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Advertising & Selling

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Foreign Trade Requirements

The First of a Series of Thirty Articles on How American Manufacturers Can Sell Their Products to the World

By CLAYTON SEDGWICK COOPER

WARS have had direct and far-reaching influence upon American foreign trade. It was during the Napoleonic wars, lasting upwards of twenty years, that young America obtained and accepted her first opportunity to enlarge her trade to world proportions, building up her mercantile sailing fleet until between the years 1800 and 1830 we carried in American ships upwards of 90 percent of all our foreign trade products. The Civil War, or rather the sectional differences between the South and North preceding this war, was largely instrumental in demolishing the Government subsidies given to Trans-Atlantic shipping and in fettering Northern shipbuilding and giving an open door to the competitive trade of foreign shippers in our markets. Our war with Spain not only gave us new interests in Cuba and the West Indies but it extended our trade responsibilities in the Orient and served as an entering wedge to new commercial adjustments with Asia. The European War just closed, even more decidedly than any former conflict, has served to break the traditional geographical and industrial isolation of the United States, accomplishing in such lines as shipbuilding, finance and scientific industry, results that have amazed our own countrymen and placed us under direct obligation and necessity for a very greatly enlarged foreign commerce.

What years of propaganda, literary and political have failed to ac-



CLAYTON SEDGWICK COOPER

complish in the way of building up a new merchant marine, the war has accomplished at a single stroke, and American ships again are being found upon the "seven seas." Our country through the exigencies of war has become the creditor nation of the world and by reason of our characteristic material accomplishment in technical and industrial construction we are now involved responsibly in organizations entrusted with the reconstruction of large portions of Europe. Our greatly enlarged activities in Latin-America during war time, and particularly now in view of the greater shipping facilities about to be utilized with our Southern neighbors, have brought about a new era of trade opportunity on this continent, while

in a manner never known before the widening of the horizon of our people by reason of knowledge and experience, particularly in the European conflict, has brought us into new trade relationships in Africa and in the Far East.

It is unnecessary to go further into a statement of our opportunities, or to emphasize the fact that this new after-war period is to furnish the arena in which the United States is to prove for many years to come whether she is to become a leading world factor in trade, or is to drop back to her original position of third or fourth or fifth place among nations in foreign business.

Livingston on returning to London from his notable experience of exploration and discovery in Africa, gave this message to England: "The end of exploration is the beginning of enterprise."

ON THE THRESHOLD OF FOREIGN TRADE

Today our men of affairs, manufacturers, merchants, political leaders, financiers, and mariners, are becoming conscious of the fact that we are at the threshold of a great enterprise in American foreign trade. The ground has been cleared for action but the battle has not been won; indeed it has hardly been begun. During the next decade the United States will be challenged to prove her ability to add to her achievements at home quite as great achievements in extending her gen-

ius and talents for trade and industry abroad.

In view of the momentous issues it is well to have in mind the essential requirements which we shall be called upon to meet to successfully compete with other foreign traders.

First: A knowledge of foreign peoples and their methods of doing business.

Whether a man be a manufacturer, an advertiser or a banker, a salesman or a manager in a foreign office, it is essential to remember that no ingenious methods or tactics of trade can possibly substitute for a broad knowledge of foreign peoples and an ability to adapt our plans to the requirements of business in these lands. This will require brain power as well as activity. We are inclined to emphasize in this country physical activity and hustle at the expense of ideas and mental leadership. We are sometimes like the old jockey's horse of which his master said: "He is all action and no go." It is possible to be ever so energetic and yet lose our customers because we fail to think in their terms.

WE LACK GEOGRAPHICAL KNOWLEDGE

Our geographical knowledge is lamentably scant. During a visit to South America not long ago we discovered an American automobile firm about to establish its central office for South America in Quito, Ecuador, under the apprehension by looking at the map, that this would be a suitable place for reaching all ports of the West Coast. Another manufacturer cabled his agent at Buenos Aires to run up to Para, Brazil, *over the week-end* for the purpose of closing a business deal, thinking that the agent could easily get back to Buenos Aires the middle of the next week. This somewhat juvenile ignorance of distances did not take into the reckoning the fact that the agent would consume by the speediest process not less than two weeks simply in travel one way between Buenos Aires and Para. This ignorance of places and distance was almost as impregnable as that of a certain young would-be trader who asked the writer a few years ago if Thibet were in Egypt.

A letter came to us not long ago from a man wishing to go to Brazil to engage in the chemical line. He stated that he had a knowledge of Spanish and French but that he understood German was spoken to

The Man Behind the Series— Who He Is

CLAYTON SEDGWICK COOPER is a graduate of Brown University and Columbia University and is a distinguished journalist, author, traveler and student. Few writers have so intelligently interpreted and described Latin American affairs as has Mr. Cooper in his books: "Understanding South America" and "The Brazilians and Their Country." He is also the author of "American Ideals," "The Man of Egypt," "Modernizing of the Orient," "Why Go to College," and other books.

He has also contributed for many years to many periodicals, such as the "Century Magazine," New York "Sun," New York "Times," Boston "Transcript," etc. His works have that standing which caused them to be recommended by the United States Department of Commerce to their consular agents for study.

Mr. Cooper has traveled twice around the world studying industrial, trade and social conditions in Japan, China, the Philippines, the Malay Peninsula, India, North Africa and Europe. He recently spent a year in South America in preparation of material for his books. Mr. Cooper's business connection is with W. R. Grace & Co. as editorial director, where he has charge of various interests—advertising, publishing, and publicity lines connected with that house.

The second article in this series appears in "Advertising & Selling" for January 17, and the articles appear every week thereafter until the series—thirty in all—is completed.

THE EDITOR.

a considerable extent in Brazil, enquiring whether we thought he should master German before going to this country. Upon enquiring whether he knew Portuguese which, of course, is the language of Brazil, we discovered that this matter had never occurred to him.

Furthermore, no trader is fitted to build up a business in a foreign country unless he has studied somewhat the historical background of that country. What is the temperament of the people due to racial or hereditary influences? What kind of methods and what sort of persons using these methods are acceptable in their eyes? What competition must be met? How about commercial treaties, social customs, methods of payment and political stability of the country? To lunge into foreign trade without such knowledge is suicidal. It would be like the manufacturer who sent a large shipment of pocket-knives to China only to learn later that the Chinese had no pockets in their clothes. An old college president

once said to a prospective graduate about to engage in business: "Your first asset is the ability to get the point of view of your customer. Without that everything else is secondary."

THE FIRST PRINCIPLE—MENTAL HOSPITALITY

A first principle for successful business abroad is what Confucius used to call "mental hospitality"—the faculty of projecting your imagination into the viewpoint of the people with whom you are to deal. This means the doing away with preconceived prejudices and suggests the acquiring of what President Butler of Columbia University has called the "international mind." A generous hospitality of mind and spirit toward people with traditions and ideas quite different from our own, a striving to be "simpatico" as they say in Latin-America—these are indispensable conditions of success in foreign enterprises.

SECOND: RECIPROCAL TRADE

Furthermore, foreign trade means something to sell and also something to buy. Trade is what the word signifies—a reciprocal process, importing as well as exporting. It has two sides and there are two parties involved; the rights and needs of both must be taken into consideration. The necessity of buying as well as selling is brought to our attention vividly today when our export trade balance is piling up at the rate of upward of four billion dollars a year with all the dangerous consequences attendant upon this one-sided arrangement.

THIRD: SHIPS AND TRANSPORTATION

The war has startled us into the realization of the vital necessity of sea power. Transportation is the twin brother of trade. A country may have mines and products of the soil in abundance but without railroads and ships may be only slightly profited by this fact. In the Philippines we met an expert in the lumber business who had been sent out there to investigate the field for a large syndicate in view of the investment of a huge sum of money in the lumber business in these islands. This expert was amazed to realize that despite the large timber reserves which he found, he could make no favorable report to his syndicate since there was no possible means of getting this timber to a market port. Brazil, for example, has exhaustless riches of

(Continued on page 34)

Rescuing a Mechanical Scoop by Advertising

How Modern Publicity Saved a Prize Invention From a Slow But Sure Death

An Authorized Interview by J. F. Cremer with

H. M. LEE

President and General Manager The Duplex Truck Company

PERMIT me to align myself with the ever increasing throng of today's citizens who take emphatic exception to Ralph Waldo Emerson's only known dip into the field of advertising and marketing. When the renowned man of letters voiced the sentiment that the chap who built a better mousetrap than any one else would be flooded with orders, he was poetically or theoretically correct.

Perhaps, in his day, with no perceptible competition, and with a big demand for mousetraps always on the rise, prospective users would stampede the "tall grass" to the manufacturer's door.

In these later years of Our Lord things are different. Escaping from the mousetrap analogy, we find that it is not alone in one line or in one activity where genius, unassisted, is doomed to failure, but in every pursuit of man. The individual or the firm who manufactures the "best" in its line is bound, under the pain of financial damnation, to see to it that everyone knows about his or its ability and capacity to create that particular thing to the satisfaction of the multitude.

Advertising has been the redeemer of many an idea that, as use eventually proved, developed into an indispensable feature. Publicity has been the savior of scores of inventive conceptions, even if one only accepts that statement from the slant that a maximum profit was made possible by telling the greatest number of available people about it.

So, R. W. E., to the contrary notwithstanding, the man who conceives a perfect commodity will absolutely be disappointed if he still hangs lovingly to the idea that the world is going to mow his lawn for him unsolicited. The weeds will not only flourish, but they will literally grow high enough to hide the shanty from the gaze of searching eyes!

EARLY HISTORY OF THE IDEA

The premise is that the one and only original weed killer is advertising. If the experiences of the army of disappointed aspirers to

fame and fortune are not sufficient evidence in support of the argument, consider the case of the Duplex Truck Company, of Lansing, Mich. And to begin at the beginning:

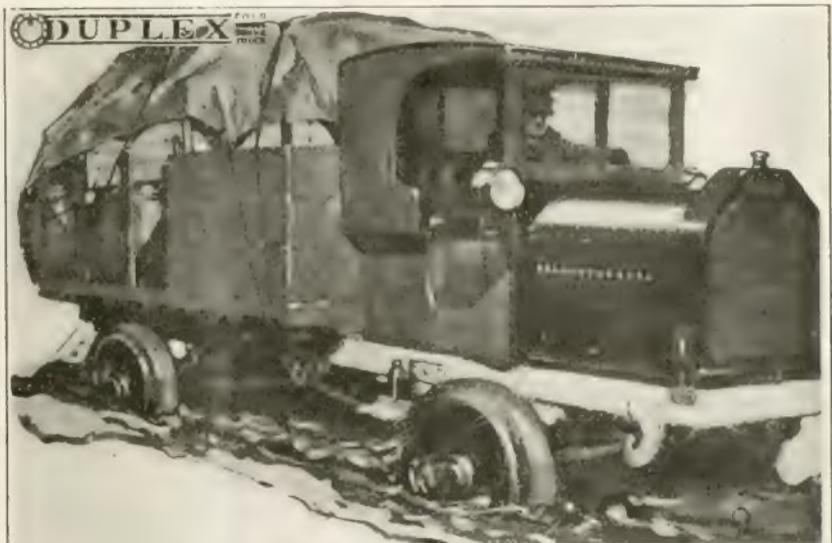
In 1906 there was invented an automobile truck which operated on the practical theory of distributing the power to all of the wheels, instead of limiting it to the two rear wheels as was the prevailing custom. It was found, from the very first, that this method was the most economical and the most efficient

system of commercial locomotion, heavier loads being carried under more severe circumstances at less cost than by the rear-wheel drive method.

Consequently, the first four-wheel drive truck corresponded in every respect to the qualifications Emerson demanded of the mousetrap which would draw the world out of its course.

In 1908 the manufacture of the new truck was begun in a small way in the little town of Charlotte, Mich. For nine years, under the direction of the company's founders, the business continued, but aside from the excellent mechanical idea, these men had practically nothing else in the way of commercial ability. There was no marketing or advertising experience behind the organization and as a result it remained dormant and unknown until 1917.

No paths were beaten to the front yard of the Charlotte factory. No



The Duplex Always Saves

We can learn of no single instance wherein the Duplex 4 Wheel Drive has not reduced hauling costs.

Its savings run up as high as 60 per cent. The lowest figure is 30 per cent.

But there is always a saving. That is the point that interests business men.

When we say Duplex ton-miles average 20 to 60 per cent less, we are simply repeating the net experience of Duplex owners.

The Duplex costs less in comparison with horses and mules. It costs less in comparison with other trucks.

It is the most economical and most reliable hauler on the farm and on the street.

In the sand dunes of Florida the Duplex has reduced our hauling expense 30 per cent," writes G. C. Finkle, Betts Naval Store Company, Lake Fla. "It takes the place of 12 mules by day, and at night we make one or two hauls more."

The Duplex has 100 times the pulling power of a horse, and it costs less to operate than a horse.

That means continuous haulage; tire saving; power economy all contributing to its lower ton-mile cost.

"We have never had less than 3 1/2 tons of green lumber on our Duplex truck," says Reckley Bros. & Co., St. Clair, Pa. "and frequently haul seven tons. We have never had it stall, no matter how bad the roads nor how deep the snow."

Uplump costs are lower because driving strains are evenly distributed. That is another factor in Duplex lower cost per ton-mile.

"The savings over teams and wagons replaced by three Duplex trucks will pay for the trucks in less than a year," writes W. C. Hill, superintendent of the Department of Parks and Public Works, Lansing, Mich.

Our saving per yard of gravel is practically 20 cents; on 18 yards a day's work for a Duplex approximately \$12.60, or over \$3,125 for a 250-day working year."

Duplex savings are positive. They have been proved wherever the Duplex has gone. They average 30 to 60 per cent.

They can be counted on with the same certainty that Duplex four wheel pulling power can be counted on to take the load through.

Business men can do no less than ask a Duplex dealer for a complete demonstration, and comparative figures.

We will tell them beforehand that the Duplex is a better hauler than the figures are sure to show a lower ton-mile cost.

The Duplex dealer is ready and anxious to show you the advantages of the Duplex.

The Duplex Truck Company, Lansing, Mich.



DUPLEX TRUCKS

Cost Less Per Ton-mile

Have you ever had a good idea and then "slept on it" to wake up one bright morning and find some one had "beaten you to it"? That is the position of the Duplex Truck Company, and Mr. Lee tells in the accompanying interview with him how they used advertising to overcome this disadvantage.

visible commotion had been made on the engineering world by this prize idea.

At least not until the weed destroyer was applied!

That happened two years ago when H. M. Lee, an executive with the Reo company, perceived the possibilities of the four-wheel drive theory if properly made and modernly marketed. So Mr. Lee organized a new company to take over the old business; the concern was moved to an up-to-date plant in Lansing, and from 1917 until the present moment the Duplex Truck Company has grown and prospered in leaps and bounds to the position of acknowledged leader in its particular field.

There is no secret about the accomplishment. No Alladin's Lamp was brought into play; no forces were "vamped" and utilized except the perfectly natural, every-day commercial powers, mixed with common sense. Instead of waiting until the world *happened* to notice this new mechanical idea, with its economy, efficiency and practicability, the new organization was bent on going out after the world and compelling it to look. Instead of letting these prospects beat their way to the door figuratively, the new minds behind the new truck decided to build the path first of all—a broad, inviting asphalt road—down which the customers could come without any difficulty.

THE FIRST STEP WAS INVESTIGATION

The first step was to investigate the product and its possibilities. If this mousetrap were the best, in what respects did it differ from the others; where did it have the "call" on the competing products; how should these points be brought out; to whom should they be brought; and in what manner?

The developments showed that the engineering idea *was* a big idea. Big enough to warrant merchandising ideas of equal proportions.

And so a red-blooded campaign was eventually mapped out by which the obvious and natural advantages of the "better mousetrap" would be told—and sold—to the world. The media comprised such periodicals as *The Literary Digest Motor*, *The Saturday Evening Post*, the *Commercial Car Journal*, and many representative and influential papers in the oil, mining, road construction, export, and lumber fields. It would not suffice to tell, for instance, a lumber man about Duplex merely through the particular periodical or periodicals he read devoted to the

subject of lumbering. Through those pages, of course, he would learn that this four-wheel drive vehicle was proving the most efficient truck in his own line—in fact, his own competitors were benefiting by the increased facilities it afforded them. But through the pages of the general magazine, which he reads for entertainment, he runs across the same story, dealing perhaps with other lines which may impose even a more severe task upon a truck than his own. If he is interested in automobiles, he finds the story



20 to 60 Per Cent Less
Per Ton-Mile With Duplex

DUPLIX TRUCKS
Cost Less Per Ton-mile

Typical copy used to convince big executives

again in the motor publications; if he is interested in other fields of industry—mining or road building not being entirely foreign to lumbering—he is approached again.

Really, he can't get away from the constant statement of the fact that Duplex Trucks "Cost Less Per Ton-Mile." That is the outstanding feature the investigation of the mechanical idea emphasized, and that is the slogan adopted by the company with which the whole economy story is told.

He reads the constant repetition. "We can learn of no single instance wherein the Duplex 4-Wheel Drive has not reduced hauling costs. Its savings run as high as 60 percent. The lowest figure is 20 percent."

THE STYLE OF COPY USED

That is the outstanding argument, and it is backed up substantially in most of the copy by the statements of users who have proven these figures by actual usage. There is no room for doubt and no room for discussion. Photographs and text tell over and over; in the sand deserts of Florida, in the mountains of Virginia, in the forests of Ore-

gon, in the mining country of Nevada—through streams, up terrific grades, over terrible roads. The result is always economy—saving!

I am not trying to sell you a Duplex, mind you. I'm not advertising its advantages to you as a prospect. I am simply showing you how the brains behind the idea are establishing that idea in the minds of the people who ought to know all about it. These facts make up the message which is scattered broadcast to the busy world so that the path to the door may be used.

This is the story that is being told to those who should hear it. And it is the essence of the "weed killer" which is used to make the "front door" available.

I reckon it works! Just a little while back I was in the Duplex factory at Lansing. They told me that they had shipped during that month more than twice as many trucks as had been shipped during the same month in the preceding year. And it was only the 20th then!

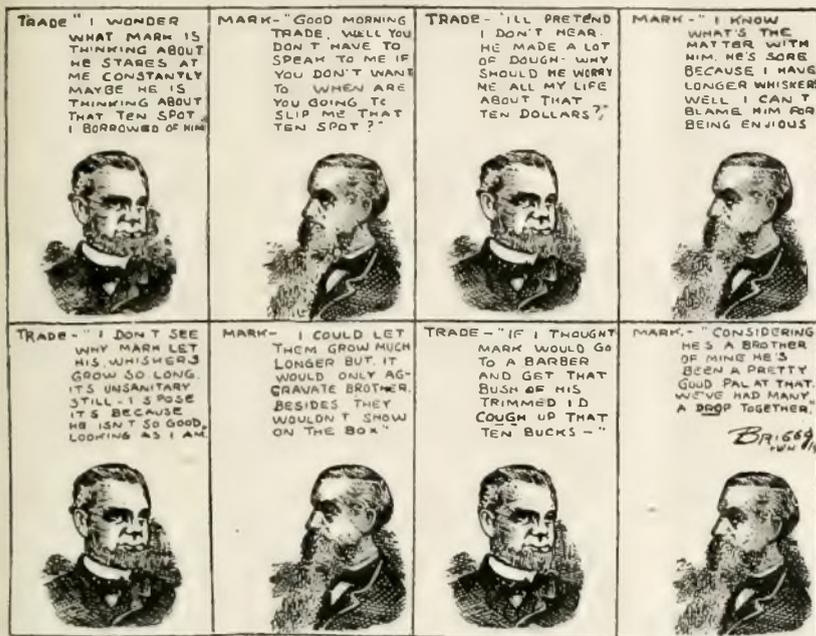
Once upon a time, maybe, Emerson might have been right. But today it's different. No matter how supreme your mousetrap may be, the world won't even look in the direction of your shanty unless you stand on the door-step and make a noise that sounds like "profit" to the other fellow.

Consumers Make the Profiteers

According to Miss Edith C. Strauss, who was appointed recently by the Department of Justice of Washington to organize women to fight the high cost of living, this country is having a wave of extravagance and now a wave of economy is needed. Miss Strauss has come in contact with her problem from three sides, namely, the retailers, the manufacturers, and the consumers, and finds much in each one. On the retailers side of the question, Miss Strauss says that many merchants have told her that the only way to sell their goods is to raise the price. This sounds contrary to reason, but the explanation they offer is that the average customer will not buy an article that is moderately priced, but ask for a more expensive article, regardless of the fact that the cheaper article may equal or surpass the more expensive. From the manufacturers side it is said that owing to the demand of high wages and shorter hours that the manufactured article could not be sold for less than it is now being sold until the question of higher wages and shorter hours is settled. From the consumers side the question is being taken up with the women of the country, for it is figured nine out of ten retail buyers are women. The women are being urged to buy the lesser priced articles and only the necessary articles. Also to establish throughout communities Fair Price Committees, which committees have been very successful in reducing the high prices in many cities in this country.

Wonder What the Two Brothers Think About : : : : : By BRIGGS

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Again does that inimitable cartoonist Briggs seize upon a well-known advertiser for one of his "Wonder What They Are Thinking About" series

Toys to Build Patriotism

How Another Cooperative Campaign was Planned—Its Aims and Purposes

By A. A. MANN

IN 1918 the Toy Manufacturers of the U. S. A. found themselves confronted by an unusual situation. The war had upset many long established ideas and prejudices, and among them was the widespread feeling that German toys were somehow superior and that only foreign workmen could make playthings that expressed the real spirit of childhood. As a result the incredible had happened. American toy makers were actually producing 97 percent of the toys that American children loved and played with, instead of the 30 percent that was their share in 1915.

In this crisis the Toy Manufacturers' Association of the U. S. A. showed that they were capable of handling a novel situation in a big constructive way. The association saw that two principles were involved. First, they conceived it was the duty of the toy manufacturers to show that Americans could make toys that appealed to boys and girls just as well as any European workmen, and in addition that these toys would be more instructive because more ingenious and diversified. Second, that this duty was confined to no single toy

maker or dealer, but that it vitally concerned each and every man engaged in the toy business. The proposition, as they saw it, was as broad as America, and it touched every family in the land.

