

Women Don't Trust STRANGERS

They Lack Confidence In Strange Brands . . . and in Strange stores . . . and Strange Service Shops

What Percentage Of Total Sales Should Be Spent in Advertising?

Here are figures . . . compiled in part by the Bureau of Business Research, Harvard University, for Retail Business and by the Dartnell Survey for Manufacturing, wholesaling and jobbing.

RETAIL

Line of Business	Percentage
Auto, Accessories, Service Stations	2.6
Drug Stores	2.5
Florists	5.
Grocery Stores	1.5
Jewelry	3.9
Men's Clothing	3.79
Shoe Stores	3.7
Department Stores (considering volume)	2.6 to 4.35
Hardware	1.4
Beauty Shops	5.3
Furniture Stores	7 to 8.2
Building Materials	1.
Luxury Class of Business	8.7 to 10.
Women's Apparel	3.9
Cleaners	3.5
Insurance (Life)	4.
Plumbing Fixtures	2.
Real Estate	2.

Eliminate waste, and get the most for your advertising dollar by concentrating your appropriation in the medium of GUARANTEED CIRCULATION—

THE MOUNTAINEER

Apply it to your own experiences in buying!

You'll take Old Familiar nearly every time in preference to Unknown Brand.

The confidence that causes you to buy Old Familiar is a result of . . .

ADVERTISING.

Do you apply this simple and fundamental business principle to the operation of your own business?

Do shoppers visit or call you FIRST . . . because your firm name comes first to mind?

Do they enter your door with CONFIDENCE? The confidence that makes a sale automatic if you can supply the need?

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In the rush of business, under the welter of detail, we are all apt to overlook the fundamental truths of good business practice.

John Wanamaker, the apostle of the modern merchant, said, "Newspaper advertising is expensive only to those who don't use it."

Who does the advertising?

Who does the business?

You'll find the very same stores answer both questions.

There must be a reason.

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The surest, most profitable method of sales promotion is consistent, timely advertising in your newspaper.

Mountaineer advertising does not guarantee overwhelming business success, but it represents a profitable form of "business insurance" for you.

It's worth investigating . . . and thinking about. Why not ask for more complete information about how you can put Mountaineer advertising to work for your business? Just phone 700 or 701 and ask for a display advertising man to call on you.