

FACTS OF INTEREST TO THE BUSINESS MEN OF WINCHESTER

Mr E. L. March Of Lexington Talks On Advertising And Tells How It Has Increased His Trade.

The following conversation took place Thursday noon in the Brown-Proctoria Hotel between Mr. E. L. March, the Lexington merchant, and W. A. Beatty, the manager of The Winchester News:

MR. MARCH.—WELL, ARE YOU READY TO TAKE LEXINGTON ADVERTISING IN THE NEWS YET?

MR. BEATTY.—NOT YET.

MR. MARCH.—ITS ONLY A QUESTION OF TIME. WHEN YOU DECIDE TO ACCEPT ADVERTISEMENTS FROM LEXINGTON, YOU HAVE MY ORDER NOW, TO COPY EVERY WEEK IN THE NEWS THE AD. THAT I RUN IN THE LEXINGTON PAPERS ON SUNDAYS. THIS GOES FOR THE BALANCE OF THIS YEAR AND CHARGE THE SAME RATE YOUR LOCAL MERCHANTS PAY.

WHAT THIS MEANS.

Do you local merchants of Winchester realize what this would mean to The News? I will tell you. I was advertising manager of The Lexington Herald for several years and during all that time Mr. March never ran less than a forty-inch ad. on Sundays in the Herald. Forty inches was a very small advertisement for him. From that, his Sunday advertisements ran up to two pages. His average space used on Sunday would be from one-half page to a page. If he only used on an average of one-half page during the year, it would mean that he would use in the columns of The News 3640 inches.

The cheapest rate given any Winchester merchant by The News is eight cents an inch. Mr. March at that rate would pay this paper \$291.20 during the next year, or nearly \$25 per month.

NO ONE HERE PAYS AS MUCH.

There is not a Winchester merchant, in any line of business, who pays The News that much for advertising. There is not a merchant of Winchester who spends half \$291.20 in The News.

If Mr. March is willing to spend \$291.20 in a Winchester paper, he must believe that he will secure business enough from Winchester and Clark county and will sell enough furniture to our local people to pay him a handsome return for the expenditure. If Mr. March can afford to do this in his business, how much more can the local merchant afford to do the same or better to keep that business at home and to bring it into his store.

If this is true in the furniture line, it is true in every business. It applies to the dry goods merchant, the shoe merchant, the clothing merchant.

AN INTERESTING STORY.

While I was talking to Mr. March he told me an interesting story of one of his advertising experiences. Probably every business man in this city has read of how Wanamaker, of Philadelphia, the greatest retail merchant in the world devotes four per cent of his gross receipts to advertising. They have all read that he attributes his remarkable success in extending his business to the influence of his advertising.

Mr. March said that 1903 opened a very dull year. The crisis was on in financial affairs and the business man was gloomy about the outcome. During February of last year, he decided to spend during March five per cent of his gross business transacted by him in February. He did so, and his sales increased substantially.

In March he set aside five per cent of his gross sales of that month for his advertising in April. He spent it and again he saw a decided growth over the preceding month. In April he transacted so much business that he found he could not judiciously use five per cent of the gross sales for May.

Mr. March said that he had seen his business grow from a very small one, to its present capacity and that he attributed his growth to his advertising.

MAKES FIRST BIG CONTRACT.

As advertising manager of The Herald, I made the first large contract for space ever used by Mr. March. Up to that time, the store had been carrying a cheap line of goods and had been doing, I venture to say, considerably less than half the amount of business done by any of the good furniture stores of Winchester. Now, Mr. March carries the very best line of furniture and has more than doubled his original capacity for doing business. He is probably doing a considerably larger volume of furniture business than any other Lexington merchant in his line. He has two stores instead of one as he originally started. Mr. March has told me again and again and will tell any one who asks him, that he attributes growth to his free use of advertising space.

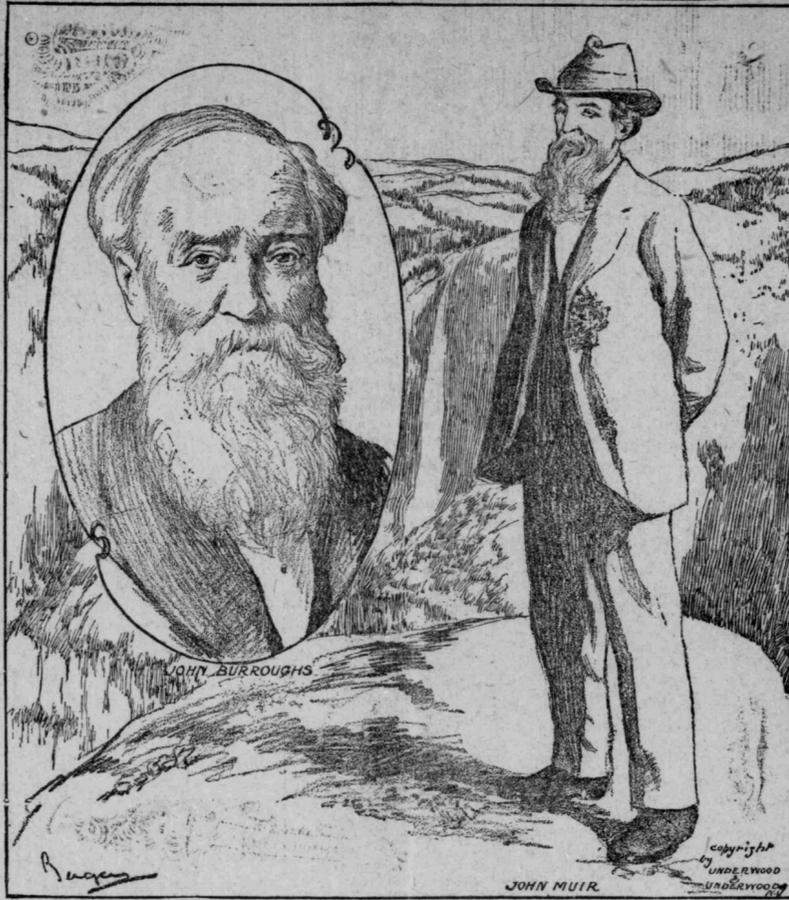
Another little remark he made might be taken to heart by our local merchants. He paid The Lexington Herald alone for his advertising during the month of December last, \$365. He paid the same to the Lexington Leader and I don't remember how much he said, but something less to the Evening Gazette.

I venture to say that a local merchant in any line who would agree to spend \$365 in the next year in The News for his advertising would have heart failure at the prospect.

Again, that conversation was full of meat for the local business man. Mr. March told me that The Frankfort News, the new paper at Frankfort, adopted at first the policy that is being pursued by The Winchester News, and refused all outside advertising. The Frankfort News was not supported by the local merchants of that city, and the paper was compelled to seek outside support. Just as soon as The Frankfort News took the outside advertising, the local merchants woke up and The News is now carrying more local business than it ever did. The local man to save his business life had to get in the home paper that was carrying the announcements of his outside competitors into the homes of his own customers and patrons.

I have written thus at length because I think the story is a good one for the local merchant to ponder over. If Mr. March could do this thing, why cannot you do the same? Why cannot you increase your business proportionately?

W. A. BEATTY, Manager of The Winchester News.



AGED SCIENTIST AND EXPLORER WHO ARE COMPANIONS IN TRIP THROUGH GRAND CANYON.

John Burroughs, the famous naturalist, has joined John Muir, the California explorer and forestry authority, for a journey through the Grand Canyon of the Colorado. For more than forty years Mr. Burroughs, who is now seventy-two years old, has been planning to make the trip. His last journey into the west was with President Roosevelt on the celebrated trip through the Yellowstone park. Previous to that he was one of the scientist members of the Harriman exploration expedition to Alaska, on which occasion his constant companion was John Muir, the aged explorer, who became acquainted with the west when it was a mysterious land of wonders.

WEATHER IS FRIGHTFUL

Mr. R. R. Perry Says He Would Rather Be in Winchester—Having Good Time.

Special to The News. (By R. R. Perry.)

WASHINGTON, March 5.—When I woke up yesterday morning and saw the sleet and snow, I wished I was home in Winchester. Washington saw the worst blizzard it had experienced for years on inaugural morning. Over thirty trains due for the inaugural ceremonies and carrying thousands of people were from 8 to 10 hours late.

The program of the ceremonies was carried out fairly well, considering the weather. The crowd on the Bradley Special is having the time of their lives in spite of the weather. We dined at the Kentucky Club last night and met many Kentuckians who are now in Washington. Senator Bradley and Congressman Langley made us short speeches.

In the evening about 100 of us called on Justice Harlan and had a pleasant time. We start for home Friday and will reach Winchester sometime Saturday.

HELD TO GRAND JURY FOR CHICKEN STEALING

Neal Rome and Rich Curry, the Two Negroes Arrested by Officer Tanner, Committed.

