

# RICHMOND DAILY REGISTER.

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Richmond, Madison County, Kentucky, Wednesday Afternoon, July 16, 1919

Single Copy 5 Cents

## GAVE MERCHANTS SOME GOOD IDEAS

National Cash Register Lecture and Picture Shows Successful Modern Methods.

R. H. Kennedy, of the National Cash Register Company, gave business men, merchants, clerks and others a very sensible lecture and an instructive moving picture show on successful modern methods at the Alhambra theatre Tuesday night.

Primarily the lectures and picture are an educational advertisement for the National Cash Register, and it is mighty good advertising.

During his talk, Mr. Kennedy referred to newspaper advertising, and he told the local business men some things that they ought to heed just as much in this connection, as along the other lines of his lecture.

I believe I am safe in saying that ten merchants have failed because they advertise to little, to everyone that failed because he advertised too much.

Dun & Co. report that 81 per cent of the retail grocers who failed in 1918 were men who did not advertise in the local papers.

Advertising is simply a way of telling possible purchasers about the goods you have for sale. Simple words and direct statements should, therefore, be used in preparing your ads.

Don't crowd your ads. If an ad tells of one line of goods only it may catch the eye, but if it is crowded with many ideas, the chances are it will not be read.

I do not mean that if you have a large space you should use it all to tell of one article. A half page ad or a page ad is really a collection of smaller ads to each of which the principle stated should apply.

Some printers have the idea that lots of curly cues in type and elaborately designed borders, are desirable. They may be, at advertisements for the printer, but what you want to advertise is your goods.

Once you select a style of type stick to it. People will connect it with your store and if the news you tell about what you have to sell is interesting your ads will be read.

In newspaper advertising keep the same space so that when people get to looking for your ads know where to find them.

Make your ads different. Don't try to copy what other people say. Put your personality into them. Tell the story about your goods just as you would tell it in the store.

Cuts are good if they really illustrate, but a bad cut is worse than none. Don't use a cut that isn't just what you want, simply because you can get it from a syndicate cheap.

If you get a syndicate to plan at \$2.50. All sizes, Stanifer's your advertising, be sure you get main floor.

individual attention. Ready-made ads will not get results for your store.

In preparing your ads write them out the best you can; then say the same thing in half as many words; then cut it again if you can. The result will be better.

In writing ads place yourself in the position of the person you are writing to. The kind of ads you read are the kind that will interest the other fellow.

If you don't give them the reader may assume that the price is high. If you are advertising high grade goods, place the emphasis on quality and mention the price in an incidental way.

Be absolutely honest in your advertising. Put your reputation into every statement. You may as a leader occasionally sell goods "below cost," but don't overdo the "below cost" sale.

And don't advertise every week or so "The Greatest Value Ever Offered." It stamps you as an amateur and destroys confidence in your statements.

Keep your advertising ahead of business, not behind it. Make it pull your business along. It will give you a reputation as an up-to-the-minute merchant.

Your advertising is your store news. If you haven't any, make some. A new line of goods; cut prices on goods you want to turn over. It's easy enough to get news if you watch for the opportunities.

Don't spend a few dollars in advertising and then say "advertising doesn't pay." Advertising does pay as attested by thousands of merchants who have become successful through its use.

Select your advertising medium carefully. Its value depends, to a certain extent, upon the goods you sell and the conditions under which you sell them.

Elwood Hamilton Gets It A dispatch from Washington says that Commissioner of Internal Revenue Daniel C. Roper's plan of reorganizing the revenue service has been approved by the President.

Mehodists To Picnic The members of the Methodist Sunday school will go to woods near town for an old fashioned picnic Thursday morning.

REPORT OF THE CONDITION OF THE FARMERS BANK doing business at the town of Kiplaxville, county of Madison, State of Kentucky, at the close of business on the 25th day of June, 1919.

RESOURCES	
Loans and discounts	\$118,098.81
Overdrafts, secured and unsecured	4,075.29
Stocks, bonds and other securities	33,955.00
Due from banks	18,958.83
Cash on hand	1,627.52
Building, house, furniture and fixtures	2,000.00
<b>Total</b>	<b>\$179,615.45</b>
LIABILITIES	
Capital stock paid in in cash	\$5,000.00
Surplus fund	1,000.00
Deposits subject to check	125,460.23
Due banks and trust co's	2,713.23
Bills payable	21,000.00
<b>Total</b>	<b>\$179,615.45</b>

FOR RENT—280 acres good grass, good water. Call W. T. Briggs, Madison Drug Store, 190 E.

