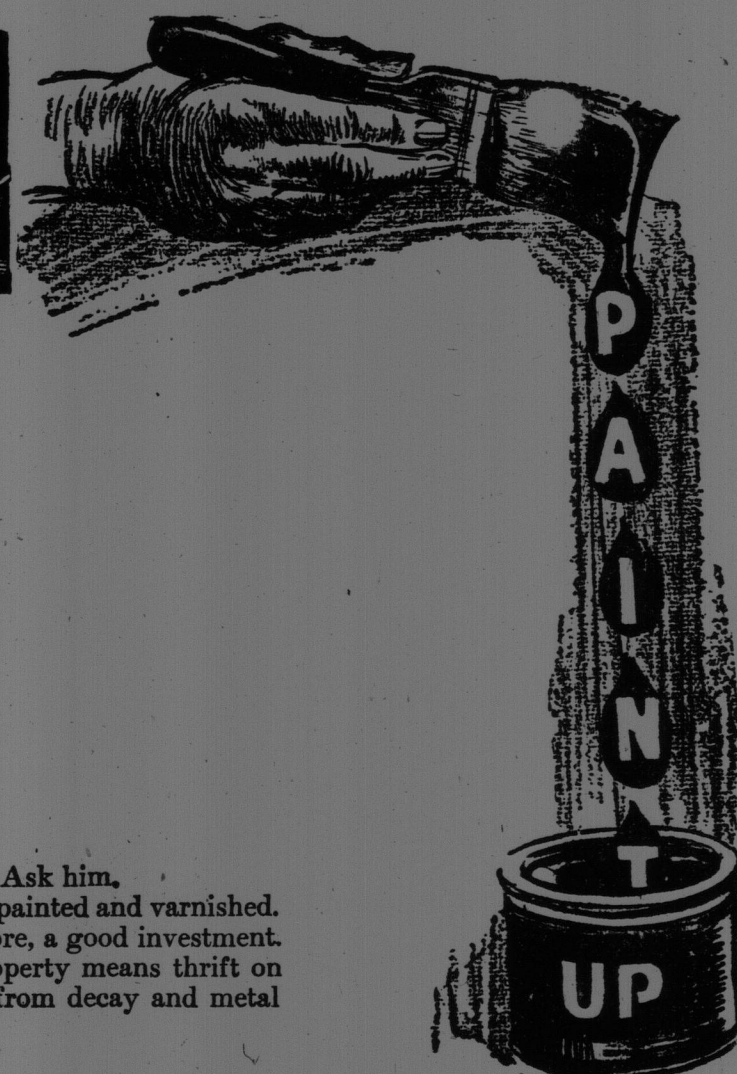


Clean Up Paint Up Campaign



Paint
Your
Property
and
Save
Repair
Bills

Save the Surface and You Save All

Paint & Varnish

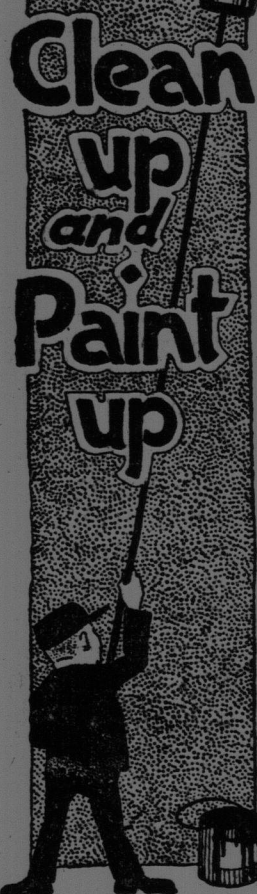
It will cost you less to paint your Buildings now than it did early last fall. Your painter will tell you THAT. Ask him. Paint increases the value of your Property. Any building with nicely painted exterior, and the interior well painted and varnished, will bring a higher price and sell quicker than if dirty, shabby and smoke-stained. Paint boosts value and is, therefore, a good investment. Money is easily borrowed on Well Painted Property. Bankers everywhere fully realize that well painted property means thrift on the owner's part, and longer life for the building. Paint protects the surface from wear and weather, keeps wood from decay and metal from rust.

"SAVE THE SURFACE AND YOU SAVE ALL."

