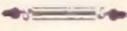
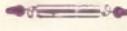


DECEMBER 27, 1919

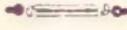


Advertising & Selling



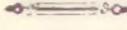
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IN THIS ISSUE:

THE LIFE STORY OF EDWARD BOK :• BUILDING A
\$12,000,000 INDUSTRY BY ADVERTISING :• "THE
JOB TASTER," BY STRICKLAND GILLILAN :• WHAT
READERS OF MODERN BUSINESS PAPERS LOOK FOR



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20th year. No. 27. Issued weekly. Entered as second-class matter October 7, 1918, at the Post Office at New York, N. Y., under act of March 3, 1879. Price 15c the copy; \$3 the year. Advertising & Selling Co., Inc., 131 East 23rd St., New York City.

The
**VITAL
 SPOT**
 TO START
 SOUTHERN
 CAMPAIGNS

The
**VITAL
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 IS THE

WRITE *H. E. Eiling*
 ADVERTISING DIRECTOR

New Orleans
STATES
 EVENING SUNDAY

-74 years!

It is a long time, judged by America's standard of progress.

74 years ago—

New York boasted a population of less than half a million and Chicago was a town of twenty-nine thousand people.

74 years ago—

There were twenty-nine states in the Union and Abraham Lincoln was a Congressman from Illinois.

74 years ago—

There was founded in New York City a trade newspaper for the retail merchants of America:

The Dry Goods Economist.

A great many things have happened since those days.

The Dry Goods Economist has seen America through four wars.

The Dry Goods Economist has watched America "grow up" to be the nation of nations.

The Dry Goods Economist has witnessed the development of the greatest merchandising people in the world—

And the Dry Goods Economist has inspired and guided much of the development

The Dry Goods Economist has seen the General Store of 1846 grow into the mammoth Department Store of today—

And the Dry Goods Economist has played a big part in that growth

And through it all the Dry Goods Economist has maintained its position as the world's greatest merchandising trade paper.

Let us give you a few facts about the Dry Goods Economist and its market.

* **97%**
of Dry Goods and allied lines are sold on the recommendation of the Retail Merchant. In the eyes of the Consumer he is responsible.

REGISTERED BY TRADE MARK

Do you really know the DRY GOODS ECONOMIST?

DRY GOODS ECONOMIST
239 West 39th St
New York

American Styles AND WORLD WIDE

JAN
17

Eighteen thousand copies!—to the big merchants in every corner of the globe. The big spring buying number.

FORMS CLOSE
JANUARY 10th

DRY GOODS ECONOMIST
239 West 39th Street New York

Advertising & Selling

Established 1891

J. M. Hopkins, President;
Robert E. Ramsay, Editor;

H. B. Williams, Vice President;
Paul W. Kearney, Associate Editor.

William B. Curtis, Treasurer;

29th Year

DECEMBER 27, 1919

Number 27

Successful Salesmen Are Saving Salesmen

**While In Almost Every Business the Man Who Saves
Is the Man Who Wins, the Saving Habit Is More
Important to the Salesman Who Would Succeed Largely**

By SAUNDERS NORVELL

Chairman, McKesson & Robbins, Inc.

HOW much money should a salesman save out of his salary? My answer to this is that after dressing neatly and spending enough to keep up a good appearance you should save every cent you can. This applies especially to young salesmen. The money of a man twenty-five years old is worth about ten times as much as the money of a man seventy years old. When you save money when you are twenty-five you have a chance to use that money and to obtain the dividends and advantages from it for many years. Of course, when you are past seventy the game is up and money is not worth very much.

Following this same line of thought when a young fellow of twenty-five goes out and carelessly "blows in" \$5, as a matter of fact, he has spent \$50. The old man can afford to be very much freer in spending his money, because he is not likely to get the benefit of what he carries over. Nevertheless, strange to say, you will find that the young man is much more willing to spend his hard-earned money than the old man. This is probably because the old man has learned the value of a dollar.

When I review the past thirty years there comes to me in memory those men who saved money and those who did not. Those who formed the habit of saving may not have been very brilliant men, but a large number of the salesmen I have known who were spendthrifts have "gone to the dogs" or are eking out a miserable

Care is Contagious

HAVE you ever noticed that the man who is careful with his funds is careful about his friends?

That the man who is careless about his cash is usually just as careless about his correspondence?

While there are exceptions to the rule—of course—the man who is careful in any one personal habit is usually careful in the others.

From this point Mr. Norvell argues in this article that **SUCCESSFUL** salesmen are usually salesmen who **SAVE**. And those who save money usually save time; give attention to routine, route sheets, etc.

There's a lot of good food for thought in this article that can be used by almost every sales manager.

THE EDITOR.

existence with poor and illy-paid positions.

When you have saved up a little money good opportunities for investment will offer themselves. The salesman, of course, who has accumulated no money can not take advantage of such opportunities.

I remember a number of cases where corporations I have been with have offered salesmen an opportunity to buy stock. Some of these salesmen have bought and have done exceedingly well through the increase in the value of the stock. Other salesmen, however, who lived up to every cent they earned, could not grasp such opportunities.

HOW JOHN D. STARTED

One thousand dollars saved from his salary of \$10 a week as a bookkeeper enabled John D. Rockefeller

to buy an interest in the Cleveland produce firm of Andrews & Clark—his start. The same amount saved by Henry H. Rogers from his earnings as a New England grocery clerk enabled him to open an oil refinery at Titusville, Pa., on the discovery of oil and there with Rockefeller lay the foundation of Standard Oil. From the savings of himself and mother Andrew Carnegie was able to take advantage of the offer of an interest in the first sleeping car and begin that wonderful career of pyramiding riches. The sum of \$100 saved is said to have bought James Couzens of Detroit his interest in the Ford Co., from which he pulled out millions. None of these men had rich relatives or friends to help them—they all helped themselves by saving. There is scarcely a young salesman in America today who has not as good, if not actually a better start than any one of these men.

It takes a great deal of determination and will power to save money. Not only is there the call of pleasure, but just as soon as a young man becomes a producer there are usually a number of relations who wish to be helped out. Years ago I knew a certain shoe salesman. His earnings were from \$5,000 to \$10,000 per annum. He had five sisters. These sisters became very artistic and literary. They never did any work. I have seen them sit in rocking chairs discussing the nebular hypothesis for hours. They all lived on their brother. When he fell in love with a very attractive girl they broke up



Pull of this kind works.



Lock it up and throw away the key.

the match. They are now all old maids. They are wonderfully well educated but none of them will ever condescend to teach school. He is now a broken-down old man trying to hold his job as salesman and still supporting these five sisters. They have never done a bit of work in their entire lives and won't. Everybody should do some useful work. Many a poor salesman is loaded down with a wife and daughters who do nothing but entertain. He is too proud to complain, but he can never get up in the world because on account of his burdens he never has a cent to invest.

THE MATTER OF FRIENDS

Like Thomas Jefferson, he is being eaten out of house and home and his substance absorbed between relatives and friends, and when his working days are over he will have nothing left to show for his life's work but a tombstone and maybe not even that.

Jefferson said: "There is no remedy; we must entertain our friends." But we now know that his friends bankrupted Jefferson and they will bankrupt all of us, if we do not keep them within the bounds of our pocketbook.

"They pretended to come out of respect and regard for him," says Captain Bacon, steward of Monticello, the home of Jefferson after his retirement from the Presidency, "but I think that the fact they saved a tavern bill had a good deal to do with it, with a good many at least. They traveled in their own carriages and came in gangs, the whole family with carriage and riding horses and servants, sometimes three or four such gangs at a time. We had thirty-six stalls for horses and only used ten of them for the stock we kept there. Very often all of the rest were full and I had to send horses off to another place. I have often sent a wagon load of hay up to the stable and the next morning there would not be enough left to build a bird's nest. Such hospitality, I realized, must ultimately bankrupt the Master. Unknown to him, I gave orders that half rations only should be supplied to the horses of the guests, but he soon learned of it and countermanded my order. He knew, he

How Saunders Norvell Gets Better Results

WITH traveling expenses sky-rocketing; sale costs emulating Roland Rohlf's in the matter of altitude records the problem of the average sales manager today is—where he has to get orders at all, luckily for some they do not have this problem at this time—**GETTING BETTER RESULTS.**

Here is just one gem that I picked from this article of the extremely popular series Mr. Norvell has had appearing from issue to issue in this publication.

"One of the best ways I have found to make work easy," says Mr. Norvell, "is to turn work into a game and then have everybody playing the game to win.

"The way to apply this to salesmen is to compare the results of each salesman every month with other salesmen.

"This means competition and when you get a force of salesmen competing with each other then there is a lot of fun.

"Of course, in addition to the fun there should be substantial rewards for the successful men.

"When tired salesmen with bad habits are put up against a real competitive system, they either change their habits or they resign."

"Oh, that is an old idea," did I hear you?

"Granted." I will reply, "but did you ever try it? It works."

said, that his income was being exceeded, but he was too polite to refuse his hospitalities to the world, if it chose to honor him with a visit, as long as he had the means with which to extend the hospitality sought by his guests."

And the expected happened—Jefferson went broke; also Madison from the same cause.

And "Monticello" and "Montpelier"—the latter the ancestral home of Madison—passed into the hands of strangers. To keep the wolf from the door, we must keep our finger on the purse strings. Let the world call you "tight-wad," "hard-boiled egg," "old frozen face" and other compliments, but remember boy that money is your only friend in need and that every dollar, which through sacrifice and thrift, you and your family can lay by for another day, is a stepping stone to help you climb to a position where you may be independent of other men.

HOW TO SAVE

The only way, my dear boy, for us to save money is to put it somewhere where we can not get at it. It is even a good thing to go into debt with good judgment if you buy something that is worth while. This compels you to make weekly or monthly payments. It compels you to save. It gets your money where others can not get it away from you, but under any and all conditions make it a point to save a little money every month.

There is no reason why a salesman should not answer letters promptly. I always preferred to have salesmen answer my letters by turning them over and writing on the back. I never objected to salesmen using pencil nor did I object to the writing being somewhat wavy if they wrote on the train, but what I did want was a prompt and satisfactory reply to my letters.

I remember on one occasion that a sales manager came to me in despair. He said he could not get one of our very best salesmen to answer his letters. He said this salesman was good at selling goods but he completely ignored every important communication sent to him from the home office. I smiled and said I was sure he would answer my letters.

The sales manager said, "All right. I would like to see you get an answer out of him."

So I wrote this salesman asking him a certain question. I waited a week. No answer came. I then telegraphed him that on a certain date I had written asking a certain question and asked for a prompt reply. No answer came. Then I called in the cashier and gave him certain instructions. In about ten days we had a letter from this salesman asking where his salary check was for the previous month. He stated it must have been mis-sent; he would like to know where it had been sent. To this letter we made no reply. In a few days we received another letter of a very warm character, not only inquiring where his salary check was but also why we had not answered his letter on the subject on a certain date. To this letter we made no reply. In a few days we re-

(Continued on page 38)

Building a \$12,000,000 Industry By Advertising

**How We Expect to Accomplish This Even
Though No Additional Sales Are Made**

An Authorized Interview with

FITZHERBERT LEATHER

Advertising Manager for the Northwestern Fruit Exchange

FITZHERBERT LEATHER, advertising manager for the Northwestern Fruit Exchange and Skookum Packers Association of Seattle, distributors and growers respectively of "Skookum" apples, spent the summer in New York developing the 1919 "Skookum" advertising campaign. Incidentally Mr. Leather made an exhaustive trade investigation relative to the Northwest apple industry, examining particularly the various markets of the East and South. Before starting for the East he toured the Pacific Northwest apple-growing sections, addressing the apple growers in their various home districts, and he gives us the news that these addresses were illustrated with thirty-five hundred feet of moving picture film which demonstrated the advertising and marketing of the Northwest apple under modern organization.

"This tour," said Mr. Leather, "was, perhaps, quite a feat, and is, I believe, without parallel, or precedent. You might call it a pioneer undertaking among pioneers, and perhaps typical of the western spirit. No matter what the obstacles we were determined to show the moving pictures and we often showed them in the cork-insulated cold storage of the apple plants. It was quite an undertaking, too, to transport our apparatus by automobile through these mountains, but the reward was such as to make it all worth while. Away up in the Okanogan country, for instance, three hundred growers and their wives and children came down from their highland orchards; they brought their lunches with them, and made a fete day of it. Some of these apple growers were pioneers of thirty years ago—discoverers of the wonderful apple-growing qualities of this volcanic ash soil long before a railroad penetrated the wilderness and attracted the large numbers who have made these parts famous the world over for their apples. You may imagine that these pioneers were exceedingly interested to have at first hand, as it were, a demonstration which showed them the magnitude to which



Copyrighted 1916 Northwestern Fruit Exchange

The famous Skookum trade character.

had grown their own first pioneer endeavor."

THE FIELD FOR A \$12,000,000 ECONOMY

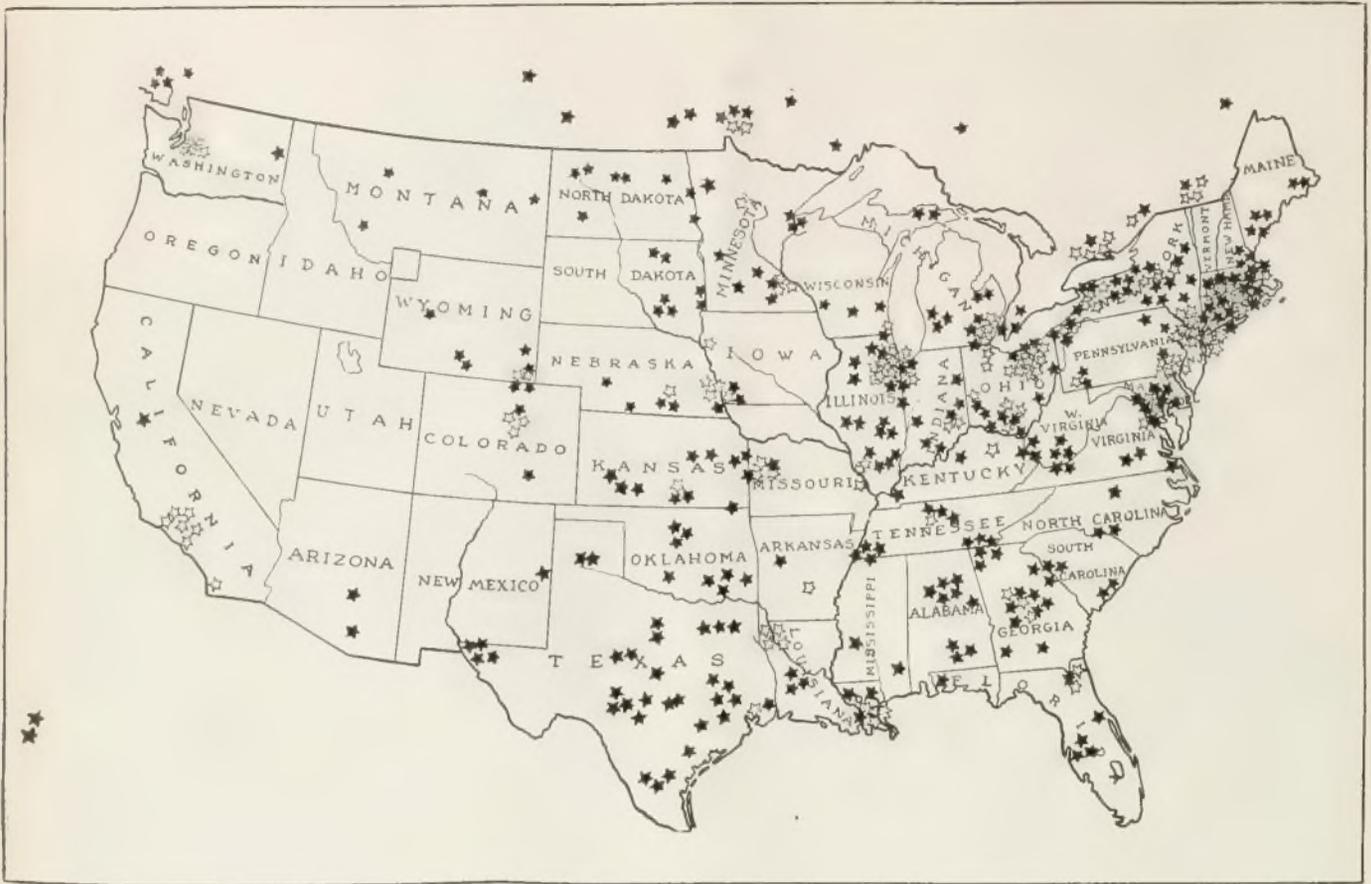
"The Northwest apple industry is in process of crystallization as to scientific marketing and advertising. To put the thing in a nutshell the Pacific Northwest is losing today in cold cash perhaps not less than \$12,000,000 per annum on its apple crop due to its not being in thoroughly organized state. That is to say, if the Pacific Northwest were unified to the extent that the Sunkist orange growers of California are unified they would be enriched to the extent of this tremendous sum, and moreover they would have all that goes with it—satisfaction of maximum accomplishment and peace of mind. At the present time it is not chaos, but to the man who realizes in a lifelike way what could be done in the Northwest, it approaches that. To show you the point: Not less than fifty percent of the growers of the Pacific Northwest (and there are fifteen thousand of them) sell their crop independently of any organization, to independent buyers at prices which are guessed at. It is the fact that last season one large

metropolitan market was so 'badgered' with these independent sales that it was made practically a dumping ground; this market bought Extra Fancy Northwest apples at 65 cents a box less than the price at which Skookum Extra Fancy was being sold for sixty miles away and at other points. Moreover as an added attraction cold storage charges were 'thrown in' with this low '65-cent-below' price. To cite another instance of 'chaos': a quite important independent group of apple growers in a fine district last year sold its crop to an independent buyer at 85 cents per box less than the ruling market. This was almost half-price. Understand that just across the range from this district another district actually received at the same time over \$1.00 more per box than this price. You may appreciate how this makes for 'chaos' in the Eastern and our other markets, disrupting prices, stalling sales, and so forth. In fact our Skookum organization throughout the season, and particularly early in the season, is bombarded with information that 'so-and-so' is offering forty, fifty, sixty and seventy cents a box less than the Skookum quotation. It was my pleasure to visit this section which had sold its apples so low, and you may rest assured they were very much interested in cooperative marketing."

ORGANIZATION DESIRED AND WELCOMED

It appears that leading growers of the Northwest have from time to time made strenuous efforts towards complete cooperative marketing, and the effort of the Skookum Packers Association and the Northwestern Fruit Exchange is on this line.

"The Skookum organization has now been in existence ten years, and has made steady gains in allegiance of growers. Within the last year alone two thousand new growers have joined the cooperative movement, packing under the Skookum brand. Skookum is the only all-Northwest organization in existence, others being circumscribed



Map of the United States showing Skookum distribution.

by local districts, the Skookum growers being located in Washington, Oregon and Idaho. The Skookum Advertising Department has often been requested for information as to the 'system' of organization and operation of the Skookum group. These requests come from many different activities—from professors of business departments of colleges, from agricultural departments, from producing groups everywhere, all indicating an alertness on cooperation. Perhaps the Skookum organization is one of the most interesting developments of this interesting age of organization and cooperation. Briefly it is in two divisions. At Seattle we have the Northwestern Fruit Exchange, a purely distributing and marketing organization, with expert sales force and expert traffic department, and, of course, accounting and all other necessary departments. The Exchange's work may be divided into six groups: (1) Crop estimates, to know the pack which it has to sell. (2) Price research, which involves feeling out the market, getting at the buying power of the country, research as to other fruit crops, all conditions bearing on price. (3) Sales or distribution, which involves selling the apples in

the best markets; a very big problem; also involves opening new markets—export for instance; though new markets have been opened in North America in a very stupendous way under the Northwestern Fruit Exchange operation. We are shipping to over one thousand carload markets today as compared with not over twenty-five twelve years ago. (4) Delivery, which concerns the traffic department. (5) Accounting, which concerns collections and payment of money to growers. (6) Advertising. A seventh department might be described as coordination with the Skookum Packers Association. The second division is the Skookum Packers Association, also making headquarters at Seattle. This is a purely growers group, the growers being located in different sections or districts throughout the Northwest, Seattle being central to these districts. The districts it should be understood are separated by physical boundaries such as mountain ranges, stretches of non-apple growing country, and so forth. For instance at Omak in the Okanogan, we have a district separate and apart from any other, quite isolated. Here we have a large number of orchards, a single railway

line, a single large packing plant. Naturally the Omak growers get together under one management. They could not function otherwise—therefore they constitute themselves a local unit, cooperative locally to the point of getting their pack ready for shipment and sales. All over the Northwest are units such as this, and these units join together as the Skookum Packers Association, with its Executive Committee, president, general manager, secretary, treasurer, and so forth. The Association also has its system of inspection, with chief inspector and sub-inspectors, that the entire pack may be uniform and packed according to the uniform grading rules which it establishes. Thus the pack of Omak will be the same pack as Medford, though four hundred miles apart. The Association is non-profit, and holds meetings annually as a whole, the Executive Committee meeting frequently. Except for the inspectors the officers are all growers active at their own plants, and there is no fund required, practically, the expenses being nominal for the Association.

EXCHANGE ACTING FOR UNITS

The Northwestern Fruit Exchange acts for each unit, and not

for the Association, selling and making returns direct to the management of the individual unit, the apples of the units being usually accounted for locally (on the books of the unit) in pools of so many cars; whereas the Exchange makes returns on each individual car, selling, of course, in carlots only.

The vast work of the Northwestern Fruit Exchange in the apple season, lasting from August 1 to approximately January 1, may be gauged by the fact that during this period it exchanges over thirty thousand telegrams, not counting telephone calls, with the various units and with the various branch sales offices and in its other departments of work. The intense part of this work is, of course, in making the market. Some of these telegrams are remarkable examples of the use of the 'wire' in these days of intense salesmanship even: The Exchange frequently sent out wires over a thousand words long. You may contrast this intense effort with the condition which would exist without this character of progressive scientific marketing, without any cooperation whatever—and a condition which actually did exist twelve years ago—namely, the market made as they pleased by two or three wealthy speculators in the hotel lobbies of the largest producing section of the Northwest. It forms quite a contrast. As it is today the last cent is obtained for the grower, and it is most interesting to note that in normal periods the grower actually gets under the Skookum system two-thirds of the price the retailer pays for the fruit only omitting the freight charges from this calculation; this calculation includes the wholesalers profit and all charges. The calculation also includes the advertising charge, or assessment on Skookum."

ADVERTISING THE GROWERS' REDEEMER

It is Mr. Leather's opinion that advertising has been and will be the salvation of the Northwest apple industry, and supporting this statement he says:

"Skookum is, of course, the dominant pack of the Pacific Northwest apple industry. It is advertised, nationally—it is a household word for the very best apples. Skookum advertising has opened up market after market—wholesalers and retailers where only before barreled apples were known have been encouraged to try a first car or two because of the advertising. Later

they have bought more. Advertising has put Northwest apples, as it were, on the map. Skookums are more than mere apples—they are scientific, heavy with mineral content—luscious, superb fruit. They are both a luxury and a staple. Advertising drives all this home. The tremendous sales energy of the wholesale and retail fruit world focuses on advertising. Skookum advertising has called forth wonderful dealer cooperation. It has been a tremendous help and stimulant to them. Further, the Northwest apple is a long way from market, with heavy freight charges. It must sell, therefore, at a much higher price than the locally grown apples. Moreover it is sold under cold storage charges often, and always in boxes, each apple wrapped in tissue—higher cost. We must therefore make our apples articulate their virtues or values to obtain price and acceptance—advertising must help here. Moreover, we have a very large crop (this year it may mean fifty millions of dollars output) and must have thin distribution—that is, wide distribution; advertising opens the markets to gain this for the crop.

"This is all obvious. But extremely important, and no doubt novel to much of the advertising world is the part which advertising plays and is to play in unification or crystallization of the industry into still

further cooperation. Advertising here is to show tremendous, I might say almost inexorable force. I believe, in fact, that within a very few years advertising is to show the clear path to the entire Northwest industry, and that it will be the great force in final crystallization.

EVILS OF DIVERSIFIED PLANS

"Let us assume that there are a dozen brands in the Northwest nationally advertised. Such advertising would be abortive. Volume of pack would be missing—there would be lack of supply. Further there would be confusion—a dozen or twenty brands would confuse the consumer and confuse the dealer; there would be a dozen salesmen as it were calling at once, more or less interesting according to the 'supreme' character of the organization. The dealer would, because of shortage of supply, be unable to concentrate on one brand; if he did his customers might be concentrating on the other; there would be the very antithesis of coordination, of pure scientific advertising. It would be a fiasco.

"Further, there would be no uniformity of pack. This would further confuse the market. Today there are hundreds of different labels on Northwest boxed apples, and hundreds of varying quality within—thousands and thousands of boxes



Box label showing combination of local units and Skookum trade mark.

going out to market labeled and stamped with grade mark, but which have had no efficient inspection, and which wholesalers open up and buy on sample and not on reputation.

IMPORTANCE OF ONE PURSE

"But more important than all these considerations is the fact that advertising the Northwest apple industry to its salvation must have one single great fund—one treasury. Twenty more or less brands advertised means, positively and absolutely, not advertising, but confusion and stultification—merely distressing the consumer. Never in history has the true philosophy of advertising demanded 'concentration' as this year, with a huge amount of advertising pressing on the public. Breaking up the fund into small, non-cooperating amounts would mean weak advertising; a small fund can buy very little space, and could not accomplish the great things that must be accomplished for the Northwest apple. That Skookum has been able to accomplish true advertising has been due to its large pack, and large fund accordingly, and also due largely to its having the field alone—it has in advertising as it were stood out like a great star in the deep blue of the night, alone, the first apple advertised, and with a trademark and name which is generally regarded as of the extreme in power; it has, too, commanded extreme cooperation.

"To cite an instance of the need of large fund: The Northwest apple to 'conquer' New York needs to put on special displays of fruit, in magnificent style, under proper management. Northwest fruit should be exhibited all over the markets of the world, domestic and export, and should be advertised in foreign markets—this is an important thing for the near future. Countless things must be done which only a concentrated, large fund, can do.

