



# The Ally of Modern Business

## ADVERTISING DOES 4 THINGS

If you conduct a retail store, there are four things you wish to do

- 1 You wish to **HOLD** all your present customers.
- 2 You wish to **SELL** more goods to your present customers.
- 3 You wish to **REPLACE** with new customers the old ones who move away.
- 4 You wish to **INCREASE** the number of your customers.

Thus you have four objectives. Not one of these objectives can be reached by doing nothing. None of these objectives can be wholly realized without advertising.

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