

## How other people's advertising helps John

John's grocery in the High Street spreads across what were three shops in his grandfather's day. A grocer's business is selling. Advertising's business is selling. And John—like all retailers—relies a good deal on advertising.

"Take a new product," he said. "Think of the time I should take if I had to tell all my customers—individually—about it. An advertisement tells them what it's for, how it does it, how much it costs—and they decide whether they're interested before they come into the shop. Just putting an advertised product on the counter will jog their memory if they've decided to try it. And," he smiled, "most of them will."

Almost overnight, advertising can tell people about a new product; more *cheaply* than any other

way. Advertising introduces the new product to his customers quickly, creates a new demand, and he can plan his supplies to meet it.

Advertising benefits established lines, too, by maintaining a steady demand, so prices tend to be steadier.

Advertising keeps stock turning over faster which saves valuable storage space, and means goods are fresher when they reach the housewife.

Other people's advertising saves John time and trouble, gives him more time to give his customers the service they've come to expect. Good service and happy customers will make his store grow even more successful.

John certainly finds advertising helps him.

### Saturday Summary

#### SOUTHERN LEAGUE

##### Premier Division

Cambridge United 3 (Haasz 2, Platt), Worcester 3. Att. 3,197.  
Hereford 2, Cambridge City 0.  
Att. 2,187.

#### METROPOLITAN LEAGUE

Cambridge City Res. 5, Tonbridge Res. 1. Att. 761.

#### EASTERN COUNTIES LEAGUE

Newmarket Town 4, Thetford 1.  
Soham T. Rangers 1, Ely City 3.

#### PETERBOROUGH LEAGUE

Soham Utd. 4, Newmarket R. 0.  
Exning Utd. 1, March T. Res. 2.  
Ely City Res. 1, Pinchbeck 6.  
Chatteris T. 10, Huntingdon 3.