Paint is really Property Insurance, because it protects property from deterioration in value and keeps down repair bills. Paint is Cheaper Now, because the materials of which it is made have gone down in price. For instance: Raw Oil has decreased in price 50 per cent.; White Lead has decreased in price 25 per cent.; Ready Mixed Paints have decreased in price 20 per cent. since early last fall.

GET IN TOUCH WITH YOUR PAINTER AND LET HIM FIGURE ON THE JOB.

We can supply him with Everything in Paint, Materials and Brushes.



W. H. THORNE & CO., LTD.

Hardware Merchants

STORE HOURS:—8 A. M. to 6 P. M.

Open Saturdays till 10 P. M.



50-Mile Deliveries Clinch Retail Trade.

A free delivery service within a fifty-mile radius of the store!

That's some territory to cover, but covering it has helped the Ennis-Spellman Furniture Co., of Topoka, Kan., to increase its business with farmers until the total is now well above the \$200,000 mark. This represents about two-fifths of the firm's annual business and is the most profitable part of the whole trade.

Free delivery service was started by J. C. Ennis five years ago. Things had reached the point where there was not much chance of adding greatly to the volume of the local trade. There were a number of furniture stores in the city and it was unlikely that any one of them could obtain more than its fair share of the business. Overhead was very largely dictated by the city trade, and a definite amount had to be spent to take care of it.

Ennis, in looking around, figured that his best opportunity to expand was in the rural districts, figuring that he probably could obtain a considerable amount of rural trade without increasing his overhead materially, and if he did so it would be very nearly velvet so far as the profit on the sales was concerned. The question was how to get this rural trade.

There were many furniture stores in neighboring towns and the mail-order houses were patronized by many farmers. It looked like a difficult problem to break into this field heavily. Then Ennis happened to think of a free delivery service. "City folks have it," he argued, "and they appreciate it. We couldn't sell a single piece of furniture in town if it wasn't delivered. Maybe that would appeal to farm folks, too."

He began looking into the matter. It was discovered that a free-delivery service could be established and maintained without excessive expense. So Ennis bought to motor trucks and began delivering their goods free if they would \$200 or more worth of furniture. At that they became interested. He also advertised this fact and got other farmers to visit his store. When they bought a bill of goods the furniture was loaded into the big truck, after being carefully wrapped so it would not be damaged, hauled to the farm and unloaded and placed in the home wherever desired.

Backing up its free-delivery service, the Ennis-Spellman store, of course, advertises heavily to farmers. About \$5,000 a year is spent for advertisements in small-town weeklies and in circulating a mailing list of several thousand names. This list is used about four times a year and has been found to be a very good business puller. Advertising in country town weeklies has also proved to be a good rural business getter when supplemented by advertising in the daily newspapers.

But Ennis still believes that his

free-delivery service is the thing that got the farm business coming to his store and he plans to add some more trucks to his force within the next year or two.

Used Only 3 Words in a Half Page Ad.

When a firm takes half a page to say three words, although it would ordinarily take twelve words to say the same thing, and puts that message squarely in the centre of that half-page and uses up only half a dozen agreeable lines of space, it sounds like a pretty important message, doesn't it?

It was not! But everybody read it and the next morning everybody was talking about it. After all, isn't that one of the big objects of advertising? If they had taken a couple of inches of space somewhere and tucked that same message away in a corner, few would have talked about it. But in eight-type, in the centre of a half-page it fairly screamed. Everybody saw it and everybody talked.

The advertisement was one put out by the Raymond syndicate, in Boston, whose recent court case in the Massachusetts Supreme Court established advertising of a character different from that used by any one else as a business asset, entitled to protection in any court without the necessity of a copyright. Raymond usually uses the biggest type obtainable and tried a new stunt by changing to the small type in the centre of the half page.

Everybody was looking for the after-Christmas mark-downs. The advertisement came out just when the Christmas bargain hunters were hunting their hardest. And the wording of the advertisement, in the same size type used here, read:

Aintpointersayadarnword
Notevenyoustruly
Raymond's.

Boston people are getting so they can read Raymond's vernacular as readily as if it had been printed right out: Aint going to say a darn word Not even, "Yours truly, Raymond's."

Raymond's has never advertised a bargain sale or a mark-down sale, but if you asked Boston shoppers where the greatest bargains were to be found, or the lowest priced goods, probably not a single one but what would promptly mention Raymond's.