CONTROL DEMAND AS WELL AS SUPPLY

"Furthermore, to obtain the maximum price for the Northwest apple there must be maximum demand. Regardless of prices now obtained, the Northwest is losing millions of money annually on the advertising deficiency account alone, because the maximum advertising is not done in the maximum, the most potential way, to obtain the maximum demand which alone will bring the maximum price.

"And again, there is the other side, that is to say: The time is not far distant when other sections than the Northwest will develop their apple marketing on a plane of modern efficiency. Not to anticipate this time is suicide on the part of the Pacific Northwest apple industry, with its long freight haul, its high costs of production, its distance from market. Advertising, in a word, is the salvation of the industry, and advertising can only be efficient when the entire industry is unified under one advertising fund. This again, will demand uniformity of pack and man-

agement—hence crystallization is focussed directly on advertising.

"Thus advertising demonstrates its unique power as a crystallizing force in a great industry. It is dominant. The Northwest will not get the maximum protection for the industry, insurance of its existence, maximum return, maximum distribution, maximum goodwill and stability, until it is unified under the force of advertising. You will readily grasp the importance of my recent tour throughout the Northwest, by this statement, and also appreciate that advertising was the force that impelled that tour."

Minister Defends Use of Posters By Church

At the Same Time He Warmly Commends the Use of Out-of-Door Advertising

REV. FREDERICK WINSLOW ADAMS, pastor of Trinity Church, of Springfield, Mass., in his pulpit recently defended the outdoor poster advertising campaign of his church, announcing that Jesus advised going out into the highways and by ways after people to bring them to religion and that the "only publicity" he knew which fulfills this command is out-of-door advertising. Rev. Adams said in part:

"Two or three people have criticized Trinity Church in the public print for advertising by posters. Perhaps most people would consider this too insignificant to notice, but we like to be thought gracious enough to give 'a reason for the faith that is in us.' I can remember when churches were criticized for advertising in newspapers, and even today some ministers refuse to announce their sermons in print. They consider it undignified.

"The crime of Trinity, however, is not publicity, but the kind of publicity—poster advertising. First, the poster in front of the church has been criticized by two persons as unsightly. Granted. But, why was it not criticized last June when it advertised the Centenary campaign and the Liberty Loan? Then it was commended in the same paper that now ironically refers to it as 'decorating' Trinity Church.

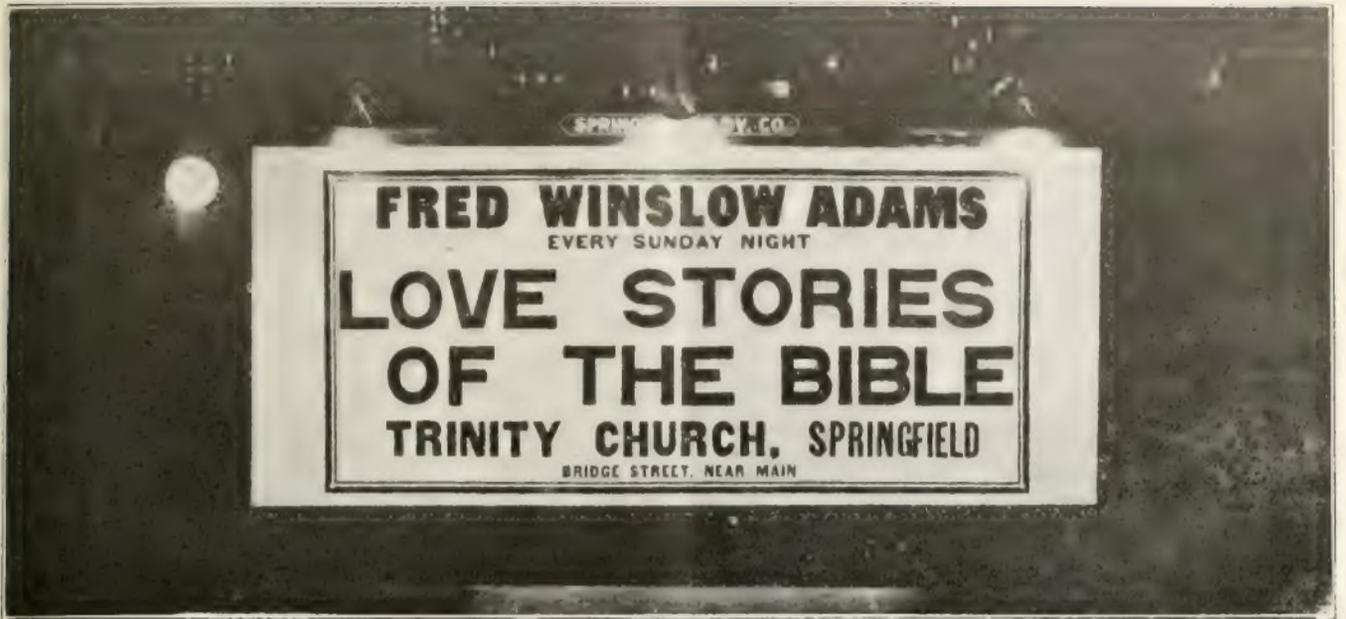
CHURCH FOLLOWS GOVERNMENT'S LEAD

"Do the two critics recall that such posters were placed in front of public libraries, postoffices and va-

rious Government buildings all over this country, to help float the Liberty Loans? They were temporary, of course. So is Trinity's poster. We are trying to build up a Sunday evening constituency in a downtown church. The poster will soon give way to a permanent and, we hope, 'artistic' sign.

"The other criticism is that the Church should not use poster advertising at all. But the very newspaper that criticizes Trinity for advertising the 'Love Stories of the Bible' on the posters, advertised its own 'Ludendorf's War Story' on the same posters last summer. Is it all right to advertise a newspaper out of doors, but wrong to advertise a church service through the same medium? Jesus said 'the children of the world were wiser in their generation than the children of light.' But why should they always expect a monopoly of such wisdom?

"One critic says, 'What shall it profit to fill the church and offend the whole community?' That is a fair question. Jesus raised it, and he again and again offended the whole community and thought it profited eternal life. Wesley defended the good taste of the whole community in his day, but historians declare he saved England from the repetition of a French revolution on English soil, and church historians declare he saved the then moribund Church of England itself, so it profited. The Salvation Army has shocked the whole community



Twenty-four sheet illuminated poster displayed in front of a church in Springfield, Mass., the criticism of which brought forth a strong endorsement of poster and outdoor advertising from the pulpit.

for its publicity methods again and again, but who so prudish today as to say it has not profited?

"But I am not egotistic enough to accept such high praise as that Trinity has offended the whole community by its outdoor publicity. Most of the community probably haven't even heard of it and never will. But to use the critic's phrase, 'What shall it profit the Government to raise the fourth Liberty Loan and offend the whole community by its outdoor publicity. raise its Charity Chest and offend the whole community? Or the Methodist Centenary to raise \$165,000,000 and offend the whole community? Of course, the answer is obvious. They did not offend, though all three used the posters in their publicity campaign. Why, then, does Trinity Church offend in using such a legitimate medium to invite people to church?"

"'Going altogether too far,' the third critic is reported as saying. But certainly no farther than Jesus commanded, for He said, 'Go out into the highways and byways and compel them to come in.' Then we settle down in our smug complacency and say, 'Well, here is the church, the doors are open, everything is dignified and if the people won't come in it is their own fault.' But Jesus said, 'If they won't come, go out into the highways and byways after them.'

THE MEDIUM OF THE HIGHWAYS AND BYWAYS

"The only publicity I know that fulfils this command is out-of-door

advertising—the posters are in the highways and byways. On them Trinity has invited people to church. If this is a crime, then it is a crime for Christianity to go out to save the world.

"I am not forgetting that out-of-door advertising is considered by some folks unethical, but I am willing to defend the thesis that billboards are as artistic, honorable, ethical and economic as any other kind of advertising, such as newspapers or magazines.

"One critic says 'the church should stand for all that is good or beautiful.' Certainly, but the church doesn't commit itself to the Republican party politics, or the saloon interests by advertising in the *Union*, or to the Wilson policies or 'the national joy smoke' by putting its church notices in the *Republican*. Then why should it be held responsible for any unethical features of a poster by putting a church notice there? The church is at least in as select company there, with the Government, Charity Chests and the very restricted class of advertisers as can be found in any advertising medium doing the same amount of business in America.

"No, I cannot believe the church is going to be open to any general criticism for publishing its invitations to attend church in as clean and democratic a medium as out-of-door advertising."

Additions to MacMartin Agency

Arthur C. Janisch, recently with the Minneapolis Steel & Machinery Co., joined the copy staff of the MacMartin

Advertising Agency, Minneapolis. J. C. Fabbrini, formerly with the Department of the Interior, has also been added to the copy staff. Porter E. Harder, formerly in the sales department of the Minneapolis Steel & Machinery Copy, has joined the research department of this agency.

New accounts acquired by the MacMartin Agency are as follows: Northrup & King, seedsmen, Minneapolis; Underwood Farms, nurseries, Lake City, Minn., and the Motor Institute, school of automotive engineering, Minneapolis.

Howard Davis Has Additional Duties

Howard Davis, business manager, New York *Tribune*, has been elected treasurer of the bureau of advertising of the American Newspaper Publishers' Association.

Believes Cooper Series Will Help Greatly in Securing Foreign Trade

AMERICAN MANUFACTURERS' EXPORT ASSOCIATION.

165 Broadway, New York.
President, W. L. Saunders. Secretary, Robert F. Volentine.
December 22, 1919.

Editor ADVERTISING & SELLING:

Your letter to Mr. W. L. Saunders in which you enclose a full-page advertisement that will appear in the December 27th issue of Leslie's Weekly has been referred to me. Both Mr. Saunders and Mr. Volentine are heartily in accord with your statement to the effect that the subject of foreign trade is vital to the general prosperity of the country and they believe that the series of articles which you plan to run will go a great way toward bringing this point home to the manufacturers of America.

The articles should prove extremely interesting and I personally will look forward to the pleasure of reading them in your valued publication. Every American manufacturer engaged in foreign trade should, in my opinion, take advantage of this unusual opportunity.

The American Manufacturers' Export Association will be glad to co-operate with you to the fullest extent in securing information or in any other way that we may be able to serve you.

With best wishes for the success of your campaign, which I do not doubt for a moment, I am

Very truly yours,
AMERICAN MFRS. EXPORT ASSN.,
Frank Van Leer, Jr.,
Editor of Association's Publications.

The Men and Women Who Make Our Mediums

EDWARD W. BOK

One of a Series of Informal Visits With the
Leading American Editors and Publishers
With the Object of Interpreting What They
Mean to Advertisers.

By EDGAR MELS

"MOTHER wants a dime's worth o' rolls and see that there fresh," said the little girl and the boy behind the counter of a Brooklyn bakery placed twelve rolls in a nice paper bag and received his money in exchange. That was many years ago, when rolls were cheaper—and labor, for the boy behind the counter was receiving the munificent sum of fifty cents a week.

Forty-three years later—that being about January 1 next, the boy, now Edward William Bok, will retire as editor of the *Ladies' Home Journal*, after a brilliant career in the journalistic-civic world.

So remarkable has been his career that this story should be a la childhood fairy tales: "Once upon a time." The son of educated Dutch people who met financial shipwreck, born in the Netherlands in 1863, a resident of the United States since his sixth year, Edward Bok has conquered obstacles aplenty, and has materialized his youthful dreams. Editing a woman's magazine, he has been a he-man, virile, positive and a force in any sphere in which he happened to be.

But let us look at the man who made the periodical which stands a monument to his editorial genius. First of all, Mr. Bok is positive. The writer knows this from an encounter he had many, many years ago, when both of us were still young and beautiful. Mr. Bok had just established a newspaper syndicate. The writer had just returned from three years in South Africa. A letter to Mr. Bok, written on both sides of the paper, came back a few days later, annotated at the bottom in the editor's own fist: "You are newspaper man enough to know better than to write on both sides of a sheet.—BOK"

Years later the writer sought to become publicity manager of an international organization active in the war. Mr. Bok's aid was enlisted and the writer travelled to New York on the telegraphic re-

Bon Voyage Brother Bok!

SEVERAL weeks ago an announcement appeared in these pages that effective January 1, 1920, Edward Bok, for thirty years editor of the "*Ladies' Home Journal*," would retire at the height of his career to "devote his time to play and doing for others."

"The average business man is afraid to retire because he wouldn't know what to do," said Mr. Bok.

The accompanying personality story of this leader in the editorial field, published coincident with his retirement from active work, was written by Edgar Mels, newspaper and magazine writer; for three years on the editorial staffs of the Philadelphia "*Public*" and "*Evening Ledgers*"; frequent contributor to "*Collier's*" and "*Leslie's*" weeklies; "*Independent*," "*Outlook*," "*Saturday Evening Post*," "*Ladies' Home Journal*," "*Scientific American*," "*Munsey's*," etc.

At 19 was editor of the *Johannesburg, South Africa, "Daily News"*; has written a number of photoplays for William Farnum, Pauline Frederick, Leah Baird, Alice Joyce, Olive Thomas, etc. During last year of war was in publicity department of American Red Cross at Washington; advertising and publicity manager of Lubin's motion pictures, when that concern was the largest of its class in the world.

Again we say "Bon voyage," Brother Bok, on your journey of the future.
THE EDITOR.

quest of the head of the New York branch. Arriving he found that the manager had left town. A day's wait followed and then came the further discovery that the position had been filled within a few minutes after the telegram in question had been filed. So the writer put in a bill for railroad and hotel expenses and waited—for four weeks. An appeal was made to Mr. Bok. Within twenty-four hours the New York manager sent the check. Just what Mr. Bok wrote, is not known, but that it was vitriolic, is certain.

For Edward Bok hates fraud and sham bitterly. Take as a passing instance his fight on patent medicines in the columns of his magazine. Pouring forth invective, based on facts, Mr. Bok pounded

the patent medicine fakers into a state of semi-coma. The magazine refused to accept any such advertising, lost hundreds of thousands of dollars annually and—gained twice as much in consequence.

Then came the agitation for woman suffrage. The editor, married to the daughter of Cyrus H. K. Curtis, had fundamental ideals of womanhood. He had placed women on the pedestal of worship—of motherhood. He recalled his mother—he was reminded by his wife. And so he pitched in tooth and nail, with pen and tongue. Using the huge circulation of his paper as a medium of obtaining a consensus of opinions, he launched a national campaign against votes for women—as unnecessary unwanted and unwomanly. The result was a storm of hurricane proportions. What the militants thought of him could never be repeated in a family paper. What he thought of them and their crusade he said explicitly and frankly in an interview in the *New York Times* in 1909. He declared that women were indifferent to suffrage but that they could get it any time they really wanted it. And then—listen to this and—dare to read it to some woman:

"The field of politics as a new excitement for a few restless American women is barred to them by their own sex." Then he quoted from a huge number of letters which had passed between him and thousands of women the country over. He proved to his own satisfaction that women did not want votes and wound up by saying:

"The ballot in woman's hand would bring about a condition of political polemics that would be surprising even to its present supporters. We would have a feeling not only of sex against sex, of women against men, but you would create a feeling of sex against itself that would be anything but picturesque. A woman is relentless when it comes to her own sex . . .

NOTICE TO ADVERTISERS

Owing to great shortage of print paper, The Globe has been compelled to adopt emergency rules limiting the space to be used by any advertiser until December 31.

At a time when hundreds of newspapers throughout the country are without any paper, even such difficulties as our temporary shortage are insignificant.

To buy additional paper at from \$180 to \$240 per ton in the spot market would but further inflate the price and tend to deprive those without supply even of this desperate recourse.

The above notice, inserted on the first page of the New York Globe, backed up by telephonic messages to all large local advertisers, that on and after December 16 no advertiser would be permitted to use over one page (8 columns) in any week, will enable The Globe to turn the year without going into the open market for many tons of paper at prices above \$200 per ton.

This step meant the sacrifice of many thousands of dollars of profit to The Globe, but it released just so much more print paper for those without supply. It will have an influence toward keeping the price of print paper just a bit lower and shows the way to other publishers willing to make similar sacrifice in the emergency.

Only one or two advertisers protested against the curtailment of space, but they were shown that any other course would ultimately lead to their paying for the high priced print paper, through advance in rates, if The Globe permitted them to force it to buy spot paper on which to print their advertising.

THE NEW YORK GLOBE

JASON ROGERS, Publisher.

Member
A. B. C.

180,000
A DAY



(Copyright Ledger Photo Service)

Edward W. Bok, with two of his dogs, starts his playtime. He has resigned, effective January 1st, as editor of the *Ladies' Home Journal*, after thirty years' service. He intends to spend the rest of his life helping others and "taking things easy."

Woe be to any people or condition that makes it possible for a woman to take it out of her own sex."

WAS AVERSE TO WOMAN SUFFRAGE

Next he referred to the movement as "an excitement, an outbreak, an expression, and to my mind, an unnatural expression of an unnatural condition that goes much deeper than mere woman suffrage." Continuing in this strain, he said further: "Woman, by her very nature, is a personification of nervous energy, of emotion, of sentiment. That nervous energy and emotion were given to her for expression in a natural way—that of motherhood . . . But for a number of years there has grown up in America a dangerous type of woman, a woman who, misunderstanding the modern currents of thought, has believed that her work in the world lay outside the home, or who for some reason or other has developed a positive aversion to motherhood."

Despite his opinions, expressed without fear or favor, his magazine and he himself retained the friendship and admiration of women in

general. He found a responsive echo in the hearts of many who looked upon suffrage for women as an experiment that might prove detrimental to the home. And they were heart and soul with the editor who held motherhood sacred and believed in the old-fashioned home, sans tiny-roomed apartments, sans impudent janitor, sans pet dogs, but—the real homes where children's voices resounded and where the wife and mother ruled with gentle hand.

Mr. Bok's aversion to the masculinized woman was due perhaps to his Dutch ancestry—to the struggles of his youth—to the examples of splendid womanhood with which he came in constant contact, both in Brooklyn and later in Philadelphia.

His childhood and boyhood days were days of deprivation, akin to starvation. Many a cold winter day he stood in the streets of Brooklyn, selling newspapers; many a broiling summer day he jumped on the street cars—then horse cars peddling ice water from a pail at a cent a glass. At the age of thirteen

he became an office boy in the Western Union offices in New York, working at night as a reporter on the *Brooklyn Eagle*. Clarence Cary, the attorney of the Telegraph Company, with a sense of keen perception, saw something in the boy and gave him an opportunity to study law in his office, in which was included stenography.

That was the real beginning of Mr. Bok's career. Deserting the law he became a stenographer, and from that drifted into his natural sphere, journalism. He started *The Brooklyn Magazine*, which has since become famous as the *Cosmopolitan*. He founded the Bok Syndicate Press which issued and syndicated the first woman's page in the history of modern journalism. Soon he attracted the attention of Henry Ward Beecher and became the literary helper of that famed preacher, editing the Beecher Memorial, after the latter passed away.

Then came engagements with Henry Holt and Company and with Charles Scribner's Sons, and then, in 1889, came the editorship of the *Ladies' Home Journal*. The magazine became the life work—the very life, in fact—of the editor. Absolutely fearless, he dared to do—to materialize thoughts into action. His correspondence was enormous. Untiring as a worker, resourceful to an astonishing degree, he impressed himself upon the magazine until it became the foremost periodical of its type in the world.

But editing a mere magazine did not take all the time of the editor. He lectured on a great diversity of topics; he took an active interest in the civic life of Merion, a suburb just outside of Philadelphia, on the famous "Main Line," where he lives. In 1895 he issued his first book, "Successward," following it with "The Key to Success" in 1900; "Explaining the Editor" the following year and "Why I Believe in Poverty as the Richest Experience That Can Come to the Boy," in 1915.

HAS BEEN RECIPIENT OF MANY HONORS

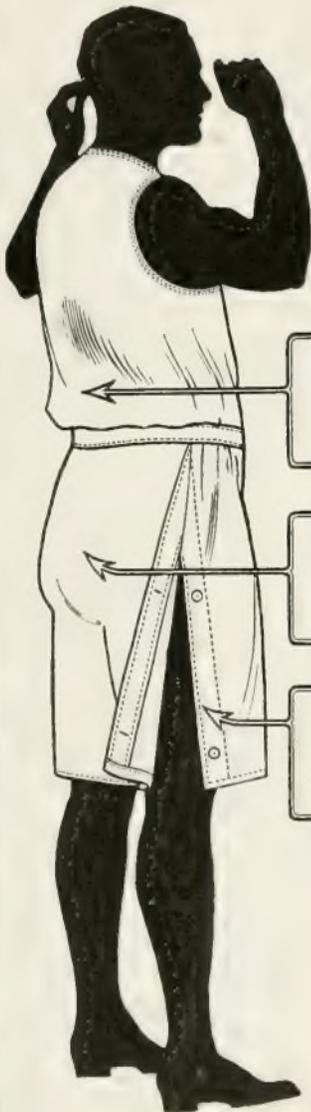
Many honors have come to Mr. Bok. In 1907 Pope Pius conferred the degree of LL.D. upon him. President Harrison asked the editor to take the post of minister to the Netherlands, an honor which Mr. Bok declined. President Cleveland renewed this proffer, but again the editor stuck to his job. "Big enough," he laconically said.

Theodore Roosevelt was a warm

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY



Blouse affords unusual freedom of action

Seat and crotch exactly like your trousers

Opens on the side. Adjusted in a jiffy

ROCKINCHAIR and Collier's

Henderson & Ervin have used more space this year in Collier's than in any other general publication to advertise Rockinchair Underwear

“Watch Collier's”

admirer of Mr. Bok, and President Wilson likewise has a warm spot in his heart for him—due to the editor's fight on patent medicines. But his fame was not limited to this country. It was not so long ago that the late William Waldorf Astor offered the editorship of the famed *Pall Mall Gazette* to Mr. Bok.

Honors he could have had a plenty, but he preferred the life he had laid out for himself—the constructive work of helping the American woman in her trials and tribulations, big and little—in constructively guiding his readers into a

How is This For Modesty

IN the original copy of this manuscript which was submitted by us to Mr. Bok for use there was a statement to the effect that few men understood women as he does. It went on to say that he had analyzed them, dissected them, transliterated them, and so on. This paragraph was eliminated by Mr. Bok with this characteristic comment penciled on the margin: "Isn't true. Don't know anything about women—no man does!"

How is that for modesty after editing a women's magazine for thirty years, during which period it became one of the leading women's publications of the world?

finer, cleaner and more human atmosphere.

Personally, Mr. Bok is very much of a man. True, he wrote for women and about them; true, he studied their wants, their likes and dislikes; true, he was the editor of a woman's magazine, but—

Edward William Bok, retiring editor of the *Ladies' Home Journal*, is a thorough man, who loves his fellow man—who, being a positive male, with masculine mental processes, sees things through male eyes. He has a strongly developed sense of equity, of weighing in the balance. With his associates he worked in harmony and true friendship. With friends and acquaintances he played fair and square.

Such is the editor—soon to be editor emeritus. That he will stay retired is inconceivable, for Edward Bok has too active a brain too energetic a nature, to stay in even so beautiful a home as his, to potter about—perchance to—well, say to read the *Ladies' Home Journal*, after January 1, 1920.

The Four Principles of Effective Expression Summarized

By JOHN B. OPDYCKE

Author of "Advertising & Selling Practice"

(Editorial Note: This is the third and final instalment of "A Recipe for Writin'," the first two instalments of which appeared in the two preceding issues. In this concluding article Mr. Opdycke summarizes all his arguments as to the four principles of effective expression.)

SUMMARY

NOW, I do not mean to say that these four principles—CHARACTER, ADAPTATION, MOVEMENT, PERSONALITY—are the be-all and the end-all of effective expression in writing. But I do insist that failure to observe the things they stand for on the part of business writers is the cause of more ineffective business writing than the business world dreams of. More, the close observance of these principles in a piece of writing will get it across, even so the mere conventionalities of composition be ignored or violated. And it must be insisted also, that in order to secure them to expression, a writer must BE them. If he has marked character, if he can adapt himself readily, if he conducts himself and his affairs in straight and direct lines, why, these traits will come out through tongue and pen, and all the king's horses cannot stop them, nor can the king's men. Effective expression in writing is chiefly within ourselves, and our whole job lies in the broadening of our culture and our experience, so that we may worthily release it. We must *read* omnivorously and we must *practice* indefatigably. These are the two biggest words in the lexicon of the literateur.

READING

We read, not only to learn but to live. Reading has become as necessary to life as food and clothing and shelter. We have to read in order to be more worthy of being read when our time comes to write, if we do write; just as we travel in order to be more worthy to stay at home, when we do stay at home. Some fifty or sixty years ago Walter Bagehot said that the reason there are so few good books is because so few people that can write know anything. But there have always been good books and there has been a tremendous production of good books since he made this "causticism." There are his own, for instance, which are read far too seldom and should be much better known. And business people have the satisfaction of know-

ing that most of the best in literature deals with or is related to some phase of trade. The great writers of all periods have gone to trade to a very large extent for the subject matter of their works (though the highbrows do not like us to dwell upon it). This fact, to my way of thinking, adds an extra zest for the business man and woman to the whole question of reading and literature. You remember that Balzac said: "The world began with trade, for didn't Adam sell Paradise for an apple? It did not turn out a very good speculation by the bye." Well, literature too began with trade then, has dealt with it persistently down the centuries, and will never be able to resist its lure and its enlightenment. And it has proved an excellent speculation, hasn't it? Would you have a story about printing? Read Bennett's "Clayhanger." About the newspaper? Read Barrie's "When a Man's Single." About department shops? Read O. Henry's "The Trimmed Lamp." About a book shop? Read Leacock's "Methods of Mr. Sellyer." About selling in general? Read A. R. Taylor's "Mr. Squem and Some Male Triangles," and the Ferber stories. And this is only the start at the beginning of the introduction of such a trade fiction list as could easily be compiled. The man or woman who does not love reading, who does not love books, who does not own and reread many, may entertain very little hope of ever being able to attain to effective expression in writing. Intelligent reading helps to make effective writers, but it does so in an intangible and unaccountable way. It does it not at all by means of imitation or example, but rather by inspiration and absorption. Reading teaches one to write very much as water teaches one to swim. But it must be guided and consecutive reading, not haphazard or desultory reading. It must be reading that has permanent and lasting ideals. It must be reading that fixes itself "for keeps" in a library small, personal, choice, select. He who reads because he cannot help it will unconsciously collect a library. The best libraries, like the best galleries, are those that are unconsciously col-

lected. The best books, like the best pictures, are impossible of financial ownership. No man really owns a book until he has paid for it with his mind or heart or soul, or with all three. And he can no more make a list of the best hundred books than he can make one of his best hundred enemies. But this does not prevent my recommending to every business man and woman I meet five particular authors. You will think them a strange company, perhaps, but they are a good company beyond all parley. They are Walter Bagehot, for character; Stephen Leacock, for adaptation; O. Henry, for movement; Elbert Hubbard, for pepsonality, and Kicker, for everything.

