

RETAIL ADVERTISING

The Republican said last week that it would have more to say regarding advertising later. Before doing so, however, we want to quote an article by Joseph E. Chasoff on the "Retail Advertiser and the Newspaper," from a work on advertising that will soon be issued by the Ronald Press Company, of New York.

The article was written primarily for the newspapers and the retailer, but the general public is as much or more interested in advertising as either the retailer or the newspaper, and it will be of interest to them, as it treats the subject from an unbiased standpoint. It will certainly interest the retailers for it will teach them to advertise effectively, and when they do this there will be less complaint that the mail order houses are taking their business. Of course they will take it if merchants do not let the trade tributary to them know what they have in shape of service and for sale, which the mail order houses persistently and everlastingly keep before the people with offers placed in an attractive form. Mr. Chasoff's article follows:

THE RETAILER AS AN ADVERTISER.

Let us turn first to the retailer as an advertiser. The problem of all commerce in this day of quantity production is SELLING. Every merchant knows that he can get plenty of goods if he has a rapid outlet for them. Moreover, he is forced to buy heavily because with present day high living and store competition has grown up a public which is most fastidious in its selection. The public goes where it finds what it wants. It seeks large and well-assorted stocks. Even in smaller towns merchants are carrying larger stocks than they ever did before. At the opening of the season shelves are filled and bills are due. Action is demanded and demanded quickly. The buying inertia of the consumer must be stimulated. In middle season buying enthusiasm must be kept up. To keep his old customers and add new ones he must hold out special inducements from time to time. Perhaps in his community there are certain classes of people that are not buying from him because they do not know what he has to offer. Perhaps his regular customers are not buying as much as they should.

Such problems of selling make it good business for the merchant to use every possible factor at his command which will keep goods moving. Of course the basis of merchandising goes deeper than selling. Trustworthy goods must be bought right and offered at fair, honest prices. Merchandise plus service make a good store and are essential to permanent success in selling. "And the public," to borrow the phrase of E. St. Elmo Lewis, "is sensitive. It goes where it is invited and it stays only where it is well treated." The merchant cannot reach the public personally. In the list of selling forces are his window displays, courteous salespeople, liberal policies, store service and ADVERTISING. In the broad sense anything that attracts attention to a store is advertising. Anything that people find out about you is advertising for you. But in the sense we are considering advertising here, advertising is the means of getting into the minds of many, through print, a particular message. It is a selling force which creates and directs demand. It should never be considered apart from business. It alone never made a permanent success. It is merely the expression of what the store has to offer; and every merchant who succeeds in advertising understands this fact, for upon the store itself depends the resultfulness of all advertising. What the store has to offer in merchandise, in price, in policy, in service, the way a store satisfies customers—these are the things that differentiate the successful from the unsuccessful advertiser.

ADVERTISING AS A SELLING FORCE.

It is quite true that the public finds out sooner or later about the merchants of the town. It is equally true, in present day merchandising that the merchant cannot wait for business; he must make it. Of all the sales forces which he has yet discovered advertising is the most effective. It reaches more people in the shortest time at the lowest cost. It is a salesman that can sell more than any other. The purpose of advertising is simply to sell goods

and insure good name. It does this because it helps the customer to buy. In a word, that is the why of advertising. Now while there are few merchants who do not spend something for advertising, we must face the fact that there are equally few who have made a careful and individual business analysis which enables them to buy advertising space as an investment instead of an expense and to write advertising "copy" which is successful.

To be successful in advertising a merchant must realize that repetition is necessary for response. Do not expect the public to rush into your store in response to one advertisement. Realize, too, that often the customer is responding, although he will not say so.

Is it not amazing that in the purchase of his goods, in the employment of his salespeople, and the conduct of every other branch of store-keeping the merchant is guided by principles of good business; but when it comes to advertising, too often, he moves blindly?

Let us admit that there are merchants who do not believe that advertising will help their business. Some of these merchants seriously believe that the prestige of their store is enough. They will tell you that they have all the business they want. In some cases they have never advertised at all or they have advertised only occasionally and ineffectively.