Neal Rome and Rich Curry, the two negroes who were arrested by officer Tamer Thursday morning, on a charge of chicken stealing, were tried before Judge Pendleton Thursday night in Police Court and in default of a \$200 bond were committed to jail to await the action of the next grand jury.

CITY COUNCIL.

The regular meeting of the City Council will be held Friday night. No special business of any kind that is known of will come before the meeting.

MR ROBERT STANHOPE IS VICTIM OF COWARDLY HOLD-UP THURSDAY

Well Known Blacksmith Attacked Beaten And Robbed By Two Men On Washington Street At 11 O'clock At Night While On His Way Home.

One of the boldest and most cowardly holdups that has been committed in Winchester in some time was pulled off Thursday night about 11 o'clock on Washington street, between Main street and Dr. M. S. Browne's office. Mr. Robert Stanhope, a blacksmith, who lives on Jackson street, was the victim and as a result is \$23 to the bad.

Mr. Stanhope had attended the performance of Vogel's Minstrels at the opera house, and was returning to his home, going out Washington street about 11 o'clock. When he passed an alley near Dr. Browne's office, someone struck him on the head, knocking him to the street and rendering him unconscious, and relieving him of all the money he had on his person.

Mr. Stanhope is blind in his left eye and as that was the side that he was attacked from, he could not see who the persons were and was unable to recognize them. Mr. Stanhope says there was two of them and that after he had been knocked down, one of them continued the assault upon him, beating and cutting him about the head, while the other went through his pockets.

The pocket that Mr. Stanhope had his money in was cut off; the pocket was pulled out with the money and was then cut off.

After regaining consciousness, Mr. Stanhope walked to Dr. Rankin's office, where he had his wounds dressed and then went to his home. The matter was reported to the police authorities and every effort is being made to locate the guilty parties, but they have but very little clue on which to work.

Mr. Stanhope's wounds while not necessarily dangerous, are very painful and it will be several days before he will be able to be at his work again.

Every man believes he lives in the best neighborhood in the world, which would indicate that people are pretty decent everywhere.

TWO QUICK RUNS TO SMALL FIRES

Department is Called Out Early Friday—Cottage On C Street Damaged.

The Winchester fire department made two quick runs early Friday morning in an effort to locate a fire on C street. There are three streets running into East Lexington avenue, A, B, and C. A lady turned in the alarm and the drivers at Engine House No. 3, understood her to say A street. The department quickly repaired to the location given and no one on that street knew anything about the fire. The company returned to the engine house and had hardly gotten un hitched, when a second alarm was turned in and this time it was C street.

The department made a hurried run to C street and found the fire to be in a new cottage belonging to Mr. N. T. Taylor and occupied by Charles Alexander. The fire originated in a closet but was extinguished by neighbors before great damage was done, and before the department arrived. The loss is about fifty dollars, covered by insurance.

MARRIAGE LICENSE.

A marriage license was issued Friday morning to Mr. O. L. Warren, of Salt Lick, and Miss Mae Templeman, of Lexington.

A NEW CITIZEN.

Born, March the 3rd, to Mr. and Mrs. William L. Edwards, of Boyd, Kentucky, a son, Robert Kenady. Mrs. Edwards was Miss Jessie Parrish of this county.

NO SUNDAY BASE BALL TO BE PLAYED BY THE LOCAL CLUB

Winchester Team Cuts Out Games On Sabbath At Home And Elsewhere Open Letter To The Public From Directors.

The directors of the baseball club met Thursday night and unanimously adopted the following resolution:

"Resolved, That no baseball be played by the Winchester club, on Sundays, at home or elsewhere."

After the unanimous adoption of this resolution, the directors switched all the Sunday games, which had been given to Winchester by the Schedule Committee, and fixed them for week days and then directed the publication of the following letter:

Open Letter to the Public.

The undersigned, directors of the Winchester Baseball Club, at a meeting held Thursday night unanimously decided that we would not permit the Winchester ball club to play any ball on Sunday, either at home, or abroad. This action was taken out of deference to the wishes of many of the good citizens of our community, who asked that such an action be taken and who felt that it was wrong and a desecration of Sunday for the team to engage in a game, even away from home on that day.

The ball team was not organized for the purpose of making money, but to advertise the town, and to give to our citizens a recreation from business worries and cares by witnessing a good clean sport. If the playing of baseball on Sunday away from Winchester, would be the means of depriving any of our people of this pleasure, then there shall be no such game. While the team was not organized to make money, yet to maintain the team in the Blue Grass League, pay player's salaries, ground rents, purchase uniforms, balls and such other necessities, will require at least \$5,800 for the season.

