

Winnetka Weekly Talk

ISSUED SATURDAY OF EACH WEEK
by

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Resolutions of condolence, cards of thanks, obituary poetry, notices of entertainments or other affairs where an admittance charge will be made or a collection taken, will be charged for at regular advertising rates.

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SATURDAY, DECEMBER 3, 1921

"Clean Shelves by 1922."

Printer's Ink suggests that the above is a good slogan for merchants to adopt for the rest of the year. It finds that basic conditions of business are good, yet business does not attain the full tide of prosperity. Something holds it back. When a river is held back, you find that somewhere down below a dam has been built and its gates are up.

So this writer thinks that the stream of trade is being dammed by a tendency on the part of many retail stores to hold old stock brought at high prices, which they are trying to work off for more than it would cost to replace it.

"Somewhere up in Wisconsin," it says, "there is a little retail store that has a \$4 price mark on a \$2 suit of underwear. At a country store in Maine the buyer is asked to pay \$10 for a pair of shoes that ought to be selling for \$6. And so on.

Enterprising stores realize that it does not pay to hold up retail prices after wholesale figures have gone down. They have done their full share to restore the country's business to normal. But their spirit does not attain its full results, if all over the country is a large element of merchants who are still hanging on to their goods at prices that are too high considering the present cost of replacement.

Merchants all over the country should realize that the next few weeks, the best selling period of the year, furnish the most favorable chance yet offered to get rid of this old stuff if they have any of it. Some price concessions have to be made, but they may as well be made now as later.

The merchants that advertise freely have long ago got their old stock cleaned up, and the public can be sure when it buys of them that it is getting its merchandise on values established by the present cost of replacement.

"Clean shelves by 1922" is an advertising war cry that can bring back the country's business.

Promoting Credit Facilities

When the business men of a city, or individuals among them, cherish an ambition to build up a bigger trade, for themselves and the community, the practical thing that often holds them back is the matter of credit. There are a great many men who have enterprise and industry and push, but who are held back because of their lack of capital, and ability to get credit.

There is one way in which a man's credit is improved, and that is by a policy of consistent advertising. Bank men believe in advertising. Their usual feeling is, when a merchant who is a good advertiser applies for a loan, that a reasonable amount of goods bought by him on such credit, is likely to be turned over quickly and promptly paid for, on account of his methods of keeping his goods constantly before the public. They would have confidence that the goods would be disposed of and turned into cash before they get out of date or store worn.

The shop that advertises consistently creates a reputation and a good will that must be a help to a

merchant in getting the credit with which to build up his business. Bankers do not like to tie up money in non-liquid stock. If they loan money on any kind of merchandise they want to see that stock go through the process of sale promptly, in a minimum of time, so that the loan can be paid off and the money used to finance new enterprises.

Any merchant therefore who is ambitious to expand and lacks the capital to do it with, takes a long step toward getting accommodation, when he creates a public good will through advertising. Also a town in which advertising is liberally done, is more apt to go ahead, because the merchants get in the habit of quick turning of capital, which encourages the extension of credit.

National Good Faith

In private life people settle disputes by peaceful arbitration in courts of justice. A breach of faith is considered intolerable, and people cooperate to work for each other's welfare.

But in international relations, the

governments have engaged in a game of grab in which the spirit of cooperation does not exist, they have frequently violated the most solemn pledges, and they settle their disputes by savage methods worthy of the 20th century before Christ, instead of the 20th century thereafter.

What can be done to persuade the nations that good faith pays in public relations, as they are convinced it pays in private business? One thing is to make it clear that a nation that commits a breach of faith will be ostracised from the circle of nations,

and will suffer such a decline of prestige and reputation, that its losses will be more than its gains. In that way offending nations can be disciplined by other methods than by war.

"LIGHTNIN" XMAS HOST

More than 3,000 unemployed ex-service men of Chicago will eat Christmas dinner on "Lightnin" this year. With Fred Stone acting as stage manager and the veteran Frank Bacon as his assistant, the American Legion of Chicago, is preparing the theatrical benefit.



