

THIS REPRODUCTION IS COMPRISED  
OF THE BEST AND MOST COMPLETE  
SET OF ORIGINAL IMAGES AVAILABLE  
AT THE TIME OF THIS PROJECT'S  
INITIAL START. THE ORIGINAL PAPER,  
INK, FONT, FONT SIZE AND QUALITY  
OF THE MICROFILMED IMAGES  
CONTRIBUTE AND AFFECT THE  
QUALITY OF THE FINAL PRODUCT.













## The Key To Successful Business



# Regular Advertising

(From a Speech by C. W. Johnson, Oakland, Nebraska Merchant.)

"I have been in business 27 years, and seldom miss an issue of the local paper with an ad of some kind."

"I believe that the constant spitting of a machine gun does more execution than the occasional boom of a big Bertha. Its spit-spat shot gets results. So it is with advertising---the small ad run every week is better than the large ad run hit or miss. Consecutive advertising gets the business."

"We are told that American business now has hit the bottom, and that things will be better. Now is the time to advertise our wares and get the public to start buying."

"There are all kinds of advertising schemes, and I have dabbled in them all, but the advertising in the local newspaper is best and gives larger results from money spent."

"Put more time in writing your ads, and then talk it over with the printer. It pays in the long run to spend this extra time."

"Create a desire to possess, in your ad, and it will get the business."

"If you had a whole bushel of chain links it would not pull a load. Put them together in a continuous chain and you have a strong and powerful thing with which to pull a load. So it is with advertising. Link your ads together and run them in a continuous string, week after week, and you have a powerful thing that will produce results."

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THE FLOYD COUNTY TIMES

