

# ADVERTISING & SELLING

IN THIS NUMBER:

WHEN IDEAS FAIL YOUR  
PROFITS FALL

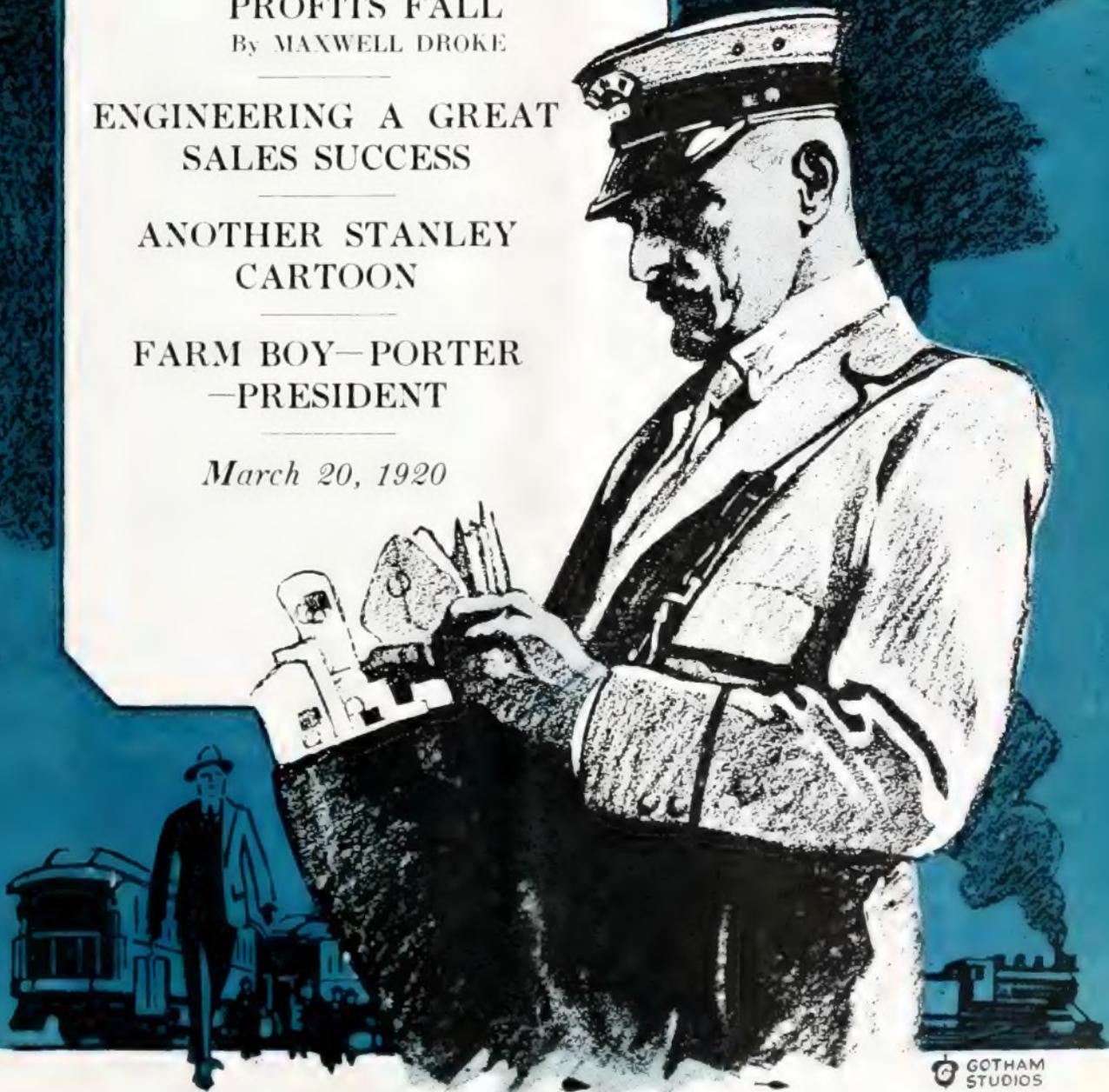
By MAXWELL DROKE

ENGINEERING A GREAT  
SALES SUCCESS

ANOTHER STANLEY  
CARTOON

FARM BOY—PORTER  
—PRESIDENT

*March 20, 1920*



GOTHAM  
STUDIOS

15c. the Week

ISSUED EVERY WEEK

\$3 the Year

ADVERTISING & SELLING CO., Inc., 171 Fourth Avenue, New York, N. Y.

AMAZING "TRADE SECRETS" OF THE NEW SOUTH

**Foldwell**  
TRADE MARK



## “Certainly, It will Preserve These Color Values”

“There would be no reason for buying quality art work and expensive engravings if the color values were to be lost in your broadside. But you *can* get a printed illustration just like this original by using Foldwell.”

Long experience has taught commercial artists to specify Foldwell Coated Papers for the best printing results. For Foldwell has a beautiful surface, which is so developed that it brings out the most subtle shading of which the artist and engraver are capable.

But more than this, illustrations beautifully printed on long-fibred Foldwell will remain beautiful. Unlike any other coated papers, Foldwell will not crack in the bindery, nor in the mail, nor even under manhandling.

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Alling & Cory, Buffalo, N. Y.  
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D. L. Ward & Co.,  
28 S. Sixth St., Philadelphia, Pa.  
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John Martin Paper Co., Ltd.,  
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Blake, Moffitt & Towne,  
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Blake, Moffitt & Towne,  
45 First St., San Francisco, Calif.  
Blake, McFall Company,  
Portland, Oregon.  
American Paper Company,  
Seattle, Washington.

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29th year. No. 39. Issued weekly. Entered as second-class matter October 7, 1918 at the Post Office at New York, N. Y., under act of March 3, 1879. Price 15c the copy; \$3 the year. Advertising & Selling Co., Inc., 471 Fourth Avenue, New York City.

Start  
Your Southern Campaigns  
in  
New Orleans

**An Active  
Buying Market**

Dealers alive to advantages of handling advertised products.  
Residents of city responsive to advertising.

Reach the Vital  
Prosperous Field--The City Proper

*use*

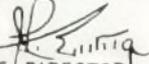
**The Daily States**

**Large Circulation Concentrated in the City**

Suburban New Orleans is too limited and scattered to economically merchandise and advertise to.

The city circulation of *The Daily States* will produce quicker, more profitable returns at a lower cost.

**Want More Information?  
We'll Gladly Furnish It.**

WRITE   
ADVERTISING DIRECTOR

**New Orleans  
STATES**

**EVENING**

**SUNDAY**

# 61 New Industries

have decided to locate in Baltimore since June, 1919. This involved plant investments of \$25,700,000 and labor demands of 14,600 people. The industrial expansions undertaken during the same period increased the totals to \$58,200,000 for plant expenditures and to 31,000 for additional employes.

Baltimore is very much awake. She's pushing ahead at a tremendous pace.

But still it costs less to put a successful advertising campaign into operation in Baltimore than in many other cities. The *Sunpapers* thoroughly cover the situation at one advertising rate. Concentrate your campaign in THE SUN and with THE SUN and you will capture the Baltimore market. It's true that—

## Everything In Baltimore Revolves Around THE SUN

**Morning**

**Evening**

**Sunday**

**JOHN B. WOODWARD**

Times Bldg., New York.

**GUY S. OSBORN**

Tribune Bldg., Chicago.

# Advertising & Selling

Established 1891

J. M. Hopkins, President;  
H. B. Williams, Vice President;  
M. F. Duhamel, Managing Editor;

ADVERTISING & SELLING Co., Inc.,  
471 Fourth Avenue, New York, N. Y.

William B. Curtis, Treasurer;  
Paul W. Kearney, Associate Editor.

29th Year

MARCH 20, 1920

Number 39

## When Ideas Fail Profits Fall

The Cure for Price Cutting by Reckless Retailers  
Is in the Hands of the Manufacturer, Who Is the  
Great Loser When His Standard Goods are Cheapened

By MAXWELL DROKE

TWO thirds of our retail price cutting is founded upon habit." The Man Who Has Been Through The Mill brought his fist down upon the luncheon table with such resounding force that The Young Advertising Manager jumped perceptibly and spilled cigarette ashes over the spotless napery.

"Price cutters may be divided into two general groups," continued The Man, etc., somewhat less emphatically, but with no less earnestness, "the Reasoning and the Reckless, we may call them.

"The Reasoning price cutter is, in a majority of cases, the big downtown druggist or department store. These stores cut prices deliberately, scientifically, with malice and aforethought. Such establishments are essentially 'drop in' stores. This is particularly true of the druggists. Their location away from the residential section usually precludes the possibility of building up a permanent trade. Passers-by furnish the bulk of their business. And passers-by must be coaxed into purchasing. They must be given some inducement for prompt action. There isn't much use in flaunting an 'institutional' advertising campaign in the face of a man who may be here to-day, there to-morrow and yonder the next day. And so the downtown dealer slashes prices.

"This merchant cuts a few cents off the price of some nationally-known article and figures that the increased volume of business will more than make up the difference in price. And because his list of possible customers runs up into

### WHAT PRICE CUTTING DOES

*WHEN dealers locally advertise cut-prices on standard goods, the business man quoted in this article seeks to point out, they complicate the manufacturing and selling of those goods by reducing perhaps to nil the profits on them, their own as well as the next dealer's.*

*To overcome this condition Maxwell Droke, after making a study of the problem during an extended tour for ADVERTISING & SELLING, has put forth here the idea that the remedy is with the manufacturers who must provide the distributors of their goods with real dealer helps which will not permit them to run out of ideas.—THE EDITOR.*

the hundreds of thousands he usually is right. Then, of course, there is always the chance that a customer attracted by the 'special' may make additional purchases when he visits the store.

"But it is with the second class, the Reckless price cutters, that you and I are most concerned." The Young Advertising Manager edged his chair a bit closer and nodded gravely.

### THE REAL TROUBLE MAKER

"This second class consists of the typical small town dealer. His name is legion and his residence is in four dozen States. He is now, and he bids fair to continue to be, the controlling factor in modern merchandising. He distributes the bulk of all manufactured articles. He is the final link in the sales chain. And so we can afford to give him quite a bit of consideration.

"Too many small town dealers are reckless price cutters. That

is a fact which we might as well face fairly and squarely. There used to be a time when we rubbed our hands in glee at the first sign of a price cutting spree. Manufacturers smiled upon the price cutting. It meant keen competition. Lots of sales. Fine business.

"But that day has passed. Now every sane manufacturer hates the sight of a cut-price tag attached to his merchandise. He knows too well the sequel. For just so soon as an article gets a 'cut-price' reputation every regular price dealer in the country is 'off' it. He may stock the article but it is certain he will devote precious little time or space to pushing it. 'What's the use for me to advertise Smith's Liniment at fifty cents when it's being offered across the street at thirty-eight cents?' is his caustic query. And there is no logical answer.

"I have said that two-thirds of our retail price cutting is the result of habit. That is the conclusion I have reached after a pretty careful survey of the small town merchandising conditions.

"The small retailer cuts prices with the best intentions in the world. He always has slashed prices. He really believes it is the thing to do. To him it seems the logical move.

"Have you ever watched one of these merchants prepare his advertisement for the weekly newspaper? Usually he begins by taking a scratch pad and pencil and nosing around his stock, on the look-out for copy. Perhaps he runs across a fresh shipment of breakfast food.

It's just about time of year folks will be buying breakfast food. Mighty good thing to advertise. So he writes, 'Special this week only, 2 15 cent packages, All-Wheat Breakfast Food, 23 cents.' It's ten to one that dealer couldn't tell you off-hand his margin of profit on that breakfast food. He doesn't know whether he is making money or taking a loss on that sale. And yet he goes blandly on, slashing prices. He wants to advertise that manufacturer's product. And it doesn't occur to him that there might possibly be some better way to advertise.

NEVER CUT A REASONABLE PRICE

"The small dealer has always cut prices. It has become second nature to him. He knows by experience that reduced prices will stimulate immediate sales on that particular item to a certain extent. Therefore, he reasons, cut price advertising must be good advertising. And besides, there is the shining example of his big city cousin, the Reasoning price cutter. What is sauce for the goose must be a pretty healthy diet for the gosling, argues the small merchant, forgetting that a change of condition or

climate often necessitates a change of diet.

"The manager of a great chain of cut-rate stores, a man who really knows modern merchandising, said to me recently, 'If I had a store in a town of about five thousand to ten thousand population I never would cut one penny from the price of any article in stock. In our location cut prices are necessary. They MAKE our business. But the same policy will BREAK the small retailer. He hasn't our unlimited list of prospective customers. His every effort should be directed toward building up permanent trade. That is the only way in which he will permanently succeed.'

"Perhaps that manager's view was a bit radical. There are times when bargain sales on slow moving stock are advisable even for the small retailer. But he had the right idea. Why, I can point out to you a certain middle western town of a little less than five thousand population, where EVERY dealer is a cut-price fiend. Naturally, they are all on the verge of bankruptcy. And the tragedy of it is that they don't know where the trouble lies. When the profits come up minus at the end of a month, instead of getting

'next' to themselves they desperately chop off a few more pennies, vainly hoping to beat off competition. It is an eternal, hopeless circle."

"But what is to be done about it?" interposed The Young Advertising Manager. "You are continually telling me that the retailer is becoming more progressive each year. Can't we have an educational campaign against price cutting?"

GIVE HIM FRESH IDEAS

"Yes," conceded The Man, etc., "it is possible to accomplish a good deal in that way, but at best is slow, up-hill work. Making a man a better and more progressive merchant is a comparatively simple matter. Making a merchant a better advertising man is quite a different matter. Stock and cost systems have been perfected which are practically automatic. But no one ever has invented an effective automatic advertising system for dealers.

"The trouble with all our propaganda against price cutting is that it has not gone far enough. We have told the dealer that we shouldn't use cut-price advertising but we haven't given him anything to take the place of it.

"The average retailer is not an

Pages from the Manual of a Stone Age Salesman



Method Is Everything, ADVERTISING & SELLING'S Staff Cartoonist Reveals

advertising man. But you will find him very receptive to new ideas. He will welcome with open arms the man who can give him a new sales idea.

"It seems to me," continued The Man, etc., "that this is a problem each manufacturer must work out for himself; if he doesn't want to see his product listed in a cut-price advertisement it is up to him to furnish the dealer some better way to advertise it."

"You mean that the manufacturer should furnish dealer electrotypes?" queried The Young Advertising Manager.

"Well, yes," replied The Man Who Has Been Through The Mill. "That is one form of publicity and a very good one. But make sure that they are *dealer* electros and not *manufacturer* electros. The day is coming when the dealer will get the big end of all local advertising. 'Dealer helps' are going to be real dealer helps. They are going to give the dealer some constructive assistance in running his store.

"Such dealer helps would very closely approximate an automatic advertising service for the retailer. Of course these helps would advertise the manufacturer's product; but

only in a nominal way. They should be sincerely designed from the retailer's point of view, to help him build more business, not solely for the manufacturer's product but for his entire line.

"I know enough about retail merchandising to feel sure that the dealer will use advertising matter of that type. As soon as a manufacturer gets that kind of copy working for him his price-cutting troubles will decline at a rapid rate."

And The Young Advertising Manager agreed that it looked like a logical plan.

## Getting a Connection with Prospects

How the Edison Electric Appliance Company Is Reaching Thousands of Possible Buyers

By W. P. JOSEPH

THE advertising being done by the Hughes Division of the Edison Electric Appliance Company, featuring the Hughes Electric Range, is worthy of note for several reasons. One is that it marks the new era of electric cookery which is now upon us. Another is that it represents the high water mark of electric range advertising, reflecting a state of development of which the electrical industry may be proud.

Very few campaigns have been planned with as much care as that given the current Hughes Advertising campaign. It was the object, in preparing each piece of copy, to insure a continuity of appeal that would develop the electric cookery idea from every possible angle and leave in the reader's mind a feeling that electric cookery was not something new and untried, but rather a logical development of the present day and age.

To many of the millions of readers of the *Saturday Evening Post*, *American Magazine* and *Woman's Home Companion* electric cookery was not a new idea. To countless members, however, it was otherwise. For example, thousands now are cooking electrically in all parts of the country. Others, however, may never have known it was possible to cook by electricity. It was with these two classes in mind that Hughes Range advertising was planned.

In the *Saturday Evening Post* a comprehensive schedule of four full pages was laid out. Each page developed a single phase of the electric

cookery idea, such as elimination of the servant problem, possibilities of better cooked foods, simplicity and convenience of operation. In the *American Magazine* a four-color page emphasized these points in an interesting manner. The same copy was used in the *Woman's Home Companion*. Another page was used explaining the merits of electric canning, baking and broiling.

The purpose of the copy was to arouse interest in electric cookery in the mind of every reader of these ads. Readers were advised to "see your electric lighting company" for further particulars. This was done to enable the prospect to go to some one in her city and secure a demonstration of electric cookery which

would familiarize her with the various points of superiority.

### PAINTING THE SEVERAL PICTURES

The style of copy used is not blatant nor hysterical. Although addressed to women, there is no perfumery about it, for it is "straight stuff" from the shoes up. The following is a sample, most of it being matter-of-fact, and a little of it being ambition-building or desire-creating material:

**Clean:** Is there any other range where you would lift the kettle right off the cooking surface and wipe it with your dainty handkerchief? The heat in an electric range is produced by coils of wire which glow cherry red—no soot or smoke or vapor—no ashes or other litter. The room is immaculate; the air is uncontaminated.

**Quick:** The very second you decide you need heat you have it; if a fast operation, turn the switch to "high"; if less heat will do, turn it to medium; if it is a slow operation use "low" heat. This promotes scientific cooking.

**Cool:** In electric cooking the heat is applied directly to the work with minimum loss. You can place your hand beside the element of a Hughes Range when operating on "high"—there is so little radiation that the temperature of the room is unaffected.

**Scientific:** Because the heat is always under instant control; the operation once performed can be duplicated repeatedly with unvarying results.

Moreover, all electrically cooked foods retain more natural flavor, juices and salts than when cooked otherwise.

Just think of your own kitchen equipped like the one above; think of a range with the worries and trouble left out, think of the comfort of yourself and family.

The Range shown above is the famous Hughes "50," which is fully competent to handle the complete cooking for a large family.

In every Lighting Company there is at



The direct appeal seen in this ad.



# Are You Selling the Sunny South?

Business Is Booming as Never Before Below  
the Mason-Dixon Line and National Adver-  
tisers Ought to Know It and Help It Along

By ALLAN DUANE

**M**OST of us who live "up North" or "down East" or "out West" know all about the South. We know that the men wear gray, broad-brimmed felt hats, affect drooping mustaches, hold barbecues and recall the days when mint juleps made an excuse for idle hours.

From the movies we gather that a great many banjos are used. From the books we find that their main stock is chivalry and hospitality. Going further west in the South we discover, from these same sources, that shooting irons, roulette wheels and ponies constitute the major portion of consumed goods.

It is a fact that this conception of the South and Southwest is so well fixed not only at home but abroad that the French people hailed the first contingent of American troops with unbounded delight because they thought, from the campaign hats, that they were "cow boys."

There is no argument against the fact that for generations the South was the land of ease and leisure where the swirl and crush of industry and commerce had not broken many hearts or disturbed many peaceful afternoons. The numerous resort places helped suggest the idea of a good place to rest and take life easy and the idea was not—is not yet—far from wrong.

But there has been a remarkable change in the South. In matter of years it is undoubtedly recent but it is not by any means sudden or unexpected. It is not a forced draft, but a natural development. Neither is it fair to term the change an "awakening," for it is really more in the nature of an evolution.

## THE BIG CHANGE IN DIXIE

Yet dropping the word battle, the important thing is that there is a new South on the lower half of the map of the United States. It is a territory full of immeasurable possibilities, unfathomable resources and incomprehensible prospects. To the advertiser of to-day this new South assumes the character of a horn of plenty which makes the proverbial and well-known cornucopia look like a tin whistle. And the underlying factors are important. The psychology of the new movement is worth notice, for in it rests the as-

## GOING SOUTH

*THE Old South is no more, and whatever may be the sentimental pinings of the few over that fact, the alert, energetic dwellers below the Mason and Dixon Line are finding so much satisfaction in the new state of affairs that they are determined never to halt the march of progress and prosperity.*

*The writer of this article is addressing producers and merchandisers, not in the New South alone, but everywhere men—and women—read.*

*If there has been, in the past, a too uneven distribution of industry, a too lop-sided trend of employment and a too one-sided apportionment of wealth, such conditions seem to have been remedied.—THE EDITOR.*

urance of stability and perpetual movement along the lines of prosperity.

Charles A. Selden, writing in the *New York Times*, puts it briefly in the following lines:

"It isn't easy, quick money that has come to the South, but the realization that, instead of one easy but no longer sure way, there are many methods of producing wealth. And, with the old time inertia overcome, they are all being put into operation regardless of the difficulties and the dread of change. I am not speaking merely of great land owners or the few foreign syndicates operating cotton plantations or industrial enterprises, but of the thousands and thousands of small land owners and tenement farmers, both white and black, who among them produce all but a small fraction of the crops of the South. The things which most impress the stranger traveling about this country and talking with its people are the optimism and enthusiasm for new things, the absolute freedom of the South from the spirit of anarchy and the absence of provocation of the spirit of anarchy. (They have all been poor and hard hit together and they are recovering together.) And, also, a noticeable lack of selfishness and a refusal to throw into the discard the sort of sympathy that was so thoroughly aroused three years ago. Active campaigns are going on everywhere in the South for the relief of destitute peoples of Eastern Europe, and never before has there been such general recognition of the fact that the negroes must have better facili-

ties and more help in attaining their own welfare."

That attitude presents a vast amount of encouragement to the man who is searching for the development of the human factor as the first essential of general progress. It is the attitude of the New South.

## APPLIED STATISTICS

Even these generalities are convincing. To support them there are endless yards and volumes of figures rising to greet one almost without effort on the investigator's part. Cotton, of course, comes to the mind first. Cotton is one of the popular conceptions of southern activity—so popular that most of us overlook the multitude of other fields in which Southerners are getting rich.