PRACTICE

Also, one of the best autobiographies in existence is George Eliot's, compiled after her death by means of the chronological arrangement of her letters. It consists of three volumes, as edited by her husband, W. J. Cross, and every page porcupines with interest. This unusual woman set herself the task of writing at least one letter every day, in order, as she said, "to keep her hand in." This was a stoic exercise, but it kept her hand in, didn't it?

I know a young business chap with literary ambitions who writes a letter to himself every day, just to keep himself expressionally fit, he says. He has a wonderful time. He gets a letter every morning. Sometimes he adds a spice by enclosing some tobacco coupons or theater tickets for himself. He thus deceives himself in order to detach himself, and—he's coming on.

Our great diarists wrote letters to themselves when they wrote their diaries. They thus kept themselves in trim for bigger things, which they almost invariably accomplished. H. W. Boynton reminds us that there have never been many writers of the first order—none in America—who from first to last have depended consistently upon their art for subsistence. Lowell was a teacher; Arnold a school inspector; Hawthorne a customs clerk; Lamb a bookkeeper; Bagehot a banker; and so forth. Those who have gone in for effective expression in writing have been slave and drudge to their ambition, *but usually on the side*. Practice, infinite practice, whenever, however time could be stolen for it, was the price they had to pay for success. But if these could scale the heights of literature, struggling, as they did, in off moments, is it not possible, think you, for us to glimpse the sum-

mit of the foothills? Of course we must practice and hold down; cheat at the same time. But there is no other talisman. What is more, it must be practiced with a gourmand waste-basket at the elbow. "Tons of waste for every syllable that succeeds" is the way an old Oxford professor used to put it.

It is worth every one's while, who feels within him a driving force to written expression, to set aside a certain time every day for uninterrupted and concentrated practice in writing. Let him steal the time from his firm, if he will. Let him be

caught in the act, too. Then perhaps the firm will fire him, yes. But perhaps it will provide facility for the functioning of his ambition and thus help him to find himself. It might be a tremendous ultimate benefit for the firm itself to set aside a scribbling laboratory—a scribbulatory—for those of its employees upon whom devolves the output of house literature.

CONCLUSION

These two items—READING and PRACTICE—are really the only things worth remembering. Forget everything else. Ignore every *must*.

Philadelphia

is the third largest market in the U. S.
for Automobiles and Accessories

E. J. Cattell, Chief Statistician of the City of Philadelphia, reports that there are, within the city limits of Philadelphia, approximately 6,000 private and 1,000 public garages. To this may be added the many thousands of private and public garages in the suburban and country districts in the Philadelphia trading territory.

It is also reported that there are in use in the city limits of Philadelphia about 55,000 passenger automobiles and 16,000 trucks.

Your own knowledge of the Automobile and Supply business can quickly visualize this concentrated market as a field in which your article may be exploited and sold.

Dominate Philadelphia

Create maximum impression at one cost
by concentrating in the newspaper
"nearly everybody" reads —

The Bulletin

The daily circulation of The Bulletin is the
SECOND LARGEST in the United States.

November
Circulation

450,509

Copies
a day

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day.

No prize, premium, coupon or other artificial methods of circulation stimulation have ever been used by The Bulletin.

Pay little heed to rules writ down in books. Rules may be corrective, but they neither nourish nor stimulate. Throw Hunyadi to the hounds! Fight with yourselves to be natural. We have all been artificialized by the vast amount of advice that has been administered on the subject of effective expression. I have helped the fatal cause along—am doing it now—and I am properly humble. It is absurd for any one to think he can express himself effectively in writing by sitting down to it and saying to himself, "Go to, now; I will be direct and coherent and emphatic." It has never been done this way. It ought to be so much easier to sit down and write what we feel and think and know and ARE. If we are any thing worth while; if we know truly; if we think and feel deeply and sincerely, our expression will mold itself around our message worthily.

But remember this: Given average education, everybody can write effectively if he wishes to strongly enough. Our contemporary authors know this. That's why they dare not strike in these striking times. They are well aware that there is an army of effective writers qualified to arrive the very moment an opening presents. Unconscious strike-breakers these would be who write as effectively, I have no doubt, as those we know and have become accustomed to. And they write well because they have *desired hard*. Desire in the abstract is an attitude of mind. In the concrete it is hard work. Laziness is the only cow-

ardice. Lack of courage may be pardonable. Laziness should be punishable. Most of us fail because we are lazy—too lazy to take the wind and the storm into our service, and turn stress and danger and difficulty into ministers of fortune. "Proportionate to the abysmal depth of our difficulties are the heights celestial to which we may attain," wrote some poet or other. We may not achieve a sublime sonata in words, a divine symphony in phrase, a perfect duetto in diaplectio. But, I repeat, every one of us can express himself effectively if he hungrily and starvedly wants to. There are so many targets at which to aim; there are so many different kinds of aim to be taken that the marvel of the matter is how so many can fail of effectiveness on some range or other, how there can be so much bad marksmanship. You know Kipling's couplet:

There are nine and sixty ways of constructing tribal laws,
And every single one of them is right.

Well,

We've a thousand kinds of hunch guaranteeing little spunk,
And each and every one of them is wrong.

And also—

We've a thousand kinds of knack for securing little smack,
And every single one of them is right.

So *we* are right or wrong, just according'.

Couldn't Resist Reproducing A. & S. Article

ARMSTRONG CORK COMPANY
Pittsburgh, Pa.

December '8, 1919.

Editor, ADVERTISING & SELLING.

Sometime ago you published a very good article by F. Edson White, of Armour & Company, entitled "What I Would Do If I Were a Salesman." This article is so practical that we would like to reprint it with your permission in our house organ, "The Armstrong Jobber," which we send each month to something like 1,500 jobbers and jobbers' salesmen in the floor covering trade. Of course we would give ADVERTISING & SELLING full credit for the article, and we hope some of our readers may be interested enough to subscribe for your magazine.

While it is our thought to avoid using the scissors very much whenever we do find an article in your publication that may appeal directly to our particular audience, would you have any objection to our quoting from it, in each case giving due credit?

Yours very truly,

ARMSTRONG CORK COMPANY,
S. E. Conybeare.

Firestone to Have Canadian Plant

The Firestone Tire and Rubber Company of Canada, Ltd., is to erect a factory at Hamilton, Ont., manufacturing tires of all types. The erection of this factory is to be primarily to meet the Canadian demand for Firestone products, but it will also share in the American Firestone's export business.

Automobile Newspaper

The first daily newspaper published exclusively in the interest of the automobile industry, so far as reported, is the *Daily Automobile News* of San Francisco. It is a little four page paper published by the Ramsey Oppenheim Co. and carries the California daily automobile registrations and trade gossip.

France Requires an Enormous Amount of Our Goods

According to a French representative at the Atlantic City Trade Conference, France will require goods from the United States to the amount of \$5,000,000,000 a year.

Another Cover Design Entirely From Type

Our issue of September 20th carried a cover design made up entirely from type material and was received with considerable interest, many of our readers asking for further suggestions.

Simplicity and dignity have been combined in a pleasing manner in the cover design of this issue. It graphically illustrates the adaptability of type material for the production of distinctive typographic designs that are by the way of pleasing changes from the usual magazine cover printed from color plates, for "variety is the spice of life."

Every bit of the front cover of this issue, with the exception of the hand

drawn lettering of ADVERTISING & SELLING is made up from popular type faces, decorative material, borders, rules, etc., and is the product of the Typographic Service Department of the Lanston Monotype Company of Philadelphia.

While, under ordinary circumstances, the cover could have been printed directly from the metal itself, which could in turn be melted down and cast over again, in this case on account of the necessity of shipping the design a distance, electrotypes were made of the two forms and our cover is printed in purple and green from these plates



MAKING UP LOST TIME

EVERYONE knows how the railways have fallen behind in necessary facilities during the past four years. Everyone realizes that with their return to private control—a step soon to be taken—the purchase in large quantities of the innumerable articles which they need to adequately handle the commerce of the country, is a certainty.

What's that? You have had that in mind? No doubt you have, but don't forget that right at this moment while you are considering how best to reach the men who must direct this vast investment, those very men are preparing their plans to make up lost time in bringing up to date those facilities which America's commerce demands.

Exactly! Right now is the time to place your sales' message before them. There is no doubt about that, just as there is no doubt that the most direct way to do so is afforded you by the

**RAILWAY AGE
RAILWAY MECHANICAL ENGINEER
RAILWAY ELECTRICAL ENGINEER
RAILWAY SIGNAL ENGINEER
RAILWAY MAINTENANCE ENGINEER**

Those publications, which are known to railway men everywhere as the *Railway Service Unit*. That Unit which is read day by day by them because of its real reader interest—that factor which assures *real publicity value* to your sales message. That Unit with its circulation of 30,000 copies.

Remember *advertising is the most potent weapon in commercial life*, and don't forget the most potent way to secure the attention of those men who direct railway purchases, is through the group of publications they know as

The Railway Service Unit

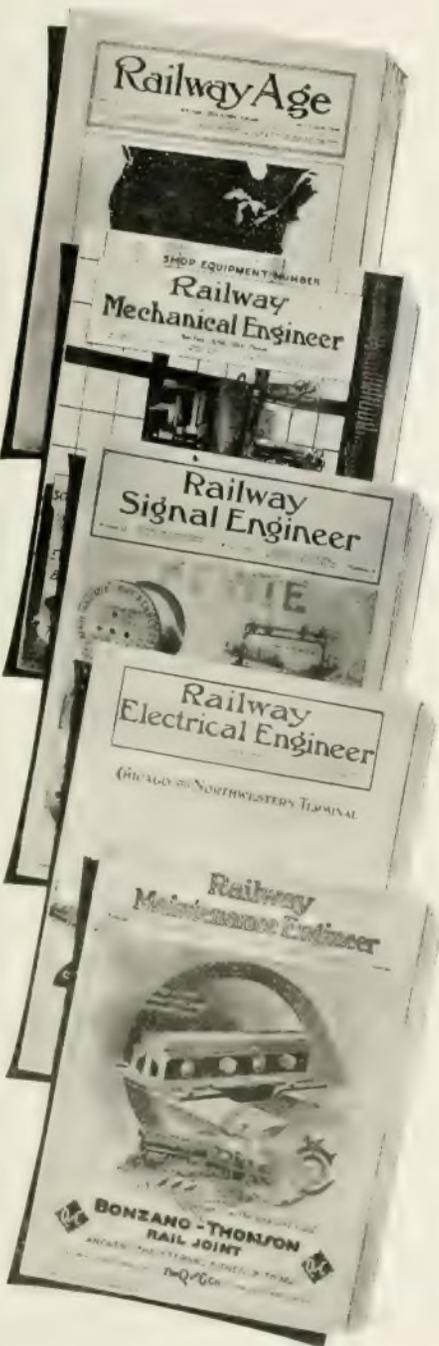
Charter Members
Audit Bureau of Circulation, The Associated Business Papers, Inc.

SIMMONS-BOARDMAN PUBLISHING CO.
WOOLWORTH BUILDING, NEW YORK

Chicago
Cincinnati

Washington

Cleveland
London



What Readers of Modern Business Papers Look For

Forward Looking Men Prefer Progressiveness to Orthodoxy

By an EX-AGENCY MAN

NOW that the specialized journal has risen to a place of power and extensive influence in the realm of business, and is so broadly instrumental in shaping methods of distribution, the character of its contents has become a matter of interest to every factor in the commercial world.

That these media of business information may reach their maximum usefulness and influence is today the concern of every person interested in efficient distribution of the world's products. It is, therefore, fitting that business men demand of their trade journals—and trade journal editors seek diligently to supply—that kind of reading matter that spells progress; that kind which points to new and better ways rather than rehashing the old.

When I say trade journals, I refer to class periodicals generally, the journals from which special classes get their technical news and information, whether they include physicians, lawyers, advertising men, haters, grocers, or any other profession, trade or industry.

THE WRITER'S VIEWPOINT

My own interest in class journals has been from varied viewpoints; my opportunities for studying their usefulness numerous. At one time, as purchasing agent of a manufacturing concern, it was necessary for me to assiduously read the trade journals in the textile field. At another stage of my career, in the capacity of advertising manager of an automobile accessory house, I found it advisable to keep "read up" on motor car matters and subscribed to nearly all the automobile publications. Later, as an agency executive, as well as in previous associations, of course, I read the advertising magazines as my "trade" journals; and in connection with different accounts have been more or less a reader of class journals in almost every line.

I have observed that, with reference to textual characteristics, all trade journals can be divided into two distinct classes—the progressives and the stand-patters. The distinction is clear because the selection

What Do You Think

SOMETHING tells us that some of our readers are not going to agree with all this writer says.

Let us tell you how this article came to be written. One day we lunched at the Advertising Club. We met there a man with many years experience in the advertising field who commented at some length in no uncertain language about the "duties of the modern business paper."

Later we asked that man to put on paper his views, for they were interesting to us, though in some degrees we did not entirely agree with him. He finally agreed with the proviso that we should not run his name in connection with the article.

Read this and then write us—especially you business paper editors and your business paper readers—(and who is not one or the other these days) your views.

READERS: Do you prefer YOUR business paper to publish "looking forward" or "historical" articles?

EDITORS: What have you found your readers prefer?

THE EDITOR.

of material for their reading pages is influenced, yes, determined, by the editor's conception of the trade journal's purpose; whether he looks upon it as a chronicler of fact merely, or, in addition, a discoverer and disseminator of new ideas. He is either orthodox or liberal; a stand-patter or a progressive.

THE ACID TEST GENERALLY USED

If the editor is orthodox, then nothing but what *has been* is acceptable for his columns. New ways by which things *might be* done, and done to advantage, are taboo to the stand-patter. He may not believe that "what was good enough for grandfather is good enough for me," but at least he acts upon the principle that it is dangerous to exploit an idea that has not been worn threadbare in use.

Some editors are so obsessed with the idea that only that which has actually been put into practice is practicable, that they are, apparently, willing to be fooled; for they will turn down an article that tells how an existing method might be improved, but accept the same idea

camouflaged as an experience story. If a contributor sends in a story suggestive of a different way of merchandising, he will receive the manuscript back with a nice little rejection slip; but if he writes that John Wanamaker inaugurated the method and has increased sales 'steen percent by doing so—and poor John is blamed for a good many things he never did—the same editor will accept the article and make a big fuss about it.

Nor are class journal editors the only guilty ones on this count of inconsistent conservatism. You will find the make-believe fact story quite conspicuously featured in some of the general magazines. Often the name of some industrial or financial giant will be appended as author, when all he had to do with the story was to approve what had been imagined by some experienced journalist. All this "spoofing" just so editors can fool themselves into believing that they are strictly orthodox.

But, lo, the editor who can use his own imagination and let contributors do the same is beginning to have his day, and that's one reason why trade journals are being more carefully read by forward-looking men who, as all business leaders must do, are living in the morrow while their followers and subordinates of less imaginative mould are carrying on the work of today as if today's methods were a finality.

All hail to the class journal editor who realizes that one cell must produce another if there is to be growth; that the thoughts of man—the forerunner of his *actions*—must reach out beyond present knowledge, beliefs and methods if tomorrow is to find us farther advanced. Our "objectives" cannot be taken if we fear to venture beyond our front-line trenches: in fact there can be no objective until imagination is brought into play and given opportunity to create one.

THE PRIVILEGE OF THE READER

It is the privilege of every trade journal reader, aye, his duty, to demand that he be supplied with *new*

ideas; suggestions of improvement, not mere recitals of what has been.

Applying this dictum concretely, when I read an advertising journal, I have a right to expect that a hearing be given the man or woman who can look beyond today's way of doing things and point out what dangers may lie ahead, why it were better to change the accepted and usual course, no matter how firmly entrenched.

History, even though current, is not the end of business literature, illuminating and helpful though it is. Pure prophecy may be faulty and unreliable, but *forecast based upon good reasoning and sound information is essential to progress.* Present methods of distribution—and that of course includes advertising—are decidedly not a finality. Improvement is very much in order. Let us give ear to the fellow who has a sane suggestion looking toward a change for the better.

Personally I believe that smug satisfaction and orthodoxy have ruled the business world with too powerful a sway, for which we are today reaping the reward. Had we given more consideration to how things might have been done instead of being so serenely satisfied with the way we were doing them we might not now be threatened with violently forcible methods of bringing about a change. The present unrest in labor circles is an accumulation of repressed dissatisfaction which might have been alleviated by earlier consideration of what then appeared "radical" ideas, but which are today accepted as matters of course.

LET'S OPEN OUR EYES

To come closer to the subject in hand as it applies to the type of class journal in which this article appears, unless we open our minds to how advertising might be more efficiently done, we are in for a bump some of these days. We may be worshipping orthodoxy too devotedly. We may be resting too easily upon the belief that today's advertising ideas will prevail forever. We may be too prone to think that a merchandising plan is a faultless ideal to pattern after just because "The Billion Dollar Corporation spent fifty-seven million dollars in double spreads in sixteen magazines having a combined circulation twice as numerous as the entire adult population." For such boastings the advertising world may yet be called to account and asked to show why such advertising is not a waste of the *consumer's* money!



A sample of the advertising for use in the Thrift Drive.



One day of the week will concentrate on the own your home thought.

Selling Thrift As a Business Proposition

National Thrift Week to Promote Well Organized Domestic Affairs Endorsed Widely

JANUARY 17 is to be the first day of the national campaign of the Y. M. C. A., designed to "sell" the American people on the necessity for thrift not only, but applied economics in the home which entails a business-like arrangement and organization of domestic affairs. National Thrift Week, by which name this eight-day period will be known, is the fifth part of a "Y" program of religious, educational, physical and social aims. It has for its object the desire to help a man fit his income and abilities into the purposes of a well rounded life, and one of the features which is to be emphasized is that the drive is soliciting nothing except thought.

In order to organize that anticipated thought so it will do the most good, the eight days will be each treated as individual campaigns: Bank Day is the first, and the effort here will be to emphasize the service a bank renders a community. This will be Saturday, January 17; Sunday will be "Share with Others Day"; and the rest of the week will include National Life Insurance Day, Own Your Own Home Day, Make a Will Day, Thrift in Industry Day, Family Budget Day, and Pay Your Bills Day. The names are self-explanatory.

The campaign is to be operated in two ways: through the Y. M. C. A.

organization which will work from its local branches, and with the cooperation of the communities and business men the country over. The first method will find "Y's" in 500 cities and at 200 points covered by railroad branches of the "Y," working individually and with the respective municipal and private interests. The other angle is finding hearty support on the part of many varied industries. The American Bankers' Association at their St. Louis convention passed a resolution cordially endorsing the movement, and such other organizations as: the United States League of Building and Loan Associations, the National Federation of Construction Industries, the National Association of Real Estate Boards, the National Association of Life Underwriters, the Canadian Life Underwriters Association, the National Credit Men's Association (Wholesalers), the Retail Credit Men's National Association, and the Retail Commercial Union have also endorsed the Thrift Week plan.

To make their encouragement more specific, eight concerns providing advertising service to financial institutions have volunteered to supply a page advertisement for the use of those interested. This offer was made at a luncheon given recently by Adolph Lewisohn, Chairman of the Thrift Week Committee, and in-



Ten Commandments to Help Men and Boys Master Money Matters

- 1 Work and Earn
- 2 Make a Budget
- 3 Keep a Record of Expenditures
- 4 Have a Bank Account
- 5 Carry Life Insurance
- 6 Make a Will
- 7 Own your own Home
- 8 Pay your Bills Promptly
- 9 Invest in Government Securities
- 10 Share with Others

Y M C A
Economic Program

National Thrift Week
Beginning January 17th

Teach Economy, that is one of the first and highest Virtues

EXHIBIT NO. 2
© INT. COM. Y. M. C. A.
INDUSTRIAL DEPARTMENT
ECONOMIC PROGRAM

Abraham Lincoln —

One of the series of cuts furnished by the "Y" showing the Ten Financial Commandments.

cludes the Rowl Banking Service, New York; the Landis Christmas Savings Club Company, Harrisburg, Pa.; Edwin Bird Wilson, Inc.; Harvey Blodgett Company, St. Paul; Voorhees & Company, New York; Bankers' Service Corporation, New York; Thrift Systems Company, New York; and Albert Frank & Company, New York.

Further cooperation and help has been assured by the Savings Division of the United States Treasury Department, through William Mather Lewis, the director.

Assisting Mr. Lewisohn on the National Thrift Week Committee are 31 other prominent men, including Herbert S. Houston, vice-president Doubleday Page Company, and past president of the Associated Advertising Club; Hon. Henry J. Allen, Governor of Kansas; Homer L. Ferguson, president of the Chamber of Commerce of the United States; Frank R. Chambers, president of

Rogers Peet Company, New York, and others well known to the advertising profession. Arthur M. East is secretary of the committee, and E. A. Hungerford, associate.

The entire campaign is based on the sound fact that men's lives, just like men's business activities, must be properly financed before society moves properly. The man who is not getting what he should out of his wages is not only wasting his money but his day's work which brought him that money. He suffers, yet it goes beyond that—his community suffers, too; the business men, the bankers, the builders, the insurance people all help pay for the wastefulness of the careless man. Therefore the conversion of the wilful waster is a matter of community improvement, but the aim of the people behind this drive is to remove that idea as much as possible. The whole thing is to be presented to the individual as for his own personal

benefit—the benefits to society and the business community can take care of themselves, if he will take care of his own.

The general good thought isn't neglected, but it is not the basis of the campaign.

The advertising will be done by the interests and merchants interested in the movement. Cuts, electros, copy, slogans, movie slides, trailers, animated cartoons and men are being furnished by the Y. M. C. A., and space is being donated by those cooperating with the association. Department stores and other retail merchants are giving part or all of their advertising for the week to the cause, and are conducting a variety of tie-up plans which will strengthen everybody's part in the plan. Some of the illustrations that will be used are illustrated herewith.

Beginning on the birthday of Benjamin Franklin, the campaign has an appropriate "opening night" for its effort to sell the idea:

"Master money matters or they will master you."

McClure's Magazine Changes Hands

After negotiations of two months' duration it was announced Christmas Day by Frederick L. Collins, President of McClure's Publications, Inc., that McClure's Magazine had been sold to Herbert Kaufman the author and editorial writer. Mr. Kaufman is probably best known for his editorials which have appeared in many magazines thruout the country for the past 10 years. Since 1918 he has been Asst. Secretary of the Interior in active charge of the Americanization program. From this position he resigns effective January 1st, when he will assume the editorship of his new enterprise. The entire stock of the publishing company has been acquired by Mr. Kaufman and associated with him he has George L. Storm, Chairman of the Board of Directors of the American Safety Razor Co., Leon Schinasi, the cigarette manufacturer, J. F. Bresnahan, Vice-Pres. of the American Chicle Co., J. O'Hara Cosgrove, at one time managing editor of Everybody's Magazine, Edgar Sisson, formerly managing editor of the Metropolitan Magazine, and Frederick Collins.

No change in the present staff of the magazine is contemplated.

Roneo Ltd. Publish House Organ

The Roneo, Ltd., Co. of London, Eng., manufacturers of office equipment, are publishing an attractive house organ called the *Roneo Salesman*. Its object is to create interest in its products.

Lampport-MacDonald Has Two New Men

A. R. MacDonald of newspaper and advertising experience, and H. R. Paxton, formerly of the advertising department of the International Harvester Company, have joined the staff of the Lampport MacDonald Company, advertising agency, South Bend, Ind. Mr. Paxton will be in the agricultural department.



THE SUN



BALTIMORE, WEDNESDAY MORNING, DECEMBER 3, 1919

WOOD INDORSED TO LEAD G. O. P. IN 1920 RACE

Canton Lumber Wharves And State Oyster Steamer Are Destroyed By Fire

MEXICO QUICKLY FREED KIDNAPPED BRITISHER

CARLISLE, WOUNDED, CAPTURED BY POSSE

Wilson Devotes His Message To The Pressing Problems

I am the National Advertiser of Building Materials. The Baltimore market looks better to me than any I know.

In the first eleven months of 1919, Baltimore issued 3,377 building permits contemplating an expenditure of \$9,751,279 for homes alone. And there were 11,730 other permits issued contemplating expenditures of \$10,442,041 more!

One contractor is putting up 2,500 houses on a single street. Another is building a \$1,200,000 apartment house. Scores of other big building projects are under way in busy Baltimore.

New industries appropriated \$33,975,000 from June 1, 1919, to November 30, 1919, for the purchase of real estate and plant equipment. The Columbia Graphophone Manufacturing Company (employing 6,000), has chosen Baltimore as the site of its new factory. The plant of the Eastern Rolling Mills Company, the largest exclusive manufacturers of automobile body and stove sheets in the country, is rapidly nearing completion. More new homes.

One reason manufacturers are flocking to Baltimore is because Baltimore has no labor troubles. Nearly half of the families own their homes. Bolshevism never thrives among home owners.

I'm going after some of Baltimore's big business. I can get it through the Sunpapers alone. The Sunpapers will take my message to most of Baltimore's best buyers—owners and builders of homes and business property—with quick results because

**Everything in Baltimore
Revolves around the Sun**

MILBURN LUMBER

Small text at the bottom of the page, likely a continuation of the advertisement or other news items.

