

# Mr. Merchant, HOW'S BUSINESS?

OR\_\_\_\_\_

*How many people are going PAST your store  
And how many are COMING IN?*

**W**HEN you answer the question: "How's business, today," which your many customer-inquirers thrust at you, do you reply: "Good," "Fair," "Poor," and continue a few perfunctory remarks about the stock business on Wall Street suffering a depression, increase or whatever your reply would relate to and that your business is being affected in a direct manner from this flux? Probably you do. Some business men think otherwise. However—

Just step to your door or look out your front window. People are going by just as they did a week ago when your cash register was singing consistent purchases and profits to you,—or if you have never made a real successful week in your business,—as you hoped that your cash register would sing when you started business. Why are they passing YOUR store? Why don't they come in?

Forget about Wall Street a minute and look yourself and your business over. Look at your show window. Is there something about it which interests Mrs. Buyer as she passes by each day? Does she stop and look your goods over and walk into your store? Or does she pass on?

Possibly your business fluctuations arise internally, right in your own store. Possibly, in many cases, Wall Street hasn't a thing to do with "Good," "Fair," and "Poor" days of business.

If there were a moral to this story, it would be: "Look to your show window for more business." The story does not end here, for there is another show window that has not been discussed yet. That show window is newspaper advertising.

There are many people who do not pass your store window. There are few people, however, who do not read the newspapers. Here (via display advertising) is an opportunity to show your goods to all potential buyers. Their attention comes to your show window (display advertising) inadvertently. If you make it interesting enough (and a little time and attention can make this possible), the public will find their way to your store. Only the worst of Wall Street depressions will affect you then.

Of the two show windows, there is no doubt about which is the more effective, for newspaper advertising offers thorough and rapid propagation of merchandising. Show windows of your store clinch the work that the newspaper columns are waiting to do for YOU!

## Dress up the Big Show Window of Your Business

Advertise in

# The Birmingham Eccentric

"Every Home Gets One"