But, taking cotton first, we find that the production of that commodity for the fiscal year of 1919 exceeded six billion pounds. The export of cotton goods for the same period ran well over 800 million dollars. Do you realize that if the cotton states sold that crop for 35 cents a pound, a little less than the prevailing price on the first of September last, they would have received for it 3,100 millions of dollars—more than one-half of all the money in circulation in the country on that date.

And that is only one single industry of the South. Let us go a step further. Considering that "the South" includes the States of Delaware, Maryland, Texas, Arkansas, Oklahoma, Florida, Georgia, Kentucky, Louisiana, South Carolina, Tennessee, Virginia, West Virginia, Mississippi and the District of Columbia, we find that nearly three million farms in this region represent a valuation (1910 figures) of eight and one-half billions of dollars: 20 per cent. of the total valuation of agricultural America and enough money to pay the cost of the Civil War seven times over.

To give you an idea of the new slant Southerners are taking on agriculture, it is interesting to note that out of 39 agricultural schools in the country, 25 are in the States I have mentioned.

Without getting too far away from this subject, it might be well

(Continued on page 30)

# Building a Giant Industry His Life Pleasure

Samuel C. Dobbs, the Boy Farmer, Porter and Drug Clerk, Who Now Is President of the Coca-Cola Company.

By HAROLD F. PODHASKI

**D**OWN a hallway, in an office whose door bears no legend "Private," you will find Samuel C. Dobbs, just as I did, going over the big affairs of a vast enterprise, but not too deeply engrossed to give a minute to each comer and more to him whose business requires it.

All I wanted was the story of this man's life—from his own lips if I could get it.

"I'd like just a little of your time, sir," was the rather timorous way in which I started to pop the question.

"All right, you shall have it," said the busiest man in Atlanta, Ga. "But, to be fair at the outset, I'll tell you that I won't buy another nickel's worth of life insurance."

This was the Dobbs I had heard about—had heard captains of finance and leaders of industry discuss with respect; the personality who drew me, from more than curious motives, to that great and thriving Atlantic Coast port city; keen, far-sighted, anticipating future events without their fleeting shadows being cast before.

There you have a close-up, to borrow a movie term, of the President of the Coca-Cola Company, a giant industry erected upon the enduring foundations of inventive genius, sound judgment, expansive policy and adequate, constructive advertising.

Mr. Dobbs is one of those builders who long ago recognized the truth that money used for advertising of the proper kind is an investment and not an expenditure. The Coca-Cola Company recently was reorganized as a \$10,000,000 corporation and it was at that time that Mr. Dobbs was elevated from the vice-presidency and sales managership to the presidency. That \$10,000,000 capitalization represents merely the money put into the great concern; the real value of the business lies in the accumulated results of its advertising. And nobody ever has figured out just what the sum total of that might be.

#### THERE'S REFRESHMENT FOR ALL

Perhaps a few words here regarding the growth and development of

the Coca-Cola Company will not come amiss, for it has been under the guiding hand of Samuel C. Dobbs, in the last few years, that this business had grown to its present proportions. The company's bankers and Mr. Dobbs have vouched for some figures on this amazing development.

In 1886 the total output of coca-cola was twenty-six gallons. Ten years later, in 1896, this output had reached 117,636 gallons. In 1906 the total was 2,107,661 gallons; in 1916 it was 9,715,892 gallons and for the first seven months of 1919 the output was 11,099,569 gallons.

The company's net sales in 1918 amounted to \$12,892,568, of which amount the net income before Federal taxes was \$2,672,895.

In July, 1919, more than 280,000,000 glasses of coca-cola were consumed. About 70,000 soda fountains throughout the world handle the product and more than 1,500 companies are bottling and reselling coca-cola. The main plant is in Atlanta, but there are also manufacturing plants at Chicago, New York, Dallas, Los Angeles, Baltimore, Kansas City, Philadelphia, Havana, Toronto and Winnipeg, securing perfect regional distribution.

Samuel C. Dobbs, to reveal a bit of family history, was born on a plantation in the western part of Georgia, not far from Villa Rica, on November 8, 1868. But you'll have to agree that at fifty-two he looks forty going on thirty-five.

Mr. Dobbs' father was one of those grand old Southern planters with whose lives, so full of dignity, not untinged with sorrow, the pages of American romance and history shine.

Samuel Dobbs, probably partly because he was a lad with ideas all his own and further because family needs were often pressing, spent only a single year in school. His books had to be sandwiched in between work on the plantation.

When he was fourteen his father's health failed. Young Dobbs took up the management of the large plantation. Henceforth he was the sole support of parents and his young sister.

#### THE PLANTER TAKES TO BUSINESS

By day he worked in the cotton fields, his evenings he devoted to study under his mother's tuition. "If I have had any success in the commercial world I owe it to my early training and teaching of my mother," "Sammy" Dobbs of to-day declares.

When young Dobbs was eighteen he went to Atlanta. By good luck—or was it another proof of his uncanny foresight?—he applied for a position in the wholesale drug establishment of Asa G. Candler & Company and was hired as a porter at the then generous salary of \$1 per day. I say there was good fortune in the choice of jobs because Asa G. Candler is the name of the man who fathered Coca-Cola and Samuel C. Dobbs, porter of 1886, is none other than the president of the corporation to-day.

Being a youth of ambition, with a will to do, young Dobbs decided not to try to settle down, either as a porter or at a dollar a day. He studied at night and took a keen interest in the drug business. It was natural that his employer gave him opportunity to master the details of the business.

In 1888 Mr. Candler obtained the Coca-Cola formula and began the manufacture of the now famous beverage as a part of his wholesale drug business.

Samuel Dobbs has been in the industry since its inception and there is scarcely any job around the Atlanta plant which he cannot fill, from filling barrels to general office clerk. And he was the first man to take to the road as a traveling salesman with samples of a then unknown product.

#### THE A. A. C. OF W. PICK A LIVE ONE

In August, 1909, Mr. Dobbs, then almost unknown to the outside world, was elected president of the Associated Advertising Clubs of the World at Louisville, Ky. At that time he was sales and advertising manager of the Coca-Cola Company and it was the remarkable success he had attained in this position that brought him the highest honors in his craft. The organization then had but few members as compared with to-day, and was devoted mainly to mutual entertainment at conventions held yearly. At Omaha, in 1910, the clubs re-elected Mr. Dobbs, this being the first time in the history of the organization that a president had succeeded himself in the chair. At Boston, in 1911, he relinquished his duties and a seven-passenger automobile, a silver service, a silver loving cup and other gifts were the beautiful trifles with which the A. A.

C. of W. expressed appreciation of him.

Mr. Dobbs, during his two years as executive head of this association, travelled more than 35,000 miles, delivered 105 speeches and devoted a major portion of his time and a great deal of his own money to the development and uplift of all phases of legitimate advertising. During his executive administration the Educational Study Division was organized, which has accomplished great things for good advertising, and as a result of which Schools of Commerce have been established in a majority of the larger universities of the United States and Europe.

An idea of the esteem in which Mr Dobbs is held by the sales representatives of his company was gained in the recent unveiling of a bronze bust of Mr. Dobbs in Dobbs Hall, at Emory University, in Atlanta, presented to the university by the sales representatives. The building itself was a gift from Mr. Dobbs.

Samuel C. Dobbs is a member of the three leading clubs of Atlanta, a director in seven banks and corporations of the city and is devoted to public work. His war work and generosity, like that of his company, are subjects that all the South has discussed.

On January 1, 1919, Mr. Dobb was elected to the presidency of the Atlanta Chamber of Commerce. It is a big job for a real man and far enough removed from political influences to fit well. Mr. Dobbs is one of the really qualified who will not be in the race for the presidency, or any other office this year or next, or any other time. He prefers athletics, including riding, fishing and hunting. He plays an excellent game of golf, and when not ferreting out lost balls, finds time to hunt big game in the Rockies or the Canadian woods. He wins trophies equally well with the putter and the rifle.

But don't let any of these facts prejudice you against Dobbs, the man. In spite of his genius, his popularity, his game of golf and his speed on the draw (in the woods and hills) he is a real fellow, a sales wizard and an advertising example for a multitude whom he would enjoy teaching the ropes.

The third of a remarkable series of stories about persons who have been instrumental in advertising and selling their way to success will appear shortly in ADVERTISING & SELLING.

**Former Advertising Manager Goes with H. E. James Advertising Agency**

W. A. Schmitt, formerly with the Franco-American Food Co., advertising manager and assistant sales manager of C. F. Mueller Macaroni Co., and advertising manager of the Regina Co., has joined the copy and plan department of the H. E. James Advertising Agency, Inc.



SAMUEL C. DOBBS

**Ralph Bevin Smith Is Appointed Associate Editor, "Advertising & Selling"**

Ralph Bevin Smith, Assistant Sunday editor and feature writer on the New York *Herald*, has been appointed associate editor of ADVERTISING & SELLING. Mr. Smith has an intimate acquaintance with the advertising field. He was graduated from the Columbia University School of Journalism, and has been engaged in practical advertising work in several capacities, notably as advertising manager for a large eastern chain of department stores. When the *Herald* was amalgamated with the New York *Sun*, Mr. Munsey assigned Mr. Smith to the feature staff of the *Evening Sun*, and it is from this newspaper that he comes to ADVERTISING & SELLING. In the war, as an aviator with the Royal Air Force, Mr. Smith was captured by the enemy and spent nine months in Germany. After his return he re-entered the journalistic field in New York City.

**Goes to Cuba to Study Conditions for Hoyt's Service**

Harrison J. Cowan, manager of the Foreign Department of Hoyt's Service, Inc., New York advertising agency, left on March 5th for Cuba, where he will con-

duct a rather intensive investigation on market and advertising conditions on behalf of several of the clients of Hoyt's Service. While down there Mr. Cowan will review the agency connections of their clients and secure data on future sales possibilities.

Competition of German firms, while to date not of serious consequence in the United States, is already of considerable importance in Cuba. Sales of a number of lines of merchandise are already being made at starvation prices. As an instance, clinical thermometers are appearing in Cuba at 10 cents each, from Germany, as compared with about a dollar for a similar American made article. Advertising of "Genuine German Neo-salvarsan" is already running in the Cuban newspapers. It is the effect of this as well as the competition from other sources that will be studied by Mr. Cowan on this trip.

**Willys-Overland Advertising Head Is Now Directing California Motor Ads**

Joseph B. Sutphen, former advertising manager of the Willys-Overland Company, Toledo, O., is now advertising manager of the California Motor Car Corporation, Los Angeles.



# When is an Advertisement not an Advertisement?

(IT HAPPENS IN THE BEST AGENCIES)

By H·T·F·HUSTED

A "CONFERENCE" was on. Among the dramatic personae were the man directing the account, two assistant "executives," the copy writer, the layout man, the art manager and his first lieutenant.

An important campaign was about to be "whipped into shape," to use the time-honored expression.

The layout man spread his initial efforts out on the table, and in a few well-chosen words explained the effects he was trying to achieve.

Silence for the space of a couple of minutes, while the account handler was appraising the layouts with non-committal eye. Silence during which you could have heard a Smith Bros. cough drop.

"These are good—very good," ventured the critic, at length, in that tone which precedes the use of a certain unpleasant preposition. "But there's just one thing I'm afraid of—they're too 'advertisingy,' if you get what I mean. My understanding was that we were to adopt an editorial treatment. Frankly, those news-features in the Sunday Magazine sections of the newspapers have

got me stopped. . . . As an advertisement this is good—very good—but—be honest, now, Joe—if you were skimming the pages of the *Crimson Alibi*, and you came to this ad, would you take it for a Sunday-Magazine story? No—of course you wouldn't! For one thing, that slug is too big. It gives you dead away. Don't be in such a hurry to tell 'em who you are. Drag it out a little. Spill it gradually. When people see that slug, they'll say, "So they're advertising again, are they?" and turn the page. . . . The illustration, too. It could be a couple of sizes smaller and still be a first-rate attention getter. . . . And why not leave the border off altogether and set the copy flush with the margin? . . . By the way, let's have a look at the copy. . . ."

Once again—silence. The chief scrutinizes the copy, and the copy man scrutinizes his chief's face narrowly, hoping to detect therein the signs of the times. He might as well try to guess what the Sphinx is thinking about.

"Good—very good," vouchsafes

the chief at last; "as an advertisement, very good, indeed. . . . But—my understanding was that you were to handle this subject in a somewhat different vein from that which we have been using. . . . You were, in short, to get completely away from the brass-tacks stuff and write as you would as if you were the beauty editor on a big paper. Can you imagine a beauty editor employing this sharp, staccato style? Of course you can't. A beauty editor would never use that caption, for example. It's a fine advertising caption, I admit—but as the caption to a column of beauty hints, it misses fire. . . . I think we had better try this again, from a different angle. Plan the page to look like a news-feature article over in the middle of the magazine. Write the copy from the viewpoint of a beauty editor on a big daily. Forget that you're an advertising writer. Forget that this is an advertisement. Think of it as commercial news. You're the beauty editor. You've got a big message to get across to the women of America. Very well—go ahead

# THE NEW YORK GLOBE

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Offers the general advertiser the most favorable opportunity for making his appeal to a large body of responsive and prosperous readers at fair rates.

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The Globe makes no boast of being the biggest or best, but in carrying a great volume of the best of local retail advertising proves that it produces results.

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The Globe is rather particular regarding the advertising it admits to its columns, and its readers have confidence in the offerings that appear there.

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# THE NEW YORK GLOBE

JASON ROGERS, *Publisher*

*Member  
A. B. C.*

*180,000  
A Day*

on that basis—and let me see the result day after to-morrow. As the thing stands now, it looks too much like an advertisement!"

Too much like an advertisement!

After all, is it possible that there was something in what the chief said? A good reason for his preferring not to have an advertisement look like one?

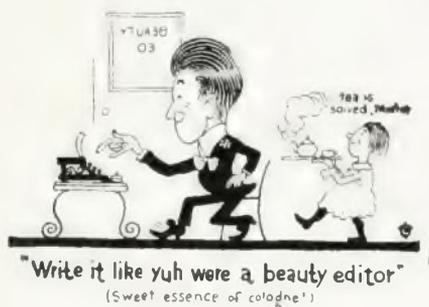
Advertising is being indulged in to-day as never before. "The World's Greatest Newspaper" is frankly discouraging the use of full-page advertising.

It is obvious that the crowded condition of the magazines and newspapers tends to detract from the face value of an advertisement—unless the advertisement carries an unmistakable air of "stop, look and listen"—which it is up to the advertising man to put in it.

Gone is the time when the full page advertisement dominated the situation by sheer weight. Even the once-revered double-spread has lost its novelty. Color pages are so common that black and white pages have a pretty good chance, these days.

To make an ad stand out, then—that is the question. The next question is, *how* to make it stand out?

The effort to bring this about—to clothe the harmless necessary ad



with something which shall enable it to wave to the reader from its obscure lurking-place, is proving a sore temptation to cut loose from the conventional trappings which say to the public, as plain as can be, "This is an ad."

So, we have the ad that is garbed like a spring poem; the ad that talks like a beauty editor; the ad that starts out like a short story; the ad that poses as a special news article in the Sunday Magazine Supplement.

Where will this end? If the tendency continues, we may yet witness the phenomenon of an advertisement which "stands out" in the advertising pages, by virtue of its striking resemblance to a real, genuine, dyed-in-the-wool advertisement!

Can you imagine the proprietor

of a six-cylinder concern saying to his chief designer, "I'm afraid of that model, Jim—it's a beauty, I know—but—well, it looks too much like an automobile!"

Imagine a man trying on some duds at Brooks Brothers, and say-



ing to the salesman, "I'm certainly tempted to take this one—it's just what I want—but—maybe I'd better not—I know my friends would take it for a suit of clothes!"

What is advertising, anyhow? Must it seek to camouflage itself—must it, to be successful, look like something else? We ask to know, as Hashimura puts it.

THE COPY MAN'S WORK IS CUT OUT AND CUT UP

And don't forget the copy man. He has his work cut out for him—and sometimes he has it cut up for him. He has to be a versatile guy to get away with his job. About 50 per cent. of the time he must forget that he's a writer of ads, and hypnotize himself into believing that he's Ring Lardner or Holworthy Hall or Walt Mason or Daisy Ashford!

He's got to know how to compose doggerel—write like a reporter on the *World*—or like the beauty editor. Taking off the style of a current best seller is an assignment he should be able to eat alive.

But let us look on the bright side. There are times when the copy man puts it over with a roar. He knows he has earned his *sal attica* when the chief looks at the product of his bean and says with an approving nod, "There now—whuddi tell you!—you can do it, if you want to—don't tell me you can't!—why, old man, that don't look any more like an ad than I do!"

#### C. A. Hoppock Manager of McCann Company's Markets and Media Staff

The H. K. McCann Company announces the appointment of C. A. Hoppock as manager of its research department, embracing market survey work and the study and analysis of advertising media and media conditions. Mr. Hoppock is a graduate of Lehigh University, Engineering Department, and for the past several years has been Commercial Engineer of the Chesapeake & Potomac Telephone Company, Baltimore, Md., where he has supervised the work of territorial development and rate studies.

#### Raymond B. Bowen Goes With "The Nation's Business"

Raymond B. Bowen, president of the Representative Club, and on the advertising staff of the *Outlook* for seven years, has resigned his position with that publication to become central advertising manager of *The Nation's Business*, Washington, D. C. As manager of the central territory, Mr. Bowen will make his headquarters in Cleveland, and within the next few days he will open an office there.

#### Coloney Becomes Advertising Director for Home Pattern Co.

Leslie H. Coloney, who for the past three years has been general sales manager of the Home Pattern Co., New York, sole manufacturers of patterns for the *Ladies' Home Journal*, has been made advertising director of the company. The company's publications, illustrating and describing patterns, are: *Home Book of Fashions*, *Home Embroidery Book*, *Good Dressing*, *Exclusive Dress*, and *Home Dressmaking*.

#### Prize Awarded to the National Lamp Works of the General Electric Co. for Effective Direct by Mail Advertising



This is the solid silver loving cup awarded at the Convention of the Direct Mail Advertising Association held in Cleveland to the Publicity Department, National Lamp Works of General Electric Company, on behalf of the Addressograph Company of Chicago. The trophy represents the first prize offered for the most effective direct-by-mail advertising campaign of three or more pieces. Prof. George Burton Hotchkiss of the New York University was chairman of the judging committee.

The exhibit of the National Lamp Works consisted of several samples of their regular merchandising and campaign service designed to assist National Mazda distributors in developing their lamp and lighting business. It is a service that was begun in 1913 and has since become a most effective sales promotion activity.

# Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY  
10 cents in Canada



## Jackson and Collier's

The Jackson Motors Corporation is using more space in Collier's than in any other general publication.

# “Watch Collier's”

# Cotton IS King But—

There Are So Many Other Crops To Be Grown in the Southland That the Throne Trembles

By CHARLES A. WHITTLE

Editorial Manager Southern Soil Improvement Committee

ALTHOUGH the South always has been known in prose, song and verse as "the land of cotton," it is a vital fact that the glamour of the plantation long has blinded those foreign to the field to a real insight into the ramifications of the cotton industry. Cotton has been the bread and butter of the South for generations, but be that as it may, times have changed and the Southerner is glad to say now that he does not depend entirely upon any one commodity for his sustenance or prosperity.

Developments in the cotton fields have brought about a gradual and safe diversification of interests which not only promises great things for

future progress but actually proves by present day figures the existing difference in the power and desirability of a market composed of diversified interests.

The jumps are rapid. In 1919 as compared to 1918, the actual purchases in the South increased about 45 per cent. for the month of December alone. That 45 per cent. increase represents a jump of over a billion dollars, cold cash. Just for one month!

What has brought all this about? Why, the new South has been sold new crops.

Whereas the cotton farmer formerly raised about 20 to 30 acres of cotton "to the plow" he cannot

now see his way to grow more than 10 to 15 acres "to the plow." What is it that will pay him best on these acres which King Cotton has surrendered? "Now you are talking!" is the mental status of the cotton farmer when he kens that there is an answer to that question.

## NEW FERTILIZERS, NEW CROPS

One of the big industries that runs in low or high gear according to whether the farmer prospers much or little, is the fertilizer industry. In the Cotton Belt the making, selling and using of fertilizers is big business and, of course, where the boll weevil strikes the fertilizer business feels it.

In the last two years the destructive insect has invaded fertilization; that is, the region where fertilizers are used most on cotton. If fertilizer sales are to keep up in the region then other crops must utilize the acres that cannot be used for cotton.

Perceiving this the Southern Soil Improvement Committee of the Southern Fertilizer Association inaugurated a campaign under the conducive title, "More Money Crops." One of the most effective pieces of copy used is that reproduced here. It took full-page space in leading agricultural papers in the Cotton Belt and was printed in two colors. The same copy was made up into two color posters for display in banks, stores and on billboards.

## ADS THAT SOLD NEW CROPS

The argument of the advertisements leads up to the authentic, impressive figures of the United States Department of Agriculture. They are based on last year's reports and they deal with general averages. What farmer does not believe he can do better than the average?

The crop returns shown in the ads. are alluring. Peanuts, tobacco, sugar cane, sweet potatoes—any of them brought greater returns than cotton last year! Can the farmer escape conviction of the truth and be led thereby in his extremity in facing the fact that he cannot keep on growing cotton alone? He can. He has been.

Among the salesmen who are putting over these new crops are the agricultural colleges which are doing a vast deal. In fact, it is a big job, well engaged by many interests, with big results.

Mark this, the farm-buying power of the South is not waning because of the boll weevil. It is increasing, and will continue to increase.

**FERTILIZER FACTS No. 62**

## More Money Crops

*The Inevitable*

The time has come when the South must grow more money crops or fail.

Though cotton will always remain the South's greatest money crop, the Boll Weevil makes it certain that cotton alone is no longer enough.

*Promising Money Crops*

But there is no reason to be discouraged. There are other money crops that pay well and pay well. The report of the U. S. Department of Agriculture proves it. This report for 1919 shows the average returns per acre for crops grown in the South. Here are some of them.

Cotton . . . . .	Average \$ 70.87 per acre.
Peanuts . . . . .	70.93 " "
Tobacco . . . . .	265.37 " "
Sweet Potatoes . . . . .	134.19 " "
Sugar Cane (Syrup) . . . . .	203.00 " "

Why hesitate? Go in for at least some of these crops. True, the South is diversifying, but not to the extent of specializing enough on other crops that have a high cash surrender value.