Making Two Lines Out of One

**Fifty Years' Experience in Barn Machinery
Develops a Demand for Overhead Factory
Equipment**

By **ROY R. LOUDEN**

Advertising Manager, The Louden Machinery Company

THIS business was established in 1867, and for almost fifty years we manufactured nothing but barn equipment, which includes such articles as steel animal pens, feed and litter carriers, power noists, mangers, hay tools, barn and garage door hangers, ventilators, and so on. The position we attained in this field is a very gratifying one, but the burden of our story here is the growth of an entirely new line of endeavor which grew out of the company's original idea.

During the past ten or twelve years we have received a great many calls for overhead carrying equipment to be used in factories, warehouses, garages, etc. These demands were entirely unsolicited and became so frequent that several years ago we ourselves installed the complete equipment throughout our entire plant. Even then none of us realized the great possibilities of the line. It was not until an accounting was made at the end of the season that it was found that the installation had resulted in the payment of over 100 percent dividends on the installation costs.

SOLD OURSELVES

Right then and there our eyes were opened to the possibilities of this line for other manufacturers and it is interesting to remark that the Louden Machinery Company enjoys the rather unique experience of having been unconsciously sold thoroughly on its own line before it ever attempted to introduce it to the industrial market. Our own satisfaction with the operation of the overhead carrying system for factory work coupled with the number of unsolicited calls referred to previously, prompted the thorough development of the line and the resolve to exploit it nationally in the most thorough manner possible.

It so happened that all these matters came to a head at a very opportune time—about a year ago when the labor shortage was so acute—and we agree that the timeliness



One of the typical Louden advertisements, showing the machinery in operation.

of the debut aided materially in the successful beginning of the campaign. But there can be no doubt but that the quality of the product has been the big influence, working hand in hand with advertising, which made it necessary for us to take this new line out of the hands of the barn fixture salesmen and build up an organization of technically trained representatives to handle the line of overhead carrying equipment separately.

Naturally, with such a big demand, our thoughts turned to the publicity end for the furthering of this line. Primarily the object of our national campaign is to make clear the wide range of usage that the Louden system might be installed for, and to show that it is not only economical in operation but that its first cost is very low when compared with the ordinary overhead system. Whether it is for forty pounds or two tons the Louden system can be made to show mighty big dividends on the investment.

Heretofore, the man with a small load to lift as a rule couldn't afford the expensive overhead carrying equipment that was on the market. For that reason a great many

factories are moving material by trucks that could well afford such a system but who know nothing about it. Our national campaign is to educate them along this line. And, secondarily, it is to establish in the minds of our readers the fact that we are not only manufacturers of barn equipment but manufacturers of factory equipment as well. Due to our long experience in the barn equipment field the executives of a great many factories who were really our prospects never thought of us as manufacturers of equipment other than that for barn use—and this is one thing national advertising is doing. It is firmly establishing us as the makers of a overhead carrying equipment for industrial work.

One salient feature in this drive is the need for the equipment we are nationalizing. If we could show you the questionnaires we have received from a number of users of Louden Overheads, showing the tremendous saving in time, speeding up of operation, elimination of congestion and prevention of injuries to workmen, you would easily appreciate the possibilities of the field.

BOTH GENERAL AND CLASS PUBLICATIONS USED

We are going after these prospects not only through the medium of their trade publications, but through the general magazines in conjunction with the trade press. That seems to be the logical thing. The men who read trade papers also read the general magazine: if they read our advertising in one, the chances are they see it in both. We reach them by two routes, so to speak, and we get them both at work and at home. Full page space is our rule in these media, consisting mostly of illustrations which give an understandable idea of the working of the system, usually by showing one large photograph of a factory or mill where it is in operation, plus several smaller pictures of other representative users working under different conditions entirely.

The copy is not exciting. It is plain, matter-of-fact, but convincing. I have an advertisement before me. It reads:

Whether handling coal and ashes for the boiler room or transporting materials, machinery parts or finished products in the factory, Loudon Equipment is equally efficient—handles forty pounds to two tons with equal safety and expedition.

Tracks and carriers go everywhere—pick up and deposit loads exactly where wanted—keeps floors and aisles clear.

Louden Equipment represents a new and surprisingly simple economical and efficient application of the track and trolley method of conveying—different from any other. It is not costly, not cumbersome, requires no engineering, no alterations in building. Track can be curved cold on the job to meet any service requirements from the simplest to the most complicated.

Then, too, we usually manage to find room for a few little bits of evidence like this:

"Equipment costing \$150 at Stout's Garage, Beggs, Okla., makes a saving of \$50 per week.

"A \$700 equipment at the Appalachian Power Plant, Bluefield, W. Va., saves \$100 a month in labor.

"An \$880 installation saves the E. & W. Manufacturing Company, Milwaukee, Wis., \$6,240 per year."

OUR ADVERTISING BENEFITS OTHERS

Our distribution is also conducted through factory supply houses as well as direct. And in this field, we have made connections with some of the largest in this country. For example, we might mention the Fairbanks Company, with main offices in New York City and branches in all of the principal cities of the country. Our national advertising benefits them as much as it does us in the propagation of the faith, and a great many of these houses are carrying a large stock of our equipment and pushing it in the territories in which they operate.

In conjunction with this national publicity we have made moving pictures showing the operation of the system. Our salesmen carry small projectors and in this way we put the point over in the best possible way. The nature of the line is such that we cannot very well have the men carting samples around—they couldn't handle them—and the motion picture is the best possible sample case we could think of.

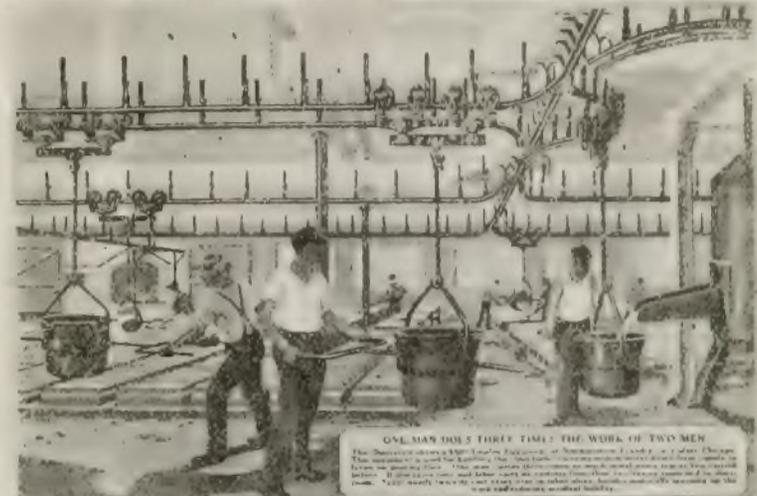
This, as briefly as possible, is the story of the development and growth of the Loudon Overhead Carrying System.

Largest Furnace Advertiser Reduces Prices

The Monitor Stove Company, manufacturers of Caloric furnaces, Cincinnati, O., has announced a substantial decrease in dealer prices for 1920. "In

LOUDEN

OVERHEAD CARRYING SYSTEM



ONE MAN DOES THREE TIMES THE WORK OF TWO MEN

GIVING SATISFACTORY SERVICE IN EVERY CLASS OF INDUSTRY

Meets Every Carrying Need From 40 Pounds to Two Tons

Quickly and Easily Installed at Small Cost

What It Is Doing For Others It Will Do For You

Permit Our Representative To Show You

THE LOUDEN MACHINERY COMPANY

2302 Court St. Fairfield, Va.

A reduction of a full page insertion showing Loudon machinery at work in five different plants. The copy is characteristic.

spite of higher costs of labor and materials," says the statement, "the company has been able, by marketing a quality product through aggressive advertising and selling methods, to build a business to the point where quantity production has enabled it to reduce prices. It is the largest advertiser in the furnace business."

"If the present industrial situation continues," says the statement further, "the commercial supremacy which America won during the war will be lost. Some manufacturers seem to be endeavoring to maintain the high prices and exorbitant profits of war days by restricting their output, so as to keep the supply less than the demand."

Van Deventer and Cleland Leave McGraw-Hill

Harry E. Cleland, for many years the Advertising Counselor of the McGraw-Hill Company, has resigned his position to enter the agency business under the name of Cleland, Inc.

John H. Van Deventer, formerly editor-in-chief of the American Machinist, is president and treasurer of the new concern and Mr. Cleland is vice-president and general manager.

The new agency will specialize in those

accounts which its principals are peculiarly fitted to handle, namely large engineering industrial firms.

The agency announces that owing to the pressure of business already secured, it will be impossible at this time to handle any other.

The "Gyrenes" Pick Dippy & Aitkin

The Dippy & Aitkin advertising agency of Philadelphia has secured the account of the United States Marine Corps' recruiting campaign. The space used will be entirely newspaper and will work in conjunction with a Marine bank and a company of "Gyrenes" travelling through the country.

The same agency has also secured the account of the Tirometer Valve Corporation of America, Charleston, W. Va., and will use general magazines and class publications in the campaign.

Blanchard Leaves New York Ad Club

Frank L. Blanchard, secretary of the New York Advertising Club, has tendered his resignation, which has been accepted and which will go into effect on the first of January. Mr. Blanchard is not prepared to announce his future connection just yet.

"Stars and Stripes" Preaches Americanism

Robert E. Ward, New York and Chicago publishers' representative, makes the following announcement regarding the *Stars and Stripes*:

"The *Stars and Stripes*, which was for eighteen months published by the Army in France as 'the official newspaper of the American Expeditionary Forces,' is now being published in Washington, D. C., by many of the men who published it in France.

"The *Stars and Stripes* is 100 percent American and its aim will be to preach Americanism and to keep ex-service men constantly in touch with their 'buddies,' with public affairs throughout the land, with the nation's capitol, with the yesterday of war, the today of peace and the tomorrow."

W. C. Bristol Joins Export Magazine

William C. Bristol has joined the advertising department of the *American Exporter*, New York. Mr. Bristol was formerly with the National Advertising Service, Chicago.

W. R. Hotchkin With Street and Finney, Inc.

W. R. Hotchkin, formerly advertising counsel of the New York *American* and formerly advertising manager of John Wanamaker, has become a member of the staff of Street & Finney, Inc.

Advertising Stirs Building in Indiana

Huntington, Ind., where an advertising campaign has been conducted two years to encourage home building, reports that during 1918 more new houses were built there in proportion to population than in any other Indiana city. The campaign was managed by the Huntington Community Development Club, formed by supply dealers, lumbermen and builders. Full pages have been used in the two dailies of the city.

N. Y. "News" Appoints Ad Manager

Arthur Nyhrun has been made advertising manager of the New York *News*. Mr. Nyhrun was formerly on the advertising staff of the Chicago *Tribune*.

Critchfield Gets France Milling Account

Critchfield & Co., Chicago advertising agency, has secured the account of the France Milling Company, Cobleskill, N. Y. It will be handled by the New York office.

Editor Says Press Is More Independent

Waldo L. Cook, editorial director, Springfield, Mass., *Republican*, addressed the recent fourth annual convention of the Iowa newspaper men at the University of Iowa. He said that the daily press of today is more independent than formerly of sordid influences of politicians and part interests. Mr. Cook denied the statement that many editors "don't dare tell the whole truth because the corner department store will withdraw its advertising if they do."

N. Y. Newspapers to Raise Price

As a result of the request of the House Committee on Postoffice and Postroads that newspaper publishers immediately reduce the consumption of newsprint paper 10 percent below normal in order to relieve the shortage, all New York news-

papers on or before January 4th, 1920, will raise the price of their Sunday editions to 10 cents in the country districts. It was announced also that the publishers of all but one New York evening paper had decided to issue no paper on New Year's Day.

London Papers Change Hands

A South Wales syndicate has purchased the following London publications: *The Daily Graphic*, *The Graphic Weekly* and *The Bystander Weekly*. The syndicate also owns, among other periodicals, the *London Sunday Times*.

W. R. Winter With Representatives

W. Rodger Winter, who has had long experience in newspaper and advertising work, has joined the selling staff of Payne, Burns & Smith, publishers, representatives. Mr. Winter was for many



W. R. Winter.

years associated with George Doane Smith on the *Morning and Evening Star*, Newark, N. J., continuing the connection after those dailies were merged into the *Star-Eagle* under the present management. He left the *Star-Eagle* to become advertising manager of the Newark *Ledger*.

H. I. Browne Joins Food Company

Horace I. Browne has been appointed advertising manager of Garrett & Co., food products, Brooklyn, New York, succeeding W. W. Cribbens. Mr. Browne was general manager of *Bonfort's Circular*, a beverage magazine.

C. J. Dockarty With Biscuit Firm

C. J. Dockarty has been appointed sales manager of the Sawyer Biscuit Company, Chicago. Mr. Dockarty was formerly with the Chicago Elevated Advertising Company.

Buys Interest in Simms Petroleum

A large interest in the Simms Petroleum Company has been acquired by the American International Corporation, which will be represented on the board of directors and the executive committee. Announcement has also been made that the directors of the Simms company have recommended an increase in authorized capital stock to a total of 1,000,000 shares of no par value.

New Name for Chicago Agency

Stavrum, Thomson & Bennett, Chicago advertising agency, has changed its corporate name to Stavrum & Shafer. No change of policy or management is involved.

Columbus Editor Dies

Colonel Edward S. Wilson, editor of the *Ohio State Journal*, died at his home in Columbus, O., December 18 at the age of 79. From 1865 to 1899 Colonel Wilson, who was a Civil War veteran, was owner and editor of the Ironton, O., *Register*. In 1905 he resigned as United States marshal of Porto Rico to become editor of the *Journal*.

Elliot-Fisher Head Resigns

P. D. Wagoner has announced his resignation as president of the Elliot-Fisher Company, makers of office machines, Harrisburg, Pa.

Additions to N. Y. Edison Staff

Joseph Pearman, recently discharged from government service, has returned to the advertising staff of the New York Edison Company. Mr. Pearson will be editor of *Edison's Weekly*. Other former members of the department who have come back after service are Norman Preston, now assistant advertising manager, and Romaine Benjamin. E. B. Hill has been added to the staff.

J. F. Barry Back from Amazon Trip

John F. Barry, former assistant advertising manager of the *Evening Post*, New York, has returned from a 10,000-mile journey on the Amazon River and its tributaries, where he collected information as to the means of developing the natural resources of the Amazon valley. Mr. Barry is now connected with the industrial department of the "Port of Para," New York, and is writing a series of articles on his trip in the *New York Commercial*.

Holiday Greeting on Cover Saves Paper

The Atlas Portland Cement Company, New York, whose custom has been to send holiday greetings to dealers and contractors on a special holiday card, this year issued its December house organs with a special cover and mailed them in the middle of the month. In this way the company helped in reducing the consumption of paper products and in keeping down cost of operation.

Wisconsin Ad Students Continue Club

The Advertising Club, at the University of Wisconsin, has been reorganized with a membership of thirty. It was suspended for a year during the war. The club holds semi-monthly meetings, for which outside speakers are secured.

Camden, N. J., "Courier" Changes Hands

The Camden *Daily Courier* was sold December 11th by George A. Frey to J. David Stern who is to become editor and publisher. Mr. Frey has been the owner of the paper for 30 years.

Hubbell Gets New Farm Journal Advertiser

The House of Hubbell, Cleveland, O., has secured the account of a new advertiser, the Adjustable Spring Seat Company, Cleveland, for which it will conduct a campaign in farm journals and implement dealer publications. The company makes a tractor and implement seat with resilient features which, it is claimed, will revolutionize implement riding.



The Job-Taster

By
STICKLAND GILLILAN

You couldn't call him shiftless, for he shifted all the while.
 Each year or so some new concern was captured by his smile.
 A marvel he at mixing—couldn't list him with the snobs.
 He simply was a genius—in the art of getting jobs.
 The leather in his swivel chair was scarcely nice and warm,
 His work was barely starting in at running true to form,
 When wanderlust would seize him and he'd get a better place,
 And ne'er again his erstwhile desk would see his sunny face.

The stuff he wrote was bully stuff; his language was a dream;
 His hunches were so brilliant you could fairly see them gleam.
 His front was ultra-jovian, his manner full of charm,
 From off a wooden Indian he could talk an oaken arm.

A superficial knowledge of the thing he strove to sell
 He'd gather at a sitting so he told it fairly well.
 But right away some other job would sing its siren song
 And off to it he hastened—but he didn't hold it long.

Result? Just what you might expect—he always had the name
 Of being "quite a comer," but alas, he never came!
 His head and hand were loyal to the cause he had espoused,
 But owing to his fitting ways his heart was never roused.
 He flashed about the surface of the many jobs he got,
 But down within the depths of them you'd seek and find him not.
 Some day he'll grow embittered o'er his failure to advance—
 He doesn't stick 'round long enough to give himself a chance!

well, anyway there's
 ONE job he'll hold
 down!



Book Reviews



THE SCIENCE OF APPROACH FOR SPECIALTY SALESMEN. By Wilson M. Taylor, published by the author. 61 pages. Illustrated by fourteen diagrams.

This little booklet—for it is pocket sized—seeks to explain the scientific method of mind training which will enable salesmen to become successful specialty salesmen and to quote the foreword: "provides a system of mental drill which, if systematically applied, will increase your selling ability one hundred percent and broaden your intellectuality."

The author is himself a successful salesman, and he has endeavored to bring down to a usable basis many of the current theories of sizing up prospects from appearances. One might be inclined to disagree with some of the rules set forth, but a thorough reading of the worth leads us to believe it is well worth its price for any man who is specializing in selling specialties, through an improved "approach." The author also offers personal service to any purchaser in the way of answering specific problems and assisting in the application of the principles.

"The specialty salesman may know everything about his project, but, if he fails to understand his prospect and lacks tact in his approach, he will fail as a salesman," says Mr. Taylor in the opening paragraphs of the work, adding that "specialty salesmanship is like a pod of P's—power to persuade plenty of people to purchase your products at a profit."

MERCANTILE CREDITS AND COLLECTIONS. By Charles A. Meyer. Published by the Macmillan Company, New York. 254 pages, illustrated with charts, diagrams and examples and supplemented by an appendix of valuable information about credit laws in different states.

This is an advanced course on the complex and interesting problem of credit management, touching on all of the ramifications of the mercantile procedure. The book is written by a man of practical experience in the work who approaches the subject from the proper angle of preventing loss to the maximum degree possible by being well informed beforehand. The book not only shows the student how to gather the knowledge necessary for credit and collection work, but also passes along to the experienced credit man much material which will be of service to him.

The volume covers such points as the fundamental principles of credit, methods of securing reliable information, obtaining customer and salesman good will, reading financial statements, passing judgment on orders, unique methods of preventing loss, and the bankruptcy law. It is strictly a business man's book—not a thesis on economics or a primer of theories.

COMMON SENSE IN LABOR MANAGEMENT. By Neil M. Clark, Managing Editor, System. Published by Harper & Brothers.

Twenty years ago this book would have been misunderstood, but today it is not only timely but vital. It represents the findings of a man who, in his position as

the editor of a magazine devoted to management, is in close contact with the problems of business, and has seen first hand the results of the wrong and right methods of getting along with employees. Industrial unrest cannot be laid to any specific class, but to a general frame of mind, and when that mistaken attitude has been corrected, as it has been in the examples cited in this volume, the results are self-selling.

Mr. Clark says: "I have tried to bring into clear definition the more important relations between employers and employees with an appraisal of methods proved successful in harmonizing them. . . . I have gone to experienced managers . . . my task has been one of selection and formulation."

The book is not a sob-sister tale about the oppressed workingman—it is a review of some cases where everybody is happy. The sooner our employers read it the better.

TODAY'S SHORT STORIES ANALYZED. By Robert W. Neal, A.M., author of "Short Stories in the Making." Published by American Branch, Oxford University Press, New York City.

This is a companion book to the one reviewed just following this. It is an informal encyclopedia of short story art as exemplified in contemporary magazine fiction.

Twenty-two comparatively recently published narratives are taken and reprinted with a careful analysis.

For example, the first story in the volume, entitled "What the Vandals Leave," contains only 99 words for the complete story. Yet that story epitomizes the plight of Northern France and most of Belgium as well as a twenty-minute playlet we recently saw, or as well as any of the many longer stories we have read on the subject. Mr. Neal's analysis of this story is several times the length of the story itself.

This first story could well offer inspiration to a copy writer who had as the task the writing of a story for a fire-extinguisher that was to be published with some such title as "What the Fire Demon Left."

Other stories are equally helpful to those looking for "outside" but relevant viewpoints.

SHORT STORIES IN THE MAKING. By Robert W. Neal, A.M. Published by American Branch, Oxford University Press, New York City. 260 pages.

This book is designed as a writer's and student's introduction to the technique and practical composition of short stories, including an adaptation of the principles of the stage plot to short story writing.

It is reviewed here, and its perusal suggested to all who would perfect their copy writing ability because of the ever increasing influence the matter of story-writing is having on advertisement composition. Almost every issue of a general magazine is replete with examples of

advertisements that have a story to tell—a very real story, and we are not hypercritical when we say all too often the story is spoiled in the telling—from a story standpoint.

"Plot is indispensable to the true short story" the author says in the introduction to the book. Plot in a slightly different sense is necessary for every well-planned story-telling advertisement. Of course not every advertisement is intended to be a story-telling advertisement, some are "special articles," some are "history," others are "news," and so on paralleling the terminology of literature, but to those who have the production of story-telling advertisements as a part of their work we recommend Mr. Neal's work.

The book is divided into four main chapters, which are in turn subdivided. Chapter I. takes up the theory of the short story type, covers its aim, type, dramatic qualities, singleness of effect, atmosphere, etc. Chapter II. takes up the theory and practice of plot. Chapter III. the compositional construction of the short story, and this chapter alone offers some good suggestions to copywriters. The closing chapter is devoted to other problems of fiction writing.

THE SELLING PROCESS. By Norval A. Hawkins. 364 pages, including appendix and questionnaires. Published by the author.

A handbook of salesmanship principles which, as the author says, "May be new to most readers, are not mere theories. They all have been demonstrated and thoroughly tested in actual practice during my twelve years' experience as general sales manager of the Ford Motor Company, in the course of which time Ford sales were increased from 6,181 to 815,912 cars a year. The principles and methods I have used successfully in selling automobiles will work equally as well in any business, and will fit any salesman or saleswoman."

The first three chapters of the book deal with SALES—the first factor—MAN—second factor—SHIP—or art, the third factor. The following nine chapters handle the various steps in selling: preparation, prospecting, approach, and so on, down to the get-away. The second portion of the book is taken up with questions on the preceding chapters.

Newspaper Has a Little Brother

Vol. 1, No. 1, of the *Amsterdam Evening Recorder, Jr.*, has appeared, published by the Amsterdam, N. Y., *Evening Recorder*. Its object is to keep local merchants informed on advertising matters. The *Junior* is a four-page publication with newspaper make-up. On the first page is an interview with an Amsterdam merchant, who says that the advertising of his store has great influence on the *esprit de corps* of his personnel.

Directory Number Quite Valuable

S. F. BOWSER & COMPANY, INC.
Fort Wayne, Ind.

December 12, 1919.

ADVERTISING & SELLING.

Your letter of the 6th, also the Trade and Technical Paper Directory Number of November 15 reached me promptly.

The Directory is quite an aid to me at this time, and I appreciate your courtesy in forwarding a duplicate copy to replace the first issue that went astray.

Wishing for ADVERTISING & SELLING continued prosperity, and with the season's greetings.

Most cordially,
C. H. DAVIES,
Manager Publication Dept.

"Returns at lowest cost"—in Collier's

Collier's helps launch another new product with gratifying results.

The first full-page advertisement for "Shavaid," a new Bauer & Black product, appeared in Collier's for September 20th. A small trial tube was offered by means of the coupon, which you will notice in lower right-hand corner of the opposite page. Read what Mr. Smith, the Advertising Manager, has to say about the returns.

"When talking with you the other day about direct returns from coupons in the full-page Shavaid ad that appeared September 20th in Collier's, I expressed the belief that this publication had brought returns at the lowest cost. Have checked these figures over just recently. The result proves that I was correct.

"The number of coupons received from the date of appearance up to and including October 15th was 7,347, making the cost per inquiry a fraction over 34c. I have an idea that the subsequent appearance of similar copy will bring even better returns.

Yours truly,
BAUER & BLACK
(sgd.) H. Strong Smith
Adv. Mgr.

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager

Collier's

THE NATIONAL WEEKLY

A Simpler Way To Prepare Your Face for Shaving

Now comes a revolution in shaving methods, which all men will hail with delight. Shavaid, from the laboratories of Bauer & Black, turns an irritating task into a refreshing pleasure. You are invited to try this historic beard-softener at our expense. The coupon brings a Free Trial Tube.

THIS is a message of express relief to men who shave. It opens to you a new and better way. Shavaid brings new comfort. It saves time. Shavaid prepares the beard properly for shaving. It softens the beard quickly, and acts on the skin as a soothing, soothing lotion.

It reduces the stinging and skin-irritating properties of hair cream—men have you must surely apply a thin coat of Shavaid to the dry face, then the lather—lather used will be added as—also shave.

The result is relaxing.

All in Shavaid

No need now before shaving to apply hot water applications. No need to give the face a steam bath. Shavaid takes care of you.

Hot water applications before shaving should be avoided, as they irritate the skin. Hot water makes the face tender. It brings the blood to the surface at the wrong time.

Prevent-spread-germs! Think of a regular Shavaid skin care routine. Shavaid keeps the skin fine and smooth—the prime reason for not shaving during the most severe winter months. The new paste—soft and creamy!

And within the next six months and the highest level of the modern skin.

Shavaid

Apply the moist substance—made to fit the skin to the beard and make it soft and pliable—so to ease the work of the razor.

Prevents the skin from chafing the razor.

Removes the skin "grit"—which acts as an irritant.

Softens after lather.

Shavaid is a cooling, soothing lotion.

Men have "beards." Their faces have suffered. Their skin has become rough.

Tested and Proved

Shavaid means to make the face strong, healthy, and smooth. It is a long scientific study and scientific experiment.

It is the most important thing in the world—a field of work. Long before the first advertisement. They have time built in it, as we do. We are sure that you will prefer Shavaid.

We realize, however, that what we say about it may appear almost incredible to men who have found no relief in years.

And so to further convince you, we want you to try Shavaid, and to give it a thorough test at our expense.

We want you to judge it by comparing it with your present way. Then you will be in a position to determine if you prefer that of our new paste. It will prove its ability to make shaving more pleasant.

Merely send us the coupon and we will send a free trial tube sufficient for the test.

Then after trying it, and knowing that it is what you have long needed, you can buy at your druggist's for the life you take.

Free Trial Tube

BAUER & BLACK, Chicago, Ill.

Send this card with the coupon to:

Name _____

Address _____

City _____

State _____

Shavaid

At Druggists—50c a Tube

BAUER & BLACK, Chicago, New York, Toronto

Makers of Shure Surgical Dressings and Lined Products

BULLY for Collier's

BUT READ THIS → YOU BUYERS of Advertising Space

Replies from Colliers' cost a fraction over . . . **34c**

Replies from National Sportsman cost only . . . **31c**

NATIONAL SPORTSMAN

100,000 Net Paid (A. B. C.) All-Man Circulation produces RESULTS for advertisers of articles appealing to men, unequalled by any other publication.

Additional Evidence, Advertising Rates and Sample Copy gladly mailed on request.

National Sportsman Magazine, 221 Columbus Ave., Boston, Mass.

No wonder they advertised as above in Printers' Ink, December 11, 1919

Dec. 11/19.

National Sportsman,
Boston, Mass.

"On the Shavaid copy I plan to continue in your publication which is practically the only one in the outdoor field that is bringing results at a rate we can afford. You are now getting inquiries for us at 31c."

Yours truly
Bauer & Black,
(Signed) H. Strong Smith
Adv. Mgr.

Later.

Dec. 18/19 we received order for 12 Full Pages on Shavaid Copy to be inserted during 1920.

The Week in Washington From an Advertising Viewpoint

Washington Bureau, ADVERTISING & SELLING, Riggs Building

Poindexter Asks for Reforestation

The staggering cost increase of 633 percent in 20 years and 159 percent increase in consumption of pulpwood for making print paper in the United States is shown in a statement issued by the American Forestry Association, which is urging the passage of the Poindexter Bill providing for a plan of reforestation of pulpwood lands.

"From these figures, says Charles Lathrop Pack, president of the American Forestry Association, "the need of quick action on the newsprint situation is imperative and a policy in this regard will lead to a national forest policy. Our forests are like a bank. We must deposit in them if we expect to draw out.

"In 1899 the pulpwood industry used one million, nine hundred and eighty-six thousand cords (1,986,000).

"Ten years later, in 1909, four million (4,000,000) cords were used.

"For the last five years the average has been five million, three hundred thousand cords (5,300,000) per year, and in NONE of these years was the cut of domestic wood sufficient.

"During the last nine years the mills have used nine million, two hundred and sixty-four thousand cords (9,264,000) of IMPORTED pulpwood, an average in excess of one million cords a year MORE THAN WAS CUT IN THE UNITED STATES.

"While the total quantity of pulpwood used increased 159 percent from 1899 to 1918, the cost increased 633 percent."

Would Limit Paper Consumption to Last Year's Amount

Immediately following the appeal of the House Committee on Post Office and Post Roads to the newspaper publishers of the United States "to reduce consumption of newsprint paper by at least 10 percent during the next six months, thereby averting the threatened injury and obviating the necessity for repressive measures in the future," Congressman Homer Hoch, of Kansas, has introduced a bill to regulate the use of newsprint by newspapers and periodicals.

This bill differs from the Anthony measure in that it provides "that until July 1, 1920, no newspaper or periodical shall be carried in the mails at the rates provided for second-class postage unless the publisher shall have filed with the Postmaster at the postoffice where such newspaper or periodical is deposited for transmission in the mails, a pledge in writing that there will not be used in the publication of such newspaper or periodical during the period within which this Act shall be in force an aggregate amount of newsprint paper in excess of that used in the publication of such newspaper or periodical during the corresponding period of the preceding year. Provided, that any such excess due solely to an increase in circulation of such newspaper or periodical shall not be considered a violation of such pledge. Provided further, that in lieu of such pledge the publisher or pub-

lishers of any such newspaper or periodical not published during the corresponding period of the preceding year shall file a pledge in writing that every reasonable effort will be made to conserve newsprint paper in the publication of such newspaper or periodical."

Section 2 of the bill makes it obligatory upon all publishers to file, thirty days subsequent to July 1, 1920, with the Postmaster General a sworn statement showing the aggregate amount of newsprint paper used by the newspaper or periodical during the period within which the proposed law shall have been in force and during the corresponding period of the preceding year.

In case any such statement should disclose a violation of the pledge the third-class postage rate would be held to apply to the newspaper or periodical in question, and the publisher would be held liable for the difference between that which would have been due at the third-class postage rate and that which was paid at the second-class rate during the period in question.

Any publisher failing to file the statement provided for would be held liable in such amount as would have been due at the third-class rate in addition to any amounts that had been paid upon the newspaper or periodical at the second-class rate during the period of the life of the proposed law.

The bill authorizes and directs the Postmaster General to prescribe such rules and regulations as may be necessary for carrying these provisions into effect.

Japan Advertising Report Issued

A complete report, in which advertising methods in Japan are discussed at length, has just been received by the Far Eastern Division of the Bureau of Foreign and Domestic Commerce of the Department of Commerce from an American newspaper man in that country. Copies of the report have been made by the division, and will be distributed upon request. Persons interested in the matter may secure copies by referring to file No. FE-51.

Newspaper to Print on Wrapping Paper

Owing to the shortage of white newsprint paper the East St. Louis *Daily Journal*, according to an announcement of its publishers, will be forced to print on light brown wrapping paper until the white variety can be procured.

Has the Proper Spirit

RIVERSIDE CLUB
TICK-TALK
Waltham, Mass.

December 19, 1919.

Editor, ADVERTISING & SELLING.

Noting the request of the Goldwyn Institute for copies of your February 22 and August 23 issue, I have today mailed to them these copies.

As a rule I like to keep all back numbers of your valuable magazine, but believe that they will be of assistance to more people in this Institute than filed away for only one individual.

Yours very truly,

GEORGE F. BRIGDEN,
Managing Editor Tick-Talk.

New Orleans "Item" Breaks Ad Record

The New Orleans, La., *Item*, with the issue of December 14, published an edition of 116 pages. The edition contained 78 columns of advertising, breaking the previous year's record of 572 columns, and was called by the newspaper a "Complete Christmas Catalog."

A New Idea

A rather unique method of advertising is being done by a Texas flour company in carrying on a localized advertising campaign. They are reproducing line drawings made from photographs of the residences of well known citizens in whose homes they have ascertained their flour is being used.

Coal Strike Hits Christmas Trade

The coal strike cut heavily into the Christmas retail trade, according to reports from many sections of the country. Chicago retailers, for example, estimated that a loss of from \$2,000,000 to \$3,000,000 a day was suffered owing to the shortened hours of business made necessary by the scarcity of coal.

Novelty Maker Incorporates

The Star Novelty Manufacturing Company has been incorporated as manufacturers of novelties of all kinds at Wilmington, Del. The incorporation is for \$100,000.

Keeping Up With The Times

A FACT A WEEK

Stripped of all non-essentials, the Washington newspaper situation in the evening field, is this:

No one paper covers the field. If it did there wouldn't be a second paper.

The Washington Times covers so large a proportion of the field that it cannot be ignored by any advertiser who wants to sell his product in the Washington market.

Washington is a two-paper town and The Times is one of the two.

The Washington Times
WASHINGTON, D. C.

Canning The Inferior Canner

Organization of the Drive Recently Begun in the Newspapers to Popularize Canned Goods

By A. A. MANN

MANY of us will recall the old story, "Brewster's Millions"—in which was described the genuine difficulty of spending a million dollars without throwing it away. Advertising men who have occasion to handle large appropriations know the theme of that story could well be applied to their tasks, and when the figures run into several millions, the nature of the accomplishment becomes more complicated.

There are numerous possible outlets for the appropriation of the National Canners Association, which is a minimum of \$500,000 annually for a period of years. The trouble again is not in getting rid of the money, but in investing it most advantageously—with an eye to maximum returns. This organization of 1,140 canners has a definite objective

to attain in the quickest but most lasting manner possible. The objective is simply to present the truth of the industry to the American public in such a positive manner that the old and well-rooted prejudice against "tinned" products will be destroyed.

High scientific authority has said that "canned foods are the safest foods that come to the table," and the modern housewife should know of the wholesomeness and healthfulness of these commodities. The Association feels that the misunderstanding is so widespread that its correction would bring about a national consumption of canned goods fully twice as large as exists today. And to bring that about the Association is standing behind a he-sized advertising campaign (the preliminary de-

tails of which were described in our issue of August 9) that will reach every nook and cranny of the country for the coming four years in the most efficient manner available.

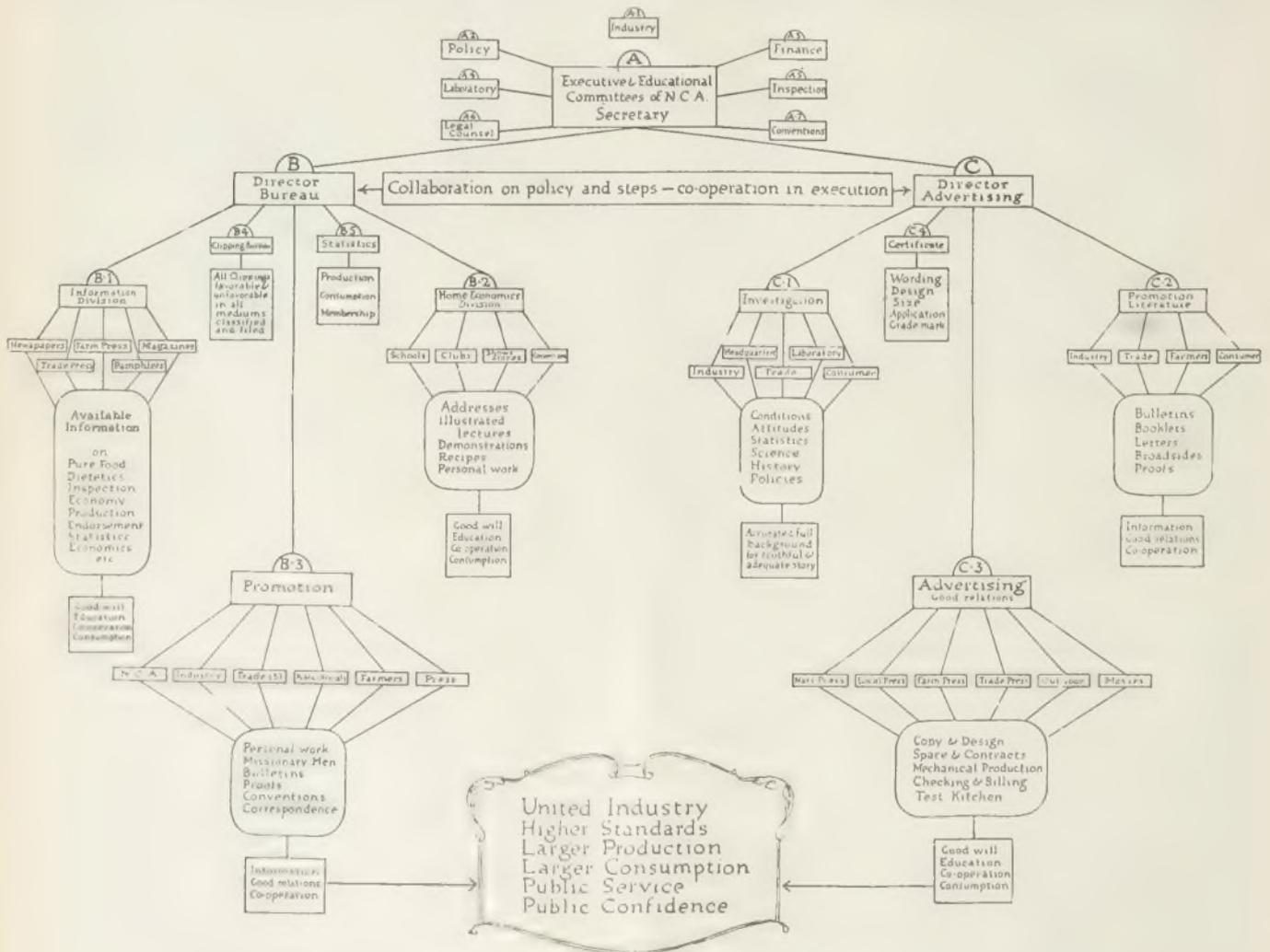
In establishing a working plan for the drive, an organization has been worked out that is best described by the chart reproduced below. Interpreting it we find:

THE EXECUTIVE AND EDUCATIONAL END

At the top (A) the Executive and Educational Committees of the National Canners Association with the Association's Secretary.

Sweeping around to the left is one line of activity, and sweeping around to the right is another; both leading to the same objectives—the objectives which have so long been before the leaders of this great industry, and which, when finally attained, mean a maximum in quality of product, in production and in public good will.

Looking at the chart, we find the Executive and Educational Commit-



The organization chart showing the distributed functions of the different divisions of the National Canners' Association, as explained in the accompanying article.

The Representatives Club

announces its

Thirteenth Annual Dinner

Friday Evening, January 9, 1920

at Seven o'clock

At the Waldorf Astoria

New York City



The year 1919 has evidenced a better understanding and a greater use of advertising than any previous year and we might properly call this our Victory Dinner. No matter what it be called the Representatives Club wishes all men in the advertising business to consider this affair as theirs. Therefore it is suggested that you feel free to invite to it those friends of yours whose presence will enhance your pleasure and ours.

The Waldorf will strive to seat all who send their acceptance and their check, but may we suggest that you form your party early and in making reservations state not only the number but the names of your dinner associates, so that the committee can make the seating arrangements with precision and satisfaction to you.

Send your checks and reservations to

Mr. GEORGE ALPERS

Metropolitan Magazine

432 Fourth Avenue, New York City

Tickets, Seven Dollars

Toastmaster: MR. GEORGE S. CHIAPPELL

List of Speakers

GEORGE W. PERKINS
WILBUR D. NESBIT

DR. W. E. AUGHINBAUGH
ROBERT BENCHLEY

SPECIAL FEATURES

Do you know what is being done in Washington to Safeguard the American Table



YOU might think of the scientific work being done in Washington as being something that is done in a quiet, unobtrusive way.

An office building is in use in Street, N. W. which makes it possible for the Capitol the White House, and all the other buildings in Washington to be in the same building.

What is it in the lab? The headquarters of an association representing an estimated investment of more than \$20,000,000 and of the most important importance to the American table today.

Let us step inside. The gentleman who offers to show us the wonders of the place is Dr. W. D. Bagnow—a better name to American housewives than most of them realize. Dr. Bagnow is an expert chemist. He is in his field—particularly that modern miracle food which finds its way to your table in cans.

Dr. Bagnow has had long experience in the field of specialized public service. Formerly he was engaged in research work in food for the Federal Bureau of Chemistry. He was lately associated with Dr. Harvey W. Wiley on the board of Food and Food Inspection for the U. S. Government. Now he is doing the work for the National Canners Association—an association of canning companies—representing hundreds of firms—adding the map from the White House table Golden Gate.

National Canners Association
Washington, D. C.

and the United States in the Gulf.

Dr. Bagnow explains the work which is carried on in the Association's research laboratories.

Under his direction a group of scientists is constantly working on the scientific aspects of the preservation of food foods.

These research laboratories are operated for the benefit of American consumers and for the benefit of the American people generally to return the products of the canner to go.

The work conducted in the laboratories has been designated as the "business of safeguarding the American table."

When the actual work of analysis and examination is carried on at the Washington headquarters, much work is also done in the factories themselves. The policy of the laboratories is to keep its workers in intimate touch with conditions in the industry, as they actually exist.

Having the staff working with Dr. Bagnow in constant contact with the canner, they are constantly viewing about from plant to plant—inspecting conditions at first hand and giving the canner practical suggestions which means better food for your table—and your neighbors' tables.

All this is interesting, you may say, but is more so. What are some of the problems that these scientists pursue these days?

The work of the Association's research laboratories may be divided roughly

into two main leads. Chemical and bacteriological. The chemical work has particularly to do with the study of the canner and its perfection for use with all kinds of food.

The bacteriological laboratory concerns itself with problems of food deterioration—the scientific basis of modern canning methods.

The findings are communicated to hundreds of canning plants throughout the country and to several numerous groups and it is interesting to note that many of the more progressive canning establishments mention their own laboratories, which take a prominent part in the research work being done.

The work of the Association's research laboratories is like women's work—it is never done. New problems crop up every day, and the workers in them are usually found right in the building which stands in the heart of the nation's capital.

To visit these laboratories is to have new respect for the mighty industry now maintaining its one-hundredth birthday. It is to feel a new pride in the products which come to your table in the attractive, sanitary, palatable form.

Think of it! This very can of tomatoes which the grocer's boy just left at your kitchen door, locally represents a modern miracle! No other country in the world equals the United States in its wonderful accomplishments in the production of quality as well as quantity. Incidentally no other country compares with our own in the use of science of canning foods. To guard them in the laboratory, the scientific surrounding their manufacture, is a service which the workers of America gladly render to the people of America.



light before the classes of people indicated on this section of the chart. This work will be of an exceedingly active nature. It will serve to brush away existing misunderstandings, and prevent new ones. It will serve to make full capital out of the many strong assets surrounding canned food and the industry producing it. In short, this work represents the main channel of organized activity within the Association itself toward the main great objectives of the campaign.

Now, let us look for a moment at the right side of this chart.

Here we find another channel of activity (C), leading to the common goal. This represents the actual advertising campaign conducted for the Association by the Blackman-Ross Company, of New York.

The trend of all activity in this division is immediately evident, the provision for thorough investigation (C1) will at once be seen, the preparation of necessary literature (C2) has obviously been provided for.

(C3)

The campaign of advertising itself is plainly the main channel of action, with the other activities contributing as complimentary parts and providing a sound foundation for the campaign. There is involved, above all else, the necessity for clear vision in connection with the policy of appeal. It must so present the TRUTH concerning canned foods and the methods of producing them, that canned foods shall win in every home the friends they deserve.

Following this clear thinking, and consequent determination of advertising policy, there comes the actual producing of text and illustration designed to best carry out the general purposes in view. Furthermore, mediums must be selected which shall best carry these messages to the greatest number of people of the kind we wish to reach, and all the activity incident to getting the campaign under way and keeping it moving in an efficient, business-like manner along lines definitely decided upon at the outset, is involved in the work represented by this side of the chart.

So much for the whole organization. The activities of the Bureau at Washington will be of the greatest importance as that will be the point of contact for the entire industry.

THE MEDIA AND THE PRICE

Referring to the actual producing of the advertising material, we

One of the full page newspaper advertisements used in the campaign to popularize canned foods in the American home.

tees at a point supervising and approving all activities. They are surrounded by the interests of which they are center (A1, 2, 3, 4, 5, 6 and 7). They represent a definite position of responsibility towards the industry itself, and their hands are held up at every stage of proceeding of the campaign by a carefully planned organization.

What kind of an organization is this which translates into action the ambitions for the industry, of the Executive and Educational Committees?

In the first place, one secret of success in a great campaign of this character is thorough organization on the part of the Association itself. Success is only possible through the working out of the complete plan, and no plan can be complete without provision for those activities, which naturally center in the organization.

And so we find that the left of this chart is the organization of the Association, located at Washington, D. C., and with definite duties assigned to each division. There will be a responsible directing head of this Bureau (B), there will be a department for gathering all kinds of

authentic and interesting information, (B1), putting it in concrete form and having it available for the use of anyone who may be interested. There have been so many calls from members of the Association, from the general public, from editors and others for authentic information of this kind that it has become necessary to systematically provide for these calls, and have the information available whenever it may be asked for.

Another division of this work is the personal activity of a domestic science expert in a Home Economics Division (B2), who, through lectures, addresses, etc., will bring to the people of this country, with a note of authority, and through personal contact, a keener and keener appreciation of the value of these foods.

But the "corner stone," so to speak, of the activities of this bureau, looking to greater development of the industry, will be found in the general term—

PROMOTION (B3)

This work will be invaluable for putting the industry in the right

again approach an interesting phase of the job. The money, first of all, to pay for the campaign will be raised by the assessment plan—so many cents per case on all goods produced under the Association's inspection service. For at least three years it is contemplated that about \$500,000 a year will be invested.

NEWSPAPERS PAVE WAY FOR OTHER MEDIA

A second point is the media: the drive has begun in the newspapers, in order that quick action could be obtained, and will continue in the dailies until January, when space in national magazines will be used. This gives the papers a clean two months period in which to prepare the field for the general periodicals to come. In this group will be included prominent national weeklies and monthlies, particularly the women's papers; farm publications, to reach the growers of the country, but approaching them both from the standpoint of consumers and as producers of the crops which are the foundation of the canning industry. Class publications will be used to reach the hospital, dietetical and medical fields, and trade papers representing the canning industry will also be utilized.

The advertising will carry definite references to the inspection system maintained by the Association, which assures uniform practices of the most up-to-date, sanitary and in every way desirable kind. Standards of practice are set up, and the inspection system assures their observance. Ultimately there will appear on each can of food prepared by canners supporting this movement a certificate of character. It will be some months before the industry is ready to exploit the certificate, and in the meantime the advertising will lay a secure foundation for such exploitation so that, when the time is ripe, the one thing the housewife will want to know is how she can identify food produced under this modern system. She will then be told of the certificate, and it will be exploited in many effective ways. With the certificate and a knowledge of what it means firmly established, the advertising will develop into strong merchandising messages, backed by the increased good will already won.

HINGES ON A SLOGAN

The slogan of the campaign is, "The Miracle on Your Table," and this slogan crystalizes the thought

that will be behind all advertising. This thought is that canned food of today is literally a modern miracle inasmuch as it brings to us, wherever we may live, the finest products of the world's markets, gardens, dairies and fisheries which we are privileged to have on our table at any season of the year. It is believed that once canned food is really appreciated for what it is, the objectives of the campaign will come as a natural course.

Also, the scientific work conducted by the Association through fully equipped laboratories, staffed

by specialists, is at this time unknown to the public although widely recognized in scientific circles.

Therefore, this great advertising machine has been constructed, assembled, oiled and polished so that the power it generates will communicate these important things to the customers and prospective customers of the American canning industry.

London Office for Chicago "Tribune"

A new advertising office is being established in London by the Chicago Tribune.

SYSTEMS BOND

"The Rag-content Loft-dried Paper at the Reasonable Price"



AN IMPORTANT ADVERTISING MESSAGE

is often overlooked in sending out your mail.

Some men know all about their product, but unfortunately in their work of selling they miss many sales—because—they credit prospects and customers as well as their salesmen with an equal amount of knowledge.

Many Sales Managers seldom allow a letter to go out that does not contain a simple yet forceful sales argument prepared in the form of a leaflet for an enclosure.

ADD PRESTIGE TO YOUR MESSAGE.

When you send out a sales message give it every chance to win. Do not send it on a letterhead or leaflet that will not be a credit to your firm.

Imagine the National City Company sending out a salesman, dressed in a ten dollar suit, to sell a million dollar issue of Bonds. It is just as important for your message to be well dressed as it is for any of your salesmen, and you will always be sure of this if you use SYSTEMS BOND.

Write us for samples of neatly designed enclosures printed on SYSTEMS BOND.

Eastern Manufacturing Company

General Sales Offices:

501 Fifth Avenue

New York

Mills at Bangor and Lincoln, Maine

Sydney R. Clarke New Secretary for New York Advertising Club

Announcement is made by George W. Hopkins, President of the New York Advertising Club, of the election of Sydney R. Clarke as the club's new Secretary succeeding Frank L. Blanchard whose resignation is recorded elsewhere in this issue. Mr. Clarke has had a vast experience in the world of business and advertising.

New York Purchasing Agents Association Hold Dinner

The Executive Committee of the New York Purchasing Agents' Association held a dinner in the private dining room of the Bush Terminal Sales Building, December 23rd.

The Way to Better Advertising

How Advertisers May Help to Upbuild the Industry and Also Sell More Goods

By HARVEY W. WILEY

Director, Bureau of Foods, Sanitation and Health of Good Housekeeping.

I HAVE been in the advertising business now for about fifteen years. I think I have one unique distinction. My activity in advertising has not been in soliciting copy, nor in writing it, but in keeping advertisements from being printed. In that respect I have had great success, as you may easily find out by talking with some of our advertising solicitors.

Just the other day came a beautiful full page color advertisement of cocoa. This, measured by the rates charged by our magazine, meant a very tidy sum to the exchequer, which, indeed, would be very acceptable at the present time of strikes among the printers and the hunting of new places for printing the magazine. I have no objection to advertising cocoa or chocolate for the use of grown persons. This particular advertisement pictured a fond and happy mother holding in her left hand a delighted baby and in her right a spoon full of cocoa just ready to drop into the waiting and expectant mouth of the baby. I have perhaps a very foolish notion that milk is the only suitable diet for an infant and that a beverage which contains an active alkaloid particularly inimical to the nerves of an infant should be discarded from the infant dietary. It was "good-bye" to a big advertising fee.

My first work in this line was in helping to censor the advertising in the *Journal* of the American Medical Association. Some fifteen years ago it was decided by the directors of that magazine to appoint a council of pharmacy and chemistry for the express purpose of passing upon advertisements offered for the pages of the *Journal*. Nine experts were chosen on different specialties. I was the one chosen for the food advertisements. An extra copy of the *Journal* was sent to each of the nine members of the council with the request to blue pencil any advertisement they found therein which they thought was not up to the proper standard. The editor was amazed to find that practically every advertisement carried by them was blue pencilled.

It looked like a huge loss of revenue and the directors experienced for a time a severe chill in their pedal extremities. Nevertheless, they decided to take a chance. The result is today an advertising patronage three or four times as large as it was fifteen years ago, and every single one of which has passed the lynx-eyed council of pharmacy and chemistry.

WE LIKE GOOD COMPANY

Advertisers are human beings; they like to be found in good company. If you go into a city and build a beautiful house on its east side, for instance, or anywhere among the slums, you will find great difficulty in renting it to anyone or in selling it. The house is all right; it has marble steps, white enameled bath rooms, brilliant electric lights, polished oak floors and a pleasing exterior, yet no one wants to live there. The man who has something good to advertise does not care to see his advertisement next door to Dr. Quack's Vital Essence, with a certificate from one of his patrons which runs as follows:

"Dear Dr. Quack: My mother-in-law was at death's door; she took two bottles of your remedy and it pulled her through."

The man therefore, who has a good thing to advertise seeks good companionship for it. When he finds a newspaper or magazine that refuses to print lying or deceptive advertising, there is the place he wants to go.

The great trouble with food advertising is not so much that the foods are not good, but that such wholly extravagant and impossible claims are made for them. Almost every food proprietor has a little "Way to Wellville" all his own. The strong point in all this extravagance is to decry all competitors. I, for one, am not in favor of giving coffee to children, and especially to infants, but if a grown person desires to take a little excellent aromatic coffee or tea I should not like to deprive him of seeing an advertisement which would lead him to get what he wants. When I see a man trying to sell another beverage by knocking coffee or tea I consider that



ELEGANCE

STERLING "ADPLATES" POSSESS THAT ELEGANCE AND BEAUTY WHICH ATTRACT THE ATTENTION OF THE PURCHASERS TO THE TEXT OF ADVERTISEMENTS. THAT IS ONE OF THE TWO BIG PURPOSES OF THE PRINTING PLATE.

THE OTHER IS TO ILLUSTRATE COMMODITIES. IN BOTH OF THESE STERLING "ADPLATES" EXCELL. TRY THEM



THE STERLING ENGRAVING CO
200 WILLIAM ST - 10TH AVE & 36TH ST - NEW YORK

Abstract of an address to the Poor Richard Club, Philadelphia, at their November meeting.

his literature is unethical and should not be countenanced. We have two fundamental rules which we apply to all food advertisements in our magazine. The first is, the advertisement should tell the truth. The second is, that he should not denounce any competing product.

The very worst form of advertising, in my mind, is that which strikes at the very citadel of life, health and welfare of the individual. I have not looked through the Philadelphia newspapers this morning, but I did cut a lot of disreputable advertisements out of the newspapers that I read on the train. Knowing the town from which I came, I need not tell you where these newspapers were printed. I have here a double hand full of them, every one of which is untruthful, deceptive and harmful to the victim. I have here four different advertisements to promote digestion each one of which claims to be the only remedy for acid stomach or gas on the stomach known to humanity. Here is an advertisement which seeks to convince the reader that he is ill. It is a typical one. I will illustrate it by saying, as if I was the advertiser of the medicine:

"If you have a dark brown taste in your mouth on rising in the morning it shows that your liver is jazzed. Then you must take Dr. Bull's Essence of Bouillon three times a day until healed. Do not be discouraged if the first bottle does not effect a cure; your trouble is so deep seated that the second, third or fourth bottle is needed, but if you keep it up long enough you will be well. Price \$1.00."

When I read these which I hold in my hand, insuring you against influenza the matter begins to be pathetic. Not so much this year as it was last, when so many thousands were dying daily of this terrible and unknown disease which had baffled the most skilled, wisest and best of the medical profession. How utterly absurd it is to assume that someone who is probably not even a physician has discovered the sovereign remedy.

Just a few days ago I had a letter from a correspondent in Seattle. He told me he had discovered the real cause of influenza. It was formaldehyde joined with another chemical. He said, "If you will only discover what that other chemical is you and I will rid the world of this dreadful plague and make untold millions of dollars." The other chemical which he wanted me

to seek for was simple plain lye.

Even the religious press is not free from crimes of this particular. Some of the most deceptive patent medicine advertisements I have ever seen have been in the farm and religious journals. Naturally the harvests which are gathered by quacks in agriculture, religion and politics depend altogether on the crop of suckers, of which it has been said that one is born every second.

THE DUTY OF THE PRESS

It is the duty of the press to set its face firmly against being a party to this deception. It is bad enough when it leads to empty pocketbooks on the one hand and full pocketbooks on the other, but it becomes a crime of the deepest dye when the victim is led to neglect proper medical treatment in the vain hope of securing relief from the quack remedy. It is a thousand times worse to sacrifice human life for gain than it is property.

The advertising clubs of the country have done much to remedy this harmful practice. There are many magazines and newspapers that refuse to carry certain kinds of advertisements for sexual diseases. Just now there is a great recrudescence in the advertisement of remedies containing alcohol. Alcohol is deemed by a great body of physicians as an entirely useless remedy and generally a harmful one. It has been left out of the present edi-

tion of the U. S. Pharmacopoeia on the ground that it is no longer sufficiently used in medicine to warrant its retention. Until the regulations for the enforcement of the prohibition act are in full force there will be a fertile field for selling alcohol under medicinal auspices. Fortunately there is also a very large number of newspapers and magazines which refuse to carry medicinal advertisements of alcoholic preparations.

In many cities the advertising club has a board of censors, whose duty it is to look after the advertisements carried in that city and to carry to the proprietors of the newspapers their objections to the printing of such advertising material. The clouds which obscured the ethical sun from the advertising fields of newspapers are gradually fading and many patches of blue sky are already visible.

I congratulate the advertising clubs of America on the great work they have already done and have tried to point out some of the tasks which are still unperformed.

Ad Women "Break" Girls Into Advertising

A "junior league" for girls of New Orleans, who are interested in advertising, has been formed by the Women's Advertising Club of New Orleans. The members are being formed into classes for talks on advertising and for advice as to the choice of subjects in school. Junior members are admitted to all general sessions of the club.

'The Indianapolis News is a man's paper. It is read by the men of Indianapolis. It is used by those advertisers who want to get their message to the men of the Indianapolis Radius.

Send for a copy of "The Man's Paper of Indianapolis." It will interest you. Copies available at New York or Chicago offices or at The Indianapolis News.

THE INDIANAPOLIS NEWS

New York Office
DAN A. CARROLL
Tribune Bldg.

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
1st Nat'l Bank Bldg.



Advertising Methods and Mediums in Italy

By Trade Commissioner H. C. MacLEAN, Rome

THE success or failure of an advertising campaign is governed by the same principles whether it is conducted at home or abroad, and there is no fundamental reason why America's genius for advertising should not produce results in Italy as well as in the United States, provided the methods adopted are based upon a comprehensive understanding of the Italian character and of Italian social and commercial life.

Advertising is essentially a psychological problem and must be studied objectively rather than subjectively. The all-important factor is the reaction produced upon the person to whom the advertising appeal is directed, and in the case of foreign countries this reaction may be quite the reverse of that produced upon the person by whom the advertisement was originated. Neither ideas nor phrases can be translated, and, consequently, the very best, straight American advertising will probably lose most of its effectiveness when pushed out from its home atmosphere into strange company. Successful foreign advertising must be preceded by a painstaking study of the temperament and habits of the people whose interest it is desired to stimulate,

and having this basis to work upon, there is no reason why effective copy and pictures cannot be produced.

MOST PROGRESSIVE ITALIAN CONCERNS ARE ADVERTISERS

Generally speaking, advertising in Italy is still in an elementary stage of development. At the same time, there is an increasing tendency on the part of important firms to advertise, and there is every reason to believe that this tendency will gather momentum as time goes on. Peculiar as it may seem from the American point of view the great Italian commercial banks are among the largest advertisers, and on the billboards and in the newspapers and magazines their advertisements are ever present. In the industrial field advertising activity is by no means confined to a particular class of products. While certain popular brands of shoe polish are constantly kept before the public by means of advertising, the same is true of the output of the Ansaldo Co., the largest industrial organization in Italy, whose products, ranging from raw steel to finished steamships, are hardly adapted for popular consumption. In Italy opinions differ—some firms advertise and some do

not. It is believed, however, that among the advertisers will be found the establishments which are most aggressive, and those which are making the greatest progress.

In Italy, as elsewhere, it is of course, impossible to lay down any general rules for advertising which would apply alike to machinery and patent medicines. Presumably each article to be sold is designed to fill a particular human need and to possess certain advantages over similar products in the satisfaction of that need. Each advertising campaign must be considered on its own merits, after a careful study of the psychological factors involved in the distribution of the particular commodity under consideration, and of the advertising mediums which are available.

POSTERS EXTENSIVELY USED—NEWSPAPER ADVERTISING

In comparison with other forms of advertising, posters are extensively used in Italy. In many cities billboards have been erected by the municipal authorities at favorable locations, including the railway stations. In addition, the walls of many buildings are covered with posters extolling the merits of a new brand of vermouth, the ubiquitous shoe polish, or whatever it may be. These commercial appeals appear side by side with the numerous official and political pronouncements, which are read by the great majority. For articles of popular consumption, it is believed that poster advertising can be made very effective, and this method has even been extensively employed in the campaign for placing a large bond issue of the Ilva Co., the steel trust of Italy.

The Italians are newspaper readers (although it must not be forgotten that a large percentage of the population is illiterate) and many of their papers have a large circulation. In Italy, however, as in most continental European countries, the newspapers bear little resemblance to those that we are accustomed to in America. Composed of four or in some cases of six pages, they contain little of what we would consider real news and much of what we would classify as editorial comment. The amount of advertising carried is small, but covers a wide range of commodities, from patent medicines to railway cars. Although it is a difficult matter to estimate the tangible results to be obtained from newspaper advertising, for general publicity

Ninety Per Cent Renewals

For the fourth consecutive year over ninety per cent of the advertising contracts with THE ROTARIAN have been renewed. Could anything indicate more clearly the great advertising value of The Magazine of Service? When an advertiser becomes sold on THE ROTARIAN he stays sold

because he has learned that the circulation of THE ROTARIAN is a one hundred per cent buying power circulation—51,000 copies of the January issue are being printed. THE ROTARIAN is growing rapidly in circulation and in the esteem of National Advertisers.

THE ROTARIAN

The Magazine of Service

Published Monthly by the International Association of Rotary Clubs
CHICAGO

Eastern Representative, WELLS W. CONSTANTINE
85 E. 17th Street, New York

Advertising Manager, FRANK R. JENNINGS
910 So. Michigan Ave., Chicago

Great Britain, THOS. STEPHENSON, 6 So. Charlotte St. Edinburgh, Scotland

MEMBER AUDIT BUREAU OF CIRCULATIONS

such publications as the *Corriere della Sera* of Milan should be valuable, or, where it is desired to reach commercial circles, *Il Sole*, of Milan, which is the standard daily devoted exclusively to business interests.

POPULAR PERIODICALS AND TRADE JOURNALS—CIRCULAR LETTERS, ETC.

The American weekly or monthly magazines, which are so widely used as advertising mediums, find no real counterpart in Italy. Among the weeklies, *L'Illustrazione Italiana*, *Il Secolo Illustrato* and *Il Mondo*, circulate among the upper classes while *La Domenica del Corriere*, and similar publications selling for the equivalent of 2 cents a copy, are widely read. The monthlies are decidedly inferior, both in their make-up and in their reading matter, and occupy a position of little importance. On the other hand, there exists a well-developed trade and technical press, among which most of the principal branches of industry are represented — agriculture, machinery, electrical goods, textiles, chemicals, etc. These trade publications carry a considerable volume of advertising, and there is every reason to believe that this advertising is worth while where it is desired to reach the dealer rather than the consumer.

Direct advertising by means of circular letters, folders, etc., is not widely used, and perhaps for that reason it might be especially effective in certain cases.

ILLUMINATED SIGNS AND WINDOW DISPLAYS—ADVERTISING AGENCIES

Illuminated signs, so popular in America, are still for the most part unknown in Italy, and it seems doubtful whether they will ever find a place. So far, moving pictures have not been used to any great extent, but might well be; and this is also true of window displays, which should prove especially effective. After all is said and done the article itself should be its own best sales developer. Furthermore, the Italian likes to see what he is buying, and the more attractively an article is presented the better the chance of arousing his interest.

The machinery for the preparation and distribution of advertising material, which is provided in the United States by the advertising agencies, does not exist in Italy. One firm, *L'Impresa Moderna*, at Milan, specializes in the scientific study of advertising problems and

in the preparation of pictures, copy, etc. It does not, however, undertake to distribute the material which it prepares. There are a few agencies that control the privilege of soliciting advertising for small groups of publications, among which may be mentioned the *Unione Pubblicita*, which represents a long list of newspapers throughout Italy. But for the most part, the various periodicals receive their advertising direct, without making use of intermediaries.

Advertising an American specialty, can render valuable service

in connection with the introduction and establishment of American merchandise in Italy. However, as is also true with reference both to goods and to selling methods, it must meet the local requirements, no matter how peculiar they may seem from the American point of view. One must be prepared to learn from his prospective customers and to give them what they demand rather than to assume that what is good enough for the United States is good enough for the rest of the world.—From Commerce Reports.



THEY DIDN'T KNOW

NATURALLY as we receive a raft of business from the agents we must admit that we think they know all there is to know. Yet an agent wrote us the other day asking if certain equipment having to do with steam could be sold to the paper manufacturers. **HE DIDN'T KNOW** that this stupendous industry is the second largest user of steam power in the country; and we bet a flock of our advertisers don't either. Yessir! the paper crowd sure use a bunch of steam and all the junk that goes with it. If you advertise boilers, stokers, pumps, packing, valves and the million and one other items that are used around a power plant you should certainly join our personally conducted tour to the buyers of this stuff in the paper mills. Write us for all the dope.

PAPER

131 EAST 23 ST., N. Y. C.

Up to Jan. 1st you can buy 420 inches of advertising space for \$210. A good investment, say we.

Successful Salesmen Are Saving Salesmen

(Continued from page 4)

ceived a telegram reading: "Where is my salary check of last month?" To this telegram we made no reply. Finally, one day when I went to my office, I found this salesman waiting for me. He was very red in the face. Before my arrival he had been to the cashier and asked about his salary, but as I had posted the cashier he had answered him smilingly without giving him any definite information. I let him tell his story about how he had been inconvenienced by the lack of money. Finally, when he stopped to catch his breath, I cast the remark: "Our cashier is just like you. He is a good cashier, just as you are a good salesman, but sometimes he is just a little careless about sending out salary checks, just as you are careless about replying to letters, even from the president of the company."

WHY THE CASHIER FORGOT

He looked at me and then he said slowly: "Did you tell that cashier not to send my salary?" I answered very slowly and gently that I was accustomed to getting answers when I wrote our salesmen asking questions and that when the answers did not come, then the cashier forgot to send checks.

"I'm on," he said. "I will go out and answer your letters and tell that cashier to give me my check."

We never had any trouble with this salesman afterwards. He not only continued to sell a large volume of goods but he managed somehow to answer all the various letters from the several departments.

Procrastination is one of the worst bad habits any business man can have. Always being late is simply a bad habit. A salesman who is late in keeping his engagements with people in the house does not keep his engagements with his customers. Being tardy is a bad state of mind. It is carelessness of the rights of others. Have you ever seen a committee or a board of directors sit waiting for a tardy member (and it is always the same member who is tardy)? I remember I was on one board of directors where a certain man was always late and then he had the

nerve when he came in to take out his watch and remark: "Well, gentlemen, let's get down to business." He happened to be a large stockholder in the company, but one day the chairman of the board "blew up" and said a few things that would not look well in print.

Practically all houses of any size these days send their salesmen General Letters. These letters should be read and studied on the trains. You should carefully study the policy of your house. You should try to figure out why they are doing certain things. Every salesman should keep himself in training to be a sales manager himself and best way to do this is to carefully study all the letters, pamphlets, booklets, catalogues, General Letters and other literature you receive. You should even memorize good sentences and paragraphs for future use.

KEEP YOUR ENGAGEMENTS

A habit that the salesman should form early and one that he should stick to all the time that he is on the road is to try if possible to keep his postal card engagements with his customers. If for any reason you are delayed you should immediately write your customers another postal card advising them of the delay and making another calling date. Nothing is more irritating to a merchant than to hold an order for a salesman and have this salesman delay his call or never turn up.

Some salesmen dodge the settlement of claims. The handling of claims, of course, is disagreeable work, but often a salesman can settle claims with less danger of losing the account than there is in having the customer correspond with the house on the subject. Unfortunately, differences between the house and the customer will arise and it should be part of the equipment of a good salesman to settle such differences. The manner in which a good many salesmen settle claims is, of course, a joke in the house. They can only see the customer's side of the argument. When this is constitutional with the salesmen it shows a decided weakness. A salesman should always remember that he is the representative of his house. He should not conduct himself so as to merit the definition

of salesmen as given by a certain merchant. He called them "an organized army of purchasing agents for their customers."

WE DON'T WANT TO WORK

Let me conclude by saying that my experience leads me to believe that the average man does not want to work and will not work unless he is compelled to do so, either by want or ambition. This fact is borne out in all history. In the ancient world, most of the work was done by slaves. The best people were warriors and hunters, but they would not do any work. They captured their enemies and made them build such works as the pyramids. In Rome, only bond-men worked. This idea in regard to work went all through the Middle Ages. In Russia the serfs did the work. In England it was the fashion to go into the church or into the army, but you could not keep your social standing if you went into trade. All aristocracy in the history of the world has been based on the idea of letting the other fellow do the work. Of course, in modern times, there has been a change. We have found out that our greatest happiness comes from work. We have learned that to be idle sooner or later means trouble. The nations in the last hundred years that worked are the nations that have made progress. The United States has progressed because we have been a nation of hard workers. We have had no humorous aristocracy and almost everybody has had work to do.

Now, of course, the pendulum is swinging back. Labor is getting tired of working. Labor wants shorter hours. As a matter of fact what is back of this is the age-old desire of man to shift the work on somebody else. The Indians let the women do the work. The cannibals in the South Sea Islands lived a most delightful life, their hardest work being to be massaged about three hours every day. Curious—isn't it—to read that the Marquesans, who were the most beautiful race physically that the world has produced, were massaged for several hours every day with cocoanut oil?

One of the best ways I have found to make work easy is to turn work into a game and then have everybody playing the game to win.

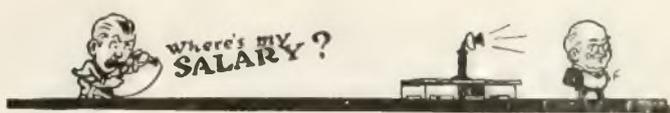


The roads to success are not run by the R. R. Administration.

Truly, not chains of enchantment.



Some intermediary, he is.



"There's a reason" why the sales manager sometimes fails to write.

The way to apply this to salesmen is to compare the results of each salesman every month with other salesmen. This means competition and when you get a force of salesmen competing with each other then there is a lot of fun. Of course, in addition to the fun there should be substantial rewards for the successful men. When tired salesmen with bad habits are put up against a real competitive system, they either change their habits or they resign.

We are all complaining of the high cost of living. Work is the only thing that can possibly reduce this cost; yet we all want to do less work, thinking that through some form of economic alchemy, we can without hard labor obtain that which all human experience has proved can be obtained only through hard labor. A current writer has summed up the present situation succinctly thus:

"Imagine a family living in 1880. There is a father, a mother, two sons, and a daughter. The parents each work twelve hours a day, and the children each ten. In a week the family has accomplished what would be 374 hours of work for a single person. Their recreations consist in going to church on Sunday, in occasional walks or buggy rides on a moonlight evening, or in a little skating, coasting, and sleighing in the winter, with a limited amount of sweethearting for the young people on Saturday and Sunday nights only. All this costs practically nothing. Here is a typical picture of today: In a similar family the father and older son work forty-four hours a week, the mother forty-two hours a week, the younger son and daughter not at all. Their total weekly output amounts to 130 hours of work for a single person, or a little more than a third that of the 1880 family. Their usual diversions are expensive clothes, dining out, theatres, movie shows and automobile trips, costing them weekly the pay for about thirty-five hours of work. This leaves some ninety-five hours of work to support them, or about one-fourth as much as in the case of the other family. In the main they are happy, but they are very much worried about the high cost of living."

Magazine Absorbs Bates Service

The Bates Advertising Service, New York, well known among retail advertisers, has been taken over by the retail advertising department of the *Dry Goods Economist*, New York, and will be issued as a part of the *Economy and Merchant Services* of that magazine. The announcement says that the Bates service has succumbed "to the greatly increased cost of printing, engraving and electrotyping."

Apropos of the Shortage of Newsprint Paper

One explanation for the shortage of newsprint paper may be had in the claim that a large percent of the "silk" stockings now being sold in the United States and exported at the rate of 15,000,000 pairs a year to foreign countries are made out of woodpulp, the same substance which forms the basis of newsprint paper.

Productive Advertising

A Logan, Utah, furniture dealer states that by placing a popular make of graphophone in a barber shop and by so doing furnished entertainment to customers, resulted in a \$30,000 business in his phonographic department

Others Should Take This Tip

THE INTERNATIONAL DISPLAYS CO.
CLEVELAND, OHIO
Chicago, Ill.

December 16, 1919.

Advertising & Selling Co.

Please enter my subscription for ADVERTISING & SELLING, starting with the first issue of 1920: Roy McGee, Room 614, 333 So. Dearborn St., Chicago, Ill.

I find ADVERTISING & SELLING of great value to me in my work selling Cardboard Window and Counter Displays, and having missed a few issues because the newsstand had sold out. I take this means of insuring receipt of every copy.

Please send me the bill and I will remit.

Sincerely yours,

ROY MCGEE.

The Important Part Business Papers Can Play In an Advertising Campaign

As Evidenced by the Leshner, Whitman & Co. Campaign Which Used the Domination Method

By HAROLD A. LEBAIR

IN studying and planning the advertising and merchandising problems of any manufacturing or selling organization, one of the three, and usually the primary one of the three general classifications to consider, is the trade side of the problem.

The presentation of your message to the trade, the supplying of helps to the trade through which they can present your message to the consumer, and your direct messages to the consumer, are all very important parts of a big National campaign.

But there is nothing more fundamental than the carrying of your message to the trade, and many small advertisers, those just starting, must use this method before they are ready to take on the problem of consumer advertising.

Firstly—the better and more representative business paper publishers in their respective fields are able to be of material assistance to advertisers and advertising agencies in supplying them with helpful information and cooperation regarding fundamental sales details when

studying their problem in a preliminary way. The work that has been done by the Associated Business Papers and the American Association of Advertising Agencies is more and more making the up-to-the-minute business paper publisher place the knowledge and experience of his organization at the disposal of advertising agencies and advertisers in a cooperative way with the result of more advertising for the business papers because they are getting better advertising when it is prepared by a representative agency, and hence more fruitful advertising with the final natural increase in volume.

The campaign of Leshner, Whitman & Co. on their Granite Double-End Men's Lining Fabrics is a concrete evidence of the above general statements.

Leshner, Whitman & Co. have for some years manufactured lining fabrics for men, as well as fabrics for women's garments and draperies, upholstery, etc.

Beginning in 1919 a careful study of conditions in the men's lining field was made.



Greatly reduced full page trade journal advertisement of Lesher, Whitman & Co. An unusual illustration is secured in this case by enlarging a swatch of cloth six times, though the striking effect is lost in the reduction.

As a result many interesting facts were developed through the cooperation of certain members of various business paper organizations, as well as through independent investigations of our own. This united investigation enabled the manufacturers to find market possibilities for their double end men's linings, and a keynote argument was found in the construction of the fabric, setting forth as their goal the making of this lining fabric the universal men's wear lining.

A campaign of dominant space with technical messages that the trade understood, talking in the language of the trade in leading publications in that field was planned.

DOMINATION IN TRADE PRESS

Right here, I wish to emphasize the fact that domination and sufficient use of advertising space is just as vital, if not more vital, in advertising in a trade publication, than in consumer publications.

The leading trade publications were chosen and it was figured out

how much space was necessary to dominate in the second paper on the list, in the third paper on the list, and they went as far as their appropriation would permit in the number of papers used, but in every instance insisted on using dominating space.

For example, a series of page advertisements in one daily trade publication was ordered—the publisher of this paper came to see the advertiser and asked if he did not feel that it was proper to use the smallest units possible with greater frequency, as he felt it was too wasteful to use pages in his publication, it had never been done.

As they were desirous of getting the smashing effect of this dominant advertising, however, they retained their page schedule, with the result that the publisher of the paper himself was dumb-founded at the immediate response which was received.

While the unique copy and illustration which took the trade into full confidence as to manufacturing

details, was a very important contributor to the success of this campaign, I believe that the fact that the goal which it was not anticipated could be reached in two years' time was reached in less than six months, is due in a large measure to the use of page space in this one publication and big units of space in all of publications used.

THE RESULTS

In less than six months' time every clothing manufacturer in the United States (with a few exceptions) were using Granite Double End Linings in their garments. Apart from the mercantile success of these linings, two very tangible results were achieved by this campaign—one is a new and better appreciation of advertising on the part of those connected with the campaign; the second is the better appreciation of the value of his own publications on the part of the publisher and his organization as evidenced by the number of other advertisers, who, as a result of this campaign, are now using a page, or in any event, large space units in this publication with tangible results.

A study of the reproduction shown herewith of one of the page advertisements in this campaign is self-explanatory as to the way the copy thought was handled in this campaign.

One point that I have not mentioned, but which should not be overlooked, is the fact that it is also not only possible but very desirable to use even consumer publications from a trade standpoint in the Lesher-Whitman campaign. A large national weekly was one of the publications on our list used primarily for its trade influence and only secondarily for its consumer influence, but the results from this publication have been just as tangible in their trade results as have been the results from out and out trade publications.

Look What Santa Brought Us.

CHARLES C. SPINK & SON
St. Louis

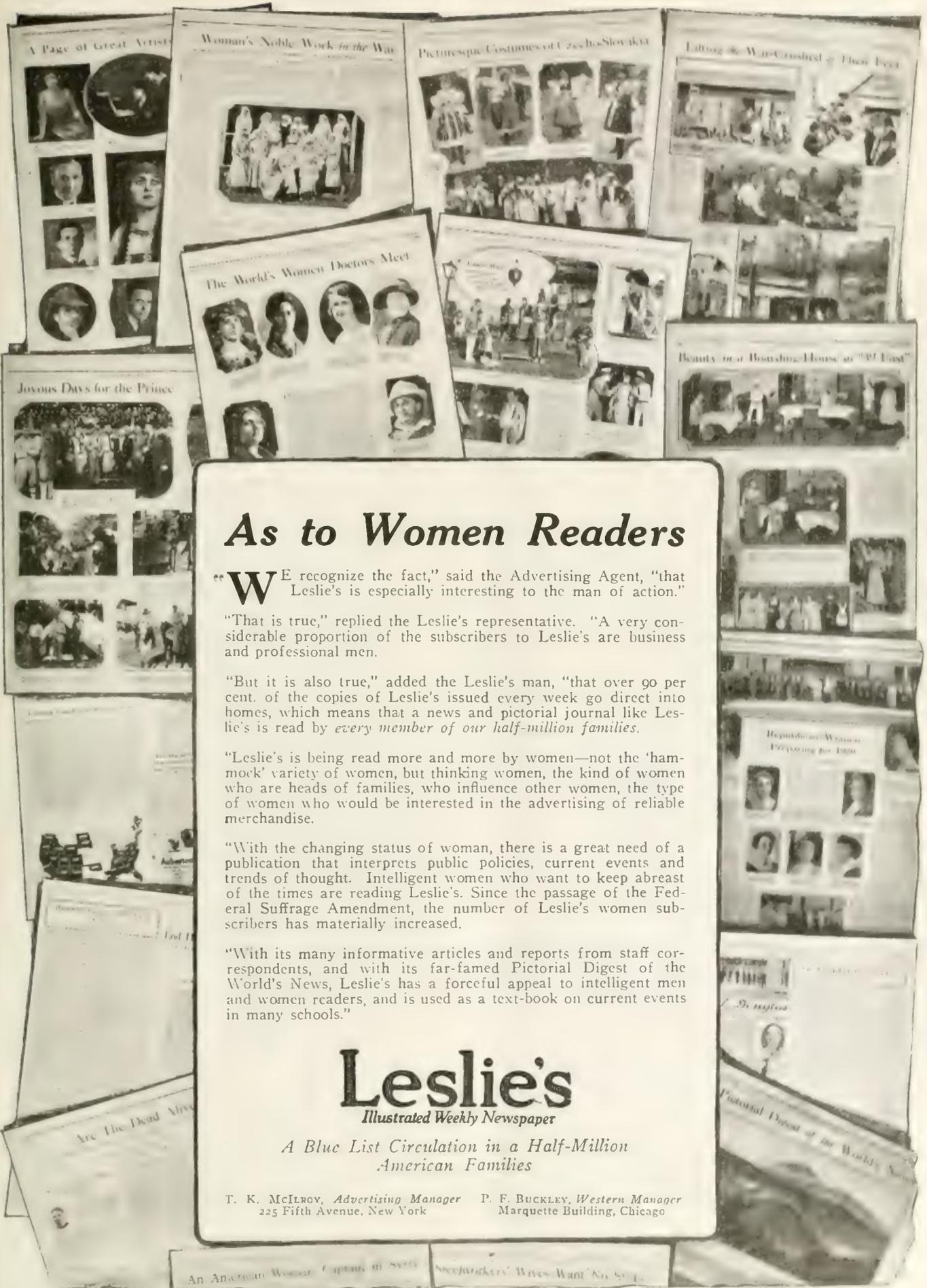
December 17, 1919.

Editor, ADVERTISING & SELLING.

It so happens that very little recognition is shown at times of one's efforts.

After looking over a copy of your issue of December 13, and having noticed the tremendous improvement and development of the interesting articles contained in your publication, may I extend to you my bit of congratulation on getting out such a fine paper. I am sure that you are going to enjoy the success that you justly deserve.

Respectfully yours,
CHARLES C. SPINK & SON.
J. G. Taylor Spink.



As to Women Readers

"WE recognize the fact," said the Advertising Agent, "that Leslie's is especially interesting to the man of action."

"That is true," replied the Leslie's representative. "A very considerable proportion of the subscribers to Leslie's are business and professional men.

"But it is also true," added the Leslie's man, "that over 90 per cent. of the copies of Leslie's issued every week go direct into homes, which means that a newspaper and pictorial journal like Leslie's is read by every member of our half-million families.

"Leslie's is being read more and more by women—not the 'hammock' variety of women, but thinking women, the kind of women who are heads of families, who influence other women, the type of women who would be interested in the advertising of reliable merchandise.

"With the changing status of woman, there is a great need of a publication that interprets public policies, current events and trends of thought. Intelligent women who want to keep abreast of the times are reading Leslie's. Since the passage of the Federal Suffrage Amendment, the number of Leslie's women subscribers has materially increased.

"With its many informative articles and reports from staff correspondents, and with its far-famed Pictorial Digest of the World's News, Leslie's has a forceful appeal to intelligent men and women readers, and is used as a text-book on current events in many schools."

Leslie's

Illustrated Weekly Newspaper

A Blue List Circulation in a Half-Million American Families

T. K. McILROY, *Advertising Manager* 225 Fifth Avenue, New York P. F. BUCKLEY, *Western Manager* Marquette Building, Chicago

An American Woman Captain in Spain Steelworkers' Wives Want No Soldiers

Typical pages from recent issues of Leslie's having a direct interest for women readers.

Your Prospective Customers
 are listed in our Catalog of 99% guaranteed
 Mailing Lists. It also contains vital sug-
 gestions how to advertise and sell profitably
 by mail. Costs and prices given on 9000
 different national Lists, covering all classes;
 for instance, Farmers, Noodle Mfrs., Hard-
 ware Dis., Zinc Mines, etc. This valua-
 ble reference book free. Write for it.
Send Them Sales Letters
 You can produce sales or inquiries with
 personal letters. Many concerns all over
 U. S. are probably using Sales Letters
 we write. Send for free instructive
 booklet, "Value of Sales Letters."
Ross-Gould
 Mailing
Lists St. Louis

Training for Authorship
 How to write, what to write,
 and where to sell.
 Cultivate your mind. Develop
 your literary gifts. Master the
 art of self-expression. Make
 your spare time profitable.
 Turn your ideas into dollars.
 Courses in Short-Story Writing,
 Versification, Journalism,
 Play Writing, Photoplay
 Writing, etc., taught person-
 ally by Dr. J. Berg Esenwein,
 for many years editor of Lippincott's Magazine, and
 a staff of literary experts. Constructive criticism.
 Frank, honest, helpful advice. *Real teaching.*
 One pupil has received over \$5,000 for stories and
 articles written mostly in spare time—"play work," he
 calls it. Another pupil received over \$1,000 before
 completing her first course. Another, a busy wife
 and mother, is averaging over \$75 a week from
 photoplay writing alone.
 There is no other institution or agency doing so much
 for writers, young or old. The universities recognize
 this, for over one hundred members of the English
 faculties of higher institutions are studying in our
 Literary Department. The editors recognize it, for
 they are constantly recommending our courses.
 We publish *The Writer's Library*. We also publish *The
 Writer's Monthly*, especially valuable for its full reports of
 the literary market. Besides our teaching service, we offer a
 manuscript criticism service.
 150-page illustrated catalogue free
 Please address
The Home Correspondence School
 Dept 37 Springfield, Mass.
 ESTABLISHED 1897 INCORPORATED 1904

Retail Advertising Percentages

The Alert Syndicate Service, Chicago, has issued a 64-booklet called "Reprints," which is a collection of articles on retail advertising, written by I. R. Parsons, advertising manager of Carson Pirie Scott & Company, Chicago, and reprinted from the subscribers' portfolios of the Alert service. Following are excerpts from the booklet—

"What are the rules for good copy? There are none but these—First have a thought, then put it in a few well-chosen words. Think much, write little."

"White space and typography, copy and illustration are concrete considerations in an advertisement by which to measure results. The advertiser who crowds into a given space item upon item until the sides of the advertisement seem almost to burst pays for his 'economy' in the lessening of good effect, one of the biggest elements of pulling power any advertisement can have. You can't put two quarts into a one-quart measure."

The booklet includes a chart of percentage figures which are based on the gross retail sales and include newspaper advertising, direct-by-mail and other forms, as well as donations and display window expense. The chart is to be used more as a guide than as an iron-clad list of advertising costs on which appropriations should be based. Local conditions and individual needs and aims will affect the percentages given. The chart as given in the booklet is as follows—

Department	Advertising Percentage
Silks and Velvets.....	1½
Dress Goods	2
Wash Goods	1¾
Laces and Embroideries.....	1
Ribbons	1
Trimmings	1
*Notions and Dressmakers' Supplies..	1
Dress Accessories	
Veilings	1¾
Gloves	1½
Handkerchiefs	1¾
Women's Neckwear	1

Hosiery	2
Knit Underwear (cotton or wool)...	2
Knit Underwear (silk).....	3
Parasols and Umbrellas.....	3
Jewelry	3
Hair Goods	4
Leather Goods	3
*Toilet Articles	2
Household Lines	
Furniture (including pianos, etc.)....	5
Linens	1¾
Carpets and Rugs	3
Blankets, Bedding, etc.....	3
Lace Curtains	3
Art Needlework	1½
Silverware	3
China and Glassware.....	3
Trunks and Bags.....	4
Housefurnishings	4
Books	3
Ready-to-Wear Apparel for Women and Children	
Women's and Misses' Suits.....	3
Women's Dresses	4
Girls' Apparel	3
Women's and Misses' Coats.....	3
Shoes	3
Waists	3
Separate Skirts	3
Millinery (in season).....	3
Petticoats	2½
Lingerie	2½
Negligees	3
Infants' Wear	2½
Corsets	3
Furs (in season).....	3
Ready-to-Wear Apparel for Men and Boys	
Men's Clothing	5
Boys' Clothing	4
Men's Shoes	3
Men's Furnishings	3
Men's Hats	4
Restaurant	1½
Groceries and Meats.....	1

Total Advertising Cost.....2½
 This figure, being reduced by business done by departments not advertising, will undoubtedly come within the 2½ percent limit. Departments marked with an asterisk (*) are often used for promotion purposes. In this case any definite advertising percentage would be hard to estimate. Such departments as restaurant and groceries are really promotion and service departments. They seldom make money. The advertising percentage depends, therefore, on how far a store wishes to go to attract attention through these departments in the theory that they will bring business to the store generally.

Spark Plug Campaign Expands

The Porter Spark Plug Company of Chicago is to extend its advertising campaign into other cities, following a very successful campaign which has been conducted in Chicago. Cleveland is likely to be the next city to be included in the Porter advertising list. The advertising is placed through the Brandt Advertising Company, Hartford Building, Chicago.

Gives Hotels Advertising Advice

Harry C. Moir, president of the Hotel Morrison, Chicago, in an interview in the *New York Hotel Review*, summarizes that hotel's publicity method and offers his advice to other hotels. "Advertise," he says, "only what you can deliver. Use good mediums and turn down all others. Choose your advertising manager as carefully as you do your chef, and then leave it to him."

By Specifying

REX OFFSET

Your lithographer is assured maximum production

REX PAPER COMPANY
KALAMAZOO MICHIGAN

SAMPLES SENT ON REQUEST

SELLING *to the* WHOLE WORLD

THE THEORY THE PRACTICE THE RESULT

TOPICS

AMERICAN FOREIGN TRADE

(Series of articles by Clayton Sedgwick Cooper—Author of "Understanding South America," "The Brazilians and Their Country," "The Modernizing of the Orient," etc.)

1. Present Condition and Growth of American Commerce Abroad.
2. Why Advertisers and Advertising Men Should Study the Foreign Trade Field.
3. The Different Methods by Which a Manufacturer Can Begin the Sale of His Products in Foreign Markets.
4. The American Traveling Salesman in South America.
5. The Training Needed for Managers of Foreign Trade Posts Abroad.
6. The Importance of Securing the Point of View of People in Foreign Countries, With Whom We Wish to Do Business.
7. Advertising in Latin-America.
8. Method of advertising in China.
9. The American Bank as a Factor in Foreign Trade.
10. Export Financing and Trade Acceptances, Credits, etc.
11. The Export Merchants: His Problems and His Service to Foreign Trade.
12. The Latin-American Peace-Contrast With the North American Newspaper.
13. India as a Market for American Goods.
14. Cable and Telegraphic Service as an Adjunct to Foreign Business.
15. The American Consul and Other Government Agencies as Assistants to the American Manufacturer.
16. The Automobile in South America and Growth of Possibilities of Business.
17. American Shipping and Our New Merchant Marine.
18. Language Requirements for Foreign Trade Success.
19. The Spanish Language and Advertising.
20. China's Interest in American Trade.
21. The Opening for American Commerce in Russia.
22. Economic Conditions in Central America.
23. Politics As a Factor in Latin-American Business.
24. American Trade Openings in the Near East.
25. The German Influence Upon Trade in S. A.
26. The Market for American Machinery Abroad.
27. What the Latin-American Thinks of the North American Business Man and His Methods.
28. The Railways and Transportation Problems of S. A.
29. South-American Products—Coffee, Cocoa, Mate, Rubber, etc.—Finding a Market in the U. S.
30. Foreign Trade Merchandising.
31. The Various Ways by Which Successful Foreign Trade Firms Advertise Their Products.
32. The South Sea Islands as an Opening for American Commerce.
33. American Investments Abroad, Necessary Changes in Consequence of the War.
34. Co-ordination Between Government and Business in the United States
35. Mutual Markets Between America and Japan.
36. Organization of Future American Trade for Concerted Action. Tariffs, Commercial Treaties, etc.
37. Trade and Marine Insurance.

You, in common with thousands of other American manufacturers, have long dreamed of the day when your products would find their rightful place in foreign markets—when you would help make American products familiar to every merchant in the civilized world.

You KNOW that now is the time to make that dream a reality!

You KNOW that your product is right for foreign consumption—or can be made right!

You KNOW that at last, America has a Merchant Marine plying the Seven Seas!

But—

Do you know the conditions to be encountered in these alluring new markets—the buying habits of the people, their commercial ethics, their merchandise requirements?

Do you know how these conditions will affect the marketing of your own particular product?

Do you know what American Manufacturers have already accomplished in these markets, so that you can benefit by their experience?

All these things you **must** know, for the golden opportunity is **ONLY** for the man who knows how to take advantage of it.

ADVERTISING & SELLING

The National Weekly of Modern Merchandising

will tell you all these things. Never before has such a fund of practical, authentic, up-to-date information on Foreign Trade been available to the American Manufacturer as this great magazine of American business has provided for its readers.

"HOW TO BREAK INTO FOREIGN TRADE ALL OVER THE WORLD"

is a title none too comprehensive for the series of thirty-seven (37) vital articles written for Advertising & Selling by

CLAYTON SEDGWICK COOPER

Noted Writer, Investigator and Foreign Trade Expert

Mr. Cooper is the author of a dozen standard works on Foreign Countries, among them "Understanding South America," "The Modernizing of the Orient" and other books of such recognized authority that the United States Department of Commerce recommends their study by American Consular Agents.

In the course of his investigations, Mr. Cooper has twice circled the Globe. He writes from first-hand information. As Editorial Director of W. R. GRACE & COMPANY, he receives every week hundreds of letters and cablegrams reported the changes in business conditions throughout the World. He tells what those conditions are TODAY.

Mr. Cooper's articles will appear every other week in Advertising & Selling, beginning with the issue of January 3rd.

Their wide scope is indicated by the following list of subjects which will be covered:

FOREIGN MARKET POSSIBILITIES OF SPECIFIC PRODUCTS

By DR. E. E. PRATT

President E. E. Pratt & Co., Inc.

Former Chief of U. S. Bureau of Foreign and Domestic Commerce

Dr. Pratt, who recently resigned his position with the Government in order to engage in the Export Business, will discuss the PRACTICE of Foreign Merchandising. Probably few other men in America today can speak so authoritatively upon this subject. His articles will be based upon specific questions submitted by the subscribers to Advertising & Selling. He will tell YOU how to solve YOUR problem.

Dr. Pratt's articles will appear every other week, alternating with and supplementing those of Mr. Cooper.

WHAT AMERICAN MANUFACTURERS HAVE ALREADY DONE

will be told in frequent issues by the well-known writer, JOHN L. BINDA, who was for many years engaged in Consular and Diplomatic Service and is a world-wide traveler.

Mr. Binda will describe in detail the methods used by those American Manufacturers who have already successfully penetrated foreign markets. He will show how these methods can be adapted to meet the new conditions resulting from the war.

It is hoped that Mr. Binda's articles will develop into a FOREIGN TRADE FORUM, which will be a regular weekly feature of Advertising & Selling.

Advertising & Selling Company, Inc., 131 E. 23rd St., New York

CLASSIFIED ADVERTISING

An important national magazine published in New York City is looking for a live and aggressive advertising man to relieve its advertising manager of certain duties which the increasing demands of his position make it difficult for him to handle.

A younger man who is "coming" rather than one who has already arrived is desired. This job calls for real advertising ability along magazine promotion and selling lines. An abundance of personality, tact and executive ability is requisite. The man who secures this position will be paid all he is worth and will have a real future before him. Box 215, ADVERTISING & SELLING.

POSTAGE
The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Send \$1 for 6 mos. POSTAGE, One Madison Ave., New York

LOS ANGELES

EVENING HERALD

Circulation greater than the combined circulation of its two evening competitors.

Charter Member A. B. C.

We specialize in house to house distributing of
**Advertising Literature
and Advertising Samples**

We solicit your account

JAMES T. CASSIDY
206 North Front St., PHILADELPHIA, PENNA.
Write for our paper "FACTS"

THE EVENING NEWS Buffalo, N. Y.

The newspaper that voices the thoughts of over 80 per cent. of the English speaking families in Buffalo and vicinity — and is therefore the recognized power in its home town. Advertisers, general and local, give it marked preference and they get wonderful results.

Value of Montgomery Ward's Good Will

Montgomery, Ward & Company, Chicago, which was established in 1872 as the first mail order and catalog house in the United States, estimates that its good will is equal to the entire assets

of the company, though no actual value is placed on the good will in the firm's balance sheets.

An announcement signed by the president, Robert J. Thorne, "that the company has been in business for nearly fifty years without interruption and that millions of dollars have been expended in advertising and in distributing catalogues, and that hundred of thousands of customers have dealt with us continuously for years, it is clear that the good will, the catalogues distributed and the list of customers (more than 6,000,000) are of immense value.

Five hundred and ten thousand shares of common stock, having no par value, are being offered to the public. The company manufactures good products, harness and saddles, toilet preparations, stock foods, candy, lubricating oil, paints, wallpapers, gas engines, and many other lines at economical cost. It has a large business in a territory that is being served by all its existing and proposed plants, and upon their completion will have balanced facilities for distribution that will cover the entire country economically and efficient.

Wayne Thomas Joins Jacksonville Agency

Wayne Thomas, who recently retired as publisher of the Pensacola, Fla., *Journal*, has become field representative of the Thomas Advertising Service, Jacksonville and Tampa, Fla. Although he is not related to Jefferson Thomas, founder and head of the agency, Wayne Thomas has long been a close friend of the former.

Edwin S. Wadworth, of the Thomas Advertising Service, has been made assistant general manager; Charles F. Downum, assistant to the treasurer, has been made head of the forwarding department. Frank Key Anderson is now devoting his full time to the agency's Tampa office, having sold the Bartow, Fla., *Courier-Informant*.

A. W. Pinnell Joins Corn Belt Dailies

A. W. Pinnell, formerly at the Kansas City office of the *Capper Farm Press*, and more recently with the Beckwith Special Agency, has joined the advertising staff of the Corn Belt Farm Dailies, covering the Western territory.

Better Letter Trophy Offered By La Salle Extension University

In order to stimulate the interest in and to further the development of business letter composition the La Salle Extension University, of Chicago, has offered a bronze trophy in a contest open to all which will end on the 30th of June, 1920.

Hon. Philip B. Kennedy, director of the Bureau of Foreign and Domestic Commerce, Department of Commerce of the United States, formerly a professor on the faculty at New York University, and more recently U. S. Commercial attache to Australia, has been elected judge. He will be assisted by the governors of the Direct Mail Advertising Association.

The trophy is the work of one of the pupils of the renowned Rodin, the creator of the internationally famous

"Thinker." It depicts Opportunity presenting the tools of his profession to the one who has proved master of it, and was done by Antoinette B. Hollister, exhibitor in the Paris Salon of 1907 and winner of several notable awards.

The rules governing the contest are as follows—

Award to be made to the one who produces the most effective business letter during the year ending June 30, 1920. RESULTS balanced by conditions to decide the contest.

Letters to be addressed to Department of Business Letter-Writing, LaSalle Extension University, 4046 South Michigan Avenue, Chicago, Ill., U. S. A.

Letters submitted to be accompanied by sworn statement of RESULTS, signed before a Notary Public by the author of the letter and by one other responsible individual, wherever possible the head of the house for which the letter was produced.

Letter to be accompanied by statement giving a complete account of the plan in which the letter was a part and the precise purpose which it was intended to accomplish.

Everybody, without regard to race, sex, creed, or color to be regarded as eligible.

Vulcan Detinning Earns 95c. a Share

The Vulcan Detinning Company has earned for the quarter ended September 30, 1919, after charges deducted, \$14,277. This is an equivalent of 95 cents per share on the \$1,500,000 preferred stock. Net income in the corresponding period of 1918 was \$30,367.

Stromberg Shares Earn \$2.04

The Stromberg Carburetor Corporation has returned for the quarter ended September 30, 1919, a surplus, after charges and Federal taxes, of \$102,342. Dividends of \$50,000 have been distributed. The earnings were equivalent to \$2.04 share on 50,000 shares of capital stock.

Francis J. Best Leaves Macy's to Go to Franklin Simon and Company

After four years service with R. H. Macy & Co., New York, as advertising and sales manager, Francis J. Best will discontinue his service this week, and after a vacation in Cuba, will take up his new duties as advertising director of Franklin Simon and Company on January 12th. F. W. Cawlishaw for ten years private secretary to Jesse Isidor Straus, will assume Mr. Best's duties.

After studying at the University of Michigan, Mr. Best came to New York. Shortly thereafter he became advertising manager for Bonwit Teller & Company, remaining with that department store for three years. He then became advertising and sales manager for Lord and Taylor, remaining there a year, and then joining Macy's in the same capacity. During the war Mr. Best served as a first lieutenant in the Motor Transport Corps.

Illegal Signs Removed from State Highways

The Pennsylvania Poster Advertising Association has expressed its approval of the order of the Pennsylvania State Highway Commission relating to signs along the state highway, and has pledged its cooperation in the removal of those

"GIBBONS KNOWS CANADA"

signs which are construed as illegal. This does not refer to billposters and billboards, but to wooden, metal, cloth and painted signs which are put on walls, fences, rocks and poles. Boards within the property line do not come under the classification of illegal advertising. A report of the state highway department shows that the law has been obeyed to the letter.

Agents Appoint Committees

The Association of American Advertising Agents has appointed the following standing committees:

Agency Service—Chairman: Mac Martin, Mac Martin Advertising Agency, Security Bldg., Minneapolis; E. M. West, Calkins & Holden, Inc., 250 Fifth Ave., New York; A. E. Greenleaf, The Greenleaf Co., 41 Mt. Vernon St., Boston; Herbert M. Morris, Herbert M. Morris Advertising Agency, 400 Chestnut St., Philadelphia; Mac Martin, Mac Martin Advertising Agency, Security Bldg., Minneapolis; Jefferson Thomas, The Thomas Advertising Service, 219 Heard Bldg., Jacksonville.

Agency Systems and Forms—Chairman: Newcomb Cleveland, The Erickson Company, 381 Fourth Avenue, New York; Newcomb Cleveland, The Erickson Company, 381 Fourth Avenue, New York; Walter B. Snow, Walter B. Snow & Staff, 136 Federal St., Boston; Charles Blum, Charles Blum Adv. Corporation, 608 Chestnut St., Philadelphia; David C. Thomas, Husband & Thomas Co., 56 E. Washington St., Chicago; St. Elmo Massengala, Massengale Advertising Agency, 17th floor, Candler Bldg., Atlanta.

Mechanical Production—Chairman: Ben S. Nash, Frank Seaman, Incorporated, 470 Fourth Avenue, New York; Jos. A. Hanff, Hanff-Metzger, Inc., 95 Madison Ave., New York; A. W. Ellis, A. W. Ellis Company, 40 Central St., Boston; Edward S. Parry, Tracy-Parry Company, Lafayette Bldg., Philadelphia; F. G. Cramer, The Cramer-Krasselt Co., O-K Bldg., Milwaukee; Thomas E. Basham, Thomas E. Basham Company, Inter Southern Life Bldg., Louisville.

Circulation—Chairman: A. W. Erickson, The Erickson Company, 381 Fourth Avenue, New York; Perry Walton, Walton Advertising & Printing Company, 141 Milk St., Boston; Eugene McGuckin, The Eugene McGuckin Co., 1211 Chestnut St., Philadelphia; Geo. H. Schofield, The E. H. Clark Advertising Agency, 28 E. Jackson Blvd., Chicago; Thomas E. Basham, Thomas E. Basham Company, Inter Southern Life Bldg., Louisville.

Magazines—Chairman: William H. Johns, George Batten Company, Inc., 381 Fourth Avenue, New York; George N. Merritt, George Batten Company, Inc., 10 State St., Boston; John H. Hawley, Hawley Advertising Company, Inc., 19 West 44th Street, New York; George W. Edwards, Geo. W. Edwards & Co., 328 Chestnut Street, Philadelphia; Carl P. Johnson, Johnson, Read & Company, 203 So. State Street, Chicago; John H. Cecil, Cecil, Barrete & Cecil, Inc., Mutual Bldg., Richmond, Va.

Newspapers—Chairman: Collin Armstrong, Collin Armstrong, Inc., 1463 Broadway, New York; Collin Armstrong, Collin Armstrong, Inc., 1463 Broadway, New York; Cleveland A. Chandler, Amsterdam Agency, Inc., 35 Congress St., Boston; Wm. B. Tracy, Tracy-Parry Company, Lafayette Bldg., Philadelphia; Ernest I. Mitchell, Mallory, Mitchell & Faust, 180 W. Madison St., Chicago; Morton Caldwell, The Chambers Agency, Inc., 616 Maison Blanche Bldg., New Orleans.

Agricultural Press—Chairman: H. H. Charles, Charles Advertising Service, 23 E. 26th Street, New York; H. H. Charles, Charles Advertising Service, 23 E. 26th Street, New York; C. A. Pike, Hoyt's Service, Inc., Little Building, Boston; Wm. W. Matos, Matos Advertising Company, Inc., Bulletin Bldg., Philadelphia; F. William Thurnau, Vanderhoof & Co., Marquette Bldg., Chicago; H. L. Staples, Staples & Staples, Inc., 6th floor, Mutual Bldg., Richmond, Va.

Business Papers—Chairman: Robert Tinsman, Federal Advertising Agency, Inc., 6 East 30th Street, New York; Robert Tinsman, Federal Advertising Agency, Inc., 6 East 30th Street, New York; H. B. Humphrey, H. B. Humphrey Company, 581 Boylston St., Boston; W. R. McLain, McLain-Hadden-Simpers Co., 210 W. Washington Sq., Philadelphia; Walter W. Hoops, Hoops Advertising Company, 7 S. Dearborn St., Chicago; L. D. Wallace, Thos. E. Basham Company, Inter Southern Life Bldg., Louisville.

Outdoor and Street Car Advertising—Chairman: G. C. Sherman, Sherman & Bryan, Inc.,

79 Fifth Avenue, New York; R. P. Clayburger, Calkins & Holden, Inc., 250 Fifth Avenue, New York; E. E. Ayres, Horace E. Ayres & Company, 164 Federal St., Boston; H. R. Whitcraft, Clark-Whitcraft Company, 527 Penfield Bldg., Philadelphia; W. D. McJunkin, McJunkin Advertising Company, 5 So. Wabash Ave., Chicago; W. R. Massengale, Massengale Advertising Agency, 17th floor, Candler Bldg., Atlanta.

Finance—Chairman: C. R. Erwin, Erwin & Wasey Company, 58 E. Washington St., Chicago.

Export—Chairman: Bayard W. Barton, Critchfield & Company, 223 W. Jackson Blvd., Chicago.

Membership—Chairman: Paul E. Faust, Mallory, Mitchell & Faust, 189 W. Madison St., Chicago.

DID you ever consider exploiting your proposition before the 6,000 retail cutlery and hardware dealers who read the official exponent of the cutlery makers of America?

Live, progressive, studious merchants. Consider the low cost per capita.

Sample Copy on Request

THE AMERICAN CUTLER
15 PARK ROW NEW YORK

With best wishes—

Martin Ullman
Managing Artist

GOTHAM STUDIOS INC^D
1133 Broadway, New York

Good. Better. Best.
Never let it rest:
Till the Good is Better
And the Better Best.



"Gotham for Art Work"

Glenn Muffly Joins Lees-Bradner

Glenn Muffly has been made sales manager of the Lees-Bradner Company, Cleveland, O., manufacturers of gear hobbing machines. Mr. Muffly formerly sold this line by mail for another manufacturer.

War Prisoner Likes Our Articles

An Austrian prisoner of war in Belgium, William Fuhrop, has written to Saunders Norvell, whose articles having been appearing in ADVERTISING & SELLING. Mr. Fuhrop, who was at one time managing director of the Austrian Export & Import Company, Europe, Asia and South America, said that he likes Mr. Norvell's articles very much.

Newspaper Man Goes with Motor Firm

Theodore Metcalfe, former newspaper man, has been appointed advertising manager of the Douglas Motors Corporation, makers of pleasure cars and farm trucks, Omaha, Neb.

Says Importance of Foreign Trade Is Better Understood

Foreign trade has now come to be better appreciated by the people of this country, said Edwin F. Sweet, acting Secretary of Commerce, before the Southern Commercial Congress held at Savannah, Ga., December 8. "At the beginning of the war in Europe," said Mr. Sweet, "when our foreign commerce was temporarily interrupted, we had a taste of what would happen without foreign outlets for the surplus products of our farms and factories. The object lesson was so convincing that we will never again fool ourselves with the belief that all we need is our home markets."

Takes Issue with an Advertiser

CHARLES SCRIBNER'S SONS

New York

Fifth Avenue at 48th Street

SCRIBNER'S MAGAZINE ARCHITECTURE

November 1, 1919.

President, ADVERTISING & SELLING.

In a recent issue of ADVERTISING & SELLING there appeared an advertisement of Leslie's Weekly, entitled "The Significance of Leadership." From this advertisement we quote as follows:

Leslie's Weekly occupies the pre-eminent position of leadership in financial investment advertising in all weekly and monthly periodicals.

In support of the above claim, Leslie's advertisement contained a list of 15 periodicals and indicated the lines of financial investment advertising carried by each of them for the first six months of 1919. The tabulation showed Leslie's Weekly first with 12,096 lines and SCRIBNER'S MAGAZINE fourth with 7,384.

As a matter of fact, for the first six months of 1919, SCRIBNER'S MAGAZINE carried 14,857 lines of financial investment advertising, more than twice the amount credited to us by the advertisement of Leslie's Weekly and nearly 3,000 lines more than Leslie's claimed that they carried. The accuracy of our figures can easily be proved by referring to the financial columns of SCRIBNER'S MAGAZINE for the first six months of this year.

Cordially yours,

CHARLES SCRIBNER'S SONS,
CHALLISS GORE,
Manager Financial Department.

U. S. Rubber Ad Manager Resigns

R. W. Ashcroft, advertising manager of the United States Rubber Company, resigned from that position December 1.

Certified Circulations

Some Mediums in Several Classes Whose Audits are Made by the
AUDIT BUREAU OF CIRCULATION

"Publishers, advertisers and advertising agencies, in our estimation, cannot afford to ignore the market benefits which the A. B. C. holds for them individually and collectively."

McJunkin Advertising Co.

CLASS TRADE AND TECHNICAL

AERIAL AGE WEEKLY, New York

The National Technical, Engineering, and Trade Authority of the aeronautic industry. The foremost aeronautical magazine in America in point of quality, circulation, and authoritative editorial contents.

THE AMERICAN ARCHITECT, Member A. B. P. Inc. New York

The weekly business newspaper of the architectural profession subscribed to at \$10.00 per year by practically every worthwhile architect. Published every week since 1876.

AMERICAN EXPORTER, New York

The world's largest export journal. Carries 1,400 continuous advertisers. Circulates every month through English, Spanish, Portuguese and French editions among leading firms abroad that buy American manufactured goods. Member Associated Business Papers, Inc.

THE ARCHITECTURAL RECORD, New York

National professional monthly established 1891. Average net paid circulation exceeds 9,500. Member Associated Business Papers, Inc.

THE ARCHITECTURAL REVIEW, New York

Established 1887, is an ably edited, progressive monthly for the architects, basing its appeal to both its subscribers and advertisers on quality.

AUTOMOTIVE INDUSTRIES, New York

The only journal dealing with engineering and industrial problems in the third largest industry. Published weekly. Subscribed to by manufacturers, engineers and other industrial officials, allied industries, foreign manufacturers, etc. Net paid circulation 8,519. Member Associated Business Papers, Inc.

BAKERS WEEKLY, New York City

Leading paper in the baking industry. Member A. B. C. and Associated Business Papers, Inc.

BOOT AND SHOE RECORDER, Boston

"The Great National Shoe Weekly." The indispensable advisor on shoe styles and shoe merchandising of the best-rated retail shoe merchants in this country. Circulation 10,000 copies weekly. First choice of the advertiser of shoes, leathers or shoe-store goods. Member Associated Business Papers, Inc.

BUILDING AGE, New York

Established 1879. Published monthly. Subscribed to by the men who do the building construction of the country. Circulation almost exclusively among those who purchase materials as well as tools.

THE DRY GOODS ECONOMIST, New York

The Dry Goods Economist, a national dry goods weekly for retailers and jobbers, is the accepted authority of the dry goods trade. Eight issues of each year are World Wide numbers with over three thousand added foreign circulation. Type page 8 3/4 x 12 1/4. Published Saturdays—forms close Wednesday preceding. Member of the Associated Business Papers, Inc. The Dry Goods Economist, 231 West 39th Street, New York City.

EL COMMERCIO, New York City

The first and oldest Export Journal in the World. Established 1875, published monthly. In considering export advertising do not overlook El Comercio. Under the same management for 44 years. Send for free sample copy, rates, etc.

EXPORT AMER. INDUSTRIES, New York

Monthly English, French, Spanish and Portuguese editions reaching foreign business men interested in the United States as a source of supply for their industrial and mercantile requirements. Official International Organ of the Nat. Assn. of Mfrs. 60,000 circulation guaranteed.

THE GAS RECORD, Chicago

Semi-Monthly. Edited by practical gas men. Reaches builders and operators of artificial and natural gas plants, and makers and sellers of gas-consuming appliances. Member A. B. C. and A. B. P. Eastern office 51 E. 42d Street, New York.

HARDWARE AGE, New York City

An inspiration to better merchandising in hardware, house furnishings, sporting goods and kindred lines. Established 1855. Circulation exceeds 17,000 copies weekly. First in paid circulation, in editorial merit and in volume of advertising. Member Associated Business Papers, Inc.

THE IRON AGE, New York

"The World's Greatest Industrial Paper," established 1855; published every Thursday; forms close eight days preceding; type page 6 7/8 x 11"; one-time rate \$88.00; 52 pages a year, \$60.00; member A. B. C. and A. B. P. The Iron Age represents the operating and commercial side of the iron, steel, foundry, machinery, automotive and other metal-working industries. Its readers are men of the executive type with real buying power.

MARINE ENGINEERING, New York

Guarantees more paid individual subscribers among shipbuilding companies and their officials, also among steamship and steamboat companies and their officials, than all other marine publications in the country combined. Member Associated Business Papers, Inc.

MERCHANTS' TRADE JOURNAL, Des Moines, Chicago, New York, Boston

Published monthly—subscription price \$3.00 per year. Sworn, paid national circulation among retail merchants, exceeds 24,000 (rate based on 16,000). Maintains trade investigation bureau.

METAL WORKER, PLUMBER & STEAM FITTER, New York

Established 1874. Published weekly. Recognized authority on heating, plumbing, roofing and sheet metal work. Devoted particularly to the interests of the buyers of materials in the above lines—the combination shops. Market Report an important feature. Member Associated Business Papers, Inc.

MOTOR AGE, Chicago

The Weekly News and Service magazine of the automotive trade. Editorially, it specializes on the maintenance of motor cars, trucks and tractors and is devoted to the interests of motor car, truck and tractor dealers who make up over 50% of its more than 30,000 paid subscribers. Member Associated Business Papers, Inc.

Classified Circulations

Some Mediums in Several Classes Whose Audits are Made by the
AUDIT BUREAU OF CIRCULATIONS

"The A. B. C. furnishes one authentic source through which definite true information can be obtained."

The Richard A. Foley Advertising Agency, Inc.

MOTOR WORLD, New York

Subscribed for and read by the big percentage of dealers, jobbers and garage owners who study merchandising and are interested in the profit side of their business. Net paid circulation in excess of 22,000 per week. Member Associated Business Papers, Inc.

RAILWAY SIGNAL ENGINEER, Chicago

Founded 1908. Read by signal engineers and their staffs, signal supervisors, inspectors, maintainers, foremen, batterymen, wiremen, towermen, lampmen and grade crossing engineers. Monthly. Average circulation 5,500 copies. Member Associated Business Papers, Inc.

MAGAZINES

THE MODERN PRISCILLA.

A magazine designed for thrifty workmankind. Devoted to the three important topics of Needlework, Clothes and Housekeeping. A practical magazine for practical women. 97% of its readers are housekeepers; 83% are mothers. Over 90% of its readers keep back numbers indefinitely for reference. Rate \$3.50 per line.

NEWSPAPERS

THE COURIER NEWS.

Fargo, N. Dak.

Published in the heart of the famous Red River Valley wheat growing section, has the largest circulation of any daily newspaper in the state. Advertising rates 4 cents a line. Government wheat guarantee makes North Dakota the best field for advertisers in the nation this year.

THE BRITISH WHIG.

Kingston, Ontario

Only A. B. C. paper in city of 25,000. April average 6,424. City circulation 3,950; country, 2,474. Carries many exclusive news features. 14 to 22 pages, something unique in newspaper annals, daily. Write for house organ, "More Pep."

CLASS TRADE AND TECHNICAL

RAILWAY AGE, New York

Founded in 1856. Read by executive officers and heads of the operating, traffic, financial, legal, purchasing, mechanical, engineering and maintenance departments. It reaches direct the final buying power of railway supplies and equipment. Weekly. Average circulation 9,250 copies. Members Associated Business Papers, Inc.

RAILWAY ELECTRICAL ENGINEER, New York

Founded in 1908. The only paper devoted exclusively to steam railway electrical problems. Of special interest to mechanical and electrical engineers, heads of electrical departments and their staffs, electric welders, third rail men, power house, sub-station and car lighting men. Monthly. Average circulation 3,300 copies. Member Associated Business Papers, Inc.

RAILWAY MAINTENANCE ENGINEER, Chicago

The only publication devoted to the problems of track, bridges, buildings, terminals, water and steam heat service of the steam railways. Reaches all railway officers concerned with maintenance of way problems. Monthly. Average circulation 8,000 copies. Member Associated Business Papers, Inc.

RAILWAY MECHANICAL ENGINEER, New York

Established in 1832. Devoted to subjects pertaining to motive power, rolling stock, power house, shop and roundhouse problems. Read by all officials interested in the repairs or renewals to motive power and rolling stock. Monthly. Average circulation 11,400 copies. Member Associated Business Papers, Inc.

THE RETAIL LUMBERMAN, Kansas City, Mo.

The dominant trade paper in the retail lumber and building material field. It furnishes lumber dealers with building, advertising and sales service, and is a high class advertising medium. Total net paid circulation in excess of 5,000. Ask for statement. Member Associated Business Papers, Inc.

SHOE AND LEATHER EXPORTER, Boston

For 61 years the most influential and intensive paper in an industry rated as fourth in the country's business. Carried 147 more pages of 1917 advertising than its chief competitor and at higher rates. Published each Thursday. World-wide circulation at \$5 a year. Member Associated Business Papers, Inc. Ask for A. B. C. Report.

THE SHOE RETAILER,

with which is consolidated THE SHOEMAN and Boots & Shoes Weekly; circulates exclusively in the retail shoe field, in well-rated stores and departments among those who are interested in matters of style, trade situation and store management. Members of A. B. C. and Associated Business Press.

TEXTILE WORLD JOURNAL, New York

The dominating publication of the textile industries. Its readers are mill men who control purchasing of supplies for this country's second largest industry. Over 750 industrial advertisers using space under yearly contract. Member Associated Business Papers, Inc. One Time Page rate, \$100.

AGRICULTURAL

NATIONAL STOCKMAN & FARMER, Pittsburgh, Pa.

"130,000 guaranteed. Covers Ohio, Pennsylvania, West Virginia. \$1.00 per year cash. It does not believe in the advertisers bearing all the expenses of a publication."

THE CAPPER FARM PRESS, Topeka, Kansas

Five distinct editorial staffs, located in and knowing their respective territories do not try to serve a heterogeneous group with one edition—what is seasonable in one state may be a month old in another; advice on cotton does not interest the winter wheat farmer. An unusual opportunity to reach the prosperous farmers of the great middle west—the winter wheat belt, alfalfa belt, corn belt, hog belt, and tractor belt—the country's ready money belt. May we show you graphically how to fit your sales plan to this wonderful farm market?

FARMER AND BREEDER, Sioux City, Iowa

Devoted to the interests of the capitalistic farmers and breeders of the Golden Egg Territory—southeastern South Dakota, northwestern Iowa, northeastern Nebraska and southwestern Minnesota. Circulation 90,000. Rate 50 cents an agate line.

THE ROTARIAN, Chicago (The Magazine of Service)

The official publication of the International Association of Rotary Clubs, with a paid-in-advance circulation of 45,000 leading business and professional men in 550 principal cities, with a combined personal income of 500 million dollars annually, representing unusual buying power. Over 35,000 automobile owners. Gross advertising rate 45¢ per line.

ELECTRICAL RECORD, New York

"The Business Paper of the Electrical Field," 114 Liberty street, New York, published 1st of each month for central stations, industrial and other isolated plants, electrical jobbers, dealers and contractors, manufacturers and consulting engineers; advertising forms close 20th preceding month; type page size 7x10 1/8 inches; 100% more advertisers than any other electrical paper. Subscription price, \$3 per year. Member Associated Business Papers, Inc.

THE BLAST FURNACE AND STEEL PLANT, Pittsburgh, Pa.

The only monthly technical publication devoted exclusively to the operating officials of the Iron and Steel Industry and is reaching just the men your salesmen have to call on in all the blast furnaces, steel mills, rolling mills and steel foundries in this country and Canada, circulating upwards of 4,500 copies per month. Rate per page \$65.00 one time, \$50.00 per issue on a twelve-time contract.

PENNSYLVANIA FARMER, Philadelphia

The only farm paper devoted exclusively to the local needs and conditions of the farmers of Pennsylvania, southeastern New York, New Jersey, Delaware and eastern Maryland. Combination rate with Ohio Farmer and Michigan Farmer.

Praise Indeed!—from John E. Kennedy

JOHN E. KENNEDY,

The Commodore, New York City.

December 6, 1919.

Editor, ADVERTISING & SELLING:

The continuous improvement in ADVERTISING & SELLING, notwithstanding the serious handicaps of the printers' situation, is a matter of much satisfaction to one who is as interested as I am in its success and in the good fortune of its President and Editor.

Sincerely yours,

JOHN E. KENNEDY.

A. N. A. Elects New Members

Firms which have recently been elected to membership in the Association of National Advertisers are;

The Duplicator Manufacturing Co., Chicago, Ill., makers of "DITTO—The Quickest Way to Duplicate." R. K. Russell, general sales manager, represents his company in the Association.

The Service Motor Truck Co., Wabash, Ind., will be represented by Rolfe C. Spinning, advertising manager.

The Standard Oil Company of New Jersey, Charles L. Bowman, general manager of the Nujol department, is the representative.

The Rubberset Company, Newark, N. J., a subsidiary of the Rubber and Celluloid Products Co., makers of Rubberset brushes of various kinds, will be represented by the manager of sales and advertising, William M. Neal.

H. E. Weissberger Addresses the Baltimore Advertising Club

H. E. Weissberger, president of the Advertising Artists, Inc., recently spoke before the Baltimore Advertising Club. Mr. Weissberger explained the principles of Advertising Art and club members confessed it to have been the most interesting talk given for some time.

Calendar of Coming Events

Under this standing heading **ADVERTISING & SELLING** will run regularly the dates of all future conventions of any association or other body that has any direct relation to the field of advertising, salesmanship and allied lines.

The officers of all such organizations are requested to keep **ADVERTISING & SELLING** advised of the dates of future conventions.

The following are, therefore, by no means all of those occurring in the near future, or on which dates have been set but will be supplemented in forthcoming issues as the information reaches our editorial office:

January 8-9—Annual convention of the American Association of Wholesale Hatters, Philadelphia.

January 14-16—Convention of the National League of Commission Merchants of the United States, Hotel Statler, Cleveland, Ohio.

January 15-16-17—Annual Newspaper Institute, University of Washington School of Journalism and the Washington State Press Association, Davenport, Wash.

January 16-17—Convention of the Western Paving Brick Manufacturers' Association, Kansas City, Mo.

January 19-21—Annual Conference of the National Boot and Shoe Manufacturers' Association, Hotel Astor, New York.

January 20-23—Convention of the Pacific Northwest Hardware & Implement Association, Davenport Hotel, Spokane, Wash.

January 26-31—Annual Convention, National Cannery Association, Cleveland, Ohio.

January 27-28—Annual meeting of the National Pickle Packers' Association, Hotel Statler, Cleveland, Ohio.

January 27-30—Convention of the Oregon Retail Hardware & Implement Dealers' Association, Imperial Hotel, Portland, Oregon.

January 28-30—Thirty-second Annual Convention of the Southwestern Lumbermen's Association, Muehlbach Hotel, Kansas City, Mo.

February 11—Annual meeting of the National Association of Wool Manufacturers, Copley Plaza, Boston.

February 16-20—Annual Convention, National Brick Manufacturers' Association, Deschler Hotel, Columbus, Ohio.

February 18-20—Ninth Annual Convention, National Dry Goods Association, Hotel Pennsylvania, New York.

February 20-28—Fifteenth Annual Motor Boat Show, Grand Central Palace, New York, under the auspices of the National Association of Engine and Boat Manufacturers.

February 23-25—Twenty-seventh annual convention of the New England Hardware Dealers' Association in conjunction with the "Tercentenary" Hardware Exhibition, Mechanics Building, Boston.

March 10-11—Meeting of the National Basket and Fruit Package Manufacturers' Association, Orlando, Florida.

Argentine Trade Discussed at Luncheon

"Our Future Trade Relations with the Argentine," was the subject of discussion at the luncheon-conference held under the auspices of the American Manufacturers' Export Association at Hotel McAlpin, New York, December 17. Dr. T. A. LeBreton, the Argentine ambassador, said that the principal factor in securing and maintaining regular foreign trade is a powerful merchant marine. "Of the steamers that entered the port of Buenos Aires in 1918," said the ambassador, "only ten percent were under the American flag. Up to the present time not a single packet boat has been plying between New York and Buenos Aires. The United States Shipping Board has just announced the first ship for this purpose."

Arthur H. Titus, vice president of the National City Bank, New York, in charge of Latin-American branches, said that in November, 1919, a higher proportion of American goods was imported into Argentina than of European. In five years, he said, a product can be well established there.

Philip B. Kennedy, director of the bureau of foreign and domestic com-

merce, Department of Commerce, who was also a speaker at the conference, said that whatever our country is behind in at the present moment, it is going ahead in the export business.

L. H. Mason Represents Movie Paper

L. H. Mason has been made Chicago representative of the *Motion Picture News*, in charge of advertising and editorial work. Mr. Mason was recently editor of the *American Coal Journal*, Chicago.

R. W. Johnson Leaves Shoe Firm for Agency

Roy W. Johnson, for a year advertising manager, Ames, Holden, McCready, makers of shoes, Montreal, has been added to the copy and service staff of Collin Armstrong, agency, New York.

N. Y. Agency Appoints Canada Representative

Adam F. Smith, of R. C. Smith & Son, Toronto agency, has been appointed Canadian representative of Murray Howe & Co., New York advertising agency.

Will Advertise Jewelry Cleaner

The Green-Lucas Company, agency, Baltimore, Md., has secured the account of the Iem Kleno Company, Washington, D. C., makers of a scientific jewelry cleaner, and will conduct an initial test campaign in Washington and Baltimore.

H. E. James Gets Three Accounts

The H. E. James Advertising Agency, New York, has secured the three following accounts: the Bauer Chemical Company, makers of Sanatogen and Formamint; the Woman's National Publishing Company, Atascadero, Cal., publishers of the *Illustrated Review*, and the Elkhart Carriage & Motor Company, Elkhart, Ind.

Parrott Water Heater to Advertise

The P. T. Gould Advertising Agency, Detroit, has obtained the account of the Parrott Automatic Instantaneous Gas Water Heater, Detroit.

W. M. Riddick With Rubber Company

William M. Riddick, former assistant advertising manager of the Spotless Company, Richmond, Va., has been appointed sales and advertising manager of the Diamond Holfast Rubber Company, makers of auto accessories and rubber goods, Atlanta, Ga.

O. S. Annable Joins Franko Flashlight

O. S. Annable, formerly of the Butterick Publishing Company, New York, has been appointed advertising manager of the Interstate Electric Novelty Company, makers of Franko flashlights and batteries, Brooklyn, N. Y.

E. A. Adler Rochester's Historian

Elmer A. Adler, advertising manager, L. Adler Brothers & Company, Rochester, N. Y., manufacturers of Adler-Rochester clothes, has been appointed city historian by the mayor of Rochester.

Two New Accounts for Scovill

E. Medley Scovill, advertising agency, New York, has secured the accounts of the Anglo-South American Bank, London, and of the Merchants' Shipbuilding Company, Harriman, Pa.

More Business for Canadian Agency

The Hamilton Advertisers' Agency, Hamilton, Canada, has secured the accounts of the John Deers Manufacturing Company, Welland, Ont.; Canadian Foley Traction Rim Company, Toronto, Ont.; Canadian Wax Paper Manufacturers' Association.

South Dakota Papers Merge

The Aberdeen, S. D., *Daily American* has absorbed the *Daily News* of that city. The *News* will continue as the afternoon edition of the *American*. The *Sunday American* will continue to be issued and the *Weekly News* will come out on Thursdays. The rising cost of business was given as the reason for the merger.

Boston Bureau Gets Investment Account

The Boston Publicity Bureau, Boston, Mass., has obtained the advertising account of A. B. Durell & Co., investment bankers, Boston.



Being Sure You're Right

On that offset job, check your copy, your type, your art-work, your colors—of course, they're all important. Whether it's a catalog, a folder, a broadside, a calendar, or a booklet, you know your PAPER will run true to form—for you've specified

Equator Offset

"Made as a Specialty"

You know that the first and last sheets—and all those in between—will be of the same close, even texture.

You know edges will be smooth, even, easily counted, simply opened.

You know that you'll get a clean, uncrumpled job, for the printers won't have trouble with Equator.

You know that your cuts will stand out, that no details of type or ornament will be lost, that no color values will be smudged, no matter how big the run is.

Equator is your clean, smiling, well-groomed Mail-Salesman.

Equator has proved its case and has become standard practice.

For the man who isn't yet acquainted, we've striking samples of results. Cheerfully, sir, in the next mail.

SEAMAN PAPER COMPANY

Paper Manufacturers

CHICAGO
208 So. LaSalle St.

St. Louis

St. Paul

Minneapolis

Philadelphia

Milwaukee

NEW YORK
200 Fifth Avenue

Buffalo

Cincinnati



The
Season's
Greetings

