

# BUSINESS BUILDING

By DUNDAS HENDERSON



## SALESMANSHIP IN YOUR ADVERTISING

The most pertinent question a retailer must think about when he starts out to consider the question of filling the advertising space he has bought in the local newspaper is, how can I sell my goods successfully through this newspaper? The best answer to this question is undoubtedly another question. He must ask himself: If I had to sell these goods in my store, how would I approach my customer—how could I interest her and in what way could I convince her? Last of all he must ask himself whether he is capable of doing all this in the newspaper space as well as in the store.

When a merchant has answered these questions satisfactorily he may commence compiling his advertisement. But until he realizes that salesmanship is necessary in the newspaper space as well as in his store when selling goods, he can never hope to get the value he has every right to expect from the space.

Successful newspaper publicity has been called salesmanship on paper. When a retailer can distinguish that kind of salesmanship and appreciate its value, he is a long way on the road to advertising success.

If a retailer employed inexperienced or amateur help in his store to sell his best goods he would be classed as a fool. Why should he not also be put in that category if he employs amateur salesmanship in his newspaper space? He pays good money for both and should get the same degree of satisfaction for his expenditure.

Four main points enter into all salesmanship whether personal or on paper: First, the attention of the possible customer must be obtained; second, interest must be created in the goods you are going to sell; third, the customer must be convinced that she wants the goods, and last, but by no means least, she must be induced to make the purchase. In planning his advertising, therefore, the merchant has to apply these principles in such a way that, from his announcements, results are obtained as a matter of course. But he must remember always that salesmanship on paper is more difficult than salesmanship in person because he cannot make his selling arguments felt in the same degree as when he meets his customers face to face.

Unless a merchant can apply these four principles successfully to his salesmanship through advertising, his publicity will get no more returns than a bad salesman in his store. And let me state here that no ordinary merchant can get the highest grade of salesmanship in his newspaper space without side help. There are many reasons for this. It has been found, for instance, that the best way to secure attention is to use a good illustration. Nothing has a surer human interest effect or gets quicker action than a well selected picture. To get such illustrations you need not only a high grade experienced artist but one who has a first class knowledge of advertising art. Then, it requires considerable study and experience in descriptive literature to create interest in goods—even in those you are selling daily. Again, to bring conviction to the mind of a reader surely and successfully, necessitates a knowledge of how it has been done in thousands of other cases.

All this means that the up-to-date merchant who desires to make his advertising scientifically certain must either study retail advertising as a part of his business training or employ an experienced advertising constructor. There is more in planning and writing a successful advertisement than the ordinary retailer realizes. And the smaller the advertisement the more difficult the process. Only those who have made big successes by the employment of advertising in its most efficient form know the true value of salesmanship through advertising.

The time is now due for the ambitious retailer to learn something about this art. If he does not care about plodding at acquiring the necessary knowledge himself there are plenty of means of securing the right kind of salesmanship on paper, the kind that will enable him to get one hundred per cent value from his advertising space. One of the best means is to buy a

syndicated advertising service. Some of these services have been bought to a niche of perfection that much of their advertising is rated as equal to the best that has made success for the big department stores and national advertisers.

Constructing advertisements is like the practice of medicine or law, it requires a special training to do it successfully. The average merchant can no more build an advertisement that will bring sure returns than the average advertisement writer can cure your body or argue your case in the courts. And the average merchant who attempts to do it is perpetrating as much harm to his business as the amateur would do to a human body if he tried to doctor it.

Those syndicated advertising services are constructed by experts of national reputation who have had many years' experience in that class of work and who are paid large salaries for their services. The low prices at which the services are offered are only made possible by the large number sold throughout the country. For some of the services the prices are as small as one dollar per week.

Full particulars of those syndicated services may be obtained from the editor of this paper. It is unwise for any retailer to be without such a means of securing sure returns from his advertising when he can get success bringing advertisements for these low prices.

## OREGON NEEDS HOG RAISERS

"Two brood sows and 14 pigs were sold for \$185 at a public sale in this county the other day," says the Enterprise Record Chieftain, published in Wallowa county. But in Oregon we import eight to 12 carloads of hogs per week from Nebraska and other middle west states. The long railroad haul of 1800 miles is a big differential. The import is about 500 cars per year and the value of a carload at present prices is about \$1000.

Some years ago, when hogs were not so high priced as now, the Oregon Agricultural college got \$29.50 per acre in two months from alfalfa land by feeding the product to hogs. At present figures the revenue would have risen to about \$40 per acre for the two months.

It is an anomaly that Oregon cannot feed herself. The Willamette valley alone has a producing power capable of feeding an empire. It has been proven that with pork at six cents per pound wheat fed to hogs brings \$1 per bushel, and on such a basis, owners of eastern Oregon wheat fields could through hog raising add nearly one-third to their income, add to, instead of rob the soil of fertility and supply Oregon with hogs both for home consumption and export.

