

BUSINESS BUILDING

BY DUNDAS HENDERSON
Advertising Manager of the C. E. Zimmerman Co., Chicago



An Advertisement is Your Cheapest Salesman

The chances are that if you go into almost any store in a country town, at the present time, and tell the storekeeper that his cheapest salesman is his advertisement in the local newspaper he will laugh at you. He will laugh because he does not know what salesmanship means. It is the mere showing of his goods to any customer that has the good luck to come into his store, according to his lights. He does not realize that it is possible for customers to be enticed to his store to actually demand goods they never thought they wanted before.

It is a comparatively easy matter to sell a woman or man goods when you have them in your store and can lay the wares right in front of them. In such a case much more than nine-tenths of the selling act has already been accomplished by the coming of the customer to your store. Even then the salesman who can get big results in your store is classed as high-grade, and his salary, no matter how large, is considered a reasonable expenditure, and, in many cases cheaply spent.

To cause a customer to have a desire to come to your store, where no desire, requires salesmanship of a high order. Such salesmanship makes new customers—builds your business and lays the foundation of your fortune. No retail business of modern time can make a great success without such salesmanship—without, in other words, the proper utilization of space in your local newspaper. Considering the results this kind of salesmanship obtains,

it is the best and cheapest you can buy. This efficient use of space in your local newspaper has been called salesmanship on paper. If you fill the space with forceful matter that will create attention, cause conviction and bring results, you have an addition to your sales force that may surely be called the best promoter on your staff. The results that are obtained from this salesmanship depends on the selling ability used.

But no matter what results are obtained, the quality of salesmanship necessary is much greater than that required inside the store. The big mail-order houses reckon that they must pay so much money for every inquiry they get. The amount of this same is ascertained by dividing all the money spent on advertising and selling literature by the number of letters received in answer to the same. This refers to inquiries only. Not every inquiry becomes a customer. The securing of actual customers costs more. The money that has to be spent to get the new customer by those concerns would astonish the local retailer. It is usually not less than the amount spent on several weeks' advertising by the average local storekeeper. The salesmanship on paper that is necessary to do all this is the finest that is prof for money and it is considered cheap at the enormous price paid for it because it is engaged in building up a big mail order business with new material.

The local retailer can apply a lesson from this himself. If those mail order houses spend so much money to get one new customer, why should a retailer not make an effort the same direction? Why should he not adopt the same means of attractive salesmanship on paper? If he can bring even one new customer a week to his store with an expenditure that is many times below what a mail order house has to pay for the same results, it is worth while paying closer attention to this successful method of selling. If he can influence more than one customer, and it would be poor local newspaper advertising indeed that could not do that, he would be accomplishing far more than the mail order houses with their highly paid selling experts. And, as a business man, he could congratulate himself on a good investment. He could say to himself that he had in his advertisement the cheapest salesman on his force.

It is, of course not always possible to readily get this strong, convincing selling matter in your newspaper space. You may not be able yourself to write it and you may not have any local person to whom you can turn. But that need not deter you. There are now on the market one or two syndicated advertising services that are designed especially to suit cases like yours. These services are supplied in a series of fifty-two advertisements with accompanying copper-plate engravings, one for each week in the year, at prices ranging from one dollar per week up. Many of the advertisements have been classed by authorities as equal to the best that have made successes for the big city department stores and national advertisers. Reduced fac-similes of several of these advertisements will be seen at the top of this column.

The advertisements shown above have received many testimonials from experts. For instance, Wm. H. Ukers, President of the Grocery and Allied Trades Press Association of America (a combination of the entire American Grocery Trade Press) and editor of the Tea and Coffee Trade Journal, New York, writes: "I consider your advertisements the best I have seen in a long time." The Retailers' Journal, Chicago, writes: "We believe the samples of your advertisements sent us are the best we ever have seen." After expressions like these from men who have spent long lives amongst the kind of advertising that has built fortunes for the shrewd users, the local merchant who neglects the opportunity now offered him to obtain some of these success making announcements is missing the chance of his life time.

The editor of this paper will be glad to supply further particulars of the syndicate whose specimen ads adorn the top of this column and I advise early application as only one of these service will be supplied to each storekeeper in his own town.

The Second Boosters' Trip.

Between sixty and seventy of the business men of the city went out on the second booster trip of the season last Friday. It had been expected that this trip would take more people out than the first one did, but on account of the weather about starting time, many decided not to go.