A BUSINESS FOUNDATION FOR A CO-OPERATIVE CAMPAIGN

Out of those two principles the association, with the co-operation of Hoyt's Service Inc., as advertising agents, has developed a nationwide co-operative campaign, based on broad patriotic and businesslike foundations. It emphasizes not only the patriotism developed by the war, the growing feeling that Americans owe their country every possible support, even in small matters, though that is a large and effective part of the appeal. In addition it also develops the practical point of view. American toys are better because better made, because they are standardized and easily repaired, and because they are more ingenious and instructive. Moreover, plans are all laid to help the retailer build a bigger business on American toys if he will co-operate and tie his store to the national advertising.

It is easy to see that the toy manufacturers' campaign is designed to embrace the three chief factors in the selling of toys, namely, the children, the parents and the dealers. To reach the children great emphasis is laid on the patriotic appeal, the idea that American children should play with toys made in America by Americans. And this is driven home by a little verse:

American—the Workman's Hand
 American—'twas Built and Planned
 American—in Spirit, too
 America's Toy Gift to YOU

But the copy does not neglect to explain that American toys are really handsomer, better made and more amusing than the best that can be imported from abroad.

A NEW THOUGHT IN COPY

A new thought is touched upon when the parents are told that the proper choice of toys is really as important for the best development of their children as the choice of playmates. There are no playthings made anywhere that can bring out the qualities of inventiveness, of ingenuity and the love of beautiful things any better than toys made in their own country.

But all arguments, no matter how convincing and well presented, will fall flat without the co-operation of the dealer. The real sales depend on the displays in the dealers' windows and the enthusiasm shown by the dealer and his clerks in pushing American made toys. The point is developed through the dealers mail pieces that toy dealers have a certain responsibility towards the children whose playthings they provide and that they should see that their toys are of the best. It is also explained in detail what national advertising is being done, what the big objects of the campaign are, what dealer helps and displays are provided by the toy manufacturers, and just how it will increase the dealers' profits to tie up with the advertising campaign. It is easy to persuade the public that American toys are good enough to exclude foreign toys from American homes, but to get sales there must also be complete dealer interest and enthusiasm.

DIRECT ADVERTISING USED

To secure the dealers' co-operation a mail-piece was sent out on September 1st to 5,000 dealers. It described in enthusiastic terms the purpose of the campaign and its size, and gave full information as



Buy American-Made Toys

SANTA CLAUS—the good American that he is—this year has turned to Uncle Sam for his toys. In fact the pair of them have been working together for months and months for our American kiddies.

They have planned and arranged and built really wonderful things. They are original—there is a host of new toy ideas.

They are conceived and built by American men and women—they are not the thoughts or work of foreign countries.

American-made toys are best for the children because each toy is perfect. The design is right, the craftsmanship is careful—there are more to pick and choose from. They are educational—they are amusing.

This Christmas make children happier with American-made toys.

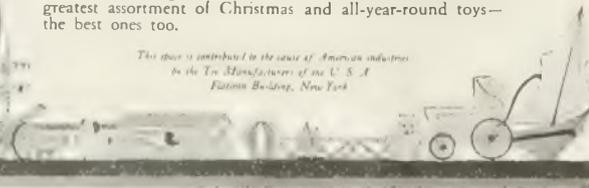
This season—this coming New Year—resolve to support American industries—to protect American trade.

Patronize the toy store that shows the circle of Uncle Sam and the laughing happy children. You will find there the greatest assortment of Christmas and all-year-round toys—the best ones too.

Patronize the
toy store that
displays this sign



This sign is contributed to the cause of American industries
by the Toy Manufacturers of the U. S. A.
Fulton Building, New York



A somewhat different cooperative campaign is the Toy Manufacturer's campaign described in the accompanying article by Mr. Mann

to how the dealers might co-operate with it. Enclosed with the mail-piece was a sheet illustrating seven newspaper advertisements ranging in size from 5 to 60 inches, electrotypes for which would be sent free to the dealer at his request.

Perhaps the dealer was attracted by the appearance of the advertisements, which were undoubtedly very pleasing, or perhaps the list of seven national magazines with a circulation of over 5,700,000 which were to be used in the campaign impressed him. Perhaps he felt that the seventy-two toy manufacturers whose names were listed as contributors to the campaign placed him in good company. At any rate the response from the dealers was more than encouraging, at least 10 percent of those addressed writing for electros, display cards, or both.

On October 23rd the second mail-piece went out, with the purpose of stimulating still more the dealer co-operation which the first mail-piece

had begun. It urged dealers to write for the newspaper advertisements if they had not already done so, in order to get the benefit of them before Christmas. It showed a reproduction of a handsome colored window card that was offered free to those who cared to write for it. In addition it reproduced two full page advertisements appearing all over the country in November and December and offered the dealers enlargements of them (size 27x37) to post in their windows as a direct tie-up with the magazine advertising. Once again the list of toy manufacturers subscribing to the campaign was shown, this time with additional names, and once again the response was considerably better than the average.

The campaign in the magazines is beginning this year with three months intensive advertising during the holiday season, when from 70 to 90 percent of the annual toy sales are made.

There will be full pages in the *Saturday Evening Post*, *The Ladies'*

Home Journal and *The Literary Digest*, besides smaller space in *Popular Mechanics* and several boys' publications. There are no typical girls' magazines corresponding to the *American Boy*, so the effort to reach them is made through the *Ladies' Home Journal*, read by their mothers. It is felt that this list of publications will very nearly cover the field of prospective toy purchasers.

So much for the origin and mechanism of the toy manufacturers' campaign. What are its objects? Its more general purposes are best expressed in a dealer's window card, which reads as follows:

THIS SIGN—ITS MEANING

To hope for—to stand for—to work for 100 percent "Americanism" is our active aim.

Because we believe we can be of greatest assistance through co-operation, we are concentrating this work in our own field—the toy industry. There we are in direct contact with our country's greatest asset—the coming generation—the most fertile field for planting the seed of "Americanism."

And so we are associated with the toy manufacturers of the U. S. A.

This association is more than commercial—it is patriotic. By advocating the purchase and sale of only American made toys—by carrying this message into every home in the land—by spending its time and its dollars to accomplish this—it is a public benefit.

For the association is assisting and will continue to assist parents and schools in the education of children—to a finer, sweeter regard for their country.

The toy manufacturers of the U. S. A. are assured of our hearty co-operation and our enthusiasm this season and for seasons to come.

THE AIMS

The toy manufacturers have three very specific aims as well.

First, they hope to improve the retail merchandizing of toys by educating the dealer to analyze toys more carefully, so that he will have the right quantity of stock for the varying ages of the children who buy from him—and so that he will be able to recommend the kind of toys which are best adapted to the child of a certain age.

The second object is to extend the selling season for toys by means of an all year educational campaign, thus stabilizing the toy business, both in its manufacturing and selling ends.

Last but not least, the aim is to hold the tremendous increase of business which came when the business of seventy-one members of the association grew from \$8,500,000 in 1914 to \$12,500,000 in 1918. The resumption of foreign competition

brought about by the ending of the war means that only by aggressive constructive effort can this business be retained. But the toy manufacturers plan to do more than hold what they already have. They are

aiming to cover their whole potential market of 24,000,000 white boys and girls, and when that goal is attained it is not beyond the bounds of possibility that America will become the world's market for toys.

"Is an ordinary typewriter," says the paper to your fingers.

"I haven't time for the ordinary," says your head.

"Say, up there, be careful," hollers the wastebasket.

Let's Give Paper a Chance

Or "The Importance of Giving Careful Consideration to the Quality of Paper in the Production of All Direct Advertising, House Organs and Business Letters"

By AMOS PARRISH, Jr.

Advertising Manager, William Taylor & Sons Co., Cleveland, O.

PHRENOLOGISTS will tell you that a bump here or a flattening there or a hollow spot some other place on your head will indicate whether you should be a bank president or a barber. And sometimes the bump-readers are right. And sometimes they are wrong, as a city directory will agree.

Tailors will tell you that the clothes make the man. And sometimes they are right. And sometimes they are wrong, as any stage-hand will agree.

The girl at the serve-self restaurant who takes the score of eatables on your tray as you pass will tell you that, judging from the tray's burden alone, she can inform you to a well-done steak, exactly your disposition. Sometimes the lady is right. Sometimes she is wrong, as divorce records testify.

No, you can't always tell what's inside a grip from the outside, but there is one thing you generally can tell, and that is—

You can tell the "pep" and the power and the things behind a piece of direct mail, house organ or business letter advertising by the paper that advertising is printed on.

Let's look this paper job squarely in the eye. Let's admit its importance.

Let's give paper a chance to help put our advertising where we want it.

Let's consider—

THE PAPER SENSE

To what sense does Direct Mail Advertising appeal? "The sense of seeing," you answer. Right. But wrong! That's just part of the sense appeal. You forget old Mr. Feeling Sense, exactly as important as any sense that ever went under eyebrows.

Take yourself back to this morn-

This Article Won a Silver Loving Cup

IN a recent issue we announced that Mr. Parrish was the successful contestant in the "Eagle A" Trophy contest held in conjunction with the recent Cleveland convention of the Direct Mail Advertising Association.

Feeling that our readers would be interested in reading the prize-winning paper, for there was a keen interest in the contest and many prominent and well-known contestants competed, we arranged with the American Writing Paper Company, donors of the cup, to reproduce Mr. Parrish's prize-winning article herewith in full.

THE EDITOR.

ing's mail. There's a pile of it this morning. Busy day, too. Here's a letter from the Jones Company. Wonder who they are. You tear open the envelope. And something down in your fingers tells your thinker, "Cheap, cheap, cheap."

You're half sold against that something inside the envelope before that something is half-way out.

"The booklet is just as bad as the envelope," your fingers keep talking. Your seeing sense is forced to agree.

"Your Kind of Inks," say your eyes.

"Bunk!" answer your fingers. "They can't be my kind of inks. They're sleazy and shoddy and run down at the heel just like this paper is."

"Ouch!" says the wastebasket, "not so rough up there."

"This isn't bad," say your eyes as they choose another letter from the heap.

"And not so good, either," say your fingers. "It's just average, and anything I hate is the ordinary."

"The Writer Typewriter," says the type to your eyes.

"There's strength here," say your fingers as they lift a dignified-looking envelope.

"You're right," agree the eyes.

"Doesn't tear easy," say the fingers.

"Investments that are secure," say your eyes.

"And a company that is strong," say your fingers. "A company that will stand behind you. Turn over that page, brothers, and give the eyes a chance to know more about this strength. I'm sold right now. Here are your securities, boss. The paper says so and paper never lies."

And fingers know what they are talking about. Paper does tell the truth. And it tells startling truths, too.

THE VOICE OF PAPER

Paper tells in an undownable voice the real story of the advertiser. It tells he is careless. It tells he is canny. It tells he is ignorant. It tells he is canny. It says in just as loud and lasting a voice as the type the things behind the scenes.

Yes, paper is the secret service man sent to your desk, advertising man, to find out all about you. Once outside your door he shouts to his chief—the world—your real story. And he is ever heard.

USE A PAPER MIRROR

Ever see a millinery department in a department store without many, many mirrors? Never. Ever buy a hat for yourself without looking to see whether it looked like you? Never. No more should the live advertiser—the advertiser who is in this great advertising game to get the most out of it by putting the most into it—no more should he think of putting out a single piece of advertising without holding the paper of that message up to a mirror of the prospective customer's paper sense.

And paper can be such a wonder if given the chance. Paper, by being right to the feel, can hitch up with the rightness of the message as it appeals to the eye and make up a team that can pull orders and pull them double quick. And the pull up the selling-grade with the right paper for the right message is a steady, even and speedy pull that knows no backsliding.

A HEAVYWEIGHT JOB

You can't put over an eighty-pound job with a sixty-pound paper. Ever see the paper used by the B— truck advertising? Big and strong and trucklike it is. It helps get you into a truck state of mind. It tells of the long, hard drives through sand and mud and ruts. It tells of the great force behind that B— pull. The writer has no more chance of buying a truck than buying a crown, but if he had, he'd feel dead sure that if the B— truck is as strong as its paper, that truck would get a load there and bring another back.

PAPER OWNS POWER!

Paper is the background. Ask a painter. He'll tell you a sooty background can't tell the story of a bright day. Paper is the backbone. It must be the nerve center of the advertising system. Paper is the backing. Without good paper, without paper telling the story you want it to tell and telling it the way you want it told, your message has nothing to hold it up. Proper paper is surely an advertising prop.

Paper is the atmosphere. If Belasco were an advertising man, he'd buy good paper, for Belasco knows that human beings like beautiful things—like beautiful atmosphere.

Yes, paper texture is an important thing in an advertiser's life. Paper is the setting. It is the drawing-room of beauty or the parlor of gaudiness and harshness. Yes, paper color is an important thing in an advertiser's life.

Paper is the mountain path of beauty or the mountain crag of severity. It is the fertile soil of the garden or the barren soil of the desert. A great paper company can play all the notes and tones on the scale of harmony if given a chance to show its wares.

ABOUT A MEAL-TICKET

No, you never saw a person tear up his meal-ticket because he didn't like the paper it was printed on. But you have seen meal-tickets torn up by persons who couldn't be sold the big and powerful and ever-paying idea that a direct mail advertisement is just as strong or just as weak as its paper.

Who has ever sent his salesman out wearing a blue shirt and overalls? Who has asked his salesman not to shave for a couple of days before he goes after a big order? Either is just as sensible as asking a piece of direct mail advertising your salesman—to go out and get

business for you without being properly clothed in paper. Yes, good paper for advertising is good clothes for advertising. And it's just as big a job to know paper for an advertiser as it is for him to know his product and the way to get his message over in words. The paper is the music of those words. If there is a false note it is often the paper's fault. Often times paper speaks louder than words—always it speaks just as loud.

AND IT'S TRUE, TOO, OF—

And what is true of the bigness of paper in direct mail advertising is surely just as true in house organs and business letters. A house



AMOS PARRISH, JR.

organ selling the heart-beat of a business as it does, must be properly dressed in paper that is in tune with that business and the rhythm of that heart-beat.

"Give us a chance," say the halftones of the men, let's say, who captain rival ball teams in your shop. "We want to show the fellow workers of our owners who we are."

Yes, let's give the halftones a chance because the mother of Mary Jane—Mary Jane who is the daughter of the foreman in Division A—wants Mary's picture printed so she can sell the woman next door the big idea that your plant is the best place to work in, in the world. And good paper will help the halftones do their job well.

AND LETTERHEADS

Here is a letter that comes on—let's be "big leaguers" and say—a high grade bond. This letter makes you feel as if the president of something big and strong and trustworthy is going to take you into his confidence and ask you to be on his board of directors. This let-

ter makes you feel as though you were eating off the new White House china.

This letter is a "big league" letter paper. And it tells a "big league" message in a "big league" way. And the result of that paper's realness takes care of itself. You'll be sold all right, if there is any chance in the world.

Yes, letterheads every one of them—cheap, ordinary, and excellent—tell their story and your story before a word of your printed message is touched. And before a message is written—before some brain is asked to write something that you hope will bring you business—let's get good paper to go along with that message—a letter paper that will get up there on your prospect's desk and fight for you.

Let's give paper a chance to fight for us always all ways. Let's give paper the chance it deserves. Let's go to paper—not as a cure-all—not to help along a weak message—but as a strong help to a strong message. Let's give paper a chance. And paper will come through. For paper always has come through!

One Place Where the Use of the Word "Best" Does Not Displease

Ordinarily the use of the word "best" displeases us. It displeases many writers of advertising copy. As we look over the current December issue of the *Writer's Monthly*, however, we note a use of that word which surely does not displease us.

It seems they run a regular department called "The Best Things from Printland." This, we find from examining other recent issues, is usually made up of short quotations. In the current issue, however, more than two full pages, used as the leading article, made-up of a reprint of the Edwin Balmer personality story about Ray Long, editor of the *Cosmopolitan*, formerly of the *Red Book*.

While we are mentioning the subject, a recent issue of *The Editor* reprinted in full the Bruce Barton story of John M. Siddall, editor of the *American Magazine*.

This series seems to grow in popularity with each succeeding issue and arrangements are being made to continue the series far into the future.

More Praise for Series on Foreign Trade

PERIODICAL PUBLISHERS' ASSOCIATION
OF AMERICA
200 Fifth Avenue
New York City

December 11, 1919.

Editor, ADVERTISING & SELLING.

The great progress which you and your conferees are making with ADVERTISING & SELLING must be apparent to publishers and all those identified with either the buying or selling ends of advertising. The series of articles which you announced, which will cover the selling of American products to the entire world, will make a strong appeal to the readers of your publication. I personally shall look for them with great interest.

Very truly yours,

JOHN ADAMS THAYER,
Executive Secretary.



Best at the Blackstone

IF you inquire at the newsstand in the lobby of the Blackstone Hotel, you will find that *Cosmopolitan* is their best selling magazine.

This is additional evidence that the guests of America's leading hotels prefer *Cosmopolitan* to any other magazine.

More important still—it proves what we have always known and have often said — “nearly everybody worth while reads *Cosmopolitan*.”

Cosmopolitan

“America's Greatest Magazine”

*This is one of a series of advertisements showing the unprecedented demand for *Cosmopolitan Magazine* at the newsstands in America's leading hotels.*

The Men and Women Who Make Our Mediums

LAFAYETTE YOUNG, SR

**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 CHESLA C. SHERLOCK

AS I remember it, it was a chilly, rainy night, the first time I ever saw Colonel Lafayette Young. He was to speak at the Presbyterian Church, in the little Iowa town where we lived. My mother thought it best to remain at home that night, but my father—why, he wouldn't miss it for a month's pay.

He hinted gently to me that the speaker might have something to say about Roosevelt and the Rough Riders, as he had just returned from Cuba. Well, the "ayes" had it and we went.

Lafayette Young, Sr., is the first platform speaker I remember out of the dim memory of those first years of my life. Close crowding upon it is a recollection of Bryan speaking beside a smoky oil lamp on the west side of the Court House, and of 'Bob' Cousins, Iowa's pride, thrilling us with his eloquence in the Opera House.

But Colonel Young! I do not remember what he told us that night. The rawness and the rain and the cold stuck with me. I have a lingering recollection of a voice speaking, as out of the darkness. It was a voice one could never forget.

Years passed, and I moved to another community outside Old Iowa, and grew to manhood. In those years, I casually became acquainted with Colonel Young through the daily press. One day, we came to Des Moines to live and I entered the West High School auditorium for the first time. Some girls back of me tittered among themselves. I caught a brief statement, given as with relief, that there was to be some exercises that morning, and maybe it would last until second hour!

After a bit a speaker was introduced. He got up and commenced to talk. I sat bolt upright, the chords of memory running backward through the years, five, ten, fifteen, sixteen, seventeen years. It was the voice! I felt like rushing up to the platform and grasping his hand, for it was like getting back to old faces, familiar scenes.

I recall what he had to say that morning. It was a heart-flung appeal for reverence for the flag and for the country. It was a typical "Lafe" Young speech, the sort that might easily move the stones of Bolshevism to rise and mutiny.

HIS VOICE PENETRATES AND STICKS
IN YOUR MIND

Such was my introduction—past and present—to Lafayette Young, Senior, publisher of the Des Moines *Daily Capital*, and yours! Some of you have had a little different chronology in your introduction to him, perhaps, but those of you who know

him, and those of you who will meet him as the years go on, will agree that the things your memory preserves of the first meeting is his voice, and his intense sense of patriotism.

Des Moines, although it is suffering lusty growing pains just now, is really nothing but a good-sized country town. If you are awake and have occasion to do business at all and keep out of jail, you can't help knowing most everyone else.

Being still young and ambitious, I have had the fortune to see a lot of this man. I suppose that two public meetings out of five that I have attended in the last seven or eight years in my home city, I have sat back and listened to "Lafe" Young, with that sort of happy inward feeling that you have when you know that you have a neighbor and fellow townsman who generally has something to say, and can say it as well as the distinguished guest of the evening.

He is Des Moines' official introducer of public men and women.



LAFAYETTE YOUNG, SR

WHICH

**FOR SALE
AT ALL
DEALERS**

**FOR SALE
AT
JOHN SMITH'S
291 MAIN ST.**

OR

**WRITE
FOR A
CATALOGUE**

**We beg to offer our customers
the best line of SHIRTS
JOHN SMITH
291 MAIN ST.**

*AS IN THE GENERAL
MEDIUMS*

*AS IN THE LOCAL
DAILY NEWSPAPER*

Why Spend Money to Encourage Substitution When It Can Be Used to Produce Direct Sales

John Smith is very much more apt to take on your line if you will spend a few dollars in his local papers to bring trade to his shop.

John Smith has grown tired of the bunk represented in stocking up on the strength of general medium advertising which cannot be made to lead directly to his shop.

THE NEW YORK GLOBE

JASON ROGERS, Publisher.

**Member
A. B. C.**

**180,000
A DAY**

who have something of value—actual or doubtful—to impart to her citizens. This is because he always delivers the goods and for the further reason that he usually knew the distinguished person before said person knew for sure whether Des Moines was the county seat or a cross-roads tank station.

Running over my mental filing system, I recall that in the last three years he has introduced Colonel Roosevelt, James W. Gerard, Leonard Wood, William H. Taft, and, I suppose, William J. Bryan, for who else is there in Des Moines that could do it? And dozens and dozens of lesser lights.

MUCH LIKE ROOSEVELT

Speaking of Roosevelt—ah! there you have it! Somehow I never think of Colonel Young but that I think of Roosevelt. They were like two peas in a pod. They were the warmest of personal friends. They were in Cuba together, and therefore hangs a tale.

Both were at San Juan Hill. Roosevelt, as most everyone knows, led a certain famous charge and took a blockhouse. But had you been a little removed from the fracas, off to one side a little, and on another hill where the whole San Juan business was spread out before you, there you would have found one Colonel, a newspaper correspondent, taking in the whole show.

"I used to think that it was a terrible battle," he said, the other day. "It wasn't a war, it was a summer's excursion."

He shook his head, slightly. I knew that he was mentally comparing it to the late unpleasantness overseas—for he was there, too. Not that he depreciated in the slightest the work our boys did in Cuba, but he was merely making the point that it wasn't the sort of a war those of the present generation might imagine.

"Everything seemed to go dead wrong in that campaign. I do not believe that there was ever a campaign in history, even a little campaign, in which every element was so set against us. Our boys were poorly armed, poorly fed, poorly trained. But they won out in the remarkably short time they did, just as our boys did in the war with Germany, because they had made up their minds before they went in to do the job, and being Americans, they did it in the shortest possible time!"

Roosevelt came back to public

life. Colonel Young returned to Des Moines, eventually to go to the Republican National Convention at Philadelphia in 1900 to nominate Roosevelt for the Vice Presidency. And in accomplishing this feat, he had the honor to really usher that most wonderful American into the Presidency.