It takes time for water to find its level. Ultimately Oregon will raise her own hogs. One hundred and eighty five dollars paid for two sows and 14 pigs at public auction sale in Wallowa county explains why.

J. F. Mayfield, proprietor of the Goose Lake Meat Market is authority for the statement that not more than fifty per cent of the hogs consumed in Lakeview are home grown. In other words, forty-five per cent of the pork products needed in this valley alone are brought in from other places outside the state. The fault is not with the climate, for there is no place anywhere that can compare for healthfulness toward the festive swine, than here, where a hog disease has never been known. It cannot be the lack of opportunity to grow feed, for while corn has never been acclimated in sufficient quantities to make corn growing a thing of the immediate present, there are still other products that equal corn as feed and some claim that they excel the lowa money maker, Pens. either the Canadian or Mexican varieties are the best feed obtainable, especially when they are fed in connection with other grains and alfalfa. What cheaper feed can be found than alfalfa with a little grain to harden

the flesh and streak it? Pea-fed pork goes into the Los Angeles market from the famous San Luis Valley, Colorado, and brings from \$1.45 to \$1.85 per hundred pounds more than corn-fed pork. There is a reason why every intending settler should think this matter over from a dollars and cents standpoint and start even modestly, to grow hogs that are needed at good prices to supply the home markets of Lake county.

A Portland paper—the Telegram—asks this question: Why do not the farmers grow hogs? When its editor proceeds to express an opinion on the matter of a greater supply of home-raised pork.

Trainloads of hogs would be purchased in the Portland market every day of the week, by the packing plants, if the farmers would grow the swine and ship to that city. Prices paid would be richly remunerative for the man who produces the porker. Meat produced from these animals would immediately supplant the heavy imports now made annually, at great cost to Oregon, and would also bring into the state an enormous income for the tons shipped to other communities. Farmers who now make little profit in their work, or who are gaining wealth faster, could add to this income materially. Tons of feed is wasted annually on most every fair-sized country property. Acres of waste land, exist, which could cheaply be made to yield green or cereal fattening products for hogs. At little cost all this land could be utilized. Hogs are hardy, always have a market, reproduce quickly, mature in a season, involve practically no initial expense, and really improve a farm property where properly managed.

There is no satisfactory theory on which hesitancy in producing all the hogs that could be marketed at Portland can be explained. Absolute proof of the profit will not bring immediate returns. Like every industry, this is a matter of slow development. Each year will add to the industry, until the state finally attains its capacity yield. Success by one farmer has to be seen by another and the conditions understood. By this process every man with ability to comprehend the rudiments of agriculture will in time turn off the maximum livestock yield.

It is in this introductory period that educational forces, such as the agricultural college delevons, have their greatest opportunity. If enough demonstrations could be made, the experiment farm could supplant the slow process of farm-to-farm observations. At a time when there is so much money to be won for Oregon by utilizing fully what every farmer has within easy control, it is impossible to restrain impatience over failure, and we cannot regret the wish that the educational forces of school and fair will do swift work. While the rest of the country is suffering very greatly from poor crops, the far west seems to be more than holding its own. Maine is a notable exception, its crops being practically normal, but some other states are making very poor showing because of drought. The irrigated states are fortunate in such seasons. Washington, Oregon, Montana, Idaho, Wyoming, Utah, California, Nevada, New Mexico and Arizona are prospering and crops are good. Climatic conditions doubtless account in large part for this.

## KILL THE FLY-- PREVENT DISEASE

This fly called "Typhoid Fly" on account of its being known as a carrier of typhoid germs, is one of the filthiest insects with which we have to contend. It also carries the germs of tuberculosis and other diseases, and is a menace to the health of the family. It breeds in the fresh horse manure and other filth hence when the stable is near the house, flies are apt to be more numerous. Use screens on the windows; resort to the use of sticky fly paper; keep garbage pails and privy vaults securely closed; if possible, keep stable manure covered. Some farmers' wives hang sticky fly paper, sticky side out, on the outside of their screen doors, at the top; which, in warm weather, catches flies which gather there. Flies are attracted and can be killed by the following solution: Place in a room two teaspoonfuls of formaldehyde, formalin, in a pint of water. Flies drink this and shortly die. It not only serves to kill the fly but disinfects the insect after death. Intestinal discharges from patients suffering from typhoid, or any other fever, should be sterilized before being emptied into the sewer or cesspool.

A new real estate firm has started business at Paisley which goes to show that the Metropolis of the Chewaucan is going to grow some the next year or so. The shortage of the rabbit crop this year has postponed the building of the cannery that was to feed people delicious chicken, but this will be made up for by the united efforts of the wide awake men that are at the helm, who will no doubt substitute some other delicacy.

# 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