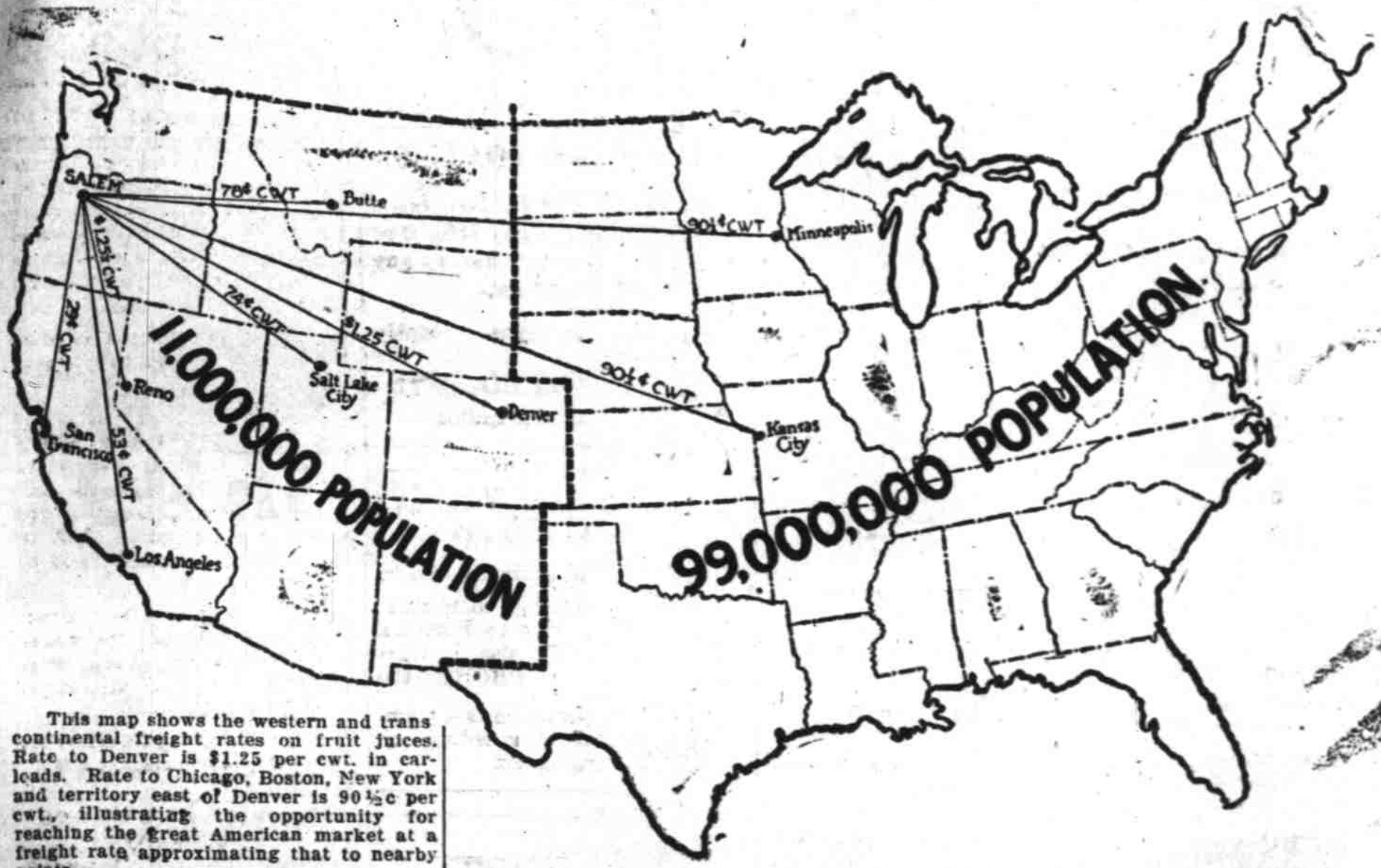


What National Advertising Means to Oregon

By David M. Botsford, Vice-President and Portland Manager Botsford, Constantine & Tyler



This map shows the western and trans continental freight rates on fruit juices. Rate to Denver is \$1.25 per cwt. in carloads. Rate to Chicago, Boston, New York and territory east of Denver is 90¢ per cwt., illustrating the opportunity for reaching the great American market at a freight rate approximating that to nearby points.



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NATIONAL ADVERTISING is the great leveler of distance. It brings the West to the East and the East to the West—it overcomes old prejudices, old customs, creating a National Consciousness and with it a National Market for our products.

Many people think of advertising and national advertising as some mysterious force which has broken down the barriers and given to those Oregon industries and manufacturers the "pot of gold at the end of the rainbow." Far from it. To go into national advertising, those Oregon manufacturers and industries have had to assume many great responsibilities and overcome many problems.