ALWAYS IN THE MIDST OF THINGS

For the past twenty-five years he has been in the midst of world events. I challenge you to name any important happening in that time that he was not mixed up in.

He was with the Taft party in the Orient in 1905. Those of you who have newspaper clippings of that memorable excursion will recall a picture of the party on a steamer deck. Judge Taft sits in the center; behind him to his right you recognize Nicholas Longworth. Alice Roosevelt is there, too, and over on the right stands Colonel Young.

If you chanced to be a Republican and attended any of the national conventions, or happened to be a newspaper man and was sent, you will remember that Colonel Young usually came down to those conventions as a delegate-at-large.

The first volley had hardly been fired in the Balkan War when he was off. For six weeks he marched with the Serbian army, carrying a pass personally granted by King Peter.

Then he came back home, more thoroughly American than ever, and to prove it he toured the United States from end to end. His letters to the *Daily Capital* served to awaken us more than ever to the realization that we have a country second to none, in scenery, in beauty and in worth, as well as along the usual governmental distinctions drawn.

That done, he returned to Iowa and commenced to interest himself in good roads. He organized and established the first cross-state road association in Iowa, the river to river road. He actively interested the farmers and the cities along this route in the cause of good roads and this soon caught fire and other roads were organized.

The European War was about twenty-four hours old when he was heading in that direction. He had a trip across in the *Lusitania*. The captain raised the American flag when he entered the sub-infested waters, a course which doubtless saved her from being torpedoed—on that trip.

He was in France, Belgium—all

along the allied front. He sent us back letters that gave us more intimate glimpses of the horrors of the front than most of us would have seen, had we been there ourselves.

He got into Germany, I do not know how. But it does seem to me that Ambassador Gerard got him out of jail—or something. And like most Americans in Germany at the time, he ran the gauntlet of sneers and insults.

When we entered the war the Colonel was back home. He became Chairman of the Iowa State Council of Defense. And throughout that war there was no voice more penetrating, more insistent, more forceful than his for Americanism—unless it might possibly have been Roosevelt's and they were so much alike that you couldn't tell them apart.

A PREACHER OF AMERICANISM

Those who read the *Daily Capital* during those strenuous times recall that the Colonel had a dose of patriotism, of Americanism, for them every day, rain or shine. He belongs to the school that demands America for Americans in no uncertain tone. He sees room but for one flag, one language, one country and that is his creed.

A few days ago I saw a little letter which he had written to his brother in 1866. It was unimportant as to content, except that it revealed the ambition of the average American boy; but the ending of that letter, it seems to me, comes nearer telling what "Lafe" Young has been to his friends and to his ideals all through his life. It ended: "Yours till death, Lafe Young."

That's "Lafe" Young, as his friends and neighbors know him—and, perhaps, his enemies!

"Yours till death!" In his friendships he has been that way. I am not too young to remember that he stood by political friends through thick and thin, because they were his friends, when others in his party were ready to forsake them.

In his principles he has been that way. I remember not so long ago there was a question raised in Iowa as to whether we could tolerate more than one language or not. "Lafe" Young stuck to his guns without a flinch and he hammered us so unmercifully over the head that we went to the polls and did our duty.

In his ideals he has been that way. Others might charge him with moss-covered political tendencies, but he "preferred to fight it out on

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY



Corona and Collier's

THE Corona Typewriter Company, Inc., has used more space in Collier's than in any other general publication to advertise "the personal writing machine."

"Watch Collier's"

this line" and he did fight it out.

One time I heard a man say: "'Lafe' Young is one of the few good, old-fashioned Americans left. Thank God, you know where he stands, and where he always will stand!"

It is hardly fitting or proper to close a personal sketch without giving a few biographical facts concerning the subject. So here goes.

BIOGRAPHICAL FACTS

Lafayette Young, Sr., was born May 10, 1848. He learned his trade in Des Moines in the old firm of Mills & Company. In 1871 he went to Atlantic and founded the *Atlantic Telegraph*.

He published this newspaper until 1890 when he came to Des Moines and purchased the *Daily Capital*, then an obscure newspaper, with a circulation of barely 2,000. He has been the publisher continuously until the present time.

He has always been actively interested in politics. He served twelve years in the Iowa Senate

from Cass County. He has also been United States Senator from Iowa. He was Chairman of two Republican State Conventions and has been delegate or delegate-at-large to numerous National Conventions.

Like the Kentucky colonel he takes his politics "strong," and has always been intensely partisan, but Colonel Young has never been partisan in the sense that he put party before country.

He is as his photographs reveal him, although photographs seldom portray personality. If there is any one characteristic predominate in him it is the Rooseveltian brand of intense Americanism.

And, as he wrote when a boy in 1866, he is "yours till death," and you can count on that, as you do on government bonds!

New York Concern Accused of Unfair Competition Methods

The Federal Trade Commission has issued a formal complaint against the Himes Underwear Company, of New

York, a corporation engaged in the manufacture and sale of shirts and underwear, charging unfair methods of competition.

The complaint alleges that the respondent advertised and branded certain lines of underwear, manufactured by it and composed partly of wool, as "Fine Natural Wool," and that such advertisements and labeling deceive the trade and general public into the belief that the underwear is composed wholly of wool.

The respondents have been given forty days in which to file answer to the complaint, after which the case will be tried by the commission.

Albert Frank & Company Moves

The Albert Frank & Company, advertising agents, who have been located for the last nine years at 26 Beaver street, have purchased the four story building at 14 Stone street for their new home. The entire building will be occupied by the company and will undergo complete alteration and improvement before occupancy. The change of location was necessitated not only thru an increased volume of business, but also thru a desire of the Albert Frank agency to increase their facilities in order that they may be of greater service to their numerous clients.

Tint Block and Line Plates A Pleasing Combination

(What Can Be Learned From Our Front Cover)

The popular belief is that to have a "color" job it is necessary to go to the expense of process plates, with at least three colors, more if possible. As a matter of fact, there are many occasions when an entirely satisfactory effect can be secured with black and one color, from line engravings, thereby greatly decreasing the cost.

In point of fact, these simple, clean-appearing jobs are a relief from the tendency to use too much color—and color is often overdone.

Our cover, drawn for ADVERTISING & SELLING by Mr. John Flanagan, globe-trotting artist, and famed for his shrewd handling of the pen, is an excellent example of this quiet method of introducing one color and we believe you will agree that it is quite as effective as a far more elaborate rendering. Mr. Flanagan works with a very fine Gillott's pen, 290, and his originals are approximately same size. This is made necessary by the closeness of the technique, which will not admit of too great reduction.

The color-scheme, then, was merely a

matter of washing in the desired color on a tissue overlay, the artist later designating where pure whites were to be cut out on the design. The latter expedient relieves the monotony of the flat tint block.

These tint blocks are mere flat areas of metal, on which an expert engraver tools or routes out those portions which are to be free of color. It is a simple, rapid and economical process.

Mr. Flanagan has selected as his theme that exciting hour in a far tropic country, when a cargo boat from American shores, has put into port, and U. S. goods are being unloaded by the ebony-bodied natives. The timeliness of the cover is obvious, since, already the long arm of Uncle Sam is reaching out for new world markets to conquer and her business envoys are en route to important trade centers. Mr. Flanagan has lived the pictures he draws, having sketched his way from Australia to the South Sea Islands and back again, on a wanderlust tour that took him around the globe.

JANUARY 3, 1920

Advertising Matter to Canada Dutiable

The Canadian Customs officials have made the statement that a large volume of advertising matter mailed from the United States to Canada is not covered as to the duty placed on it. All advertising matter mailed to Canada is dutiable at 15 cents per pound, and all matter on which the duty is not covered is held by the Customs Department, who informs the sender of the amount of duty required and on its receipt forwards the mail to its destination. This is a great inconvenience to the Custom Officials, as well as to the sender, owing to the delay. The following procedure will considerably help all parties concerned: The consignor can compute the amount of duty required at 15 cents per pound and can send a money order for the amount to the Customs Officer or to the Postmaster concurrently with or previous to the mailing of the matter, or the consignor can purchase Custom Duty Stamps from the Commissioners of Customs, Ottawa, and affix these stamps to the reverse side of the article mailed to the amount of the duty required. Permission of the Postmaster General of the United States has been given to affix these Custom Duty Stamps, but they must be put on the reverse side and not on the address surface of the article mailed.

Advertising Field in Mexico

According to a report just received by the Department of Commerce from Vice Consul Myers, advertised articles have created such an interest in the Mexican population that it is making the newspaper advertising a very successful field in that country. The Spanish language, says Mr. Myers, should be used in the preparation of all descriptive catalogues, price lists and general advertising matter and suggests that duplicates of all advertising matter circulated in Vera Cruz be furnished the consulate at that city and the Chambers of Commerce in Vera Cruz, Orizaba, Cordoba and Jalapa. Rates in the Vera Cruz papers are: One insertion, one inch, one peso (about 50c U. S. currency); by the month, 50 centavos (about 25c U. S. currency) per insertion. An insertion covering a quarter page and published monthly costs 25 pesos (\$12.50).

Labeling Exports in Foreign Language

In a report of Trade Commissioner Brady of the Department of Commerce it was pointed out that in exporting to Latin American countries goods should bear labels printed in the language of the country to which they are sent. This is to avoid the possible losing of good reputation by American firms, which might result from the failure of the consumers in these countries to fail to understand the proper directions and thereby become dissatisfied with the American product. As an instance it was stated that all canned goods from Europe offered for sale in Chile and other South American countries always bear directions in the language of the country, usually Spanish.

Texas to Stamp Out False Advertising

A campaign has recently been inaugurated by the Associated Advertising Club of Dallas, Texas, with a view to stamp out "unclean advertising" in that State.

The campaign is to receive the support of State Senator Harry Hertzberg, who announced his intention of introducing in the next Legislature a bill to prohibit all forms of false or so called "unclean advertising" in the State.

Increased Business for Rankin

Wm. H Rankin, head of the Chicago advertising agency bearing his name, announces that the advertising appropriation for the Kellogg Toasted Corn Flake Company of Battle Creek will be doubled for 1920. The list will be made up shortly in the Rankin office.

The 1920 schedule for the Cheney Phonograph Company and the Athena Underwear account of Marshall Field & Company, wholesale, are also being sent

out by the Rankin Co. Both accounts are considerably larger than the 1919 appropriation.

Who Can Help Out With Back Numbers?

ALEXANDER HAMILTON INSTITUTE
Astor Place
New York City

Advertising & Selling Co.

We should like very much to obtain copies of ADVERTISING & SELLING for June, 1915, and October, 1917. We wish to find the back numbers of this magazine, but find that these two issues are missing. Would it be possible for you to supply us with these.

Hoping that you will be able to grant us this favor.

Very truly yours,

ESTHER WRIGHT, Librarian.

Philadelphia

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

Best
Wishes for
A Happy
New Year

Now that you have been to the Automobile Shows, you are surely more determined than ever that 1920 shall be your big year.

Let your advertising policy for 1920 be the plan of constant and regular use of space (the year round) in carefully selected dominating newspapers.

Philadelphia holds wonderful possibilities for you and if consistently worked, will help you hang up a big record.

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.

Advertising is the Greatest Single Educational Force in the World

One of a series of statements by prominent advertisers in response to the direct question "What Advertising Means to Us in Our Business."

By **HARRY R. MORRISSEY**

of the Baird-North Company, Providence, R. I.

(EDITORIAL NOTE: The Baird-North Company are the world's largest mail order jewelers, handling diamonds, watches, jewelry, silverware, leather goods and novelties, so Mr. Morrissey's statement is particularly interesting, as it shows the vital part advertising now plays in the economic fabric of our civilization.)

You have given us a comparatively easy question to answer.

Baird-North Co. has been in business for 25 years and there has been nothing that has made it a success but advertising. Today we have a list of hundreds of thousands of names, every one of which has come directly from national advertising or as an indirect result thereof. Previous to the War we had customers in every civilized country in the world. Today we do business in every part of the globe where we feel the hazard is not too great for our shipments.

Advertising has been the cause for many successful Mail Order houses, and the Mail Order house is firmly established as a necessary part of our distribut-

ing system. Through these Mail Order houses the latest styles and economically priced merchandise reaches the remotest parts of this country which offer no facilities for the inhabitants to purchase this merchandise locally.

In the matter of merchandising, I claim that advertising has done more to educate the small town inhabitants in the ways of the work than all other mediums put together.

The Legislator who refuses to consider newspapers and periodicals as having a vital educational nature must be narrow indeed. Such a type of representative would not, perhaps, scorn the offer of an influential newspaper to back his candidacy for office during his campaign.

Caleb M. Van Hamm of New York "American" Dies

Caleb M. Van Hamm, managing editor of the New York *American*, and formerly managing editor of the New York *World*, died December 27, 1919, at Miami, Fla., where he had gone to spend his usual mid-winter vacation. Mr. Van Hamm had been ill for two months previous to going to Florida, but he was considered as having been out of all danger and his death was unexpected. Mr. Van Hamm first practised law in his native city, Cincinnati, and then gave up his law practise to enter newspaper work. His entry into newspaper work was in 1882 in Cincinnati, and he served on the papers of that city for ten years, and then came to New York as editor of the New York *Journal*. His career then carried him to the New York *World*, New York *Evening Journal*, the Chicago *Examiner*, and then to the New York *American*.

Moving of Chicago Advertising District Indicated by Recent Events

That the principal advertising interests of Chicago may move out of the congested, high-rent district known as the Loop, is indicated by the trend of recent events. The opening up of the North Michigan Avenue business district by the broadening of Michigan boulevard from Randolph street, northward, has afforded an outlet to this line of business

The Chicago *Tribune* is erecting a building for its principal offices in this section, and the Erwin & Wasey Co., an important Chicago agency, is also planning the early erection of a building in that vicinity to house growing business.

A late announcement is to the effect that the Husband & Thomas agency, at present located in the Garland building, is to move into the newly opened business section, a three-story residence to be made over for their office needs.

On top of all this comes a very well defined report that a combination of advertising interests will finance a twelve-story office building to be located at Michigan Boulevard and Grand Avenue, to be devoted exclusively to advertising. Plans are already being drawn for this structure which will cost \$1,500,000. Six large Chicago agencies will occupy the principal offices of the building, but there will be space to let to other high-grade advertising companies. It is likely that the building will be known as the Advertising Exchange.

Mrs. Glover of Dallas Changes Jobs

Mrs. Robert C. Glover, advertising manager of the Dallas *Saturday Night*, has resigned to take up a similar position with the *Beau Monde*, a pictorial weekly of Dallas. Mrs. Glover will also act as representative for *Nugents Garment Weekly*.

Canada Cancels Money Orders to U. S.

The Post Office Department of Canada has announced that because of extreme fluctuations in the prevailing quotations for New York exchanges it has been decided to suspend "for a short period, until conditions are somewhat more stable," the issue in that country of money orders on the United States.

Boy Scout Campaign

The week of February 8th to 14th has been designated by the Boy Scouts of America in connection with the celebration of their Tenth Anniversary to put on a campaign, not for membership and not for funds, but to spread thru the country the practice of the Golden Rule. The slogan for that week will be "Do a Good Turn Daily—Ask a Boy Scout. He Knows."

This campaign is an appeal for mutual helpfulness and a "drive" for national unselfishness and deserves the whole hearted approval and cooperation of all.

New Client for Powers-House Co.

The Powers-House advertising agents of Cleveland have added the account of the National Pressed Steel Co. of Massillon, Ohio, to their list of clients. An advertising campaign is being prepared for the company, who are manufacturers of steel lumber sections.

THE PITTSBURG PRESS

in 1919

BEAT ITS OWN WORLD'S RECORD

Of the preceding year, by publishing during the year just ended a total volume of paid advertising of

24,562,048 Agate Lines

Exceeding its unequaled lineage of 1918 by

4,880,792 Agate Lines GAIN

In Addition, THE PRESS

Omitted Nearly One Million Lines

Of advertising offered, on account of restriction on size of paper in the interest of newsprint conservation.

REASON: Greatest Result Getter—Largest
Daily and Sunday Circulation

MEMBER A. B. C.

Oliver S. Hershman, President and Publisher.
Harry C. Milholland, Vice President & Adv. Mgr.

L. A. Klein, Mgr., New York office,
Metropolitan Tower, New York.

John Glass, Mgr., Chicago office,
Peoples Gas Bldg., Chicago, Ill.

What American Business Needs In Way of Education

A General Study of Economics Is Vital to
the Future Business Success of Our Country

By FRANK A. VANDERLIP

I BELIEVE one of the things that this country needs almost more than anything else is enlightenment on economics, on the economics of business, a better understanding of business affairs from a scientific point of view. We need it from every aspect; just the material one, if you like.

I remember a conversation I had with one of the very greatest of English bankers a few months ago, when I asked him if England was going to keep its lead as the financial head of the world. It was off a gold basis and the country had been almost crushed with the great financial weight of the war. They were inflated. They had every sort of handicap, while we had become the great storehouse of the world's gold and the reservoir of credit for the world. Could England, in the face of those conditions, hold her supremacy? Was it not natural that we would take that leading position which England had held so long? He said, no, that Englishmen were not concerned about that. "Well, why not?" He said, "You have got every element but one, and that is knowledge. "You do not know how to take a position of financial world leadership." And if we have not demonstrated in these months that we did not know how to take the world leadership in finance, then I cannot read the Signs of the Times right. It did me good to hear what Professor Kemmerer had to say about inflation, about the need for the Federal Reserve Bank to put a brake on this constantly growing credit structure. We have not seen it; business men have not seen it; statesmen have not seen it. They have not seen this tremendous inflation going on that has clipped and clipped and clipped the dollar. They do not understand what the evils of inflation are. But take a prudent man who started to save some money twenty years ago and put it in a savings bank. Suppose he got a very good rate of interest, and he let it all accumulate there at compound interest, he could not buy so much today with his accumulation of principal and interest, as

he could have bought when he made his first deposit. Now that is a terrible thing. It makes me think of the automobile trip I took once, when I was trying to make a town. There were no signs; it was getting late. I inquired how far it was and a small boy told me it was about twelve miles down the road. I went on a while, but not sure that we were right, and stopped to inquire the way and asked how far it was to this town. Well, it was twelve miles. I repeated that process for quite a while, and again inquired. Well, it was about twelve miles. My companion said, "Well, thank God, we are holding our own." The prudent, economical savings bank depositor has not been holding his own. He has been slipping back, and you can illustrate in a thousand ways the people do not think of what this evil of inflation is and how many tentacles it has.

PRINCIPLES CAN BE TAUGHT

Now you can teach these principles. I believe we will see the day when we will teach political economy, not the dreary science of political economy but some of the fundamental principles that have got to govern our thinking, if we are to think right about the great questions of the day. You will see them taught in the public schools. They are not abstruse; they are not so difficult to understand that eager minded children cannot be made to comprehend them and build up a public opinion, and the only kind of public opinion that will ever give us sound legislation and sound government on these things that have such desperately intimate relation with our lives.

INFLATION CAUSES THE TROUBLE

I think Professor Kemmerer said that no small part of this great labor unrest had come from inflation. I am sure of it, and there is an unrest that is of profound injury to this country. We curse profiteers and we propose a hundred remedies that do not touch the question, and when we come to propose the remedies that really do, a deflation, some way of getting this airplane down, we are going to

be met with a hundred specious arguments, none of which really grip the situation.

The great questions of the period we are facing are going to be economic questions, questions that require correct, intelligent, lucid economic thinking and we have not got very much of it. Just as we have not had that training which has enabled us to take the place of world leadership that has been laid at our feet, we may lack the comprehension that will enable us to grip these problems that are gripping us and will grip us with an increasing force, that must be settled on sound principles and that we can only settle by an intelligent, educated public opinion, so that whatever you are doing in that direction, may make you a good livelihood—and that is one thing—but I believe it is going to make a great contribution to the formation of the sort of political opinion that we must have if we are to avoid in any degree the vast dangers that are lurking in the financial questions that are going to be presented for settlement.

From an address before the annual convention of the salesmen of the Alexander Hamilton Institute.

R. Wentworth Floyd Promotion Manager of N. Y. "Evening Post"

Z. L. Potter, business manager of the New York *Evening Post*, has added R. Wentworth Floyd to its staff with title of promotion manager.

Up to the outbreak of war Mr. Floyd was secretary of the Hawley Advertising Company; his withdrawal at that time was not made public, since his services were given in aid of the Department of Justice—acting in the New York territory as Chief A. P. L. Bureau of Military Intelligence and Passport Visa.

This bureau covered character and loyalty investigations on commissions and "overseas service," as well as those seeking admission to the Port of New York from overseas.

Before the Hawley Co. was organized Mr. Floyd spent about seven years in the magazine field, having been manager of promotion and trade aid first for the Butterick Publishing Company and later joining Thomas Balmer on the *Woman's World*.

His previous experience included several years each as purchasing agent of the Savage Arms Co.; assistant to John Brisben Walker and sales and advertising manager of Stollwerck Brothers (food products).

Electric Firm Finds Trade Mark in Contest

A desirable slogan is being sought by the wholesalers' and jobbers' section of the Minneapolis Civic and Commerce Association to head a definite advertising campaign which this section will conduct to extend the prestige of the Minneapolis market. Slogans already suggested by members are "The Western Trade Center," "The Billion Dollar Market," "The Square-Deal Market" and many others.

The Farm Journal

*The Best Crop
on the Farm*



3 Million Trucks Instead of 64 Million Legs

The farm market for trucks is almost unlimited—3 million are needed. Farming will require more trucks than any other business. Tractor farming is uneconomic without trucks. Of The Farm Journal's recent truck report, compiled by our own Research Department, a western agent says:

"Last week I had the opportunity to go over the survey of the motor truck as applied to the farm, and to say it

is the best I have ever seen is not stretching the truth, as I was in the field four months of this year on tractors and trucks."

The Farm Journal also has Research reports on automobiles, roofing, farm lighting, fruits, water systems, farm power, country merchants, etc., all of which are available through our various offices.

The Farm Journal

15 E. 40th Street
New York City

Washington Square
Philadelphia

Peoples Gas Bldg.
Chicago, Ill.

New Account for Richard S. Rauh Co.

The Ridgway Dynamo & Engine Co., of Ridgway, Pa., has placed its advertising in the hands of the Richard S. Rauh Co., of Pittsburgh, Pa.

Joseph Burnett Company Advertising with Hoyts Service, Inc.

The Joseph Burnett Co., of Boston, Mass., makers of Burnett's Flavoring Extracts, has placed its advertising account in the hands of Hoyt's Service, Inc. The 1920 campaign will start in February with page space in women's magazines.