SOIL IMPROVEMENT COMMITTEE



**Tobacco Average**  
\$265.37 per acre 1919



**Peanuts Average**  
\$70.93 per acre 1919



**Sweet Potatoes Average**  
\$134.19 per acre 1919



**Sugar Cane (Syrup) Average**  
\$203.00 per acre 1919

Southern Fertilizer Association  
SOUTH CAROLINA  
Spartanburg, S. C.

One of the effective ads used to turn Southern farmers to new crops

Railway  
Electrical Engineer

Railway  
Mechanical Engineer

Railway Age

ECONOMY

Railway  
Maintenance Engineer

Railway  
Signal Engineer

# When *they* got there, the cupboard was bare

**T**HAT is not quoted quite right and we know it, for we have taken a slight liberty with Old Mother Hubbard and brought her up to date, so to speak.

"What date?" Why, March 1, when the railways were returned to private control and when railway officials the country over found their roads—as far as the innumerable things needed for transportation are concerned—just about as bare as Old Mother Hubbard found her cupboard.

Every railway official recognizes the vast amount of material of all kinds needed to stock up the "cupboards" and every concern which makes the articles they need—need in such vast quantities—realizes that therein lies a sales opportunity which must not be neglected.

But how best improve this sales opportunity? Perhaps you are thinking that that is nearly as difficult as the problem which confronted Old Mother Hubbard, and certain it is that results are apt to be as bare as her cupboard if you don't approach the problem the right way.

"And what is the right way?" There are five right ways—all included in the *Railway Service Unit*: the RAILWAY AGE, RAILWAY MECHANICAL ENGINEER, RAILWAY ELECTRICAL ENGINEER, RAILWAY SIGNAL ENGINEER and RAILWAY MAINTENANCE ENGINEER—the big question being—which is the *best* for your use.

Five railway papers with a combined circulation of 40,000 copies are ready to serve you. Which one, or what combination, will serve you best? Put your problem up to us and we will tell you which paper to use and how best to use it.



**SIMMONS-BOARDMAN PUBLISHING CO.**

WOOLWORTH BUILDING  
NEW YORK, N.Y. U.S.A.

CHICAGO, ILL.

CINCINNATI, O.

CLEVELAND, O.

WASHINGTON, D. C.

34 Victoria St.  
LONDON

Each member of The Railway Service Unit is a member of Audit Bureau of Circulations and Associated Business Papers

# Meet the Ladies

Who is Who in the World of Successful Advertising Women

## Nell Vinick

Some time ago, old Uncle Jessup hitched his chair nearer to the pot-stove in a little grocery store on the outskirts of Kansas City, Mo., and "cal'lated" as follows: "Well, I'd like to know what we're all a-comin' to—this here Nell Vinick's gone and got a job as a typewriter in that Parisian Cloak Company's place!"

Because the young lady named had, sure enough, plunged into the swirling business whirlpool as a stenographer, at \$6.00 a week. We reckon some other Uncle Jessup's

about to put a new dye soap on the market, with the result that she was appointed their New York representative.

One gets an idea of the chorus of gasps greeting this new turn from the fact that the courageous lady's friends supplied her with all kinds of letters and recommendations for use in case she went broke in the Big City.

But she didn't go broke. To-day—the Channell Chemical Company having been made distributors for the Aladdin Dye Soap—Miss Vin-

## C. Claudia Moritz

To those who lean toward Southerners, particularly Northern-Southerners, we "take great pleasure, etc." Miss C. Claudia Moritz, an Alabamian by birth and a New Yorker by trade.

Educated in the primary schools of the South, Miss Moritz rather delved into poetics and other forms of literature at the tender age of ten. Not caring to have her third daughter snatched away by a commercial world, Mother Moritz destroyed her daughter's first attempts at short



JANE CARROLL—Left  
NELL VINICK—Right  
C. CLAUDIA MORITZ—Below



have calculated some other things since! Nell Vinick's second job was with a building supply concern where she eventually got tired of pounding the keys and went to the Chief for a selling assignment.

The Chief gasped but perseverance won and after two years of selling building products, the Little Nell of this story got to be sales-manager. Not so bad for a girl in her twenties—but not good enough. The next piece of town gossip was that the sand saleswoman had become a partner in a concern marketing a glove and shoe cleaning commodity. In her traveling all over the country soundly launching the sales and distribution end of the business, Miss Vinick came under the notice of the Aladdin Products Company,

ick is the New York representative of the Aladdin Department of that concern, with twelve salesmen and seven demonstrators working the Metropolitan district from her Manhattan office.

This, in short, is the career of Nell Vinick in advertising and selling. It is one that we admire—for we don't gasp any more in New York.

stories, but the "pomes" still live.

No serious harm came from these early literary attacks, however, so C. Claudia Moritz eventually matriculated in Barnard, remaining for two years and then switching to the Pulitzer School of Journalism, another division of Columbia University, in the role of the first woman to enter, graduating with the class of '14.

Parental concern spoiled her chances of accepting an offer from a New York newspaper, so Miss Moritz proceeded to land a job with the *Montgomery Advertiser*, one of the best known newspapers in the South. Her idea of working on a newspaper was greeted with mirth at first, but the editor finally saw the light and, after doing a page a

# ***Motion Picture Advertising That Will Sell Your Product or Service***

100% buying power circulation reached, in the most interesting, attention-getting manner possible and under conditions that assure maximum sales

## **NATIONAL GRAPHIC PUBLICITY SERVICE**

**"Business Service Motion Pictures With Guaranteed Distribution"**

is designed to serve industrial manufacturers and national advertisers and others who are alive to the utility of motion pictures for Sales, Merchandising, Advertising, Demonstration and Publicity purposes.

- skilful presentation of the manufacturer's sales and advertising message.
- technical interpretation of manufacturing processes and industrial operation.
- distribution plans and suggestions—when desired.

FREDERIC M. DOWD, Sales Manager  
National Graphic Publicity Service

## **NATIONAL GRAPHIC SALES SYSTEM**

**Motion Picture Advertising—Backed By a Real Merchandising Plan**

Here are two big questions for you to answer.

Do you want to intrench your business so thoroughly in the New England states that competition cannot affect it?

Do you want to increase the demand for your product to the limit of your production capacity?

The National Graphic Sales System will insure either or both of these important accomplishments.

We should be glad to tell you what this plan is; why it is so effective and how little it costs.

THEODORE S. HOWARD, Sales Manager  
National Graphic Sales System

# **National Graphic Sales Corporation**

*GERALD B. WADSWORTH, President*

50 East 42nd Street

:::

:::

New York City

week for a time, the B. Litt. turned to advertising writing for the stores and shops about town.

Nothing less than the metropolis of the world, however, could hold Miss Moritz, so she packed up and returned to New York. Starting by doing syndicate ad writing, the next shift was to agency work, then to an advertising managership, and finally back to the agency field.

Miss Moritz has been so hypnotized by the work that her chief ambition is to stick to it until she reaches the top of the profession—or goes over the top if possible.

And why not?

### Jane Carroll

When we speak of women in business it is common to think of newspaper writers, illustrators, department store and women's shop advertisers and such. This is instinctive.

Yet here is a Goode Ladye SELLING RAZORS for men in foreign lands to shave with!

Perhaps Jane Carroll, general manager of the American Safety Razor Export Corporation, has a particular aversion to beards, whiskers, moustaches, et al. Many women have. And maybe this idea of hers is simply a bit of strategy aimed at getting rid of as many beards as possible before—

But be that as it may, Miss Carroll undoubtedly got the idea in the little town of Ithaca where she went through Cornell University—that being a co-ed institution. Miss Carroll began business life by selling advertising for a trade journal. That had its limits, so the ambitious Cornell person organized an advertising agency of her own, based on the idea of capturing trade by advertising and selling to the whole blamed world.

In this connection she became the object of attention of the American Express Company and she finally went with that company as promotion manager of the export department. Her ability and personality won for her national and international respect and it is interesting to note that she was the first woman to sit at the speakers' table at the annual foreign trade convention.

Miss Carroll CLAIMS to love hard work and although that sounds a bit strange to us, her accomplishments and her capacity for the stuff certainly bear out the assertion. It was nothing but hard and intelligent effort that put her at the head of these horrible beard destroying forces banded under the firm name of the American Safety Razor Export Corporation!

### Tobacco Products Advertising Manager Changes to American Safety Razor Corporation—Cushman Will Now Direct Cigarette Advertising

C. S. Jackson, advertising manager of the Tobacco Products Corporation, has resigned his position, and is now director of advertising for the American Safety Razor Corporation, manufacturers of Ever-ready, Gem and Star razors. Formerly, Mr. Jackson, for three years, was advertising manager of the Wisconsin Condensed Milk Co., and two years art manager of the Atlantic Lithographic Co. He also had served with various agencies before undertaking last July the organization of an advertising department for the Tobacco Products Corporation.

J. C. Cushman, who was Mr. Jackson's assistant, has been appointed advertising manager. In conjunction with the Federal Advertising Agency, he will direct the publicity of the Philip Morris, Duke of York, Melachrino, Schinasi Bros., Afternoon, Milo, Rameses, Royal Nestor, Egyptian Prettiest, Serene, Army and Navy and English Oval cigarettes, as well as of many other brands of tobacco products. Beginning this week, Mr. Cushman commenced an intensive dealer campaign in New York on Melachrino cigarettes.

### L. A. De Vore, Advertising Manager of Conklin Pen Mfg. Co.

L. A. De Vore, who has succeeded William N. Bayless in the direction of Conklin Pen advertising, has been associated with large national advertisers for ten years. Prior to joining the Conklin Pen Mfg. Co., at Toledo, Ohio, he was with the Goodyear Tire & Rubber Co., Export Advertising department, specializing upon the Australasian and Pacific markets. Mr. De Vore has spent the last six years in the export field, and has made a number of trips to foreign countries in analysing merchandising and advertising.

### Department Store Advertising Manager Changes to Ford Agency in Atlanta

C. I. Harris, advertising manager for the J. M. High Company, of Atlanta, one of the big department stores of that city, has resigned his position to become affiliated with the plan and copy department of the George W. Ford Advertising Agency, Atlanta. Robert Reinhart, of New York City, succeeds Mr. Harris with the J. M. High Company, as advertising manager.

### Reuben H. Donnelley Elected to Take the Place of E. T. Meredith as President of the A. A. C. W.

Reuben H. Donnelley, vice-president of the Associated Advertising Clubs of the World, has been unanimously elected president by the executive committee of the organization to fill the office left vacant by the resignation of Edwin T. Meredith four weeks ago.

Although not in the best of health, Mr. Donnelley, at the insistence of the committee, has consented to accept the office and the attached responsibilities until the Indianapolis Convention in June. Mr. Donnelley, who is widely known as the president of R. R. Donnelley & Sons, Chicago, as vice-president, District No. 2, has looked after the advertising interests of the States of Ohio, Indiana, Michigan, Illinois, Wisconsin, West Virginia and Kentucky.

### Two Christian Science Editors Quit Posts; Boston Publishing Society and Church Directors in Controversy

William P. McKenzie, editor, Mrs. Ella W. Hoag, associate editor, and Elisha B. Seely, editorial secretary of the *Journal* and *Sentinel*, weekly and monthly publications of the Christian Science Church, have resigned their positions, on account of a controversy between the trustees of the publishing society and the directors of the mother church over the publication of certain matter considered by the editorial staff "unsuitable for purely religious publications." Trustees of the publishing society, who have brought suit against the directors of the church, hold that in resigning the editors have aligned themselves with the directors in the dispute.

### Keller Co. and Lesan Agency Merge

Ralph E. Keller, who has been operating an advertising agency in Chicago, as the R. E. Keller Co., has merged his business with that of the H. E. Lesan Advertising Agency. Keller becomes vice-president of the company, and will make his headquarters in New York, the joint accounts being handled through the Lesan offices in New York and Chicago.

### Cooper Sales Manager of Keystone Trucks

M. S. Cooper, associated for several years with the Willys-Overland Co., has become sales manager of the Keystone Motor Truck Corporation, Philadelphia. This organization is planning the production of a new truck to be known as the Keystone truck.

### Nash Motors Advertising Man with General Ordnance

H. T. Mitchell, at one time in the advertising department of the Nash Motors Co., Kenosha, Wis., has joined the General Ordnance Co., New York, to serve in an advertising and promotional capacity in the development of this company's farm tractor business.

### John Budd Company Open Atlanta Office

The John Budd Company, special representatives, have opened an office in Atlanta, Ga., with Meredith P. Martin in charge.

### In the Week's Mail

#### CHAMBER OF COMMERCE, POUGHKEEPSIE, N. Y.

#### Editor ADVERTISING & SELLING:

I have just recently learned that Maurice F. Duhamel, formerly of the *Evening Star* of Poughkeepsie, has become managing editor of your magazine. Because Mr. Duhamel was such a valuable factor in the Poughkeepsie Chamber of Commerce, when he was in our city, I am taking the liberty of writing you this letter, for I believe that you are extremely fortunate in securing a young man of his type.

In a Chamber of Commerce there are always certain men who stand apart from the others as community leaders and as citizens who desire to promote the welfare of the city in which they are situated. Mr. Duhamel during his many years in Poughkeepsie was one of these. He served with conspicuous ability on perhaps fifty different committees. In each instance he served his city in a manner which elicited for him praise and commendation, and one of the very serious losses which this organization sustained was when he left this city and took a position out of our community.

In a personal way Mr. Duhamel has considerable talent. He is an exceptional writer—an exceptional advertising man—and I hope that this letter from his own community and from the business organization with which he was at one time connected will prompt you to give him every consideration and allow him to carry out his ideas, for they will all redound to your benefit. Advertising men are known throughout the nation for their spirit of fairness, and I would say that on your paper a great future awaits him if given the opportunity.

Trusting that you will pardon this personal communication, I am,

Very sincerely yours,  
Alfred Jenkins,  
Secretary.

# The Booklet Cover as a Selling Force

Your Paper Salesman's Overcoat Merits Attention and Taste

By LEROY FAIRMAN

**W**HEN we have a message for the trade or the consumer which is too long for a letter and "can't wait" for the next annual catalog, we hustle around and "get out a booklet."

Generally speaking, we might have foreseen the contingency, and had plenty of time to make a booklet to be proud of. But we never do. We love to grapple with a contingency when it ripens and falls off the tree; this gives us an opportunity to show how resourceful and masterful we are. Any dub can handle a contingency if he prepares for it six months in advance. That, we are proud to state, is not our way. We are hustlers, and glory in it.

So our booklet is in a devil of a hurry. We write it the day we have promised copy to the printer. We put a type title on its cover, poorly set and badly placed—there is no time to waste on trifles. Maybe, if we can squeeze in an extra day, we have a lightning fast artist make a cover design whose predominating feature is a spirited sketch or stock halftone of a section of our celebrated 9-ply woven wire mattress.

While the printer is jamming the booklet through his shop we "get out a letter" to accompany it. The letter covers two pages, single space, and consists of a complete summary of the contents of the booklet.

Our booklet and our letter go out, "in less than a week," and we boast of this disgraceful fact with smug complacency.

Nobody reads the letter.

Nobody reads the booklet.

And we explained to the disgruntled boss that it's very evident that "booklets are no good for our proposition."

If you think this is a fanciful sketch of an improbable situation, please dig into the lower right-hand drawer of your desk and see if you don't fish out a booklet or two of your own that was produced, or looks as if it were produced, precisely in the manner I have described.

Sometimes, of course, the most far seeing and prudent man finds it necessary to get out a piece of advertising material in a hurry; but unless the message it bears is so im-

portant as to border on the revolutionary, the booklet which does not form a part of a carefully considered campaign and is followed up solely by a thick murky, silence, never produces satisfactory results.

## SELL THE BOOKLET

If a booklet is sent out as the first piece of a direct by mail campaign, the letter which accompanies it should state why it will interest the recipient and why it will pay him to read it. Succeeding letters should refer back to the booklet and urge its careful reading. An offer should be made to send another, in case the first one has been mislaid. If no response is received, it is often wise to send another anyway, and politely but pointedly insist that it be read. At whatever stage of the campaign it is thought wise to introduce the booklet, similar means should be taken, in greater or less degree to make sure that it is read. In this way a booklet can be made to produce results—if it is good enough.

It is not the present purpose to discuss *in extenso* every step in the making of a booklet which is good enough to spend money on; but the manner in which the outer physical appearance of the booklet may be utilized as a sales force.

The cover of the booklet is the

first thing the recipient sees—often it is all he ever sees.

The booklet comes to a busy man's desk with a bunch of other mail. Some of this mail may contain orders or remittances—that hope springs eternal in the breast of every business man. The envelope containing the booklet is non-committal; it gives no hint of its contents. When it is opened, the booklet and the letter which accompanies it are disclosed. Unless this is the last piece of mail to be opened, neither the letter nor the booklet can hope to be read at that moment. If the letter is long, and commences with "We enclose herewith," the chances are it will go into the waste basket then and there. If the cover of the booklet is commonplace, uninteresting or poorly executed, the booklet follows the letter into the same yawning tomb of 75 per cent. of all advertising matter. Good night!

Observe, if you please, that the fate of the booklet rests squarely upon the shoulders of the cover. If it goes to join the fated 75 per cent. in an immediate sepulcher, the cover is responsible; if it is held for future consideration, the cover is responsible. Therefore—the usefulness or waste of 75 per cent. of your booklet expense, depends, right at the kick-off, upon the cover.

## CONSIDER THE READER'S JOB

And the cover must do more—a whole lot more—than hold your booklet for further attention. No busy business man reads all the things he intends to read. He can't even find time to read the things he wants to read—tells himself he must read. If he reads half the books and magazines he fully intends to read



Front and back covers of a booklet used by John Chatillon & Sons. The colors are soft shades of blue buff, green and black. It is a book in which to record the baby's weight and other data.



Front and back covers of the Chicago Paper Co's booklet, in dark purple background, with a white roll of paper on which the figures stand out prominently

he does well. If he reads a quarter of the advertising matter he preserves for that purpose he does more than I believe he does.

The booklet, therefore, must compete with all the advertising matter its recipient intends to read, and with all the books, newspapers, magazines, trade papers and so on, which he feels he must read. Some job! What chance has the booklet with a cover which manifests not an iota of originality, attractiveness or selling force?

The ideal cover for a booklet is the one which makes the man who gets it slip that booklet into his pocket for fear it will get away from him. The booklet which goes into a man's pocket gets read, if it is readable.

Next best is the booklet cover which finds its way into the pigeon-hole or drawer set apart for things which are to receive attention at the earliest opportunity; next comes the one which is filed for future consideration; and close on its heels comes the cover which is too good to throw away—which lies on the desk or table and cries "pick me up" to everybody who sees it. The piece of advertising matter which stands out like a fire on a hill, wherever it may be, is pretty sure to be read—if it is readable—by a satisfactory percentage of the men for whom it is intended.

These are pretty stiff requirements—they constitute what is often described as a "large order." But we have no alternative; we can't afford booklets unless they sell goods; the booklets can't sell goods unless they are read; they won't be read if the cover doesn't insist on it. It is

strictly up to the cover, and the cover is strictly up to us.

As the thing most attractive to the human eye is color, the booklet cover should by all means have it. It should have plenty of it. It should be vivid but not violent; the colors used should force themselves upon the eye without offending the artistic sensibilities.

As the cover must hold the interest after it has secured the attention, it must tell a story, teach a lesson, or suggest a thought.

As the booklet must sell goods, the story, lesson or thought portrayed or suggested by the cover must be relative to the goods, their use, or their desirability. In other words it must embody a sales idea.

#### CONSIDER THE SUBJECT

One thing more: the booklet cover—in fact the entire booklet—must be pertinent to its subject and purpose. This includes size, stock, typography, arrangement, designing, colors and execution. A good booklet for garden hose is not a good booklet for ladies' hosiery. Yet how often the hosiery man—probably intended by Nature for the rubber business—falls in love with the garden hose booklet and passes it along to the advertising department with instructions to "get us up something like this!"

In so far as color and composition are concerned, what has been said concerning posters and other color work in previous articles of this series applies equally to the booklet cover. But there is one vitally important difference between the poster, car card or store hanger and the

booklet cover. The former convey the advertising message, or as much of it as can be conveyed through that medium; the latter seeks to compel the reading of a message which lies behind it. The task of the cover is heavier than that of the poster. The poster tells its story at a glance and has done its work; the cover asks the beholder to devote valuable time and voluntary effort to the reading of a presumably long story whose character it can only suggest. Hence the difficulty of producing a really efficient and satisfactory booklet cover; it is a job not lightly to be undertaken, even by the experienced advertising man.

#### COVERS FOR THE CUSTOMERS

In fact, the more experience a man has had, the more thoughtful and earnest deliberation he gives to the covers of his booklets, his catalogs, his house organs, his folders, and other direct mail advertising—for all of these present the same problem.

He realizes that the initial impression they create must help, if possible, to answer the eternal question, "What is there in it for *me*?" And the "me" in the case is not the advertiser, but the prospective customer.

The natural tendency of the advertiser is to play up his goods as strongly as possible. They are the darling of his heart, the apple of his eye, the bright and shining light by which he reads his title clear to fame and fortune. Hence he is likely to forget that the prospective buyer doesn't care two hoots about them; doesn't want to be bothered with them; has absolutely no interest in a picture of them—*unless* that picture in some way suggests an answer to that eternal question, "What is there in it for *me*?" That, after everything else has been duly considered, is the crucial test of your cover designs.

This series of articles—of which this is the last—would not be as complete or as useful as it should if something were not said with relation to the ordering, selection and purchase of commercial art. And in order that what I shall say may not be considered as mere theorizing, it is proper that I explain my title to speak authoritatively by stating that very few men have come into direct business contact with so many commercial artists as I have; that hundreds of thousands of dollars worth of illustrative material of every description have been produced under my supervision, and that for twenty years I have bought, sold and handled commercial art for America's

## "In value of Exports, New Orleans has advanced to the position of the second largest port in the United States, exceeded only by New York"

In a recent "Advice to Sellers Bulletin" Babson's statistical organization tells of plans for the establishment of a helium gas refinery at New Orleans, and adds: "The establishment of this very modern industry, with its great possibilities, is typical of the progressive attitude of New Orleans. *It is a city that should be given close attention in your selling plans.* In value of exports, New Orleans has advanced to the position of second largest port in the United States, exceeded only by New York."

