

looking into the merits of the seller's device, while he (the seller) is devoting all his time to its exploitation.

Diagrams and plan views will appeal to engineers, as a rule, more readily than half-tones or wood-cuts. Men who are trained to read a mechanical drawing will instinctively stop to look at good draughtsmanship. Therefore, the diagrammatic representations should be skillfully rendered, lines clean cut, shadings properly looked after, angles neatly joined—in a word, they should be as nearly perfect as they can be made.

A mere picture of a machine is not always educational. There should be reference figures and an explanation of the relationship that exists between parts. Better still—let the machine be represented in practical working application. Ofttimes the prospective buyer will be enabled to frame in his own mind a conception of the utility of the device as applied to his plant. The successful seller must always have before him the knowledge that the buyer's interests are paramount, and that the closer he can weave the warp of his proposition with the woof of the buyer's wants, the greater becomes his chances of success.

In selling devices of the character named, I would dwell less upon the details of construction and more on the applicability to given conditions. The trade paper advertisements should be replete with meaty information as to varied methods of utility and wherever unusual or knotty problems have been solved, a clear description should be given, accompanied by diagrams; these are always more interesting to the reader than glittering generalities. Quote representative installations, not by name only, but give the facts. Don't be afraid to speak out for fear a competitor will catch some new wrinkle. If he does get it, he will be second in the field, and to that extent handicapped, whilst you have the lead and have only to keep it. Bear in mind what your competitor reads another possible customer reads also, and that is the melon you are after.

#### HOW INQUIRIES DWINDLED AND DISAPPEARED WHEN ADVERTISING WAS DISCONTINUED.

My judgment relative to the use of advertising space in trade papers is, be liberal. The keep-it-down-to-a-quarter page policy is by far the most expensive in the long run, as I have just warrant to assert from personal experience. No breach of confidence or business etiquette will be violated if I quote here a few facts in regard to the effect of ceasing trade paper advertising by the old, well-established and thoroughly reputable A. A. Griffing Iron Co., well known from the Atlantic to the Pacific. For a number of years I had charge of the publicity department for that company, and made careful note of the results of some types of advertising while it was yet aggressive. When it ceased altogether to advertise, which was about eighteen months previous to the time it passed into the receiver's hands, I instituted a check system, whereby I could note the falling away of inquiries. During the first three months there was no appreciable difference; by the end of six months the inquiries had dropped off about 50 per cent.; at the end of nine months this was increased to approximately 75 per cent., and by the end of a year they had virtually ceased, so far as new names were concerned. Now, here was a house whose product had enjoyed most liberal advertising during a considerable term of years, and one would quite naturally assert, with some degree of justification, too, that they could not so effectually drop out of existence in a period equal to about one and a half years; that practically no new names would be coming in through the mails. Yet, that is precisely what happened. I merely quote the above facts as *prima facie* evidence of

the unquestioned value of an aggressive and perpetual campaign of advertising on the part of any manufacturer who would woo and win continued success. No matter how well he may think he is established, or how thoroughly his product is known, if he steps out of the limelight for even a short time he will feel the results in reduced sales.

#### THE KIND OF "COPY" THAT REACHED THE RIGHT MAN.

I obtained the best results in advertising the steam specialties of the company named when carrying full page space in the leading trade papers and running the advertisements in three column form, straight, solid reading matter, set up in small type, say, 7-point, with a standing caption across the top of the page. Perhaps some of my readers will recall the "Bundy Bulletin." Each month I made a point to publish interesting news matter, of course, detailing something that had transpired in connection with the company and its product, but absolutely no effort at so-called display advertising. Cuts used were not over two columns wide, generally but one, and were always of the goods, nothing in the shape of funny pictures, cartoons or like type of presentation. I noticed at once an appreciable increase in inquiries, and also a change in their character, by which I mean the letters received were from a higher grade of men—superintendents, chief engineers and owners or general managers of large establishments. I recognize that this remark might be seized upon by the trade paper circulation manager as typifying the high quality of his clientele, which is all right. But it is one thing to cater in an advertisement to the curious-minded or free premium collector, and quite another to conduct a campaign that will bring down the real game, i.e., the man behind the check book. Therefore, I repeat, it does not pay to spend money so much on adjectival phrases that anyone can use, as in the telling of a real interesting, instructive story, based upon performance, and not upon imagination.

#### Prizes Paid for Suggestions

Every manufacturer is on the outlook for suggestions. Every employer has a chance of getting innumerable valuable suggestions from employees—the ones who are in the best position very often to give suggestions. But this opportunity is not taken advantage of as much as it might be. In an editorial in this issue attention is called to the results obtained from a system of offering prizes to employees for suggestions inaugurated by the Yale & Towne Mfg. Co.

The results of the first half year of this system thoroughly convinced the company of the value of the scheme. By turning to the Editorial page in this issue a record of these results can be seen.

The system adopted by this firm was as follows as explained in a circular issued by the company to the employees:

#### PRIZES FOR SUGGESTIONS.

The company desires to encourage its employees to co-operate with the management to secure improvement in its products and in all branches of its business, and to this end has adopted a plan whereby employees may have an incentive to make suggestions with the assurance that all such suggestions will have careful and impartial consideration. Should such suggestions prove of value the suggester will thereby qualify to compete for a series of prizes to be awarded semi-annually to employees offering the best suggestions.

Suggestions are invited from all classes of employees. No suggestion need be held back because it appear to be of little importance. The simplest ideas are often valuable.