

Advertising Talks

ATTRACTIVE STORE AIDS ADVERTISING

Dealer Should Make Place of Business One People Turn to Naturally.

One of the corners a few blocks from our factory is especially well lighted, says an observant manufacturer. It has a large electric arc light and one of those small gas street lamps. If you were to walk by there any of these warm summer nights, you couldn't help but notice the flying army of electric light beetles and other insects that are attracted by the bright light.

But they all keep near the big arc light, although now and then a couple of big hard-shelled beetles will fly down around the small lamp post. They never seem satisfied, however, with its flickering, so in a very little while always buzz back to the strong glow of the arc. They just naturally stick around it, not because they do a lot of thinking, but because its brightness attracts them.

Here's a thought that occurred to me when passing that corner the other night:

The dealer who will make his store so attractive that people naturally turn to it as THE place of town, where things are always reliable and where they will be never disappointed, that dealer will draw trade from his more shiftless competitors as surely as the big arc light attracts the insects from the lamp post's flicker.

And do you know the best way on earth to make your store most attractive? Good advertising is the answer with emphasis on the "good." To be good, advertising must be truthful, so if you advertise to impress people with the fact that they are welcome in your store and that you are offering excellent values, then your store must really be attractive, speaking a welcome at all times, and your stock must really be as fine as you say it is.

If your store can't stand for good advertising now, fix things up and then go at the advertising strong. Use newspaper space systematically, with new copy for each ad. Always have a good window display and change them as frequently as possible.

Then when people get into your store, where they are made to feel welcome and at home, don't you think they will be glad to buy, and to come again?

Good advertising does pay—immensely! Years ago many a merchant was a good advertiser, but didn't know it. His personality, his methods of doing business and his store were his advertising mediums.

Now we are living in the second decade of the busy twentieth century, and we've got to do our advertising, like everything else, in an up-to-date way if we expect to keep in the race.

Develop then, all the good points of the old time merchant and add to them the printer's-ink-sort-of-advertising, which would have made the old timer so much more successful, and without which the modern merchant cannot arrive at his best.

It requires nothing more or less than the application of the little lesson we have learned from the arc light and the lamp post: The biggest, brightest and most attractive, compels interest and holds the crowds.

Human Note Pays.

The medium being right, the most common source of failure in newspaper advertising is the lack of human element in the copy. Too many advertisers walk on stilts when they get into print.

It is the human note that pays. The man who makes his "ads" interesting, and puts them in an influential newspaper, never lacks readers and always gets satisfactory returns.

Honest Advertising.

The only advertising that pays is honest advertising. This principle is so well understood by business men today, that most of the advertising done in the columns of the reputable newspapers is honest. Occasionally, however, an unscrupulous man thinks he can deceive his customers and get away with it. Any temporary success that he may have is at the expense of the honest advertiser and of the publication whose columns he helps to discredit.

To put the dishonest advertiser out of business is the aim of all reputable advertisers and publications. Printer's Ink has been conducting a campaign for legislation against dishonest advertising. This winter two states, Ohio and Minnesota, have enacted the law which Printer's Ink had drafted. This law provides that the person or firm responsible for "untrue, deceptive or misleading advertising" shall be guilty of a misdemeanor.

Some Pertinent Points.

Your advertising should be your least expensive and most efficient salesman; unless it measures up to this standard there is something wrong—investigate.

Every merchant or manufacturer should remember that the people who buy the goods have acquired the habit of looking in the papers for information concerning them.

The time to stop advertising is when you want to stop doing business.

Information is a good ingredient of an advertisement.

An advertisement that would otherwise be excellent, because N. G. whatever because it lacks a follow-up.

Desire to possess comes only after the awakening of interest.

There have been few failures that could justly be charged to advertising.

Publicity is a sales aid—nothing more, nothing less.

DOCTOR WOULD ADVERTISE

But Couldn't Get Business If He Did, Because of Existing Prejudice, Says Taft's Physician.