# THE NEW ORLEANS ITEM

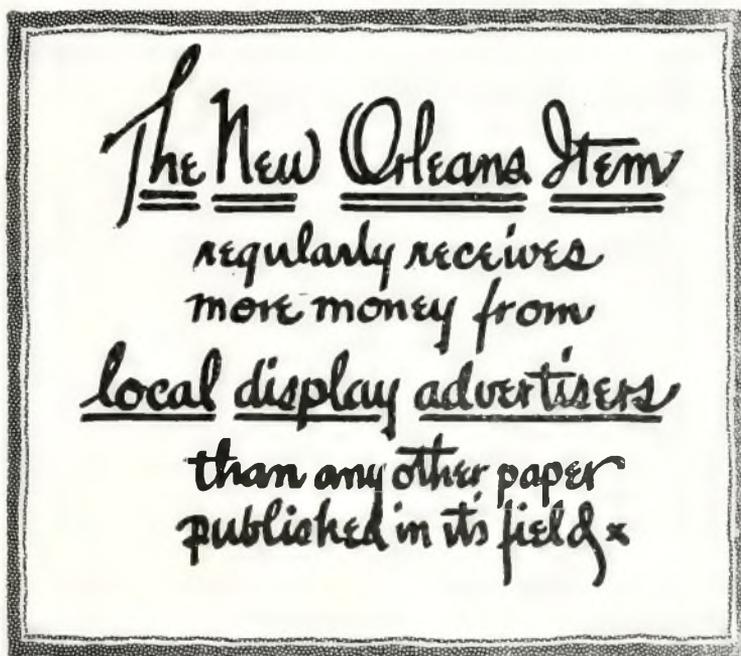
*"The South's Biggest and Best Afternoon and Sunday Newspaper"*

Is ever keeping pace with this remarkable city development (some knowing ones say, a standard bearer, well in the front)



The Book of Facts is a comprehensive report of a careful survey of New Orleans and adjacent territory made under expert and independent direction—and giving particular attention to every phase of commercial development.

It tells of the wonderful trade possibilities of this remarkable and thoroughly awakened and alive city and territory, and of the part THE ITEM, "the South's Best and Biggest Afternoon and Sunday Newspaper," is taking therein.



ONE department of THE NEW ORLEANS ITEM that is rapidly gaining the recognition of America's largest manufacturers who are entering this market with their products is THE ITEM'S TRADE EXTENSION BUREAU.

Advertisers all over the United States are taking advantage of the efficient and thorough cooperation offered by THE ITEM.

Composed of real live, energetic and aggressive men who are young enough in years to grasp the new and modern methods of merchandising, yet old enough to have obtained the confidence and good will of the commercial institutions who "do things," THE TRADE EXTENSION BUREAU of THE ITEM has gained the friendship of the New Orleans jobber and retailer through its never-ending cooperation long before and throughout advertising campaigns.

Authentic information concerning the New Orleans territory is being supplied to manufacturers daily—itemized detailed data covering trade conditions—what competitors are doing, and how you can successfully enter the market.

And to reach the retail merchant—the hardest man in the business world to reach—the man upon whom the success of an advertising campaign depends, THE ITEM publishes its retail newspaper, "MERCHANDISING AND ADVERTISING."

This newspaper for merchants not only reaches them but has become their trusted friend and counsellor.

Its influence, exerted in behalf of worthy products, adequately advertised in THE ITEM, is an important factor in the success of many campaigns in the territory.

Ask about the national advertisers for whom have been secured brokers, jobbers and dealers and who have successfully marketed their products with the aid of THE ITEM'S TRADE EXTENSION BUREAU.

## THE ITEM PUBLISHING COMPANY, Ltd.

NEW ORLEANS, LA.

JAMES M. THOMSON, Publisher

ARTHUR G. NEWMYER, Associate Publisher

## THE JOHN BUDD COMPANY

National Advertising Representatives

New York

Chicago

St. Louis

Atlanta

San Francisco

Los Angeles and Seattle

largest and most critical users of that commodity.

Firstly, do not buy an illustration from the portfolio of an artist who calls to show samples of his work, merely because it pleases your fancy and can, by the exercise of a little ingenuity, be adapted or twisted into applicability to your product or your merchandising problems. Ninety-nine times out of a hundred it will not fit your needs any better than the hat which pleases your eye will fit your head, and a hundred to one shot is too long a gamble—it seldom "comes through," as many of us have sufficiently observed. You will

be lucky if the design which is carefully and prayerfully made according to precise specifications actually fits your needs—don't take any chances with haphazard long shots.

Secondly, do not order, buy or approve a design merely because it pleases you, and do not turn one down because it doesn't please you. Most art that doesn't sell goods fails because it was bought to please somebody's individual taste. The design that pleases you will please everybody who thinks just as you do—probably a distinguished, discriminating, cultured, lonesome, negligible minority. You are not in

business to sell goods to yourself. Though you won't admit it, it is just possible that down deep in your heart you know that you wouldn't choose your own goods for your own use if it weren't for the looks of the thing. Your advertising should be directed straight at the heads and the tastes of the class who like your goods, or would like them if they tried them. Somebody knows by experience just what kind of advertising, just what kind of illustrations, will most surely and strongly appeal to that class. Find him; consult him; abide by his judgment.

#### BUYING ART WORK

Thirdly, do not buy art of anybody who prepares drawings or sketches on approval. If you do, you invariably pay too much. You may think you don't, but you do—you pay too much for what you actually *get* in the end. For those "approval" sketches have to be paid for by somebody—they represent time and labor which *must* be covered by a money equivalent. If you turn them down, the artist's other customers have to pay for them. If you order finished drawings, you not only pay for the preliminary sketches yourself, but you also help to pay for sketches which have been turned down by other people to whom the artist has submitted stuff on approval. However the transaction turns out, you lose.

There is another good reason why you should never ask an artist to submit sketches on approval. You pay, or should pay, for something more than the drawings you use. You pay for the artist's judgment—for the benefits of what may be a long and mighty valuable experience.

If the artist is to be paid a just and reasonable price for his work, approved or not, he will give you his frank opinion, his honest criticism, his best judgment. If he is not to be paid for his work, not to receive a definite order, unless he pleases your individual taste, his task is merely to find, by adroit questionings and close observation, just what will surely suit you and get an order out of you. An easy task for the artist, if he knows his business, but tough on you! You get art—or what you are pleased to call art—instead of the intelligent and profitable service you need and pay for. The artist has bent his thought and his energies to the problem of selling his work to you, and completely forgotten the problem of selling your goods to the public. How can advertising thus conceived and executed be successful and profitable?

## Trade Conditions Changing

The time is rapidly approaching when the supply of goods in many lines will exceed the demand. Competition will be keen again and manufacturers will have to do more than quote prices.

### *Our Premium Service Fits the Situation*

No stock to carry. No detail. No investment for premiums. You pay *after* the sale has been made.

Customers receive a direct monetary return for money so expended.

### *It Is "Good-Will Advertising"*

It insures continuous buying on the part of the consumer. Quality and price being equal, he will insist on such brands.

Among the nationally-known concerns whom we serve and to whom we refer are: The Nestle's Food Company, Lever Brothers Company, The J. B. Williams Company, Foulds Milling Company, Federal Snap Fastener Corporation.

If you have a trade-marked product, write us and we will tell you how our Premium Service may be used by you.

## The Premium Service Company

50 and 52 Franklin Street

New York, N. Y.

Esten W. Porter, President and General Manager

F. W. Hutchinson, Sales Manager

Telephones: Franklin 1130-1131

**Getting a Connection with Prospects**

*(Continued from page 6)*

the advantages of electric cooking. Armed with this data, Jenkins classified his customers and had his men hand electric range literature to their prospects.

The first two weeks of the campaign went so well that Jenkins was wiring for more ranges by the end of that time. His men were making sales, the ranges were going on the lines, the engineering and accounting departments were giving splendid co-operation as a result of his careful planning, and the company's load curve was taking an upward trend.

A third broadside, showing all of the remaining ads of the series, advertised the new Hughes Range Sales Service Manual, a book gotten out to help central stations merchandise ranges in a consistent, thorough-going manner.

A word about this book may not be amiss. Its purpose was to place before the central station manager all of the advertising and co-operative material put out by the Edison Electric Appliance Co., Inc., and to furnish comprehensive plans for the merchandising of Hughes Ranges along lines found most productive.

In its forty-eight pages will be found all of the Hughes co-operative material, proofs of newspaper ads, details regarding demonstrations, sales methods, advertising, service and repairs. In short, it constitutes a treatise on range selling that will prove a boon to the busy central station executive. This book is in line with the Hughes idea of giving the central station every possible help in selling its product.

The Edison Electric Appliance Co., Inc., sells a far larger number of Electric Ranges than any other company in America and its product is known from one end of the country to the other. As an indication of the effectiveness of its 1919 advertising it is interesting to learn that the sales of Hughes Ranges for the current year thus far are the greatest in the company's history.

The Hughes Division advertising is handled by L. H. Mertz Advertising Agency, of Chicago, which handles all of the advertising of the Edison Electric Appliance Co., Inc.

**Goodrich Finds "A. & S." a Help**

THE B. F. GOODRICH RUBBER COMPANY  
AKRON, OHIO

EDITOR ADVERTISING & SELLING:

Any man who is doing the good work that you are doing on your journal is entitled to a friendly word. I congratulate you upon the excellent magazine you are issuing. The contents are helping the physical appearance of the magazine pleasing and up-to-date.

Yours sincerely,  
E. D. GIBBS,  
Advertising Director.

**Des Moines Ad Club Raises Money with a Show to Send Members to June Convention**

The Des Moines Advertising Club held its annual show and frolic at the Orpheum Theatre in that city recently. Members of the club produced a short minstrel show as part of the entertainment. The net proceeds which were approximately \$1,500 will be used to send delegates to the national convention in June.

A unique advertising feature of the show was the distribution of merchandise as prizes to those holding the lucky numbers. Des Moines merchants donated the various articles and paid for the privilege of having them given as prizes. This feature alone netted several hundred dollars.

**Butler Brothers' New Sales Manager Is Devine**

W. L. Fish, sales manager of Butler Brothers, has retired from business, and F. L. Devine has succeeded him.

**The Advertising Department Gets Many Good Ideas from "A & S"**

THE ADA EVENING NEWS  
ADA, OKLA.

EDITOR ADVERTISING & SELLING CO.,

We are pleased to enclose herewith our check for \$3 in payment of another year's subscription to your publication. Our advertising department gets many good ideas from this work.

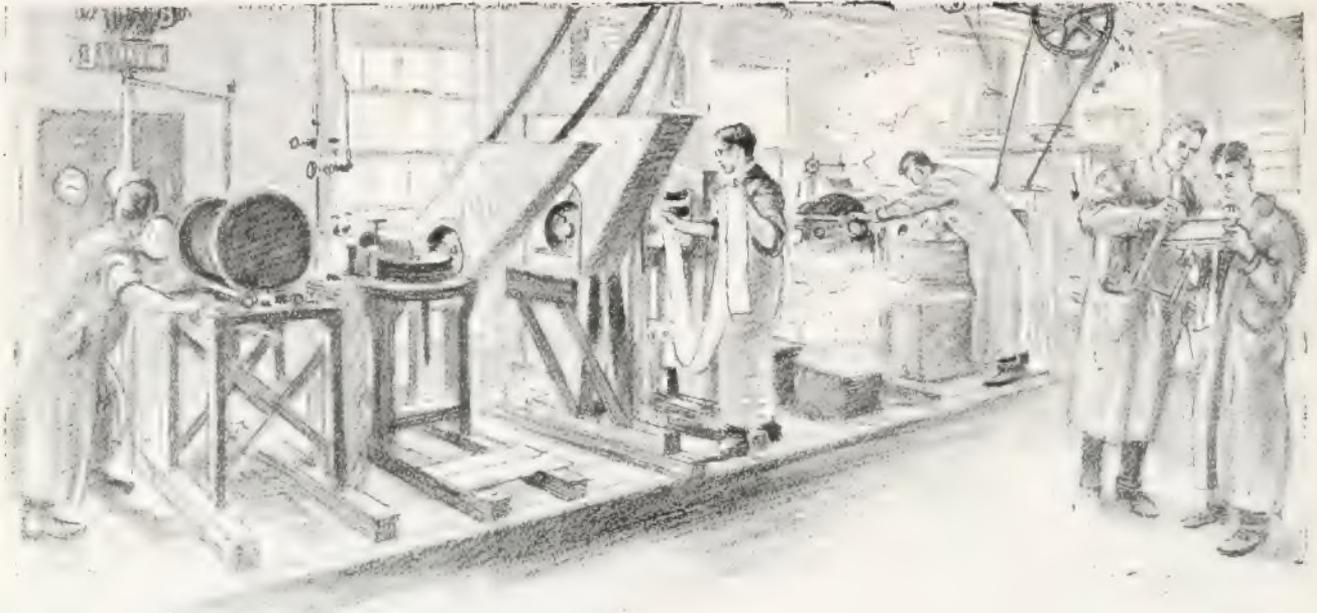
Very truly yours,  
THE ADA NEWS,  
By W. D. Little, Bus. Mgr.



*Just off the Press*  
*Send for free Copy.*

**RESULTS COUNT!** The American Exporter has *proved* to 1400 progressive firms that advertising placed in its columns brings *direct* returns. Read what leading manufacturers who have advertised consistently for from 5 to 42 years say of our service. Benefit by their experiences. A request will bring this interesting collection to you. Sign your name across this advertisement. Send it along to us and the book will be in your hands by return mail.

**AMERICAN EXPORTER, 17 Battery Place, N. Y.**



### List of Bond Papers

Coupon  
Archive  
Agawan  
Government  
Old Hempstead  
Persian  
Roman  
Hickory  
Contract  
Rival  
Japan  
Spartan  
Bankers  
Indenture  
Standard  
Vendome  
Debenture  
Security Trust  
Assurance  
Victory  
AIRPOST  
CHEVRON  
Gloria  
Quality  
Revenue  
Derby  
ACCEPTANCE  
Norman  
Option  
Freedom

Bond d'Aigl  
Shado-craft Paper

## A Scientific Basis for Quality Papers

AT Holyoke, Massachusetts, the world's paper city, has been established the greatest laboratory in the world for exploring the unknown in the chemistry of paper. Standardized paper quality! Reduced costs! Better paper and better values! These are its aims.

Just as electric illumination, photography, steel, artificial leather, cotton-seed oil, and coal-tar dyes have been studied scientifically, so is paper now being made the subject of scientific investigation.

### *Science solves difficult problem*

Take the case of securing unvarying raw material. "It can't be done," said the practical paper maker when the American Writing Paper Company's laboratory started on this problem a few years ago. Wood-pulp, cotton, rags, jute, esparto grass—these are the principal raw materials of the paper industry. No two trees are alike; therefore no two purchases of

wood-pulp can be alike. No two carloads of rags can possibly be alike. It seemed as if any attempt to standardize the making of paper was thwarted at the very outset.

Yet this problem has been solved—solved by setting up standards for the purchase, not of wood-pulp and rags, but of *cellulose*, which is the part of the wood-pulp and rags that the paper is made from.

### *The basis of fair dealing*

As long as the manufacturer himself is in doubt about his paper, he cannot assure you of a fair deal. He does not know accurately what he is selling. You do not know what you are buying.

But once the properties, the qualities, the characteristics of paper are scientifically determined, once standards are established, you know what you are buying. You have a definite basis for judgment.

AMERICAN WRITING PAPER COMPANY  
Holyoke, Massachusetts

# AMERICAN WRITING



## These standard sample folders eliminate wastage in buying printing

*Ask your printer for these three folders of standard waste-saving sizes—free*

THESE papers are supplied to the printer in sheets of only two sizes—folio, 17" x 22", and double-folio, 22" x 34".

To make your stationery, office and factory forms, he cuts these sheets into smaller pieces. If your forms are of such size and shape that there is waste in cutting, you pay for that waste.

There are 17 shapes and sizes, however, into which the sheets may be cut *without wastage*. No matter what the present dimensions of your forms, there are wasteless sizes which are *practically the same* as you now use.

By changing to these standard sizes and forms you can easily avoid a substantial money loss.

*Ask your printer for these three folders—supplied without charge by him*

The three folders shown above will be supplied to you free of charge. These folders contain specimens of Acceptance Bond, Chevron Bond, and

Airpost Bond, in the various sizes into which the original sheets may be cut without waste.

Acceptance Bond, Chevron Bond, and Airpost Bond, are products of our scientific methods of manufacture—quality papers made in volume and sold at "volume" prices by the world's largest maker of business papers. Quality and uniformity are guaranteed.

Use these samples to standardize your stationery and forms, and save money. The papers lie flat on the press, and are admirably adapted to offset as well as letterpress printing.

### **Acceptance Bond**

Substance Nos.—13, 16, 20, 24.  
 Sizes—17" x 22", 22" x 34"

### **Chevron Bond**

Substance Nos.—13, 16, 20, 24.  
 Sizes — 17" x 22", 22" x 34"

### **Airpost Bond**

Substance Nos.—13, 16, 20, 24.  
 Sizes — 17" x 22", 22" x 34"



### Special Uses of these Eagle A Bond Papers

- Letterheads
- Order Blanks
- Factory Forms
- Bookkeeping Forms
- Bills of Lading
- Statement Heads
- Application Blanks
- Memoranda
- Stock Records
- Petty Cash Forms
- Stationery Requests
- Expense Blanks
- Estimate Slips
- Time-keeping Blanks
- Special Notices
- Information Blanks
- Circulars
- Folders
- Shipping Tickets

# PAPER COMPANY

*Basing your paper selection  
on KNOWN FACTS*

**Paper Knowledge Means  
Greater Sales Power**

Paper is a vital factor in putting your sales story across—perfect reproduction—creating the proper mental attitude and approaching your prospect from the right angle are all dependent upon the proper selection of paper.

You can have a complete analysis made of your direct advertising that will form a profitable basis for your paper specifications

If you will send us samples of your direct advertising—catalogues, booklets, mailing cards, circulars, letterheads and house organs we will make a detailed analysis which will increase the results from your campaign.

Base your paper selection on known facts—no obligation, no expense but very profitable.

*Research Laboratories*

**SEAMAN PAPER COMPANY**  
1162-208 South La Salle Street  
CHICAGO, ILLINOIS



- JEWELRY
- FURNISHINGS
- MAIL ORDER
- BOOKS
- IRONING
- FARM MACHINERY
- SPORTS
- WARRANTS
- PRICE LISTS
- DESKS
- BOOK OF PLANS
- TOYS
- GLASSWARE
- Office Appliances
- ELECTRICAL GOODS

# The Tale of Three Cities

New Orleans, Fort Worth and Louisville, Typical Southern Communities, Present Remarkable Sales Opportunities

By MYRTLE PEARSON

**T**HE South presents a tremendous market. Its natural resources, growing industries and progressing people combine to form an inestimable field for the goods manufactured and marketed by national advertisers. The South, as a unit, is too big a subject for me to attempt—to do it justice one must have more time and space than is my allotment, and to try to scurry through with a handful of general facts would be unjust to both the market and those who aim to utilize it.

So for the sake of brevity and directness I have taken three southern cities not claiming them to be the least or the most desirable from any standpoint but because I happen to be familiar with their characteristics and possibilities.

New Orleans, Louisville and Fort Worth are the "leads" in this Tale of Three Cities.

First we shall consider New Orleans, geographical center of the Western World and gateway to the Mississippi Valley—an area quite able to feed the entire world. It is interesting to note that nearly half of New Orleans' population is native white and only 8.2 per cent. foreign born whites; among the lowest proportions of foreign born residents of all the major American cities.

The wealth of the city is based on the agricultural, mineral and industrial activities of the surrounding community and the bee-hive port of New Orleans. The docking facilities are owned by the city and cost about \$700,000 in salaries in 1918.

This will jump to about a million in 1920. The port facilities are really unequalled in America—the State Dock Board controls forty-one miles of river frontage, eight miles being highly improved and capable of accommodating eighty 500-foot ships at a time. Supporting this is rail trackage able to take care of 13,000 cars. More than 3,500 long-shoremen are KEPT BUSY handling the goods received at the port. In addition there are six shipyards permanently installed and employing some 4,000 well-paid workmen. In this same line there are five dry docks: three private; one Navy and one Shipping Board. Iron working plants handling ship repairs of all sorts are nearby, and the business

of repairing ocean vessels makes up quite an important item in the city's income.

In other manufacturing fields New Orleans has something to say for itself, too. Over \$140,000,000 worth of goods are turned out there each year. New Orleans, the South's largest city and largest manufacturing city, has the world's largest mahogany manufacturing plant; is the South's largest market for coffee, sugar, rice, cotton, molasses, bananas and burlap; has the second largest sugar refinery in the world; the only municipally-owned and operated belt railroad; the largest, best equipped cotton warehouse in the world, state owned and operated; eight grain elevators, one owned and operated by the State; one electrical and eleven steam railroads; five canals connecting 13,000 miles of navigable streams; is the third convention city in America; the third greatest medical center of the world; all of which means wages, salaries, homes—a market for meritorious products.

## SOME MINOR CONSIDERATIONS

There are two interesting points about New Orleans not yet mentioned in the rush of these larger ideas. One is that between 300,000 and 400,000 tourists are entertained there each year. The other is that the city boasts of one of the most unique retail selling streets in the country, Canal Street. Practically every street car in the community must pass every store on the street twice on each run, coming in and going out, thus affording great convenience to shoppers.

With all these facilities and its prime location New Orleans distributes a billion dollars worth of goods each year.

Surrounding the City of New Orleans lie the prosperous farm markets of Louisiana and Mississippi, numbering about 400,000 farms with a population of nearly 3,000,000 persons. While cotton, rice and sugar are customarily considered the principal crop of the South, these two States bounding the New Orleans market produced approximately \$150,000,000 worth of corn, \$9,000,000 worth of "Irish" potatoes and \$13,000,000 worth of hay.