Every merchant must reckon with the persistent advertiser in his community who is constantly taking business away from the non-advertiser while he goes on boastfully claiming that he does not need to advertise. People trade with a merchant because they like him but this friendship will not prevent the purchase of better values elsewhere. Let us admit that prestige can stand up against advertising for a time but its losses are well distinguished. The end is the end which has overtaken many a commercial institution.

THE CHARITY THEORY.

In almost every community there is another class of merchants which considers advertising as a favor or a charity. They feel a debt to institutions or individuals and advertising presents a means of returning the favor. Talk to these merchants and they will tell you that the reason they advertise is to help out the local newspaper or to keep the trade of the local printer. The advertising of such merchants is persistent enough but it is of the "label" or card type. It may keep the name before a public which already knows the name but it sells little merchandise. Such advertising certainly does not pay. When a merchant considers advertising an expense he usually makes it that. He takes little or no interest in it because he thinks it makes no difference.

THE "NOW AND THEN" ADVERTISER.

Another class of merchants may be classified under the heading of the "now and then" advertiser. Some of these times they advertise because their competitors advertise. They have no particular plan; they make no analysis but when their competitors blaze the way they follow reluctantly. Others of the "now-and-then" type are those who may be called the "big sale" merchant. These advertisers appear about twice a year with large ads for a week or ten days. They use the newspapers heavily. They circulate the town and really do a tremendous business for ten days or a month. Then you never hear of them for six months. They believe advertising is a good thing but they will tell you it does not pay to advertise in dull season.

THE DULL SEASON MANIA.

The merchant opens his store fifty-two weeks in the year. He hires his clerks for six days in the week. His window display is before the passing public every business day. And yet when it comes to printed publicity his whole attitude some times changes and he fails to understand that advertising is essentially the same only that its possibilities to bring business are greater than any of these. When business is bad they quit advertising. Someone has said, that is what keeps business bad. The dull season mania is practically unnecessary three-fourths of the time. Very often it is due to this cessation of advertising. The spirit of the store is the store.

Merchants have been known to do the largest volume of business during the months of July and August by starting a campaign for business. The dull season is indeed largely imaginary. Vigorous advertising overthrows every dull season theory. It clears away stocks, keeps salespeople employed, pays bills.

Moreover, to cut out advertising entirely is to sever communication between your business and the public. One of the reasons for inefficiency in advertising is the spasmodic sort. An advertising salesman once pointed out to a merchant who advertised once a year that an engine of 1-horse power running all the time is more effective than one of 40-horse power standing still.

This is not idle talk when applied to advertising. The so-called advertising graveyards are filled with those who used this tremendous power-publicity—with forty horse power campaigns which covered only a certain distance and then came to a standstill.

Many a "cat power" campaign is successful and growing, because it "runs all the time." The advertising that pays biggest returns is the result of actively developed ideas backed by vigorous selling plans. The reaction which advertising has upon a store is worth considering. When a merchant goes to advertise consistently and with a determination to stay with it, a lively spirit is developed within the store which produces more business.

Of course there is waste in advertising. There is waste in all fields of hu-

ROYAL BAKING POWDER

Adds Healthful Qualities to the Food

Prof. Prescott, of the University of Michigan, testified before the Pure Food Committee of Congress, that the acid of grapes held highest rank as an article of food and he regarded the results from baking with cream of tartar baking powder as favorable to health.

Royal is the only Baking Powder made from Royal Grape Cream of Tartar.

man endeavor. Advertising waste is far too large a percentage of advertising expenditure. All who advertise are not advertised. The retailer is an advertiser when he views advertising as a means of presenting to the people of his community the news of his business. He should consider it solely as a business proposition, not as a charity, not as a duty, simply because it is service with a cash value.

LET'S BE THANKFUL.

