

MINISTER TELLS HOW TO GET CUSTOMERS

A Preacher, Dr. Clinton Winder, of Rochester, N. Y., is quoted in Printers' Ink as saying:

"Our attendance last year averaged 2,000 per Sunday, which is an estimated increase of four times over the period when there was no systematic plan of advertising."

People knew that church was there, before systematic advertising was used. They not only knew the church was there, but they knew that sermons were preached in that church every Sunday. Two hundred and fifty regular customers attended service.

The church advertised. Two thousand come now.

Do people KNOW where YOUR store is? What do you care, UNLESS they come around and BUY from you?

Advertise!