My last thought of the New

Orleans market is that its 400,000 residents support three banks with resources running from \$50,000,000 to \$80,000,000. Incidentally, the clearings of New Orleans banks for the first eight months of 1919 showed an increase of more than \$187,000,000 over the same period in 1918.

So much for New Orleans. A little to the west we have Fort Worth Texas a city whose population it is difficult to estimate. The last figures I have show 200,000, but Fort Worth has grown 174 per cent. in ten years and has a current monthly increase of about 3,000 residents.

With eleven railroads, this city has immeasurable distribution and receiving facilities. The railroad yards are the largest southwest of Kansas City. Incidentally, Fort Worth is the headquarters of the Eleventh Railway Mail District.

## IN THE GREAT OIL REGION

One of the most interesting features of Fort Worth is its location in the oil field, running about 200 miles east and west and 275 miles north and south of this busy metropolis. The value of the present oil production is more than twice the gold output of the United States and Alaska. There are 500 oil company offices in Fort Worth and fifteen refineries either in operation or in construction. The untold wealth the oil wells have brought to Texans gives quite an incentive to the man with merchandise to sell. In one field, eighty companies paid dividends averaging 200 per cent. of their capitalization in the first few months of their operation.

It is interesting to note, in this connection, that bank clearings in 1918 doubled those of 1914, while deposits for 1919 were more than \$50,000,000 in excess of the 1918 figures.

However, I do Fort Worth an injustice by dwelling on the oil fields and neglecting other interests which help to make her rich and enable her people to spend money. Fort Worth is the fifth largest livestock market and packing center of the country and the second largest horse and mule market. About 6,000 individuals and firms in this industry receive annually, six and a half million head of live stock, slaughtering two million of them.

Cotton and cotton seed oil constitute another vast activity in Fort Worth. About a million bales of cotton are sold each year in this market and 30 cotton seed oil mills have their headquarters there. In-

identally, Fort Worth also can boast of the largest rolling mill, furniture factory, electrical power plant and three of the largest creameries in the Southwest. Fort Worth's industrial contingent is large, powerful and prominent.

Not the least of these industries is the milling business. There are four large flour mills in the city, turning out a monthly production of over 53,000 barrels of flour and 17,000,000 pounds of grain products. In addition to this there are five large wholesale groceries in the city, doing an annual business of \$12,-

500,000. In all, fifty-six different lines of goods are manufactured in Fort Worth.

A WONDERFUL FARM MARKET

Some idea of the extent of the Fort Worth farm market can be gleaned from the fact that the 1919 wheat crop harvested in this territory sold for \$91,000,000. In 1918 there was marketed through this municipality \$130,000,000 worth of live stock; \$100,000,000 worth of cotton; and about \$6,000,000 in cream, peanuts, poultry and eggs.

Taking figures for the last five

years, here is a statement showing the value of the farm crops of Tarrant County, not based on the latest prices, but on a five years average:

Cotton	\$3,750,000
Wheat	890,000
Forage	1,125,000
Oats	612,500
Corn	750,000
Peanuts	706,000
Hay	540,000
Melons	200,000
Vegetables	400,000

As a parting shaft on the Fort Worth city and market, you can get a very good idea of the prosperity and progress of this city by considering the fact that in the latter part of 1919 over \$30,000,000 worth of building work was under way. That means considerable!

The last unit of this Southern Trinity is Louisville, Ky. With a population of 350,000 and with 150,000 others in a twenty-five mile radius, it presents a desirable market. Incidentally, 93 per cent. of its population is native born.

Louisville's chief industrial talking points are its great grain milling industry, its farm implement and machinery factories and its market for the farm supplies of all Kentucky and southern Indiana, as well.

You can get some idea of the value of this last-named market from the fact that the thirteen principal Kentucky crops brought the farmers of that State more than \$400,000,000 in cash for the year 1919!

Industrially Louisville stands well to the fore in southern figures. In 1919 the output of finished products reached \$331,000,000. Out of a total of 2,000 industries, 500 can be classed as of major importance, including in this number the largest plow, box, tight barrel, handle, refrigeration machinery and heavy wagon factories in the world. Louisville is the second largest tobacco exporting center; the largest agricultural implement exporting point in the world and supplies half of the window shades used in the United States.

TOBACCO IS KING IN LOUISVILLE

Perhaps Louisville's chief money getter is tobacco. The man who has been through the tobacco section of this city will not forget the tons upon tons of tobacco he saw piled up at the great warehouses. Maybe he will be even more impressed with the fact that the 1919 crop brought nearly \$175,000,000 to the men who sold it—most of that money going to the counties directly surrounding Louisville.

To take another important factor in Louisville's prosperity, consider

# 100% Gain—



That's THE BOYS' WORLD advertising record for March—and only four issues this year as against five in March, 1919. But it's not this 100% gain, but the reasons back of it that are the important thing. The fact that—

THE BOYS' WORLD is the only NATIONAL WEEKLY in the Boy-field, insuring a timeliness and frequency to your advertising not elsewhere available—

That it provides nearly half of the total circulation in the entire Boy-field—with results in proportion—

That each issue the boys enjoy it more (and tell us so), and each year more boys enjoy it—

These are some of the reasons; and nine times out of ten the advertiser finds THE BOYS' WORLD improves on acquaintance. *Get to the boys—ALL the boys—in every effective way. It will pay you big advertising dividends now—and lat. r.*

## THE BOYS' WORLD

David C. Cook Publishing Co., Elgin, Ill.

W. SLEY F. FARMLOE Advertising Manager  
 Edward F. Boyce, 95 Madison Ave., New York  
 Chas. H. Shattuck, People's Gas Building, Chicago  
 Sam Dennis, Globe-Democrat Building, St. Louis

COOK'S WEEKLY TRIO: A MILLION BOYS AND GIRLS

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

the \$80,000,000 brought in by live stock trade in this city for 1919. That represents quite a bit of buying when those people loosen the purse strings.

And no one can say that they do not loosen. It has been estimated that from December 14 to 24 last year, \$6,000,000 changed hands in the retail stores of the city. Furthermore, Louisville supports fourteen banks with combined resources of \$125,000,000. It is also estimated that in Jefferson County, of which Louisville is the county seat, there are 200,000 motor vehicles in operation.

It hardly is necessary to attempt, here, to draw conclusions about the strength of the Louisville market. I could go on indefinitely and generalize about it. But these few figures and facts about the city and its environs are certainly significant enough to suggest that it is worth any man's while to see that his goods are well known there.

The same applies to other cities and communities and sections of the South. As I said in starting, the entire South is too big for me to analyze briefly and clearly. But basing calculations on the figures presented by three cities taken at random, it is not at all difficult to appreciate the vital part this section of the country now plays in American production and distribution.

#### Du Pont Advertising Manager in New Job

George Frank Lord, who has been director of advertising of E. I. du Pont de Nemours & Co., Wilmington, Del., for nearly nine years, has been given the management of the Hardware and Housefurnishings exhibit of the Merchants' and Manufacturers' Exchange, in the Grand Central Palace, New York. This is one of the enterprises in which Alfred I. du Pont is the controlling factor.

Mr. Lord has been identified with national advertising for more than twenty years. In 1919 he was vice-president of the National Association of Advertisers and president of the Philadelphia chapter of that organization.

Thanks, Very Much!

FIRST NATIONAL BANK,  
POUGHKEEPSIE, N. Y.

Editor ADVERTISING & SELLING:

I am pleased to note that you have joined to your forces, in connection with your valuable paper, ADVERTISING & SELLING, Maurice F. Duhamel, formerly of this city and for several years connected with the *Evening Star*, now the *Evening Star and Enterprise*.

I want to congratulate you upon having secured the services of Mr. Duhamel. I am sure that he will give you the best satisfaction.

Very respectfully yours,

E. E. PERKINS,  
President.

#### Jalemak Is Visiting New York

Leo Jalemak, manager of the promotion department of the *New Orleans Item*, and editor of *Merchandising and Advertising*, published by that paper, is in New York on a business trip.

#### Federal Electric Enters National Field

A national washing machine advertising campaign will be begun in April by the Federal Electric Company. The account is handled by Cross and Simmons, Inc., of Chicago which has successfully built it up from a trade journal account. Other advertised articles manufactured by the Federal Electric Company are sirens, electric signs, National renewable fuses, and electric lanterns.

New accounts handled by Cross and Simmons are the Brown Portable Conveying Machinery Company of Chicago, manufacturers of portable conveying and piling machinery and Becker Brothers of Chicago, manufacturers of the Universal Test Bench for automobile service stations, and brushes for motors, generators and magnetos.

#### Former Agency President Cleveland Manager for "Fire and Water Engineering"

F. B. Wilson, formerly president of the Franklin Advertising Agency, Chicago, has been appointed Cleveland Manager of *Fire and Water Engineering* with offices at 1305 Union National Bank Building. Mr. Wilson is also associated with the McClure Advertising Service, Cleveland.

#### Additions to Lloyd Young Agency

The Lloyd W. Young Advertising Agency of Cleveland have added to their organization W. C. Gilchrist, formerly of the Dippy & Aitken Agency of Philadelphia, and prior to that advertising manager of the Wirt Co. of Philadelphia, manufacturers of "Dim-A-Lite"; and J. H. Schmidt, formerly assistant publicity manager of the National Carbon Company, of Cleveland.

## ***Build on a Sure Foundation***

M. André Tardieu, formerly French High Commissioner in the United States, recently made it plain to his countrymen that a better understanding between France and the United States was very desirable and necessary. To bring this about he urged that the work *begin with the youth of the country*. As a starting point he wants a *closer relationship between the Boy Scouts of America and France*.

The highest authorities, both in this and other countries, agree that any benefits, to be *lasting, must begin with the youth of the country*.

This advice—to make your name and your policies known to the boys of America—is just as sound for a business house as it is for a government.

You can reach the progressive youth of America, represented by the Boy Scouts, through the *only publication covering the Scout field*.

**BOYS' LIFE**  
  
**THE BOY SCOUTS' MAGAZINE**  
*The Quality Magazine for Boys*

200 Fifth Avenue  
New York City

37 Wabash Avenue  
Chicago

Member A. B. C.

## Are You Selling the Sunny South?

(Continued from page 7)

to interject here that the total income and profit tax paid in 1919 by this section ran over 333 millions of dollars. Nearly 250,000 returns were for incomes between \$1,000 and \$2,000. In sales statistics it is customary to call persons with \$1,000 incomes "profitable prospects." These figures on the South make no mention of those above that class.

### SMOKES BY THE MILLIONS

While cotton takes the lead as a producer of wealth for the South, I have made the point that it is not reasonable to limit a guess at the spending power of our Southern

neighbors to cotton figures alone. The average man whose calculations have stopped here may be surprised to discover some of the other things they get money for down there.

Considering only Kentucky, South Carolina, Tennessee, Virginia and West Virginia, we find that they produced in 1919 about 710 million pounds of tobacco—53 per cent. of the production of the country, and 17 per cent. of the production of the entire world. Taking 5 cents a pound as a reasonable average, the sale of that crop would bring in enough money to equal the tremendous 1919 sales of the Goodrich, Goodyear, United Cigar and Montgomery Ward companies.

Sugar cane is another big commodity in the South. The 1918-19 crop turned out by Louisiana alone equalled about 4 per cent. of the combined output of North and South America. Louisianans could sell that crop for more than 80 millions—enough to buy all the chewing gum sold at home and abroad by Wrigley three times over.

But that is only ONE interest in Louisiana! In these days of oil booms, this one State turns out about 20 million barrels a year. It is the second largest lumber State in the Union and supplies half of the sulphur used by the world. Some 40,000 persons work in the saw-mills of Louisiana alone. Maybe that is why we all know about Southern Pine, a universally used product.

But how many of us know about the resin, turpentine, paper and other timber by-products which net Louisiana around \$10,000,000 a year? Or of the remarkable salt mines, potash deposits, sea food canneries and other interests which bring in several millions more each year?

### DIVERSIFIED ACTIVITIES

In these few lines we get a comprehensive idea of the manner in which outsiders have labeled the South as the producer of one or two commodities, forgetting entirely all of the other things we get from there and send money down there for!

In discussing the New South and the evidences of unprecedented advancement in that section, we cannot fairly overlook Florida in the general calculations. For years, Florida's principal crop has been tourists. Its hotels and resorts and pleasure places have drawn men and women of position and wealth to its confines. The annual revenue of the "Land of Flowers" from visitors alone would make an astounding figure.

Of course they grow cotton and sugar and rice there. And those commodities sell for real money. But the things which are putting the State of Florida on the map, much after the fashion of our western neighbors, are the orange and grape fruit groves, now well organized, scientifically worked and methodically marketed "up North." Florida growers have branded their goods and are selling them from one end of the country to the other with great success, incidentally bringing good money to Florida for the purchase of the articles you and I sell.

Some of this progress, like some other advances in this State, can be traced back to the resorts. The men of money who came and got acquainted with Florida not only SPENT their money there but INVESTED it as well. It is significant, in this respect, that around Miami they are dredging out the river and building floating islands. These floating islands are, for the most part, still under water, but people are paying as high as \$6,000 for half-acre plots of ground on them—and they won't even be visible for some time to come.

And, speaking about spending, it might be interesting to mention that the purchases for the month of December, 1918, in Jacksonville, Tampa, Pensacola and Gainesville amounted to about \$88,000,000, while for the same month in 1919 they exceeded \$110,000,000.

And while we are talking about millions and billions made in sugar, fruit, cotton and tobacco, oil and other industries, let us turn to the State of Alabama for an instant and find something else interesting. They grow peanuts in Alabama. Eleven years ago there were 200,000 acres planted, yielding about 1,500,000 bushels. That crop was valued at about \$1,500,000. In 1918 more than a million acres were devoted to peanuts and a crop of seventeen and one-half million bushels was gathered, worth \$21,000,000!

At that price, every man, woman and child in Alabama could have ten dollars cash in hand, enough to buy a pair of shoes, a shirt, a hat, a camera or whatnot. With his share of the proceeds of the peanut crop, the average Alabaman could go to a drug store, for example and get: a tooth brush, a tube of tooth paste, a cake of soap, a razor, a shaving brush, a stick of shaving soap, a half-dozen razor blades and five packages of cigarettes for himself, plus a can of talcum powder and a box of face powder for his wife. With his change he still could

## Keeping Up With The Times

### A FACT A WEEK

Because The Times is located in Washington, the National Capital; because its men are in daily contact with the organization of the National Government; because its news staff know the work and the personnel of all the branches of the executive departments and of the Houses of Congress; because of all this The Times is in a position to provide quick information on a thousand and one business questions which lead into or out of Washington.

Many men of the advertising agencies—more and more as the time passes—are using this source of information. It is a service that The Times is glad to render. Of course, it is without cost—just a bit of friendly help whenever occasion calls.

## The Washington Times

WASHINGTON, D. C.

get a pretty good meal in the best restaurant in the State!

All on peanuts! I have not mentioned the fact that this year they ought to get around thirty-five million dollars for their sweet potato crop—and we haven't even thought of their extensive steel industry.

And so a fact hunter could go, flivvering all over the New South and observing evidences of real wealth in the ground, on the trees and in the waters. We could run through Georgia and count two million peach trees under cultivation—yet the only idea most of us associate with Georgia is Ty Cobb!

Or we could go to North Carolina and find a \$166,000,000 tobacco crop in that State alone. We could rake up some bank statistics which would show us that the citizens of North Carolina have on deposit \$100,000,000 more.

SOME LOOSE CHANGE

Moving down to South Carolina we may discover that the citizens there bought \$30,000,000 worth of Liberty Bonds and gave away \$18,000,000 more for war work. Oh, we could find a lot of interesting and enlightening things "down South" if we just looked for them!

Not among the least of them would be the startling general figure showing that 30,000,000 Southerners shared in 41 per cent. of the country's agricultural production in 1918. In 1919 their agricultural production touched the six and one-half billion dollar mark—a jump of two billions over the preceding year!

You can take my word for it that \$6,500,000,000 is SOME pile of money. If one Southerner had the power to spend it all, do you realize that he would have to spend it at the rate of over \$12,000 a minute in order to get rid of it all in a year?

But, being only one industrial interest of the South, it can only suggest to you the purchasing power of the market located on the lower half of the map of the United States. When you consider the manufacturing, stock raising, mining, fishing, lumbering and other activities that are on the boom, you will get an idea of why we spell "Sunny South" with the dollar signs!

A. N. P. A. Urges Paper Restriction—Wants Advertisers to Reduce Space 10 Per Cent.

The Board of Directors and Paper Committee of the American Newspaper Publishers Association is urging newspapers, advertising agencies and advertisers to abide by the following resolution which they adopted in New York on March 5.

Resolved: "That publishers of all classes of newspapers, daily and weekly, be urged to make immediately a reduction of 10 per

cent. in consumption of newsprint and to request all advertisers, both local and foreign, to reduce their space 10 per cent. during the present emergency."

In case advertisers will not cooperate to the extent of the suggested reduction, publishers are urged to raise their advertising rates sufficiently to bring about the mentioned percentage of reduction.

The general sentiment of the publishers at the recent meeting was that the situation, while serious, did not justify the government action which is called for in many of the measures which have been introduced in Congress.

Detroit Man Goes with New York Agency

Lloyd P. Hasty, for several years connected with the Apel-Campbell Company, advertising artists with headquarters at

Detroit, has joined the staff of the Century Advertising Company, New York.

J. Walter Thompson Manager Starts in Business for Himself

Harry P. Breitenbach, until recently manager of the J. Walter Thompson advertising agency, Detroit, has opened an office as advertising and sales counsel. He will give the benefit of his experience in advertising and sales problems in a service expected to aid agents themselves in many cases.

Maxton R. Davies Is President of Fidelity Advertising Company

Maxton R. Davies, formerly with the Dunlap-Ward Advertising agency and later with Seelye-Brown, Inc., Detroit, Mich., is now president and general manager of the Fidelity Advertising Company, Cleveland.

61% Gain

April

The Delineator

# Men and Women Who Make Our Mediums

WILLIAM FAYAL CLARKE

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 PAUL W. KEARNEY

SOME fine day American Kid-dom is going to unionize. And this juvenile union is going to demand a great many things. I reckon they'll want to wear caps on Sunday and they'll probably black-list all of the barbers in creation. They will likewise put the ban on old maid aunts and demand more candy-buying uncles.

Many worth while reforms doubtless will be brought about when the childhood of these United States arises as one child and demands recognition.

And let me tell you, neighbors, as one fully informed on the progress of this new organization, one of the first demands will be establishment of a public holiday on May 12. It may or may not be allowable for the adults to desecrate that day by servile labor, but it certainly will be a most heinous offense against the code for any youngster to do anything but pay homage to the great saint who came into the world on the twelfth day of May, 1855.

For that mark on the calendar signifies the afternoon when the worthy gentleman with the little black bag smilingly left the domicile of Dr. Dougan Clarke, in Richmond, Va., prepared to tell the first acquaintance he should meet that Sarah Clarke had presented her husband with a bouncing boy.

William Fayal, they named him—and then presently they moved to Indiana. That they moved to the Hoosier State, with its atmosphere saturated with literary current is important. There William Fayal Clarke got his primary education in the private schools, later spending three years in Earlham College. Those years, in an environment which, as everyone knows, is seething with ink, just naturally had to influence young Clarke and before long we find that he had set his face and feet eastward and discovered New York.

## FORMING A LIFELONG HABIT

So it came to pass at the age of eighteen the Southern-Westerner began to hang his hat in the office of the publishers of the *St. Nicholas*

*Magazine*. At that age, you know, it is easy to cultivate a habit. Some of us were learning how to pull up the legs of our trousers when we sat down. Others were learning how to hold mother's sewing shears so as to get the fuzz off the lip without taking the lip with it.

---

## THE GOOD ST. NICK

*IT is impossible to grow up without knowing, or at least feeling the influence of, the good St. Nicholas about whom the writer of this article has woven his story.*

*Mr. Kearney found William Fayal Clarke above all human and kindly, and if you have a youngster at home you know how much that means in the handling of him.*

*It is this humanness and kindness that has made wonderful success come to the magazine of which Mr. Clarke is the editor. Publishers and those who use publications in the furtherance of their business enterprises will find much to claim their attention in the accompanying sketch, one of a series of its kind.*  
—THE EDITOR.

---

But William Clarke was learning his tricks in the *St. Nicholas* office and the hat hanging habit got to be such a deep-rooted one that he hasn't been able to shake it off 'till this day. From 1873 to 1920 is almost fifty years—a long time in which to become inveterate at hanging one's hat in the same office.

Yet this may be a bit off the trend of the story—or a bit ahead of it, rather. As it developed, Clarke became the assistant to Mary Mapes Dodge five years after his connection there and Mary Mapes Dodge was the "literary mother" of our old friend *Hans Brinker*. Then, for twelve years, he worked in the capacity of associate editor, becoming editor-in-chief in 1905, when Mrs. Dodge passed away.

In 1905, then, William Fayal Clarke really began the acquaintanceship which renders him eligible for the sainthood and which has thrust upon him the very flattering honor of having his birthday celebrated by the Amalgamated Kids of America!

For in the guise of editor of *St. Nicholas*, Mr. Clarke's fortune

has been to make the acquaintance of innumerable thousands of youthful readers through the columns of his magazine. More important, he has won his way into their hearts and he enjoys their confidence and trust because he has reared that relationship by consistent effort. To say that a man has been accepted as a friend by his juvenile acquaintances is one of the highest tributes. To declare that they trust him implicitly and follow him staunchly is to testify that his actions have merited such faith.

Children may be gullible but they are keen and sharp-witted and in the long run the deceiver must slip. He slips but once. The "kids" never accept him again!

## BECAUSE HE UNDERSTANDS THEM

Thus it is written that you must be consistent in order to maintain diplomatic relations with the Youngsters' Union. And when a man wins and keeps their esteem—well, he is SOME man! Nor is it difficult to see through the methods that have brought about this result. The readers of Mr. Clarke's magazine, for example, are not patronized—they are not "written down to." They are living, breathing humans and aren't treated as non-entities because they happen to be children.

Their editor has gone to them on a plane of equality. He has respected their intelligence, appreciated their sensibilities and considered their nature. He has done so because the man himself is chock full of vision, of appreciation and consideration. And having worked on that basis, William Fayal Clarke has honestly become America's patron saint. For he IS *St. Nicholas*—it is he who talks to you, column after column, and it is he and his friends to whom our youngsters listen and in whom they believe.

