



Who will tell the consumer to buy your product?

TODAY the American people are literally depending on the manufacturer to guide them in their buying habits. For proof, go behind the retail counter as we have, and hear what people ask for. Watch the grocer taking orders over the phone any morning and see how little time he spends telling what to buy.

It is physically impossible today for the retailer, with from 1000 to 10,000 articles in stock, to "push" anybody's products. War-time costs have taught him the *value of his time*—the importance of *turnover*. He has learned that profits lie in following the line of least resistance—the stocking and selling of those goods for which the manufacturer has created a consumer-demand.

Today in the Pacific Northwest there are manufacturers who still rely solely on the "push" of the distributor to maintain their sales. It may be because they feel that advertising would add to their selling cost. Perhaps they think some startling idea is necessary in order to make advertising pay them.

But whatever the reason, we believe that a careful analysis of almost any manufactured product which has merit, will show that advertising does and will pay. It is a well recognized fact that manufacturers who are consistent advertisers:

- have the lowest selling costs.
- have the largest volume of sales.
- have the widest distribution.
- attract the most aggressive salesmen to their organization.
- have, through ownership, vested in their brands and trademarks, a control of their market.

TO these manufacturers we say: Take one city or one section which shows the most fertile field for increase of your sales. California, for instance, is more prosperous today than any state in the Union. Plan a campaign of consumer advertising over a sufficient period of time. Use that great power—the newspaper—and tell the story of your product in a clear, concise and intelligent way. If you have built up a permanent growing business and your product repeats, then it must have merit. *And if it has merit, you have something to tell the public.*

Get this campaign up in such form that your salesmen can take it out and show it to the trade. Supply the dealer with attractive window display material and advertising matter calling attention to your product in the retail store.

This kind of a campaign will not involve a big expenditure. It is the way that many of the most successful advertisers in the country started. The California Fruit Growers' Exchange first advertised Sunkist oranges in the state of Iowa with an appropriation of \$4000. When it increased their sales something like 65%, the growers of Sunkist oranges realized that it paid them to advertise.

We will be pleased to tell any manufacturer what it will cost to adequately advertise his product in any city or section of the country. We handle all forms of advertising—newspapers, magazines, farm papers, trade and business papers, billboards, direct advertising. And from our contact with the problems of over forty clients, we can analyze the needs of your particular business.

To business executives, we will send some proofs of current campaigns produced by us. Mail the coupon, or write us.

The clients of this company are—

Associated Industries of Oregon.....	Portland	Novelty Mill Co.....	"Excellent" Flour.....	Seattle
Bone Dry Shoe Co.....	Shoes and Shoe Dressings.....	Oregon City Woolen Mills.....	Motor Robes, Indian Blankets, Mackinaws, Overcoats, etc.....	Oregon City
Crescent Manufacturing Co.....	Mapleline, Flavorings, Crescent Baking Powder, etc.....	Oregon Worsted Mills.....	"Marpole" Yarns.....	Portland
Dairy Machinery Co.....	Dairy Supplies.....	Pacific Coast Biscuit Co.....	"Snow Flake" Crackers, Assorted Biscuits.....	Seattle, Portland, Spokane, Los Angeles
Ellison-White Chautauqua System.....	Portland	Pacific Steamship Co.....	Phos Co.....	Seattle
Farm & Tourist Auto Trailer Co.....	Auto Trailers.....	Royal Mail Steam Packet Co.....	Mrs. Porter's Products.....	Salem, Or.
Finley, C. C.....	Outdoor Clothing and Equipment.....	Stagit Steel & Iron Works.....	Royal Mail Steam Packet Co.....	Seattle
Finley & Son, J. P.....	Morticians.....	State of Washington.....	Bureau of Statistics.....	Olympia, Wash.
First National Bank of Portland.....	Portland	Tillamook County Creamery Assn.....	Tillamook Cheese.....	Tillamook, Or.
Harrison Hot Springs Hotel.....	Barnett, B. C.	United Dairy Association.....	Darigold Products.....	Seattle
Hawitt-Lee-Funk Co.....	"Hardeman" Hats for Men.....	Vogon Candy Co.....	Vogon's Chocolates.....	Portland
Jantzen Knitting Mills.....	"Jantzen" Swimming Suits.....	Wade & Co., R. M.....	"Wade" Drag Saws.....	Seattle
Jones Cash Store.....	Mail Order House.....	Western Red Cedar Association.....	"Pentrex" Red Cedar Poles.....	Spokane
Lifetime Post Association.....	"Lifetime" Red Cedar Fence Posts.....	Winford Manufacturing Co.....	Brooders.....	Seattle
Lilly Co., C. H.....	Seeds, Poultry Foods, etc.....	Yakima Fruit Growers Association.....	"Big Y" Apples.....	Yakima, Wash.
Matthaei Bread Co.....	Bakers.....			
Monroe and Crisell.....	Dairy Supplies.....			
National Builders' Bureau.....	Portland			
Northwestern Long Distance Tel. Co.....	Portland, Seattle, Tacoma			

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Members of the American Association of Advertising Agencies

Botsford, Constantine & Tyler,

(Nearest office—Seattle or Portland)

Gentlemen: Without obligation, we will be glad to have you send us proofs of current campaigns prepared by you.

Firm

Executive

Address