"If I thought I could do more business by advertising, I would begin tomorrow," was the startling assertion of Dr. Charles E. Barker, four years physician to President Taft, to the Denver Advertising club.

The White House physician had all the best of an argument which had been started by the advertising men to demonstrate that the time-honored antipathy of medical men to advertising is a hoax and should meet with reform.

"But I wouldn't get the business if I did advertise," was the next new idea promulgated by Barker. "I believe that most people would say, 'That fellow likes to blow about himself, and they'd go to some other physician.' Advertising might 'get the business' for a dry goods store, but it would never do for a doctor."

"You're the first doctor I ever heard tell the truth as to why he did not advertise," declared Ben B. Laska, attorney for medical advertisers in several cases brought against them in the courts of this city and county. "They all pretend that it's because they're ultra-pure, but I've known for a long time that it was really because it wouldn't do them any good if they did."

These interesting statements formed part of an open discussion conducted by the club on the old question, "Should a Physician Advertise?" It was the general opinion of those present that the old idea of professional ethics preventing a physician from advertising his practice will be overcome in time if the organized advertising clubs of the country continue their present agitation for honest advertising as a means of upholding their own profession. Not many years ago banks did not advertise. Now, however, some of the best advertising in the country is done by banking houses.

P. D. Whitaker took the stand that physicians should not be urged to advertise until the advertising men had cleaned house to rid the columns of publications from the objectionable advertising now running.

One Price To All.

In spite of everything a merchant can do there will be some of his patrons who believe that they can get reductions in price if they go after them hard enough.

Every time a price is cut for one of these gentlemen an injury is done the merchant, his store and his other customers. The merchant's moral nature is weakened, so that he is an easier victim next time; the reputation of the store for fair dealing is impaired, because these favored customers will talk and if one man gets a better price than his neighbors, they have been injured by just that difference in price, for one man's dollar is just as good as another's.

A reputation of having one price to all is worth a great deal to any retail merchant, not only in profits but also in being free from the nuisance of having to go through a long "haggle" every time a considerable sale is made.

Whenever you refuse to cut a price you make the customer less likely to ask for a concession thereafter and you increase the respect in which he holds you. That respect is worth dollars and cents.

Business Started by "Want Ad."

The "want ad" pages have forced many men into business for themselves. One man determined to sell the family horse. He put a sign on the front gate and told all his friends, but still no sale. As a last resort he put an ad in the paper and sold the horse at his own price. The man was so surprised at this result and attracted by the plan that he bought another horse and sold it and is today an extensive horse dealer.

Scrubbing Machine.

There has been perfected a scrubbing machine which looks much like the ordinary carpet sweeper. The hooded part is a small tank which can be filled with scalding water, and uses automatically the inside mop, so that when the device is pushed across the floor it actually scrubs and wipes up the kitchen. For rough floors, porches and cement surfaces, it is said to be excellent.

Auditor's Notice.

All persons owning property of any kind whatsoever, or in any capacity, as husband, guardian, executor, administrator or trustees, are required to make returns of the same to the Auditor under oath within the time mentioned below and the Auditor is required by law to add a penalty of 50 per cent to all property that is not returned on or before the 20th day of February in any year.

All male citizens between the ages of 21 and 60 years, exempted by law, are deemed taxable polls. The fifty per cent penalty will be added for failure to make returns.

For the convenience of tax payers, I or my representative, will be at the following appointed places on the dates mentioned to receive the returns:

- Rop. W. Wednesday, Jan. 7th.
 - Meriwether, Thursday, Jan. 8th.
 - Collier, Friday, Jan. 9th.
 - Red Hill, Saturday, Jan. 10th.
 - Clark's Hill, Monday, Jan. 12th.
 - Modoc, Tuesday, Jan. 13th.
 - Parksville, Wednesday, 14th.
 - Plum Branch, Thursday, Jan. 15th.
 - Morgan's Store, Friday, Jan. 16th.
 - Liberty Hill, Saturday, Jan. 17th.
 - Cleora, Monday, Jan. 19th.
 - Pleasant Lane, Tuesday, Jan. 20th.
 - Meeting Street, Wednesday, Jan. 21st.
 - Johnstons, Thursday, Jan. 22nd.
 - Herin Store, Friday, Jan. 23.
 - Trenton, Saturday, Jan. 24th.
- All real estate must be returned this year. Taxpayers will please bear this in mind and make full returns.

