

For more than twenty five years, Home Buyer Publications (HBP) has been leading the log, timber and more recently, the old-house industry, through good times and bad.

As Director of Sales here at HBP, I know first-hand how scary this roller-coaster economy has been. Many noted economists liken it to The Great Depression, so it got me wondering how companies that had enjoyed the Industrial-Revolution joy ride survived the economic blight of the 1930's. Of course there are plenty of stories of triumph and tragedy—but one stood out in my mind.

In 1929, when consumer spending dried up, most companies slashed advertising budgets, or did away with marketing efforts all together. Instead of retreating, Proctor and Gamble (P&G) took a bold stance. They decided to spend even more combining print campaigns with sponsorship of daily, commercial-radio broadcasts aimed at homemakers.

The campaign proved so successful, the company launched its own radio serial specifically to promote laundry detergent. Deemed the first "Soap Opera," Oxydol's Own Ma Perkins debuted in 1933 and soon became a hit with housewives across the country. Oxydol flew off the shelves. Day saved.

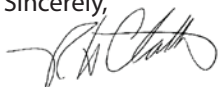
Imagine how scared those P&G marketing heads must have been in that meeting, "Look boss, instead of cutting our advertising budget to withstand the downturn, we think you should increase it!" But that one bold move helped sell millions of dollars worth of laundry detergent at a time when most Americans couldn't afford shoes for their children. Today, Proctor and Gamble continues to thrive as a market leader in the health, beauty and household goods sector.

Much like the challenges and fears P&G and others faced back then, the current economy provides us with an opportunity to explore new value-added solutions to help our advertisers and exhibitors make the most of every marketing dollar.

We offer innovative, custom-marketing solutions designed to help you reach our 5 million well-educated, affluent consumers with your message. With 15 publications, numerous live events across the country and a well-respected educational program, I'm happy to say, we're growing our audience daily.

I think you'll find that our fresh, fully-integrated marketing approach combined with the loyalty of our audience –5 million strong– can help you create your own success story during this challenging time.

Sincerely,



Rob Clutter



Rob Clutter
Sales Director
Log & Timber Media Group