

EIGHTY PER CENT OF BUSINESS FAILURES DUE TO NOT ADVERTISING, SAYS EXPERT

MERCHANTS NOT INVITING PUBLIC CANNOT EXPECT CROWDS TO BUY, BELIEF OF T. K. KELLY, RECOGNIZED AUTHORITY.

(Mr. T. K. Kelly, large financier of Minneapolis, Minn., is also an advertising and selling expert, nationally recognized. We have the following from his talk before the Cotton States Merchants Association at Memphis, Tenn., August 28.)

A few weeks before my fortieth birthday, which was several years ago, my wife handed me a good-sized bunch of letters one morning, the letters being addressed and stamped, suggested that I drop them in the mail box on my way to the office. I wore my raincoat that morning, as it happened to be raining, so I slipped the letters in the pocket of the coat and, upon arriving at the office, I placed the coat in my locker, and forgot all about the letters. I did not wear that same coat again for several weeks and that's where my trouble started.

These letters happened to be invitations to my fortieth birthday party. The evening of the party came, the stage was all set. The dinner was supposed to be at 6:30 p. m., but nobody showed up. We waited until seven, but my friends failed to arrive, then lo and behold, my wife said to me, "Do you recall a morning some weeks ago when I gave you those letters to mail? They were the invitations to your party." Immediately the thought struck me, "By golly, those letters are in the pocket of my raincoat at the office."

That incident reminds me of an old friend of mine who was in to see me the other day. He told me about a motor trip he had taken, driving from Minneapolis up north for a few hundred miles. It happened to be on a Saturday. He visited several towns on his trip, calling in at many stores, and he remarked to me, "Do you know there was about two chain stores in each one of the towns I went through, and they were the only stores that were busy—the other stores didn't appear to be doing much of anything." That caused him to investigate just as a matter of curiosity, so I asked him the names of the towns he visited. I then wrote to the newspapers in each of the towns and requested that they send me their papers of Thursday and Friday, two days before the Saturday when my friend called at these stores. Upon receipt of these papers, I found that in four out of five papers, all the store advertising that had been done was by the chain stores. That solved the problem.

The retail merchants in the towns where my friend visited had failed to advertise in the newspapers, inviting the public to their store that Saturday, and the public not receiving the invitation, did not come, but the chain stores had invited them with a neat, effective ad, attractive in style and cheap full of common sense, and, naturally, that is where they went.

So the stores that failed to receive their friends were like my birthday party—the crowd didn't come. I venture to say in all the failures of retail merchants the last three years not twenty per cent of these same merchants advertised religiously in newspapers, whereas if they had, their investment in newspaper advertising would have brought sufficient trade to prevent a great amount of their losses.

The total newspaper advertising of 122 daily newspapers in 28 principal cities of the United States in the year 1923 was 1,333,954,971 space lines—a gain of 92,651,690 lines over the previous year. We are not handicapped today in unfolding our business the same as our forefathers were who were compelled to depend chiefly upon personal exploitation of the individual, for the circulation in those days was very small.

First of all the newspaper has circulation. A single newspaper will often cover from 60 to 80 per cent of the homes in its territory. Advertising space in that paper will give a much greater return per dollar spent than will any other form of advertising on which postage is spent. Second, people are accustomed to reading the newspaper. It is not difficult to get their attention, as in the case of the circular letter, the booklet and other forms of direct mail advertising. Third, and best of all, it is timely. The advertiser is able to appeal to his audience by frequent advertisements.

So we are led to believe that even criticisms about us in the columns of the newspapers is good advertising, and so with the retail merchant, the minute he starts figuring on selling merchandise, he has got to start figuring on the advertising that is going to do it. Advertising certainly has many sides. It can scream, talk, or whisper; it can attract the eye or befuddle it. It can be an interesting story, or uninteresting piffle. There are just as many kinds of advertising as there are things to advertise. There is the sincere kind that breathes honesty and truthfulness, and which carries the reader right through to the end, and then again—there is the kind of advertising that says, "Be-ware, I am just trying to attract attention; I don't mean what I say, and I don't intend to make good on the extravagant claims I am talking about."

Newspapers, however, are not in the habit of publishing misleading advertising, and for that reason the public has unlimited confidence in newspaper advertising. The retail merchant who will figure on spending two per cent of his gross receipts for newspaper advertising and one-half of one per cent for direct mail advertising, such as letters, post cards, etc., and prepare this advertising the same as if he were talking to his customers when they come in his store, there would be no need to complain about quiet trade.

You may say, "How can I educate myself to write advertising?" I know many successful merchants who have gained their advertising education through reading and studying good trade publications which publish splendid articles in every issue. No one can prepare advertising for the goods you own and offer for sale as good as yourself. The merchant who is open-minded and visualizes his opportunity, getting his subconscious

mind in working order, is not going to experience dull trade.

Like the bathing suit manufacturer a short time ago who originated a picture of a beautiful young lady wearing a bathing suit. He had an actual photograph done in colors and it was so unique and attractive that I have noticed thousands of these ads passed on an automobile windshield.

One of the most successful small town merchants who has been in business for forty years has the happy faculty of getting a lot of free advertising in his local newspapers. Upon his visit to the New York markets twice yearly he writes letters to the two newspapers of his town, telling about New York. He explains about the various improvements there that have taken place since his last visit—he tells about the merchandise market; he even goes so far as to give a brief history of the extravagant, as well as the economic side of New York life.

Hundreds of families in his territory look forward to reading his letters. You must capitalize upon everything pertaining to your business in order to get the public excited about your store. Department stores in the large cities today never neglect to have their buyers, who go to foreign countries, send thousands of letters to their customers and prospective customers, telling about the huge purchases they have made of foreign goods. I have received many letters from representatives of large Minneapolis stores mailed from Paris, London and other European points. They tell what time their goods will arrive in this country, they explain about the new unique styles, fabrics and values.

I am a great believer in taking my newspaper as a partner in my business. Every newspaper has hundreds of ideas that are workable and profitable that they are only too glad to pass on to retail merchants—a newspaper is a clearing house of ideas especially pertaining to retail business and I wonder some time if we try to get as close to our newspaper as we ought to, as they would like to be with us. If you are interested in your newspaper they will be interested in you, and if you follow up your advertising with attractive window displays, combining that with training your clerks and keeping up your direct by mail advertising, such as sending out a letter or post card monthly, you will find that your newspaper ads will have a greater pulling power than if you depended on it alone to sell your merchandise.

Take, for instance, the manufacturer, wholesaler or jobber who backs up his salesman with newspaper advertising and direct mail advertising. Practically 75 per cent of the salesman's work is already done, when he goes to call upon a prospective customer, through the advertising that has already preceded him, the prospective customer already having a good idea of the merchandise through the advertising.

The crying need today is more advertising. No better illustration can I cite of the effectiveness of advertising than the case of Barker Bros., retail furniture dealers of Los Angeles. A few years ago they sold \$700,000 worth of furniture in their store and, through expanding their advertising investment, Barker Bros. last year sold 15 million dollars worth of furniture.

I should think we would all take inventory of ourselves when confronted with actual instances like the above and note what Henry Ford has done the past year through advertising. Up to this year Henry Ford has done very little advertising, but, being far-sighted, he sold himself the idea that in 1924, and perhaps he had in mind not only 1924, but every year afterwards, he was going to invest a substantial amount of his gross receipts for advertising, and his appropriation for 1924 was seven million dollars. Within the past six months I have visited the Ford factories half a dozen times through some business dealings I had with this big firm, and I can assure you, Ladies and Gentlemen, that there has been no unemployment in the two Ford factories in Detroit—they have been running full capacity, three eight-hour shifts, steadily employing over 100,000 people besides the thousands they are employing in their other large plants all over the country.

Henry Ford has experienced a situation which makes it highly desirable to advertise. Perhaps he foresaw the present slump, which has appeared to hit the motor concerns with special velocity. Perhaps he judged the time ripe solely because of the present restless attitude of the people and the fact that our Federal Government has declared an open season for swatting big business.

At any rate, for some six months now the Ford Motor company has been displaying in the publications of the country, in newspapers large and small, in class periodicals, in farm papers, in general magazines, in street cars, in outdoor positions; and in many other forms of advertising. With my brokerage business, we appropriated a million dollars for advertising this year, and we are like the National Cash Register company, who claim that they had the biggest business in all their business career during May of this year, and you know how much it is to cash registers. In an article I read the other day I noticed also that 400,000 Ford cars were sold during the months of May and June this year and only a short time ago he started on his second year of cash cars.

What is the Standard Oil company doing? Their advertising appears religiously in about every newspaper in the United States. They bring home right to our very door the fact that it does not necessarily take money to do business—using your brains and thinking is what counts.

Conditions, Prizes and List of Events for the THIRD ANNUAL RODEO

Heppner, Oregon September 25, 26, 27, 1924

1. Saddle Horse Race

First prize \$15.00; second prize \$5.00. Entrance fee \$1.50; money added. Conditions—One-half mile race. Saddle horses used for range use only eligible. Riders to wear sombrero, chaps and spurs, stock saddle not less than 25 pounds in weight, bridle with stiff bit.

2. Pony Express Race

Three Days—Best Time. 1st prize \$40.00; 2nd \$20.00, 3rd \$10.00. No entrance fee. Conditions—A three-day race. Four trips around track each day. Each rider to have two ponies in charge of two assistants. Rider must wear sombrero and chaps; saddle to weigh not less than 25 pounds. Riders must mount unassisted. Same horses to be used each day barring accidents. Best time in three days wins.

3. Calf Roping

1st prize \$7.50; 2nd \$2.50. Entrance fee \$1.50 each day. Money added. Conditions—Calf to be given 30-ft. start and roped from horse; must be thrown by hand and hog tied.

4. Boys' Pony Race

1st prize \$7.50; 2nd \$2.50, each day. Entrance fee \$1.50; money added. Conditions—14 1/2 hands and under. 3/4-mile dash.

5. Steer Roping

Best time, three days. 1st prize \$40; 2nd \$20; 3rd \$10. Entrance fee \$2.50; money added. Conditions—Rope and hog tie three feet crossed; to be roped, thrown and hog tied within 1 1/2 minutes or contestants to withdraw at signal from judges. Steer must be caught by both horns, half head or neck. Two wraps and half hitch to tie. Best time for three days wins.

6. Mule Riding

1st prize \$5.00; 2nd \$2.50. BEST RIDE EACH DAY.

7. Steer and Bull Riding

\$5.00 for Best Ride Each Day.

8. Bareback Riding

\$5.00 for Best Ride Each Day.

9. Bucking Contest

1st prize \$60; 2nd \$40; 3rd \$20. No entrance fee. Conditions—Riders to ride horses

drawn with plain halters and double rein in saddles furnished by association. Reins not to be tied together or wrapped around hand, one arm free. Riders to use chaps, spurs and sombreros; all riding slick and no changing hands on reins. No locked spurs. Not less than 7 riders drawn from preliminaries to ride in finals. Not less than four to be chosen for finals.

10. Relay Race

1st prize \$60; 2nd \$40; 3rd \$20. No entrance fee.

Conditions—A three-day race. Each rider to have three horses in charge of two assistants, one to hold and one to catch. Rider to saddle, unsaddle, mount and dismount unassisted and change horses each 2 trips around the track. Same horses to be used each day barring accidents. No cinch barred. In case of lost horse or flying the track, judges' decision governs. Riders draw for place first day; second and third days take place in order in which they finish. Best time for the three days wins.

11. Steer Maverick Race

\$5.00 each day for first rope over horns or neck.

12. Quick Change Race

1st prize \$7.50; 2nd \$2.50, each day. No entrance fee.

13. Special Race

1st prize \$15.00; 2nd \$5.00; each day.

14. Cowboy Race

1st prize \$15.00; 2nd \$5.00. Entrance fee \$1.50; money added.

Conditions—One-quarter mile race. Saddle horses used for range use only eligible. Riders to wear sombreros, chaps and spurs; stock saddle not less than 25 pounds in weight; bridle with stiff bit.

15. Cow Milking Contest

Last Two Days Only. \$10 prize each day for first milk delivered to judges. Must be in dissection bottles.

Best All Around Cowboy

A beautiful prize, put up by merchants and business men of Heppner, will be presented to the best all around cowboy, making the most points in the 1924 Rodeo. Winners must enter into not less than two competitive events.

Points to be divided as follows: Bucking 50 35 15, Roping 50 35 15, Relay 15 10 5, Pony Express 15 10 5, Saddle Horse Race 5 3 1, Cowboy Race 5 3 1, Oth'r competitive events 5 3 1

The management reserves the right to make any changes necessary for the benefit of either the contestants or management.

Contestants and participants assume all risk to person or stock while upon the grounds, the management extending an invitation to all, but only upon conditions stated.

All entries close at 6 p. m., September 24th.

Winners of Cowboy Race, Saddle Horse Race and Boys' Pony Race are eliminated from entering same races following days.

School books are cash. All mail orders sent C. O. D. Patterson & Son, Humphreys Drug Co.

ONE OF THE STRONGEST COMPANIES IN AMERICA

Here's a part of the Story

WEST COAST LIFE Perfect Protection Policy. If the insured dies from natural causes, the company pays \$5,000. If the insured dies from accident, the company pays \$10,000. In case of permanent total disability, the company will: 1. Waive all premium payments. 2. Pay \$25 per week for one year; and in addition 3. Pay \$50 per month for life; and 4. Pay \$5,000 to beneficiary when insured dies. 5. If disability involves loss of limb or sight as result of accident, the company pays \$5,000 immediately in cash in addition to all other benefits. [During temporary disability the company pays \$25 per week for a limit of 52 weeks] "A Service That Endures" WEST COAST LIFE INSURANCE COMPANY HOME OFFICE - SAN FRANCISCO E. C. GENTRY, District Manager Heppner, Oregon

WEST COAST LIFE INSURANCE CO. 403 Market Street, San Francisco 162-36. Get terms—Without obligation on my part, send me more information. Name, Address, City, Date of Birth (MONTH, DAY, YEAR)

HEPPNER RODEO

HEPPNER, OR. 25-6-7 SEPTEMBER

\$1,000 IN PRIZES

For Bucking Contest, Relay Race, Cowboy Race, etc., Milking Contest, Steer Roping, Mule and Bull Riding, and Many Other Events.

'49 DANCE

Each Evening. Best of Music.

CARNIVAL

Amusements for Young and Old. Merry-Go-Round, Ferris Wheel.

Morrow County School Children Admitted Free on Friday SOMETHING DOING EVERY MINUTE

SHE'S WILD! LET'S GO!