This is Thanksgiving day. The people of the United States have much to be thankful for—bountiful crops and a market that pays well for the product of both factory and farm. Let it be the prayer of all today that nothing may happen to change these fortunate conditions of our country during the coming years.

Locally, the people of our county and section are highly prosperous, and only one thing is needed to make the editors of the local papers join in the general thankfulness that should be present in every home of the great southwest section of our state today. Do you owe for your paper, your advertising or your job printing for the past year or so? If so, sit down and remit for the same today and then you will be thankful you have paid your little obligation and the editors will certainly be thankful also, for they need the money.

Do this, and let's all be thankful.

TRIBUTE TO "SUNNY JIM."

It may be true that, as is often said, "corporations have no souls," but certainly the representatives of corporations must have when they step in the midst of a banquet to pay a tender tribute to the memory of a departed friend and member as was shown in Chicago last week when three hundred members of the American Specialty Manufacturing Association stood with bowed heads while "Auld Lang Syne" was played in tribute to the memory of the late James S. Sherman, Vice President of the United States, who belonged to the organization. As the music ceased, the toastmaster, John A. Lee, prayed aloud in a simple sentence: "Oh, God, receive unto Thyself our brother—'Sunny Jim.' And once again the orchestra played softly while the banqueters sang in low voices the words of the song. The association was holding its annual convention at the time of its tribute.

A BIT OF HISTORY.

"This will be following the precedent of history, or the ordering of Providence, that has brought about, with few exceptions, but the great events of American history in democratic administrations. The only exceptions of note are the freeing of the slaves and the establishment of the doctrine of the indivisibility of the Union. All of our extensions of continental territory have taken place when a democratic administration was at the helm."—Tampa Daily Times.

How strangely ignorant most people have been. It has been the general impression that Alaska and Panama are a part of continental America, but seeming, according to the Times, they are not. It was also generally thought that Roosevelt and Johnson, in spite of the antics they may have cut later, were republicans at the time these additions to the United States were made.

Speaking of them reminds us, though, that it was under a democratic administration (Cleveland's second) that the American flag was pulled down from territory acquired under the administration of a republican and, unless signs fail, we will see the repetition of it under Wilson.

Some people are wondering what President Wilson will do with Colonel Bryan; others are wondering what Colonel Bryan will do with President Wilson. It may be interesting when the festivities begin.—Philadelphia Press.

"With William Jennings Bryan as his secretary of state; Louis D. Brandeis as attorney general; William McAdoo as secretary of commerce and labor; Josephus Daniels as postmaster general; John Shafroth as secretary of the interior; Robert L. Henry as secretary of the navy; William McCombs as secretary of the treasury; Clarence E. Campbell as secretary of war, and Joseph W. Folk as secretary of agriculture, Captain Woodrow Wilson would have a "nine" that the world couldn't beat."—Wise News.

Oh, well, we suppose that from a democratic standpoint it will do; but we would like to move to amend and make the name of the secretary of navy read R. R. Henry instead of Robt. L. Henry.

Every now and again the papers record some case where an injured person needs skin graft upon a wound in order to ensure healing. And almost without any hope or wish for financial reward people come forward and volunteer to give some of their own skin for the sufferer. Such action, inspired solely by a love of their fellow kind and for the sake of doing good, strengthens one's faith in humanity. The world is not eaten up with selfishness, not by a good deal. The man who complains that everyone is looking after himself alone is altogether wide of the mark.

It is a curious and suggestive fact that the political attitude of the large city dailies of the different political parties did not seem to influence the voters to any extent. Certainly not nearly so much as it did in former years. The fact is voters think and decide for themselves far more than they used to. But while the city press apparently failed to produce much effect, it is evident that the rural press exercised a potent influence. Probably this was because those papers are more closely in touch with the voters than is possible with the city dailies.

Universal regret is felt at the retirement of Ambassador Bryce. His successful career as a statesman and diplomat is another instance of the scholar making good in political life. His work on the "American Commonwealth" is a classic and an authority on American life and institutions, and the tactfulness and urbanity uniformly displayed by him during his official life in Washington have gained for him high fame as a diplomat.

