertisements which are sold to small retailers throughout the country at a nominal cost, ranging from one dollar per week up. The large number of one kind of advertisements supplied to thousands of retailers makes these low prices possible.

The services are usually sold in a series of 52, one advertisement for each week in the year, together with a first class copperplate cut of an illustration drawn by a high priced artist. At the top of these columns, will be seen some reduced fac similes of ads of this kind.

The merchant who uses advertising in his local newspaper space without putting salesmanship of that character into it when he can get it for so low a cost is just like a man who would rather have a school boy in his store to sell his goods than a proven salesman.

The publishers of The Chronicle will be glad to supply full particulars of the most wonderful of those syndicate advertising services to enquirers. Merchants are advised to be in time, however, for only one service of a kind can be used in each town.

See Our Line of Calendars.

ELY KILLED BY FALL.

Famous Aviator Loses Life at the Macon Fair Grounds.

Macon, Ga., Oct. 19. — Eugene Ely, the well known aviator, was fatally injured at the State fair grounds here shortly after 3 o'clock this afternoon when his aeroplane refused to rise after a sensational dip, and plunged with him 50 feet to the earth.

In the presence of nearly 8,000 people he fell to the middle of the enclosure of the mile track, almost clearing the machine by a desperate leap that he made when he realized his peril. His body was broken in a score of places and he died eleven minutes after the fatal fall. Just before the end he regained consciousness and muttered:

"I lost control—I know I am going to die."

Ely made a remarkable flight this morning, shortly before noon, ascending to an altitude of 3,100 feet. At 2:45 o'clock he began his second flight of the day, rising gracefully from the track enclosure, which he circled in a few minutes, traveling at about 30 miles an hour. As he was completing the circle he made one of his famous dips, apparently to startle the thousands beneath him who were watching with strained eyes. The bird-like machine shot down with tremendous velocity and the crowd applauded, thinking that the aviator would rise, as he had done many times before. But Ely seemed to lose his grip on the lever, for the machine continued its downward plunge to the earth.

Realizing his peril Ely released the lever altogether and half jumped, barely clearing the aeroplane as it crashed to the ground. It was demolished, bits of wood and metal flying hundreds of feet. Ely struck with terrific force. Scores of people rushed across the track to where he lay to offer him aid. He was tenderly removed from beneath the wreckage which covered him and carried to his hangar.

The vast crowd, excited and curious, rushed forward, but was kept in order by the policemen. Efforts were made to resuscitate the aviator, but he gained consciousness only for a moment before his death.

Even in his unconscious state his physical agony was manifest. Ely left his wife in New York

two weeks ago to come to Macon to give a series of flights for the Georgia State fair in his Curtiss biplane. En route he stopped at Davenport, Iowa, to visit his relatives. He had been giving spectacular aerial demonstrations here for eight days, going up on one occasion amid a shower of rain. Today he even offered to make a flight by night, painting his craft with phosphorous, "so as to startle the natives," he told the fair directors. The offer was declined.

Before making his ascent this afternoon Ely told his attendants that he feared something would happen and asked them to notify his wife in New York. The message notifying Mrs. Ely of her husband's death was sent by the management of the fair association. Ely's body was sent to Davenport, Iowa, for burial.

To Unveil Monument.

Holly Camp No. 255, W. O. W., Bethune, S. C., will unveil the monument placed to our late Sovereign H. T. Thomas, at Grove in McLain cemetery, near Clyde, S. C., on the 5th Sunday morning in this month. Public cordially invited.

For Sale.

House and lot of D. E. Hinson on DeKalb Street. Also house and lot of W. H. Halle on Mill Street. For terms apply to C. P. DuBose, Agent.

SCHOOL DAY AT FAIR.

Teachers Are Requested To Prepare Exhibits.

It has been decided to have a school day at the County Fair on Friday, Nov. 10th. All the white teachers that are conducting schools in the county are requested to prepare something for exhibit in the way of test writing, models, drawing, sewing or anything that will show the skill and handiwork of the pupils. The teacher's knowledge of the pupils will suggest what is best to prepare for exhibition.

All the teachers and trustees of the county are urgently requested to meet jointly in the court house at Camden, Saturday, November 4, to make final arrangements for the school exhibits at the Fair, and to arrange for the organization of school improvement associations in every community. The good effects of this association cannot be estimated.

NOTICE OF FINAL DISCHARGE.

Notice is hereby given that one month from this date, on November 4th, 1911, I will apply to the Judge of Probate of Kershaw County for a final discharge as Administrator of the Estate of the late J. T. Hay, Sr.

J. T. HAY, Administrator. October 5, 1911. 10-27

ADAMS 10 BIG SHOWS

Benefit of Fair Association

One Week Commencing NOV. 6th

On Main St., Camden, S. C.

Old Plantation Show

Maud of the Mist

Electric Show

Joy Ride

Big Free Act

TWICE DAILY

PROF. COLE

Champion High Diver

Russia, the Wild Girl

Vaudeville Show

Merry-Go-Round

Ferris Wheel

Free Band Concert Every Afternoon and Night by Battiato Royal Italian Band