

MONEY MAKING HINTS *for the Alert Salesman*

The SMART Book Match Salesman suggests ways by which HIS customers can profit through Book Match Advertising. Study these hints. Memorize them—but express the thoughts in your own words. Thus you will turn many a "turndown" into a sale—convert many a small user into buying 10,000 and more Book Matches at a time.

1. On special occasions, such as Christmas, on your anniversary, or when a special sale comes up, give a complete caddy of 50 Book Matches to your preferred customers. Such a gift is always welcome and means YOUR message will be seen hundreds of times. That's what you are striving for.
2. When a new customer moves into the neighborhood, or when a customer enters your place of business for the first time, he's worth a full caddy of 50 book matches. He'll be pleasantly surprised—and more than apt to become a steady customer.
3. If you have a delivery service, be sure to tuck a book or so of matches in the package to be delivered. This is a mighty fine idea for dry cleaners—a book or so placed in the vest of a suit left to be dry cleaned or pressed is appreciated. Liquor stores should include a couple of books with each delivery, and so on.
4. If you have solicitors looking for trade—such as dairies, laundries, coal dealers, dry cleaners, etc., supply that solicitor with plenty of book matches. They are ideal "door-openers."
5. Carry a supply of book matches with you at all times. Use them as business cards. They'll be much more appreciated because of their actual value.
6. If women patronize you—see that they have plenty of matches at their bridge parties, Red Cross Meetings, Women's Aid Societies, etc. See that your matches are placed in the smoking rooms of clubs—at banquets, in the meeting rooms of the Kiwanis, Lions, Rotarians, etc. You'll be surprised to see how much they will be appreciated.
7. Watch your newspapers for local doings. If there are picnics being held, be sure YOUR matches are the ones to be used. Pass them out at dances, benefits, balls, in fact, at gatherings of any sort.
8. Ever think of how many women smoke these days? If YOUR matches are left in gift shops, beauty salons and other places patronized by women, you are getting really worthwhile distribution.
9. Don't be "stingy" with your matches. You bought them to advertise your business or service. Place some on a tray where customers may help themselves. Don't put TOO many out—enough so that each customer will just help himself to one or two books.
10. If there is a fight, football game, baseball game, wrestling match, etc., going on, it is a mighty good idea to have a couple of boys put a book or two on the door or on the seat of parked cars.

FOLLOW THESE SUGGESTIONS FOR LARGER PROFITS

11. If there is a newsstand near you, have the newsboy pass out a book of matches every time he sells a paper. Ninety-nine times out of 100, that customer will place the matches in his pocket for future use. Book matches are NEVER thrown away.
12. OR YOU CAN SELL YOUR BOOK MATCHES IF YOU WISH. MANY MERCHANTS DO IT. They may be sold two books for 1c—or a caddy of 50 for let us say 10c or 12c. Thus you get back your original investment and at the same time get the advantage of bookmatch advertising.
13. If you use Elvgen or American Scenic Matches, put a sign on your door or display window: "Come in for your FREE Glamor Girl Matches," or "Get Famous Paintings of Artists on Book Matches Free Inside," and so on.
14. If you are a jobber or distributor, see that each one of your retail customers is supplied with matches. He'll pass them out gladly—and sales of YOUR product will increase.
15. Taverns, road houses, auto camps, tourist homes, summer resorts, etc., will find it wise to leave an ample supply of book matches with every garage and filling station for several miles in each direction, thus attracting trade from strangers who don't know the neighborhood.
16. Coal Dealers can use a caddy of 50 Matches as an inducement to buy coal early. They may make a special offer of a caddy of matches in a limited delivery zone. In these days, with gasoline being rationed, it is important to cut out long hauls.
17. Restaurants wanting transient trade should see that their matches are passed out by filling stations on all important highways leading into town.
18. Shops catering exclusively to women find it profitable to leave matches in beauty shops. This applies, to milliners, dress shops, gift shops, furriers and the like. By the same token, beauty shops should leave their matches in other shops catering to women.
19. Locate the business man in your community who enjoys a BIG trade; as long as he is not a competitor. Arrange to furnish him with YOUR matches without cost—and you'll get broad distribution without charge.
20. If there is a ball park in your community—or an athletic field of any sort, make arrangements to have YOUR matches passed out by the hot dog butcher, the boy who sells programs, or the attendant of the parking lot.
21. When every other method of distribution has been exhausted, SELL your surplus matches to other concerns. Often they'll be glad to buy them for \$4.50 and up per case—thus paying part of YOUR original cost plus the fact that you are getting free distribution.
22. DON'T FORGET! You bought book matches not to KEEP—but to pass out to the people you most want to reach. They'll do no advertising good on YOUR shelves. GET BROAD DISTRIBUTION.