Phonetic, indeed.

The freaks of phonetic spelling in widow placards frequently play smash with the English language and the purposes, objects and meanings of the advertisers, but it will take something genuine to beat a sign that graces the front of a Seventh street (Washington) grocery with hennery annex. This is what it says:

FRESH EGGS EVERY OTHER DAY LAID BY OUR OWN HENRY. And if the advertiser had thought of chickens, rather than of hens, no doubt the eggs would have been laid by his own chicky.

Porto Rico's New Wonder.

From far away Porto Rico comes reports of a wonderful new discovery that is believed will vastly benefit the people. Ramon T. Marchan, of Barcelona, writes "Dr. King's New Discovery is doing splendid work here. It cured me about five times of a terrible cough and cold, also my brother of a severe cold in his chest and more than 20 others, who used it on my advice. We hope this great medicine will yet be sold in every drug store in Porto Rico." For throat and lung troubles it has no equal. A trial will convince you of its merit. 50 cents and \$1.00. Trial bottle free. Guaranteed by all dealers. Advertisement.

Aginaldo Turns Up.

Another result of the election was to reveal the whereabouts of Aginaldo, who attended a democratic ratification meeting in Manila.—Kansas City Star.

Bryan in The New Administration.

N. Y. Evening Post.

Mr. Bryan's "lecture engagements" in Washington apparently include a good deal of private lecturing of democratic Congressmen. But he is also lectured at. Much eager discussion of his relations to the Wilson Administration is being indulged in by politicians and correspondents at Washington and elsewhere. Some of them picture him as a Jonah. Others hail him as a Warwick. Perhaps there is in him a touch of either. It seems to be universally agreed that Mr. Wilson will offer Bryan a position in the Cabinet, presumably the State Department. But there are two opinions about the likelihood of his acceptance. Many hold strongly to the view that he will prefer to retain his independent position, in which he can seek to dictate and can make mischief to his heart's content. Others believe that he will interpret the election as a vindication of himself, and will rather patronizingly enter Wilson's Cabinet. He may even attempt to play Seward to Wilson's Lincoln. But the original experiment of trying to make the Secretary of State superior to the President only resulted in teaching the Secretary his place, and we doubt if even Mr. Bryan's audacity would be equal to trying it on a man like Woodrow Wilson.

A Great Building Falls

when its foundation is undermined, and if the foundation of health—good digestion—is attacked, quickly collapse follows. On the first signs of indigestion, Dr. King's New Life Pills should be taken to tone the stomach and regulate liver, kidneys and bowels. Pleasant, easy, safe and only 25 cents at all dealers.

Advertisement.

A Bull Moose Opinion.

Nebraska State Journal. The explanation of Mr. Taft and the disastrous end of his political career is not hard to find. It has been a case of a good man in the right place at the wrong time. Mr. Taft would have been a popular President in a period of economic tranquility and political regularity. He would have made good in McKinley's time or Grant's or Garfield's. It was his misfortune to be President in a time of change and of popular agitation. He was of judicial mould and could not bear the murmurings from the grass roots. He elected to be an organization man in a period of disorganization. The wave he could not see has simply gone over him.

Aside from his inability to keep in touch with the times, Mr. Taft has made a good President. As an administrator he has been independent and progressive. Personally he has been an example of American manhood, a dignified courteous gentleman. When Mr. Roosevelt picked him for the Presidency it was in the expectation that these were to be years of calm. Mr. Roosevelt then thought that agitation was gone and the time for a quiet clinching of past gains at hand. He would have picked a different favorite, doubtless, had he known the work ahead. That would have put Taft on the Supreme bench, where he would have been happy and immune to such a reverse as he has now suffered.

Only a Fire Hero

but the crowd cheered, as with burned hands, he held up a small round box, "Fellows!" he shouted, "this Bucklen's Arnica Salve I hold has everything but for burns." Right! also for boils, ulcers, sores, pimples, eczema, cut, sprains, bruises. Sure pile cure. It subdues inflammation, kills pain. Only 25 cents at all dealers.