First of all, to make national advertising pay, there must be national selling. True, an advertiser cannot get distribution immediately. But he must be alert every single minute of the time he decides to go into national advertising, and use every resource to make his advertising investment pay.

Advertising is a great awakener of ambition. For, as an advertiser sees the tremendous markets which open up to him when he tells the nation about his product, he sees the importance of better manufacturing, of a closer study of his distribution, of a more aggressive sales-force, of a more adequate financing.

WHY A NATIONAL MARKET IS THE BIG GOAL OF OREGON INDUSTRIES.

Quite often you hear the question asked, "Why is a certain Oregon concern seeking a national market when they have a market close to home which they might seek more aggressively?" Those who ask this question fail to realize that practically 90 per cent of the people of the United States live east of the Rocky Mountains. They are unfamiliar with the matter of transportation, and of freight rates, which permit manufacturers to ship their goods cheaper to New York and Boston than to Reno, Nevada. Our system of railroad transportation works strongly to the advantage of the national manufacturer. In fact, if every community made their own goods and only sold them nearby, there would be no national commerce, there would be no intercommunication between the states of the United States.

But the United States is a country of true national habits. We like to feel that we are dressed much as the people in New York are dressed. We like to think that we are eating the same kind of foods, riding in the same kind of automobiles—in fact, that our habits are national instead of provincial. The old saying goes that the people in London wear Paris gloves, and the people in Paris think that London is the only place where fine gloves are made.

It is true that not every industry and not every manufacturer has the possibilities for national advertising and national distribution of his products. Those industries and manufacturers whose basic source of supply is here in Oregon, or that manufacturer whose product through some unusual method or patented device, has extraordinary merit, can absorb the cost of national transportation and market his product as readily to the ninety million people east of the Rocky Mountains as he can to the ten million people in the West.

WHAT NATIONAL ADVERTISING MEANS TO OREGON—TO SALEM.

I think you have at Salem visible evidence of what national advertising can do for a community. In 1913, when the idea of loganberry juice was conceived, the market for loganberries was very, very limited and the price was below the cost

of growing. At that time the loganberry was only known locally—many people right here in Oregon did not know about it. Lack of knowledge naturally meant a limited market.

And then several concerns which now are merged in the present Phez Company, undertook to develop a national market for Oregon loganberry juice. They had to educate the country on what loganberries are and then sell these people on the merits of loganberry juice. They had to get together a sales-organization, which in turn had to go out and face the problem of getting co-operation from jobbers, from brokers and from dealers. In the first selling year of the Loju people they stocked something over twenty-five thousand dealers. All this meant an investment which had to be made if the advertising was to be successful. Demonstrators were employed to sample loganberry juice with the hundreds of thousands of women who frequent the large department stores and grocery stores throughout the country.

The Pheasant Fruit Juice Company, now a part of the Phez Company, started national advertising in the Saturday Evening Post in 1916. That year a one page ad, a one-half page ad, and several smaller ads appeared in the Saturday Evening Post. The following year, 1917, five pages were used in the Saturday Evening Post on Phez loganberry juice. In 1918 the Northwest Fruit Products Company and the Pheasant Fruit Juice Company merged, and in that year nine pages appeared in the Saturday Evening Post on Phez, Loju and Applju. Last year, 1919, fourteen pages were used in the Saturday Evening Post on Phez, Applju and Phez Jams and Jellies. The Phez Company are now using the inside back cover of the Saturday Evening Post every four weeks in color. Since the first Phez advertising appeared in the Saturday Evening Post, a total of over \$2,000,000 copies of the Post have contained an advertisement on either Phez or Applju.

OREGON CITY WOOLEN MILLS NOW A NATIONAL ADVERTISER.

The name of Oregon is being carried to every city, town and village of the United States with the advertising of the Oregon City Woolen Mills. This concern, established in 1864, is one of the pioneer manufacturing concerns of the West. It was established in the early days when it took months to bring goods from the East, and since that time the Oregon City mills have supplied the West with sturdy woollens for suits, overcoats, mackinaws, and have woven millions of wool blankets.

The present head of the Oregon City Woolen Mills, Mr. A. R. Jacobs, has for sometime felt that their goods could be marketed nationally. In 1919 a decision was made to enter the national field. The sales-organization was increased to cover all of the eastern states and their salesmen went out to the trade with a complete line of woolen products backed by an advertising campaign of six pages in the Saturday Evening Post. This year it is being followed up with six more pages.

