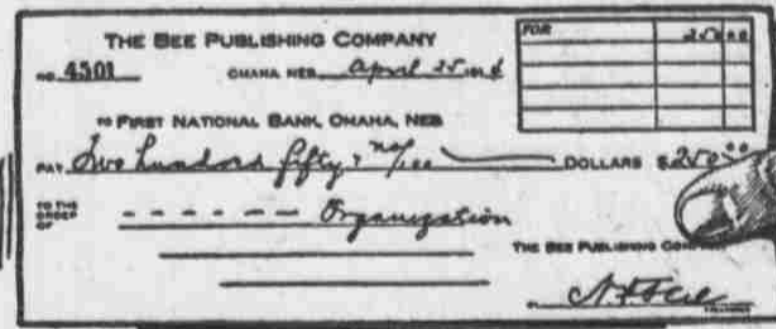
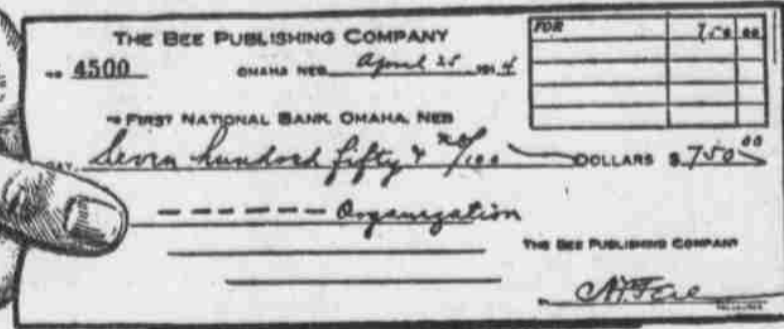




Wonderful Sales Plan That Sold the Goods

The Story of THE OMAHA BEE'S "M & M" Voting Contest



Prize Winning Organizations

1st Prize—Mazda Society,
2973 Dorcas St.127,777,330 Votes

2d Prize—Mogul Fraternity,
Omaha109,083,825

3d Prize—Jennie Edmundson Hospital,
Council Bluffs, Ia. 97,804,750 Votes

OMAHA manufacturers produce and Omaha wholesalers and jobbers sell a large variety of useful articles for the home. Most of these articles are daily necessities, many of them absolutely indispensable. That a large quantity of them are made and sold has long been known, because of the steadily growing volume of business shown in the reports of the government for each year on the output of the nation's workshops.

All these facts were known only to a few people in Omaha. Citizens generally had a vague idea that extensive manufacturing, wholesale and jobbing enterprises were carried on within the limits of Omaha, and in the same indefinite way realized that the output of these establishments must be sold somewhere. Just where had scarcely occurred to them. About all they really knew was that the output must be sold, or these business enterprises would close their doors, let furnace fires die, and all go out of business.

Right here is where The Omaha Bee comes in. This newspaper realized the situation that prevailed as to the relations between manufacturer, wholesaler and jobber and the consumer in Omaha, and with its well known enterprise set about to remedy the condition, by bringing maker and user a little closer together. The Manufacturers' and Merchants' Campaign was organized. It really should have been called the "Makers' and Users' Campaign," but the descriptive title was not so important as was the purpose of the undertaking, which, in brief, was merely to induce local consumption of home-made and home-distributed goods, to secure new patrons for the products of local factories that are intended for household use in daily life.

Feeling sure of the results, if the subject were properly set before the women who read The Bee, the buying agents for the many thousands of homes this paper reaches every day in the year, The Bee planned an advertising campaign that would be especially attractive to the women folks, and which would have the effect of enlisting the active co-operation of a number of organizations in which the women are in control. Details were carefully planned, and the work was commenced in November last. From the very beginning the success of the undertaking was assured. No campaign of its kind has ever aroused more of genuine interest, nor has any ever

shown more decisive and surprisingly satisfactory results.

It was first of all a campaign of advertising. Advertising in the final analysis is but bringing seller and buyer together. The primal purpose of the work is to so present the goods or wares that are offered as to attract the attention of possible users, and so enlist their interest as to eventually establish a permanent relation of dealer and customer, of seller and buyer, of maker and user. Manufacturers and jobbers alike saw the advantage of the plan suggested by The Bee, and entered into its spirit most heartily. By active co-operation a demand for Omaha-made and distributed goods has been stimulated within a wide range, and this means a continually increasing output of the factories, which carries with it the employment of more workers and the payment of more wages.

Here is shown the completion of the beneficent circle. The Bee with its agency of reaching the consumer has accelerated the demand for Omaha-made and distributed goods; this demand can only be met by a greater output; this output can only be supplied by the employment of more workers, by the use of more of Nebraska's products, for the Omaha-made foodstuffs are all fabricated from Nebraska-grown fruits, vegetables and cereals; the employment of more workers means additional mouths to feed and more bodies to clothe, and this means more consumption of Nebraska-made goods, with a corresponding increase in the demand for Nebraska-grown crops. Thus, round and round and round again goes the ever-widening circle of good that comes from the M. & M. Campaign.

Back of all the success of the M. & M. Campaign stands the one great factor of merit. Without merit, the efforts made in the great campaign that has just closed would be wasted, useless, and might better not have been put forth. But the manufacturers and jobbers who went into the campaign knew what they were doing. They knew the high quality of the wares they had to offer, and with confidence in them presented them to the public, knowing that satisfaction and continued use would follow on the first purchase.

To prove that Omaha-made and distributed goods are just as desirable, just as serviceable, and just as reliable in every way as the more widely promoted products of other makers was the chief object of the undertaking. To get people acquainted with the variety and quality of home-made and home distributed goods and articles of general use was the task, and to this end the services of The Bee were placed at the disposal of the makers and the jobbers. A maker may know ever so well the superior quality of the articles that come from his factory, but he must make others know it before he can establish the market he is looking for. In order to accomplish this, it is necessary for him to secure the attention of a sufficient number of the buying public to afford him an audience that may be developed into a clientele. This is the function of the newspaper, and it was this function of The Bee that added so materially to the success of the M. & M. Campaign.

Omaha people are patriotic. They are willing always to give preference to home-made and home distributed goods. They want to see every Omaha institution, manufacturer, wholesaler and jobber prosper and increase, for in the growth of any one of the many magnificent factories and mercantile establishments of the city the prosperity of all is enhanced. This community interest is generally established, and it was this that led the people to respond so very promptly to the invitation of the M. & M. Campaign.

And this advertising plan introduced to hundreds of families the products of the firms that took advantage of the campaign, products in the quality of which any maker might well take pride, because they are a credit to the maker and to the dealer, and in them Omaha has pride, for they are a credit to Omaha. This has been the result of the M. & M. Campaign, service to maker, service to dealer, service to user, and service to the community.

The Omaha Bee takes some pride in having performed this service. It returns its thanks to those who co-operated with it to make the big undertaking the stupendous success it proved, and it cheerfully looks forward to a future of better and bigger things for local industries because of the wider acquaintance Omaha folks have with Omaha products because of the M. & M. Campaign.

