

## Congratulations for a New Philadelphia Advertiser

Philadelphia has a new national advertiser setting out in a big way to make Philadelphia goods famous.

Thursday, March 4—a week ago—there appeared in *The Saturday Evening Post* a full page announcing the portable adding machine of the Barrett Adding Machine Company of this city. This is the beginning of a vigorous national campaign.

And it is already showing results.

The Barrett campaign is interesting, first, because it comes as the culmination of a long period of careful preparatory work, during all of which the goal of national advertising has been kept constantly in view. Toward that goal the efforts of the past two years have been steadfastly directed.

For more than two years this company has been making preparations with the greatest conservatism, but at the same time with determination.

Before becoming ready to advertise, this company had several things to do:

- (1) To perfect a new machine with special features. This has been done.
- (2) To extend manufacturing facilities in order to be able to take care of the increased output which advertising would surely make necessary. This has been done.
- (3) To increase the sales force and train it to higher efficiency. This has been done.
- (4) To increase the number of distributors to cover the whole country. This has been done.

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The second feature which makes the campaign interesting is that the plans were laid far enough in advance to get the fullest advantage of the very first advertising. Six weeks ago proofs of the first page were sent to the salesmen to show to prospects, which they did with splendid results.

On February 16th the following telegram was sent to six distributors in towns nearby where there was no representation:

"You have been recommended to us as the best equipped concern to handle our line in— We open extensive publicity campaign in March using *Saturday Evening Post*, *System* and direct circular work, presenting adequately the only portable listing machine made. If interested in handling inquiries which are sure to result, please wire our expense and details will be presented personally."

Five dealers responded immediately, signifying their desire to know more about the Barrett machine.

Before the appearance of the advertisements, contracts were closed with three of the five and there are good prospects of getting the other two.

Letters were also sent to a large number of other distributors and customers are being added rapidly. And eleven salesmen—most of them with competing houses—applied for jobs.

The auditor of a large company called at the New York office and stated that he was ready to buy a Barrett machine, and was waiting only until the advertisement appeared in *The Post* in order

that he might place it before the president of the company to show the features of the machine.

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A third interesting point is the immediate results obtained. At 7:50 P. M. on the day when the first page appeared, the first sale was made—to the manager of a hotel in New York where the sales manager of the Barrett Company was staying, by placing before him the *Post* advertisement.

The first mail the next morning brought eleven inquiries from *Saturday Evening Post* readers. Among them were a million dollar steel company, a million dollar oil company, three banks, a large grain house and a big shoe company. Several well known Philadelphia firms telephoned in. In less than a week more than 137 inquiries were received. Practically all of these were from firms right in the territories where the sales organization has been established and at work for some time—and practically every one asked for a demonstration of the machine. For example, this from a southern mill:

"Some two years or more ago we had a small Barrett machine in our office for a trial and returned same finding that it did not quite meet our demands. Your advertisement in this week's *Saturday Evening Post* looks as if you now have the machine and we would like a full description, with an instruction book, covering this new machine."

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These are but straws, first indications. If the very beginning of a national campaign arouses such interest in all channels—salesmen, distributors and customers—consider how much greater will be the effect a month from now, a year from now. The power of advertising for such a product as an adding machine is exerted not solely through direct channels, but also through its stimulating effects upon the entire trade. As the general sales manager of the Barrett Company said in a memorandum to his salesmen, dated February 27th:

"We do not want any salesman to get the idea that our publicity is necessarily going to sell adding machines for him, but we do want him to realize that it will enable him to accomplish in one month what he would otherwise take five or six to do. He will be brought in contact with prospects, people will talk about his goods, and lost motion will be eliminated by our announcements just as lost motion is eliminated by the use of our product."

In other words, the advertising introduces the salesman under the most favorable circumstances. The possible purchaser is already impressed.

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We congratulate this company upon its progressiveness, upon its promise of greater success.

We recommend its example to other Philadelphia manufacturers in many lines.

*The industrial reputation of a city is only the sum of the individual reputations of its individual manufacturers.*

*The Ladies' Home Journal*

*The Saturday Evening Post*

*The Country Gentleman*

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA