







# **A MESSAGE**

## **TO EVERY MERCHANT**

### **What Advertising in The Star Can Do for Your Store—**

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- 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.

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—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.