

MERCHANTS' COLUMN

MERCHANTS' MANAGHAN MINES THE "HUMOR VEIN."

There's a merchant in Philadelphia who is a genuine optimist at least who believes that there is a streak of humor buried somewhere in the makeup of every human being...

His advertisements, window displays, show cards and counter trims all bear testimony to his faith in the comic side of human nature. "Every man has an ingrained humorous vein in him if you only know how to find it."

Monaghan's advertisements, run in a neighborhood newspaper, always take the form of jingles containing a humorous allusion to some kind of ailment and inviting the reader to make a trial of his remedies.

"REASON-WHY" HEIP WANTS ADVERTISING

Gimbel Brothers, New York, took a "Heip" in the help market with a three column advertisement in a New York Sunday paper, explaining the advantages of department store work.

"Women and young girls earn the highest salaries in years at big stores. New York's great stores have become the most attractive places to work that women can find for a number of reasons:

"First. Hours are attractive—9 a. m. to 5:30 p. m., with Saturdays off during July and August. Liberal vacations with pay and convenient rest hours during the day.

"Second. Transportation is easy, stores being located in the best neighborhoods and in fine modern, fire-proof buildings.

"Third. Associations are very congenial, bringing women and girls into contact with shoppers who represent the best people in New York and with fellow-employees of high character.

"Fourth. Women working in factories or doing work that is not congenial; women at home who want to earn money, or young people just starting in will find store work as a pleasant and most interesting and a valuable education.

"Fifth. As to salaries, it is said stores are paying highest wages and commissions in their history and many women are earning what would be called very liberal salaries.

"Note: Women who want to work part time, either morning or afternoon, may find splendid positions.

STORES FEATURE SERVICE PEDDLERS CAN'T GIVE.

In some towns more than others the transient or house-to-house competitor cut into the sales noticeably. At one time house-to-house vendors of corsets sold to many of the women. This was once true of Laramie, Wyo. According to Gish & Hunter, the women used to believe that they were getting advantage of economical prices. They could not feel that they were getting expert service, because the women who peddled the corsets were not trained or even experienced as retail sellers.

Therefore, the store counteracted the competition by playing up to the very limit the expert fitting service of the store's corset department salespeople. They sold brands that the women have come to recognize as standard. They enlisted the doctors who sent many women who had peculiar needs in the corset line. As these women were fitted satisfactorily they became advertisers for the store. Now the peddler has become a weak competitor of the store.

THIS STORE STARTS WITH THE BABIES.

The Derge-Bodenhausen Clothing Company, of St. Joseph, Mo., believe in catching their customers young. In fact, they make every effort to attract their attention when they are only a few hours old.

This doesn't mean that the firm gathers up the babies and brings them down to the store nursery or anything of that kind, though they would undoubtedly do it if it were necessary.

New Arrivals

Fancy Bloater Mackerel, each 35c; 10 lb. pails, \$2.60.

Aunt Jemina's Buckwheat Flour, 17c.

Aunt Jemina's Pancake Flour, 17c.



But they are content to do the preliminary "missionary" work through the parents on the principle that the hand that holds the purse strings is the hand that rules the sales.

Every day the store secures, through arrangement with the city Board of Health, a record of the boy babies born within the last twenty-four hours, and even before these notices appear in the local papers the following letter is sent to the mother of the new infant:

Dear Madam—Under separate cover we had sent you by the Baby Mine Publishing Company a book called "Baby Mine." No doubt you will find valuable information on every page of this book, and we trust that same will be of service to you.

Each of these letters is personally signed by Roy C. Breta, vice president of the Derge-Bodenhausen Company, and the "Baby Mine" book, arriving a few days later, always proves of interest to the mother because it contains directions for feeding, clothing and caring for the new arrival. Naturally this attention is appreciated and inclines the father of the family to drop in at the D-B store the next time he needs anything in the line of clothing.

But, while this attitude on the part of the grown-ups is distinctly pleasing to Derge-Bodenhausen, it isn't what they are striving for. They are after trade which will last for many years to come—all during the lifetime of the baby, the boy and the man, in fact.

As the second step in the campaign they send the baby, when he is a few months old, a tiny pair of trousers cut to fit the average infant of that age, and many mothers have reciprocated by having the child's picture taken in "his first pants." Accompanying the pants is the following letter:

My Dear Little Man:—Your are invited to the boys' department, where you will receive a birthday present we have for you.