The office will be open to receive returns from the first day of January till the 20th day of Feb. as prescribed by law.

J. R. Timmerman,

Auditor, E. C. S. C.

Dec. 16, 1913.

Master's Sale.

State of South Carolina—County of Edgefield—Court of Common Pleas.

Mrs. Mary K Barr, et al, Plaintiffs against Jessie Rashton, et al.

Furnant to the decree in this cause, I will sell at public outcry to the highest bidder before the court house, town of Edgefield and state of South Carolina, on sales day in February 1914, the same being the 2nd day of said month the following described realty to wit:

"Two tracts of land as follows: One tract containing two hundred and ninety acres more or less, situate and being in Edgefield and Saluda counties in the state of South Carolina and known as the Elsmore and Bush land, and bounded by lands of James Satcher, A M Mitchell and Burrell Nicholson; and the other tract of land contains one hundred and fifty-one acres more or less, situate in Edgefield county, state of South Carolina, and known as the Snipes land, and bounded by lands of E. L. Yonce, Wm. Hare, James Temple and others."

Terms of sale cash. Purchaser to pay for papers. If purchaser does not comply with the terms of sale within one hour after sale, I will resell same at former purchaser's risk, unless satisfactory arrangements can be made with plaintiff's attorney and the Master.

S. M. Smith,
Master E. C. S. C.

POPULAR MECHANICS

300 ARTICLES
300 ILLUSTRATIONS

Popular Mechanics Magazine

"WRITTEN SO YOU CAN UNDERSTAND IT" A GREAT Continued Story of the World's Progress which you may begin reading at any time, and which will hold your interest forever. You are living in the best year, of the most wonderful age, of what is doubtless the greatest world in the universe. A resident of Mars would gladly pay

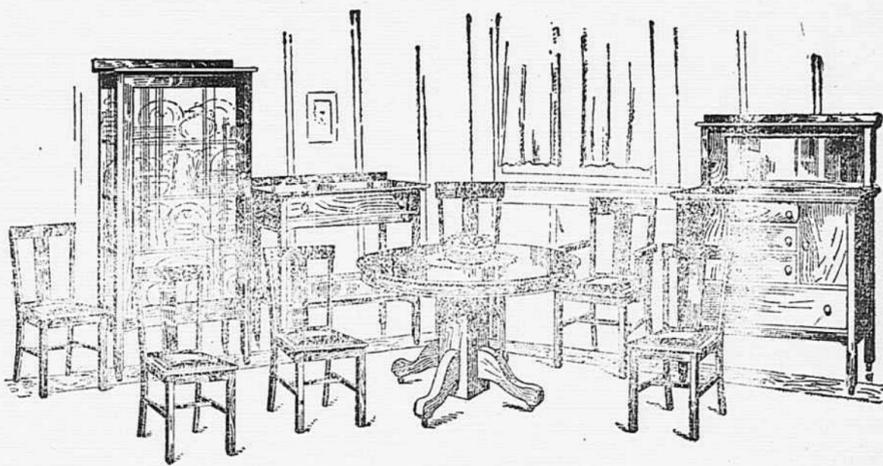
\$1,000 FOR ONE YEAR'S SUBSCRIPTION to this magazine, in order to keep informed of our progress in Engineering and Mechanics. Are you reading it? Two millions of your neighbors are, and it is the favorite magazine in thousands of the best American homes. It appeals to all classes—old and young—men and women.