There will be sixty games played at home, and we figure that the average gate receipts per game will not exceed \$75 of which amount \$35 is paid to the visiting team, thus leaving us a net profit of \$40 per game, or \$2,400 for the season. The games away from home will bring us no revenue as it will take practically all the amount we receive from these games to pay the club's railroad fare and hotel bills. The remaining \$3,400 will have to be raised by subscriptions.

At present, we have succeeded in raising only about \$2,000 so it can be seen that we are still short \$1,400 of the amount necessary to carry us through the season. The club would easily make this amount if permitted to play Sunday ball away from home, but this we have decided not to do, and instead are going to trust to the liberality of the people of this community to see that enough subscriptions to stock (\$10 per share) are made to insure the club playing out the season.

The directors are no more interested in the ball team than any other lover of the game, but the stockholder having elected us to the offices which we hold we feel it our duty to do all in our power to run the team through the season honorably and morally. This, however, cannot be done unless we receive at least \$1,400 more in subscriptions to the stock of the company. That you may know who are backing the enterprise we are herewith publishing the names of those who have subscribed for stock in the club, of whom no one has subscribed for less than \$10. There are many of our citizens who have not yet subscribed at all. We cannot think that they have deliberately refused to join us, but instead, believe they have overlooked it through mere inadvertence. We wish to publish as a souvenir of the first game a complete list of the stockholders. Will not everyone who is interested in the reputation of the town and a clean recreation for its citizens see that his name is upon that roll?

It is proper to say that many of our stockholders do not object to our club playing Sunday ball away from Winchester, but in deference to the wishes of the ministers and many others who have conscientious scruples upon the subject, we have decided upon this action, but whether we have acted for the best financial interest of the club is yet to be seen, and that can only be ascertained from the number of new subscriptions to be received.

Hoping that these may be many

and prompt, we remain Very respectfully, W. R. THOMAS, B. D. GOFF, R. W. ROUNSAVALL, W. H. HODGKIN, B. R. JOUETT, JEFF Q. STEWART, GEORGE HON, WILL S. DUTY, H. H. PHILLIPS, Directors Winchester Baseball Club.

List of Subscribers.

The following is a list of the present subscribers:

- Chas. F. Alexander, Jack Alexander, Biehn & Donovan, V. W. Bush, C. H. Bowen, LeeS. Baldwin, Dr. Isaac Browne, T. E. Barnes, J. A. Boone, Jonas R. Bush, A. R. Baldwin, J. M. Benton, J. T. Beckner, Sue D. Buckner, Caddie Buckner, Battaille & Betts, Vic Bloomfield, Brown & Proctor, Edward Clark, J. W. Chambers, L. B. Cockrell, Phil Colter, W. S. Duty, S. Dinelli, Egan & Hoskins, J. H. Evans, C. B. Finnell, R. O. Fitch, Ed. Fox, J. Warwick Gay, B. D. Goff, W. H. Garner, H. G. Garrett, Clyde Gaines, J. M. Hodgkin, Walter Hampton, A. Howard Hampton, W. H. Hodgkin, George Hon, W. M. Jones, Walter N. Young, Jas. M. Poynter, Jno. C. Hodgkin, R. B. Hunter, W. P. Hackett, J. A. Hughes, Hampton & Brooks, John W. Hall, John W. Hardin, J. H. Holmes, R. D. Hunter, Sam H. Jeffries, B. R. Jouett, E. S. Jouett, E. E. Kidwell, A. G. Locknane, E. L. King, Howard Lyon, W. T. Lyon, J. R. Martin, D. T. Matlack, P. E. Murphy, D. O. Meredith, Woodson Moss, James A. McCourt, W. S. McCarney, T. L. Nunan, G. B. Nelson, Jr., W. T. Ogden, Thos. L. Phillips, H. H. Phillips, Hunt Perry, N. R. Ratliff, T. N. Rupard, M. D. Roysse, R. W. Rounsavall, Leon Renaker, Scrivener Bros. & Co, H. W. Scrivener, E. Jouett Simpson, J. T. Stokely, Chas. B. Stewart, J. M. Stevenson, Jeff Q. Stewart, C. B. Strother, Hub. T. Simpson, H. T. Strother, R. P. Scobee & Son, J. D. Simpson, R. S. Scobee, J. W. Stapleton, W. R. Sphar, Edwin T. Smith, W. R. Thomas, H. Clay Thompson, Stephen T. Davis, L. S. Hamilton, G. W. Lewis, Geo. O. Tebbis.

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