

DOMINANT ADVERTISING

—IN THE RIGHT MEDIUM—

Wherein
A new idea in shoe
construction is perfected.

THE LITTLE SHOE
The New Shoe for Women

BERBERICH'S
1116-1122
7th St.

Retain
Your Youthful
Activity

THE LITTLE SHOE
The New Shoe for Women
Offers Foot Freedom

BERBERICH'S
1116-1122
7th St.

1922

54th Anniversary Sale

The Well-Dressed Woman's
Interest Centers in

PATRICIAN

A Stellar Attraction in the Greatest
Sale of Fine Footwear Ever Staged

BERBERICH'S

This 54th Anniversary Sale
Makes the Entrance of Another Star in
Our Program of Fine Footwear—

Red Cross Shoe
for Women

BERBERICH'S

“We put your newspaper to a severe test—”

There is an old saying that self praise is no recommendation, but when a prominent merchant writes his satisfaction in terms like this the voice of partisanship and personal prejudice is stilled—for business judgment, talking in dollars and cents, has the floor.

Berberich's 54th Anniversary Sale was successful. It was the biggest in their history. The Washington Times carried almost ALL of the advertising copy. The Times service department wrote and illustrated this tremendous campaign. Those are facts—significant facts!

The Washington Times made this sale unusually successful under a severe weather handicap because—first—the proposition was right; second—the medium was right; third—readers had confidence in what The Times said and what Berberich said in The Times. It is a combination that can never fail.

But then, one expects unusual results from the unusual newspaper

The Washington Times

1116-18-20-22 SEVENTH STREET N. W.
PHONE, NORTH 1622-1623

Robt. Berberich & Sons
WASHINGTON'S LARGEST AND MOST
PROGRESSIVE SHOE HOUSE

813 PENNSYLVANIA AVENUE N. W.
PHONE, MAIN 4021-4024

Washington, D. C., November 8th 1922

Mr. G. Logan Payne,
The Washington Times,
Washington, D. C.

Dear Mr. Payne,

I thought you would be glad to learn that our 54th Anniversary Sale has proven the biggest Birthday event in the history of our business. I think great credit is due The Washington Times because it was mostly Times' space, Times' copy, and Times' art work. We used altogether on this sale over 40,000 lines of display advertising within a period of thirty days, by far more space than has ever before been used by any shoe store in Washington in any one newspaper in the same length of time. But, I think you will agree that Berberich's have always been dominant users of newspaper advertising.

We went into this sale in the face of a rising shoe market. Wholesale prices were ascending; the weather had been, and was very warm; the rising temperature had lowered sales, and business was not good in Washington. In the face of this discouragement, we closed our eyes, and "commenced firing." Starting with a double truck in The Times we hammered every day in the week except Saturday and Sunday with a page or more in your paper, and we kept this up for four weeks. It took courage, and lots of money, but we believed our proposition right fundamentally, and being right fundamentally we felt big results inevitable. The sale jumped off with a "smash"; then slowed down, but the bombardment of page after page after page got the sale under such momentum, that nothing could stop its being a great success. True, we sold many shoes at a loss, and in every instance profit was shaved to a minimum, but our idea was to celebrate our 54th Birthday most appropriately, and to serve and satisfy as many customers as possible.

As you know, the House of Berberich specializes in nationally advertised shoes. We believe in advertising. - I am a student of advertising. - I like to see the wheels go around when driven by the mighty force of printed publicity. To me, this sale has been an interesting study; it has proven that dominant advertising in the right medium will force sales up regardless of business conditions.

that has shown the aggressiveness put forth by your newspaper during the past twelve months.

If this letter, or my personal recommendation will be of any assistance to you, please make use of it.

With kind regards,

Cordially,
ROBT. BERBERICH'S SONS
By: *Joseph A. Berberich*