Extending you many happy returns of the day, we are,

Yours truly, From this time on the boy is considered to belong to the "live list" of sales prospects, and letters are sent to him and to his parents from time to time, calling their attention to various timely lines and offerings.

About the time, according to the company's card-index file, when the boy is ready for his first pair of long trousers he is sent the letter which appears below, the address "Dear Sir" being a touch which has helped wonderfully, because every boy likes to think that others realize his arrival at the estate of manhood.

Dear Sir—It has been some time since we wrote you. Nevertheless, we hope you are still one of our customers. You won't remember, but we sent you your first pants (ask Dad) and now you are ready for your "first longis."

We would like very much to have the privilege of introducing you to our men's clothing department, just for old times' sake.

This letter, at first glance, does not appear to possess much "zing punch." There isn't a single mention of price or even of quality in it. But it has produced exceptional results because of its friendly tone and the fact that it takes for granted the point that the recipient will have no further use for the boys' department. From the moment he receives this letter the boy doesn't give his parents a moment's peace until they invest in his first pair of long trousers—and it's a practical certainty that these will come from Derge-Bodenhausen.

The purchase of "D-B" clothing has thus become a habit, the former baby in trading in the young man's section and everybody is happy.

"Mike" Writes Ads Just as He Talks. Twelve years ago M. H. Loeffler, known around Grand Junction, Co., as "Mike," started his clothing store on \$4,000 borrowed capital and decided that he would rest his advertising case on personalized advertising. He would be himself talking to the readers of the advertising. If 1919 continues as it is, his sale for the year will be about 1,000 per cent over those of the first year.

Each Loeffler advertisement usually a single column piece, is made up of "Mikegrams," and so headed. Each is signed "Mike." There is no formal language in the body nor formal signature at the bottom. But, personal and interesting as they all are, each brings in the merchandise talk as forcibly as the most so-called efficient advertisement written in "undertaker's English." The proof is in the sales—for Loeffler sells wherever the local newspapers circulate.

"I was influenced in selecting this style," said Mr. Loeffler, "by the simple fact that you can clip advertisements and when you cut off the name plates of them you cannot tell whose nine out of ten of them are. I believe that an advertisement should reflect the individuality of the advertiser and his firm. Especially in the smaller community.

"When I first began to advertise I decided that I didn't care to write the same sort of advertisements that everybody else was writing. So I didn't write any. I talked it! I aimed to talk to my prospective customers just as if they were at the counter and I was there with the merchandise in my hands, selling it to them. My advertisements may not be college English, but I believe they are every-day human talk.

Here is a typical Loeffler advertisement:

MIKOGRAMS It takes your friends to say horrid truths about you.

For instance: I had to make a trip to Chicago to replenish my stock of Blank brand clothing and to pick

up a few snappy ties, Sox and shirts. But my friends insist I went to bid one last farewell to a footrest in the shape of a brass rail, to blow the foam off the top for the last time to say, 'I take the same' just once more—you know the mean things your friends will say about you.

But, honest to goodness, I went to buy some new Brand Clothes; and, besides with highballs at 40 to 60 cents per copy, there is a limit, and, besides again, I am absolutely eligible to run for school director even on a prohibition ticket—if you don't believe it, ask Charlie Jones or Mrs. Gallupe. Never once have I applied for a permit. (Again my friends say that I went after it in person. False again.)

But, anyhow, I brought back a real swell selection of real pretty summer suits—the kind that always keeps this store of ours at the head of the procession. See some of them in the windows. I would go to the moon, even though it were dry, if I knew I could buy something good for you.

At the Fountain. 425 Main. Gets Good Results From Scissors Sales.

A common article, such as a pair of scissors, lends itself to successful sales possibilities, as the demand for scissors is always good and the assortment endless. The Bronson Company, of Cleveland, holds such a sale monthly, displaying all sizes, shapes and kinds, from the commonest to the specially designed scissors on velvet lined trays, sales has been greater than the last and a very satisfactory business has been developed on this article.

FEED A PROF—CORNELL SLOGAN



TIHACA, N. Y.—The "Feed a Prof" campaign is on. Cornell students are trying to raise a \$5,000,000 endowment fund which will be used to properly remunerate the instructors. The football squad held a parade before the Cornell-Williams game. The campaign proper gets under way Oct. 20.

NEW DRY LAW TO BECOME FACT AT TWELVE TONIGHT

RESUME OF PROVISIONS OF BILL SHOW WHAT MAY AND WHAT MAY NOT BE DONE AND EXPLAINS PENALTY FOR VIOLATION.