I'll bet if this man told his readers that on April 4 the sun would fail to rise, it would take all the eloquence of a Democratic candidate to make those kids believe it wasn't really the moon they saw on that particular date! You fathers and mothers would have to step lively if he told your kids that it was much better manners to eat off the sideboard than the dining-room table.

That confidence hasn't come willy-nilly. It had to be cultivated and nourished and nursed. When you understand the man who did the job, you'll see why it couldn't have resulted any other way. One time, for example, the folks at *St. Nicholas* decided to run a picture of a chap on a motor-cycle doing a rather

The Census Shows Washington, D. C., To Be An Ideal Market

# Washington's Increase in Population

# 32.1 %

Only a few decades ago Washington was a straggling town—today Washington strikes the half-million mark and will go on without slackening, for Washington—the Capital City—has “arrived.”

Here is your ideal market. Here is the strategical pivot from which to swing your national campaigns, and here is a city worth cultivating for itself.

## A CITY OF HALF A MILLION

—a city free from labor troubles; a city free from any nonresponsive element such as you are compelled to discount in any manufacturing city. A city where the buying power per capita is probably larger than in any other city in America. A city that you can take any worth-while product to and SELL IT.

## That Is Washington, D. C.

*—and Washington Has a One Hundred Per Cent Newspaper*

In Washington there is published a morning newspaper so strong, so impartial and so clear in its editorial policy that it stands in the eyes of America as a National Institution.

This newspaper was given an audit of 100 per cent PAID circulation by the A. B. C.

This newspaper is read by the 100 per cent people of Washington. It is

## THE WASHINGTON POST

For more than a generation The Washington Post has been a part of the breakfast in most every home in Washington. It goes there and stays. The Washington Post is a doorstep newspaper wanted and read because of its news. It is the big, home paper in Washington.

The Washington Post dominates entirely the morning newspaper field in the Capital City.

The Washington Post leads in a substantial manner the entire Sunday field in Washington. In advertising The Sunday Washington Post is always first by many, many thousands of lines.

Washington is the ideal—the 100 per cent market with the ideal—the 100 per cent newspaper to help you. A Merchandising Service Department whose cooperation with worth-while products is limited only by the request made, is ready to help.

# The Washington Post.

60,000—DAILY—SUNDAY—85,000

PAUL BLOCK, Inc.,  
Foreign Advertising Representatives



WILLIAM FAYAL CLARKE

risky jump off a long, inclined track or slide. For color and action and interest, the design was a dandy—just the sort of thing a boy would enjoy. There was absolutely nothing to criticise about the picture, the drawing of it, the idea.

But the patron saint of America saw something wrong in it. He was worried over the thought that some of his readers might be brash enough to try that jump on their wheels or motorcycles—with dire results. On a magazine cover it looked good and it appeared to be simple. But trick riding doesn't help young boys much, so their editor was worried.

The picture ran on the cover all right. But not until the honest fears of the man were satisfied. And not until he saw to it that an explanatory note went with it describing the scientific phase of the tilted run way and the curved take-off at the end of it, together with a bit of advice about not trying this stunt on one's pet motorcycle.

That same strain has run through

Mr. Clarke's work all during his editorial experience. It has been his firm resolve never to permit anything, in picture or print, to come to the attention of his readers that might in the slightest manner suggest something dangerous or questionable. Never has he tried to deceive his following or to "pull the wool over their eyes." He is open and above-board with them; he always has been and always will be, so they will trust him forever.

Through the medium of his magazine dealings with them they will do that simply because there will not be any reason for doing otherwise. If they could meet him personally they would do it for another reason—

IF YOU SHOULD BE A "DROP IN"

If they could drop into his office and say, "Mr. Clarke, I am one of your readers," they would see a gray haired, laughing, kindly, friendly man of slight build, jump up to shake hands. They would notice that his mustache was a little

bit crooked and that his complexion signified ruddy health and that his eyes danced as he talked.

Then they would stop noticing outward things, for the warmth and gentleness of their patron saint would get under their skin and make them sure they had known this man all their life. They would feel that he, too, had known them for some little time. They would know why they liked *St. Nicholas*. And they would trust William Fayal Clarke simply because they HAD TO.

That is the way you would feel were you to go in there. That's the way every one feels.

And those of us who have "been in" certainly will knock off work on the twelfth of May when the sons and daughters of American people repair to their playgrounds to worship their patron saint.

\* \* \* \*

There are other qualities to be understood about the editor of *St. Nicholas* and his work before one can feel he is acquainted with the man. Consider the kind of a job he goes to each morning—the job of playing a heavy part in molding the tastes, opinions, and CHARACTERS of his junior readers. Omitting the purely commercial element called "reader influence" (for I am not trying to sell you space in this man's journal), the moral demands levied by the task of building men and women come pretty much in the form of white capped combers—surf that constantly beats and batters on the sea wall of character.

We measure the worth of a sea-wall, you know, by its resistance and its length of life.

Facing a sea of juvenile opinion for nearly half a century, and being directly exposed to it for, perhaps, half that period, is a severe test. And the fact that in his office, home or club you shake hands with a cheerful, laughing, kindly, friendly man whom you HAVE TO TRUST is rather substantial evidence that William Fayal Clarke has been tested and "O. K'd." by the most critical bunch of readers in America.

What more can you ask?

#### Cummings Is with McCann in Cleveland

Arthur Cummings has severed his connections with Timken Roller Bearing Co., Canton, O., and is now account manager at the Cleveland offices of the H. K. McCann Co.

#### "Farm Journal" Places C. R. Kimbell on Staff

Charles R. Kimbell, who for five years has been with Benson, Gamble & Slaten, was placed on the selling staff of the *Farm Journal* in Chicago on Monday of this week.

# TEXAS

(According to 1919 reports)

*FIRST* in value of Agricultural products

*FIRST* in Livestock production

*FIRST* in Oil production

and among the leaders in all other of its varied resources.

---

## FORT WORTH STAR-TELEGRAM

FIRST paper in Texas in circulation

Over 74,000 Daily

Now 90,000 Sunday

Covers the richest portion of Texas more thoroughly than any other paper

---

Book of Merchandizing Information Upon Request

## FORT WORTH STAR-TELEGRAM

FORT WORTH, TEXAS

Member A. B. C.

AMON G. CARTER  
Vice-Pres. & Gen. Mgr.

A. L. SHUMAN  
Advertising Manager



# WHY NOT "ADVERTISING MAN"?

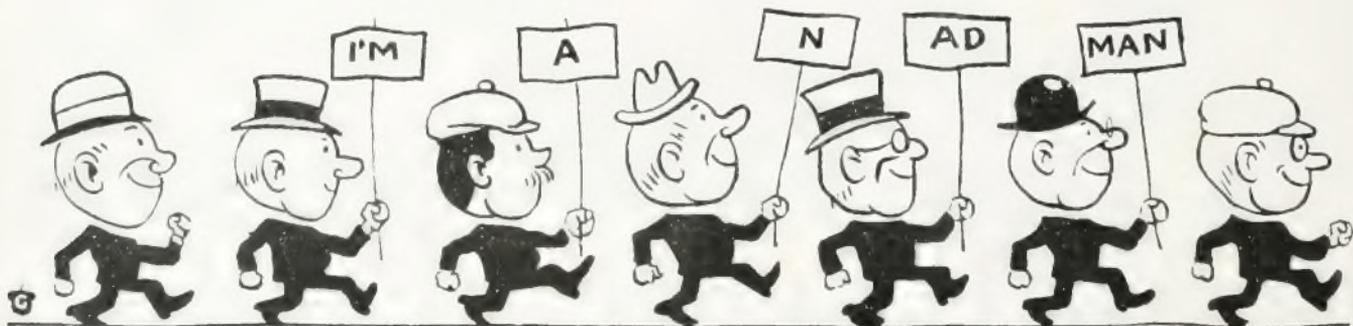
by  
STRICKLAND GILLILAN

I asked him what his business was—  
He coyly turned away  
And chewed his bashful nails because  
He knew not what to say.  
At length he managed to admit  
(This modest pep-injector),  
"I rather think they call my bit  
'Publicity Director.'"

I told him I had been misled;  
Was glad to be made wiser.  
"Some one," I told him, "lately said  
You were an advertiser!"  
His face grew pale and then as flushed  
As any scarlet tanager,  
"I'm not!" he cried, the while he blushed.  
"I'm Sales Promotion Manager!"

"But do you not," I pressed my point,  
"Write ads for Stuph & Bluph  
Who run that hustling drygoods joint?"  
And then in accents gruff  
He made reply: "You got me wrong!  
I merely try to sell  
Their goods, by using language strong—  
You know this, very well!"

Why do these bright ad-writing lads  
Insist on camouflaging?  
When they're accused of writing ads,  
Why are they always dodging?  
'Tis no disgrace, as I can see;  
There's no commercial ban;  
So why not own right up and be  
An "Advertising Man"?



# Uncle Sam Is Trying To Aid Advertisers

Many Opportunities Made Possible by  
Wartime Experience of Government  
Boards and Bureaus Are Coming to Light

By WALDON FAWCETT

CONSIDERING that Congress has enacted an insignificant number of measures directly affecting advertising and selling interests, the last year has been productive of a surprisingly wide range of Governmental activities that have bearing upon the science of distribution and marketing. What is more, plans being formulated by the various executive departments for the year beginning July 1, 1920, involve some big ideas, for example, the Agricultural Department's ambition for Studies of Cost of Production, which if put into practice, should mobilize information of considerable value to advertisers.

The Sixty-sixth Congress passed an amendment to the postal statutes that permits the forwarding or return of second, third and fourth class mail; the Edge Act that will beget recourse to advertising to sell foreign securities in the United States; an amendment to the copyright laws that may encourage book advertising of a kind and other minor measures. Meanwhile, the legislative proposals that would bring pronounced advertising reaction,—some of them, it must be confessed, "hardy perennials"—lie on the table in Congressional committee rooms. The successors to the Stephens Bill as legalizers of resale price fixing, the bill to have Uncle Sam certify "standards of quality," a proposal to penalize the theft or imitation of advertising copy, are buried in darkness, along with several new proposals, conspicuously the one that would prohibit the sale of "slack-filled" containers and "deceptive" packages and require formulation of a code bearing upon the quantity of advertising literature which may with propriety be enclosed in a carton.

Along with these shortcomings there is to be noted a regrettable backsliding on the part of Uncle Sam, war time convert to advertising. The cold fact is that, broadly speaking, the lessons learned at Washington during the war as to the value of advertising have not sunk in. The War Department and the Navy Department, to be sure, in their current drives for enlistments,

are making more extended use of certain forms of advertising than was their wont in pre-war days and there are, here and there, other flashes of the old war-time advertising fire but there has been no confirmation of predictions of the optimists that after his war experiences Uncle Sam never could slump back into his ante-bellum lethargy with respect to paid advertising. In simple justice it should be said that the determination of congressional leaders to attempt to hold down Government expenses by sanctioning few if any new projects must inevitably operate to nip projects for advertising. It was just this that blocked efforts of the United States Bureau of Foreign and Domestic Commerce to secure funds for an adequate tryout of motion picture advertising as an aid to American export trade.

For all that, Congress and the Departments dependent legislation for funds have marked time on so many issues and projects of importance to the forces of advertising and scientific selling that the sum total is a tangible contribution to the progress of advertising. For one thing, the ending of the war has released for Uncle Sam's industrial laboratories and experiment stations offer, by which research, hope for a solution of the problems of print paper shortage. Thus the National Bureau of Standards and the Forest Products Laboratory of the U. S. Forest Service have been enabled to again come to grips with the problem of paper resources at a time when the situation grows more precarious day by day. Experts at the Bureau of Standards are going ahead, it may be added, with investigations of printing inks, printers' rollers, etc., which may ultimately pay dividends to advertisers and the researchers in the American dye-stuffs industry likewise are calculated to redound, sooner or later, to the benefit of the cause of advertising in color.

#### A BOON TO AD PURVEYORS

No concrete contribution by the Government to the upbuilding of advertising will mean more, per-

haps, than the ruling by the Federal Reserve Board to the effect that the instrumentalities of advertising payment may have the status of trade acceptances. The opinion given for the benefit of the bankers of the Federal Reserve system is that a draft or bill of exchange drawn by a publisher or an advertising agency on a purchaser of advertising space and accepted by such purchaser shall be considered a trade acceptance, provided the advertisements on which the draft or bill is based are for the purpose of promoting or facilitating the production, manufacture, distribution or sale of goods, wares, merchandise or agricultural products.

Mention of the Federal Reserve Board brings to mind that other organization, the Federal Trade Commission, and its constructive contributions to the cause of advertising. There is no gainsaying that the Trade body has thrown a considerable weight of influence in favor of a proper respect for property rights in advertising. Dominated by two former publishers, the Trade Commission has in the last year taken action in a number of instances where there was misappropriation of advertising ideas or misrepresentation in advertising copy—classes of transgressions which until the Trade Commission took a hand, it was almost impossible to reach by any specific prohibition on the statute books. The work of the Trade Commission in behalf of sustained public confidence in advertising through censorship or suppression of untruthful or misleading ads.

#### HELP FOR MANUFACTURERS

The Government now is hatching a plan to aid American manufacturers to utilize various mechanical and scientific inventions, dedicated to the public. Practice in the past has revealed that in the case of many a promising invention requiring considerable investment for a plant and perhaps an even larger investment for advertising no capitalist would risk the venture for fear he might no sooner have made his market than shoe string competitors, having nothing to lose and everything to gain, would come into the field trying to share the success. In consequence of this menace, many an invention of Governmental origin that has been heralded as a triumph has not gone very far in popular utilization.

It is now proposed, and the plan only awaits word from Congress—to take out patents on every worth while invention developed by the

Government forces but, instead of throwing open the invention, to license it to a limited number of manufacturers who would agree to develop it and place the results before the public in commercial form. The licensing would be on a plan that would prevent any monopoly of manufacture or extortionate prices and yet guarantee the future to the manufacturer so that he could safely make the necessary plant and advertising investments. At the same time, the plan provides for payment to the Government inventor, who has heretofore received nothing in addition to his regular salary of a small royalty that should operate as an incentive to further effort.

#### WAR WON SECRETS OUT

The first post-war year served to transfer to commercial channels the net results of an accumulation of war-won secrets that had, of course,

to be held in confidence by the Government so long as fighting continued but which now may be expected gradually to be revealed, to the advantage of manufacturers and sellers. One process concerns improved methods of packing. The progress of decades was crowded into a couple of years, involving not merely expedients for increasing the strength of packages without adding to their weight but likewise the evolution of new packing materials as, for example, waterproof paper of unequalled strength. Inasmuch as the principal object of the intensive study on the part of the Government was to improve methods of overseas packing it goes without saying that the throwing open of the War Department's specifications comes pat at a juncture such as the present when American business interests are entering the export trade on a large scale.

#### Wool Must Be Wool—Federal Trade Commission Says Goods Must Be Branded More Accurately

The Federal Trade Commission has ruled that the following concerns engaged in the manufacture and sale of underwear, shirts and other wearing apparel, refrain from unfair methods of competition in commerce; Winsted Hosiery Co., Winsted, Conn.; H. E. Bradford Co., Inc., Bennington, Vt.; Moore & Tierney, Cohoes, N. Y.; G. H. McDowell & Co., Cohoes, N. Y.; Faith Knitting Co., Averhill Park, N. Y.; Black Cat Textiles Co., Kenosha, Wis.; Wm. Moore Co., Cohoes, Lackawanna Mills, Scranton, Pa.; Atlas Knitting Co., Amsterdam, N. Y.; W. E. Tillotson Manufacturing Co., Pittsfield, Mass.; Broadalbin Knitting Co., Ltd., Broadalbin, N. Y.; Glastonbury Knitting Co., Glastonbury, Conn.; New England Co., Winsted, Conn.; Clarke & Holsapple Manufacturing Co., Cohoes; Root Manufacturing Co., Cohoes, and Himes Underwear Co., Cohoes.

The commission's ruling, which is made by agreement with the trade is directed toward a more accurate branding of woolen goods, and the respondents agree to refrain from using such brands as "Wool," "Merino," "Worsted," "Wool Process," "Australian Wool," "Scotch Wool," "Lambs' Wool," "Saxony Wool," "Persian Fleece" and "Fine Camel's Hair," or any similar descriptive brand to describe any material which is not composed wholly of wool or camel's hair, unless the term describing the wool stock is joined with the name of other staples contained in the fabrics or material; for example, "Wool-and-Cotton," "Worsted-and-Cotton," and the like.

#### Appointments and Changes in Advertising Department of Continental Publishing Co.

The Continental Publishing Co., Ltd., Toronto, publishers of *Everywoman's World*, *La Canadienne* and *Everywoman's Needlecraft Companion*, announce the following appointments in their advertising department.

John A. MacLaren is to be general advertising manager, succeeding P. W. Graham who has resigned. For the past year Mr. MacLaren has represented the company in Toronto and Western Ontario. John

C. Hogan will be American representative of the company for territory east of Detroit, with headquarters at Toronto.

James M. Cane, formerly advertising manager of the Dupont interests in Canada, is appointed Western Ontario representative succeeding Mr. MacLaren.

Edmund V. Corbett, for many years on the advertising staff of the *Toronto Telegram* and the *Toronto Times*, to be one of the representatives of the Company in Toronto, and John G. Lucas, formerly Canadian representative of the *New York Commercial*, to be assistant to the general advertising manager, and in charge of the promotion department.

#### Changes in Ingersoll Organization

It is reported from a reliable source that in a very short time Charles H. Ingersoll, member of the firm and general manager of Robt. H. Ingersoll & Bro., the famous watch house, will retire from active participation in the affairs of the business.

William H. Ingersoll, now marketing manager and formerly president of the New York Advertising Club, will assume the general management of the concern, while Frank A. Denninger, the present sales manager, will move into the marketing manager's office.

The new sales manager has not been definitely decided upon just yet.

#### Radical Editor Indicted

Ludwig Lore, New York editor of *Class Struggle*, said to be one of the founders of the Communist Labor Party; Dr. O. J. Brown, of De Kalb, Ill., and Dr. Karl T. Sandberg and M. J. Christensen, both of Chicago, were indicted in Chicago on Tuesday of this week charged with conspiracy to overthrow the Government by force.

#### Grape-Ola Account Is Awarded to J. W. Gannon

After conducting a unique investigation among advertising agencies in New York, the Grape-Ola Products Corporation has awarded its advertising to J. W. Gannon, Inc., New York. The company has appropriated \$150,000, and intends to advertise nationally.

#### Chamber of Commerce of the United States to Hold "Increased Production" Convention at Atlantic City in April

Seeing in increased production a means of restoring normal business and price conditions, the Chamber of Commerce of the United States, it was announced to-day, will make its eighth annual meeting, to be held at Atlantic City April 27 to 29, an "Increased Production Convention." Newspapers and business papers will be given the opportunity to exhibit in the Million Dollar Pier where the sessions will be held.

#### Corday & Gross Place Hobart, Jr., and Gallagher on Staff

The Corday & Gross Company of Cleveland, have made the addition of G. H. Hobart, Jr., to their sales staff. Mr. Hobart was until recently Iowa branch manager at Des Moines for the Seaman Paper Company, and was formerly advertising manager for Northrup King & Company, seedmen of Minneapolis, and for seven years in advertising and sales work with the James Bayne Co., printers, Grand Rapids, Mich.

Fred C. Gallagher, formerly in the advertising department of the Vacuum Oil Company, more recently connected with the Walter F. Zimmer Advertising Agency, Detroit, has also joined the Corday & Gross organization, as a member of the copy staff of the service department.

#### Robinson, Jones & Mallory Is Incorporated

Robinson, Jones & Mallory has been incorporated with a capital of \$40,000 by K. D. Robinson, W. H. Mallory and P. F. Jones, 390 West End avenue, New York. Besides the rights to engage in advertising, they have the business of publishing named in their charter.

#### Atlas Portland Man Is Now with Nicholas-Moore Company

Horace D. Kerr, formerly with the Atlas Portland Cement Company, as engineer in charge, Western technical department and Western service department, has resigned, and is now on the staff of The Nichols-Moore Company, general advertising agents, Cleveland.

#### Managing Editor, Macon "Telegraph," Dies of Pneumonia

George H. Long, for eleven years managing editor of the Macon, Ga., *Daily Telegraph*, died on Wednesday night last week, of pneumonia. He had worked on several papers, including the London (Ont.) *Free Press* and the Buffalo *Courier*, before going to Macon.

#### Two New Accounts for Turner-Wagener Co.

The Benjamin Electric Mfg. Co., makers of the Benjamin No. 92 Two Way Plug, and the Metal Office Furniture Co., Grand Rapids, Mich., have placed their advertising in the hands of the Turner-Wagener Co., Chicago.

#### Advertising Manager Liked Mr. Widney's Story

THE GAS RECORD  
Great North Building.  
Chicago, Ill.

#### Editor, ADVERTISING & SELLING:

You snagged a mighty good yarn for business paper men when you published that story by Widney on selling bigger stuff and stuff in colors. I sent the office boy out for copies and made this issue a part of the equipment of our representatives.

The biggest trouble with the business papers is the tradition of "piking" just because the space rates are low. This business of being restricted by the outgrown page rate basis instead of the value basis of our space's worth is "cramping our style."

More power to your underwood and blue pencil.

Sincerely,  
HERBERT GRAFFIS,  
Advertising Manager.

# "Far Off Cows Have Long Horns"

THE old saying that—"Far off cows have long horns" has much truth in it, the meaning being that the further away the proposition, the bigger and more attractive it appears.

Without in any way trying to intimate that the manufacturers of the United States don't know what they are doing in going after South American trade, we would like to suggest that while doing this, they also go after the trade right here in the South. The manufacturers of the United States have not gone after trade in the South as they should and to as great an extent as would prove profitable to them.

Last year the South increased her crop value more than \$1,000,000,000, or 60% of the total increase of the whole country. When we say SOUTH, we mean the TWELVE SOUTHERN STATES and not all the other adjoining states which are sometimes grouped along with the southern states.

