

RETAIL SELLING AND STORE MANAGEMENT

the best reason for using newspaper space, frequently finds it a good investment to supplement this by using circulars, handbills, letters, mailing cards, package slips, booklets, catalogs, and various forms of specialties such as calendars, blotting pads, toys, etc. Some of these have considerable value for any store. A few are considered absolutely essential by most progressive merchants, especially when certain classes of trade are sought.

Requisites for good advertising.—Let us examine the qualities of good newspaper advertising for a retail store. In the first place, the advertisement should be directed to real classes of people and not at random. The good advertiser talks right to the point and in ordinary salesman's language to the prospective customer who reads his advertisement. What he has to say is clear, easy to understand, and brief. His style is cheerful, but entirely free from foolishness. The advertiser neither jokes nor "knocks." He has an unclouded, unperturbed, optimistic mind. He is much interested in his own goods, and that interest he tries to convey to others. He uses superlatives but rarely, and when he does, they are likely to be effective.

Tell the truth.—*An advertisement must be true from top to bottom.* The entire system of private merchandising is severely criticized for digressions from this rule, and advertising that is not true hurts not only the perpetrator but also all other advertisers reaching the same community. Nine-tenths of the buying public are women. It is characteristic of woman's nature to be extremely sensitive about being misled. If a store advertises in any way that deviates from the truth, its dishonest advertisement is likely to be remembered a long time. If you want your advertisements read, they must be believable, and this means that they must be invariably true. There is a saying that some people are so erect that they lean backwards. In advertising there needs to be erectness almost to this degree. Many