

Another Little Talk on the Subject of Advertising

Of course, Mr. Merchant you read our page in yesterday's Gazette in which we indulged in a friendly little chat on the subject of newspaper advertising in general and advertising in The Gazette in particular. The page wasn't long enough to carry all we had to say on the subject. There were several phases of the advertising proposition we couldn't touch on. So we are going to take up at least one of these phases in today's advertisement.

Once in a while we run across a business man who says "Newspaper advertising don't pay. I've tried it. It's throwing away money." The man was conscientious. He believed that he was telling the truth. And yet we know he is wrong. We have demonstrated the pulling power of newspaper advertising too long. We know what it is and what it will do.

Now, it is altogether possible that the man in question did not get the results he should have had. But he blames it all on the advertising his failure to get the business he was expecting is all charged up to the lack of pulling power of the newspaper. He is in error, however. Let's examine a little further into the proposition.

In the first place, advertising by itself is not going to sell your goods. Many a merchant has had his faith shaken in advertising because he expected the advertising to do all the work. It won't do it. The average merchant takes all the time that is necessary to buy his goods, all the time that is necessary to check up, shelve and display his wares. Then he takes five minutes perhaps and scratches off what he calls an advertisement and expects it to startle the natives. He is disappointed. Your advertising is absolutely as important as your buying or your displaying or any other feature of your business. In order to attract the attention of the buying public and bring them to your place of business your advertising copy must be prepared carefully. It should be in the plainest, simplest, most direct form. Every word of it should be the truth. Keep in mind the fact that when you are writing an advertisement you are not doing a thing but talking to a customer and therefore you should use the same words, the same arguments that you would use were the reader actually facing you across the counter.

But we said the advertising is not all. You must use your show windows to the very best advantage. Make them attractive. Fix them so passersby will be compelled to stop and look. Use the same care in fixing up your show cases inside and arranging your goods. Let the interior of your place of business be just as attractive as you can possibly make it. That is not all. You must make the customer feel at home. Whether his purchase is a large one or a small one make him feel like you appreciate his business.

Just to make a long story short the whole matter may be summed up briefly as follows:

Your newspaper advertising, if properly and judiciously done, will bring the folks to your place. To sell them and retain their trade you must: Have the goods; have the best prices possible; display your wares to the best advantage; give quick and efficient service and give courteous treatment to all alike.

REMEMBER THIS: You can't sell a customer anything unless or until you get him into your place of business.

The newspaper advertisement brings him. Then it's up to you, by using all the true and tried methods of salesmanship, to sell him and hold his trade.

If you are not figuring on a vigorous, systematic and persistent advertising campaign during the year 1921 you are overlooking one of the most vital features of your business. Let us talk it over with you at once. Phone 50.

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