North Carolina, a typically southern state, was FOURTH in crop values in the whole United States, being led only by Texas, Iowa and Illinois. North Carolina increased in percentage of automobiles nearly 50% last year, which was greater than any other state in the Union. North Carolina led the wonderful state of Kansas in crop values by \$52,000,000, and led Missouri \$134,000,000—and beat the whole New England States put together by \$323,000,000.

The tiny little state of South Carolina produced \$17,000,000 more in crop values than the great state of Indiana, and led New York and Pennsylvania considerably. The great agricultural state of Wisconsin was beaten in crop values by Mississippi, a state which has only recently recovered from a severe holl weevil shock. The great farming states of Ohio, Missouri, Minnesota, Michigan and Nebraska were led considerably in crop values by Georgia. These figures show definitely something of the great prosperity that now exists among southern farmers.

May we suggest, therefore, that while going after foreign trade that you "Look well to the South," because, if you don't, you are overlooking one of the biggest opportunities that ever presented itself to you.

In going after the trade of the southern farmer, the one best bet among the farm papers is *The Progressive Farmer*. Its hold on its readers, its power to produce results and its general all-round standing among the leaders of agricultural thought, makes it, by all odds, the leader, and you cannot afford not to use it. Tell our readers what you have and watch your sales jump in this territory.

**THE PROGRESSIVE FARMER**  
  
 Birmingham, Ala.    Memphis, Tenn.  
 Raleigh, N. C.      Dallas, Texas

L. A. NIVEN  
 Advertising Manager  
 Birmingham, Ala.

R. B. FARRIS  
 Director of Advertising  
 708 Kesner Bldg.  
 Chicago, Ill.

WALLACE C. RICHARDSON, Inc.  
 Eastern Representative  
 381 Fourth Avenue  
 New York, N. Y.

STANDARD FARM PAPERS, Inc.  
 Western Representative  
 1341 Conway Bldg.  
 Chicago, Ill.



# Your Foreign Customers Require Full Details

To Spare the Facts in Your Correspondence with Distant  
Firms May Prove Serious Omission

By DR. E. E. PRATT

President E. E. Pratt & Co., Inc., formerly Chief Bureau of Foreign and Domestic  
Commerce, Washington, D. C.

L. Mfg. Co.,  
Boston, Mass.

*"In writing to foreign customers, do you advise the new American style or is it better to put in more words and a lot of talk that really doesn't mean much in America?"*

Personally I do not believe the usual American style, if by that you mean great brevity and almost curtiness in business communications, is acceptable in foreign business. There are two reasons for my belief.

The foreign customer does not take kindly to our brief and to the point methods of correspondence. He expects to receive, and does receive from his local correspondents, greater courtesy in business correspondence than we are accustomed to giving.

There is, however, a more logical reason for greater length and more detail in foreign business letters. In a letter sent from New York to Boston it doesn't really make very much difference if in making the letter brief two or three points are left out, because forty-eight hours will enable the receiver of the letter to write and to receive a reply on the omitted points. If, however, you are writing to China from New York your reply will take approximately three months; if you are writing to England your reply will take not less than three weeks. It is, therefore, necessary in writing abroad to say everything that you expect your foreign customer to understand and make it absolutely unnecessary for him to write for further explanations.

Still a third reason: Our foreign customers are not always familiar with our trade methods and practice and therefore points that might be accepted in domestic correspondence must be explained at length in foreign correspondence.

In foreign letters, while it is not necessary to gush, nevertheless it is desirable to be unusually courteous and to put the correspondence, so far as possible, on a personal basis; to explain every item in detail and to put in each information which would be considered absolutely un-

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## Foreign Trade Questions Answered by Dr. Pratt

**D**R. E. E. PRATT, now president of E. E. Pratt & Co., Inc., and formerly Chief of the U. S. Bureau of Foreign and Domestic Commerce, in this department every other week will answer specific questions as to actual practice of foreign trade.

*Dr. Pratt's answers to foreign trade questions will alternate with the series of articles on foreign trade by Clayton Sedgwick Cooper, the next article of which will appear in an early issue.*

*Mail your questions to Dr. E. E. Pratt, care of ADVERTISING & SELLING Co., Inc., 471 Fourth Ave., New York City.*

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necessary in domestic correspondence.

\* \* \* \*

L. R. M.,  
Chicago, Ills.

*"Would you be good enough to suggest a list of books or readings on foreign trade. My concern is about to begin foreign trade and I would like to get some general information."*

Undoubtedly the best publication on foreign trade is the Course in Foreign Trade published by the Business Training Corporation of New York. This course covers the entire field in twelve small volumes, as follows:

- Economics of the World Trade
- The World's Markets
- Export Policies
- Export Houses
- Direct Exporting
- Export Salesmen
- Shipping
- Financing
- Export Technique
- Foreign and Home Law
- Importing
- Factors in Trade Building

"Practical Exporting," by B. Olney Hough, published by the Johnson Export Publishing Co., 17 Battery Place, New York, undoubtedly is the best single book on the subject. It is a practical handbook on all matters of office and shipping practice with discussions of foreign salesmanship, advertising and other methods of obtaining business in foreign markets, with suggestions as to credits, financing and insurance.

With particular reference to the

countries to the south of us is Ernst B. Filsinger's "Exporting to Latin America," published by D. Appleton, New York. The author is the Export Manager of Lawrence & Company, large textile manufacturers of Boston, and the book is practical and contains many valuable appendices giving details which are not ordinarily found in the more general works.

Two or three books on ocean traffic are worth mentioning. "Ocean Traffic and Trade," by B. Olney Hough, published by La Salle Extension University, Chicago; "Principles of Ocean Transportation," by E. R. Johnson and G. H. Grover, published by D. Appleton, New York; "Ports and Terminal Facilities," by R. S. MacElwee, published by McGraw-Hill, New York.

No beginner in export trade can be without the "Exporters' Encyclopedia," published by the Exporters' Encyclopedia Co., 78-80 Broad street, New York. This book has a mine of information with reference to exporting facts and is kept up to date with corrections to all subscribers by the issuance of a monthly periodical called the "Exporters' Review."

Another necessity, especially for the export beginner, is the "Export Trade Directory," published by the Johnson Export Publishing Company, New York. It contains a classified list of export houses, foreign exchange bankers, foreign trade forwarders, steamship lines, foreign consuls, etc., in all the principal ports in the United States.

Much very useful information of a general character may be obtained from the official reports of the Foreign Trade conventions held under the National Foreign Trade Council, India House, Hanover Square, New York. There have been five or six of these conventions and valuable information has been contributed at each.

Valuable pamphlets and information on foreign trade have been published by the National Association of Manufacturers, by the American Manufacturers' Export Association, by the National Foreign Trade Council and other organizations. Many of the banks now publish useful information on foreign trade.

To every one interested in foreign trade, the old-timer as well as the beginner, cannot afford to be without the publications of the Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington. Its daily publication, known as "Commerce Reports," which may be had for \$2.50 per

annum, contains the reports of the consuls, commercial attaches, trade commissioners and others located in all parts of the world. It is perhaps the most prolific source of accurate trade information that is to be found in the United States. "Commerce Reports" together with the other publications of the Bureau form a veritable inexhaustible library of foreign trade information. A complete list of the publications of the Bureau of Foreign and Domestic Commerce can be had from the Superintendent of Documents, Washington, D. C., or information on special subjects can be had by addressing the Bureau of Foreign and Domestic Commerce at Washington. An idea of some of the subjects treated may be found in the following very brief selection:

- "Services to Exporters Rendered by the Bureau of Foreign and Domestic Commerce."
- "Packing for Export."
- "Danish West Indies: Their Resources and Commercial Importance,"
- "Methods of Computing Values in Foreign Trade Statistics,"
- "Export Trade Suggestions,"
- "Tariff Systems of South American Countries,"
- "Government Aid to Merchant Shipping,"
- "Foreign Publication Advertising American Goods,"
- "West Indies as an Export Field,"
- "Exporting to Australia."

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B. G. M. Co., New York.

*"We have a client who has been shipping merchandise to Europe in growing volume. One of the obstacles of this business has been the long period before payment is made for the goods. Please advise us the manner in which the majority of exporters to Europe arrange for payment for their merchandise. How can they receive full payment for their goods before they are placed on board boat?"*

It is very difficult to answer your question categorically, especially in view of the fact that exporters to Europe arrange their terms of payment in an almost infinite variety of ways. The principal ways of financing business with Europe and other parts of the world are the following:

- Dollar credits established in New York, available against shipping documents.
- Drawing a draft on the foreign customer for the value of the merchandise and delivering the documents to the customer upon payment.
- Drawing of a draft on the customer for the full amount of the merchandise and delivering the documents to the customer upon his acceptance of the draft.
- Open account.

In the case of acceptance drafts, the terms are usually 30, 60 or 90 days sight, or 30, 60, 90 or 120 days date.

In the first two cases the shipper

retains control of the merchandise until paid for. In cases 3 and 4, the business is done on the credit of the customer.

At the present time a very large part of the business with Europe is done against dollar credits established in New York and I should certainly advise this procedure except possibly in the case of England, where acceptance drafts can be drawn with comparatively little hesitation. The same may be said of the Scandinavian countries and of Spain and Portugal, as the credit risks are known.

Of course where a credit is established in New York the manufacturer or exporter receives his money from the bank when he presents his shipping documents and he is at no further risk in the matter.

In the case of drafts drawn either against payment or against acceptance, the exporter has his choice whether he will send the draft on for collection and await remittance from his customer or to take his draft to a bank and discount it. If he chooses the latter he receives his money just as soon as he puts his draft together with the shipping documents in at the bank. He does not, however, ordinarily lose his responsibility in the transaction and if his customer fails to pay, the bank will promptly ask the exporter for reimbursement. The manufacturer or exporter is thus able to send his goods abroad and give a certain amount of credit and at the same time secure the working capital which otherwise would be tied up in the transaction.

When open account is used there is practically no way in which the manufacturer or exporter can secure his funds until the customer remits.

#### Advertising Managers Council May Be Formed by the Motor and Accessory Manufacturers Association

M. L. Hemingway, general manager of the Motor and Accessory Manufacturers Association announces that a call has been issued to the advertising managers and executives of the 300 companies belonging to the association to attend a meeting in New York, on Friday, March 26, to consider the advisability of forming a permanent advertising managers council. According to Mr. Hemingway and various advertising managers of the automobile and allied industries there is a broad field for practical and genuinely valuable work for a council of this nature to go into.

The following are a few of the more important concrete problems definitely presented for the attention of the Council:

- (a) A study of the function of the advertising agency and its value to the advertiser.
- (b) The determination of the amount of the advertising appropriation, and the allotments for the various forms of advertising.
- (c) The relation between the sales and advertising departments.
- (d) The furnishing of dealer helps, electrotypes and advertising literature to dealers.
- (e) The training and development of advertising per-

- sonnel.
- (f) New tendencies in the technique of automotive advertising in copy, art work and lay-outs.
- (g) The sharing of advertising expense with the dealer.
- (h) The problem of newspaper publicity sent out by the factory, and by the dealer: Cooperation with the general and trade press, and with the automobile editors of the metropolitan newspaper.
- (i) Counting the costs and gauging the results of your advertising.
- (j) Advertising and sales problems in relation to the automobile shows and exhibitions.
- (k) Representation in, and cooperation with, the general advertising organization of national scope.
- (l) Miscellaneous plans for the elimination of waste in advertising, for reducing costs, for cooperative economy, and for improvement and standardization in automotive advertising.
- (m) Advertising for foreign trade.

#### Minna Hall Simmons Opens Advertising Agency

Minna Hall Simmons, for the past two years advertising manager of John Campbell & Co., New York, manufacturers of aniline dyestuffs, opened an advertising service agency this week at 15 West 38th Street, New York, where she will conduct a business embracing every branch of publicity and advertising service. She will continue to handle the account of John Campbell & Company, advertising their trade-marked product, "Camel Dyes," but she will also specialize in the preparation of advertising copy and booklets covering products appealing particularly to women, as her experience in this line has been varied.

In the past three years Miss Simmons has written a weekly New York Fashion Letter, which is syndicated throughout the United States and Canada. In writing these articles, Miss Simmons has familiarized herself with every article of feminine apparel. Prior to her affiliation with John Campbell & Company, she was associated with the Blackman-Ross Company, and has had long experience in the advertising field.

Miss Simmons is a director and vice-president of the League of Advertising Women and for three years was chairman of the program committee. She began her career at the age of fifteen as a teacher of the Isaac Pitman System of shorthand at a New York registered Regent's Business School.

#### A National Advertising Campaign to Boost Florida Canal Project

Plans have been formulated by the directors of the Atlantic-Mississippi Canal Association to carry on a national advertising and publicity campaign in the interests of the proposed canal across the upper peninsula of Florida, which will connect the Atlantic Ocean with the Gulf of Mexico. Thousands of dollars will be spent in important mediums for this purpose and a weekly publication is to be started to boost the project.

#### "Association Men" to Open Atlanta Office

*Association Men*, official organ of the Y. M. C. A., will open a branch editorial and circulation office in Atlanta, Ga., May 15. Frank G. Weaver, of the New York office, will be in charge.

#### Think "A & S" Helpful

THE BISHOP PRESS

Kansas City, Mo.

EDITOR ADVERTISING & SELLING:

Let me compliment you on issuing a magazine far superior to anything that I have seen in the field. I have been a subscriber to ADVERTISING & SELLING for a great many years, and can tell you truthfully that you are now publishing a far superior magazine to anything your company has ever issued before.

Yours sincerely,

GEO. F. MCKENNEY.

### The Magazine Ad as a Foreign Salesman in Arabia

Advertisements carried in American periodicals have a considerable selling power in the Red Sea commercial district according to Consul Addison E. Southard, at Aden. The American consulate at Aden has many requests from both Europeans and natives who can read or understand English for the loan of all the American periodicals which it has to spare. These periodicals are wanted more for their advertisements than for the general reading matter which they contain. People who ask for them say that they get real enjoyment from reading American advertisements because of the very attractive way in which they are planned and printed. Several local business men have informed this consulate of ideas relative to the good qualities and adaptability of special American products to trade demands in the Red Sea commercial district which they have obtained from reading advertisements in American periodicals borrowed from the consulate. Among the general lines mentioned in which they have become interested in this way are automobiles and accessories, tools and other general hardware items, tinned fruits, and toilet articles.

For example, a prominent business man in this district borrows from the consulate copies of a popular American weekly. He recently found in this periodical an advertisement of a lens for automobile lamps which reduces the glare. He promptly obtained by mail three sets for himself and recommended them to a dealer who has stated his intention of ordering a hundred or more sets of this lens.

### PUBLICITY FACILITIES FEW IN RED SEA DISTRICT

Although advertisements usually result at first only in a mail order, the articles so ordered will, if satisfactory, establish a demand. Red Sea trading communities are small, and when one person or firm finds pleasing an article which has been obtained from abroad the entire community usually knows it very soon and additional orders thus result.

The Red Sea commercial district has neither newspapers nor other periodicals of its own, and the people depend for their periodical literature upon outside sources. There are no libraries or other centers where periodicals are accessible to the general public, and the many who cannot afford to subscribe for foreign publications depend upon borrowing from the few who are subscribers. Hence most of the periodicals that do reach the district, some parts of which are comparatively isolated, pass through many hands and are often read from cover to cover. This fact, taken with the further established fact that American advertisements are generally conceded the most attractive and interesting to be found, gives especial value to the advertisers in such American periodicals as reach this district.

### Texas Advertising Agency Placing New Account

The Manhattan Medicine Company of Des Moines, is now placing its advertising through the Western Advertising Agency of Fort Worth, Tex. Five thousand line contracts are going out to Middle West papers. Some large copy is being used.

The Western Advertising Agency has also secured the account of a large automobile firm and a national campaign is now being prepared for newspapers.

### Associated Business Papers to Hold Special Meeting

A special meeting of the Associated Business Papers, has been called by the Executive Committee to convene at the Hotel Astor, New York, 10 A.M., Tuesday, April 6. The purpose of the meeting is to vote on an amendment to the constitution increasing the members dues. The details of a financial budget covering, in addition to the regular work of the association, the carrying out of the following plans will be taken up:

The putting into effect the plan of agency cooperation which was passed upon favorably at the Chicago convention last September, and the extension of the advertising

promotion work and the advisory service rendered advertisers and agencies by the headquarters office.

### Maxey Is Re-appointed Advertising Agent of Burlington Route

T. T. Maxey, advertising agent of the Burlington Route, 1910 to 1918, and who served the U. S. Railroad Administration, first as vice-chairman of the western lines advertising committee and later as an assistant in the Division of Public Service, Washington, D. C., has been appointed General Advertising Agent of the Burlington Route, with headquarters at Chicago.

### "Abraham Lincoln" Addresses New York Ad Club

At noon of Thursday of last week Frank McGlynn, who has become very popular through his realistic portrayal of Abraham Lincoln, in John Drinkwater's famous drama of that name, addressed the members of the New York Advertising Club on "Lincoln as an Advertiser."

### Direct-by-mail Advertising Conference and Exhibit Held in Chicago

A three-day conference, with exhibits, was held March 3-5, by the direct-by-mail department of the Chicago Advertising Council. Alexander Gray, advertising manager of the Diamond T. Motor Truck Company, Miss Florence Martin of the H. Black Co., Cleveland, and Arnold Joerns, head of Arnold Joerns Advertising Agency, of Chicago, were among the speakers.

### Brown-Durrell & Co. Appoint Sproul Advertising Manager

Avard C. Sproul has been appointed advertising manager of Brown-Durrell & Co., manufacturers of Gordon Hosiery and Forest Mills Underwear. T. M. Fitzpatrick, treasurer, directs the advertising.

### Praise from a High Authority

SCRIBNER'S MAGAZINE.  
NEW YORK

Editor ADVERTISING & SELLING:

Warmest congratulations on the typographical appearance of the last issue of ADVERTISING & SELLING.

It looks the way I have been hoping it would look.

Very sincerely,  
CARROLL B. MERRITT.

### "Chemical & Metallurgical Engineering" Appoints Central Representative

Franklin H. Johnson has been appointed central representative of *Chemical & Metallurgical Engineering*. With headquarters at Cleveland, Mr. Johnson will represent his publication's interests from Buffalo and Pittsburgh as far west as the Ohio-Indiana line, and also most of the South. Mr. Johnson has been engaged in engineering work from the sales and advertising viewpoint for a number of years.

### Two More Solicitors for Verree & Conklin

John D. Lane and Harry Wittschen are new solicitors connected with the New York office of Verree & Conklin, special newspaper advertising.

### Chicago Office of Randall Co., Preparing Sal-Vet Campaign

A new campaign is being prepared for the Sal-Vet Company, Cleveland, Ohio, makers of preparations for live stock and poultry, by the Chicago office of the Fred M. Randall Company, which recently acquired the account.

**"Except Indianapolis"**  
Check up on the Sunday newspaper campaigns that run in the 6 day evening paper in Indianapolis.

## THE INDIANAPOLIS NEWS

First In America In 3c Evening Field

New York Office  
DAN A. CARROLL  
Tribune Building

FRANK T. CARROLL  
Advertising Manager

Chicago Office  
L. R. LEE  
First National Bank Building

USE NEWSPAPERS ON A THREE-YEAR BASIS

**Georgia Will Spend \$200,000 in Magazine Advertising**

A compact organization, representative of the entire state of Georgia, was formed at a meeting of all important civic, commercial and industrial bodies held at Tifton, Ga., recently, for the purpose of carrying on a national advertising campaign which will show the resources and advantages offered by the Empire State of the South. The organization's first step will be to raise a fund of \$200,000 for magazine advertising in the Middle West and East, the campaign to be conducted under the supervision of advertising experts.

**Old Southern Newspaper Is Sold**

Col. R. H. Henry, for many years editor and principal owner of the *Clarion-Ledger*, of Jackson, Miss., oldest newspaper in the state and one of the oldest in the South, has sold his interests to T. M. and R. M. Hederman, both of Jackson. Col. Henry will continue as editor. The paper was established at Jackson in 1837 and since 1888 has been edited and owned by Col. Henry.

**Bruce Bliven Is Appointed Managing Editor of "The Globe"**

Bruce Bliven, chief editorial writer of *The Globe* in New York, was appointed managing editor of that newspaper, effective March 15th. Mr. Bliven succeeds F. B. Taintor, who remains with the paper in an executive capacity in the editorial department. There is no announcement as to who will become chief editorial writer, but Frank E. Hill, formerly with the Curtiss Aeroplane Co., Garden City, L. I., has been added to the editorial writing staff.

Mr. Bliven, well known as a writer, has contributed special articles to *ADVERTISING & SELLING*. A sketch of his career was given in *ADVERTISING & SELLING* of December 6, 1919, under the caption of "A Bit About Bliven."

**Warman Goes With Namusa Corporation**

Ray V. Warman has resigned as general manager of Export American Industries to become associated with the Namusa Corporation as vice-president and general manager. The company is instituted by members of the National Association of Manufacturers for group organization under the Webb-Pomerene Act. It will appoint trade ambassadors to various countries and establish suitable foreign offices and branches to develop what promises to be the largest concerted effort yet made to extend the foreign trade of this country.

**F. J. Ross Agency Opens**

The F. J. Ross Company, advertising agency, recently incorporated in New York with a capital of \$100,000, opened offices at 119 West 40th Street, on March 15th. The personnel of the agency is as follows: F. J. Ross, executive, analysis, practice and development; Norwood Weaver, assistant to Mr. Ross, and research; Ralph Shultz, art director; Oscar W. McKennee, assistant to Mr. Shultz; Homer M. Clark, Paul B. Findley, account executives; E. C. Stith, and Miss Florence Prevost, copy; A. K. Taylor, production manager; C. M. Seymour, executive assistant to Mr. Ross, and media and rates; W. Markwiz, assistant to Mr. Seymour; Daniel Volkmar, controller and office manager.

Mr. Ross recently withdrew as vice-president of Blackman-Ross, Inc., New York, following which that agency became the Blackman Company. Messrs. Weaver, Shultz, Clark, Findley, Stith and Volkmar were previously with Blackman-Ross. Miss Prevost recently conducted the Florence Prevost Advertising Agency at Portland,

Ore. Mr. Taylor was recently with Wendell P. Colton, Inc., New York. Mr. Seymour was formerly vice-president of the American Letter Company, New York. Mr. Markwiz was recently with the Bush Advertising Service, Inc., New York, and had previously been with Blackman-Ross. Mr. McKennee was formerly with Calkins & Holden, Inc.

