



# Real facts for export advertisers

*Accurate knowledge of markets in Latin America  
now available*

**T**O sell in South America, Central America, the West Indies and all foreign markets, the need has been felt by North American manufacturers and exporters for accurate knowledge of market conditions, present consumption of goods, possible consumption, trade channels and methods of distribution and merchandising. How can it be secured?

Many companies have been deterred from going after this real market because of the lack of this knowledge. Others went at it blindly. Their mistakes and failures have been used repeatedly as warnings of the difficulties of selling Latin America.

In these countries, as at home, after you have secured distribution, the ultimate consumer of your product must be educated to want it, for on his demand will depend the steadiness and growth of your sales.

To get this vital data about selling Latin America, over a year ago a number of leading advertising agencies organized the Caldwell-Burnet Corporation:

Country	Population	Number of Cities Over 20,000
Argentina	8,288,779	32
Bolivia	2,520,538	6
Brazil	26,000,000	277
Chile	5,000,000	13
Colombia	5,472,604	14
Costa Rica	427,604	1
Cuba	2,650,665	7
Dominican Republic	657,275	1
Ecuador	1,500,000	3
Guatemala	2,092,824	5
Hayti	2,030,000	1
Honduras	592,675	1
Mexico	15,160,369	21
Nicaragua	689,891	3
Panama	386,891	2
Paraguay	800,000	2
Peru	4,500,000	7
Porto Rico	1,200,000	2
Salvador	1,254,151	3
Uruguay	1,225,914	4
Venezuela	2,811,046	4
Totals	85,261,226	409

GEO. BATTEN CO.  
BLACKMAN-ROSS CO.  
CALKINS & HOLDEN  
CRITCHFIELD & CO.  
THE ERICKSON CO.  
FRANK PRESBREY CO.  
FRANK SEAMAN, Inc.  
SHERMAN & BRYAN  
J. WALTER THOMPSON CO.  
AMERICAN PRESS ASS'N.

### Gets First-Hand Information

Realizing how urgent was the need for first-hand information, the Caldwell-Burnet Corporation sent trained men to these

countries to get it on the ground. They studied trade conditions and they know and understand these markets and these people. They have accurate current knowledge of the various customs, styles, sizes, weights, credits, discounts, trade channels and methods which differ in the different countries.

The sort of valuable, detailed information they secured is shown by the typical questionnaire printed on this page. It can be filled out for any trade or product.

With these facts in hand, the next problem is, how to reach these customers. How can these markets be sold? How can these consumers be educated to want your product?

The Caldwell-Burnet Corporation has made the way to success not easy—but sure.

It has made it possible for North American manufacturers and exporters to advertise in South America with a full understanding of conditions and media by giving them the same knowledge of foreign markets as they have of domestic markets. It has arranged to represent over 200 leading publications, and other media, in these countries, and is in a position to give facts about all classes of media on which advertising agencies can base their operations.

### Works with Advertising Agencies

The data collected on these markets by men actually in the field is at the command of all American manufacturers and their advertising agencies. The Caldwell-Burnet Corporation has appointed permanent local representatives who are stationed in important Latin American trade centers and who can furnish careful trade investigations and market reports for their locality on any product. This service is at the disposal of all accredited advertising agencies, as well as manufacturers.

The Caldwell-Burnet Corporation works

with the regular advertising agency, whose services are, of course, vital. It corresponds to the special publishers' representatives who represent out-of-town publications in advertising centers in the U. S.

It uses for Latin America the same methods for transacting business between advertiser and publisher that have proved efficient and economical in the United States.

It gives investigated facts about all media, including daily and weekly newspapers, magazines, trade papers, street car advertising, posting, railroad station advertising and moving pictures. It forwards, checks and bills advertising campaigns.

## A Caldwell-Burnet questionnaire

for the study of sales possibilities. It can be filled by our trained investigators in any country in Latin America for any product

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| <p>Name of Product?<br/>City?<br/>Country?<br/>Prepared for?<br/>Date?</p> <p><b>ADAPTABILITY</b></p> <p>1. Is the product adapted to the country?<br/>2. Are products of a similar nature now sold?</p> <p><b>PROTECTION</b></p> <p>3. Is trade mark registered?<br/>4. Is patent issued, and for what period?</p> <p><b>IMPORTATION</b></p> <p>5. What is rate of duty?<br/>6. Are there any legal regulations imposed?<br/>7. What were importations of similar products during preceding year?<br/>8. What amount or percentage were imported from the United States?<br/>9. What amount or percentage were imported from other countries?</p> <p><b>COMPETITION</b></p> <p>10. Is there a similar product manufactured there?<br/>11. Who are the most prominent competitors? How do they handle the sales?<br/>12. Approximately how long have they been in the market?<br/>13. What is the retail and wholesale price of similar products?</p> <p><b>WHOLESALE</b></p> <p>14. How many of these?<br/>15. Give names of principal ones with their street addresses.<br/>16. What is their rating?</p> | <p>17. How do they conduct their business?<br/>18. Do they grant credit?<br/>19. What co-operation do they offer the manufacturer?</p> <p><b>RETAILERS</b></p> <p>20. How many of these?<br/>21. Names of the principal ones with street addresses.<br/>22. What is their rating?<br/>23. How do they place their purchases?<br/>24. How do they co-operate to push sales?</p> <p><b>CONSUMER</b></p> <p>25. Is the product likely to appeal?<br/>26. Do they consider it a necessity or a luxury?<br/>27. What sex is the product most likely to affect?<br/>28. Are they partial in their choices?<br/>29. What is the percentage of literate and illiterate?<br/>30. How are classes divided?<br/>31. Are they considered of a buying potentiality?<br/>32. Name certain characteristics or customs peculiar to them.</p> <p><b>ADVERTISING</b></p> <p>33. Does the press co-operate other than through the advertising pages?<br/>34. What is the character of the advertisements?<br/>35. Is the copy typically American or with local color?<br/>36. What competitors advertising?<br/>37. How long have they been doing so?<br/>38. What is the volume of it?<br/>39. What media are used?</p> <p><b>GENERAL</b></p> <p>40. Mention any other information.</p> |
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*Details pertinent to the particular problem and any special questions of the manufacturer will also be answered*

# CALDWELL-BURNET CORPORATION

*Representatives in the United States of Foreign Media*

101 PARK AVENUE, NEW YORK