Advertisement.

Back to The Farm or Starve.

The eternal cry of the world is back to the farm, or more correctly in the west and south, stay on the farm. We know and regret that it is an unpleasant contemplation to feed hogs and mules at 4 a. m. and then toil "over countless fields," but toiling for a thankless clientele in a city is none the less unpleasant. However, the country has its compensating features not found in the cities. Wood and water and house rent—three prime items of expense to a city man—are free with every job or every rental in the country. The rural delivery and rural telephone have done much to change the face of things and make the country a more pleasant place of abode.

We must marvel that any ability at all is left in the country when we realize that the best talent in all professions has been recruited from the farm for the last fifty years. Conditions are rapidly obtaining under which it will be up to a large per cent of city people to go to the farm or starve. Fifty cents per pound for chickens, and fifty cents per pound for butter and sixty cents per dozen for guaranteed eggs in Chicago, tell the story of a nation's hunger most eloquently.

The soil and development of rural opportunities that shame a nation call for tact, diplomacy and leadership to restore the agricultural elements to the supremacy that was her's before the Civil war, and which will be here again, or more people will go hungry.

Don't Know They Have Appendicitis.

Many Tazewell people who have chronic appendicitis, which is not very painful, have doctored for years for gas on the stomach, sour stomach or constipation. John E. Jackson states if these people will try simple buckthorn bark, glycerine, etc., as compounded in Alder-ka, the German appendicitis remedy, they will be surprised at the QUICK benefit. A SINGLE DOSE relieves these troubles INSTANTLY. John E. Jackson, Druggist, Tazewell, Va. Also recommended by the Richards Mercantile Co., of Richmond, Va. Advertisement.

Above all else we are for an official recognition of the democracy of the Ninth district in the matter of office.—Washington County Journal. This has been the attitude of the Ninth since politics was first invented.—Richmond Journal.



A Grace for Today By Wilbur D. Nesbit

Show us the way to see the good That comes into our lives each day, The blessings, dimly understood, That give us cheer along the way. Give us content, with gold and gear— Though much or little we possess— Let us be glad for what is here On this, our day of thankfulness.

But broaden, too, the soul and mind So that our thanks will not be found By custom's rule and rote confined Within this one day's narrow bound. Let us be glad for early rain That bids the flowers wake and creep, Let us be glad for snowy plain That holds them in their winter sleep.

Give us the heart to understand The graciousness of spreading trees, The changing seasons, wisely planned, The storm and sunshine—all of these, For all the brightness of the dawn, And cheerfulness of noon and night, And all that joy is builded on Give us the grace to see aright.

Let us remember each kind word By weight of goodly feeling blessed— Each gentle thing we've said or heard— And blot from memory the rest. Give us the grace to see and know The benefits along the way— The many things that help us so. Let us be thankful every day.



FURS AND HIDES HIGHEST MARKET PRICE PAID FOR RAW FURS AND HIDES. JOHN WHITE & CO. LOUISVILLE, KY.

There's a BULL DOG Gasoline Engine For Every Farm Need—1 1/2 to 12 H. P. THE FAIRBANKS CO., BALTIMORE, MD.

CONDENSED SCHEDULE CAROLINA, CLINGFIELD and OHIO RAILWAY and CAROLINA, CLINGFIELD and OHIO RAILWAY OF SOUTH CAROLINA. THE NEW SHORT LINE BETWEEN Dante, St. Paul and Spear's Ferry, Va., Johnson City, Tenn., Altapass and Marion, N. C., and Spartanburg, S. C. "CLINGFIELD ROUTE."

Table with columns for SOUTH BOUND, EASTERN STANDARD TIME, and NORTH BOUND. Rows list stations like Dante, St. Paul, Spear's Ferry, Johnson City, Altapass, Marion, Bostic Yard, Forest City, Chesnee, and Spartanburg with arrival and departure times.

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