

# BUSINESS BUILDING

By DUNDAS HENDERSON



Specimens of Syndicated Advertising Service

Supplied by The G. E. ZIMMERMAN CO., Chicago

**AN ADVERTISEMENT IS YOUR CHEAPEST SALESMAN**

The chances are that if you go into any store in a country town, at the present time, and tell the storekeeper that his cheapest salesman is his advertisement in the local newspaper he will laugh at you. He will laugh because he does not know what salesmanship means. It is the mere showing of his goods to any customer that has the luck to come into his store, according to his own lights. He does not realize that it is possible for customers to be enticed to his store to actually demand goods that they never thought they wanted before.

It is a comparatively easy matter to sell a woman or man goods when you have them in your store and can lay the wares right in front of them. In such a case much more than nine-tenths of the selling has already been accomplished by the coming of your customer to the store. Even then a salesman who can get big results in the store is classed a high grade, and his salary, no matter how large, is considered a reasonable expenditure and, in many cases, cheaply spent.

To cause a customer to have a desire to come to your store, where no desire existed before, requires salesmanship of a high order. Such salesmanship makes new customers—builds your business and lays, in short, the foundation of your fortune. No retail business of modern times can make a success without such salesmanship—without, in other words, the proper utilization of space in your local newspaper. Considering the results this kind of salesmanship obtains is the best and cheapest you can buy.

This efficient use of space in your local newspaper has been called salesmanship on paper. If you fill the space with forceful matter that will create attention, cause conviction and bring results, you have an addition to your sales force that may surely be called the best promoter on your staff. The results that are obtained from this salesmanship depend on the selling ability used. But no matter what results be obtained, the quality of salesmanship necessary is much greater than that required inside the store.

The big mail order houses reckon that they must pay so much money for every inquiry they get. The amount of this sum is ascertained by dividing all the money spent in advertising and sending literature by the number of letters received in answer to the same. This refers to inquiries only. Not every inquirer becomes a customer. The securing of actual customers costs more. The money that has not been spent to get one new customer by those concerns would finish the local retailer. It is usually not less than the amount spent on several weeks' advertising by the average local storekeeper. The salesmanship on paper that is necessary to do all this is the finest that can be got for money and it is considered cheap at the enormous price paid for it because it is engaged in building up a big mail order business with new material.

The local retailer can apply a lesson from this to himself. If those mail-order houses spend so much money to get one new customer, why should a retailer not make an effort in the same direction? Why should he not adopt the same means of attractive salesmanship on paper? If he can bring even one new customer a week to his store with an expenditure that is many times below what a mail order house has to pay for getting the same results, it is worth while paying closer attention to this successful method of selling. If he can influence more than one customer, and it would be poor local newspaper advertising indeed that could not do that, he would be accomplishing a far more than the mail order houses with their highly paid selling experts.

And, as a business man, he could congratulate himself on a good investment. He could say to himself that he had in his advertisement the cheapest salesman in his force. It is of course, not always possible to readily get this strong, convincing selling matter in your newspaper space. You may not be able yourself to write it and you may not have any local person to whom you can turn. But that need not deter you. There are now on the market one or two syndicated advertising services

that are designed especially to suit cases like yours. These services are supplied in a series of fifty-two advertisements with accompanying copperplate engravings, one for each week in the year at prices ranging from one dollar a week and up. Many of the advertisements have been classed by authorities as equal to the best that have made successes for the big city department stores and national advertisers. Reduced facsimiles of several of these advertisements will be seen at the top of this column.

The advertisements shown above have received many testimonials from experts. For instance, Wm. H. Ukers, President of the Grocery and Allied Trades Press Association of America (a combination of the entire Grocery Trade Press) and editor of the Tea and Coffee Trade Journal, New York writes:

"I consider your advertisements the best I have seen in a long time." The Retailers' Journal, Chicago, writes:

"We believe the samples of your advertisements sent us are the best we have ever seen."

After expressions like these from men who have spent long lives amongst the kind of advertising that has built fortunes for the shrewd users, the local merchant who neglects the opportunity now offered him to obtain some of these success making announcements is missing the chance of his lifetime.

The editor of this paper will be glad to supply further particulars of the syndicate whose specimen ads adorn the top of this column and I advise early application as only one of these services will be supplied to each storekeeper in his own town.

## GOV. WEST'S GRIND FOR BUT ONE DAY

Salem Statesman: "Around the clock with Governor West."

This sounds like the title to a novel. But it might well fit what is going to be said. Outside of being a governor there are very few positions that bring in such a variety of mail and when Governor West returned yesterday to his desk letters and documents had accumulated in huge quantities. Many petitions from mothers seeking the pardon of their sons; letters seeking advice and heart-to-heart talks were among the things that make the governor's morning mail a thing of humor in some instances and of tears in others.

A report of the letters opened by Governor West the other day are about as follows:

Invitation to wedding.

Request for appointment of delegates to dry farming congress.

Request from a man who wants a job or appointment.

Request for appointment of delegates to congress on hygiene and demography.

Request for interview from man with troubles.