What You Cannot Do.

Make or sell wine, beer, gin, whiskey, ale, rum, brandy or porter.

Call any beverage beer, ale, porter.

Transport any beverage containing one-half of one per cent alcohol.

Store any such liquor in room or rooms of hotel, lodging house, or any building a part of which is used for business purposes.

Make or sell any spiritous, vinous, malt or fermented liquor, liquid compounds, whether medicated, proprietary, patented, or not, and by whatever name called, containing one-half of one per cent or more of alcohol by volume which are fit for use for beverage purposes.

Get a liquor doctor's prescription calling for more than a pint.

Get a liquor prescription oftener than every ten days.

Get a liquor prescription from any person but a physician holding a permit to prescribe intoxicating liquor.

Accept or receive a consignment of liquor.

Advertise by any means liquor, its manufacture or sale.

Advertise, manufacture, sell or possess for sale any utensil, contrivance, machine, preparation, compound, tablet, substance, formula, direction or recipe advertised, designed, or intended for use in the unlawful manufacture of intoxicating liquor.

Possess any property designed for the unlawful manufacture of liquor.

Transport intoxicating liquors in any wagon, buggy, automobile, water or air craft, or other vehicle.

What You Can Do.

Manufacture, buy, sell or store beer, ale, or porter, containing less than one-half of one per cent alcohol by volume, provided that they are called by some other name than beer, ale or porter.

Manufacture, buy, sell or store wine containing less than one half per cent of alcohol.

Manufacture, buy, sell or store sweet cider and vinegar.

Manufacture liquor for non-beverage up a few snappy ties, Sox and shirts.

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purposes and wine for sacramental purposes after having applied for and received permit from the commissioner of internal revenue.

Get permit to make and sell patent medicines and flavoring extracts containing alcohol.

Distribute wine for sacramental purposes, or like religious rites.

Industrial plants may receive permits to manufacture and sell alcohol to be used exclusively for other than beverage purposes.

You Can Be Punished For violation of any or all sections of the "National Prohibition Act" by fines from \$100 to \$2,000, and by imprisonment of not less than 30 days to two years. The lightest punishment goes to first offenders.

The Big Exceptions. No search warrant shall issue to search any private dwelling occupied as such unless it is being used for the unlawful sale of intoxicating liquor, or unless it is in part used for some business purpose such as store, shop, saloon, restaurant, hotel or boarding house.

The term "private dwelling" shall be construed to include the room or rooms used and occupied not transiently but solely as a residence in an apartment house, hotel or boarding house.

It shall not be unlawful to possess liquors in one's private dwelling while the same is occupied and used by him as his dwelling only and such liquor need not be reported, provided such liquors are for use only for the personal consumption of the owner thereof and his family residing in such dwelling and of his bona fide guests, and further provided that such liquor was not unlawfully acquired, possessed and used.

These exceptions have not been interpreted by the commissioner, and may or may not be held to include home liquor manufacturing plants used for brewing, distilling, making hard cider or wine for strictly personal use. They, however, make it unlawful to store liquor in one's private dwelling and to serve it to bona fide guests.

The Law. Enforces the law prohibition act and the eighteenth constitutional amendment. It is called the national prohibition act.

Most of the act becomes effective October 23. Some few sections become effective after the amendment is attached to the federal constitution, January 16, 1920.

Ingram Optical Co. WE GRIND OUR OWN LENSES

Everybody Loves Baby

Augusta, Ga.—"From the time my baby girl was three months old I have given her 'Golden Medical Discovery' for stomach and bowel disorders. My father suggested my giving her the 'Discovery' in doses of ten drops three times a day. The improvement was very marked. She is now seven months old, has eight teeth and has never had any teething trouble whatever, and I give Dr. Pierce's Golden Medical Discovery all the credit in the world for my baby's present perfect health. The 'Golden Medical Discovery' has also been used by my sister for her babies when they were only two months old to help in digestion and she always praises it highly as I do."—MRS. W. G. COX, 943 Phillip St.

Suffered with Asthma

Macon, Ga.—"For about two years I suffered with asthma; this caused me to become very weak and nervous. I took Dr. Pierce's Golden Medical Discovery for the asthma and the 'Favorite Prescription' to build me up and give me strength, and these two medicines cured me of my asthma and restored me to health and strength and I have never had any return of this ailment. 'I am never without Dr. Pierce's Pleasant Pellets in my home for use in the family when needed. They are the best medicine I have ever used to keep one in a good healthy state; they regulate the stomach, liver and bowels and are mild and easy to take.'"—MRS. J. E. BATEMAN, 121 Ell St.

