



Mr. Merchant

think this over

Here are ten good points for advertising in newspapers which every merchant will do well to keep for future reference.

The ten points were offered by a big retailer who has spent the greater part of his advertising appropriation in good newspaper copy. He maintains very strongly that the following points have helped him to become a successful business man through advertising.

- 1 I advertise regularly. Every issue of the paper takes my story to its readers.
- 2 I make every ad look like mine. Years ago I adopted a distinctive style, and have stuck to it. I use plenty of white space; my ads are never hard to read.
- 3 I put into newspaper advertising a definite proportion of my gross sales. I fix this the beginning of the year. My rule is to make it three per cent of the previous year's gross, with more if special conditions justify it. (Note: 3% for newspaper advertising alone!)
- 4 I brighten my ads with frequent illustrations, either humorous or practical. This costs me a little, for I subscribe to an advertising cut service, and keep the cuts as I buy them listed to use again some time.
- 5 I am careful never to over-promise. When I make claims I back them up with reasons. Then when I really have an unusual bargain, people believe me when I "whoop'er up a little."
- 6 I think advertising all the time, I buy goods that will advertise well. Sometimes I buy goods just for their advertising value.
- 7 I get good display for my ads by seeing that the copy is in the newspaper office in plenty of time. I do this by having a definite hour to write the copy.
- 8 Whenever possible, I carry the nationally advertised goods that are advertised in my own home paper. I feature them. Sometimes they give me a smaller margin than fly-by-night concerns, but I find that I sell faster and make more money in the end, besides pleasing more customers.
- 9 I always plan my window and counter displays to link up with my newspaper advertising. Each helps the other.
- 10 My salespeople back up my advertising. They often help with suggestions for it, and I see to it that they always read it.

It is your duty to make a thorough investigation of your business and plan an advertising program to attend it every year. This department is always ready to assist you in every way possible to that end.

YOUR HOME-TOWN PAPER