The crowd left Columbus about nine-thirty, and an hour later were in Creston, where a stop of thirty minutes was made. We then crossed the line into Colfax county, making a short stop at Leigh, after which the run back to Richland was taken up. On this line occurred the only trouble encountered during the entire day, but there were several chapters of it here. First, Henry Lachnit, who was driving the pathfinder car picked up a nail, which caused a short delay; then the Branigan and Walters cars and the Walters and Johnson cars collided, causing more delay; then a tire on G. A. Schroeder's car blew out, and after considerable time had been spent, he was compelled to proceed on the rim of one wheel, until reaching a garage where the proper repairs could be procured. When we finally reached Richland, we were accorded a handsome reception, several autolords of Schuyler citizens having come out to meet us and bringing their band along to emphasize the greeting.

After a stop of a few minutes here, the company proceeded to Schuyler, where dinner was taken, and where it was shown us that our sister city on the east knew just how to entertain company.

After dinner (and other things) had been partaken of, the procession headed across the new Platte river bridge into Butler county, stopping for a few moments at Octavia on the way to David City. Here again the citizens turned out en masse to greet the visitors, but there was one universal complaint, which was, "Why didn't you let us know you were coming, so that we might have prepared for you?" But that was just what we didn't want. We had not started out to put our neighbors to the trouble of dressing up for company, and then, too, it was so nice to see just how our neighbors look when they are at home and not looking for anybody. (Excuse us if you have heard that expression before, but it seems to come natural to so many people). After a stop of a half hour at David City, we turned homeward, paying a short visit to Bellwood on the way, arriving here shortly after seven o'clock, having made a trip of 106 miles, seven stops, with a band concert and a parade at each place, and listening to a dozen speeches, all in ten hours and ten minutes.

Short addresses were made at each of the towns visited, with the exception of Richland and Octavia, the subject in each case being the German picnic of yesterday, and of course the court house at Creston. The speakers were: Creston, David Schupbach, and C. N. McElfresh; Leigh, William O'Brien, and David Schupbach; Schuyler, L. W. Dickinson, Schuyler, and O'Brien and Schupbach; David City, Louis Held, Carl Kramer and Ray M. Harris, of David City; Bellwood, David Schupbach.

One man whose presence on the trip must not be omitted was Jerry Carrig. He it was who was cosmopolitan enough to introduce the speakers at each of the towns visited, and he did it right too.

There can be no question but that these excursions are a benefit to any town or community that undertakes them. They not only take a man out for a day's recreation, but bring him into touch with his neighbors, giving him the opportunity of meeting other men in similar lines of business on their own ground, and bringing the various towns into a closer touch of neighborly relations.

New Court House Meeting.
At the session of the Board of Supervisors held the 24th day of August, 1911, the following resolution was adopted:
Whereas, On January 12, 1910, a resolution was adopted by the Board of Supervisors for the consideration of a new court house for Platte county and afterwards on March 16th, said matter was considered by the Board and after due consideration action on the question was deferred.
Therefore be it Resolved by the Board of Supervisors of Platte county, that on the 13th day of September, 1911, at 2 o'clock p. m., at said date the proposition of building a new court house be made the order of business for that date and an adjournment be hereby extended to the 15th day of September, 1911, in general to be present and participate in the discussion of said proposition.
JOHN GRAE,
County Clerk.

WHY IT SUCCEEDS

Because It's for One Thing Only, and Columbus People Appreciate This. Nothing can be good for everything. Doing one thing well brings success. Doan's Kidney Pills do one thing only. They help sick kidneys. They relieve backache, kidney and bladder trouble. Here is Columbus evidence to prove it. Mrs. John Burrell, 522 W. Eleventh St., Columbus, Nebraska, says: "I cheerfully give Doan's Kidney Pills my endorsement for I know that they act just as represented. About four years ago my kidneys became weak and disordered and there were symptoms of inflammation of the bladder. My back was painful and I felt miserable in every way. Not until I used Doan's Kidney Pills did I find relief. They completely corrected the annoyances. During the past two years I have been perfectly free from kidney complaint and I give Doan's Kidney Pills the credit."

For sale by all dealers. Price 50 cents. Foster-Milburn Co., Buffalo, New York, sole agents for the United States. Remember the name—Doan's—and take no other.

EYES OF NATION ARE ON NEBRASKA

State Will Get Much Favorable Notice During Fall Months.

OMAHA IS IN THE LIMELIGHT.

Metropolis Will Entertain More Than 100,000 Visitors—Conventions Will Bring Men of National Prominence to Commonwealth.

The nation's eyes will be turned toward Nebraska during the fall months and the state will come in for more favorable notice during October, November and December than ever before. For no less than four national conventions will hold their annual meetings in Omaha, the metropolis of the west.

Men of national reputation will attend these conventions and the citizens of the state will be privileged to hear the words of wisdom which will roll from the lips of the men who direct the destinies of the United States.

