

# The ABC and XYZ of ADVERTISING

A SERIES OF TEN TALKS ON ADVERTISING

written by Seymour Eaton of Philadelphia

No. 8

Most department store advertising may be divided into three classes: bad, very bad, and damned bad.

Bargain advertising is in the first class. It does sell goods; but if well done it could easily make three blades of grass grow where one grows now.

The "worth-\$20-now-\$12.50" bargain offer has been done to death. The people buy the \$12.50 article because \$12.50 is as much as they want to pay; because they have seen the goods; because they have intelligence enough to know that they are getting good value for the price; but for every one who buys there are two others shoo-ed off by the roll-up, tumble-up, throw-up-your-money hurrah.

An honest bargain properly announced is always good advertising. If I controlled a newspaper page I should use one-third of it, down the side, for legitimate bargains. I should put the word "Bargains" or "Today's Bargains" at the top and with the descriptions of the articles I should give selling prices only; say nothing in figures about values or cost prices; use that space for describing the goods. I should make the descriptions as brief as possible, leave everything to the imagination of the customer except the selling price; and now and then I should omit that; let the customer come to the store to find out. Then I should make these bargains look like charity by very contrast; by using the remainder of the page to advertise my regular-priced, always-in-stock clothing and dress goods and carpets and furniture and all that sort of thing; and I should make this department so full of life and spirit and enthusiasm for the goods as to make my counters irresistible.

The store that preaches is in the second class. Preaching isn't advertising. It may be entertaining and instructive; it may analyze to a nicely the ethical policy of the store; it may impress the weak-minded with the fact that this store is a great public benefactor, a powerful influence for good in the community, a sort of merchandise university which ought to be endowed by the State. But preaching doesn't sell goods; it doesn't even draw a crowd.

The formal, refrigerator, my-brass-plate-is-sufficient advertising is in the third class. It has all the dignity and drawing power of a corpse. Mark you, I am not criticizing the idea. The idea is fine. To be a chosen people clothed in purple and fine linen; to bask in the sunshine of wealth, or of aristocracy, or of fame; to eat where it eats, to drink what it drinks, to wear what it wears, to buy where it buys, to talk what it talks, to dress your poodle dog with what it dresses its poodle dog; to be somebody exclusive, even one or two removed or second hand; that is greatness; and people pay big money for greatness, even for the varnish or veneer. It is the advertising that is bad. It might easily quadruple the trade and yet keep within the boundaries of the elect. Exclusive people don't think. You don't need to put salt on their tails. They follow a leader like a lot of sheep. Your business as an advertiser is to capture the leader; the bellwether of the set. The rest is easy. The others will pay for the privilege of standing in line.

Embal and bury the brass-plate advertising. Use the space to talk to your customers. Some of them read advertisements. If a poor plebeian should happen to read about your goods and wander into your shop by mistake let him do the worrying.

*Seymour Eaton*

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## BASTAR & McGARRY THE JEWELERS

175 S. Hohman Street

Are offering special low prices on all watches to reduce stock.

It is worth your while to look them over.

Ladies' Gold Filled Watches with Elgin or Waltham movement, guaranteed 20 years

\$10

Gentlemen's Gold Filled Watches with Elgin or Waltham movement, guaranteed 20 years

\$9

All clean, new stock, fully guaranteed. We are a little over-stocked with watches and want to reduce.

A  
HINT  
TO

## ADVERTISERS

Always send in your 'Ads' a few days in advance of date of insertion. This gives the compositor time for judicious display and insures good position.

### NEW BOOKS RECEIVED.

The following new books were placed on the shelves of the public library today. They contain a large list of religious subjects. The list is submitted:

#### Religion.

History of the Reformation in Scotland—Knox.

The Bible as Literature—Moulton. The Foundation of Relief—Balfour. The Story of the Churches; six volumes—Balfour.

The Apology of Tertullian—Tertullian.

Assyria, its Princes, Priests and People—Sayce.

Fresh Light from the Ancients' Monuments—Sayce.

Three Hundred Years of the Episcopal Church in America—Hodges.

Roman Catholics' Claims—Gore.

Lives of the Fathers; two volumes—Farrar.

Lectures to Young Men—Beecher.

How to Obtain Purity of Power—Torrey.

Anecdotes and Illustrations—Torrey. Who Wrote the Bible?—Gladstone.

