

What Newspaper Advertising Has Done for My Business

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Speech delivered before the Associated Advertising Clubs of the World at Chicago.

One of the best proofs that advertising has helped our business and has made us known, lies in the fact that I am invited to talk to this big advertising organization. We were so little known when we began advertising, and have become so well known everywhere, that there is no doubt in the minds of any of our organization that advertising is doing all for us that we could expect it to do. A further proof that this is true, 1914 was the most successful year in the history of our company, in spite of the general business depression, and so far this year we are ahead of the like period for 1914 in every way. In some ways we are very much ahead.

In order that you may fully understand our position in some of these matters, it will be advisable to give a short outline of our early experiences before we began to advertise. We began by selling goods with salesmen to dealers. There was a real demand for some such product, and it was wanted at a reasonable price. Similar products had been slightly introduced, but always at very firm prices, and by building mills which could turn out a substantial volume and do all the work of manufacturing, from start to finish, we were able to offer goods of good quality at lower prices. The demand kept growing and the jobbing trade began to sit up and take notice, and we soon got to selling the great bulk of our business through jobbing channels. We looked upon the jobber as a necessary part of modern, up-to-date, economical business. We thought he could give service, distribution and a credit which were necessary for the most up-to-date results. In the beginning we were successful in this, because of the better bargain which was offered, but competitors in our line found that by sending clever talkers—men who were better informed in our specialties, direct to the dealer, or large consuming trade, they could outbid our jobbers' salesmen who had hundreds of thousands of articles to sell, who were generally not well informed on our specialties, etc.

We realized that we must give some further aid to the selling plans, and that goods when shipped from our mills to the jobber or dealer were not really sold. We learned that people want to know, or feel that they know, something about what they are buying, and in some cases they do not have this feeling a very clever talker will get the order, with a less favorable proposition than an ordinary presentation would get with the very best proposition. We had the mill facilities and the organization to carry on much larger business, so we took up the plan of general advertising in this, and a colored word—"Certain-teed," as our trade mark and began to tell the story of what it meant when placed upon a roll of roofing, or roll of building paper or insulating paper. We wanted the buying public to know that it meant responsibility and guaranteed satisfaction when goods carried this label. We have always claimed that the man not living who can tell the life of a piece of roofing by looking at it or making chemical tests, but the manufacturer who knows what he puts in it and who then stands behind the goods that he puts out as his best, and all backed by ample responsibility, is offering something which the public can afford to buy. The public cannot afford to guess. Such has been our general condition and general plan for improvement.

We began by advertising in farm papers principally, but later extended to various publications, and finally entered into the general newspaper field for our big campaign.

In traveling this road we, of course, met with many bumps and many unexpected experiences. We found, for instance, that we spent over \$40,000 in one year for space and booklets, etc., to answer direct inquiries, although after we got them we found that direct inquiries were the thing we least wanted. While such inquiries may be a guide as to the pulling power or effectiveness of advertising, they do not suit our goods. Then we began to learn that what was good for one line of business might be bad for another, and because one concern had made a big success along one line of procedure did not at all signify that such methods would be good for Certain-teed roofing.

In short, we began to study the situation properly and to try every man, from those in the most advanced posts of the firing line to those in the mill, making observation, offering suggestions and ideas, etc. We found that out of 100,000,000 people, or 3,000,000 heads of families, there are a great many who never buy roofing. We found that among those who buy the purchase is more infrequent, outside of some contractor or builder, and among the actual buyers the average is probably not more than three or four purchases during a lifetime. We realized that we could not have salesmen, and neither could our jobbers have salesmen at these few points at remote periods at the proper time to get the order, and reasoned exactly the way from that point at what we did before investigation, at which early time we concluded that advertising would not be good for our line, because advertising was good only for something that could be sold every day, like chewing gum, for instance.

