

# Putting Skinner's Macaroni Across

## by Powerful Advertising



*Ladies' Home Journal  
October Number  
Full Page in Four Colors*

A FEW MONTHS AGO, after investigation, we recommended to our client, the Skinner Manufacturing Company, that they abandon their campaign of two-inch, single-column advertisements, appearing once a week in more than a thousand newspapers and magazines; and, instead, concentrate the same money into the use of full pages in four colors in five of the country's greatest women's magazines, backed up by large advertisements in newspapers in the principal jobbing centers. The results are amply shown by the following letter:

Skinner Manufacturing Company

Omaha, Nebraska.

October 3, 1919.

Mr. T. O. Warfield,  
Warfield Advertising Co.,  
Omaha, Nebraska.

Friend Warfield: In spite of our factory being snowed under with orders for SKINNER'S MACARONI, we have decided to follow your recommendation and not cancel any of our color page advertising, so go right ahead with the original plans.

At the time you recommended concentrating our fire in a few national magazines with full page advertisements in four colors, it was a question as to what would be the outcome of such a sensational plan, but the result has been that every grocer and every jobber in America now recognizes Skinner's as America's best macaroni and grocers tell us it now outsells any other brand three to one.

The results have been all you promised.

I think the color page advertisement of Skinner's Macaroni in this month's Ladies' Home Journal and also Pictorial Review are fine examples of food advertising and I want to say that we are pleased with the work you have done and are doing for us.

Your close daily co-operation and your sound knowledge of merchandising and advertising have kept us with you longer than any previous agency that has handled our advertising account.

Yours Very Truly,

SKINNER MANUFACTURING COMPANY.

J. D. KENNEDY,

Vice President and General Manager.

JDK D



*Pictorial Review  
October Number  
Full Page in Four Colors*

## "America's Most Beautiful Food Campaign" Planned and Executed Right Here at Home

AS IS THE CASE with all GOOD advertising campaigns, the advertisements are only visual evidence of a definite plan of merchandising. And behind the Skinner campaign we laid a definite, logical plan, which has produced the results. The plan is simple and effective: First, to appeal in the strongest manner possible to the appetite. To accomplish this, full color illustrations of appetite-creating dishes were essential. Full color can be obtained only in magazines. Therefore, magazine advertising was required. As women are the purchasers of macaroni, it naturally followed that women's magazines were chosen. Second, investigation disclosed that most housewives thought of macaroni only in combination with cheese, and of spaghetti only with tomatoes. Thus the use of macaroni and spaghetti heretofore has been largely confined to these two popular recipes. Yet, there are more than one hundred and fifty most delicious preparations of macaroni, spaghetti and egg noodles. To broaden the use of these products among regular users, as well as to make the products attractive to non-users, most of the dishes illustrated were novel, yet practicable, recipes. Third, it was desired to establish Skinner's in its rightful place as the highest quality macaroni manufactured in America. To this end we spared no pains and no expense. One of the highest priced painters in the country was commissioned by us to make the paintings. Dishes, silver, doilies and other accoutrements were selected after scouring through the best shops in America for the most up-to-date, exclusive examples of quality. The result you may see for yourself by buying an October Ladies' Home Journal or Pictorial Review.

"THE FINEST EXAMPLE of food advertising yet done in America," is the way several of the country's most noted advertising experts have referred to this campaign. We have received more than a score of complimentary letters from magazine publishers and from advertising managers. This, we think, should prove conclusively to manufacturers in this territory who now use national advertising, or who are considering it, that it is possible to obtain agency service in Omaha equal (and in many respects superior) to that obtainable in New York or Chicago.

THE WARFIELD ORGANIZATION is equipped to render a valuable service to such advertisers, without cost to them (we are paid by the publishers). We investigate the product, the market and the relation to competition. We outline plans for more effective merchandising to increase distribution and lower the cost of selling. We lay out the advertising plan, execute the art work, purchase the space, check up the insertions and attend to every mechanical detail of the campaign, including paying the bills for the convenience of the advertiser. We also can instruct his selling force in merchandising the advertising, so as to obtain maximum results. In some instances, this has brought in enough money to pay for the campaign before a single insertion of advertising was ordered.

IF YOU ARE INTERESTED in such a comprehensive service, or any part of it, we invite an interview, either in your office or ours. You will receive the attention of a PRINCIPAL from our organization.

# Warfield Advertising Co.

503-4-5-6-7-8-9-10 FARNAM BUILDING  
Omaha, Nebr.