Bilious Attacks and Headaches

Athens, Ga.—"Dr. Pierce's Pleasant Pellets I consider very good for biliousness. At times I have bilious attacks and headaches caused from my liver being sluggish and inactive, and my husband is also bothered with bilious attacks and constipation. Just recently we learned of the 'Pleasant Pellets' and we find them just fine in relieving these conditions. They tone up the whole system and give one a good appetite."—MRS. ESSI MEALOR, 115 Mitchell St.

To Cure a Cold in One Day

Take LAXATIVE BROMO QUININE (Tablets). It stops the Cough and Headache and works off the Cold. E. W. GROVE'S signature on each box.

A COLD RELIEVER FOR FIFTY YEARS

Dr. King's New Discovery has a successful record of half a century

Time-tried for more than fifty years and today at the zenith of its popularity! When you think of that, you are bound to be convinced that Dr. King's New Discovery does exactly what it is meant to do—soothes cough-ras throats, congestion-tormented chests, loosens phlegm-pack, and breaks the most obstinate cold and gripe attack.

Dr. King's is safe for your child, for your mother's cold, for the kiddie's cold, cough, croup. Leaves no disagreeable after-effects. 60c a bottle at your druggist's.

Bowels Act Sluggish?

Irregular bowels often result in serious sickness and disorders of the liver and stomach. Make them act as they should with Dr. King's New Life Pills. Keep the liver active—the system free from waste. 25c a bottle.—Adv.

SPANISH WAR VETERANS MEET

Spanish War Veterans will meet this evening at the usual hour at their headquarters in the county court house building. All members are asked to be present.

TO ALL WOMEN WHO ARE ILL

This Woman Recommends Lydia E. Pinkham's Vegetable Compound—Her Personal Experience.



McLean, Neb.—"I want to recommend Lydia E. Pinkham's Vegetable Compound to all women who suffer from any functional disturbance, as it has done me more good than all the doctor's medicine. Since taking it I have a fine healthy baby girl and have gained in health and strength. My husband and I both praise your medicine to all suffering women."—Mrs. JOHN KOPPELMANN, R. No. 1, McLean, Nebraska.

This famous root and herb remedy, Lydia E. Pinkham's Vegetable Compound, has been restoring women of America to health for more than forty years and it will well pay any woman who suffers from displacements, inflammation, ulceration, irregularities, backache, headaches, nervousness or "the blues" to give this successful remedy a trial.

For special suggestions in regard to your ailment write Lydia E. Pinkham Medicine Co., Lynn, Mass. The result of its long experience is at your service.

Columbia Records

Nora Bayes Couples "Jerry" with "In Miami"

The contrast between these two vivid songs on a single record gives Nora a chance to show her amazing versatility in character study. From an Irish brogue to a Southern drawl is a wide jump, but it's just a melodious skylark for Nora.



Jolson Asks "Who Played Poker With Pocahontas?"

"When John Smith went away somebody must have fed the kitty." So Al Jolson rises melodiously to a point of disorder, and brings down the house as he inquires: "Who played poker with Pocahontas?" Coupled with "Alexander's Band is Back in Dixieland," by Harry Fox.



"Oh! What a Pal Was Mary"

Here's a good old-fashioned ballad song that's making one of the biggest sentimental hits on record. Henry Burr sings the appealing words and beautiful melody with sincere and tender feeling. Coupled with "Waiting" (from "Listen Lester"), by Charles Harrison.

- A Few More Mid-Month Hits
I'm Forever Blowing Bubbles Columbia Saxophone Sextette A-2784
Beautiful Ohio Blues Columbia Saxophone Sextette 85c
Tell Me (Fox-trot) Waldorf Astoria Singing Orchestra A-2783
Breeze The Synco Jazz Band 85c
Mandy, From "Ziegfeld Follies of 1919" Van and Schenck A-2780
I'll Be Happy When the Preacher Makes You Mine Irving and Jack Kaufman 85c

Get the New Columbia Novelty Record Booklet. Every Columbia Dealer Has It. Columbia Records on Sale the 10th and 20th of Every Month. COLUMBIA GRAPHOPHONE COMPANY, NEW YORK