We found also that many publications have wonderfully clever representatives who could come in and make us believe that we should have his publication and use tremendously large space in cases where if the publications were all spread out before us we would have probably overlooked his and left it among those not used. This only called attention to the fact that salesmen are just as necessary as advertising, and that advertising alone would not sell the goods at all in the way that men, organization and advertising together could do it. We began to be less influenced by what clever, well paid talkers came to our office to tell us. We sent out special investigation men of our own—we talked with men

on trains and in street cars. If a man owned property and was a roofing buyer he was a live subject for us—what did he read? What carried the strongest influence? Would he be influenced more by seeing our advertisement in the idle hours in the evening at home or on vacations or at some other time? As a matter of fact, we tried to learn when he really could remember having read something and when and where he formed his early impressions.

The most of this investigation was done after we had commenced using more than a hundred big newspapers, and while we believe there are many forms of good advertising and that advertising is seldom entirely thrown away, and while we might advertise some other lines in some different way, the newspaper has been the satisfactory publication for our purpose for the principal part of our campaign. We find that business men, or the substantial thoughtful persons, almost without exception, is a very constant reader of the newspapers. We find that even the small items of interest are read in newspapers; that the advertising is generally closely associated with reading matter, and if put in the proper way, will be read, when they are interested in the subject being advertised. The advertisements are not buried in a big lot of advertising. These ideas have kept us from using the Sunday papers, which are so loaded down with department store and automobile advertising that an ordinary sized advertisement on other products becomes lost in the shuffle. I do not under-rate the values of Sunday papers—they are good for many lines, but not the best for ours.

In mentioning these facts, I would not be at all complete in my statements if I did not point out clearly that we see a big distinction between various classes of newspapers for our use. We have found those with the best standing in the community—those that are known for truthfulness and reliability in every way, are the ones for us to use. We find that our business grows when we use a clean, influential paper—one that points out the good in a community; one that seeks to build and tell the truth. We cannot trace gains where we use the disturbing mediums—those that cater to the red flag crowd, and who seek to make everybody believe that the world is going to the bad. In short, we believe that this paper has more bright, sunny happy days than any other country by far, and we have no use for the paper which is used to build circulation by trying to destroy, just as we have no use for the politician who seeks to gain the vote of the hoodlum element by seeking to destroy business.

By using the daily paper instead of the medium of national circulation, we can tell a special story in any community. If we desire to talk of agriculture in an agricultural community we can do so. If we desire to talk to the manufacturer of New England we can do so. If we desire to work any field very strongly and not exert as much pressure in others, because of any varying conditions, it is in our power to adopt such a plan. Advertising in a medium of national circulation does permit a perfect adjustment as may be required by varying circumstances. However, the medium of national circulation has other advantages, even for us, and we are using a lot of them. We use the local papers exclusively, the people of that community might assume that Certain-teed roofing was sold only in that community and that the manufacturer was only a small concern doing business in a limited field. When those people see Certain-teed roofing advertised in national weeklies and monthlies, as well as in their local paper, they begin to sit up and take notice, realizing that the manufacturer of this roofing is large enough to cover the entire country.

Telling the story quickly is sometimes of importance to us, and we can decide upon a new story and get it to the readers of newspapers within ten days—in fact, to the bulk of them within less than five days. The national medium being printed further in advance and copy being required much earlier, this quick action is impossible.

We find that many newspapers are without influence in their communities, at least among the class of people who would own buildings and buy roofing. Advertising in such papers does not seem to aid our business at all. In fact, we have had cases where it seemed to bring discredit. We have had people tell us that if we used such and such papers they did not want to buy our goods.

The number of circulation in a community is no guide to the paper's influence or advertising value. When the circulation is among people who never build and never will own a roof—people who are seeking to tear down and destroy everything that might require a roof—people who want to tear down business

property, and even decent homes, how can we expect to build business by using such publications?

We regard the newspaper as having the greatest influence in advertising, as we believe it has in various other fields today. We believe that its influence can be increased, as I suggested before, by better advertising in the up-to-date

modern method of selling goods—just as the wonderful, modern machinery beats the old made-by-hand methods, and with the big future ahead for newspaper advertising, we hope to see every improvement possible, to the end that we and other manufacturers may receive the greatest possible aid in having the qualities of our products better known,

and in having the consumer, who needs such products and can use them to better advantage than anything else, know all about them. We seek to develop the business to the point of the greatest efficiency in selling. The cost of advertising is large, in fact it is tremendous, but the work that it can do more than offsets this cost when it is working

at its best. We expect to be bigger and bigger users of the newspapers in future advertising, as a matter of good business for us, and in order to lower selling costs by building volumes, so that the consumer will continually get more for his money.