See our table of patent pumps. All sizes, Stanifer's your advertising, be sure you get main floor.

## AN OPEN LETTER

Irvine, Ky., July 14th, 1919. To Hazard Herald, Hazard, Ky.

In your issue of June 19th, you make mention of the fact that certain candidates for Railroad Commissioner in the Third District had withdrawn in favor of Mr. Eversole.

You also say that "Mr. Cisco and Mr. Kash were requested to attend the candidates' meeting but did not do so." I am writing to advise you that E. C. Kash was not advised of any such meeting, and I was not advised of it, and no one was advised of it.

At the State Convention at Lexington a Ninth District man, J. L. McCoy was a candidate for Secretary of State, and he withdrew in favor of Judge Fred Vaughn of Paintsville in the Tenth District.

We are entirely in the interest of party harmony. We are in the fight primarily to help the republican ticket in November, and this we expect to do.

We are willing to leave it to the republicans of this entire Railroad Commissioner district as to who their candidate shall be.

KELLY KASH

## HANDSOME HOME IN TOWN CHANGE HANDS

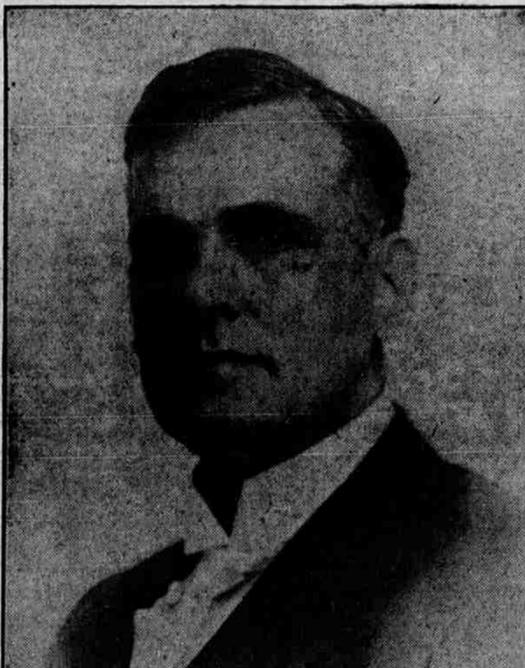
Mr. and Mrs. Paul Burnam and Mrs. James W. Capeerton have purchased the handsome residence on West Main street, owned by Mrs. Frank E. Jennings, and which has occupied by Mrs. and Mrs. Jonah Wagers and family as a home for some time.

It is understood that the price paid for the Jennings home was around \$18,000. It has a fine large brick residence, and spacious grounds, and numerous modern improvements will be added to make it a most attractive home for this popular family.

## SWINEBROOD SELLS 'EM

Col. G. B. Swinebroad, the land king of Garrard county, continues to sell 'em. On Tuesday, July 15, Swinebroad sold for Floyd Curtis 162.6 acres of land located near Bryantsville, Garrard county, at an average of \$274.33 per acre.

STRAYED—From our farm two weeks ago, a red yearling steer weighing 700 pounds; reward for information concerning same, J. H. McCord, phone 478 R.



JUDGE CHARLES A. HARDIN

The Eighth Congressional District is indeed fortunate in that it will continue to be represented by a Democrat, and that man of the calibre and capacity of Judge Charles A. Hardin, who comes of distinguished statesmen, will uphold the honor of the country and reflect credit on a proud constituency.

As county attorney, as a commonwealth's attorney and as a circuit judge, he has made a reputation for honesty of purpose and correctness of judgment that will link his name with the illustrious men, who have dispensed justice in this district. What he has done is an earnest of what he will do and the assurance is therefore doubly sure that at Washington he will continue his upward course of honorable and genuine service to the nation, to the state and his constituency.

Every Democrat and other man with the true interest of the district at heart will make it a point to see that Judge Hardin is not merely elected, but that his majority is such as he will show to the country how highly he is held in the hearts of his people and send at the same time a note of encouragement and support to the great man who laboring for us and the world, and doing his best to make horrible war hereafter improbable.

## THE WEATHER

Fair tonight and Thursday; mild temperature.

## OLDHAM WANTS TO DEBATE WITH SHANKS

Winchester Sun said Tuesday: R. C. Oldham candidate for Democratic nomination for lieutenant governor, has written Hon. W. H. Shanks asking for a joint debate at Owenton on Monday, July 28.

The Paris Democrat said last week: The race for the Democratic nomination for Lieutenant Governor is creating much interest in this county as the race here are interested in W. H. Shanks, candidate for Lieutenant Governor, whom they hope to see win the nomination, and know that he can win in November.

In his speech at Shelbyville Monday, Gov. Black denied that he was in anyway connected with the Stanley machine. Some of Gov. Stanley's appointees, he said, were for him, and he was glad to have their support, but many of them were opposing him, and he did not regret it.

One lot mien's black and tan oxfords at special prices on tables at Stanifer's main floor. 188-6

Q. & C. Tunnels Too Tight Engineers and fireman on the division of the Southern Railway extending from Danville, to Oakdale, Tenn., have begun a boycott of the mammoth Santa Fe engines, refusing to man them further because the engines are so large that they leave no more than a foot of space between their outerline and the walls of the long tunnels on that division.

Special low prices on men's black and tan oxfords at Stanifer's. 188-6

One table of ladies' patent pumps at \$2.50. All sizes, Main floor at Stanifer's. 188-6

Give us your order for Dressed Poultry, Fresh Fish, Cantalopes and Watermelons on ice. Phone 431. Neff's Fish & Oyster House. 188-6

WANTED—To buy pony trap. Apply at Fire Department office. 193 6p.

## WILSON TO CONFER WITH REPUBLICANS

(By Associated Press)

Washington, July 16—President Wilson has decided to invite the Republican Senators to call at the White House to discuss the peace treaty, and League of Nations, Secretary Tumulty announced today. Senator Lodge chairman of the Foreign Relations Committee, is understood to be one of the 15 republican Senators the President especially desired to confer with.

The President is represented as being anxious to talk to all the Senators, answer any questions asked. It is said the invitations will not be limited to members of the Foreign Relations Committee. It is also indicated the President will not begin his tour of the country until the committee has had a reasonable time to decide whether it wishes to confer with him.

## LOOKS LIKE THEY'VE GOT HENRY RATTLED

(By Associated Press)

Mount Clemens, Mich., July 16—In a moment of petulance while on the witness stand today, Henry Ford, plaintiff in the million dollar libel suit against the Chicago Daily Tribune, admitted being an "ignorant idealist." Subsequently he reversed that statement. Ford defined a traitor as one who works against his government, an idealist as one who helps others to make a profit. Evidently with Arnold Bennett, vaguely in mind, he described Benedict Arnold as a "writer."

## Spanish Cabinet Quits

(By Associated Press)

London, July 16—The Spanish cabinet, headed by Antonio Maura, formed April 15th last, has signed according to a Madrid dispatch to Reuters.

## Wilhem Has A Bad Cold

(By Associated Press)

Amerongen, Tuesday, July 15—The former German Emperor refrained sawing logs today for the first time in several months. It is understood he is suffering from a cold. The former Empress has experienced a recurrence of her heart affection for which the recent bad weather is probably responsible.

## Prof. Cherry Operated On

(By Associated Press)

Louisville, July 16—Prof. H. H. Cherry, of Bowling Green, who recently withdrew from the democratic gubernatorial nomination race, underwent an operation here today. He is reported as showing considerable improvement.

## Reds Take A Brace

(By Associated Press)

London, July 16—The Bolshevik Monday captured Ekaterinburg 160 miles southeast of Perm, says a Russian wireless received today.

## Yanks To Lead Great Parade

(By Associated Press)

London, Tuesday, July 15—A composite regiment of United States soldiers, 3,400 strong, headed by Gen. Pershing, will lead the great Victory March through London Saturday, the 19th, it was announced tonight. The decision to have the allied troops march in alphabetical order, placed the Americans first.

## WILL PAY STATE DEBT

(By Associated Press)

Louisville, July 16—A total valuation of \$103,293,797.67 was placed on the estate of the late Mrs. Robert Bingham today by inheritance tax appraiser Hardin. His report shows \$4,704,320.23 due Kentucky.

## Rescued Just In Time.

(By Associated Press)

Washington, July 16—The American cargo steamer Allison was picked up in a sinking condition off Fenwick Island lightship Maryland, today by the steamer Lakeview and towed safely to the Delaware breakwaters.

## THE MARKETS

Louisville, July 16—Cattle 300; steady and unchanged; hogs 1,500 steady and unchanged; sheep 7,500; steady and unchanged.

One hundred pair ladies' patent pumps on tables at Stanifer's. Choice \$2.50, main floor. All sizes. 188-6