The account of Farmworth, Hoyt Co., Boston, owners of Red-Line-In Shoe Lining, is also added.

Bakers Paper to Be Semi-Monthly

Beginning with January 1, 1920, *Bakers' Helper*, the oldest paper for bakers published in this country, will be a semi-monthly publication, appearing on the 1st and 15th of each month instead of once a month as formerly.

John Hart Resigns from London "Opinion"

John Hart, who, for a number of years, has been advertising manager for the London *Opinion*, has resigned his position. Mr. Hart is succeeded by E. R. Roberts.

New York "Tribune" Increases Advertising Rates

The New York *Tribune* has issued a new advertising rate card, effective March 1, 1920, and is accepting contracts on a two-rate basis in view of the rate card issued November 1, 1919. Their plan is to accept contracts between now and March 1 at the rates shown on the rate card issued November 1, and from March 1 to the expiration of the contract at the rates shown on the new rate card. The reason for this course, it is explained, is that owing to the uncertainty of the price of white paper will be during the last three-quarters of the year, and having been compelled to make contracts for next year's supply at a greatly increased rate, only the first quarter of the year is guaranteed.

Des Moines Advertising Club Has Big Meeting

One of the most successful meetings of the Des Moines Advertising Club recently took place, with E. T. Meredith, president of the Associated Advertising Clubs of the World, acting as chairman, and the guests were the officers and executive committee of the City Federation of Women's Clubs and the presidents of all the clubs in the Federation. Frank Armstrong, Tim Le Quatte and Chester Cogswell were the speakers.

Fuel Shortage of World Opens Great Future for Electrical Industry

Owing to the great shortage of coal throughout Europe and the extreme price of that which is available opens up a great opportunity for the American Electrical Manufacturing Industry, according to reports reaching the National Foreign Trade Council. The electrification of railroads has already been begun in Italy and South Africa, and many other countries will probably soon follow in line. In France a bill has been passed for the

canalization of the Rhone River from Lake Geneva to the Mediterranean. The current of this river will be then modified by a series of locks and dams and nineteen generating stations are to be built along its banks for generating electricity.

Dr Sheldon Becomes Editor of Christian Herald

Dr. Charles M. Sheldon, the famous author of "In His Steps" and thirty other internationally popular religious books, has resigned his Topeka, Kan., pastorate to become editor-in-chief of *Christian Herald*. Dr. Sheldon has been a frequent contributor and editorial adviser of *Christian Herald* in the past;



DR. CHARLES M. SHELDON

now, however, he has given up his active ministerial work and will confine himself entirely to religious leadership by his writings in *Christian Herald*, and such appearances on the lecture platform, where he is in great demand, as coordinate with his editorial work.

Dr. Sheldon's greatest work, "In His Steps," has been translated into twelve languages, published by fifteen different publishers and sold to the extent of more than 20,000,000 copies. It has far outsold every other book of modern times—in fact, it has outsold every other book ever published, with the exception of the Bible and "Pilgrim's Progress."

He is also the author or editor of thirty other books, all of which have been successful and many of which have had very large sale.

J. M. Ritchey Back with Kansas City "Star"

J. M. Ritchey, who left the advertising staff of the Kansas City *Star* to go with the St. Louis *Republic*, in April, is back with the *Star* again as their western representative.

Detroit Sunday Papers Cost More

Owing to the advance cost of publication, Sunday editions of the Detroit *News* and the Detroit *Free Press* will be advanced in price to 10 cents.

Wells Succeeds the Late Henry Mills Alden on "Harpers"

Thomas Bucklin Wells, for seventeen years associate editor of *Harpers' Magazine*, has been appointed editor of that magazine, succeeding the late Henry Mills Alden. Mr. Wells' successor as associate editor will be Lee Foster Hartman.

Enormous New Plant for Airplane Manufacture

The Wright Aeronautical Corporation of America is to erect an enormous plant in Newark, N. J., which will be built in units, and when completed will cost \$1,000,000 and will employ 1,000 people. Connected with the corporation is the Wright-Martin Aircraft Co. G. H. Houston is president, and F. B. Rentschler is vice-president and general manager. Connected with the concern also is H. M. Crane, of the Simplex Automobile Company. In addition to the manufacture of motors and planes, experimental work will be carried on for the army and navy.

New Box Handle Conserves Shipping Space

A new box handle of interest to exporters and importers using boxes and crates in shipping goods to foreign countries has been invented as results of experiments made by the U. S. Forests Products Laboratory. The new handle is made of webbing about one-eighth inch thick and one inch and one-eighth wide and has a breaking strength of 800 pounds. It can be inserted through saw-cuts made parallel to the grain in the ends of the box and turned down flat inside and nailed secure. With the adoption of this little or no space is used, and the handle has more advantages than the usual one now used of thick rope.

Accounts of Del-Ray Corporation

The Del-Ray Corporation, advertising agents of Buffalo, N. Y., are handling the accounts of Dahlstrom Metallic Door Co. of Jamestown, N. Y., and the Transmission Ball Bearing Company of Buffalo.

National Safe Company Account With Fidelity Agency

The National Safe Company has placed its advertising with the Fidelity Advertising Agency of Cleveland, and begin the first of the year using newspapers, magazines and trade papers.

Tire Stores in Big Merger

The American Tire and Distributing Company, Inc., of New York, has taken over seventeen stores doing rubber tire business, and will operate them for their interests. The stores taken over are located in New York City, New York state and New Jersey.

Globe Tire Increases Volume of Business

At the close of its fiscal year on November 30, the Globe Rubber Tire Company showed an increase of 50 percent in volume of business and a 30 percent increase in the number of dealers over the previous year. J. B. Linerd, president of the company, said one factor in making this increase possible was the establishment of a wage system which made for satisfaction among the working force.

Fell Company Men Promoted

Oscar A. B. Fischer and Walter Huber, both connected with the Wm. F. Fell Co., printers of Philadelphia, have been promoted by the company, Mr. Fischer to be assistant secretary and Mr. Huber as assistant treasurer. Both young men have been with the Fell Co. for a number of years, and their promotion comes as a reward for their splendid work.

When Good Fellows Get Together

"You've been reading Photoplay month in and month out. Will you tell the advertising men who read ADVERTISING AND SELLING what you think of the book?"

—The Editors
PHOTOPLAY MAGAZINE

When I got this letter I was stumped at first. You see I'm just a business man and writing ads for a bunch of ad men is like asking me to sing in front of Caruso and McCormack. I can't do any of your fancy writing, ("Copy" you call it, don't you?) but if it's a matter of just setting down my opinion on something I like on a piece of paper, well here goes.

I've been going to the movies ever since the days of the American Biograph's first shows. I took to them like a Georgian to juleps. My family used to kid me about it, said I must be getting into my second childhood and all that, but nowadays I notice that Mother is ready with her hat on every time I go to the door after supper.

Now when the movies get you they

get you good. Everything about them is interesting from the latest way that Mary does her hair to Douglas's newest stunt. I sort of feel I know those people and I always want to know them better.

That's where Photoplay Magazine comes in. It's like a letter from your best friend telling you all the news about the home folks. I'm at the stand regularly when Photoplay arrives and if you could see the thumb-marked condition it gets in after a week on the library table you'd know what the family thought of it.

You know more about advertising in one minute than I do in a month of Sundays, but isn't it good business to put your advertising in a book that gets read through and through?

Let the name stick in your mind, it's imitated.

PHOTOPLAY

The Magazine of the Fifth Estate

JAMES R. QUIRK, PUBLISHER

W. M. HART, Advertising Manager, 350 North Clark St.
CHICAGO

NEW YORK OFFICE, 25 WEST 45TH ST.

The Week in Washington From an Advertising Viewpoint

Washington Bureau, ADVERTISING & SELLING, Riggs Building

Is It Fair to Guarantee Against a Decline in Prices

The Federal Trade Commission is about to investigate the practise of a growing number of manufacturers to guarantee their customers against decline in prices. This has been the subject of so many complaints before the commission, and opinion seems to be so diverse that the Commission has determined to go into the whole matter thoroughly. A circular letter has been sent to various associations and concerns and an effort made to reach all those whose interests may be touched by a final determination of the question. The text of the letter, signed by Chairman Victor Murdock, is as follows:

"The question of guarantee against decline in price has been the subject of so many complaints before the Commission and opinion seems to be so diverse that the Commission has determined to go into the whole matter thoroughly," the letter reads.

"As a basis for the necessary expenditures attending upon such an inquiry, such formal complaints have been issued presenting various phases of the subject. To the end that every party at interest may be fully represented the Commission is inviting, generally, producers, manufacturers, merchants (wholesale and retail) and consumers, to declare their interests so that the Commission may know what parties should be represented.

"The Commission is asking you therefore to communicate as speedily and as widely as possible with your membership, advising them of the invitation and to notify the Commission of the nature of their interest in the subject, if any.

"As soon as this list of the parties at interest in the matter can be compiled, it is the purpose of the Commission to invite each or any of them to submit his observations in writing. This follows the custom of the Commission in numerous other similar cases.

"A reasonable time limit for the filing of written statements will be given, after which they will be assembled and as far as possible classified, and each correspondent will be furnished with a copy of the whole document.

"As soon thereafter as is possible it is the purpose of the Commission to call a general hearing at Washington, at which parties at interest may be present in person, by representative or by counsel, and an orderly method for hearing the matter will be laid out.

"As in everything where the public interest is involved, the utmost expedition consistent with care and full opportunity for the presentation of all sides is to be desired."

Madrid Wants to Know

C. I. Jones, American commercial attaché at Madrid, Spain, writes that he would like to have notices of fairs and expositions to be held in the United States during 1920. Advertising matter is desired, so that anyone in his district who is interested may have time enough to make preparations for attending.

Newsprint Paper Price in Canada Announced

It is announced from Toronto that an agreement has been reached of the price of \$80 a ton, f. o. b. mill, for newsprint in rolls during the first six months of 1920.

N. Y. Life Executive Emphasizes Importance of Trade Relations with Russia

In a statement made by Frederick M. Gorse, vice-president of the New York Life Insurance Company, much stress was laid on the necessity and importance of establishing trade relations by the United States with Russia. Mr. Gorse, who has just returned from a visit to ten European countries and nine of their capitals, pointed out that the needs of Western and Central Europe are known to the business men of this country, but the country which remains a mystery and which still holds the balance of economic power in Europe is Russia, and states further that before peace and well-being in Europe are secured, Russia must again become a going concern. Russia exported in 1913 more wheat than any other country in the world, and supplied to Western Europe more than 40 percent of the grain consumed there. Therefore, so long as Russia remains a non-producer and a non-exporter of primary necessities, unrest will continue not only in Europe but in America. Further, Germans who had pre-war experience in Russia are gradually drifting back there, and if we leave Russia alone, with no policy, after the Bolshevik regime is over, it will be found that German interests have the upper hand in Russia, and are getting ready to turn her vast resources in the interest of their Fatherland to pay their indemnities to the Allies.

However, Mr. Gorse says that only by a syndication of large money interests in the United States can the field of establishing trade relations be entered, for the undertaking is too vast for an individual corporation. The time is right now, and Mr. Gorse says it is our duty to organize commercial relations without delay.

New Orleans "Item" to Reduce Size

The New Orleans *Item*, in desiring to join forces with the newspaper publishers of the country in a program of print paper conservation, made effective December 23 and continuing until about February 1, 1920, plan to attempt to standardize the size of its week-day issue to a 16-page basis, and will likewise curtail its Sunday editions in so far as is consistent.

Irwin L. Rosenberg Agency Gets New Accounts

Irwin L. Rosenberg, formerly advertising manager of Thos. E. Wilson & Company, but more recently in business for himself under the name of Irwin L. Rosenberg Company, is handling the account of the Richardson Steel Fishing Rod Company of Chicago. The Denno's Products Company of Chicago is another new client of Mr. Rosenberg.

"British Whig" Gets Out Big Edition

The *British Whig*, published by the British Whig Publishing Company of Kingston, Ontario, issued an edition on December 20, 1919, totaling 64 pages, which we understand is a record for a Christmas number edition in Eastern Ontario.

Largest Electric Sign in the World

Site for what is reported to be the largest and most expensive electric sign in the world has lately been contracted for by a Chicago advertiser, the Sunbeam Chemical Company, manufacturers of Rit Dye Soap. The sign is to be located at Broadway and Forty-seventh street, New York City, and the cost of the sign and its operation is said to be \$7,500 a month. The contract was handled by the Chicago office of the Thos. Cusack Company.

Theodore Haviland of Chinaware Fame Dies

Theodore Haviland, son of William D. Haviland, founder of the china industry which bears their name, died at his home in Limoges, France. Mr. Haviland founded the Theodore Haviland & Co., at 200 Fifth Avenue. Mr. Haviland was an American citizen, but had made his home in Limoges, France, for some time. Limoges was the home of the factories of their business.

Sales Manager Becomes Vice-President of Motor Truck Co.

George Drake Smith, who joined the Winther Motor Truck Company to reorganize the sales, advertising and service department, has been elected vice-president of the company by the board of directors. Under Mr. Smith's administration the company doubled its shipments for the month of November, and the company's order books will keep the plant running full capacity for some time.

National Vigilance Work Continues Success

The Associated Advertising Clubs of the World, National Vigilance Committee, reports progress during November in the truth-in-advertising movement. Many cases of fraudulent and misleading advertising have been handled with success. Better business bureaus are being formed in Philadelphia and in Columbus, O.

Columbia Graphophone Declares Dividend

The usual quarterly dividend of one and seven-eighths percent on the preferred stock and 25 cents in cash and one-twentieth of a share in common stock on each outstanding share of common, was declared by the Columbia Graphophone Company, New York, to stockholders of record December 10. The dividend is payable January 2.

Press Room Paper for Stationery

A recent communication from the Dallas *Times Herald* is printed on waste paper from the press room. Conservation is beginning to take place.

Leaves Davidson Bros. Co.

A. W. Shafer, for the last three years and a half advertising and sales manager of Davidson Bros. Co., of Sioux City, Ia., leaves to take up connections with the firm of L. Klein of Chicago.

BECAUSE of increased circulation conditions the advertising rates of Christian Herald will advance to at least \$2.50 per line—\$1,600 per page—effective with the issue of January 1, 1921.

In accordance with our custom, we will accept definite orders at this rate for any part of 1921 included within a period of one year from date order is placed—viz: for the month of January, 1921, on an order placed during January, 1920.

These rates, as well as the present rates for 1920—\$2.25 per line; \$1,400 per page—are subject to change as conditions warrant.

* * * * *

Frequently we have seen periodicals held back in their development while waiting for subscription and advertising rates to catch up to new costs and new values.

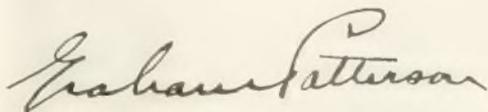
So, in insuring the progress of Christian Herald in all-around breadth of service to its steadily-growing family of readers, we have continued to advance both subscription price and advertising rate sufficiently to make certain the maintenance of these developments.

And, while we're planning for 1921, we are enabling our advertisers also to plan their use of Christian Herald intelligently, for 1921, and avoiding as far as possible too sudden changes in the appropriations required to maintain their influence in the Christian Herald market.

* * * * *

The most positive and definite evidences are in front of us of the widened influence and opportunity of Christian Herald as an illustrated weekly newspaper supplying the vital reading desires of that great number of American families who want a national periodical of fundamentally religious character, regardless of how progressive its views or extensive its editorial scope.

While further increases are to be expected in keeping with circulation conditions, we shall give as ample notice as possible.



PUBLISHER.

December 27, 1919

The Christian Herald

BIBLE HOUSE, NEW YORK CITY
PEOPLE'S GAS BUILDING, CHICAGO

The Five Doors To The



FIVE doors there are to the office of the railway executive. Five sure means of approach to his desk—that railway executive whose attention you desire to attract, that desk on which you want to lay your sales' message.

Railway executives are busy men—busier than ever now that the return of the railways to private control is so near—but none there are who are too busy to fail to welcome that which experience has proved aids in securing greater efficiency and economy for their road. And, after all, that is why the doors of their offices always swing wide to admit members of

The Railway Service Unit.

Railway Executive's Office



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

each of which—as busy railway officials know so well—is published to aid them solve their problems.

Place your sales' message before them now—now when they are busy planning ways to increase facilities for transportation, the pressing question of the hour—that is the logical thing to do; and the logical way is through the Railway Service Unit with its 30,000 copies. Don't forget that; and don't fail to take advantage of these five doors to the Railway Executive's Desk.

The Railway Service Unit

Members

Audit Bureau of Circulations, and Associated Business Papers

SIMMONS-BOARDMAN PUBLISHING CO.

Woolworth Building, New York

Chicago

Cleveland

Cincinnati

Washington

London

Our temporary telephone
number is

MADISON SQUARE

4543

Please use it until the
proper 'phones are installed.

GOTHAM STUDIOS,
INCd.

111 East 24th St.
New York

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



"Gotham for Art Work"

Y. M. C. A. Advertising Classes Entertained

Some eighty members of the classes in advertising of the Brooklyn Central Y. M. C. A. and the 23rd St. (New York) Y. M. C. A. were entertained at the Advertising Club on Monday evening, December 29. Frank L. Blanchard, instructor of the classes, and Wm. C. Freeman arranged the get-together meeting of the two classes, who listened to entertaining and instructive addresses by Judge Charles F. Moore, associate editor of PAPER; Richard Wightman, Farquson Johnson, editor of *Electrical Contractor-Dealer*, and others.

Andrew Miller, Associate Owner of "Life," Dead

Andrew Miller, associate owner of *Life* and one of the most famous turfmen in this country, died December 31, 1919. Mr. Miller shortly after graduating from Harvard entered the newspaper field as member of the illustrated paper *The Daily Graphic*. One year after the establishment of *Life* Mr. Miller joined the staff of that magazine and has played an important part in its development.

Mr. Miller devoted a great deal of his time to the promotion of sports in this country and was the owner of many famous horses, including Roamer and the famous \$80,000 stallion Adama. Under the Whitney and Belmont administrations Mr. Miller was a director and secretary of the Saratoga Association. He was steward of the Jockey Club, a member of the Union Club, the Racquet and Tennis Club, the Westminster Kennel Club, the Turf and Field Club and The Brook. Mr. Miller is survived by his wife and two sons. One son, Leroy, is a member of the staff of *Life*.

Newsprint Sales Reach High Mark

Consumption of newsprint paper in the United States in the last three months reached a record-breaking point, along with prices, the Federal Trade Commission reported in a summary today. The average cost of newsprint paper at mills at the beginning of December was \$3.90 a hundred, the commission reported as against \$3.75 a year ago. In 1916 the price was \$1.88, the lowest in several years.

High prices failed to cut down consumption, however, and the commission estimated that in 1919 14 percent more newsprint was used than in 1918. During the fourth quarter of 1919 particularly newsprint consumption was running up, and the commission said that the increase then over the similar period in 1918 would be between 25 and 30 percent.

December figures have not yet been tabulated. In November, 1918, the 727 publishers reporting to the commission used 161,602 tons of newsprint, compared with 123,874 tons in November, 1918.

International Motor Company To Publish Trade Paper

According to an announcement made by D. O. Skinner, advertising manager of the International Motor Company, manufacturers of Mack trucks, a new trade magazine will be published by that company, called the *Mack Bulldog*. The publication will be one of the finest of its kind, about 6 x 12 inches and pro-

fusely illustrated thruout. Its editor will be H. C. Bailey, formerly branch manager in St. Louis, and it is the intention to make the new magazine of interest to everyone in the motor truck industry.

Becomes Advertising Manager for Bloomingdale Brothers

Louis J. Hirsch, who is at present assistant advertising manager of Gimbel Brothers of New York, is resigning this connection effective January 5th, 1920, on which date he takes up his new duties as advertising manager of Bloomingdale Brothers, the large department store. Mr. Hirsch was advertising manager of the Park & Tilford Company before becoming connected with Gimbel Brothers.

New Adman for Dallas, Tex., "News"

George S. Purl, formerly connected with the Dallas *Evening Journal*, has joined the display advertising staff of the Dallas *News*. Mr. Purl is succeeded on the *Journal* by Arthur M. Elder, recently released from service in the navy.

Well Known Pittsburgh Man Joins Nordham Agency

Frank S. Montgomery, well known Pittsburg advertising man and who has been advertising manager for the Metal Molding Company of Pittsburg for many years, joined the Ivan B. Nordham Advertising Agency of New York City January 1st, 1920.

Breyer New President of San Francisco Advertising Club

At a meeting held during the holiday season, the San Francisco Advertising Club elected Sam T. Breyer president of the club, succeeding Frederic S. Nelson.

Feiker Becomes Vice-President of McGraw-Hill Co.

F. M. Feiker has been elected vice-president, in charge of editorial policies, of the McGraw-Hill Co., Inc., New York, publishers of *Engineer and Mining Journal*, *Engineering News-Record*, *Chemical and Metallurgical Engineering*, *Electric Railway Journal*, *Ingenieria Internacional*, *Electrical World*, *Journal of Electricity*, *Electrical Merchandising*, *Coal Age*, *Power*, *American Machinist*.

Mr. Feiker joined the McGraw-Hill organization over four years ago as editor of the *Electrical World*, coming from Chicago, where he had been for three years chairman of the editorial board of the A. W. Shaw Co., publishers of *System*, *Factory*, etc. He received the degree of E. E. from Worcester Polytechnic Institute in 1904 and is a member of the American Society of Mechanical Engineers, American Institute of Electrical Engineers, National Electric Light Association and numerous other organizations for the advancement of science, education and management, also of the City Club of New York, the Engineers' Club and the University Club of Chicago.

New Account for Nichols-Moore Agency

The Nichols-Moore Company, advertising agents, Cleveland, have recently taken over the advertising account of the Hydraulic Pressed Steel Company of Cleveland.

Philadelphia

PUBLIC LEDGER

MORNING

EVENING

SUNDAY

DISPLAY ADVERTISING RATES

EFFECTIVE JANUARY 1, 1920

All advertising for insertion on week days will be accepted only for morning and evening editions in combination.

POSITION OR CLASSIFICATION	PER AGATE LINE		
	Sunday	Morning and Evening	Sunday and Evening
Run of Paper	\$.30	\$.40	\$.45
Page Two	.60	.65	.80
Page Three	.40	.50	.60
Amusements	.35	.50	.50
Political	.40	.55	.70
Reading Notices (Foot of Column, Adv. Affixed) First Page	3.00	5.00	5.00
Inside Pages	2.00	4.00	4.00
*SUNDAY ROTOGRAVURE-INTAGLIO SECTION			
1 Time	.55	---	---
13 Times Within One Year	.49	---	---
26 Times Within One Year	.47	---	---
52 Times Within One Year	.45	---	---
* Minimum Space 50 Lines. Forms close 12 days in advance date of publication. * Column measurement 29 agate lines wide, 294 lines deep, 7 cols. wide, 2058 lines to page. Cancellations not accepted within 21 days of publication date.			
Retail Public Ledger, per line	.50	---	---
Rate for advertisers using Public Ledger (Morning and Evening) per line	.40	---	---
POSITION RATES: When a condition of order and if available. Following or next to reading matter add 20% to rates. Following and next to reading matter add 30% to rates. Last page Public Ledger, daily and specified page Evening Ledger, combined add 25%. Top of page, run of paper, two times the above rate per line. Top of pages 2 or 3, three times the rate per line.			
Financial, Insurance and Commercial Advertising Used Within One Year:			
	PER AGATE LINE		
	Morning and Evening	Sunday and Evening	Sunday Edition
1 Time	\$.55	\$.75	\$.60
52 Times	.51	.70	.55
104 Times	.49	---	---
156 Times	.47	---	---
312 Times	.45	---	---
No display Advertising will be accepted for the First page, nor any advertising for Editorial pages. Recognized advertising agency commission 15%. NO CASH DISCOUNT. All bills payable 15th of month following. Advertising on page (?) limited to one-quarter page or equivalent. *Rates incorrectly stated on orders are assumed to be clerical errors, and charges will be made in accordance with rate card.			

The unique conditions of the Philadelphia market make it an ideal field for introductory advertising campaigns. Distribution can be obtained quickly and at a low cost. The Ledger's Bureau of Trade Promotion places its years of successful experience at your service.

PUBLIC LEDGER COMPANY

Independence Square, Philadelphia
 CYRUS H. K. CURTIS, President

GEORGE F. GOLDSMITH, Advertising Manager

NEW YORK
 200 Metropolitan Tower
 CHICAGO
 1302 Tribune Building
 DETROIT
 701 Ford Building

Hugh Burke
 Eastern Manager
 Guy S. Osborn
 Western Manager
 Jos. R. Scolaro

ST. LOUIS
 613 Globe-Democrat Building
 SAN FRANCISCO
 Merchants Exchange Building
 LONDON, S. W. I.
 ENGLAND
 10 Regent Street

C. A. Cour
 Baranger
 & Weaver
 The Dorland
 Special Agency
 European Representative

MEMBERS OF THE AUDIT BUREAU OF CIRCULATION

N. Y. "Evening Post" Shares Profits With Advertising Staff

Edwin F. Gay, recently appointed to the presidency of the Evening Post Company, at a banquet given to its advertising staff at the Hotel Pennsylvania briefly outlined his plans and ambitions for the future.

Z. L. Potter, general manager, acted as toastmaster and emphasized the progressive program outlined and with the cooperation of all departments as his keynote.

After brief talks by all department heads, a monthly quota bonus plan was announced for the advertising staff to

become effective January 1. At the first of each month the individual solicitors are to be given line quotas and for all lineage in excess of the announced quota each month the solicitors, individually, share in the increased advertising profits.

Newspaper's Organ Tells of Market

A new semi-monthly publication *The Commercial Tribune*, devoted to the promoting of the interests of wholesaling and the Minneapolis market, has been launched by the *Minneapolis Tribune*. Mr. Willis Williams is editor of *The Commercial Tribune*, which also acts as a service organ for the newspaper.

Selling Friends by Mail!

How a Dog Breeder Sells Four-Legged Humans by Pioneer Methods

By E. WALTER OSBORNE

FISH by mail from New England and houses by mail from Michigan suggest wide possibilities of the mail order field. It is easy to sit back and say, "Why not?" to any new venture you happen to notice. But when you get down to the problems of the venture, you find some illuminating facts usually.

When I heard that the Palisade Kennels, at Rosedale, Long Island, were selling dogs by mail, I said, "Why not?" It is quite apparent that dogs can be sold by the same advertising and marketing methods that are used to sell other goods. But, as the slang phrase goes, I "didn't know the half of it." A little trip to Rosedale and a little talk with Henri I. Baer, the proprietor, brought out so many interesting things that I can't keep them to myself.

First of all consider the product: Palisade Police Dogs, officially known by such other titles as German Sheepdogs, Alsatian Wolfdogs, French Police Dogs, and so on. A most unusual product! They live, breathe, eat, get sick, die, have emotions, think and understand. They are four-legged humans. Yet they have to be produced according to the demand for them and sold just like any inanimate product on the market. You gentlemen who are confronted with the difficulties of producing a razor blade or a tea pot, just give a thought to the problems of the man who deals with the creation of a *live* thing! You have something to worry about there.

PRECEDENT TO THE DISCARD

Yet that is only a single problem. Another is precedent. Dogs have

never been sold in this fashion before—it has always been the custom to depend largely upon the show exhibitions. The more progressive element in the industry has been advertising in dog sections of the "quality" papers, but this advertising is all cut and dried and very much of the classified style. Still another problem has to do with the customer—on one hand the average man isn't willing to pay the price at which Palisade puppies sell (from \$75 on up); and on the other hand, the average man or woman doesn't know anything about dog raising, training or care. The man who sells automobile tires or watches or fountain pens knows what a bothersome job it is to make people understand how to use those things with reason; he knows how the Great American Public abuses them and then kicks because they don't give the proper service. It is simple to imagine what happens to a dog in the average household!

The effect of this particular fact is, as the experienced adjuster knows, very detrimental to the business of keeping the product sold. It is a vital question, but this matter of lasting salesmanship, as well as the interesting point of "production" is a bit off the line of this story. We are trying to handle only the specific topic of selling dogs by mail.

To appreciate the whole story you ought to know, among other things, that Mr. Baer, an Alsatian by birth, began with a capital "of about ten cents," as he puts it, and has built a business that runs now about \$75,000 a year and is eternally on the

increase. The principal asset of the Palisade Kennels, however, is not pure-blood dogs, some of which are valued as high as \$2,000 each, but *ideas*. It is the marketing principle on which the man has worked that have made it possible for him to maintain a 200 acre kennel-farm in Connecticut, two places on Long Island, and created the necessity for a New York office which will be opened shortly.

On an appropriation of \$500 a month, 600 inquiries and \$5,000 worth of business (average) are secured. Those inquiries have two marked values: first, requests for information on a line ranging from \$75 to \$2,000 a piece at a cost of less than a dollar are mighty desirable. And, from another angle, 99% of the business is the result of following up these inquiries.

Quality of inquirer, of course, enters into the value of the query. You can get an idea of the type of folks who buy from the fact that one Sunday afternoon quite recently a man dropped in at the Rosedale kennels and asked to see some of the puppies he'd read about in the advertisements. Two were brought out. He played with them and examined them and talked about them—and in fifteen minutes bought \$1,100 worth of dogs. That does not happen every Sunday afternoon, to be sure, but this class of buyer, Mrs. William K. Vanderbilt, jr., being included among them, are the sort who respond to the advertising.

MEDIA USED

The source of these inquiries is interesting, particularly in its development. Six years ago Mr. Baer began to take space in such papers as *Vanity Fair*, *Harper's Bazar*, *Town and Country*, *House and Garden*, *The Spur* and others for this particular field. Space is also being used in *Dogdom*, a trade paper, and *St. Nicholas*, to reach the juvenile field, which Mr. Baer considers a very valuable group. The real diversion, however, has been his decision to go after the men who have the money to buy his dogs in a little different way—through business papers. Taking certain professions that can boast of well-to-do figures, the idea is to talk to them about dogs when they are in the position to give his advertisement some attention. Therefore, insertions are being run in *ADVERTISING & SELLING*, *Printers' Ink Monthly* and will be run in the *Bankers' Monthly*, *Iron Age* and others that have the



The Black Sheep



As Shakespeare once said—
"Advertising is not all Sorrow!"

WE ONCE KNEW AN ADVERTISING MAN—Who was forever saying that his was the derndest business in the world. It was so pack-jam with cares and sorrows and heavy responsibilities that his dreams at night were filled with Closing Dates and Klient Kickage.

* * * *

We can't quite agree with this analysis of The Great Business of Advertising. There's a lot of fun in it if you'll only square off and take a perspective view. There's nothing funnier than missing an important Insertion—if you have a real sense of humor.

* * * *

In fact, the more we think about it, the more we are inclined to believe that there is room—with sunny, southern exposure—for an occasional smiling, affable courier of Optimism — — a Bringer of Good Cheer, in the midst of wrong-sized plates, Turned-Down Copy and Switched-accounts.

* * * *

Why not laugh at some of our own faults and foibles? Why not descend to the very lowest form of wit, and revel in puns, burlesque ads. and advertising persiflage. It'll do us all good to don cap and bells and grin away our professional tears.

* * * *

Therefore the announcement is made that beginning with the new year, The Ethridge Association will issue, now and then a little paper entirely to the undignified and the unconventional. It will bear the foreboding title, "The Black Sheep," which exactly describes its contents. A certain number of the flock and fold will remain behind the bars, unbending to the last. This yew lamb, however, will break through the barbs and hold high revel in pastures green, with all four legs kicking the daylight out of space. The Black Sheep of the Family is supposed to grin at convention. That's what we'll do through the coming year.

* * * *

The first issue of this publication will be sent on request, but we warn you in advance, that if you are thin-skinned, easily hurt or constitutionally opposed to taking a joke, you'd best not climb aboard.

* * * *

Of one thing you may be sure—the humor of this little publication will not be tipped with venom. We don't want to hurt anybody's feelings. We will never take unfair advantage. Our sole aim is to see if we can't uncover—just among ourselves—a rich pay-streak of laughs—laughs born and bred of the Advertising business.

* * * *

Nobody has tried it before—that is—to be seriously funny in a consecutive way. Maybe we are biting off more than we can chew. But we'll try, just the same—just to prove there ARE some laughs in the profession.

* * * *

If we talk shop, you'll find us poking as much fun at ourselves as at Advertising in general. Your copy will be waiting for you when you write in.

The Ethridge Association of Artists

New York Studio: 25 East 26th St.

Chicago Studio: 140 N. Dearborn St.

class of readers who will be receptive to the message.

The insertions are simply aimed to bring inquiries. The most interesting thing about the whole business is the way they are handled once they come in. You know, as well as I do, that it isn't any common thing at all to ignore queries about advertised goods. All of us have written to firms who never answered the note. But not so with the Palisade Kennels! Henri Baer never lets up—he has 12,000 names in his files right now (with more continually arriving) and they are followed up as many as twenty times. After a name gets to be a year old

it is put in a special file, but it is still "worked." Different styles are used: personal letters, process letters, even printed letters. And the strange thing, to some, is that the printed letters pull as well as the personally typed ones!

You say, well how is that? Well, I remind you about the sales which hover between \$5,000 and \$7,000 a month—99 percent of which are the results of the follow-up system!

THE RESULTS

If you want specific performance for an answer, then look at this letter. It was sent out to 6,000 names at a total cost of \$484.50:

If you could do "the other fellow" a good turn without any inconvenience or cost to yourself, would you do it?

I believe you would, and therefore would ask of you a favor. If granted, this will bring you information on a subject you want to know more about or it will save us postage, literature and time, and you will not continue to receive literature on a subject that no longer interests you.

Some time ago in answer to an inquiry, I sent you one of our booklets, which has resulted in correspondence between us regarding a dog for you. Since you have not bought a Palisade Police dog, it may be you want to know more about this particular dog, or have you bought some other kind of dog?

It is our aim to establish a clearing house for dogs and we would like to get an idea of just what kind of dogs our inquirers want. We would therefore appreciate it very much if you would please check the enclosed card and mail it.

If you already have a dog and he is perfectly satisfactory, you may not be interested in further literature about the Palisade Police dog, and by checking the card "not interested," we will remove your name from our files.

If, on the other hand, there is anything you want to know about the proper feeding and care of your dog, or his training, we place at your disposal the Palisade Service to help you care for and handle him, so as to get the most out of his companionship.

Please check, sign and mail card now. It will help us both.

The returns from it are *not yet complete*, but so far Mr. Baer can trace 3,000 answers and \$10,000 worth of business to that letter! Not to any hand-picked list, mind you, but to folks who inquired from advertisements, and not for a \$1.75 article, but for high-bred dogs, the prices of which I have enumerated, up to and higher than \$2,000. (Let me insert here that I just made the acquaintance of Prince, a dog that can't be bought at any price.)

I must repeat that there are other interesting things about the Palisade Kennels. To the average man such a persistent follow-up method is interesting; to the average man 50

percent returns on a letter is interesting enough. Yet it is also illuminating to discover sales that are directly traceable to inquiries that came in before the war. Some of the inquiries that resulted in sales this year were four years old, and letters are received in answer to advertisements two years old. Seldom is a good prospect lost outright—there are scores of letters in the files that promise a further consideration of the subject this coming spring, for instance. It is natural that people would be careful about spending such fancy sums for puppies—few people can afford to hand out cash by the purseful. Yet the methods, the appeals and the line impress these folks to such an extent that they hate to banish the idea. Really, when you've been sold on a dog by these methods it is hard to forget it.

Because the appeals are the kind that lend themselves to human treatment. One striking phrase used is, "A friend—the only one money can buy." The appeal to the love of companionship; to the necessity for protection; comfort; fun; the pet instinct are all commonly used. But there is still a strong utility strain beneath it all. Quite a few of these dogs have been sold to industrial plants for burglar protection, and yet the same type of dog is marketed on the desirability of its use as a companion for the children. The animal's characteristics and training make this dual market possible.

The advertising to women, children and men present some of the many sides of the product; the appeals to each are radically different. In analyzing his sales, Mr. Baer feels that they spring from the woman, usually. She becomes interested and her husband buys. Or it may be that the kiddies make the sale. On this new scheme of reaching professional men the source will be quite different, for the motive will be different. The style in which it is presented is different, not only from customary dog advertising but also from the copy used for most any high-priced product I know:

If This Ad Doesn't Pull You'll
Be the Victim of a Nasty Trick

Have been sherlock-holmesing you for a week or two. Haven't been listening in on your wire. Nothing like that, of course. Just been investigating where and how you live. Find you have a pronounced predilection for life in the country, where, like a gentleman, you keep your blood pressure normal with Also find that you are without the breed of dog that goes with life in the open.

Keeping Up With The Times

A FACT A WEEK

The most recent acquisition to The Times advertising staff was at one time a traveling salesman for men's underwear and clothing in the territory which includes Washington.

The other day he said to the publisher:

"I know personally a half dozen highly desirable and successful merchants in Washington who could be interested to take on and push a dependable line of men's clothing.

"I know personally more than a dozen important stores that would feature a good line of men's underwear in co-operation with the manufacturer—stores that would back the manufacturer's advertising with their own advertising.

"Why can't we bring the two together?"

Is anybody who reads this interested to follow up this opportunity?

The Washington Times
WASHINGTON, D. C.

The dog we mean is a Palisade Police Dog—a pal that is constant, a slave that is willing, a guardian that is alert. Hence this advice:

Make This Advertisement Pull!

If you don't—and here's the nasty trick—will advertise in publications that get to your children. The copy, with malice aforethought, will sic them to nagging you for one of our puppies. So, eventually, this will be your choice:

Buy the Pup or Lose Your Mind.

But don't wait until you are forced to do the right thing. Half the joy in pleasing the whole family, yourself included, lies in doing it of your own volition.

Under the pictures of some very likeable dogs are little squibs like these: "A pin dropped on a silk rug would be a big noise to this puppy's sensitive ears"; "Your intention to keep out of the rough is seldom backed up by your skill as a driver. A penny's worth of patience would teach this puppy to retrieve a golf ball"; "There's more strength than accuracy behind your tennis racquet. These puppies can be trained to chase and recover wild smashes," and others much like them.

"GUARANTEED" DOGS

Getting back to the subject of uncertainty of canine life we also find a different treatment of this problem in the form of a guarantee which assures the customer that the dog will be replaced if he is not exactly as represented or if he is not satisfactory in every way, provided he is returned within ten days with no faults due to improper handling. That is a liberal promise when one considers the fact that dogs are shipped all over the country; often go two and three days without food; are slammed around by expressmen; travel through wide climatic changes and are exposed to colds, pneumonia and very often death. At best the dog isn't in a very happy state of mind when his owner opens the crate and it takes a little while for his disposition to become settled.

The guarantee, going with each dog and being referred to in the advertising, also gives references so that the customer can satisfy himself about the responsibility of the Palisade Kennels. The magazines that carry their advertising and the bank which handles their account are given.

Mr. Baer has always harped on this thought: his prospects and customers want to feel that he is a reliable man to deal with, and his advertising, his direct mail material, his service and his entire dealings

are flavored with the suggestion of responsibility. Great care is given to such matters as printing, letter heads, circulars, etc., in order that they will give the right impression: create confidence.

The follow-up service, both before and after the sale, are both indications of a thorough plan and a genuine interest.

But to the advertising man the achievement of the proprietor of the Palisade Kennels is significant and interesting because it offers more evidence in support of what kind of interest the right kind of advertising will inspire and the sort of results that correct direct mail methods can bring in an absolutely new field.

Entire Advertising Space in "Punch" Sold for Coming Year

In a letter to Frank Presbrey of the Frank Presbrey Company, Roy V. Armstrong, advertising manager of *Punch*, says that in looking forward to the year 1920 he has the great satisfaction of knowing that every line of advertising of his magazine has been sold for the entire year.

Howard Polacheck Makes New Connection

Howard Polacheck, formerly advertising manager for A. Stein & Co., Chicago, manufacturer of Paris garters, is now with the New York office of the Stanley W. Blum Company, sweater manufacturers.

Nichols Agency Advertising Canadian Pacific

Advertising contracts in behalf of the Canadian Pacific Railway are being placed with a list of dailies in the United States by The Chas. F. W. Nichols agency, Chicago.

Horlick's Appropriation Increased

Contracts for 1920 advertising for Horlick's Malted Milk are now going out from the Chicago office of the J. Walter Thompson Company agency. The Horlick appropriation for 1920 will be in excess of the 1919 appropriation, according to report.

P. J. Kelly Advertising Manager Concrete Machinery Company

P. J. Kelly, formerly assistant advertising manager of Burke & James, of Chicago, has been made advertising manager for the Foote Concrete Machinery Company, of Chicago.

From S. Reid Warren, Philadelphia

KEYSTONE PUBLISHING COMPANY
P. O. Box 1424 PHILADELPHIA Bourse Building
December 17, 1919.

Editor, ADVERTISING & SELLING:
"Heels I Have Cooled," by George Morehill, in your current issue, is a corker in clever satire.

Sincerely yours,
S. REID WARREN.

*Wishing you
and yours the
best there is
'this coming
New Year*

(signed)

- Louis C. Pedlar
- Stas Azoy
- E. W. Bell
- Louis Fancher
- Pierre J. Fortier
- Gordon Grant
- A. C. Goesle
- Anthony F. Hansen
- H. Hohnhorst
- Ethel G. Hoyle
- E. S. Kasnoff
- Charles Konor
- Morris M. Leven
- Stanley F. McNeill
- L. M. Mayer
- T. Mihm
- Delos Palmer
- Morris H. Pancoast
- Al Peters
- Walter H. Peters
- W. R. Peter
- J. Rosenfeld
- Dorothy Schnellcock
- Walter Steinhilber
- B. Strandenaes
- H. E. Summers
- Joe G. Sweeney
- H. Devitt Welsh
- F. Vaux Wilson
- Earle B. Winslow
- George Woltz



Louis C. Pedlar, Inc.
COUNSEL IN ART,
95 Madison Avenue
NEW YORK CITY

Telephone Madison Square 511

Harris with Pluto Water Company

H. F. Harris has lately been appointed sales and advertising manager for the French Lick Spring Hotel Co., the marketing company for Pluto Water. The Pluto account is handled in Chicago by the McJunkin Advertising Co.

Chicago Newspaper Man Enters Advertising Field

Alfred C. Houser, well known Chicago newspaper man, has gone into the advertising field as manager of sales promotion and advertising of the Dashiell Motor Company, Chicago distributors for the Dodge Motor Company.

McJunkin Receives an Appointment from Chicago Mayor

W. D. McJunkin, head of the McJunkin Advertising Company of Chicago, has been appointed secretary of the Chicago traction commission by Mayor Thompson of Chicago.

Thurman New Space Buyer Brandt Advertising Company

Oliver L. Marcks, manager of the Brandt Advertising Company of Chicago, has resigned to become a special advertising representative in St. Louis, his home city. He will represent a number of publications, including the *Chicago Daily Journal*. Mr. Marcks, formerly with the McJunkin Advertising Company as space buyer, assisted E. S. Brandt in organizing the Brandt Company. Before going with the McJunkin organization, Mr. Marcks was with the Nelson Chesman & Company staff in St. Louis.

F. P. Thurman, formerly with the McJunkin Advertising Company, will succeed Mr. Marcks with the Brandt Company, his chief duties being that of space buyer.

New Members in National Advertisers'

Seven new members have been admitted to the Association of National Advertisers. They are: Anheuser Busch, St. Louis, Mo.; Charles W. Staudinger, advertising manager, The Belber Trunk and Bag Company, Philadelphia, Pa.; Arthur Rosenheimer, advertising manager, McKesson & Robbins, New York; V. E. Pratt, advertising manager, American Writing Paper Company, Holyoke, Mass.; Harry W. Alexander, assistant to president, Duplicator Manufacturing Company, Chicago; R. K. Russell, general sales manager, Service Motor Truck Company, Wabash, Ind.; Rolfe C. Spinning, advertising manager, Standard Oil Company of New Jersey, New York; Charles Luckey Bowman, general manager, Nujol department.

Prospective National Advertiser

A new Chicago advertising account is that of the Delson Knitting Mills, which is being handled by the Brandt Advertising Company, Hartford Building. The campaign is likely to become national in extent.

Work on French Dictionary Delayed by Holidays

Owing to Christmas and New Year's falling on a Thursday, the only day on which the members of the French Academy can get together for work on the revision of the French dictionary, work on this book has been delayed. The pres-

ent revising of the dictionary was begun in 1878, and to date the letter F has been reached. The latest estimates on its completion are 2020 or 2025. The coining of many new words during the course of the war will cause additional work for the revisionists.

Iowa Paper Partly Destroyed by Fire

The Marshalltown (Iowa) *Times-Republican* was partially destroyed by fire December 23rd, suffering a loss of between \$50,000 and \$60,000, about two-thirds covered by insurance.

Advertising Club Organized at Ft. Dodge, Iowa

C. A. Baumgart, president of the Associated Advertising Clubs of Iowa, recently helped organize an Advertising Club at Ft. Dodge, Iowa. The state organization is planning to establish a number of new clubs throughout Iowa during the coming year.

House Organ Placed in Plant Boxes

In order that all employees may be sure of getting their copy of the weekly *Firestone Non-Skid*, the Firestone Tire & Rubber Company, Akron, O., has hung up in its plants boxes which will be filled with copies of the current week's issue.

Oakley R. French with Seeds Agency

Oakley R. French, who, since his discharge from the Marines, has been in the advertising department of the Goodrich Tire and Rubber Co. at Akron, O., has joined the staff of the Russel M. Seeds Co., advertising agency of Indianapolis.

National Editorial Association Gets Out Emblem

The National Editorial Association thru its Field Secretary, H. C. Hotaling, who has offices in the Commerce Bldg., St. Paul, Minn., announces that an emblem has been decided upon and is ready for distribution. The association in getting out this emblem is launching a campaign in which thruout the newspapers of the country the doctrine of "Loyalty to Our Country" is to be preached. The emblem, it is suggested, should be carried at the masthead of every newspaper which has identified itself with the nation wide effort to fortify those ideals and convictions which will mean safety and security for the future.

Ford To Give \$10,000,000 To Workers

Henry Ford, President of the Ford Motor Company, is to distribute approximately \$10,000,000 in bonus money among the workers in Ford factories thruout the United States. About 90,000 people will be affected and the bonus will be payable beginning January 1st, 1920, and will be based on the daily income and length of continuous service with the company. This is in addition to the profiting plan started in 1914. Along with the bonus the employees will have the opportunity of purchasing Ford Investment Certificates, which are issued in denominations of \$100, \$500 and \$1,000. Interest on these certificates is based on the yearly earnings of the company. Full details of the new enterprise is to be given to the newspapers thruout the country.

Gatchel of Gatchel & Manning Dies

Announcement has just been received of the death of Harry A. Gatchel, president of Gatchel & Manning, Inc., Philadelphia, prominent in the engraving field. Mr. Gatchel died on Wednesday, December 24th.

Minneapolis Forum Discusses Direct-Mail

"Direct-Mail Night" at the Minneapolis Advertising Forum, December 9, proved to be one of the largest and most enthusiastic meetings ever held by that organization. The printers of Minneapolis were invited to join with the Forum members and as a result a real "Direct-Mail" session was held, with 275 people present.

The speaker of the evening was Charles L. Estey of Chicago, director of the Advertising Service Bureau of the United Typothetae of America. Mr. Estey emphasized the need of greater cooperation between the advertising man and the printer that better direct mail advertising might be produced. Carrying out the "Direct-Mail" idea, E. A. Purdy, Postmaster of Minneapolis, told of the ways in which advertisers could work with the Postal Department to secure the most efficient service.

Minnesota Clubs to Convene in February

The 1920 State Convention of Minnesota Advertising Clubs will be held in Duluth on February 11-12, 1920. The Duluth Advertising Club, after securing the 1920 meeting at the Better Business Convention held in Minneapolis in March, 1919, began work at once on the program and predict one of the best in years.

George M. Peterson, secretary of the Duluth Retail Merchants' Association, is chairman of the general executive and program committee. Committees on finance, publicity, entertainment, hotels, information and reception have been appointed from among the membership.

E. B. Moon to Address Salesmen

E. B. Moon, merchandising expert of the Orange-Judd group of Farm Papers, will spend December 29 and 30 in Minneapolis, addressing general meetings of sales-managers and salesmen of Minneapolis firms. The wholesalers and jobbers section of the Minneapolis Civic and Commerce Association arranged to have Mr. Moon give these talks that the sales forces might obtain a better insight into rural merchandising problems.

A. F. Bertram to Direct Brandt Sales

A. Fred Bertram has been made northwestern sales manager of the Brandt Manufacturing Company, with offices in Minneapolis. The Brandt Manufacturing Company are a Watertown, Wis., firm, makers of the Brandt Automatic Money Paying and Change Machines.

Again We Must Say "Sorry—No Back Numbers Available"

LORD & THOMAS ADVERTISING
Southeast Corner Wabash and Madison
Chicago

EDITED, ADVERTISING & SELLING.

FOR the completion of our files we should like to have all the numbers of ADVERTISING & SELLING for May and June, 1919, two copies of each number.

If you can furnish these, please send at once, with bill.

Yours very truly,

LORD & THOMAS.

Others Agree with You, Mr. Nesbit

WM. H. RANKIN COMPANY

104 South Michigan Avenue
Chicago

December 16, 1919.

Editor, ADVERTISING & SELLING.

Thank you very much for sending me the copy of your issue of November 22 containing Gillilan's article about my old friend, General Agnus. I had already read it in a copy which came to my desk the other day and wrote General Agnus a letter about it. It was a fine story. Features like that are good.

Yours very truly,

WILBUR D. NESBIT,
Vice-President.

**Foreign Trade Corporation Formed By
J. P. Morgan & Co.**

The J. P. Morgan & Company announced December 31st 1919, the formation of the Foreign Commerce Corporation of America, thru which it will conduct a merchandising business. The new corporation is chartered under the laws of New York and has a nominal capital of 1,000 shares of no par value, which are all owned by the Morgan firm. Grayson M. P. Murphy, vice president of the Guarantee Trust Company, is to resign from that banking institution to become president of the new concern. Mr. Murphy will be remembered for his great work in organizing the European services of the Red Cross. The incorporators of the new corporation are J. P. Morgan, H. P. Davison, T. W. Lamont, E. R. Settinus and Mr. Murphy. The directors are to be fifteen members of the J. P. Morgan company and Mr. Settinus will be chairman of the executive committee.

Hotchkin Goes To Brooklyn "Standard Union"

W. R. Hotchkin, whose connection with Street & Finney was announced in ADVERTISING & SELLING, December 27th, 1919, has become assistant publisher of the Brooklyn *Standard Union* and will have full charge of the new art gravure section which the *Standard Union* is publishing for the first time January 4th, 1920, including the advertising and editorial part of the new section.

R. F. R. Huntsman, president of the *Standard Union*, in speaking of Mr. Hotchkin's connection with his paper said: "We are delighted that Mr. Hotchkin has decided to come with us, because it means that the *Standard Union* will be a better newspaper in numberless ways. He is not expecting to solicit advertising; he will exercise all his energies toward rendering real service to advertisers who seek facts about one of the greatest markets in the world—Brooklyn. His experience on the "other side" of the advertising business has taught him things an advertiser must know in order to advertise intelligently to any community. We have important plans under way for the betterment of this newspaper, and Mr. Hotchkin will have these under his direct supervision, and it is needless to say that they will be handled by a master hand."

Daniel E. Paris Joins Barton, Durstine & Osborn, Inc., as New England Manager

Daniel E. Paris, recently a member of Smith & Paris of Boston, has become the New England manager of the Barton, Durstine & Osborn, Inc., advertising agency of New York. Mr. Paris is well

known thruout New England and was for 12 years advertising manager for the Hampshire Paper Company. The New England office will be located in the Little Building, Boston, Mass. The New York office of the agency has made new additions to its staff, including C. B. Dotson, formerly with the New York *Globe* editorial staff, and A. D. Chiquoine, jr., formerly with the Philadelphia *Public Ledger*, but for the past two years connected with the Department of Labor at Washington.

Trade Mark for Minneapolis General Electric

"Dynamo Dan" is the name selected by the Minneapolis General Electric Co. for their trade mark character, who now occupies a prominent place in their news-

paper ads, cut-outs, window cards, etc. This name was the prize winner in a contest conducted in Minneapolis newspapers, which brought several thousand suggestions.

Tells Farmers How to Advertise

How farmers may increase their profits by advertising is described in a bulletin just published by the South Dakota college extension division, copy for which was prepared by the department of journalism. How to prepare an advertisement, where and how to advertise, how much to spend for advertising, the use of posters, sign boards, sale catalogs, circular letters and inserts are described with many illustrations. It is being mailed to farmers free upon request.

**Is It Eye Trouble
—Or What?**

It is generally agreed that Poster Advertising appeals to all the people—the blind alone being exempt from its influence.

—and it is this *universal* appeal that every manufacturer wants and for which he invests his advertising appropriation.

A failure to see the urgent necessity for Poster Advertising would seem to give the need of merchandising eyeglasses

Consult Poster Advertising specialists

IVAN · B · NORDHEM COMPANY

*Poster Advertising, Painted & Electrical Displays
in the United States & Canada*

5 West 40th Street . . . New York City

Bessemer Bldg. . . . Pittsburgh, Pa.

Canadian Representative

THE WADSWORTH-NATHANSON COMPANY
Toronto, Canada

Foreign Trade Requirements

(Continued from page 2)

mines, woods, agricultural and grazing possibilities, but her vast territory is now locked to the world because of inadequate means of getting these riches out to the sea coast. We ought not to forget soon this fundamental necessity which for four years was drummed into our ears by the slogan: "Give us ships."

There are many indications pointing to the fact that a new American merchant marine is forthcoming. Let us realize, however, that this is

not yet an accomplished fact and that if attention is not given in the near future to legislation which will make it possible for American ships to compete with English, German, French, Italian and Japanese lines much of our present prestige and opportunity will be forfeited. During the past twenty years this nation has lost more than one and one-half billion dollars in freight charges alone, paid to foreign nations to carry our products. We have lost in the last twenty years that which would enable us to build

more than twenty-six million tons of shipping for ourselves. Our provincialism and fear of entangling alliances together with lack of world perspective and knowledge on the part of our lawmakers must be changed, and speedily, if we are to meet the requirements of the new era.

FOURTH: FOREIGN TRADE FACILITIES

We are advancing in experience at present relative to the matter of proper facilities such as our own banks and the establishment of our own offices, and the proper use of such agencies as commission houses, marine insurance, traveling salesmen and a general knowledge of financial matters involved in credits, trade acceptances and other means familiar to our trade competitors in other nations as well as such details as packing, marking and the transportation of our goods. The National City Bank has led the way in Latin America in banking matters and other American banking institutions, and the Mercantile Bank of the Americas, Inc., notably the Guaranty Trust Company, are following up the advantage in lessons learned. That we have yet more ground to cover along each of these lines is evident to anyone who happens to attend a conference or convention of our American men of business whose questions concerning the fundamentals of doing foreign business reveal the unassailable fact that American men of affairs have achieved their reputation for business almost entirely at home, while the extension of this business to foreign lands is yet more or less a terra incognita. We have the raw materials and the manufactured products which all the world needs; the machinery of selling them, transporting them, and suiting our customers is yet largely to be constructed.

FIFTH: TEAM PLAY AND COOPERATION

Provided the requirements narrated above are at hand without a coordinated and cooperative system by which our American business men may work together under favorable conditions and in the spirit of mutual advantage, we shall strive in vain to win our rightful "place in the sun" in foreign commerce. The war has proved conclusively that great results can be accomplished only by team play and by learning how to work together to a common end. Kipling's verse should be

Start at the top when you go after business in Latin America

Get the big dealer and the best consumers first and the smaller ones will follow. Don't try to reverse that rule; the important dealers or consumers will never follow the buying example of the man of small affairs.

To get at the business men who set the pace in buying you must use the right medium. You can't expect to get their attention if your advertising is carried, for instance, in a publication that is popular among workingmen.

LA NACION is now and has been for fifty years the favorite newspaper of the big business men of Argentina. It is the most progressive and most influential publication in all South America.

You buy a definite value when you buy LA NACION advertising space.

LA NACION

Buenos Aires, Argentina
United States Business Office:
1 Wall Street, New York

A. Eugene Bolles
United States Advertising Director
120 West 32nd St., New York

James A. Rice
58 East Washington St., Chicago

Charles B. Blount
444 Tremont Bldg., Boston

graven upon the doorposts of our foreign trade policies:

"It ain't the individuals,
Nor the Army as a whole.
But the everlasting teamwork,
Of every bloomin' soul."

MUST ELIMINATE COMPETITION

We must knock out competition at home where that competition hamstrings our business, we must get over our fear of governmental aid and see to it that laws are enacted commensurate with those under which European nations are now conducting their overseas commerce. Our anti-trust legislation needs to be reformed to meet existing conditions. Such enactments as the Webb Bill and the Edge Bill are along the lines of necessity and give hope to foreign business. There is need today for the raising up of a great maritime leader who will be able to coordinate our shipping interests through adequate legislation and the establishment of private ownership and management. The settling of our transportation difficulties in the realm of railroads is almost as vital to our foreign trade as it is to our domestic commerce, as foreign trade begins usually on the railroads, and the shore, where the products are transferred from cars to ships, should be considered as a transfer point only. Cooperative economic agreements are the keys to world problems and we must look for these new agreements among producers at home if our trade is to mass all its strength and eliminate disputes and friction. It goes without saying that this spirit of cooperating business activities cannot exist with constant antagonism between capital and labor nor while political unrest under the guise of Bolshevism or any phase of class war, strike at the vitals of success of American foreign enterprise.

It has been said repeatedly of late that this new era opening beyond the war period is to be a "business man's era," that the commercial and industrial leader is to be the new diplomat of the coming decade, but this leadership which involves cooperation between science and industry, between the man who works with his hands and the man who works with his brain, this joining into one the forces of government and the forces of business organization, are problems that will not settle themselves—they require the highest intelligence and thoughtfulness on the part of our most able men of affairs, and more study than

they have yet received. If we are to have a league to enforce peace, binding together the hearts and hands of men around the world, this league spirit must have its primary and efficient exhibition in the cooperative exhibition of the friendly unity of those who are responsible for the material and industrial foundations of a world now in its re-making.

THE SALESMAN'S OPPORTUNITY

It is patent that the advertiser and the salesman are in a position to be preeminently useful in the process of bringing to bear upon business a knowledge of foreign conditions as well as the spirit of

cooperative relationship. One prominent manufacturer goes so far as to say that the salesman is the key to the entire foreign trade problem, at least in South America. Our advertising falls short lamentably by reason of a lack of knowledge as to the "how," "when" and the "where" American commercial salvation lies very largely in developing a greater foreign trade through the opening to our country of new markets as well as the expansion of the old markets. Among the invaluable elements to this end is the printed page and the salesman's personality. If the advertiser and the seller know their business, the battle is more than half won.



FOREIGN DEPARTMENT

Foreign Advertising Service

is not a new department of our business. For many years we have been attending to the needs of our clients abroad, establishing foreign connections for that purpose.

Today we are one of the few advertising agencies able to originate, write, illustrate and place foreign business direct.

Among the clients whose foreign interests we are serving are the following:

- Eastman Kodak Company
- E. I. du Pont de Nemours & Company
- International General Electric Company
- Worthington Pump and Machinery Corporation
- Atlas Portland Cement Company
- Corona Typewriter Company
- The Miller Lock Company

We shall be glad, through our Foreign Department, to serve the interests of any advertiser not engaged in competing lines.

FRANK SEAMAN

INCORPORATED

Foreign and Domestic Advertising

470 Fourth Avenue, corner of 32nd Street
New York City

Chicago Office: *Monroe Building*
Monroe St., and Michigan Ave.

Associated with Mather and Crowther, Ltd., London, Eng.

The Plans Behind "Sunkist"

The Beginning, the Development and the Results of the California Fruit Growers' Advertising Campaign

By DON FRANCISCO

WHEN the California orange growers began to advertise their fruits thirteen years ago it was considered quite an adventure. Even advertising men thought it was quite an adventure. It was a new idea in the advertising world—an attempt to use the tools of the manufacturer on one of na-

ture's perishable fruits.

An orange was just an orange. It grew on a tree and when it was ripe somebody ate it. That was all there was to it. Oranges didn't need advertising. Furthermore they could scarcely be considered "advertisable." An orange would stubbornly resist any attempt to make

it a particular orange. Nature was a notably poor manufacturer when it came to turning out standardized fruits that were absolutely alike in size, appearance and eating quality. Besides, the supply constantly varied and prices jumped around terribly.

But the orange growers were doing the planning and they thought differently. They were willing to experiment and pioneer.

They began modestly by setting aside a definite territory in Iowa, where the sales over a period of years were known and where the competition from eastern citrus fruits was slight. In this territory something like six thousand dollars was spent one year in advertising. A tabulation of sales made in this area during the year of advertising showed an increase in business so much greater than that in the rest of the country that the value of advertising as an investment to develop new business was left unchallenged.

The orange and lemon growers of California rank today among the largest advertisers of food products in the country. Yet the total annual cost for publicity has been only two and one-half cents for each box of oranges and four cents for each box of lemons marketed through the California Fruit Growers Exchange. Figured another way, it is 0.577 percent of the delivered value of the fruit. The average percentage of advertising to gross sales among the prominent advertisers of the United States is about 5 percent.

One does not have to look far for results of Sunkist advertising. A prominent Florida paper recently accused Sunkist advertising of getting more money for California fruit than could be obtained for Florida's. At a recent meeting of the Exchange directors the value of the name "Sunkist" was variously estimated at from \$2,000,000 to \$15,000,000—the latter estimate being that of F. Q. Story, president of the Exchange. "The biggest asset we've got," is the way one director expressed it. A recent trade report shows an overwhelming preference for the Sunkist brand among consumers of oranges and lemons.

In the first ten years of Sunkist orange advertising the consumption of California oranges in the United States and Canada increased 80 percent, or four times as rapidly as population. During the last year (1918-19) the shipments of Valen-



THE effectiveness of your catalogs and booklets depends largely upon the cover. It is the outside of the catalog that the recipient sees first. His opinion of the cover determines his whole estimate of the proposition. If your advertising message is clothed in an attractive cover such as Dexter's *Levant*, it is sure to create a favorable impression.

Dexter's *Levant* Cover Stock is made to simulate the leather of the same name. It conveys an impression of the beauty of *Levant* leather and yet is a good business stock. The dignity and richness of this cover stock makes a universal appeal. Dexter's *Levant* eliminates the problem of elaborate costly printing; the simplest treatment can make an attractive cover that will be worthy of praise.

Send for free sheets for dummy purposes, or LEVANT Sample Book. Dexter's unusual house organ, XTRA, will also be included.

C. H. DEXTER & SONS, Inc.

WINDSOR LOCKS

CONNECTICUT

cia oranges from California increased approximately 30 percent and the demand was such that this bumper crop was readily taken up by the public at satisfactory prices. Such sudden expansion, amounting to several thousand extra cars during a few months, might represent a real hazard if the demand was not developed to a point where the fruit would be bought and consumed by the public.

Sixteen years ago California supplied only about one-fourth the lemons consumed in this country, the balance of the supply being imported from Sicily and Italy. Gradually this proportion has been increased until now approximately three-fourths come from California and only one-fourth comes from abroad. It will be observed that our gain was the importer's loss and the average consumer ate no more lemons than he did five, ten or fifteen years before.

A survey made a few years ago indicated that the young non-bearing acreage of lemons was substantially 75 percent as great as the bearing acreage. It was apparent that the use of lemons must be greatly stimulated if there was to be a sufficient demand to take care of the future yield.

During the first four years of Sunkist lemon advertising the consumption of California lemons increased 45 percent. These figures do not take into consideration importations from Italy and Sicily.

However, the first real test of the industry's ability to increase per capita consumption was due last year when large blocks of young groves came into bearing and the test came with a cool spring and not many protracted periods of "lemonade weather." Here is the result:

The crop of lemons shipped from California was 75 percent greater than the previous year of light yield and 25 percent greater than the biggest previous crop. The consumption of lemons from all sources increased 10 percent and instead of the market being demoralized prices were sixty-six cents a box higher than an average of the thirteen years previous. (This, of course, does not mean sixty-six cents a box more profit to the grower since increases in production costs are not considered.)

It would, of course, be incorrect to credit these increases entirely to advertising. The gains were due to a variety of factors—including good quality fruit a well carried

out plan of distribution, good salesmanship and advertising—each of which performed a vitally important part. The interesting fact—and the one all-important fact—is that regardless of what did it, consumption has been increased sufficiently to take care of some enormous spurts in shipments and at fair prices.

Citrus fruits are fast becoming less a luxury and more a staple

article of diet. This was well illustrated during the influenza epidemic when, with a short supply to offer, there came an unprecedented demand for citrus fruits for the sick, and unheard of prices were paid because people believed in their healthfulness. Orange juice is being more widely used for infants and wherever there is a baby there is an opportunity for oranges to become a necessity in the home.



The Strength of Universal Service

"Behold the power of unity," declares the father to his sons, in Aesop's fables concerning the strength in a bundle of sticks as compared with the weakness in a single stick.

This "Power of Unity" is of absolute necessity to the strength of nations and of business. It is unity of service which is the strength and value of the Bell Telephone organization.

If all your telephone conversations were to be forever with but one person, a single line would meet all of your needs, but nation-wide service requires the cooperation of all those served

as well as of all those serving.

The daily operation of the telephone for usual, local calls; its vitally important operation for the less-frequent long-distance calls; both depend upon the coordinated efforts of subscribers and telephone operators.

Moreover, in these days of high costs, an economic and universal service requires from each individual subscriber his financial and moral support.

Each community must support its telephone facilities to the best of its ability, if both it and the rest of the country are to receive the fullest benefit.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy

One System

Universal Service

The general use of orange juice as a beverage has been rapidly increased in recent years until now, according to a recent survey, the number of orders for orange juice in hotels is greater than the number of orders for oranges served in all other ways.

The work of increasing demand is by no means finished. The California Valencia crop will increase rapidly, at least for several years. In less than a decade the production of lemons in California may be expected to exceed the present combined domestic and foreign supply by at least 50 percent, and imports will continue to arrive in large quantity. This presents a real problem, the solution of which lies in educating the public to the lemon's many delicious and healthful uses so that the average person will eat a lemon every six days, for example, as is true of patients in hospitals, instead only about once a month.

PRELIMINARY INVESTIGATION

When considerable money is to be invested in some form of advertising, a careful investigation may first be undertaken to gather important facts. These studies cover such points as the percentage of fruit bought by telephone, and the percentage personally selected, the proportion purchased from fruit dealers and from groceries and the percentage of people who specify Sunkist. On several occasions we have sent out a number of women to interview several thousand subscribers to various magazines to determine what class of people certain periodicals were reaching and the extent of their influence. Before a national campaign we often try various advertisements locally and choose the best for general use. In a similar way local advertising medium such as newspapers, car cards and posters may be tested

in a small way before one or two are chosen for national use. That last investigation of this kind covered a period of four months and required over 7,500 interviews with housewives. All of this material is carefully tabulated and made available for constant use.

The basic reason for advertising oranges and lemons is to increase the per capita consumption of these two fruits—not simply those marked "Sunkist." In other words, to make citrus fruits so attractive, so desirable and so useful that those who do not now use them regularly will begin to do so and that those who do use them will use two where they now use one. Nature has provided us with an instinctive desire to eat anything and everything that tastes good. Although we are reasoning creatures, our instinct is stronger than our reasoning in choosing what we shall eat. A man who uses tobacco does so not because it is good for him but because he likes it.

In Sunkist orange advertisements the dominant appeal is directed toward the reader's appetite. This appeal is handled by an attractive main illustration with a few lines of suggestive copy. The secondary appeal in advertising is that of healthfulness. Oranges are not only good but good for *you*. It is a fine thing to be told that something you like is healthful. This healthful quality of oranges is difficult to picture but can be convincingly stated in the text matter. The health value of oranges appeals to our reason as a cause for eating more of them, and healthfulness, therefore, is second in importance to their delicious qualities. Hospital patients average an orange every three days while the average consumer eats an orange only once in eight. Every piece of advertising hammers constantly in the text, upon the health value of the fruit

which is so appetizingly illustrated.

In advertising lemons, the appeal is very different and the orange and lemon advertising campaigns are each considered and worked out separately. Utility is the most important characteristic of lemons. They may be employed in numerous ways, including health, culinary and toilet uses. Every portion of a lemon can be put to some use. With lemons, an appeal to the reader's appetite is difficult, although his palate may be tempted with a few lemon dishes—such as lemon pie.

Educating the people to the many uses of lemons is the most logical method of increasing the consumption of that fruit. With lemons, healthfulness is second in importance to usefulness, such as with oranges it is second in importance to deliciousness. This argument is easily treated in the copy but always with a care not to leave the impression that lemons are to be classed with medicine.

Some of our advertisements always "pull" better than others. Four years ago we had an advertisement showing how to use lemons for garnishing. In small type at the bottom of the page was an offer to send a recipe booklet to anyone who would write for it. This advertisement in one issue of one magazine brought over 18,000 requests for the booklet, and, *although it appeared over four years ago, we are still receiving an average of five letters a month from this old piece of copy.*

When we began advertising Sunkist marmalade we made an offer in our magazine advertising to send a small sample to any one who would write for it and give their grocer's name. The first six advertisements brought us over 91,000 requests.

Some years ago we had a lemon advertisement in which an envelope

**IT REQUIRES ORGANIZATION TO MANUFACTURE GOOD ENGRAVINGS
WE HAVE BEEN ORGANIZED SINCE 1895
EQUIPPED TO DELIVER THE BEST POSSIBLE WORK IN THE LEAST POSSIBLE TIME**

**THE STANDARD ENGRAVING CO.
PHOTO ENGRAVERS**

225 WEST 39TH STREET, NEW YORK AMERICAN PRESS ASSOCIATION BLDG

addressed "Mr. Alexander Smith, Esq.," appeared in the background. Of course "Mr." and "Esq." are not properly used together, but the error slipped through undetected. Thirty-two people took the trouble to write us about it.

LAST YEAR'S CAMPAIGN

During the last twelve months the Exchange has utilized all the major mediums of advertising—including magazines, newspapers, trade periodicals, posters, street car cards, moving pictures, window displays and mail literature. Approximately 85 percent of the advertising appropriation was spent in these forms of direct publicity.

Nine of the largest national magazines were used and a total of 62,000,000 copies of these periodicals carried full page Sunkist advertisements in colors. It would have cost \$1,240,000 for postage alone to mail a single circular to this number of people. Newspapers, posters and street car cards were employed at certain seasons or in particular localities to meet unusual conditions.

Some idea of the size and completeness of the Exchange advertising may be gained from the amount of materials distributed in response to requests developed by the advertising. One hundred and seventy-six thousand five hundred and ninety-three people requested and received orange, lemon and marmalade recipe books by mail; 14,942 sets of Sunkist recipe cards, each set containing twenty-four illustrated recipes, were sold at cost to women; 125,000 Sunkist orange calendars and 4,229 box display racks were sold at cost to the trade; 14,942 retail fruit merchants wrote for window display material; 1,795 theatre slides, 4,002 electrotypes of retailer's advertisements and 76,000 booklets were ordered by the trade; there were 375 requests for plans for building orange juice stands and seventy-five boys ordered and paid for complete stands and equipment; the advertising department sent out approximately 982,000 pieces of mail matter and distributed nearly 5,000,000 pieces of display material. This display material, which was lithographed on light cardboard, represented a weight of approximately 175 tons.

A moving picture, "The Story of the Orange," is being shown in 2,000 theatres throughout the country.

It is natural to think of Sunkist

advertising in terms of printing. Approximately 10 percent of the appropriation, however, is spent in personal trade work. This branch of trade promotion is handled in close conjunction with sales and advertising work and tends to bring the two branches of selling together in one locality at the same time. Through this work selling effort is intensified when local advertising is to appear and the "stage is set" before the first advertisement in a city is released. This trade work is divided into four branches: (1) "sales scout" work for developing new business and improving distribution; (2) personal distribution of window display material; (3) merchandising advice to assist retail

merchants in increasing their citrus fruit sales; (4) beverage work to stimulate the sale of drinks made from fresh citrus fruits in soda fountains, hotels and elsewhere.

The "sales scout" work is handled by special men with selling experience who travel most of the time and who co-operate with Exchange sales agents in working with the wholesale trade in districts which offer the greatest opportunities for intensifying distribution. This type of work embodies, first, a survey of sales possibilities, and, second, actual selling effort to achieve those possibilities. Arrangements are made to split carloads between small buyers and

1,500 Advertisers Representing 650 Different Lines of Business

use the New York City Telephone Directory to reach the Telephone Users in New York and the cities and towns that combine with it to form the Metropolitan Area.

A medium with such a clientele, built up only because it produces the results they seek, deserves a place in your advertising program.



NEW YORK TELEPHONE COMPANY

Directory Advertising Department

15 Dey Street

Room 1106

New York City

Telephone Cortlandt 12000

bring fruit into a market by the most economical methods.

The "sales scouts" deal largely with wholesalers, but have under their direction the display distribution crews which arrange fruit displays in retail stores. They work according to a special itinerary which is planned months in advance and so timed that their work will be finished in each market before the newspaper, poster or street car advertising is scheduled to appear. This work usually takes the form of "Orange Week," which are announced in local newspapers simultaneously with the appearance of billboards after the local wholesalers and retailers have been supplied with fruit and retail windows well trimmed with displays and fruit. Not until everything is in readiness does the general advertising appear locally. The crews then move to the next city.

The personal educational work among retailers is handled by a former retail grocer of 36 years practical experience, who in the last year travelled approximately 25,000 miles in carrying on this work. Approximately 50 grocers' organizations were addressed during the year. This work is purely educational—no sales being permitted. Through this service the Exchange learns the practical day-to-day problems of the retail merchant. In the talks before grocers the importance of displays, quick sales and fair margins of profit are brought out by illustration. The policy is to learn the dealer's viewpoint and work with him. It is a sincere effort to show the retailer how to buy, handle and sell citrus fruits so that his business may be increased and his net profits enlarged at the end of the year.

The Exchange recognizes the 350,000 retail fruit merchants of the country as a vital link in the machinery of distribution and its work with the trade is founded on the policy that anything which may be done to make the retail merchant a more efficient retailer of fruits will indirectly benefit the industry.

Promotion work is being continuously carried on among leading soda fountains, hotels and beverage establishments to further develop the use of fresh lemons and oranges in popular beverages. In order to obtain complete and authentic data for handling this work intelligently two experimental beverage stores selling orange, lemon and grapefruit drinks were opened by the Exchange and are being operated by

the advertising department. The coming of prohibition, the increasing competition from other soft drinks and the need for maintaining and enlarging the use of citrus fruits in drinks renders a larger development of this work advisable. A plan has been developed for placing electrical juice extractors in several thousand fountains as a means of increasing the orangeade and lemonade business.

An orange juice stand to be set up along the sidewalk or street by

Have You a Question You Would Like to Ask About Foreign Trade?

IF you have you can get it answered, without charge or obligation, if you are a subscriber to "Advertising & Selling," by sending it to the editorial offices.

Dr. E. E. Pratt, now president of E. E. Pratt & Co., Inc., and formerly Chief of the U. S. Bureau of Foreign and Domestic Commerce, starting with our issue of January 10, will answer specific questions as to actual practice of foreign trade.

For example, you want to know how to make parcel post shipments to Paraguay—ask Dr. Pratt, he will tell you how it is done.

You want to know what affect the rate of exchange will have on foreign trade with Italy? With Latin America? With other countries? Ask Dr. Pratt, through "Advertising & Selling," and you will receive the information.

Dr. Pratt's answers to foreign trade questions will alternate with the series of articles on foreign trade by Clayton Sedgwick Cooper, the first article of which appears on page 1 of this issue.

Mail your questions to Dr. E. E. Pratt, care of Advertising & Selling Co., Inc., 131 East 23d Street, New York City.

boys was recently designed and has been sold at cost with some success.

With very few products is the value of fresh, attractive displays so necessary and so effective a sales factor as with fruits. A display of the fruit itself is better than a display of printed cards, and our display material is designed to serve as a background or container which will encourage merchants to display oranges and lemons. The dealer men show the dealer how to make good displays, they furnish window cards and other material, and work in conjunction with the local advertising to win the grocer's interest. The advertising aims to create desire. But its maximum value is not reached unless the fruit itself

is available and temptingly displayed at reasonable prices. The dealer men aim to make sure that the products are within reach of any who desire them and that, in fact, they are "pushed" toward the consuming public.

Included in this service to the trade is a very complete selection of sixty items of displays, booklets and other material adapted for use in all kinds of stores. Other features of the service are adjustable box racks which are sold to the dealer at cost, theatre slides in color, carrying the grocer's name, and free electrotypes for the dealer's price list or local newspaper advertisement. All of these auxiliary service features are popular with the trade and there exists a steady and considerable demand for the material. Last year 15,000 retail dealers wrote the Los Angeles office for materials. Dealers are invited to write about their individual fruit selling problems and the department gives advice based upon experience or a special investigation.

All personal trade work is reinforced by letters, booklets and circulars from the Los Angeles office. This material, like most of the trade paper advertising, explains display and selling ideas which have proved valuable to successful fruit merchants. Every member of the wholesale fruit trade receives a letter each month with a proof of one of the current magazine advertisements. Several times during hot weather the leading soda fountains of the country are circularized. A carefully chosen list of the 30,000 best retail fruit merchants in the country receive letters, circulars and booklets and selling suggestions periodically and a large list of over 130,000 retailers is used less frequently. In the course of a year approximately a million pieces of mail matter leaves the advertising department.

A page in our biggest weekly magazine costs \$7,000. That's a lot of money. But it buys 2,000,000 pages going to 2,000,000 people who bought the magazine because they wanted to read it. It reaches 3½ people for one cent.

That cost principle applies to all forms of advertising—newspapers, street cars and posters. We must not think in terms of the cost per page, but in terms of the cost per thousand readers.

Sunkist advertising costs only about one-fifth of a cent for every dozen oranges or lemons sold.

People Who Travel



The Travel Miss, drawn by C. L. Crompton
Cover of a recent Leslie's travel number.

Families of means and position usually are interested in travel. The summer or winter trip, or the automobile tour, is a subject of live interest in family life.

The publication that such people turn to for information on tours and travel is the one in which they feel a direct interest.

Advertisers of tours and transportation are quick to detect this interest—and PLACE THEIR ADVERTISING ACCORDINGLY.

It is, therefore, significant that Leslie's Weekly, during the first ten months of 1919, lead all periodicals in the quantity of tours and transportation advertising carried.

Figures compiled by the Publishers' Information Bureau show that Leslie's carried 5,169 lines of tours and transportation advertising during the first ten months of 1919.

Thirty-seven periodicals published this class of advertising.

Leslie's stood first on the list.

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

Boosting Your Local Sales

The Two Essential Links in the Chain of Local Retailer Cooperation

By DOUGLAS H. SMITH

EVERYBODY realizes that advertising quickens the demand for one's goods and turns into the retailer's coffers an increased volume of business for the commodities you advertise consistently and universally.

It goes without saying that national publicity is indispensable to national distribution, and my point is obviously not to dispute that in any way but to argue that when national publicity is not supported by equally as consistent local advertising, the man who pays for it is not enjoying the maximum possible returns.

Local advertising includes many usable media: newspapers; cards; bill boards; electric signs; station posters; and last, but not the least important, probably—the retailer's window. It may not be advisable to use all of these methods: it may or may not be necessary to extend one's appropriation over such a large scale. The individual circum-

stances can best decide that.

In our case, for the purpose of marketing Hall-Mark Shaving Cream in New York City's suburbs in New York State, we only resorted to two of these media—car cards and dealers' windows.

We have never done any large amount of advertising—in fact, aside from some trade papers the advertising running in the above mentioned cars is all we are doing. We took a sort of "flier" on this campaign, in an effort to obtain distribution throughout Long Island and suburban New York in New York State. The result has been fairly gratifying. Our men have covered the Island and the towns affected in New York State with the result of placing Hall-Mark Shaving Cream in most of the stores, and it is moving. But we have obtained a considerable volume of business on the many other items in our line, such as adhesive plaster, medicated plasters, bandages, etc., throughout this territory, and this increasing business is undoubtedly the result of our card car advertising.

Hall-Mark Shaving Cream undoubtedly has great merit. Our files contain many letters, unsolicited, from men in all walks of life praising Hall-Mark Shaving Cream. The wrapper about each tube contains a space for the names of three friends of the purchaser. If this is filled out and returned to us, sample tubes are sent to the addresses given. We receive an increasing number of these wrappers in each mail.

The display container that is packed with each dozen tubes of Hall-Mark Shaving Cream we believe has considerable selling value. It takes up little space, is easily set up, and is so attractive and striking in appearance that the average druggist uses it.

We mention this counter display because it has certainly been an important factor in the sale of Hall-Mark Shaving Cream in such cities as Chicago, Philadelphia, and Detroit, where the cream is moving well and where absolutely no advertising has been done.

We know from actual observation that a large percentage of these counter displays is used, and it stands to reason they are. The

average drug store is of necessity a sort of automat. Even were there any real price inducement to the druggist on Hall-Mark Shaving Cream—and there is not—we could hardly expect him to consume much time in selling this product for us in a highly competitive field. He prefers a smaller margin of profit per unit and the quicker turnover due to advertising. An unknown, unadvertised specialty tucked away on the druggist's shelf is an unpleasant reminder to the druggist, every time he comes across it, of the salesman who sold him the goods and of the manufacturer.

Our general line is one which it would be exceedingly difficult to advertise. But such items as bandages, plaster, cotton, and gauze turn over rapidly and as our line is of the highest quality, attractively packaged, the public not only accepts it, but comes back for more, specifying our trade-mark. If one of our salesmen has loaded up a druggist on a specialty and that druggist has stored it on his shelves waiting for the demand, our representative will very likely have to use all his powers of salesmanship on his next visit to secure his order for our regular line goods. We warn our salesmen against this—tell them to bring out very forcibly the importance of our counter displays—and, of course, admonish them against overloading on such specialties which on their merits have to work up their own market.

The last point embodies our ideas of genuine salesmanship, and although they are doubtless the ideas of every thinking salesman or sales manager, you will find many who fail to practice this principle of selling a man just enough. Every salesman today must realize that a \$500 order from a customer doesn't represent a piece of good salesmanship—if it means that \$200 worth of those goods will hang over on that customer's shelves until they become an eye-sore and a source of discouragement and disgust.

Quite often, it is true, the buyer plays safe and the seller tries to overcome that tendency. Very often the result is exactly a combination of emotions described above. That doesn't point to more or bigger re-orders on the next visit! It really augers ill for the representative who has to come in and stand the gaff of the story.

In the matter of over-stocking, the counter and window displays can and do play a great part. A man may be overstocked with \$100

WANTED—Position with Advertising Agency or Publicity Department of good concern. Five years' newspaper reporting experience, theoretical course in Complete Advertising nearly finished. Best references. C. R. S., 990 Langley Road, Hampton, Va.

Topeka Daily Capital

Sworn government report
for 6 months ending Apr.
1, 1919

35,247

Arthur Capper, Publisher
TOPEKA, KANSAS
Member Audit Bureau of Circulations

POSTAGE

The monthly magazine that tells how to transact business by mail—Advertising, Selling, Buying, Collecting, Letters, Office Systems. A necessity in every business office. 6 mos., \$1.00; 1 year, \$2.00. POSTAGE, Room 297, Metropolitan Building, New York

Your Prospective Customers

are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions 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., Hardware Dirs., Zinc Mines, etc. This valuable 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 profitably using Sales Letters we write. Send for free instructive booklet, "Value of Sales Letters."

Ross-Gould
Mailing
Lists St. Louis

worth of goods not displayed, but seriously under-stocked with \$400 worth of the same line well displayed. The advertising material for the store not only augments your own local or national publicity, acts as a memory jogger and a further reminder, but it also reaches many folks whom your own advertising may have missed.

Furthermore, it catches a man not in the street car or the office or the Morris chair at home—where he can't buy—but right in front of the store or counter where the goods he is reading about are on sale.

For many purposes and a variety of reasons your local distribution is best speeded up by thorough local publicity, supported by retailer display.

Express by Air

A. E. Cowie, vice president of the **Railway Express Company**, recently became convinced that express transportation by air was both feasible and practicable. As a result negotiations were made with the **Handley-Page Co.** of Great Britain to use their giant plane, which was built for the trans-Atlantic flight, on an experimental trip from New York to Chicago with a cargo of express. **Douglas Malcolm**, advertising manager of the **American Railway Express Company**, was selected to accompany the fliers on this trip. Mr. Malcolm in relating the experiences of this trip points out that his company and the **Handley-Page** people have no reason to be discouraged as to the result of this initial trip, and said that it proved that airplanes are capable of carrying a cargo of great weight and that neither wind or weather are capable of interfering with planes of high power except in the matter of speed. Mr. Malcolm further stated that the time will come when established passenger and express airplane service between cities of great distance will be a commercial success, but the flight will not be continuous, but regular stopping places will be established.

New Railway House Organ

A new railway house organ made its appearance on December 15th 1919, under the name **American Railroads**, published in New York by authority of the Association of Railway Executives. The first issue is a four-sheet publication and contains some very interesting articles on the railroad question, a subject which is very much before the public at the present time.

Schofield Resigns from Illinois Glass Company

C. M. Schofield, for the past 12 years associated with the **Illinois Glass Co.** of Chicago in various capacities and most recently as advertising manager, has resigned his position in order to take up his residence in Los Angeles on account of Mrs. Schofield's health. Mr. Schofield has a wide acquaintance in the advertising world and acquired new fame as editor of "Bottles" the house organ of the **Illinois Glass Company**.

Hugo Parton with Batten Agency
Mr. Hugo Parton, formerly with the advertising department of the **Butterick Publishing Company** recently joined the staff of the **George Batten Advertising Company**.

Schermerhorn Talks Before Chicago Advertising Council

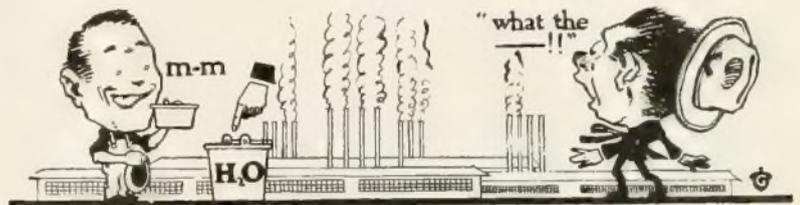
In an address before the Advertising Council of the Chicago Association of Commerce, **James Schermerhorn**, publisher of the **Detroit Times**, took for his subject "Taking Care of Today's Unsettled Conditions and the Prospects of Tomorrow." In this Mr. Schermerhorn pointed out that upon the newspapers of this country devolved a great duty, that thru the medium of the printed word in

all forms instruction and guidance must be given to the multitude and they be so enlightened regarding the true and real opportunities and conditions of the land and how best to go about the problems arising each day that the condition of unrest that has begun to show evidence will be overcome and eventually die out.

Wants "A. & S." at Home Address
McJUNKIN ADVERTISING COMPANY
Chicago New York.

I wish you would enter me personally as a subscriber to **ADVERTISING & SELLING**, and mail copy regularly to my home address, enclosing in an acknowledgment of this letter bill for subscription.

Yours very truly,
JOSEPH H. FINN
First Vice-President.



THEY ARE USING WATER NOW

IN fact the paper mills have been using it right along and a blame sight more than any other industry. We don't know whether to boast about it or not but the average paper mill uses enough water every day to float the Leviathan from here to Arizona and back with enough left over to fill your radiator tank. This is interesting to you only if you sell any equipment that is used along with water. We don't refer to glasses or soap, but filters, pumps, tubes, tanks, regulators, pipe, boilers, and the myriad other things that water needs to run through, around or be governed by.

There is a big market for this equipment waiting cultivation by a regular advertiser. Our publication is "at attention" awaiting your message.

PAPER

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

You could force us to sell you 28 1/2 inches of advertising space for \$240. Try it.

YOU CANNOT BUY OUR IDEA UNLESS IT WILL SELL YOUR GOODS
B & B SIGN Co., INC.
 341-347 Fifth Ave., N.Y.
 Advertising Signs Window Displays
 Counter Display Cases

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"

When the East Reaches the West
 LOS ANGELES
EVENING HERALD
 The greatest week-day advertising medium on the Pacific coast.
DAILY CIRCULATION 127,773

The Jewelers' Circular
 New York, has for many years published more advertising than have the seven other jewelry journals combined.

Gibraltar Cover
 STATIC LIKE ITS NAME IN
Texture Color Character
 Made by
Peninsular Paper Co.
 YPSILANTI, MICH.

Suggestion for Paper Conservation

A Wall Street banker is credited with the following: "Why should not the Government begin the conservation of paper itself? It has been during and since the war the most extravagant user of paper. Mr. McAdoo destroyed tons and tons of valuable paper because it did not bear his name as he thought it ought to. The U. S. Treasury is wasting tons of paper in doing what can be done by public advertisement more economically. To say nothing about myself, a member of my family received eight copies of the recent U. S. Treasury circular offering Treasury certificates. If the Government had to pay postage the same as a private treasurer would this have happened?"

Clip and Save This Valuable Data for Your Export Department

This table of mail time in days to foreign countries from time of mailing at New York is reprinted from a booklet issued by *The Automotive Exporter*, New York, and should be of interest to all who have any foreign mail to send:

Aden, Arabia	20
Africa, Brit. East	30
Africa, Brit. South	30
Africa, Brit. West	28
Africa, Fr. West	30
Africa, Port. East	30
Africa, Port. Northwest	30
Africa, Port. Southwest	30
Algeria	12
Argentine Repub.	26
Australia & Tasmania	26
Azores	8
Bahamas	5
Barbados	10
Belgium	11
Bermuda	4
Bolivia	22
Brazil	20
Canada	2
Canary Islands	13
Cape Verde Islands	15
Celebes	39
Ceylon	27
Chile	25
China	26
Colombia	12
Congo	35
Costa Rica	10
Cuba	5
Curacao	10
Denmark	12
Dominican Republic	11
Ecuador	18
Egypt	14
Fed. Malay States	33
Finland	12
France	10
Great Britain	9
Greece	13
Guadeloupe	10
Guatemala	9
Guiana (Brit.)	13
Guiana (Dutch)	14
Haiti	9
Hawaii	11
Holland (Neth.)	11
Honduras (Rep. of)	14
Honduras (Brit.)	9
Hongkong	26
India (Brit.)	25
Indo-China (Fr.)	43
Italy	12
Jamaica	7
Japan	19
Java	37
Leeward Islands	10
Liberia	31
Luxemburg	11
Madagascar	30
Madeira	12
Malta	15
Martinique	11
Mexico	6
Morocco	13
New Zealand	26
Nicaragua	13
Norway	12
Panama	8
Paraguay	30
Persia	25
Peru	17

Philippines	30
Poland	12
Portugal	13
Roumania	14
Russia	13
St. Pierre & Miquelon	10
Salvador	13
Samoa	14
Serbia	14
Siam	44
Society Islands	32
Spain	12
Straits Settlements	33
Sumatra	38
Sweden	13
Switzerland	12
Syria	18
Trinidad	10
Tunis	16
Uruguay	25
Venezuela	14
Virgin Islands	12
Windward Islands	11
Zanzibar	33

Daily Newspaper in English Published in Jerusalem.

British occupation of Palestine during the war brought out a highly interesting Anglo-American enterprise in the form of a daily newspaper in the English language, edited by Americans, with the assistance and consent of the British authorities. This is the first daily newspaper printed in the English language in the history of Palestine, and is known as the *Jerusalem News*. M. Talbot Mundy, the well-known novelist and author of many works on India, is president of the Anglo-American Society which is fostering the venture. Mr. Mundy is now in this country, and leaves for Jerusalem January 3rd with a complete new printing plant for the paper. From reports of the paper he had received, Mr. Mundy said the paper has been very well received and is carrying with him an array of announcements from American business firms wishing to be represented in the paper. Collin Armstrong, Inc., advertising agents, of New York, are representatives in this country.

School Paper with Definite Idea

The Riverdale Country School at Riverdale-on-Hudson, publishes a little leaflet house organ called the *Co-Operator* with the idea of forming a link between the parents, the boys and the teaching staff. The leaflet is edited by Frank S. Hackett, who is head of the school.

Rolls-Royce of America Gets Site

The Rolls-Royce of America, of which L. J. Belnap of the firm of Rudel-Belnap, Ltd., of Montreal, is the head, has taken over the former plant of the American Wire Wheel Co. at Springfield, Mass. Owing to the length of time it will take to get and install equipment, it is not expected that any production will be made for at least a year.

Albert Frank & Co. Get New Client

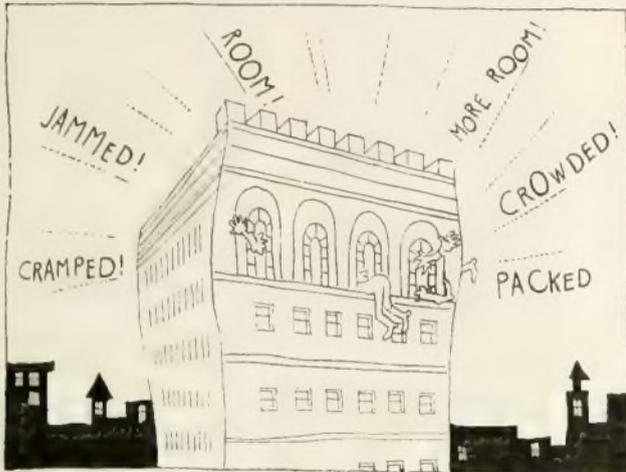
The American Radio and Research Corp. of Medford, Mass., have placed their advertising account with the Albert Frank & Company of New York City.

Bernard A. Davey with Class Publications

Bernard A. Davey moved to Chicago to take up his duties as advertising manager of the Class Publications, Inc., of that city on January 1st, 1920.

"GIBBONS KNOWS CANADA"

AFTER three years the quarters that once looked big to us, became so small. Crowded was no name for it. The walls seemed to shrink. All wrong! We simply grew, while the walls stood still. Grew in numbers, in scope of work, in responsibilities, until the fine spirit of our artists, made happy by good work, would have been cramped, if we did not act swiftly. So—



No room to expand here except into the clouds—that's no place for business artists like Gotham men.



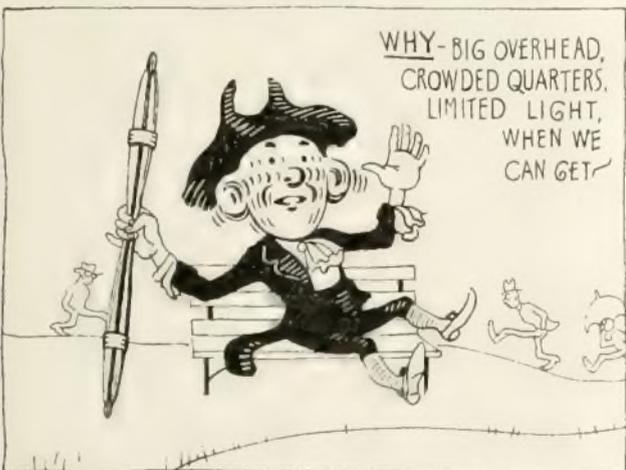
Us for terra firma all the time—with our feet on the ground.



Proper thought and analysis—that's the way to hit on the right Idea for art work or anything else.



Coupled with energy, enthusiasm and ability to seek the solution of the problem, insures the right result.



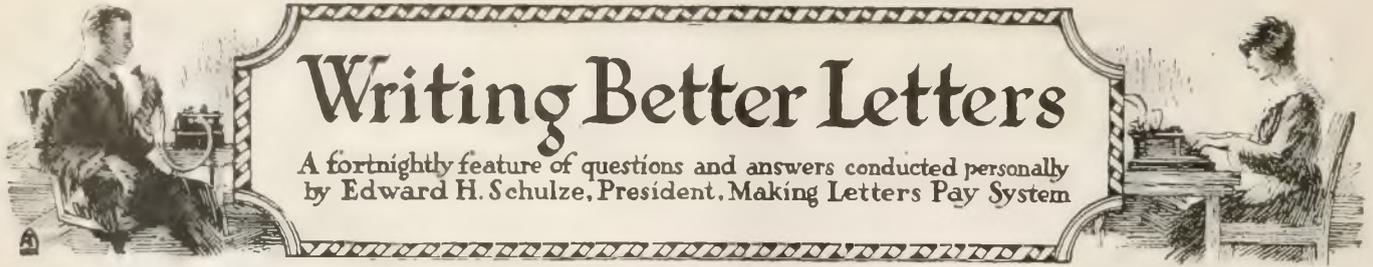
Good ideas in the proper hands are always subject to development and improvement.



So that, in the end, we can point with pride to Success!

We are now in our own building at 111 East 24th St., New York.

GOTHAM STUDIOS INC^D
MARTIN ULLMAN, *Managing Artist*



Writing Better Letters

A fortnightly feature of questions and answers conducted personally by Edward H. Schulze, President, Making Letters Pay System

Do You Want Better Letters in 1920?

Put Your Problems Up to This Department for Solution Without Charge

Stocks & Bonds: You ask me to give my opinion of the following letter, and to offer a suggestion how its pulling power might be increased. I will first print your letter in full:

Dear Mr. Josephs:

We know that every man is interested in investing his money where it will be absolutely safe and will bring large returns. We are, therefore, addressing this letter to you. An explanation of our business and policy is given below.

The firm of Gally & Company is organized for the exclusive purpose of handling certified investments. It is so capitalized and so directed as to offer the investing public the most efficient and responsible service possible.

A certified investment is one offered with the declaration of a responsible organization that it has been examined in detail. Every statement concerning it is certified to be accurate. Certified investments mean safety, honest returns and legitimate profits.

Before certifying an investment as being reliable and offering excellent profit-bearing possibilities, it is subjected to a thorough investigation by trained men of long experience in the oil fields and financial centers. All details as to financing, management, property and possibilities are carefully investigated and analyzed. The characters, abilities and records of the men behind the proposition are carefully considered. After an investment has satisfactorily stood this investigation, we certify it to our clients because we *know* that it is *reliable* and that it *does offer* excellent profit-bearing possibilities.

The list of investments offered by us covers practically every field. And we certify these investments to our clients as being the best in their respective lines:

We offer investments in the following lines:

- Oil production
- Oil refineries
- Oil royalties
- Oil leases
- Industrials.
- Industrial real estate.
- Income property.
- City and farm real estate.

The opportunity now existing for investment in this section in the lines above mentioned are not to be equalled anywhere in the United States for safety and profit.

If you will indicate which of the above lines you might consider investing in, we shall be glad to send you details relative to our offerings.

Trusting that we will have the opportunity of serving you, we are,

Very truly yours,

NO matter what your letter problem is, put it up to this acknowledged expert for solution. Neither your name nor name of product will be mentioned specifically and the advice will be constructive—not destructive criticism. While he ordinarily makes a charge of \$5 to \$25 for answering letter problems, subscribers to Advertising & Selling are privileged to get his answer and advice through the pages of this paper **WITHOUT CHARGE**. Address your problem to Editorial Offices, Advertising & Selling, 131 East 23d St., New York.

The foregoing letter is not bad. The pulling power can be increased to percent to 25 percent, however, by making the following changes:

First, start the letter off with "You know that every man" instead of "We know." When you use the former you bring the man into partnership with your statement—induce him to think as you do—put the right thought into his mind as though it were his own instead of yours. It would pay to qualify your second sentence, first paragraph, by saying "We are, therefore, addressing this letter to you because it explains our unusual business policy (see below)." This quickly gets down to the main idea—to get the prospect to read the letter. It is in the fifth paragraph, however, that the greatest improvement can be made. It is here that you can develop a real APPEAL that will bring in returns. I would phrase it this way:

The list of investments offered by us covers practically every field. Every one of these investments are certified by us as being the best in their respective fields. Glance over the following reports, for instance:

Oil Production—Report No. 12 covers an interesting opportunity to make money in a safe oil investment.

Oil Refineries—Report No. 35 covers a very good chance for large return on reasonably small investment.

Oil Leases—Report No. 103 presents one of the most attractive opportunities we have had in many months.

Etc., etc., etc., etc.

The idea is to create in the mind of the prospect, an interest in these "reports." They may consist of merely typewritten pages, but by dressing them up as "reports" you make your appeal more specific. As proof of this, suppose you consider the advertisement which closes by asking you to "send for more information." As against this place the advertisement that asks you to send for

booklet "How to Get a Life Income." I will wager that the latter will pull twice as many inquiries. Why? Because it is easier for the prospect to visualize something specific—to want something specific, to become curious over something specific.

Your closing paragraphs are very poor. There is no punch or snap to them. Consider this close:

Simply place a small pencil mark to the left of the report—or reports—in which you are most interested. Then fold and return this letter in our addressed envelope enclosed. Your name at the top of the letter will tell us who the letter is from and it won't take you a minute to check which report you would like us to send you.

It is worth looking into. The contents of one of these reports, acted upon, may mean much to you. Without investigation you cannot judge fairly to yourself or to us. Therefore, return this letter NOW—while you are thinking of increasing your income. You will be glad you did.

H. G. N. (New York): You ask about quality of letterhead and the advantage of personally typed letters over processed letters.

There was at one time, considerable difficulty in maintaining a certain standard for letterheads. The printers would often tell you that a certain trademarked paper was not to be had and that they could give you other paper "just as good." Then the grade of the same paper often changed—the quality was not always the same. This has been eliminated. The American Writing Paper Company, for instance, manufacture a bond paper which has the quality and weight stamped right into the sheet. In other words, with this bond paper you are assured of standard quality and specific weight because both are watermarked right in the paper. You do not have to be an expert on paper to know that you are getting what you pay for. You merely lift the sheet to the light and you will see both the grade and substance number clearly stamped thereon. It is the first time that business men have been able to buy bond paper for letterheads on the same standard merchandise basis as they buy raw materials for manufacturing their own products.

As for personally typewritten letters: these have their place. Such firms as the D. H. Ahrends Co., for example often turn out processed letters of such excellence that it is difficult to tell whether they were personally type or otherwise. But where the personally typewritten letter must be used—I suggest



Making Better Letters

A fortnightly directory of products bearing the personal approval of Edward H. Schulze, President, Making Letters Pay System



Paper for Letterheads

LETTERS but they can never be *best*
MAY BE unless they are written on
BETTER the right kind of paper.

BERKSHIRE TYPEWRITER PAPERS

A Business Paper For Every Business Use

EATON, CRANE & PIKE CO.

New York Pittsfield Boston
San Francisco Chicago

Blotters

**"To make Better Letters
Use Our Better Blotters"**

Famous World and Reliance Brands

The Albemarle Paper Mfg. Co.
Richmond, Va.

Mailing Lists

Mailing Lists

Commercial, Automobile, Investors or
any classification wanted.

Trade Circular Addressing Co.

166 W. Adams St., Chicago

References: Agency Books or any bank or
business house in Chicago.

Dictaphone

YOU talk into it as you talk into the tele-
Y phone. The Dictaphone is as simple to use
as that. It's the only way for high-nerved
advertising men who think fast and dictate fast
to get their thoughts on paper. A 15-minute
demonstration in your office will absolutely con-
vince you. Phone or write

THE DICTAPHONE

Woolworth Building New York City

Engravings

**Sterling AD-Plates are now a
Standard of Excellence**

New York's Largest Engraving House
THE STERLING ENGRAVING CO.
200 William St. 10th Ave. & 36th St.
NEW YORK

Typewriters

THE Self-Starting Remington pro-
T duces better looking letters because
of its automatic indentations and per-
fect paper feed. And it saves time on
every letter it writes.

Remington Typewriter Company
(Incorporated)
374 Broadway, New York

Personalized Printing

Adds life and personality to your mail advertis-
ing because it is never addressed "to whom it
may concern."

The name of the recipient is printed on each
piece of mail in the same type and at the same
time we print your job.

We can serve two more clients and are
ing the two to whom we can render complete
service.

TOAL & COMPANY,

6 N. Mich. Ave., Chicago, Ill.

Business Getting Catalogues

The DeVinne Press

Produces Effective Direct Advertising

393-399 LAFAYETTE STREET
NEW YORK

Advertising Artists

ADVERTISING ARTISTS INC

35W 42d STREET PHONE VANDERBIT
KOLIAN BUILDING 1240 AND 1241
NEW YORK CITY

that the Hooven or Underwood auto-
matic typewriters be employed. These
machines will type each individually and
accurately at a cost not exceeding two
cents per hundred words—allowing for
depreciation of machine, operator's time,
etc.

* * * * *

If you have branch offices, or local
agents, by all means furnish them with
letter heads and forms so they can in-
tensively follow-up prospects and thus
conserve their time, enable them to keep
in closer touch with the inquiries you
sent them, help you turn more inquiries
into sales. So long as you are paying to
develop inquiries it is worth paying a bit
more attention to be sure they are effi-
ciently handled by your branch office man-
agers or local agents.

* * * * *

*H. D. W. This is the better letter
of the two you sent to me. I have im-
proved it where it is weak.*

Dear Mrs. Duysters:

The Bible says that as we forgive others
so shall we be forgiven. This thought
comes home to us especially at this time
of the year when we all realize that some
day we will have to face the Great Judge

of all things and answer to Him whether
we have always forgiven others as we
hope to be forgiven.

I want you to think of this when you
consider the mistake we made last Mon-
day and the reason why you should for-
give us.

Just now I find myself face to face
with an almost impossible task—watching
business and taking care of the details in
the building of our new and larger store.

You certainly can appreciate my posi-
tion and fully understand just how mis-
haps will occur in spite of best inten-
sions and endeavors. For this reason I
hope you will be good enough to accept
my sincere apology in not getting the Vic-
tor Records to you when you desired them.

It was one of those unexplainable
"slips." Not willful negligence, but an
error which I very much regret should
have happened.

Please be generous enough to overlook
our first offence with the assurance that
in the future we will be especially careful
to supply all your wants very promptly and
most satisfactorily.

Herewith I enclose self-addressed and
stamped envelope with the wish that you
will drop me just a brief line, telling me
you will excuse this recent mistake and
therefore favor us with the continuance
of your favored patronage. Just say
"Your excused this time."

Yours most sincerely,

Walter Mueller Leaves Vantine & Co.

Walter Mueller, for seven years gen-
eral manager of the wholesale perfume
department and a member of the board
of directors of A. A. Vantine & Co.,
Inc., New York City, has resigned to
become connected in an executive capa-
city with the Compagnie Morana, im-
porters of essential oils, New York City.

Harrisburg, Pa., Ad Club Has First Birthday

The Harrisburg Advertising Club of
Harrisburg, Pa., recently celebrated its
first birthday. A very ambitious pro-
gram has been planned for 1920 and the
following named officers have been elect-
ed: President, Anton Benson; vice pres-
ident, H. P. Miller; secretary, E. Fred
Rowe; treasurer, Herman Tausig.

Busby-Raughley Activities

The Busby-Raughley Advertising Ser-
vice of Philadelphia is planning adver-
tising campaigns for the Manchester Mo-
tor Trucks and the Morton Four-wheel
Drive Tractors, products of two of their
clients.

Geo. L. Roberts with Van Raalte Co.

Geo. L. Roberts, who until recently
has been assistant advertising manager
for Thomas A. Edison, Inc., Orange,
N. J., is now with the Van Raalte Com-
pany of New York City as assistant ad-
vertising manager.

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.

John G. Robel Inc., Changes Name

The advertising agency of John G. Robel, Inc., Garland Building, Chicago, has changed its name to Robel & Bryant. This change has been brought about by the purchase of an interest in the agency of George H. Bryant, who has been associated with it for some time. Mr. Bryant was formerly advertising manager of the Franklin Automobile Company. Some of the motor accounts handled by the agency are the Holmes Motor Car Company, the Sandow Motor Truck Company and the Ray Tire and Rubber Company.

Paul Crissey, son of Forrest Crissey, well known magazine writer, has become production manager of the Robel & Bryant agency.

N. Y. Sales Managers' Club's New Officers

At an election of the New York Sales Managers' Club the following new officers were elected: President, C. K. Woodbridge, sales manager of The Dittaphone; vice president, C. L. Kiger, general sales manager of McKesson & Robbins; secretary, C. H. Rohbach; treasurer, J. Geo. Fredericks, vice president

Business Bourse International, Inc. These new officers and the following named constitute the Board of Governors: G. W. Hopkins, general sales manager of Columbia Phonograph Co.; F. W. Nash, manager food department General Chemical Co.; W. R. Hill, manager Builders' Hardware Sales, The Yale & Towne Mfg. Co.; Chas. F. Abbott, director of sales, The Celluloid Co.; P. J. Reynolds, vice president Diamond Match Co.

Miller Joins Chicago Branch of Frank Seaman Inc.

C. T. Miller has joined the Chicago branch of Frank Seaman, Inc., New York advertising agents. Mr. Miller was formerly connected with a Chicago advertising agency.

Franquemont Goes to Des Moines

E. A. Franquemont, formerly secretary of the Advertising and Commercial Clubs at Marshalltown, Iowa, has removed to Des Moines, where he opened offices as State Agent for the Fyr-Fyter and a general line of fire extinguishing appliances.

Well Known Newspaper Man Dies

Earl D. Berry, a well known newspaperman and at one time a member of the editorial staff of the New York Times, died at his home in New York City December 22nd. Mr. Berry when a young man was city editor of the Buffalo Express when Mark Twain was the owner.

Postum Carrying on Poster Campaign

The Poster Advertising Co., Inc., are carrying on a poster campaign for the Postum Cereal Co., featuring Instant Postum. The fact that this campaign is being run during the National Coffee Drive makes it an interesting feature.

New Officers for Fire and Water Engineering, Inc.

The following promotions were announced by Charles B. Hayward of Fire and Water Engineering, Inc., at a staff meeting held December 22nd, 1919: Vice president, Karl M. Mann; secretary, Robert H. Lockwood; treasurer, Irving H. Case.

Carroll H. Smith with Atlanta Agency

Carroll H. Smith, recently associated with the Globe Rubber Tire Manufacturing Company as representative in their Southern territory, has joined the staff of the Massengale Advertising Agency of Atlanta, Ga.

Sparks Account Goes to Burnham & Ferris

The domestic advertising of John C. Sparks, manufacturing dye chemist, New York City, has been secured by Burnham & Ferris, advertising agency, also of New York.

Eagle Dye-and-Tint is the name of the product, which will be advertised in newspapers and other media.

Bruce Farson Now on Touzalin Agency Staff

Bruce Farson, formerly a solicitor for the advertising agency of Robel & Bryant, Chicago, has joined the staff of the Chas. H. Touzalin agency, of the same city.

Matteson-Fogarty-Jordan Co Activities

New accounts recently announced by the Matteson-Fogarty-Jordan Company, Cunard Building, Chicago, are:

Babson Brothers, Chicago, manufacturers of Pine Tree Milking Machine and distributors for the Melotte Separator.

The Chicago Hardware Foundry Company, manufacturers of glass-topped tables, etc.

The Stockholm Separator Company, Winnipeg, Canada.

The Matteson-Fogarty-Jordan Company, although in business less than a year, distributed bonuses to employees at Christmas time.

New Business for Cleveland Agency

The Lloyd W. Young agency of Cleveland recently added to their list of clients the Marathon Tire and Rubber Co. of Cuyahoga Falls, Ohio, the Twin Dry Cell Battery Co. and the Squeegee Heel Co., both of Cleveland. Extensive newspaper advertising will be done in all three cases.