The "Shop Notes" Department (20 pages) gives easy ways to do things—how to make useful articles for home and shop, repairs, etc. "Amateur Mechanics" (10 pages) tells how to make Mission furniture, wireless outfits, boats, engines, music, and all the things a boy loves. **\$2.50 PER YEAR. SINGLE COPIES 15 CENTS** Ask your Newsdealer to show you one or WRITE FOR FREE SAMPLE COPY TODAY

POPULAR MECHANICS CO.
218 W. Washington St., CHICAGO

To Cure a Cold in One Day Take LAXATIVE BROMO Quinine. It stops the Cough and Headache and works off the Cold. Druggists refund money if it fails to cure. E. W. GROVE'S signature on each box. 25c.

Two Large Furniture Stores



We invite our Edgefield friends when in Augusta to call at either of our two large stores--down-town store, No. 97 1/2 Broad and up-town store No. 122 1/2 Broad. We carry a large assortment of furniture and house furnishings at both stores. At the up-town store we also carry a full stock of farmers' hardware. Call to see us when in need of anything in this line.

We can sell you bedroom suits, wardrobes, china closets, tables, chairs, rockers, mattresses, iron or enameled beds, rugs, art squares, pictures, toilet sets, shades, etc. just as cheap as they can be bought anywhere in the country. We buy direct from the factories in large quantities and are in a position to make very close prices. Come to see us when in Augusta. Mr. Wyatt H. Hammond of Colliers section can be found at our up-town store.

E. M. ANDREWS FURNITURE COMPANY

97 1/2 Broad, Phone 445.

128 1/2 Broad, Phone 2311



WE POINT WITH PRIDE

TO OUR S. S. BRANDS OF FERTILIZER AND THE PROMINENT PART THEY HAVE PLAYED, YEAR AFTER YEAR, IN INSURING CROP SUCCESS FOR THE THOUSANDS OF GEORGIA AND SOUTH CAROLINA FARMERS. KNOWING THE NECESSITY FOR FEEDING

THE PLANT FROM START TO FINISH WE COMBINE IN OUR MIXTURES SEVERAL SOURCES OF AMMONIA (NITROGEN) WHICH WILL RELEASE THIS ELEMENT, FROM TIME TO TIME, SO THAT YOUR CROP IS NEITHER OVERFED NOR STARVED.

WE DO NOT USE NITRATE OF SODA

In our fertilizers for cotton and corn. It is not the proper ammoniate. It is too quickly exhausted and should only be used as a top dresser and for truck. We use

FISH, BLOOD AND OTHER ANIMAL AMMONIATES

Mainly, as sources of ammonia, knowing them to be the best plant food. We also furnish cotton seed meal mixtures. If your dealer can not supply you with S. S. goods write us, direct. Free money purse and fertilizer booklet on request. We guarantee all our goods to drill freely and to be in A-1 mechanical condition.

Order Early and Avoid Car Shortage

SOUTHERN STATES PHOSPHATE AND FERTILIZER COMPANY
AUGUSTA, GA. SAVANNAH, GA.

There's Dollars in It for YOU

Planters Fertilizers

Make Greater Yields and Profits for Farmers

Produces larger crops—enriches the soil—makes it more productive for future crops.

Farmers cannot be too careful in selecting their fertilizers. They should insist that Phosphoric Acid, Ammonia, and Potash are in such form that it is soluble and available at all times. Upon these three ingredients depend the life and size of your crops.

- Planters "Cotton and Truck Fertilizer".....7-5-5
- Planters "Soluble Guano".....8-3-3
- Planters "Standard Fertilizer".....9-2-2
- Planters "Special Cotton Fertilizer".....8-4-4

Your soil needs—Planters Fertilizers. Ask our agent or write us for information and prices. See that our trade-mark in on every bag—it's our guarantee—refuse inferior brands.

PLANTERS FERTILIZER & PHOSPHATE CO., Charleston, S. C.
Manufacturers

We use only the best S. C. Phosphate, Fish Scrap, Blood Tankage, German Potash, etc.

Send Us Your Job Work.