We think the manager in every big business should understand the big value of advertising, and then if he has the courage and the finances to play the game, the final development of business will be along the lines of educational, useful advertising in each line of business—high standards will have to be met and it will all work for our best future progress and help us to lead in the world's business.

25c Embroideries 12 1/2c
A splendid line of pretty 18-inch Skirt Flouncings and Corset Cover Embroideries; regular 25c to 35c values; go on sale Monday, yard 12 1/2c

20c Loom Strips 7 1/2c
The last pieces from the looms, and run from 4 1/2 to 6-yd. lengths, in 5 to 8-in. Edges and Insertings, 15c and 20c qualities, per yard 7 1/2c

HAYDEN'S
35c Ribbons 9c Yard
Fancy Ribbons, moire, taffeta and silk Ribbons, 25c and 35c values, yard 9c

15c to 25c Embroideries
In fine quality edges and insertings, big assortment for selection, all from regular stock; on sale Monday at, per yard—
7 1/2c to 39c

Special Lace Sale
Laces of all descriptions—Vals, Torchons, Orientals, shadow, cluny, plaiens, etc., including 18-in. to 27-in. Flouncings, at a saving of Easily Half.

An August Sale of Home Needs and Hot Weather Necessities, With Special Low Prices
TOWELS, BED SPREADS, SHEETS, CASES, WASH FABRICS
ON SALE IN DOMESTIC ROOM MONDAY
Large, hemmed Huck Towels, fast color, T. R. border, per dozen 55c
Pillow Cases, bleached and hemmed, standard 42 and 45x 36 size, each 7 1/2c
White Piques, flat welt for skirting and suitings, yd., 15c
Amoskrog Apron Check Gingham, plain or broken checks, yard 5c
Bleached Muslin; this quality is superior to usual 8 1/2c grade, yard 5c
Mosquito or Fly Netting, white, pink, green, 8 yard bolt for, bolt 39c

In Need of Curtains?
Here's Some Specials That Should Interest:
Large assortment of Brusselsette Curtains, very neat patterns, worth \$1 pr., Monday, pr. 59c
Brusselsette Curtains in white and cream, all full size, worth to \$3 New line of cream Madras, all pair, Monday, pair \$1.98
New designs for curtains, Monday, yard, 25c, 30c and 35c
Plain mercerized Marquisette in white, cream and ecru, 40 inches wide, at, yard, Monday, 15c, 18c and 25c
New materials for overdrapery, in green, rose, blue and browns; Monday at, yard, 35c and 60c
Plain Serim with dainty colored borders, in all colors Monday, yd., 12 1/2c, 15c and 29c
High Net for curtains, 45 inches wide, slightly soiled, worth to 55c yard, Monday at, yard 25c

August Sales Offer Phenomenal Values
Fine Black Dress Silks
Yard wide Black Chiffon Taffetas and Satin Messalines, 68c just 10 pieces, to close Monday, yard
\$1.00 and \$1.25 Black Peau de Sole, 36 in. wide, soft glove finish, choice values, 40 in. wide, 78c and 98c
Black Chiffon Dress Taffeta, 36 in. wide, Hayden's gold edge special, guaranteed, yard 98c
Over 5,000 Yds. of Plain and Fancy Silks, to \$1 yd. values, short lengths from our regular stock, Messalines, Poplins, Chiffons, Taffetas, Tub Silks, and many other popular weaves, yard 38c and 68c
Black Silk Poplins and Crepe de Chines, \$1.25 and \$1.50 yard values, 40 in. wide at 88c and \$1.18
Swiss Chiffon Radium Taffeta, \$2.50 quality, 40 in. wide, rich, lustrous black, at, yard \$1.59

These New Fall 1915 Rugs
are as good as we or any one can buy to sell at the regular price. You can't miss it in choosing from such values.

