

A MESSAGE

TO EVERY MERCHANT

What Advertising in The Star Can Do for Your Store----

- 1.—Sell more goods.
- 2.—Create favorable impressions—build public good will.
- 3.—Create a demand for goods people would not otherwise desire.
- 4.—Sell the public on values, offered by your store.
- 5.—Increase public respect for the value of the store to the community.
- 6.—Educate public to new styles and kinds and classes of merchandise which can be had at your store, also to new uses of merchandise.
- 7.—Inform public where merchandise they have heard or read about can be secured.
- 8.—Protect your customers from buying inferior or old style goods.
- 9.—Establish leadership for your store in your retail field. Keeping your store constantly before readers will make them think of yours as the leading store in your field.
- 10.—Keep down new competition.
- 11.—Enable you to reach new families not now customers of the store.
- 12.—Keep your old customers sold on your store and
- 13.—Draw trade to your town instead of letting it slip away to rival towns.
- 14.—Keep your sales people informed of merchandise and store's policy.
- 15.—Decrease operating costs and overhead through increased volume.

MAKE MORE PROFITS

—by advertising more consistently in The Star. It offers advertisers the largest circulation, the most "intimate" coverage and the biggest reader interest of any medium available.

