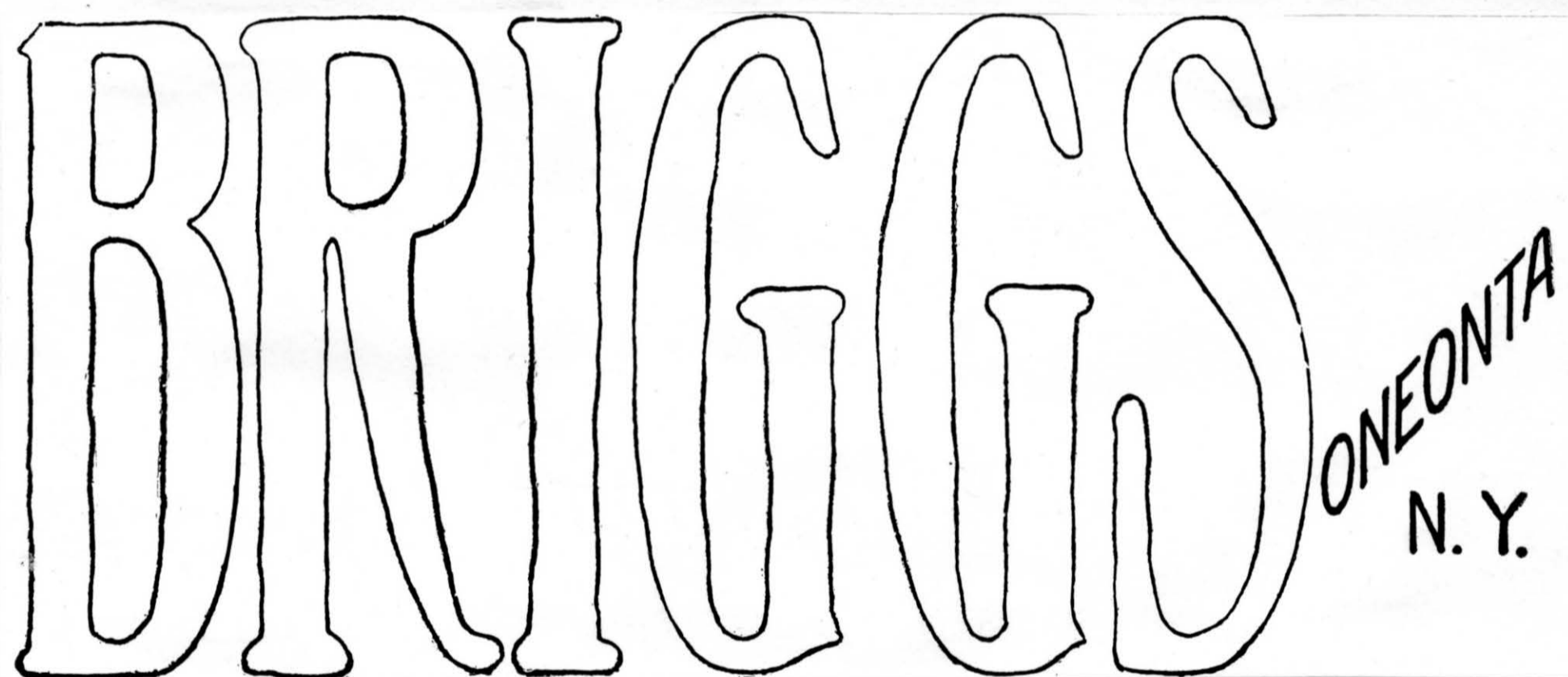


We are happy to report the grounds have always been well cared for and in use on nearly every nice day from 3:30 until dark. They have been so much in demand that we have received phone calls requesting reservations which, of course, we could not grant. We have received many favorable comments including a letter from New Jersey thanking us and complimenting us on our progressive advertising. We advocate the above for use in 1953.

In the use of stamped return envelopes we tried to find something that would make ours more noticeable. We first chose buff color, then had an electro made. This was printed in red ink and received very favorable comments. We used these for about three years.



Like many lumber yards, we are located outside the main part of the city. Many phone inquiries ended by asking, "Where is your yard in Oneonta?" So we had an electro made of our section of the city showing the location of our plant. We use this in some of our display advertising and enclose one of these slips with out-of-town quotations.

The nature of the lumber business makes the consumer conscious of the fact that quite an amount of money is necessary for lumber yard purchases.

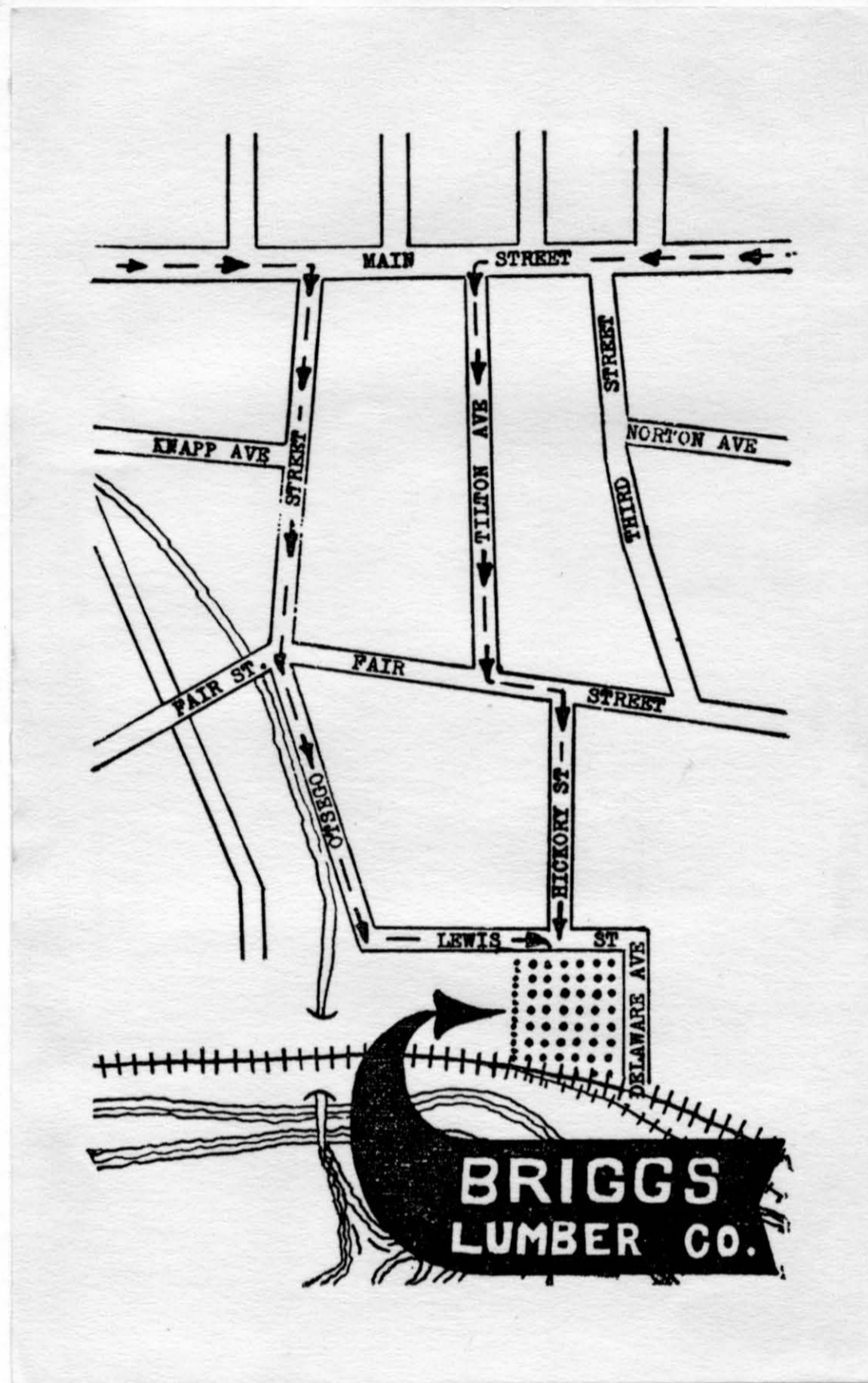
Accepting that as a fact the aim of our advertising promotion is to keep the name BRIGGS LUMBER COMPANY before the public with the idea that, when building materials are needed, they will think of Briggs and give us a chance.

At the turn of the century little newspaper advertising was done by dealers. The usual program, church social and grange announcements were included. This was not

advertising but simply goodwill and policy donations.

Our first display was a booth at agricultural fairs, generally in a tent with items for farm use.

The use of Portland Cement gave us an idea and we built many water troughs with N. H. Briggs & Son and the name of the cement, that we were selling at the time, sunk in the face panel. These were given free to various towns that needed roadside water troughs. We have seen one that was used thirty years. We also sold many of these troughs to farmers for a nominal price of



\$10.00 each These brought results.

When the first portable concrete mixer on wheels came on the market we purchased one and rented it to our customers at 40¢

per hour while in use (the customer keeping account of time used), or a minimum charge of \$2.00. We never rented our mixers unless our cement was used. Our advertisements and circulars showed a picture of a mixer with the slogan "A mix a minute". The first mixer was heavy, had iron wheels and used dry batteries. Troubles? Yes, but the mixer was in great demand and we purchased mixers for two other yards.



Eventually lighter mixers were manufactured with magnetos and rubber tires. Today we have nine mixers that are rented in this manner and accurate accounting of receipts from their use show a small profit.

Ready-mix plants have reduced cement sales but the use of mixers for small jobs still gives a fair demand. We have been able to sell used machines when they became obsolete.

In 1908 reforestation came to the front and, believing it not only was good publicity but had possibilities for use on inexpensive lands, we purchased six thousand White Pine seed-

lings and planted them on a few acres of cut-over woodland. This was done under the supervision of Mr. N. H. Briggs. This was not a success as trees do not start well in the shade. It was a surprise to us and to the Conservation Department.

Our company was interested in forming the Otsego County Reforestation Company that planted several different lots. It was the influence of this reforesting company that made Otsego County Supervisors reforesting conscious. They planted nearly all the lands they had taken for taxes and now the county stands in the first ten counties in the state in reforesting acres.

In 1924 we purchased four acres of pasture land located on Highway #7 near Colliers, reforesting with Scotch Pine seedlings.



We know of no single display advertising that has caused so much favorable comment. People have measured their growth and reported to us.



This is a snapshot of this reforestation taken in the spring of 1953.

Scotch Pines are quick growing but of poor quality. Its value is all in the publicity we have and will receive.

When we had completed our age of log guessing contest we took the log section and mounted it on a heavy easel and placed it in a vacant space along the highway.

The letters were of oval shaped wood made by Spanger & Co. of New York.

We have used and sold these Spanger letters and used them on our Oxford yard sign. They were very satisfactory.



SIGNBOARDS became popular, but only with the advertisers. We erected three that were 36 x 10, putting time clocks and lights on them. They were very successful but expensive as they had to be repainted each year. In those days they cost \$250.00 each as a signboard had to be bolted together. There was so much public opinion against all billboards that we decided to discontinue their use. A new garage opened in our town and we sold the three boards for \$500.00 - luck even to lumber dealers. Boards are, in our mind, still good advertising mediums, but never to disfigure the general landscape.



One month each year we ask all new customers how they happened to come to us. Replies were, first, that friends sent them; second, boards and newspapers; third, carpenters' aprons; and finally, foot rulers, pencils and miscellaneous. We give away aprons, pencils, yardsticks, etc. and we mention this because many dealers sell aprons at about cost. We do not use manufacturers' aprons, with their names as well as our own on them. Ours have only our name and trademark on them.

We buy our nail bags imprinted with our name and trademark. This is very inexpensive publicity and we have seen our nail bags setting on benches, shed and barn

girders five years after being sold.

When laws were made that a danger signal 24" square must be fastened to lumber projecting from back of trucks we had



**Briggs Lumber Company, Inc.**



**Oneonta : Sharon Springs : Norwich : Afton  
Cobleskill : Roxbury : Oxford, N. Y.**

these flags made for our own use. They were sturdily made with a stick at the bottom and a heavy wire with a ring in the center at the top. They were so useful that our trucking friends requested them for their own use. We gave them to anyone we knew who would care for them. The result is that our danger flags are freely displayed by many truckers.

APRONS: Carpenter aprons were first distributed by manufacturers who placed the retailers name at the bottom and sold to dealers at about 50% of their cost. It was good advertising and we at first fell for the 50% discount. Latter we decided to have our own apron.

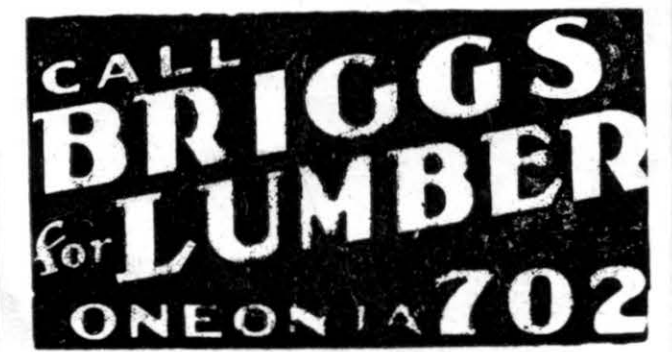
These are still very popular and while the prices have risen from about 16¢ to a maximum of 56¢ each we still give them to our contractors. Many dealers charge 25¢. Church fairs, large picnics and exhibitions borrow our aprons for their salesmen. This spring one school exhibition borrowed 35 and returned 34 so they are well watched.

Whenever we have a contract to furnish all the lumber for a building we try to erect a sign showing the fact.





We had a block electro made and have used this daily in our paper. It is just another item that aids in keeping Briggs in people's minds. We followed this by having a sign erected in our Colliersville lot.



During the period about 1930 a rash of trade marks made their appearance. We thought that a similar mark that would be used in each of our yards would be of advertising value.

Mr. Richard Riley conducted a small artist's shop here in Oneonta. Rich was a graduate of Pratt Institute and a very capable fellow. We worked with him on designs and at last came up



with our present trade mark. It may be of interest that when originally made it was without a border. When shown to our friend, E. W. Elmore, he suggested the

border as shown. This has been valuable to us.

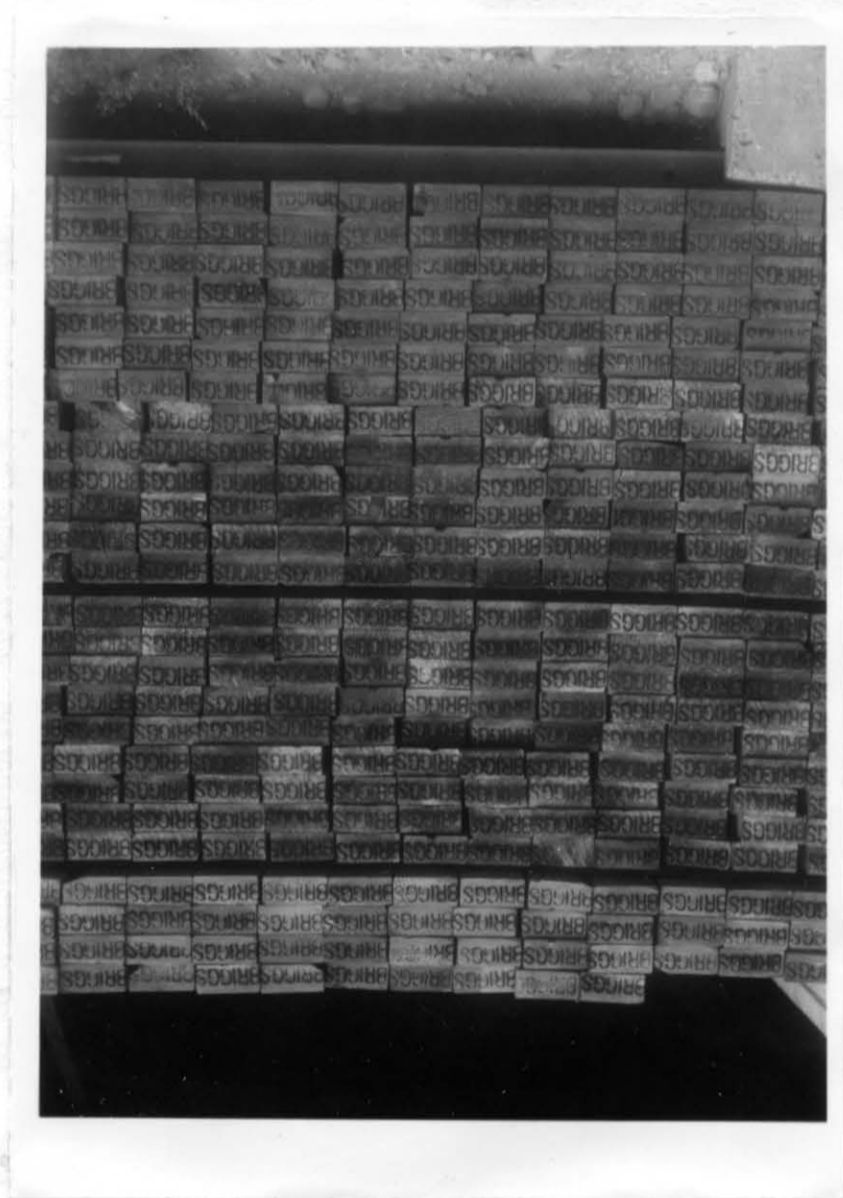
To anyone who will suggest a method of getting the public to visit a lumber yard a prize should be given. We have tried many suggestions with limited success.

We secured tickets to a city parking space and sent a letter to our farmer friends asking them to come and look over our yard, at the same time mentioned some especially interesting item. We offered 5 gallons of free gas for each car that came and a free parking ticket to down town parking lot. In some way we did not handle it correctly for it was not a great success.

People just do not visit a lumber yard. Ask your friends how many have ever been in your yard. You will be surprised how few say yes. When they do come they are always pleased and express regret they have not been around earlier.

Choose some particularly interesting yard item and when visitors come, be sure it is shown. Ex:-- Exceptionally wide boards, hard and soft plywood. Particularly call to their attention that our lumber is all inside and piled widths and lengths separately.

When we discontinued the sale of native hemlock dimension we purchased Fir. This stock was so much more attractive than our previous dimension that we decided to brand each piece with Briggs.



little expense.

Originally our branding iron was heated with coal fire and was very slow. Later a blow torch iron was found and this has proved to be a great success. The irons are manufactured by

Everhot Manufacturing Co.

Maywood, Ill.

Branding is done by helpers when not rushed and we feel this is very satisfactory advertising with

During 1944 we began a series of advertisements with pictures of our yardmen, truck drivers, and contractors.



**Elbert Lown**

Elbert says, "I am foreman of one of the finest lumber yards in this territory.

Our stock is complete, all piled under cover, and the almost daily comments from customers make me proud to be associated with

**BRIGGS LUMBER COMPANY, Inc.**

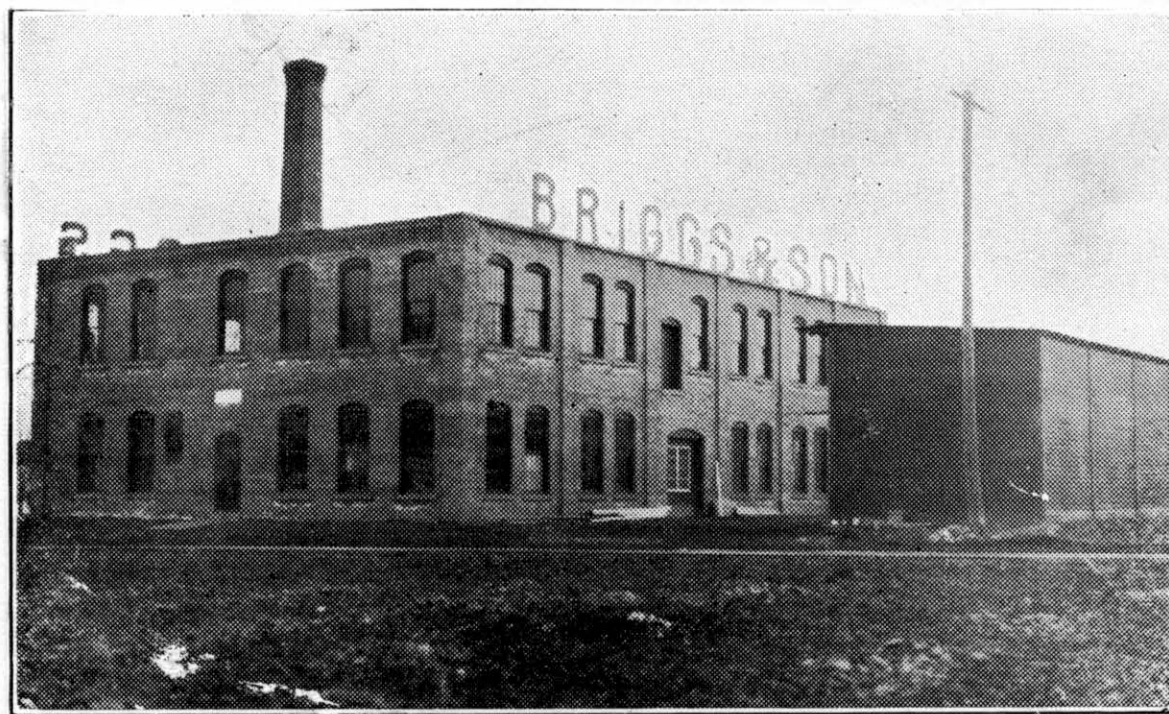
These proved very satisfactory, created a great deal of interest among our men and our contractors.

This appealed to other merchants in the City and they continued the same type of advertisement for a year or more.

We would advocate this for future use.

When we moved to our new brick mill on Hickory Street we were very anxious for a good display sign. The expense of a sign we wished on the top of the building was excessive.

We then laid out the letter for BRIGGS & SON and used 1 x 12 x 6 pine in their construction.



These were erected on the roof at each side of the building. They were easily painted and the upkeep was small. They remained without renewal the ten years we occupied the building. We recommend this type of sign as it does not have the wind strain of a solid board.

In 1925 when Cartoonist Clair Briggs was at the height of his popularity we purchased 50 Briggs electro's (2 column 6") which were designed for the lumber dealer. We ran these one each week. These received fine attention and the fact that the boy in the cartoons was named Roscoe brought many phone calls, kidding of course, but favorable.

One man came to our office and asked to meet Robert Briggs as he was under the impression he was the artist. This is an example of opportune advertising.



For many years we have handled Weyerhaeuser lumber.



When the company put 4 square lumber on the market we put in a stock and used newspaper advertisement to assist in publicising it. Weyerhaeuser was so well pleased with our handling of their



stock that they sent photographers to our yard and made a dozen pictures. (Sample, see following page) which they used in their publicity to dealers.

Roscoe C. & Robert Briggs



# NEWS NOTES

*Weyerhaeuser*

Briggs Presents a Miniature Gem of Design In a

## LOW-COST-HOME

**\$2399**

**INCLUDES:**

- All Exterior Lumber
- All Interior Lumber
- Masonry for Chimney
- Flooring and Trim
- All Needed Hardware
- All Roofing Material



Let us show you detailed plans how this small home (overall measurements 28'x21'8") can really be a miniature gem of design.

Note the pleasing symmetry of the window openings. Study the good proportion of the height to the width. And particularly appreciate the dignity of the front entrance which gives this home a most inviting appearance.



Bedrooms 9'6"x9' and 11'5"x9'4". Living Room 15'x11'7". Kitchen 9'5"x9'1".

### FREE Home Planning Service

Our expert home-planners are only too glad to confer with you on the plan for this home or anything else you may have in mind.

We have hundreds of other homes in attractive designs which we will be pleased to show you at your convenience.

This house can be placed with the entrance facing the street on a lot as small as 38 feet.

**NO WASTE HALL SPACE**—the private quarters being isolated from the living room by two sets of doors, making for privacy—an important item in the small home.

**FOUR CLOSETS** and a ventilated attic for storage give this home much more closet space than you would imagine.

**DINING SPACE** is provided in the kitchen for informal eating. But there is a fine long wall space in the living room which would be an ideal spot for a long refractory table . . . ideal for more formal dinners.

**EXCELLENT WALL SPACES** for furniture arrangement in the bedrooms. The bath serves each bedroom independently as well as accommodating guests without the necessity of entering any bedroom.

**LATTICE WORK** on both sides of the front entrance for climbing vines could be an important attribute in making this home "a house that smiles."

If the house were on a sloping lot, a garage could be worked into the basement plan.

### Scarce Items

You'll Find Them at Briggs

#### Kiln Dry Beveled Siding

- 3/4 x 6 13c bd. ft.
- 3/4 x 8 14c bd. ft.
- 3/4 x 10 15c bd. ft.

#### Kiln Dry Fir Flooring

Several grades, 20c, 23c bd. ft.

#### Fibre Glass Blanket

Medium thick rolls, lifetime insulation. 6c sq. ft.

#### Homosote 8 1/2c sq. ft.

The interior, exterior, all purpose insulation board, 8x10, 8x12, 8x14.

#### Vaporseal 1c sq. ft.

25 32x2x8 asphalt coated Celotex sheathing. Tongue and groove on long edges.

#### Asphalt Floor Tile

12 1/2c and 18 1/2c sq. ft. Famous Johns-Manville quality.

#### Storm Sash \$3.75 up

Saves fuel, gives more comfort.

#### Masonite

The 1/4" hard board of a hundred uses.

- Untempered 9c sq. ft.
- Tempered 11c sq. ft.
- Scored-Tile Effect 13c sq. ft.

#### Yellow Pine Roofers

Dry, bright 11c bd. ft.

## BRIGGS LUMBER CO.

OUR 64th YEAR

PHONE 702 — 18 LEWIS ST. - ONEONTA — ALSO AFTON - COBLESKILL - SHARON SPRINGS - NORWICH - ROXBURY

When Weyerhaeuser established a complete plan service particularly for small homes we were one of their early subscribers. They furnished electros of these homes in about 3 column 10". We used these in 3/4 and full page ads giving complete description and the fine sales talk the company used. We always use prices in our advertising and in this case gave definite price on the materials we furnished. The Weyerhaeuser were so pleased with our effort they had photostatic copies made and sent to all their salesman.

We ran these ads weekly for several years.

Fine results.

Well-known New York lumber dealer uses Weyerhaeuser Design No. 41-A to illustrate the point that lumber actually is a surprisingly small percentage of the total cost of a house.

Saint Paul  
1-19-48(97)

Many companies will agree to pay one-half the newspaper advertising expense for their product, or a percent on the amount of material purchased. We approve of this expenditure. Examples: Zonolites, Superlite, Floor Tile etc.

Classified ads: We carry on classified advertising of lock sets and special hardware in every issue. Always with prices. While our business is not selling Christmas presents yet many items carried in ads at Christmas time; Ping pong tables and bases, medicine cabinets, Flexscreens etc.

We avoid thank you, congratulations, Merry Christmas etc. ads. We believe them of no advertising value and of little or no interest to the public.

During 1953 we issued two catalogs one each in April and September.

These were printed by the Oneonta Star and included with the paper covering 14,000 subscribers. Its size was 16 1/2 page star display ads including a suitable cover. We paid for these at regular display Star advertising rates and then had an over run of 32,000 made for a total of about 46,000 which we distributed by mail to all territories near our various yards.

This catalog contained many illustrations of materials we carry together with prices. Each of our yards were illustrated together with a picture of each of our managers.

It was a success and we received more direct inquiries and sales than from any advertising we have ever done.

The success of the spring catalog prompted us to issue a fall edition. This was 32 pages folded and stapled in pamphlet form making it one-half the size of the spring issue. This



proved much more handy and we believe many were retained for future reference.

We included pictures of the employees of each yard which added interest.

We sent out 50,500 copies which is about the saturation point for our territory. This was most successful and we have received nothing but favorable comments from our trade and even our competitors have extended compliments.



Below is the cover of our 1954 Catalog. It consisted of 36 pages and was definitely the finest catalog we have issued,

f any

ens

joined in

able.

These catalogs  
 uted as follows:

Total Copies

5,536

5,185

6,299

5,550

2,448

2,509

27,527

18,473

46,000

catalogs were

ONEONTA, N.Y.  
 OXFORD, N.Y.  
 NORWICH, N.Y.



AFTON, N.Y.  
 COBLESKILL, N.Y.  
 ROXBURY, N.Y.

SHARON SPRINGS, N.Y.

Lumber  
 Wood Work  
 Building  
 Materials  
 Hardware  
 Mill Work



*for a Finer Home*

Below is the cover of our 1954 Catalog. It consisted of 36 pages and was definitely the finest catalog we have issued, and it produced the most satisfactory results of any advertising we have done.

This catalog was purchased through Lumbermens Merchandising Corporation. About forty dealers joined in buying a large quantity so the price was reasonable. Manufacturers donated \$115.00 toward expenses. These catalogs were charged to the yards at 8¢ each and distributed as follows:

	<u>Office Copies</u>	<u>Total Copies</u>
Sharon Springs	50	5,536
Norwich	75	5,185
Afton	100	6,299
Cobleskill	100	5,550
Roxbury	50	2,448
Oxford	<u>50</u>	<u>2,509</u>
	425	27,527
Oneonta	1,022	<u>18,473</u>
		46,000

Each yard furnished a mailing list so the catalogs were sent directly from the printers.

## CATALOGUE

During 1955 we issued a catalogue - Outside cover is shown on following page.

This was distributed as follows:

Oneonta	9043
Sharon Springs	6358
Afton	6323
Cobleskill	5000
Norwich	4530
Roxbury	2926
Oxford	2509
Direct Mailing	<u>4255</u>
	40944 Total
Total Cash	\$3102.05
Less Donation by Advertisers	<u>402.50</u>
Total Cost	\$2699.55

Our net per catalogue of about 6 3/4 cents each.

The preparation of the catalogue was very capably handled by Fred Walpole. This necessitated trips to Williamstown.

The results from this catalogue were the most successful of any we have issued.

1955

SPRING and SUMMER

# HOME SUPPLIES

CATALOG



*Designed by Merwin Freeman*

**B R I G G S**  
**LUMBER COMPANY, INC.**

**ONEONTA • SHARON SPRINGS • COBLESKILL**  
**AFTON • NORWICH • OXFORD • ROXBURY**