- 9x12 Bagdad and Shuttlesworth Wiltons, \$50 values; at \$40
- 8-3x10-6 same as above, at \$35
- 9x12 Body Brussels Rugs, \$35 values; Monday at \$27
- 8-3x10-6, same as above, at \$24
- 9x13 Seamless, 9-wire Tapestry Brussels Rugs, \$16.50 values; Monday at \$12-98
- 9x12 Seamless Velvet Rugs, \$20 value; sale price \$14-98
- 36x72 Axminster or Velvet Rugs, \$4.50 value; sale price \$2-98
- Water Color Window Shades, 7-ft. cloth, 36-inches wide, at 30c

Terrific! Seems to be about the only word strong enough to express the way we've slashed prices on our immense stock of beautiful new Summer Dresses. In many cases prices do not cover cost of materials, and no allowance has been made for the expense of the conscientious making.

Over 200 Pretty Wash Dresses
in assortment of charming designs almost unlimited, and in all the season's most desirable fabrics, weaves and colorings; choice of dresses that sold at \$7.50 to \$25.00—
\$2.95, \$4.95, \$6.95



Beautiful Evening Gowns, Party and Afternoon Dresses
100 of them that sold at \$25.00 \$35.00 and \$39.75; charming designs in the season's most desirable fabrics and colorings. Values seldom if ever equaled in Omaha at our clearance sale prices—
\$12.50 and \$19.50

200 Klofitt Petticoats, quality that sells regularly the world over at \$5.00, all colors; your choice \$2.50 Monday at

Manufacturers' Surplus of Silk Kimonos—To \$6.50 values, beautiful new styles and colorings, choice of the entire lot for \$2.39

Nobby Wash Dress Skirts—Over 1,000 of them; unusual variety for your selection—AT JUST HALF Regular Retail Prices.

New White Stripe Sport Coats—The very special at \$8.95

Children's Fine Summer Dresses in real linens and fancy fabrics, up to \$10.00 values, sizes 6 to 14 years—at \$1.98

Two Other Splendid Lots of Children's Dresses on sale at \$2.50 and \$2.98

New Fall Suits, Shirts and Waists—Shown in broad assortment. See them.

Any of them worth fully double clearance sale price. All sizes 6 to 14 years included.

August Sale Linens and White Goods

Heavy Satin Damask, 70 ins. wide, warranted pure flax—good values at \$1.25 yd., \$1 Heavy weight Dinner Napkins to match, full 22 inches square, regular \$4.00 values, dozen \$3.00

Extra large, extra heavy Turkish Bath Towels, twisted thread, well worth 39c each 25c
Dinner Napkins, all pure linen, 22x22 inches, assorted designs, values to \$3.50 per dozen, 6 for \$1.00

WHITE GOODS SECTION
Clearance of embroidered voiles, seeded or riced voiles and organdies, sold up to \$1.25 a yard; Monday 59c
Splendid assortment checked dimities, shadowed voiles and crepes, usually sold up to 39c a yard; Monday 25c

Men's Palm Beach Trousers
That sold to \$2.50, \$1 65 choice
Men's Wool Trousers:
\$2 and \$2.50 values, \$1 35 all kinds, choice



Special Prices on Furniture

Clean Up Sale for Two Days. We have odd pieces of new furniture, parts of suites, for example, odd dressers, balance of has been sold; chiffoniers, buffets, china closets, library tables, dressing tables, wood beds, rockers and davenport, etc. We could not enumerate and price each article in the different woods or give description here. We have priced every article at much less than cost to make a clean up.
120 Kitchen Cabinets, over twelve patterns, aluminum, nickel, porcelain and zinc tops, your choice for \$12.50; others \$15.00
Five thousand Pillows on sale, each \$1.00
Size 20x26, art tick, 6-pound, new, clean, curled chicken feathers. 6-pound size 25c

How About It?
Are you interested enough to be willing to spend

ONE HOUR OF TIME in looking over the very best bargains in fully **Guaranteed Pianos** offered in many seasons in Omaha? We've priced them to insure a clearance of fifty Pianos during the next five days—and nobody at all interested in new or used pianos can afford to overlook this **Great Bargain Opportunity**