Chief among the conventions is the Nebraska State Teachers' association, which will bring, according to conservative estimates, not less than 5,000 teachers into Omaha for three days on the 8th, 9th and 10th of November. Miss Edith Lathrop of Clay

Center, president of the association, is arranging a program, which in itself will be of such magnitude that every teacher will want to attend the session. For the convenience and entertainment of the teachers, the Commercial club of Omaha, through its publicity bureau, is arranging for visits to the South Omaha Stock Yards and the Union Pacific shops. A bureau of reservation for rooms has also been opened by the Young Men's Christian association where teachers can secure accommodations previous to the convention.

When the teachers visit Omaha, the city will have on its best bit and tucker, for Omaha would rather make good with Nebraskans than with any other people in the world.

The Grain Dealers' National association will hold its annual meeting on Oct. 9, 10 and 11. More than six hundred grain men from all over the United States will get together. Nebraska, Iowa, Kansas and South Dakota will be represented to the limit. Efforts are being made to get Governor Hiramson of Ohio to deliver the annual address. The Omaha Grain exchange is arranging for a big banquet and a theater party as the entertainment features.

The American Prison association will bring more than 1,500 visitors west for their first trip as an association. They will come on the 15th of October and remain for five days. On Tuesday night, Oct. 17, George W. Wickersham, attorney general of the United States, will deliver an address. On Monday night, Bishop George Beecher of Kearney will speak on "Prison Reform in Nebraska," while on Sunday Dr. P. S. Loveland of Topeka Kan., will preach the annual sermon. In December, the National Wool

Public Stenographer
Mrs. Mable Swift
Room 1
State Bank Building
Columbus, Nebraska
Phones: Office, Bell 79;
Residence, Bell, Red 253

Growers' association will hold its annual meeting. In connection with the convention it is proposed to hold a sheep show, which will bring all the breeders from the east to Nebraska. More than 2,000 sheepmen will participate in the meeting. All told, more than 100,000 people will visit Omaha in the next three months. The land show, the Ak-Sar-Ben and the conventions are the magnets which are turning all people to Nebraska and Omaha.

Common Colds must be taken Seriously

or unless they sap the vitality and lower the vital resistance to more serious infection. Protect your children and yourself by the prompt use of Foley's Honey and Tar Compound and note its quick and decisive results. For coughs, colds, croup, whooping cough, bronchitis and affections of the throat, chest and lungs it is an ever ready and valuable remedy.

Probate Notice to Creditors.
In the county court, Platte county, Nebraska, in the matter of the estate of Sylvia A. Maffey, deceased.
Notice is hereby given that the creditors of the said deceased will meet the executor of said estate, before me, county judge of Platte county, Nebraska, at the county court room in said county on the 20th day of September, 1911; and on the 30th day of December, 1911, and on the 30th day of March, 1912, at 10 o'clock a. m. each day, for the purpose of presenting their claims for examination, adjustment and allowance. Six months are allowed for creditors to present their claims from September 30th, 1911, and one year for the executor to settle said estate from the 5th day of August, 1911. This notice will be published in the Columbus-Tribune Journal four weeks successively prior to the 3rd day of September, 1911. Witness my hand and seal of said court, this 24th day of August, A. D. 1911.
JOHN RATTERMAN,
County Judge.

Foley's Honey and Tar Compound
Still retains its high place as the best household remedy for all coughs and colds, either for children or grown persons. Prevents serious results from a cold. Take only the genuine Foley's Honey and Tar Compound, and refuse substitutes.

WHY PAY RENT

In the East when you can buy a farm of your own in Cheyenne county, Nebraska, which is just as productive as the farm you rent?

You are barely making a living because your high rent eats up your profits. The landlord is growing fat and you are growing thin. You will never save up enough money to buy the farm you rent and even if you could you would only be making rich the man who bought the land when it was about the same price at which you can buy in Cheyenne county now. Your landlord did not get rich buying \$100.00 LAND. He made money because he bought his land when others hesitated and were afraid. He bought it when it was cheap. You have exactly the same opportunity in Cheyenne county.

Why not take advantage of the opportunities offered in Cheyenne county to become independent, or are you going to continue in the same old rut year after year? Better make a start now, the chance for getting Cheyenne county lands at the present low prices will not remain open long. Those who are wise enough to come now will ever remember the occasion as one of the most important in their lives. If there is anything that is not clear to you, please remember that we are always glad to furnish the desired information. NOW is the time to get busy.

We Will Make a Cheyenne County Trip on September 19th

Expenses will be low. Now is the time to go. Come in and talk it over

Land is the Safest and Most Profitable Investment Known

We Court Investigation and Ask You to Examine Our Bargains

Karr & Newlon Co.

Over the 5c and 10c Store
Columbus, - Nebraska