Tells How Much to Invest in Publicity.

Declaring that many retail merchants are paying for advertising and getting only publicity, W. S. Cady, at the Advertising Club in Hutchinson, Kan., recently pointed out that there is a sharp distinction to be drawn between the two terms.

He defended publicity as the mere announcement of something for the influence of public memory.

"Advertising," he explained, "can"

be used merely as a means to an end for the advertiser alone, but must prove economically good and beneficial to the customers of the advertiser."

If a merchant advertises at all, he said, he should invest enough money to insure the return of a dividend. He pointed out that within certain limits the reduction of advertising expenditures reduces the opportunity to do more business in far greater proportion.

The ten best retail advertising men in the country, he said, gave the following figures as the proper amount of gross business to be set aside for advertising:

| | Per Cent. |
|--------------------------------|-----------|
| Department stores | 8 1/2 |
| Women's specialty shops | 5 1/2 |
| Shoe stores | 4 |
| Millinery stores | 4 |
| Muscle stores | 5 1/2 |
| Furniture stores | 5 1/2 |
| Electrical stores | 6 |
| Jewelry stores | 5 1/2 |
| Miscellaneous | 5 |
| Men's clothing and furnishings | 4 |

He pointed out that to the retail merchant, as to the national advertiser, the best results in advertising come in its cumulative value rather than in direct and immediate sales.

"Three Minutes Saves \$10."

The "climb-a-flight-and-save-ten-dollars" slogan of the clothing men who avoid high rents and expensive establish-

ments by putting their business places upstairs, has been adopted with a slight modification by E. H. Snyder, hardware dealer, of Reading, Pa.

Snyder's store is located three minutes from Penn street, the main business district, and is out of the high rent section. So Snyder follows the same plan in his advertising, stating he is only a few steps away from the marble-front section and that a three-minute promenade saves \$10 on a stove or a washing machine or whatever the prospective customer may desire.

Come Back and Get the Other One!

Charles Felder, shoe dealer of Miners Mills, Pa., hates to see any one smash a \$100 plate glass window to steal one shoe of a pair.

He buys advertising space to tell about it, as the following excerpt from one of the announcements will show:

"During the night of January 5, some person took an awful chance to do damage of about \$100 in order to obtain a pair of Douglas shoes. Well, I assure you they were worth stealing. But what about the only shoe taken from the right foot? If the holder of the right-foot shoe will apply in person he may have the left shoe free of charge."

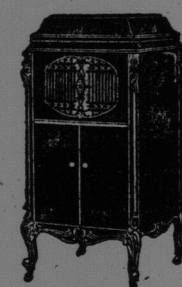
CLUB SALE

Brunswick Phonographs

Our entire stock of Brunswick Phonographs are offered in the Club Sale. The Brunswick is the final achievement in Phonograph manufacturing. You can only admire the superiority of this wonderful instrument by hearing a few records played on it.

You can own one of these Brunswicks by only paying

\$3.00 per Week



Brunswick

PHONOGRAPHS AND RECORDS

\$25.00 Worth of Records

Will be Included

And Remember You Only Pay

\$3.00 per Week

Your old Piano or Phonograph taken in exchange.

Call and make initial arrangements for delivery.

Other machines sold as low as \$1.00 per week.

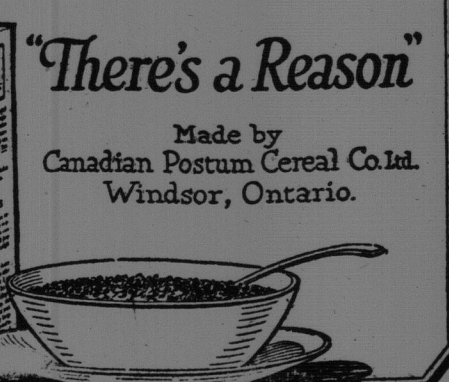
C. H. Townshend Piano Co., Ltd.

54 King Street, Saint John, N. B.

There's More than Flavor
Many foods, while pleasing to taste, contain but little nourishment.

Grape-Nuts

combines with its rich, sweet flavor the full nutriment of wheat and malted barley, which makes it an ideal food. It has been the favorite ready-to-eat cereal for a quarter of a century.



"There's a Reason"

Made by
Canadian Postum Cereal Co. Ltd.
Windsor, Ontario.