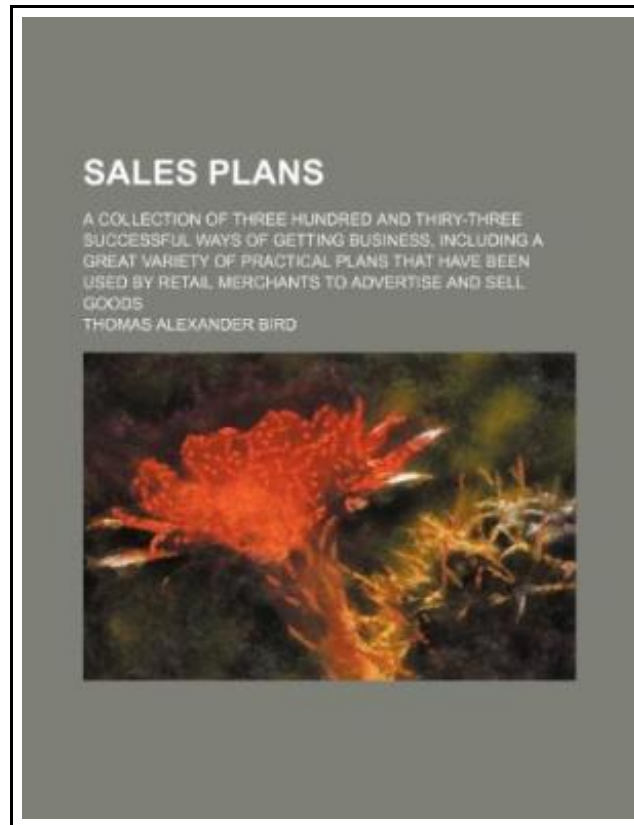


# **Sales Plans; A Collection of Three Hundred and Thiry-Three Successful Ways of Getting Business, Including a Great Variety of Practical Plans That Have Been Used by Retail Merchants to Advertise and Sell Goods**



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Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This historic book may have numerous typos and missing text. Purchasers can download a free scanned copy of the original book (without typos) from the publisher. Not indexed. Not illustrated. 1906 Excerpt: .in the show window. Mr. Havill was well pleased with the result of his contest. He says of it: The contest for writing was one of the best advertisements I ever had for my store. I not only got the children interested but the fathers and mothers as well. I gave a gold watch for the best specimen of handwriting by girls up to ten years of age and another gold watch for the boys of the same age. I am now giving another prize for the best written ad for my store not to exceed forty words. This competition is open to all under twenty years of age. 131. A Clothier s Advertising--Hopkins Howley, clothiers in Rutland, Vt., had a contest for boys which, if not new, was at least very successful. They made the following offer: The latest, the best style and the best quality suit in our store to the boy who will send us before April 16, the largest number of English spoken words (no two alike) made from the letters comprised in the two names: H--O--P--K--I--N--S H--O--W--L--E--Y. No proper names allowed. The list must be sent in a sealed envelope and only boys from 8 to 15 years of age are eligible. Every boy, no matter where he lives, is invited to take part in this contest. Hopkins Howley say that this was one of the very best advertising schemes they have ever used. Boys from all over the states of...



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