

THE interesting advertising story told in the page advertisement of the Curtis Publishing Company, which appeared in the Public Ledger of March 12th, would, we feel, be incomplete without the letter from the Barrett Adding Machine Co. herewith reproduced.

Mr. W. J. Peck, General Sales Manager of the Barrett Adding Machine Company, under date of March 10th, voluntarily expressed his appreciation of the work done for him by N. W. Ayer & Son as his advertising agents.

This work included a close study of the adding machine field, an analysis of the Barrett organization, the planning of the Barrett

campaign, the expression of its selling appeal, the timeliness of the announcement and the selection of the media.

The service we have rendered this client is typical of the work of the Ayer organization. We shall be glad to consult with any manufacturer who desires the benefit of our forty-six years' experience in sales promotion.

## N. W. AYER & SON

300 CHESTNUT STREET, PHILADELPHIA  
NEW YORK BOSTON CHICAGO



THE TRADE MARK  
OF ADVERTISING  
HEADQUARTERS

### Barrett Adding Machine Company

Capital Paid in \$300,000.

General Offices

Bulletin Building

Philadelphia March 10, 1915.

Mr. S. Wilbur Corman, Manager,  
Messrs. N. W. Ayer & Son,  
Philadelphia, Pa.

Dear Sir:-

I just wanted to confirm my remarks over the 'phone this afternoon for the possible benefit of any prospective client with whom you may be figuring.

Not only are we well pleased up to date with the inquiries which have come through our page ad in the Saturday Evening Post of March 4th, but we want to tell you how satisfied we are with the patient service rendered by your force all during the time that we were getting ready. You will undoubtedly recall that during a period of more than a year you have continually advised us to hold off on our national announcement for a number of reasons and that during that period your advice was given and interest maintained without a cent of remuneration to your firm, as we were doing no advertising at all. When our story was finally ready we again consulted you and your invaluable assistance in presenting what I consider the hardest proposition in office appliances was again very much to the point.

When you stop to think that there is not an adding machine being put on the market without unlimited trial privileges, when our competitors are offering everything from a package of cards to a library to those who will inquire about the machine, you will understand how pleased we are to receive upwards of 150 inquiries which actually call for demonstration of the machine, there being no so called hook whatever in the copy.

In addition to this we have had certainly 75 inquiries from prospective salesmen and a great percentage of these look very good.

I should like to tender through you my thanks to Mr. Armistead and to his assistants who handled some of the details of our copy.

You are at liberty to use this letter as you may elect.

With best regard,

Yours very truly

BARRETT ADDING MACHINE CO.

WJP/H.

General Sales Manager.

## 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.

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.

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."

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.

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 Country Gentleman

The Saturday Evening Post

The Ladies' Home Journal

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA