

FREE TICKETS

TO

"It Pays to Advertise"

READ CONDITIONS IN OPPOSITE CORNER.

This Way to the "Egress"

Back in the early days of advertising, that great showman, Barnum, used the "printed word" to advantage. But, remember he kept moving; never tried to build up a "trade." Each day furnished its own "suckers." For instance—

In the far end of the great menagerie tent was a narrow passageway. And in the passageway was a turnstile that turned only one way—outside. Over the passageway was a sign "This Way to The Egress."

Supposing The Egress to be one of the ferocious, only-one-in-captivity variety, folks crowded through the turnstile only to find themselves in the bright sunshine of the outside world. That's one method of fraudulent advertising.

To-day the same game is oftentimes practiced, perhaps less flagrantly but the same principle is used. Diener advertising never carries extravagant or misleading statements. What we say it is, It Is! Diener advertising never claims "half-price" reductions (?) and no reputable concern can possibly remain in business and sell goods at half-price at all times.

Sometimes you'll meet jewelry advertising which, on the surface looks good—but beware of the old-fashioned Egress in a new dress.



Diener The Jeweler
408 Market St.



"It Pays to Advertise"

And YOU Profit!

Look about you where you are sitting.

How many of the comforts, conveniences and necessities of your life are of your own discovery?

Somebody else discovered them — and advertised them.

You read about them—others read—and in a remarkably brief period of time, our community life or home life was enriched by the peculiar advantages of a new comfort or convenience and since becoming a necessity.

Advertising creates! Sometimes it is a messenger from your store.

Sometimes a messenger to tell you that your favorite singer is coming to town—where you may find a new position — when the baseball season opens

—which is the best hotel to stop at in the town you are going to—to help you sell your farm.

These messengers are employed to inhabit your newspaper; to hang above you in the trolley car; to stand by the countryside; to lie on your doorstep—always with a message of some importance.

Not infrequently inherent messengers are employed by nature to advertise baby's milk-time.

The far-reaching effect of advertising has created great demand for everyday commodities, thus establishing quantity

production, and the lowering of prices.

Thousands of dollars are spent in advertising an article on which thousands more dollars are saved by the consuming public.

Were it not for the force of advertising, this store could not maintain expensive elevators, deliveries, and other service features, made possible by the great volume of business, while you are paying no more, and very often less for the things you need.

That high powered automobile belonging to your physician, may have been an expensive investment; but "getting there in time" means a lowering of death rate.



So it is for YOUR benefit as well as ours, that this store conducts "expensive" advertising — which is not expensive at all. Just an investment that pays big interest.

Bowman's



A Smile Follows the Spoon
When It's

HERSHEY'S Ice Cream

The above slogan may be advertised truthfully when it is considered that Hershey's Ice Cream contains nothing but pure milk, pure cream, pure flavors blended in proper proportions by experts in one of the most complete and sanitary plants in the country.

Five years ago Hershey's Ice Cream was first produced by one little freezer. We now have completed the installation of the most modern equipment and made alterations which gives a capacity of 5,000 gallons in one day.

Quality of materials, direct supervision over the sanitary conditions of the 700 farmers who supply the milk and cream, and frequent analysis of our product by City Bacteriologist Moffitt, has combined to produce a delicious ice cream, the demand for which has made this large and modern ice cream plant a necessity. Always open for inspection.

HERSHEY

Creamery Co.

401 South Cameron Street



Adapted From a "Big Scene" of the Comedy "It Pays to Advertise" Part Is, and Part Is NOT the Dialog CHARACTERS

MR. PEALE—Press Agent for the Belle of Broadway Company
RODNEY—Who is floating a new corporation.

PEALE:

Oh! You're one of those guys who don't believe in advertising are you? No don't get me talking advertising. That's when live, where I have my town house and country estate, my yacht motors—that's my home. Maybe you think love is important. Piffle, advertising, my boy, ah—the power of suggestion, psychology of print — say a thing often enough — hard enough — the other chap'll not only believe you—he'll think it's his own idea and he'll fight for it. Some old gink, a professor of psychology showed 40 Vassar girls, the other day, two samples of satin, one blue, one pink, same grade—same value—same artistic worth—one described as a delicate warm old rose—the other he called a faded blue. He asked them to choose their favorite. Thirty-nine out of forty girls picked the old rose. Why? Because they'd been told it was warm and delicate—no faded blue for theirs. What did it? power of suggestion—advertising!

RODNEY:

You seem to know something about it.

PEALE:

I not only see to—I do. You heard me tell that girl of your few minutes ago that the Belle of Broadway was the biggest hit town, ask her to go to the theater—give her her choice and I'll give you fourteen dollars to a fried egg she picks the Belle of Broadway Advertising!

RODNEY:

I don't believe it.

PEALE:

Well, try it—and say what makes you go to the theater yourself I'll tell you—it's what you've read about the play or what some lows told you.

RODNEY:

Why I suppose that's true.

PEALE:

And what he tells you some other guy has told him. Nine seven per cent. of the public believe what they're told and what they're told is what the other chap's been told—and the fellow who told him read it somewhere. When you see a thing in print about something you really don't know anything about, you come near believing it. And all the advertiser has to do is to tell you right and you'll fall.

RODNEY:

But I never read advertisements.

It Pays Me to Advertise Because It Pays---Another Thing



If I don't keep the public posted, some fellows may be deceived with supposed cheaper insurance. For instance, a while ago I quoted a man the regular Aetna premium but he turned me down and took up mutual insurance. Now the company is in the cemetery and my friend has a mortuary assessment of ninety dollars and the worst to come.



BE WISE, AETNA-IZE! A prudent man considers—then insures in the Aetna.



WM. S. ESSICK
General Agent--Also Adjuster

The Blake Shop Interior Decorators

Although we have advertised in a modest way in various mediums, The Blake Shop has become known for its painstaking care and artistic arrangement in the beautifying of homes.

We have just received a beautiful assortment of electric light stands and frames for cretonne and silk shades. All sizes including the large floor lamps. New designs in wall paper, cretonnes, slip covers and upholstery materials. Rugs of the better sort of Wilton, Brussels, Axminster, Scotch, and the old-fashioned rag rugs.



225 North Second Street

It Pays To Advertise On Furniture

This store has built up a reputation for low prices. This reputation has built up a large store three miles from Harrisburg where four large floors are filled with a splendid assortment of the best and a good, medium grade of furniture and rugs. The low prices are possible because of being out of the high rent district and yet within the five-cent carfare distance of Harrisburg. We invite inspection and comparison, and cheerfully refund carfare without obligating you to buy. We also prepay freight to all points within 100 miles and make motorcar deliveries to Harrisburg and vicinity.



M. A.

New Cumberland, Pa.

SANITARY FAMILY WASHING CO.

Just what the name implies—a laundry that specializes on family washings and where each wash is washed separate. Delivered to your home rough dry with all flat work ironed. No indelible ink marks. Considering that over 2,000 housewives avail themselves of this service every week, "It Pays to Advertise" work of this character.

Our Wagon Will Call at Your Door

Bell Phone 733-734 Cumberland 160-Y
SIXTEENTH and ELM STS.

