

Back in the Good Old Days

Gear Technology's bimonthly aberration — gear trivia, humor, weirdness and oddments for the edification and amusement of our readers. Contributions are welcome.

Come with us now to those thrilling days of yesteryear...OK, this is not the Cisco Kid, but we do have a little game for you. Guess the year the following advertisements and excerpt were printed—they all appeared in a single issue of *Machinery Magazine*. Fax us at (847) 437-6618 or e-mail people@geartechnology.com with your answer and if you are the first to guess the year we'll print your name in the next Addendum and declare you the winner.

On Advertising:

Seeing the Market Whole

"We have been looking over the mechanical world with the sales manager, noting that (1) the modern market for shop equipment is universal, and is rapidly increasing in volume and extent; (2) that customers are found in industries of almost every description; (3) that the buyers are not office men, but practical shop men who originate the orders and specify makes and brands as well as sizes wanted.

"Fortunate the sales manager who has the gift to visualize this boundless field, its unlimited possibilities, its manifold, increasing opportunities, its definite objectives. If he sees it all, his advertising plans will show it, his copy will demonstrate it. If he finds inspiration in so vast a market, there will be intelligence, method, conviction, force, and possibly power, in his advertising. His copy is read not only in America, but in Europe, Asia, Japan, China, India, Australia, New Zealand, Africa, South America. It is read wherever the wheels of industry revolve. It is read for business.

"American metal-working tools admittedly lead the world, and descriptions of them are eagerly read and studied by engineers everywhere. How anxious the sales manager should be to see that these intelligent, interested, responsible men are fully and accurately

informed about the tools which it is his mission to market.

"The sales manager who sees with his mind's eye the engineering world of readers will endeavor earnestly to make every advertisement convey some definite data, idea or suggestion. To do less than this is to trifl with serious business and real opportunities. Ask any foreign dealer representing American tools for his opinion of the value of good copy in reaching the foreign engineer, interesting him, arousing his curiosity.

"The modern advertising method developed by Machinery, which shows the machine demonstrating high efficiency under actual shop conditions, makes a lasting impression on an engineer no matter where he is. He sees the tool doing the work and reads the authentic figures of production. He, too, wants results, and his competitors want them. Once he knows the best he is not likely to be satisfied with anything less. Advertising copy carefully planned to definitely and specifically inform the engineering reader, and persistently carried on month after month and year after year, builds a granite foundation under a business. In time this is called Good Will, and sometimes it is the most valuable asset that a business retains."

Thanks to Roland Ramberg of The Gear Works-Seattle, Inc. for letting us raid his library.

Did you guess? Did these machines and that bit of sage advertising wisdom appear in 1910, 1925, or somewhere in between? If you think you know, fax or e-mail us by September 30, 1998 and maybe your answer will appear in the next Addendum. Also, if you or someone you know owns a working machine from this period, let us know. If so, we may work up a story on it for The Gear Industry Home Page.



The Addendometer: If you've read this far on the page and enjoyed it, please circle 225.