

# Advertising Is The Greatest Business Builder--It Requires Persistence And Consistency

**WITHOUT IT BUSINESS IS DUMB—"QUITTER" SHOULD LEAVE IT ALONE, SAYS SAYS JOHN WANAMAKER**

**Persistent Advertising Creates Prestige, Begets Habit—The Buying Public Becomes a Partner in Your Business Enterprise Through Regular Newspaper Advertising**

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Every business man, no matter what line of merchandise or kind of service he is offering the public, should advertise persistently and consistently because advertising is the GREATEST BUSINESS BUILDER, and every one of them should study the subject of advertising diligently because advertising is the MOST IMPORTANT SCIENCE IN THE WORLD TODAY.

Advertising is the speech of business and is to business what PRINTING AND LANGUAGE ARE TO THE HUMAN RACE. Without it business is dumb. It is the cheapest, most productive and simplest business weapon—not an added expense, but an investment that has proved its ability to earn dividends far in excess of what ordinary stocks, bonds or mortgages pay—a gilt edge security that has never failed to bring substantial results to the investor.

There are a great many very good reasons why every business man should advertise PERSISTENTLY AND CONSISTENTLY, and, as John Wanamaker says, "If there is one enterprise on earth that a 'quitter' should leave alone it is advertising." To make a sure success of advertising, one must be prepared to stick like a barnacle to a boat's bottom. He should know beforehand that he must spend money. Somebody must tell him also that he cannot expect to reap returns early in the game. Advertising does not jerk, it pulls. It begins gently at first, but the pull is steady. It increases day by day, year by year, until it exerts an irresistible power.

#### Persistent Advertising Wins

The occasional advertiser, whether wholesaler, manufacturer or retailer, does not get much of a run for his money. Persistent advertising creates prestige and begets habit. The regular advertiser builds the prestige and gets us into the habit of buying his goods, and there are regular advertisers in all lines. They argue with us the year round; they prove to us that they are safe, reliable folks to patronize, and so when the now and then advertiser jumps into print with his undoubtedly perfectly good suspenders, he finds we have already formed the habit of buying our suspenders somewhere else. Why should we shift our trade to him on his mere say so? We shouldn't, and, as a rule, we don't.

The time was when virtue was its own reward, but that time has gone by. Nowadays if a man doesn't advertise his virtues judiciously, the public will not believe he has any.

Only honest men invite attention, and if advertising were merely an expedient to dispose of inferior goods or a method to obtain excess profits, shysters and crooks would be leading users of printer's ink. When you see firms and products on record in the same publications year after year, you can depend upon it that they are giving full value for the money they ask, and what is true of the big concerns is true of the smaller ones.

#### The Public as a Partner

The buying public is a partner and the chief partner in any mercantile business. Without this partner no business can exist very long, and the ONE ABSOLUTELY BEST WAY for you, Mr. Merchant, to inform the largest number of your partners of the condition of yours and his business is by REGULAR NEWSPAPER ADVERTISING.

Your partner, the public, has the right to know about the things he buys from you, about their quality and uses. Often your partner doesn't know whether he needs a thing or not, and even when he knows he needs it, he doesn't always know when is the best time for him to buy, and you as the inside partner should keep him informed so he will be an intelligent buyer. There is no service your partner will appreciate more.

Nowadays people like to know about the things they

buy, and good instructive advertising will make your partner, the public, not only a more intelligent buyer, but a more frequent and larger one. Furthermore, the more your partner knows about an article the easier it is to sell.

#### Repeat or Repent

There is no power on the human mind as great as the power of repetition, and repetition is reputation. In advertising it is either repeat or repent, and the business man who doesn't repeat, who isn't a consistent advertiser, is sure to repent—that is, he will be sorry he spent his money.

What you say to a man once a year or once a month he forgets entirely. What you say to him every other day or so he cannot possibly forget. It's the final blow that drives the nail home, and unless you make a clinch, fast it won't last.

If you were locked in a stone cell and wanted to reach the outer air and sunshine you would start to make a hole, and you would keep boring AT THE SAME SPOT. That is repetition. The merchant who is locked within the stone walls of competition and wants to step out into the sunshine of increased sales bigger and better business MUST DO WHAT A PRISONER WOULD DO IN HIS CELL—KEEP BORING AT THE SAME SPOT.

No merchant can do business on a small pre-sale profit unless he makes A GREAT MANY SALES, and no merchant ever makes a large volume of sales unless he does a lot of effective newspaper advertising; hence it is a matter of self interest for the buying public to patronize the well advertised store, WHERE FIXED EXPENSES DO NOT HAVE TO BE EARNED FROM A SMALL NUMBER OF DAILY SALES, and the average customer is well acquainted with these facts.

#### "We Don't Have to Advertise"

"We don't have to advertise; we are handling a staple line," or "We have been in business forty years. Everybody knows us and what we sell."

I don't know how many times in the last ten years I have had apparently sane merchants tell me that. It is a great line of chatter to hand out as an argument or as a reason for not advertising, but those who make it entirely overlook the fact that there are other concerns in the same staple lines that have sprung into existence. The new concerns have in nine cases out of ten built up their business by advertising, not by past performances.

"We don't have to advertise because we handle a staple line," in other words, when any one wants anything in our line, they will come to us—maybe they will, some of them, but in the meantime, while the thirty year established concern is waiting for some one to want something, the newer concern is by suggestive advertising creating the want, and it's a ten to one shot that THE STORE THAT CREATES THE WANT WILL SATISFY IT.

"We've been in business thirty years, everybody knows us and what we sell." I don't know whether that expression is copyrighted or not—it certainly sounds good to those who use it, and I guess they hand it around to one another for all the merchants who have said it to me were in the same class—"thirty years in business and thirty years behind the times."

Why wait for some one to want for something. While you are waiting, just sharpen your pencil and your wits, write some good suggestive advertising and create a want then satisfy it and go on creating some more wants, in other words, keep busy advertising and advertising will keep you so busy you will have little time for waiting.

#### Create the Want Suggestion

Some people buy things because they need them, some buy things because they are curious to know about them, others buy things because somebody else buys them, but EVERYBODY buys things because they want them. Persistent advertising creates fully 75 per cent of the wants, good merchandising meets them. Successful advertising—written salesmanship—is interwoven with successful merchandising and vice versa.

Suggestion is the greatest force in human existence. Action follows suggestion. Repeated action makes habit and habit is the strongest impulse of man. By repeated suggestions you can increase your business.

To make business better one of the first steps necessary is to awaken more or larger or better wants, and regular newspaper advertising will do the trick as nothing else can.