This determination on the part of the Oregon City Woolen Mills is going to mean for Oregon City what the advertising of loganberry juice has meant for Salem and the Willamette valley. Already the volume of the mills in actual merchandise has been more than doubled, and a wide distribution of Oregon City fabrics has been established in every state in the Union. One of the largest department stores of New York City is making a feature of Oregon City mackinaws and overcoats this year and every garment will bear the label of Oregon and Oregon City.

WHAT NATIONAL ADVERTISING HAS DONE FOR THE SHINGLE INDUSTRY.

A few years ago the manufacturers of red cedar shingles in Oregon and Washington faced a constantly declining market. The competition of patent roofings had cut deeply into the sale of red cedar shingles. One of the chief handicaps was the new generation of home-builders who were being educated by the patent-roofing people to think that wooden shingles did not have the permanency of the beauty of manufactured roofing.

The shingle branch of the West Coast Lumber Manufacturers' Association started national advertising a number of years ago and have kept it up steadily in such publications as the Literary Digest, the Saturday Evening Post, Successful Farming, and other mediums. This year, six pages are appearing in the Saturday Evening Post and a large campaign is being carried in the other magazines above named.

One of the features of the Rite-Grade Shingle advertising has been the educational appeal on the use of shingles for siding and shingle homes. The result from

this appeal has been evident in all parts of the country. Then, Rite-Grade advertising has created in the minds of the manufacturers of shingles a desire to raise their grade and standardize their product, which was one of the weak points attacked by competitors. The shingle manufacturers of Oregon, Washington and British Columbia can attest to the value which national advertising has been to their industry.

CREATING A WORLD MARKET FOR WADE DRAG-SAW.

The Portable Gasoline Drag-Saw is an Oregon invention. For many years it was known only locally. Three years ago the firm of R. M. Wade & Co., which for nearly a half century had been one of Oregon's pioneer institutions in the distributing of agricultural implements, conceived the idea of developing a national sale for the drag-saw. A start was made by using space in one or two national farm magazines and on the strength of the response they continued and increased effort has been made which today gives the Wade Drag-Saw a national and international sale. Wade saws are being shipped every day to such far-away countries as the Straits Settlements, New Zealand, Australia, Brazil, Japan, Hawaiian Islands, England, Ireland, France, Russia, and in fact almost every country in the world is now using the Wade saw.

Last year R. M. Wade & Co. used twelve pages of advertising in the Country Gentleman, in addition to space in such national farm papers as Successful Farming, the Farm Journal, Southern Agriculturist, Western Farmer, and others. In the issue of September 11th, the Country Gentleman, R. M. Wade & Co. have the first double-page advertisement which has ever appeared in a national farm publication over the name of an Oregon concern. This features the new Wade Drag-Saw, which contains a number of startling improvements over the former saw. This double-page will be followed by three other full pages in the Country Gentleman during the fall months.

VOGAN'S CANDIES.

One of the strongest enthusiasts for national advertising in Oregon is Mr. J. W. Vogan, of the Vogan Candy Company, Portland. Two years ago Mr. Vogan authorized the first advertising of Vogan's Candies in the Saturday Evening Post, using small space regularly. At that time eastern makes of candies had a very wide distribution in Oregon, and dealers complained to local manufacturers that the people wanted candy with a national reputation. Mr. Vogan determined that his product should have this reputation, and today there is no doubt but what Vogan's Candies carry that prestige in the eyes of the Oregon consumer.

No great effort has been made by the Vogan Candy Company to obtain a true national distribution, and yet their candies have been shipped to almost every part of the United States in response to the demand created by their advertising.

One of the great outstanding things about advertising is the fact that a manufacturer can only receive a small part of the value of that advertising, and yet it pays him for his investment. The Vogan Candy Company are only able to take advantage of a small percentage of the circulation of the Saturday Evening Post, and yet they feel that the value received from it has made their effort a paying one.

OTHER POTENTIAL OREGON ADVERTISERS.

Very shortly, other Oregon industries are going to join the group of national advertisers who are helping to make the products of this state famous. The Oregon Growers' Co-operative Association was organized to create a national consumption and fame for the fruits and products of Oregon. Those men who have pioneered this organization are on record in favor of doing national advertising, and no doubt the pages of the great American magazines will soon contain the story of Oregon's fruits and nuts. Through the accumulative effort of the advertising done by California industries, that state has gained a fame for its fruit which has overshadowed that of our own state, which in many instances produces fruit of finer quality and flavor. In fact, California has claimed the credit for wonderful cherries, and pears and berries. California concerns have established branches in Oregon, packing these fruits under labels which are identified with California. In the Oregon Growers' Co-operative Association, the men at its helm recognized the responsibility ahead of them in claiming for Ore-

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