

There Are Dollars in \$ugge\$tion\$

Dollars have legs—they can walk right into your store, sniff at this and that, and unless you encourage them to stay and join their relatives in the cash register—they toss their heads and out they go to where a friendlier reception awaits them.

But—you can make them stay in your store if you want to. You can slip a noose right over their heads and call them yours.

It's easy—here is the way one merchant does it:

A customer enters the store and asks for a bottle of O-Cedar—merchant says in a friendly sort of way:

“Going to brighten up the furniture?”

Customer: “Yes! Everything gets pretty dusty in the Spring.”

Merchant: “That's so!—did you ever try O-Cedar on your hardwood floors?”

Customer: “No! Is it good for floors, too?”

Merchant: “Splendid! We have it in gallon tins. Enough to do the floors and furniture a good many times.”

Customer: “GIVE ME A GALLON THEN!”

There you have it in a nutshell. Just as simple as that. And instead of a 25c sale he sells \$3.00 worth of goods.

DO YOU THINK THE IDEA IS WORTH TRYING?



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