Boys' Wash Suits of all descriptions at

1/3 Under Regular Prices
Boys' Wash Suits—Good values at \$1.00, choice 65c
Boys' Wash Suits that sold at \$1.50, Monday 95c
Boys' \$2.00 and \$2.50 Quality Wash Suits Monday at \$1.35
Boys' \$1.50 Base Ball Suits 95c
Boys' Short Sleeve Rompers 39c
Boys' Separate Trousers in linen, crash or white duck, \$1.00 values. 79c
Boys' Separate Trousers in khaki, madras or gingham; snaps at 39c

Some Kitchen Hardware Reduced for Monday's Special Sale

- A Broom of good quality for 10c
- A large white enamel Mixing Bowl for 19c
- Heavy aluminum Skillet, size 8 99c
- Large size cast aluminum Tea Kettle, worth \$1.95, for \$1.49
- 16-quart capacity spun aluminum Preserving Kettles, only 99c
- Any size Drip Pan, worth to 35c, 10c
- 10c extra heavy charcoal tin "Ebec" sanitary Bread Pan, 7 for 50c
- Any size Pie or Cake Pan, 2 for 50c
- Chopping Bowls 15c

- 20c imported high grade wood Rolling Pins 15c
- \$1.25 size Climax Food Choppers, 50c
- 4c size "A-1" Liquid Metal Polish for 19c

Read the Big Special August Grocery Opening Monday It will pay you to lay in your month's supplies

- 48-lb. sacks best high grade Diamond H Flour, made from No. 1 selected old wheat; nothing finer for bread, pie or cake, per sack \$1.70
- 15 lb. best pure Cane Granulated Sugar \$1.00
- 10-lb. sack best pure Cane Granulated Sugar \$1.25
- The only kind to preserve your fruit with 25c
- 10 bars Best "Esm" All Diamond C or Laundry Queen White Laundry Soap 25c
- 15 lb. best White or Yellow Cornmeal 25c
- 1 lb. fancy Japan Rice 25c
- The best Domestic Macaroni, Vermicelli or Spaghetti, pkg 15c
- Tall cans Alaska Salmon 15c
- 2 cans Oil or Mustard, Sardines, 25c

- 25 oz. jars pure Fruit Preserves, 50c
- Year's "Ox" Pkg. 75c
- Advo Jell for dessert, pkg. 50c
- E. C. Corn Flakes, pkg. 50c
- W. O. C. or Krutons, pkg. 50c
- 2-lb. cans fancy sweet Sugar Corn, Wax, String, Green or Lima Beans for 7-8c
- 1-1/2-oz. cans Condensed Milk 50c
- Fancy Queen Olives, quart 50c
- Large bottles Worcester Sauce, Fine Tomato Catsup, Pickles, assorted kinds, or Prepared Mustard, bot. 8 1/2c
- For ice tea try our Diamond H Blend 30c
- The best Tea try our Diamond H Blend 13 1/2c
- Golden Santos Coffee, lb. 20c
- Buy Your Alberta Peaches—New!—Monday we will have a special lot of extra fancy fruit packed in 4-bushel crates and bushels. Monday, per 4 bushel crate 65c

- Monday for bushel basket \$1.25
- LEMONS, LEMONS, LEMONS. Extra fancy, large, juicy Lemons, dozen 1.00
- 15 lbs. New Potatoes to the peck, 20c
- The best of the Appriots for canning Monday, 4 basket crates fancy California Appriots \$1.25
- 12 lbs. Cooking Apples to peck, 20c
- Wax or Green Beans, lb. 5c
- 6 bunches fresh Leaf Lettuce 5c
- 6 bunches fresh Radishes 5c
- 4 bunches fresh Onions 10c
- 4 bunches fresh Beets, Carrots or Turnips 10c
- Ripe Tomatoes, lb. 5c
- Home-grown Cauliflower, lb. 5c
- Fresh Peas, quart 10c
- 2 stalks fresh Celery 10c
- 2 bunches Green Peppers 10c
- 2 bunches fresh Parsley 10c

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