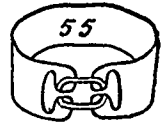


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To advertise successfully there are several things that should be taken into consideration, and the more essential are these. The careful preparation of advertisements, attractive, argumentive, forceful, truthful, and do not try to advertise others—advertise yourself, placing these advertisements in papers of worth—papers that go into the homes of the buying class—those most likely to be interested in what you have to say. There is the shotgun sort of advertising and there is the rifle-bait style. I recommend both, but it depends upon conditions as to when and where either or both should be used.

Your advertising in the newspaper will not be complete unless you follow it up with attractive and well prepared auxiliary advertising, literature—neat circular, booklet or catalogue, and good stationery. When you receive an inquiry in response to your advertisement it should become your positive duty to treat that inquiry just as you would a new friend. It may have cost you to receive that inquiry fifty cents or a dollar; it is worth your while to put as much more, if need be, with it to make the sale. I would treat that individual inquiry just as if there were no others and as though the success of my business depended upon making a sale to that particular individual. A careful following up of that new acquaintance may lead to a business freindship, profitable not only with him but with his friends and his friends' friends. Thus you see the cumulative or continued effect of good advertising. If you were to call at my office and state that you wanted to do some advertising, and I were to hand you out a cold, illy gotten up circular and tell you to read it, and pay no further attention to you, you would think me a poor business man and your conclusion would be just, but no more so would I be than would you if you were to receive an inquiry and not give the careful attention to it that it deserves.

(To be continued)