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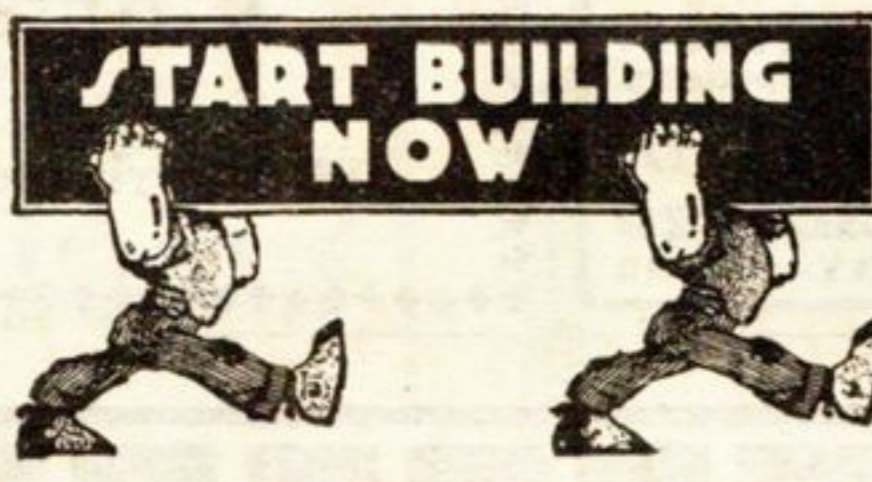
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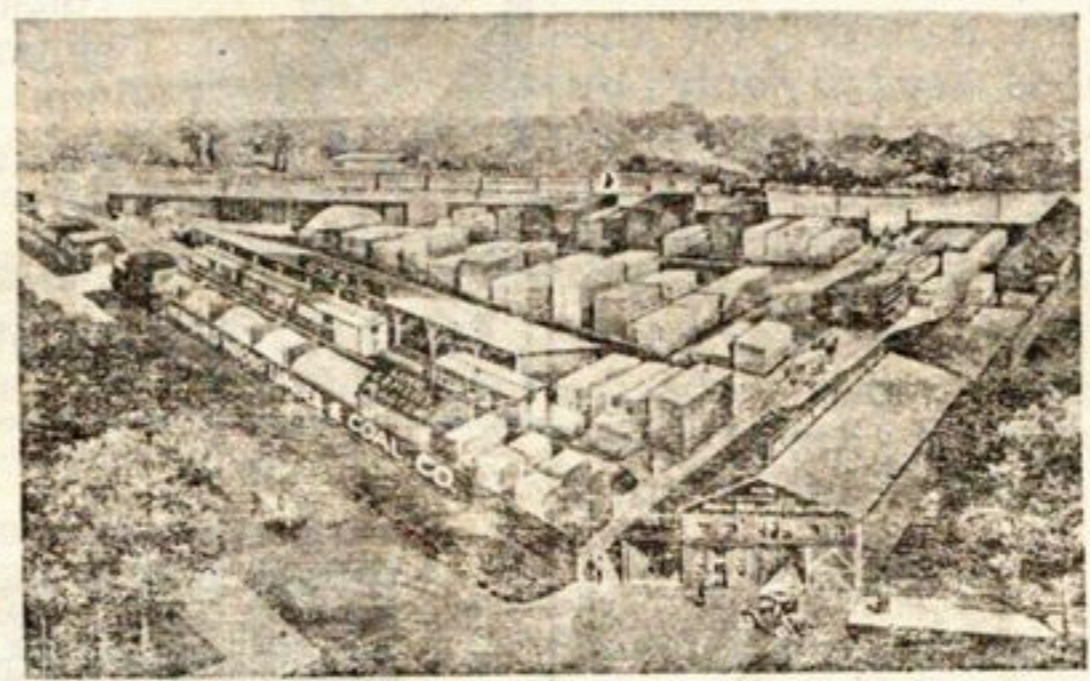
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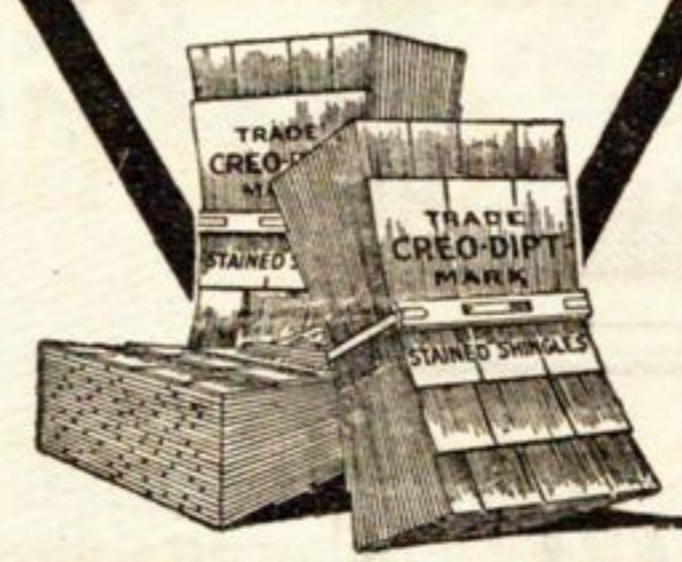
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