The Body of Christ—Gore.

Catholicism, Roman and Anglican—Fairbairn.

Ten Epochs of Church History; ten volumes.

#### Miscellaneous.

Great Books—Farrar.

Washington's Farewell Address—Clark.

Carlyle's Essay on Burns—MacMechan.

Burke's Speech for Conciliation—Clark.

Heroes of Missionary Enterprise—Field.

Life and Art of Edwin Booth—Winter.

One the Stage and Off—Jerome.

Orations and Addresses; three volumes—Curtis.

The Mountains—White.

Juvenile.

Indian History for Young Folks—Drake.

The Story of Amulet—Nesbit.

Wonderbook of Old Romainia—Dargan.

Real Electric Toy Making—St. John.

The Three Boys on an Electric Boat—Trowbridge.

The Next Dood Morelands—Lewis.

Roughing It; three volumes—Castleman.

The Steel Horse—Castlemann.

J. E. Wayring at Home—Castlemann.

Snagged and Sunk—Castlemann.

The Jeweled Toad—Johnson.

## JURIES ARE CALLED

Talesmen Summoned For  
Opening of Lake Superior Court

#### Special to The Times.

Crown Point, Ind., Sept. 3.—The following Lake County men have been drawn for jury duty by the jury commissioners to serve at the September term of the Lake Superior Court which is to begin next week:

#### Grand Jury.

August Battener—Hanover. John Grimer—St. John. Fred Ebert—Hammond. Nelson Coplin—Eagle Creek. Bark Westbay—Winfield. Conor Bryant—Eagle Creek.

#### Pettit Juries.

Louie Pattee—Cedar Creek. Frank Underwood—Ross. D. P. Scott—Whiting. Asa J. Strong—Winfield. Frank Berg—West Creek. Jacob Rimbach—Hammond. William Randolph—Center. Tom Fisher—Eagle Creek. William Claus—Hanover. John Triman—St. John. Thomas Adler—Calumet. Mose Specter—East Chicago. Called for Sept. 9, 1908.

## IN THE SUPERIOR COURT

#### NEW CASES.

4946. Walter Bauer, administrator, Mike Hegedus vs. Universal Portland Cement Company. Civil.

4947. Charles W. Fredericks and Harry H. Friedericks vs. Lewis Friederich.

4948. Ca. A. Murphy vs. Louis A. Bryan. Appeal.

4949. Julius A. Heineman vs. Moll Gordon et al. Civil.

4950. Julius A. Heineman vs. Mike Tamaewski. Foreclosure of mechanic's lien.

4952. State of Indiana vs. Charles Allen. Assault with intent to kill.

4951. Alexandria Kouenda vs. Joe Chismack. Appeal.

4952. Milan Wajkori vs. Wolf Marovich. Appeal.

4953. Julia Johanneen vs. Barts Jahnnesen. Divorce.

4954. Alfred Gole vs. Inland Steel Company. Damage.

4955. Sam Bradski, administrator, Nick Bradski. Personal injury.

4956. Paul Katchman vs. Nathan Mignot. Civil.

4957. Paul Katchman vs. John Westfall. Civil.

4958. Worthington A. Croxton vs. D. H. Judah. Civil.

4959. Illinois, Indiana, Michigan, Missouri, Kansas, Minnesota, Iowa—Generally fair tonight and Friday; warmer to-night.

Minneapolis and Dakotas—Generally fair tonight and Friday; cooler.

Chicago—Quite a number of towns in Illinois and Indiana report frost last night, generally light and doing no damage.

Illinoian, Min. Northwest 44 to 58.

partly cloudy; northern 52 to 68; generally clear.

Southwest 58 to 70; generally cloudy. Ohio Valley, 58 to 58; clear.

4960. "Sure Shot Sam" is described as a play by an author with a story to tell and the skill to make it alive, a swiftly moving drama of real men and women, told with a swing and a vigor of expression which go to the making of a powerful and stirring play.

It is said that this play has hit the bulls-eye of success in the melodramatic field, and is attracting capacity audience every where. Special holiday matinee Labor Day, Monday, Sept. 7, at 2:30.

4961. The attraction announced for the Town opera house for four nights beginning Sunday matinee Sept. 6, is Kiloy & Britton's production as Lem B. Parker's melodramatic masterpiece "Sure Shot Sam."

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