

1960

In April, 1960 the Oneonta yard built a moisture controlled flooring room 32' x 36', 6/8" high.

The room is sealed with foil back sheet rock. It is on the second floor and denefoil is installed on the first floor ceiling.



With the use of a dehumidifier, we have maintained a humidity in the room of 60 percent. This percentage has only varied 2%. Exterior humidity varies from 70 to 84 percent.

We show the room to everyone who comes in the yard and explain the objects we hope to accomplish. Everyone is very much interested and they are amazed at the amount of water taken from the dehumidifier. The average is about two

quarts a day.

Afton has a similar, though not as tight a room, and finds it one of the best selling devices they have.

(Moisture Controlled  
Flooring Room)

During the summer of 1954 we in Oneonta built six contractors' signs similar to those shown in the snapshot.



These 32" x 24" signs were made of 3/8" exterior plywood so six could be cut from a 4 x 8 sheet without any waste. They were fastened to a sharpened 2 x 4 - 6 feet long which extended 2 inches above the top of the board so it could be driven into the ground without damaging the sign.

The painting and lettering cost about \$5.00 each and the material and labor were about \$4.00. This \$9.00 gave us a very inexpensive sign.

In previous efforts of this type we made Briggs Lumber Company prominent and the signs were not so popular but, using just our trademark, the contractors are pleased and all six signs have been on display this fall.

We will make similar signs for contractors who want them.

In December, 1954 our yards sent fine Estwing hammers to many of our customers. Our name was placed on the handle of each hammer. These were well received and we had many letters, telephone and personal calls expressing sincere thanks. These were distributed as follows:

Oneonta	124 units	339.31
Sharon Springs	30	82.60
Norwich	41	111.75
Afton	50	137.67
Cobleskill	30	82.60
Roxbury	34	93.51
Oxford	<u>27</u>	<u>74.34</u>
Total cost	336	921.78

IN 1958 we are celebrating our 75th Anniversary. WE employed an artist to make the drawing shown below and we are using it on our letterheads. This also appeared on the advertisement (copy change three times a week) which we have carried during the year.



**PREFINISHED  
OAK FLOORING  
SHORTS**

**22¢** bd ft.

**BRIGGS Lumber Co.**

18 LEWIS ST. TEL. 702

## CONTRACTING DAYS

We are listing a few of the more important buildings that were erected by Mr. N. H. Briggs during the contracting days of our company.

Main Street Baptist Church, 333 Main Street

United Presbyterian Church on Dietz Street  
(since destroyed by fire)

Baptist Church at West Oneonta

River Street School

Chrisler Block on Elm Street

Elmore Milling Company corn drier

Brick mill on Hickory Street now occupied by Lyon's  
Storage Warehouse

B. & M. Block, 283 Main Street

Platt Block, 281 Main Street

Camp Block, Broad Street

Swift & Company warehouse, Broad Street

J. O. & G. N. Rowe warehouse, Market Street

The following larger residences:

Frank D. Miller, now Hamm's Service Station

Colliscroft, South Side, now owned by Dr. L. S. House

Dr. Julian Smith, 21 Ford Avenue

G. N. Rowe, 62 Elm Street, now S.T.C. Alumni House

Everett Gurney, corner Walnut Street and Ford Avenue,  
Now Bresee Apartment House

We also erected the following stations for the Ulster & Delaware Railroad whose terminal was at Oneonta:

1. Oneonta
2. Davenport Center
3. East Meredith
4. South Kortright
5. Kortright Station
6. Shandaken
7. Brown's Station (site now covered by Shandaken Reservoir)
8. Shokan
9. South Gilboa
10. Big Indian
11. Arkville
12. Ashokan

## P R O M O T I O N

In 1918 we made a trip to the coast with ninety other lumbermen and their wives. Beside sightseeing we visited lumber mills, logging camps, plywood mills and general logging operations.

On our return we invited twenty-four small house contractors to a dinner in a local restaurant. Only twelve accepted. They seemed afraid they were going to be sold something.

At the dinner we told them of the many things we had seen. It was a great success.

One month later we invited the same people to a meeting at our office. The downtown restaurant served dinner and we had a speaker and showed a film on western woods. This time twenty came and it, too, was a success.

In October of that year we arranged for six dinners with speakers and films for October through March. We purchased a portable projector and a silver screen. These, with card tables and twenty-four folding chairs, made up our equipment. These dinners were continued and we have given a hundred twenty-five of them. In the beginning the expense was about \$1.50 per plate including cigars. Those we had in January and February of 1952 cost over \$3.00 per plate.

A word about speakers. Naturally lumber subjects were limited in number so we turned to brick, plaster, cement, nails, wallboard, roofing, clay products, sound deadening and insulation. The first entertainment known as The Celotex Circus was presented in our office.

We next included speakers on income taxes, city management, banking, road building, parks, schools and items that were prominent in the minds of the city's population.

How did contractors react? That question could best be answered by saying that several of the men offered us \$10.00 to help pay expenses. We, of course, refused telling them they were paying for the dinners....only painlessly. No selling pressure was used at anytime.

One Saturday we invited the contractors and their men to a picnic at a lake resort near town. A hundred twenty-five appeared. We had our assemblyman and congressman as speakers, put on a ball game, tug-of-war and the like.

Farm trade was our effort for several years and we catered to the farmer and the manufactured materials he needed. We actively solicited their business and we were so successful in securing it that it was reported at a state dealers meeting and several yards sent representatives to see how we did it.

#### CONTRACTOR AND CARPENTER PROMOTION

During the 1902 to 1910 period a large number of owners made their own repairs and constructed many buildings with the aid of a carpenter or handyman. Our effort was directed toward making good mechanics into small building contractors. In many cases we were successful and, in order to keep these men busy during the winter months, which were severe in those years, we would now and then build a house using an accumulation of odd sash and doors. This tied us in a friendly manner to the contractors. Our competition did much contract work so we were

continually telling the contractors that we did no contracting and would not be bidding against them. (This applies to conditions in many cities in 1952 where dealers think they must take building contracts in order to run a retail business.) We definitely are still catering to the contractor and not trying to take his business from him.

During slack or depression times advertising to consumers and promotion to contractors must be handled differently than in good times. Bargains for the consumer must be found and suggestions and help given. We have handled several by taking an interim mortgage for the estimated amount of materials we wished to furnish plus plumbing, heating, wiring and painting contracts, placing the mortgage on record at once. The mortgage should be large enough to surely cover the above. When the job is completed the amount of the mortgage is determined and endorsement made. Interest and payments are arranged according to conditions. In this arrangement the contractor does all the labor. We give the checks to sub-contractors on O. K. of owner.

A variation of the above is used when we own the lot and furnish the material and money for plumbing, heating and wiring, the contractor doing the work and keeping accurate account of his time. His bill with our other charges and the price of the lot are added together and the profit divided with the contractor when the house is sold.

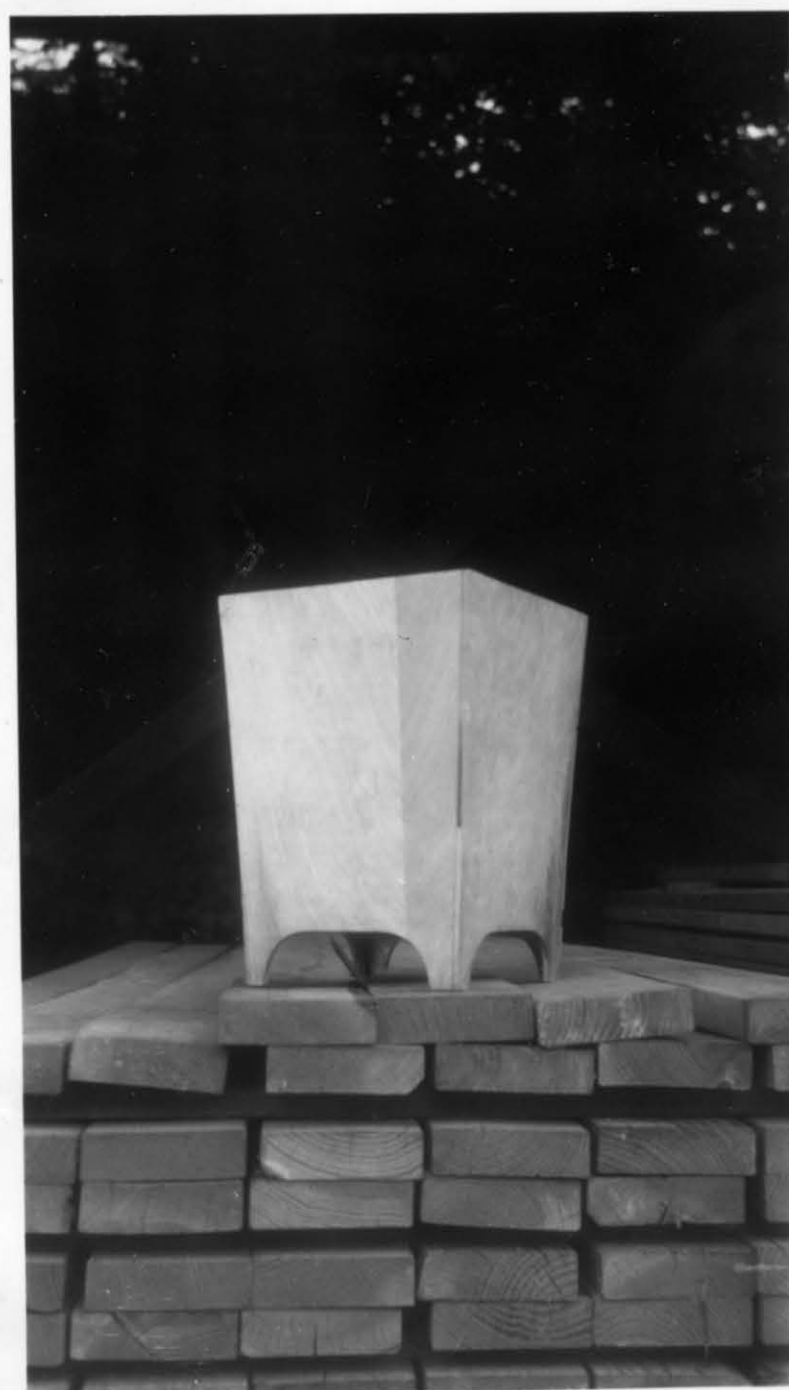


## P R O M O T I O N

About 1925 fir plywood came on the market. 1/4" was the principle thickness. We purchased a few sheets, tried it out in our one-man mill. It was a success from the beginning. First used as drawer bottoms, then panels on doors and partitions. From our mill there developed pieces of plywood which we sold to manual drawing departments and to laymen with building instructions. There was an accumulation of 12" stock that was difficult to sell. We made a pattern for a waste basket, all sides alike, and included a piece of 4/4 pine for the bottom. We wrote a letter to friends and prospects and gave them the material for a waste basket and asked that they get their husbands to put them together. They were very enthusiastically received.

Many men called and used much stock.

In visits to homes we find these baskets decorated to match the room. We are often asked "do you recognize your basket?"





1961

## P R O M O T I O N

The promotion of the Shell Home was the most important new development in 1961. This is an extension of the "do-it-yourself" idea. The shell of the home is erected by contract, including heating, plumbing, electric wiring and the studding placed; thus, allowing the owner to apply insulation in walls and ceilings and to add the sheetrock, lay the floors, hang the doors, case and finish the house. His work also includes painting inside and out.

The owner furnishes the lot, digs the cellar and brings the services to the cellar wall, and later backfills and finishes grades.

The time plan is for the dealer to have one month to put up the cellar and allow the owner to have five months to finish; thus, allowing a full six months before any mortgage payments are due.

The mortgage payment arrangements are all made before the contracts are signed so that the owner knows just how much and how many payments he must make.

We have plans and figures for two, three, or four bedroom homes and this leaves a great many combinations that will please the customer.

We have carried extensive advertising and have had excellent results.

Advertisement on next sheet.

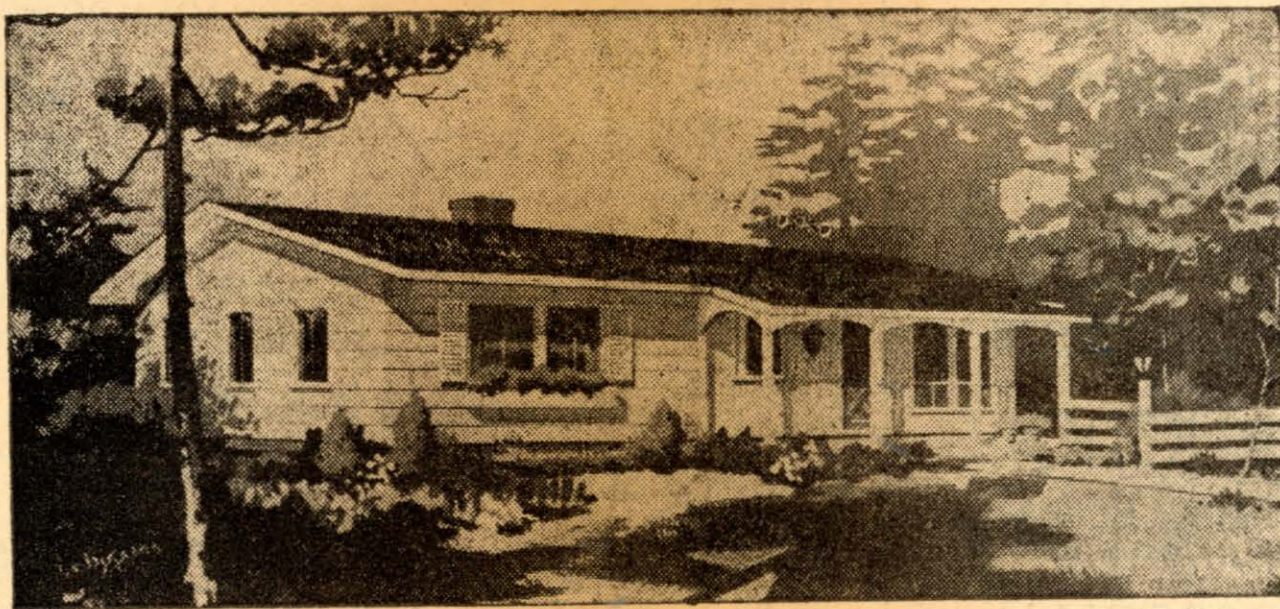
# You Can Build This New Home For As Little As \$88<sup>20</sup>\* per month With No Down Payment

## BRIGGS Shell Home Plan!

### The Greenbriar

4 bedrooms, 1 and 1/2 baths, full  
basement—House 1280 sq. ft.

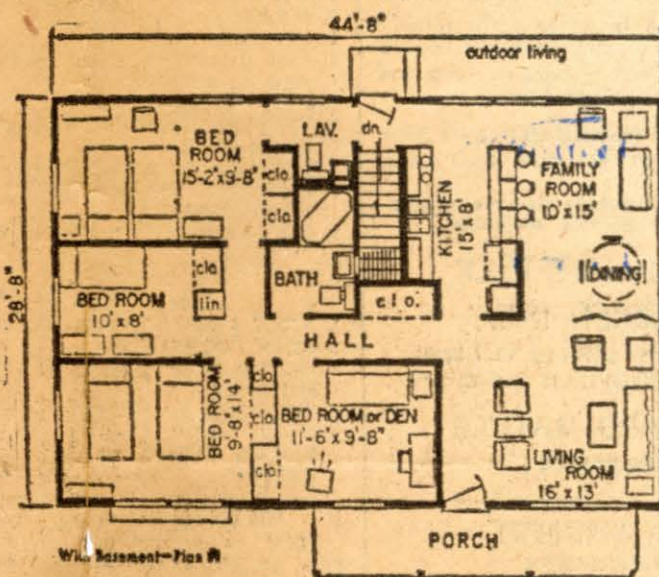
ONE OF THE 20 FLOOR PLANS AND EXTERIORS AVAILABLE



Very rarely will you find a house with four bedrooms which is designed so efficiently that the total area is just under 1,300 square feet. The fourth bedroom may be utilized as an office, den, guest or sewing room.

The kitchen and family room is so arranged that the dining area may be screened, partitioned or left open to the living room. In the kitchen a large counter doubles as a work area or snack bar for children's lunches. A patio for outdoor dining and relaxation is conveniently accessible through the kitchen.

The half bath which can serve as a mud room is near the rear entrance and kitchen. It is also convenient to the master bedroom. The inviting entry porch adds charm to the exterior. You may select alternate contemporary or colonial exteriors which are also available for this floor plan.



### HERE'S HOW:

Under our plan, a Briggs Shell Home will be erected on your lot; the purchaser is to make arrangements to have the necessary excavation completed at his expense.

INCLUDED with the Briggs Shell Home are:

- Footing — materials AND labor
- Cellar Floor — materials AND labor
- Foundation — materials AND labor
- Shell erected — roof, siding, cornice, windows and doors and interior partitions installed.
- Chimney, complete — materials AND labor
- Plumbing — materials AND labor
- Heating — materials AND labor.
- Electrical — materials AND labor.  
(NOTE—The plumbing, heating and electrical work in the Briggs Shell Home are COMPLETE, LABOR and MATERIALS are included. Some competitive shell homes do not include the complete job in all three categories. In addition, one year's free service is given on the oil burner.)
- ALL MATERIALS NECESSARY TO COMPLETE THE HOME are included in the price; including paint and interior finish materials. NOT labor.

NOT INCLUDED in the Briggs Shell Home:

- Building permits, sewer and water from the wall to the main.
- Interior painting and decorating labor.
- Exterior painting and decorating labor.
- Landscaping.
- Labor costs for interior finishing are NOT included in the price — materials, however, ARE included.

### The BRIGGS Shell Home is NOT a pre-fab— is NOT a pre-cut—

Under the Briggs Shell Home Plan, no payments on principal and interest are necessary for six months; however, the purchaser agrees to complete the house within the six month period, before occupancy.

For complete details, write, phone or stop in at our offices on Lewis Street in Oneonta, or any Briggs Lumber Yard.

The Briggs Shell Home Plan builds your home with first quality materials, the same quality that people in our area have come to expect from the Briggs Lumber Company for three generations — the integrity of a company in business in this area for 84 years.

The Briggs Shell Homes will be built by local contractors, using the skills of local craftsmen.

You will have a choice of several plans—numerous designs and floor plans—the Briggs Shell Home Plan can tailor a home to fit your needs—to fit your budget—to fit your family.

Come in today and discuss it with us—there is no obligation—you may inspect our selection of floor plans and home designs.

**\$88.20 includes payment for principal and interest on a fifteen year amortization plan at your choice of a banking institution.**

This is a conventional mortgage plan. If you have GI credit, interest rate is lower and a 20-year mortgage can be arranged. Payments would then be \$72.23 monthly.

# BRIGGS Lumber Co., Inc.

Briggs Lumber Yards Are Located In

Oneonta, N. Y. — Afton, N. Y. — Cobleskill, N. Y. — Palatine Bridge, N. Y. — Sharon Springs, N. Y. — Roxbury, N. Y. — Norwich, N. Y. — Oxford, N. Y. — Dimock, Pa.

## 1962 PROMOTIONS

On Tuesday, June 19th, 1962 we held a dinner at the Oneonta Country Club for 110 carpenters and lumber dealers.

This dinner was to promote the sale of aluminum siding. The Elmco Siding people sent Mr. Russo and Mr. Ebersberger as salesmen and demonstrators.

A form showing corner angle, door and window frames was erected and taken to the Club. After a fine explanation by Mr. Russo as to how the siding is made and its many sales points Mr. Russo gave a fine explanation and demonstration as to how the siding is applied.

This was of great interest to the carpenters which was shown by the many intelligent questions that were asked.

The meeting was officially over at 10 P.M. but it was 11:30 before the last carpenter left.

We were pleased with this demonstration and we believe the sales of aluminum siding will increase.

P.S.

November 1, 1962. Aluminum siding has not been the success that we hoped. However, we have the stock and can furnish it at good prices if there is any demand for it.

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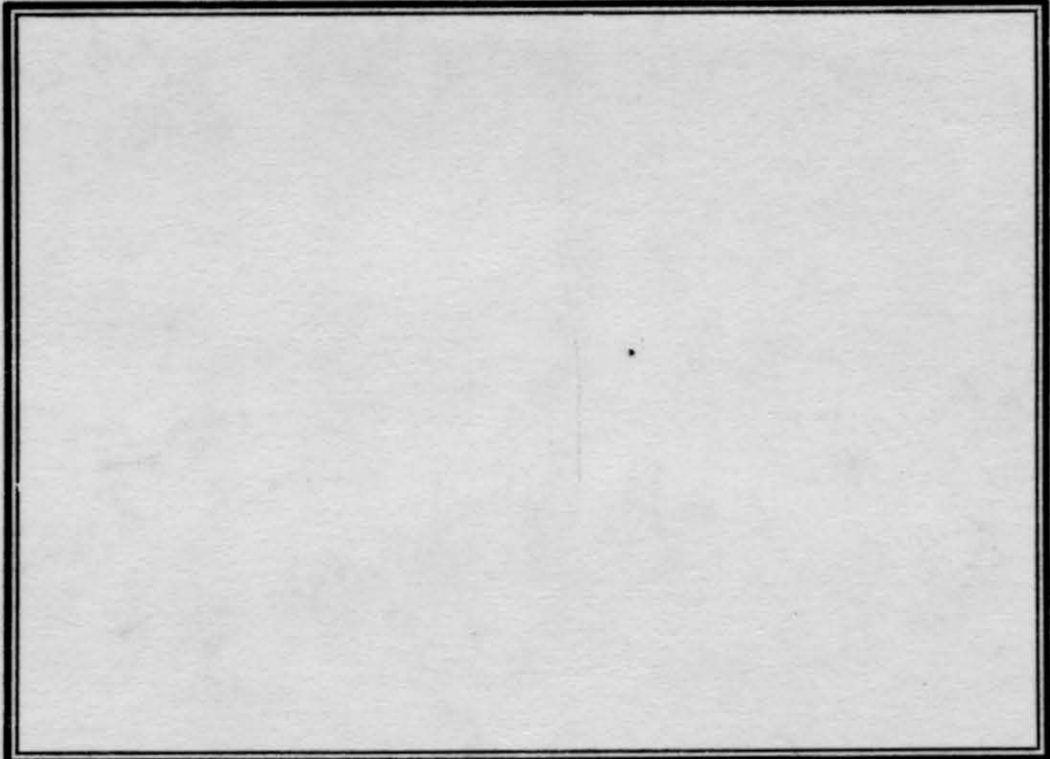
## I N S U L A T I O N

In about 1910 insulation boards began to be sold. Celotex was the first to gain prominence and we made a trip to New Orleans and visited the Celotex plant. At that time they had one machine. Believing in the advantages of this product we began stocking it in Oneonta.

The Celotex company originated an advertizing promotion called "The Celotex Circus". In addition to sales promotion a strength test was made by erecting two boards each 4' wide and 6' high. The same 2 x 4 Dimension was used on each board but one was covered with 6" roofers nailed on every stud and the other a single piece of 1/2" Celotex was nailed on each stud. These two boards were bolted 18" apart to a hardwood timber and a turnbuckle fastened at the top between the two. When this turnbuckle was tightened the board covered with 6" roofers was pulled 10" out of plumb while the board covered by Celotex was only 1/2" out of plumb. This circus was first shown for a retailer at one of our contractors dinners (see Promotion).

We have handled Celotex for over 40 years and this follows our Company pattern of getting fine materials and staying with them.

One of our suppliers in Syracuse sent us a card to which was attached a news item about our company. This appealed to us so, using their card as a sample, and changing it to suit our needs, we had some printed. It was necessary for one person to search the newspaper for interesting items but it was worth the time. We sent out a thousand and received many favorable comments.



## We Have Read About You

We are interested in what you are doing — your trips, your visitors and your family . . . . .

We wish you knew more about us.

We have a complete stock of Lumber, Masons' Supplies, Roofing—

Dutch Boy Ready Mixed Paints

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**Briggs Lumber Company, Inc.**



YARDS AT SHARON SPRINGS, NORWICH,  
ONEONTA, AFTON, COBLESKILL,  
ROXBURY, OXFORD



## DIRECT MAIL ADVERTISING

The United States Commerce Department states that the average family moves once in seven years. From our actual experience we believe this is correct.

During a period of slow business we wished a correct farm or rural mailing list and, after much effort, found the only way to get it was to send a man to call at each farm and fill in a card showing the usual information - age, family, size of farm, condition of property and general remarks. The tabulated lists showed nearly 40% were renters, elderly couples, poor credit, or buying farm on contract with slight hope of the contract ever being completed. We had Addressograph plates made for the other 60%. On the bottom of each plate was the salutation - Dear Mr. Jones or Dear Jim, if we knew him personally. We bought a Dupligrph Machine from the Addressograph Company. This machine required the use of metal plates the width of a letter and eight lines high. These plates were fastened to the bed of the machine, a ribbon covering the whole letter. The plates used in addressing envelopes were also used for the letters. In operating the Dupligrph a new address is printed on each letter. The Addressograph plates are then put in the Addressograph Machine and the envelopes are addressed in the same order as the letters. In using that machine the address and the body of the letter were made on the same ribbon so that each letter was really an original.

Carefully worded letters were mailed about eight times a year to our selected list. They produced business. After following this for sometime Robert Briggs suggested that we try to sell something for the farmers. He called on a few former friends,

BRIGGS LUMBER COMPANY, INC.  
BUILDERS' AND MASONS' SUPPLIES

NAME OF  
CUSTOMER  
ADDRESS

L. L. Anderson,  
Oneonta,  
New York.

ADDRESS REPLY TO  
March 17, 1931  
Oneonta, N. Y.

Dear Mr. Anderson:

What would you like to sell to another farmer? What would you like to buy or swap with another farmer?

That's where we come in. If you have anything you would like to sell, or if there is anything you wish to buy, write us about it. Then, every month in our letter to you and to the 350 farmers who receive these letters, we will tell about it without charge. Check over your stock, machinery and the like, that you don't need, and let us know. Perhaps a notice in our letters will help dispose of them. There will be better results if the price is given. We already have the following items for sale or exchange.

1500 watt, 4 cylinder Delco Lighting Plant. Used two years. Good condition. Half price.  
International 3 H. P. Upright Gas Engine. Good condition. New rings. \$18.00  
Pure Bred Registered Guernsey Bull. Langwater breeding. \$100.00  
5 Buckeye Brooder Stoves. Old style. Very good condition. \$9.00 each.  
3 Pure Bred Heifer Calves, 1 Bull, Guernseys. 4 for \$45.00  
Light Disk Drill. Good condition. \$10.00

Don't forget that our MOHAWK LIME HYDRATE only costs \$9.80 from the car and \$10.80 from the warehouse. Get a few bags each time you are in town.

We will take Dairymen's League Certificates in exchange for Building Materials.

Very truly yours,

BRIGGS LUMBER COMPANY, Inc.



told them his idea, and secured a list of a dozen items they wanted to sell.

Our next letter had a brief sales talk and an explanation of our thought to help the farmer sell his surplus items. We asked that they send us lists of items with cash prices (no discounts). On the back of our sales letters we used the heading "Briggs Free Sales

Service". We then listed the items our Mr. Robert Briggs had secured, giving prices. We did not tell who wished to sell the items but asked anyone interested to call at our office and we would give names and addresses. We also asked for items. The results were astonishing. Items came in much faster than we could use them.

The results of sales were beyond our hopes, some letters sold every item listed. Reproduction of a letter received from one of our farmer friends is shown.

In addition to goodwill our sales from the letters increased and there were dozens who called at the office and many phoned.

This was continued for about two years and was discontinued only when business began to hum. This is a promotion plan that could be used in any period of slack business, should it come in the future.

Fairview Farm  
Purebred Guernseys.

R.D. 1 Oneonta, N.Y.

May 7

Briggs Lumber Co.  
Oneonta, N.Y.

Best!

About March 10th I listed in your Farmers Exchange Sales Service a registered Guernsey yearling bull. This is to advise you that I made a very satisfactory sale April 15th.

Please accept my thanks for your trouble.

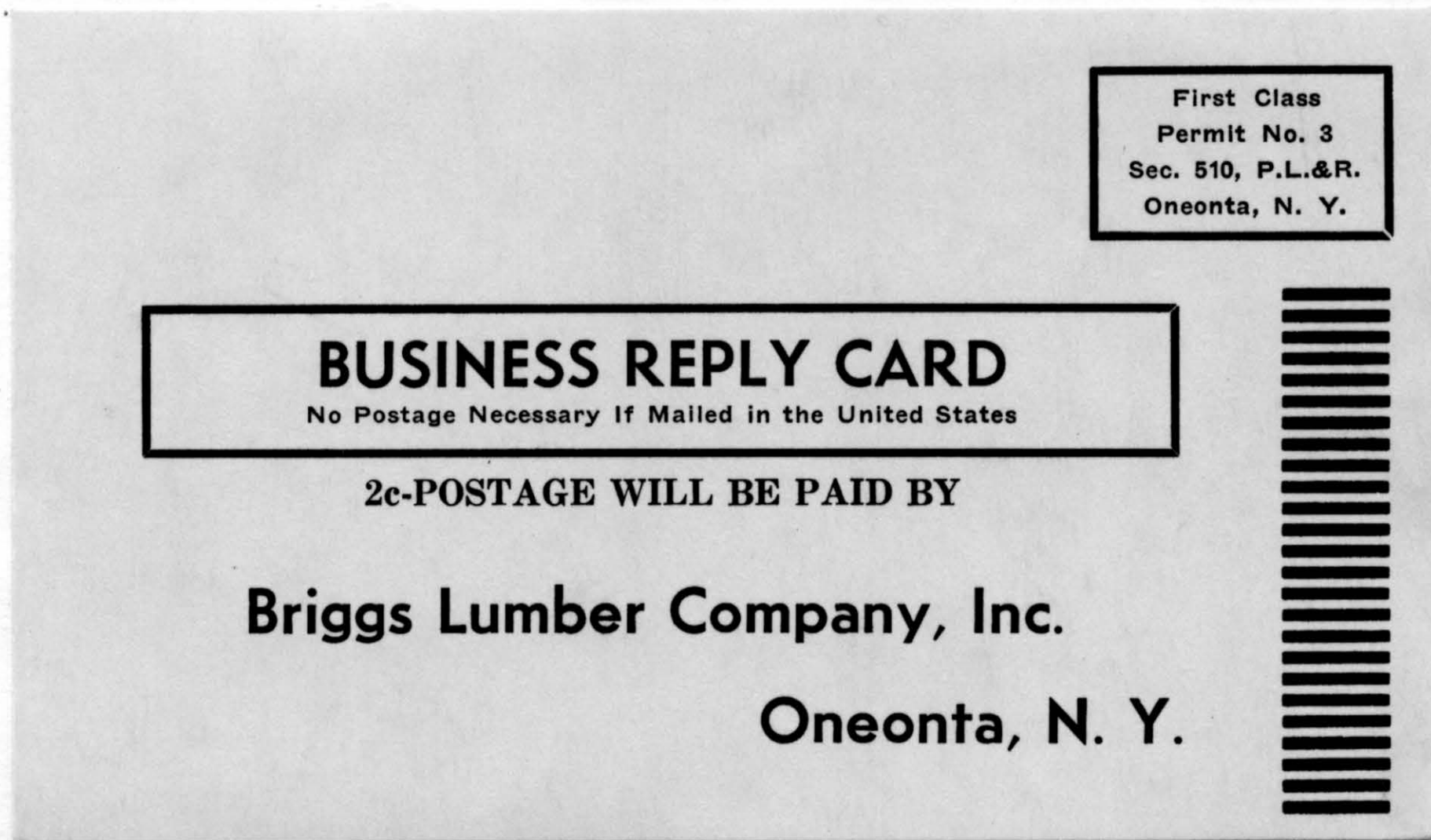
I consider your Sales Service a fine asset to the Farmers of your constituency and hope it may bear continued growth and success.

Sincerely yours,

A. F. Brown.

MAIL ADVERTISING

Envelope stuffers are always included with our invoices and when we receive an inquiry that we feel should develop into an order we enclose a post card.



When ever a circular letter is sent we enclose a return post card.

These have brought reasonable results.

## PUBLICITY

We owned a few acres of land near the city, and in about 1930 we purchased a few white cedar seedlings and 1000 balsam transplants. We planted these and for the following five years we added 1000 to 2000 balsams. These were for Christmas trees. When the cedars were 3 years old we potted 75 of them and gave the cedars to the Rotary members on their arbor day celebration. These were used 100% on lawns of members, and their interest was surprising. This year, 1953, our attention was called to one of these trees now 16 ft. high. The Rotarian remarked "it doesn't seem possible that tree was in a 3" pot and on the table at our Rotary meeting". For a period of five years the trees' growth was reported to us by many members. This was all accomplished at an expense of less than \$10.00 and the favorable publicity was priceless.

When the balsams were 5'10 to 6'0 tall we cut some, brought them to our yard, and advertised them at \$1.00 each. This was continued for several years until the trees were gone. To publicize the trees, we gave a tree to children's classes in the schools that were having

celebrations, and took a truck to the them to pick out

The parents must have heard this tree and its we heard of it whole Christmas



Christmas celebrations, and took the classes in a truck to the field, allowing them to pick out their own trees. of these children a lot regarding selection, for daily during the season.

Good Publicity?