

MEMORANDUM FOR MR. GEORGE W. MARSTON, REGARDING

ADVERTISING FOR 1906-1907

I SUGGEST: That from October 1, 1906, until July 1, 1907, we have an advertisement every week day, with daily change.

THE COST: Figuring on the basis of a 10 percent advance, the total sales for 1906-1907 will be \$600,000. 1 1/2 percent of this sum is \$9000.

Last year we used 11,500 inches of space. This, at the present rates, cost \$4900. Rates as follows:

Union	20c per inch
Tribune	10c
Sun	13c

Proportion of salary, three-quarters, \$990, and other expenses, \$1200, brought the total up to \$7000, or about 1-3/10 percent of sales.

Using the same amount of space, 11,500 inches, at the increased rates for daily change:

Union	25c per inch
Tribune	10c
Sun	15c

The total would be say \$5750. Figuring salary as \$1320 (full time) and other expenses say \$1450 (providing for a slight increase) the total would be \$8500, or about 1-4/10 percent of sales.



THE ADVANTAGES of this plan:

(1) A daily change would direct much more attention to the advertising than a change "every other day". To exploit and emphasize this feature would naturally stimulate interest and cause people to look each day for what is "new today". Mention could be made in each advertisement to the effect that "Our advertisements are changed daily".

(2) The ads could be made much more definite. For instance, we could advertise certain items "On Sale Saturday", or "List of Monday's Attractions", or "Tomorrow at Marston's". Such ads are stronger pullers than those mentioning no particular day.

(3) Department managers would be better pleased, since their requests for space could be more quickly complied with. And the various departments could naturally have more frequent mention than at present. Six changes a week would admit of twice as *much* material being used as three changes a week.

(4) The daily change would also stimulate the interest of the employees in the advertising. Bulletin boards on each floor might be provided, on which to post each day the daily ad for the attention of both customers and employees.

REMARKS:

The great advantage of this plan is that it would put the advertising on an absolutely up-to-date basis. The daily change of ad might be made just one feature of an aggressive effort to secure the largest possible increase of sales in each department.



As at present, my work might include the looking after of all store cards and window cards and the planning of special sales. It seems to me that the increased advertising work (about double what it is now) would make it impossible for me to do satisfactorily the other work at present devolving upon me, excepting Mr. Marston's letters. I believe that I could do these if an arrangement could be made by which this work might come, as a general thing, on certain days and at a certain time of the day, so that the advertising work might be arranged accordingly. (It will be noticed that the foregoing estimate of cost provides for the charging to advertising of my entire salary.)

The general office is so crowded that the space occupied by my desk is really needed for bookkeeping work. I would suggest the arranging of a small advertising office some where on the third floor,-- a place just large enough to accommodate desk, cuts, catalogs, ad books and the paraphernalia of the work.

In addition to relieving somewhat the present congested condition of the general office, and providing a quiet place in which to do the advertising work, this arrangement would also facilitate the referring to the advertising office, of all persons with programs and other schemes. To turn all such over to the advertising office would possibly prove an agreeable way for Mr. Marston to relieve himself of the losses of time and the distractions of this nature. The advertising office would deal with these matters in a careful and diplomatic way, with the object in view of eliminating as far as possible all expen-  
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ditures such as are not productive of traceable results.

QUESTIONS:

Does not this seem like too expensive a plan for the Store to set in operation, considering the size of the city, competition, etc ?

How do we know that it will pay ?

Answering the first question,- The total expenditure suggested is less than 1 1/2 percent,- a conservative figure.

Answering the second question,- We don't know that it will pay. We can only figure out what ought to pay, through being planned and carried out in a careful yet progressive way. The inauguration one year ago of the "ad every day" plan seems to have paid, the percentage of increase having been exceptionally large last year; and the suggested scheme of " a new ad every day" is simply the further carrying out of the same idea of up-to-date methods.

The growth of the city seems to warrant the adoption of this plan. The change would probably have to be made in a couple of years at any rate, and it is the progressive policy of the Store to keep a little ahead of the requirements. If the rumored competition should materialize, it will be better for the Store to have "led off" by adopting the plan voluntarily and first instead of merely meeting the others.



My idea is that this change in advertising should be one detail of a strong, concerted effort throughout the store. I would enlist the interest of the department managers and the co-operation of Arthur Marston. I suggest the issuing to each department manager, of monthly statements showing the percentage of gain for the past month, also the ranking of the department in a comparison of the percentages of gain in the monthly sales of all departments.

My idea is to observe the results of the advertising very closely, and when departments do not show a satisfactory increase, with proper advertising, to endeavor to find out what is the matter and to make it right if possible.

I have suggested that the co-operation of Arthur Marston be secured for this plan, for the following reasons: (1) His interest and assistance will be an advantage in the work. (2) His co-operation will bring the matter closer to Mr. Marston's own attention. (3) There is always a benefit to be derived from a study of this extremely important branch of store work.

Advertising pays if properly done, otherwise not. Rightly considered, it is only one branch of the progressive merchandizing which strives to have superior goods, better values, efficient service. Advertising might be said to depend on these basic things, and to be a means of making these features more widely known and appreciated. The newspaper announcements cannot of themselves be considered as the basis of successful business, but only as a means whereby proper merchandizing will meet with success on a broader scale and in shorter time than would be



possible without advertising.

For these reasons I think that the advertising should ~~be~~ always be considered in conjunction with the other branches of store work.

The proposition is simply this: Our advertising ought to be made the most efficient help it can be, in the effort for larger business. We ought to get the greatest possible benefit from the expenditure for advertising.

It may not seem out of place to add a word concerning window displays. As a branch that is closely allied with the newspaper advertising, I think that the window trimming should be done with close observation of the results in sales. There can be as much difference, in respect to "pulling power", in the manner of showing goods in the window, as there is in presenting a proposition in type.