A man's horses broke out and got into the quarantined district in Klamath county and he wants permission to get them.

Request for appointment of delegates to the National Good Roads association in Chicago.

Request for the appointment of delegates to American institute of criminal law and criminology.

Invitation to attend the 45th annual encampment of the G. A. R. at Rochester, N. Y.

Invitation to attend a harvest carnival.

Man wants law suspended so he can be appointed a notary public without six months residence in this state.

Letter from Kentucky asks information as to the Alaska coal movement.

Request for appointment of delegates to National Women's congress.

Request for appointment of delegates to Farmers' National congress held in Columbus, Ohio.

Request for assistance in securing passage of law providing that the state shall furnish all men with work

who are able and willing to work.

Request for appointment of delegates to the Third National Conservation congress.

Woman wants help toward securing a right of way from her homestead out through other people's property to the county road.

Man wants advice on what should be contained in good roads legislation.

Invitation to visit an eastern Oregon fair.

Petition for commutation of sentence of Jesse Webb.

Request for advice and assistance in getting relief from alleged overcharge on freight shipment on Corvallis and Eastern railroad.

Asks whether the governor knows the whereabouts of a certain individual, who used to work for somebody else and who has left the state owing another man a little money that he is greatly in need of.

Man in chicken business complains because of the using of trading stamps by certain merchants in exchange for chicken products, and also wants information as to the best manner of housing chickens, feeding for eggs, etc.

Request for full information of prison policy; results in the past and what the governor expects to do in the future.

A similar request as above from Texas.

Asks assistance in seeing that Oregon is well represented at the Northwest Land Products Show at St. Paul in December.

Mrs. L. Bunn of La Mar wants to know if F. C. Bunn has taken up any land in Oregon.

Woman asks pardon for her husband saying she is lonesome without him.

Another wants the governor to tell him all about the mining laws of Oregon and adds that he has bought stock in a number of concerns and wants to know how to get his money back.

Letter from a resident of a certain town knocking another resident whom he thinks is an applicant for a job.

Request for requisition papers for someone under arrest in Boise, Idaho.

Request for the governor to settle a family feud which is in existence.

Man, who is out of employment, needs a job in order to buy food for himself and family.

Convict in Colorado, who has heard of Oregon's so-called progressive prison policy, writes 10 pages setting out the inequities and short coming of the old system and brings his case to the governor's attention for help in getting him released.

Request for convict that he be permitted to sell certain things which he has manufactured.

Request from mother for the release of her son from prison.

Letter from a brother asking for pardon for his brother who is now on the rock pile.

Request for the release from the asylum of an inmate, who, it is alleged is not insane.

Request for the pardon of a prisoner now on the Linnton rock pile.

Request from another mother for the pardon of her son.

Invitation to visit a county fair.

A number of requests for information from purchasers of options on land sold by the Deschutes Land company—J. E. Morson's company.

A number of letters asking what the governor thinks of the 99 year system. The governor thought at first that it had something to do with a 99 year sentence and after discussing it from that standpoint found it was some kind of an organization selling stock of some kind.

Invitation to a wedding.

Another letter from one of the purchasers of Morson's options, stating that he was thinking of bringing suit against Morson to recover some of the moneys paid him.

Letter advising the governor another had been unable to collect a bill of \$12.85 against J. E. Morson, stating he could get no replies to letters sent Morson.

Letter from some one in the east who has been cleaning up states where he says there has been corruption in public offices and who as soon as he gets through there is coming to Oregon. The governor advised him to take his time.

Another request for information as to prison policy.

Application for a pardon.

Request for appointment of delegates to Public Land convention.

Writer in eastern Oregon complains that taxes are too high.

Another letter in regard to the 99 year system.

Two requests for loans of \$5,000.

Last—and best—return of remittance recently made, advising governor that he paid the bill last month.

**Will Sell for \$1250**  
cash or trade for ranch or stock, my 1-4 interest or \$2500 equity in good Planing, Shingle and Saw Mill, 10 miles from Alturas, Cal Good market—sell more than mill can produce at 10,000 feet per day at \$17.00 per 1000 at mill. Capacity of shingle mill 20,000 per day All in good running order. Invite an investigation of property.

Wm. R. Harris,  
P. O. Box 231, Alturas, Cal.

# PRINTING SERVICE

**JUST** what grade of stock will give me the necessary quality and be the most economical for the job?

The EXAMINER PRESS knows and will tell you.

Will zinc etchings, wood engravings or halftones give me the best results?

The EXAMINER PRESS knows and will tell you.

Will two colors make this piece of advertising a more effective business getter?

The EXAMINER PRESS knows and will tell you.

What is the correct thing for my stationery.

The EXAMINER PRESS knows and will tell you.

Can I get a new and more attractive form for my folder?

The EXAMINER PRESS knows and will tell you.

How much will it cost?

The EXAMINER PRESS knows and will tell you.

Our ability and facilities for telling you what you want to know about a thousand and one details of printing, and also for supervising your work to a satisfactory finish is what we call **SERVICE**. Efficient service makes printing more valuable.

# Examiner Press