Among the accounts which will be handled by the Ross Agency are: The Borden Company, evaporated milk account, New York; The Fairbanks Company, New York; The Paint and Varnish Manufacturers' Association "Save the Surface Campaign"; National Canners Association, Washington, D. C.; The Goulds Manufacturing Company, Seneca Falls, N. Y., Foamite Fire-foam Company, New York; McAndrews & Forbes, New York; and Millers Falls Company, Millers Falls, Mass.

The following companies have recently retained the Ross Agency: Rogers Fibre Company, fibre products, Boston; and Electric Outlet Company, Inc., installation specialty, New York.

**Likes the Stanley Cartoons**

JONES & BAKER  
NEW YORK

Editor, *ADVERTISING & SELLING*:

We would very much appreciate receiving a copy of the cartoons which appear in the March 6 and March 13 issues of *ADVERTISING & SELLING*, "If We Could Only Be Present When Our Letters Arrive," and "And They Say There Is No Royal Road to Success."

If it is not asking too much, we could use about a dozen copies of these for distribution to our branch managers, who I am sure would find them as enjoyable and helpful as we. The thought occurred to me that perhaps you had some press copies on hand.

I trust Mr. Stanley's cartoons are to be a regular feature of your publication.

Very truly yours,  
E. G. PRATT.

**SYSTEMS BOND**

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



**The Importance of Business Stationery**

During the course of a year's time many sales are lost on account of business stationery not being quite up to the mark.

Some advertisers pay thousands of dollars for a page advertisement in a magazine, and then follow up the inquiries with a letter written on a grade of paper that wouldn't impress people enough to make them pay eighty cents for a gold dollar.

When you send out a sales message give it every chance to win. Send it on a letterhead that will be a credit to your firm.

SYSTEMS BOND is the advertised paper that will make your letters look better.

A request on your letterhead will bring samples.

**Eastern Manufacturing Company**

General Sales Offices:

501 Fifth Avenue

New York

Mills at Bangor and Lincoln, Maine

# Pan-America Gets Together in Advertising

Plans Advanced at Meeting of South American  
Division of A. A. C. W. to Complete Organization

**T**O carry out the plans for organizing a South American division of the Associated Advertising Clubs of the World, which were made in the form of resolutions by the delegates to the preliminary Pan-American advertising conference held at New Orleans, September 21-25, 1919, members of a general committee, named at that time, attended a luncheon at the New York Advertising Club last Saturday.

Representatives of the publishing and advertising interests of Mexico, Argentina, Chile, Peru, Cuba and of the export advertising and publishing interests of the United States were present. One guest, Miguel Ordorica made a special trip from Mexico City to represent Dr. Felix Pallavicini, publisher of *El Universal*. This general committee drew up plans for the selection of an executive committee, conveniently located near New York and the headquarters of the A. A. C. W., to co-operate with officials of

chairman, had already published eight books on advertising, which are now circulating the world over, and added that an agreement had been made on Friday to have Professor Paul Cherrington, of Harvard, after perhaps three years of diligent compilation, write a book which will be the "last word in advertising." Mr. Houston suggested that the Pan-American group could, as a means of making its work known, have the book published in Spanish.

"Advertising is a means of making markets," he said. "In cultivating markets in South America, the new division should not overlook the importance of vigilance work."

Franklin Johnson, publisher of *Exportador Americano*, after a discussion regarding the size and make-up of the executive committee, offered the resolution that the chairman appoint seven more members to that body, taking care to see that each of the various interests present, if located near New York were represented. The motion was carried unanimously. Mr. Barrett, while he intimated that he was relinquishing his position in Washington next July, said that he would act as chairman of the committee up to June, and that he would appoint the members of the executive committee with the advice of Messrs. Houston, Florea and Noel.

## LATIN-AMERICAN NEWSPAPER MEN GIVE VIEWS

Senor Ordorica from Mexico, speaking in Spanish, told of the organization of an advertising club in Mexico City. J. V. Noel secretary of the committee, translated, his talk into English. Enrique Gil, of *La Nacion*, Buenos Aires, stated that Argentina stood ready to co-operate in this Pan-American advertising movement, and Dr. Antonio Miró Quesada, publisher of *El Comercio*, in Lima, convinced his hearers that it was important that the United States extend credit to Peru if it wanted to keep in the lead of competing countries. Severo Salcedo, of *La Nacion* of Santiago de Chile, expatiated on the need of American manufactured products by Chile, and General Salvador Alvarado, publisher of *Heraldo de Mejico*, bespoke the earnest study of the needs and customs of his countrymen by American salesmen so as to prevent Germany from regaining supremacy there. He cautioned his audience that advertising in Mexico would not get results unless American firms understood the people to a much greater extent. Jesse H. Neal, chairman of the national program committee of the A. A. C. W., told in an interesting manner how everything points to a closer relationship between North and South America. He said that advertising men have cause for pride in having made advertising the first business or profession to be instrumental in effecting a closer cooperation between the two continents.

Among those present were the following members of the general committee: A. Eugene Bolles, of *La Revista del Mundo*, and U. S. advertising director for *La Nacion*; Frank A. Arnold, manager of the foreign department of Frank Seaman, Inc.; H. M. Porter, eastern manager, *La Hacienda*; H. A. Slamin, of *La Prensa*; Walter A. Johnson, editor of *El Campo*, of the American International Publishing Co.; Wing B. Allen, publisher of *The South American*; C. C.

Martin, editor of *El Arte Tipografico*; Franklin Johnson, publisher of *Exportador Americano* and head of the Johnson Overseas Agency; Miguel Ordorica, of *El Universal*, Mexico City; John L. Aerrill, of the All-America Cables; General Salvador Alvarado, publisher of *Heraldo de Mejico*; Herbert S. Houston, of Doubleday, Page & Co., publishers of *La Revista del Mundo*; John Barrett, director general, Pan-American Union; Enrique Gil, of *La Nacion*, of Buenos Aires; Dr. Luis Lara Pardo, of *Excelsior*, Mexico City; Dr. Antonio Miró Quesada, publisher of *El Comercio* of Lima, Peru; Severo Salcedo, of *La Nacion*, Santiago de Chile; Jesse H. Neal, chairman national program committee, A. A. C. W.; P. S. Florea, executive manager of the A. A. C. W.; and John Vavasour Noel, executive secretary. Members of the press who attended were: J. Harding, Associated Press; Bryne Oliver, United Press; Walter Sammis, editor of *Associated Advertising*; James W. Brown, *Editor & Publisher*; Roy Dickinson, associate editor of *Printer's Ink*; J. L. Woolley, of the *Fourth Estate*, and George Roosevelt, news editor of *ADVERTISING & SELLING*.

## Sprague Art Director for International Displays Co.

Clarence H. Sprague, lecturer on Display Advertising and Copy at New York University, has accepted the position of art director of the International Displays Company, Cleveland, O.

Besides being an expert and authority on Layouts, Mr. Sprague has accomplished noteworthy work as an illustrator and as a poster artist. He has taught advertising art and has been an advertising consultant for years. In the advertising and marketing department of New York University for five years, he was one of its most popular members.



JOHN BARRETT

the parent organization in enlarging the South American membership, inviting interests from Latin America to the convention in June, and planning a comprehensive and appropriate Pan-American program and conference to be held at Indianapolis. Several addresses, each packed with interesting, practical information, were made. John Barrett, director general of the Pan-American Union, Washington, D. C., presided as chairman of the body.

## HOUSTON TELLS OF A. A. C. W. BOOKS

After the coffee was served, the roster called, and the purpose of the meeting made clear, Mr. Barrett called upon Herbert S. Houston, of *La Revista Del Mundo*, former president of the A. A. C. W. In Mr. Barrett's preliminary remarks, he announced that Mr. Houston was leaving very shortly for Spain. Mr. Houston made several excellent suggestions for a tentative program for the new body could do, and incidentally supplied the committee with valuable information. He said that the publication committee of the A. A. C. W., of which he is



C. HAYES SPRAGUE



"Gotham for Art Work"



Our new  
telephone  
numbers  
are  
**Madison  
Square  
8517  
8518**

**GOTHAM STUDIOS INC.**  
111 East 24<sup>th</sup> Street  
New York  
MARTIN ULLMAN, Managing Artist



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

## Writing the Modern-Day Sales Letter

Treating the Subject of Collections Courteously But Firmly Sometimes Requires Extreme Diplomacy.

By CHARLES H. BAKER, Jr.

The Morton Company, Worcester, Mass.

WHEN asking a new and unrated customer for references, use the utmost care to avoid giving offense. If you do not, an account is lost. Put in an extra courteous paragraph to show that you appreciate the chance to do business with him. Often a small concern regards the giving of references, and the asking of references, as more or less of a personal matter, losing sight of the advantages to be derived from a frank statement for a basis of future credits. There is no definite rule to follow as all cases must be treated individually. It is better, I think, to go an extra step along the courtesy line in this situation.

A good many troubles of this nature are with the small concerns which do not, or will not, appreciate the value to themselves of a credit rating. It is up to the letter writer to break down this barrier with a simply worded, yet not too brief, letter which stresses the point that all information will be held in strict confidence and that your intention is not to question his honesty. From personal observation of letters written for credit data before accepting an order, about two out of five customers do not reply satisfactorily, cancel the order, or return goods already shipped C. O. D. If the writer wishes to hold such prospects it is always a good plan to tell the customer that you have started work on his order: this of course where the article involved is not entirely special, of large value, or where there is some reason to justify a pretty thorough investigation of the motives behind the inquiry or order. Mention this action in a letter; it tends to remove all trace of implied distrust or doubt, and inspires the motive to give the desired information through showing that you appreciate his business.

### COURTESY IN COLLECTIONS

Courtesy in collecting slow accounts is absolutely essential for the same reasons. No one likes to collect bills, personally or through the medium of letters, but it is seldom that a brusque, abrupt, or commanding letter will get the results that a more courteous one would achieve. This applies, say, to your

third letter in the case, unless it is known that direct evasion or delay of payment is definitely meant. It is better to go an extra paragraph and accomplish the result desired in two letters than to write five or six and then finally have to turn the case over to an agency or attorney for collection.

Non-payment can be due to four general causes: (1) A desire to dodge legitimate obligations; (2) Slipshod methods in office routine, handling invoices, etc.; (3) Lack of resources due to poor management or poor business conditions; (4) Lack of resources due to non-payment of bills by concerns for which the customer is doing work. Therefore, in all cases except the first the writer can succeed more often through courtesy than otherwise. It costs money to add a few extra lines, but it costs more to pay a collecting agent, after several abrupt letters.

To illustrate the point of abruptness which it is well to avoid: a customer was absolutely honest but slow in paying, due partly to easy-going methods and partly to his receiving very slow payments in turn from a large corporation from whom he had sub-let contract work.

This letter was sent:

THE PEREMPTORY "DUN"

WORCESTER, MASS., February 28, 1919.

The Bassett Lumber Co.,  
Adirondack, N. Y.

DEAR SIR:

Our invoice for the sum of \$16.55 has been rendered respectively; November 12, December 1, January 1, and February 1, and is still unpaid. Also our letters of the following dates have not been answered: December 15, January 15, and February 15.

Kindly mail your check at once covering this amount or explain your reasons for not doing so. If we do not hear in ten days your account goes into the hands of our lawyers for collection.

Very truly yours,  
THE BUTLER DIE CORPORATION,  
Per James Walker.

After sending several such letters at three-week intervals the account was collected by an agency.

Here's what you are up against: A man has bought goods from you. Your main desire is to get your money. If a few extra words in a letter will accomplish this desired end is it not more efficient than disdaining to unbend to a customer who is slow pay, thereby making a professional collector necessary?

This letter, with courtesy added, is a big step in the right direction.

In its original wording it was practically a signed form letter; a thing to be avoided, broadly speaking, in the correspondence of a manufacturing concern, except in acknowledgments and such. Publishing houses, clothiers, and many others may use form letters to advantage. It constitutes a separate and scientific type of correspondence. But in comparison with a signed and dictated letter it is cold and lifeless; a thing which is risky in collecting accounts running up into the thousands.

**Note this changed impression:**

WORCESTER, MASS., February 28, 1919.  
 The Bassett Lumber Co.,  
 Adirondack, N. Y.  
 Our Invoice November 12, 1918, \$16 55.  
 Our Letters December 15, January 15, February 15.  
 Please refer to your records and let us know if for any reason you feel that this charge is not in order.  
 We are making every effort on our part to straighten out our 1918 accounts, and would appreciate your co-operation in helping us adjust this small charge.  
 We have never made a practice of employing any collecting agencies, for our business is built on the basis of quality, good service, and above all upon the pleasant friendly relations we enjoy with our customers.  
 Please see what you can do regarding this item in question. Your courtesy and co-operation will be appreciated.  
 THE BUTLER DIE CORPORATION,  
 (Signed) James Walker,  
 Credit Department.

I received the letter next shown last week, and, although a form letter, its wording is so good and so obviously in order, that it accomplishes the desired result even laboring under this handicap. It so happened that what the message suggested was correct; the whole affair had slipped my mind entirely. I had merely filled in a card and mailed it in to the publishers. I cannot but feel that if more of such spirit were instilled into signed collection letters much time and expense could be saved.

This is the letter, with the salutation omitted:

Just a reminder that the payment you were to send us on your account has not been received. No doubt you have either forgotten about it, or else it is on the way to us now.  
 An item like this, outside the regular course of your affairs, is quite apt to be overlooked, and for that reason we are reminding you of it again.  
 It is not necessary to write a letter, for we know exactly how such oversights occur; just attach your check or money-order to this letter and mail it at once in the enclosed envelope. We will appreciate it!

Yours very truly,  
 THE BLANK ASSOCIATION  
 If you have remitted for this account within the past week, kindly ignore this letter.  
 Amount of purchase \$4.00.  
 Installments due \$

One point coming under the heading of Courtesy that is sometimes passed over is the value of addressing your replies to the attention of the person who wrote to you. If the full name is unknown, refer to the initials of the dictator, placing them in your subject heading after the date reference, thus: "Yours March 3 CML." When addressing large concerns give the department also that CML is in. This is especially worth while for two reasons. First,

it convinces your reader that you have taken the trouble to look him up and have addressed him in a direct and courteous manner. Second, it wins you his gratitude as well as that of his mail department, due to there being no delay in finding out to whom your letter should be referred. In concerns which em-

ploy several thousands of persons the saving is vast.

**RICHEY DATA SERVICE**

Latest business, sales and advertising data on convenient loose-leaf, pocket size sheets—ready for instant reference. Used by leading firms. Makes your work more efficient. Free consultation to subscribers. Monthly bulletin, descriptive matter and money-back trial offer sent free. Address—  
**405 Meridian Life Bldg., Indianapolis**

To advertisers desiring student trade, we offer our wide experience in handling college paper advertising, backed by sales getting merchandise work.

**CSAA**

**Collegiate Special Advertising Agency, Inc.**  
 503 Fifth Avenue, New York *Established 1913*  
 Chicago office: 110 So. Wabash Ave.

# The Annual Visitor

**H**ERE he is again, Old Man Annual Convention! This time he visits the paper industry and he comes when the handouts are bigger than usual. Of course, they are bigger when the old home folks are prosperous and we assure you the paper manufacturers are now making bunches of tax fodder.

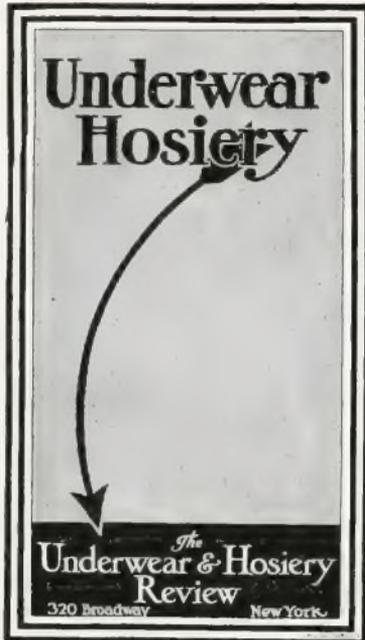
Speaking of prosperity, one of the real wise boys told us that the pulp and paper industry were going to spend over fifty millions this year on new equipment and improvements. So if you make anything that a paper mill can use to advantage, now is the time to spring it on them and this big special edition of PAPER is the place.

Oh, yes! this annual convention issue contains important matter that causes the vital men to refer to it many times a year. The advertisers get the benefits. Can we tell you more?

# PAPER

471 Fourth Avenue, New York

The price is \$75 per page. You can use colors at slight additional cost.



## Calendar of Coming Events

- April 6-8—Annual Meeting, The Manufacturing Perfumers' Association of the United States, Hotel Biltmore, New York.
- April 21-22—Annual Convention, American Newspaper Publishers' Association, Waldorf-Astoria, New York.
- April 26—National Association of Hosiery and Underwear Manufacturers' Convention and Annual Exhibition, Phila.
- April 27-28—Meeting of the Ohio Wholesale Grocers' Association Co., Columbus, O.
- April 27-29—Eighth Annual Meeting, Chamber of Commerce of the United States, Atlantic City, N. J.

- April 28-30—National Association of Cotton Manufacturers' Convention, Boston, Mass.
- May 12-15—Seventh National Foreign Trade Convention, National Foreign Trade Council, San Francisco, California.
- May 18-20—Annual Convention National Association of Manufacturers of the United States of America, New York City.
- May 19-20—Second National Convention Tobacco Merchants' Association of America, New Hotel Willard, Washington, D. C.
- May 25-27—National Confectioners' Association of the United States, Annual Convention, St. Paul, Minn.

### "How to Judge an Advertising Agency"

A little book of 58 pages on "How to Judge an Advertising Agency" has been published by the J. H. Cross Company, general advertising agency in Philadelphia. The fundamentals of agency service, a description of the various types of agencies now existing, and 14 points by which to judge an agency are given in the book.

is the new editor succeeding Parkhurst Whitney. Maj. C. R. Bames is general manager, and H. D. Cushing is advertising director.

### A \$1,250,000 Advertising Firm

Pyramid Production, an advertising firm, was incorporated this week in the State of Delaware with a capital of \$1,250,000.

### Dooley-Brennan Co. Becomes Conover-Mooney Co.

The Dooley-Brennan Company, an advertising agency with offices in the Harris Trust Building, Chicago, has undergone a reorganization and a change of name. The agency is now known as The Conover-Mooney Company. R. J. Mooney is president, Harvey Conover is vice-president and M. Kennedy is secretary and treasurer.

### A. Walter Pearson, Editor, Dies

A. Walter Pearson, editor of the Norwich (Conn.) *Bulletin*, died at his home in Norwich on Tuesday. He was seventy-eight years old and had been with the *Bulletin* for forty-one years.

The advertising for the Leonard Wood Presidential campaign is now being handled by The Conover-Mooney Company. Other activities of this company include an advertising campaign in Illinois cities outside of Chicago for the Mephisto Products Company on Rug-nu, a rug cleaner.

### Reid, Fletcher & Hart To Furnish Art Service

Incorporated in New York this week to furnish art service was the company of Reid, Fletcher & Hart, with a capital of \$10,000. L. H. Reid, S. E. Fletcher and G. Hart, No. 31 East 27th street, are the organizers.

### Clifford Bleyer Advertising Company To Be Reorganized

The Clifford Bleyer Advertising Company will be reorganized, as the result of the tragic death of Clifford Bleyer, president. This announcement has been made by Roger Tuttle, secretary of the company. Just what the reorganization will include is not announced, but a change in the name of the agency is probable. The Bleyer agency has offices at 20 East Jackson Boulevard, and handles a number of important accounts, including such products as Amerikorn, Eagle Lye, Krause Dairy Feed and others.

### Vanderhoof & Co. Buys Site to Erect \$300,000 Building

Vanderhoof & Company, advertising agents at present located in the Marquette Building, Chicago, have purchased a four-story granite building, formerly a residence, at Ontario and St. Clair streets, which will be remodeled into an office building. The agency will use 6,000 feet of the floor space and will sub-let the remainder. The agency plans to erect a \$300,000 office building on the new site at a later date. Vanderhoof & Company have been located in the Marquette Building for sixteen years.

### Chicago Advertising Campaign Commences

The "Boost Chicago" campaign, a municipal advertising venture entailing the expenditure of \$1,000,000 in four years has been launched in Chicago. Mayor W. H. Thompson is the chief proponent of the plan and W. H. McJunkin of the advertising agency bearing his name is the chief advertising factor. The first copy of the money-raising campaign is now running in the Chicago newspapers.

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"

In every large institution THE SALES MANAGER—Monthly will be found on the desks of "Sales Managers"—because it makes them better sellers. Better selling means better pay.  
 25c a copy—\$3 a year  
**The William Edward Ross Service, Inc.**  
 114 Sun Bldg., New York City, N. Y.

### A Fertile Field for Shaving Soaps

Over 6,000 retail cutlery dealers and hardware dealers whose cutlery sales are important enough to warrant their studying the market read *The American Cutler*—the official monthly magazine of the American cutlery trade. The dealer who sells a man a razor should also sell your shaving soap or powder, if you cultivated his goodwill through the advertising pages of *The American Cutler*.

**The American Cutler**  
 15 Park Row New York

**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

**"GIBBONS KNOWS CANADA"**

## CELLULOID FILMS ARE DANGEROUS

*The operation of any portable projector USING CELLULOID films is prohibited by State, Municipal and Insurance restrictions and the violator is frequently subjected to severe penalties*



—But

The New Premier

# Pathéscope

*Flickerless "SAFETY STANDARD"*

## Motion Picture Projector

**Can be used by anyone, anytime, anywhere**

Labeled by fire underwriters "Enclosing Booth Not Required." Avoid expense and trouble at the start—Don't violate fire and insurance restrictions. Use an approved projector and "safety standard" film.

We number among our clients the most prominent manufacturers using motion pictures as an aid to salesmanship, such as:

American Bank Note Co.,  
Baldwin Locomotive Works,  
Barber Asphalt Co.,

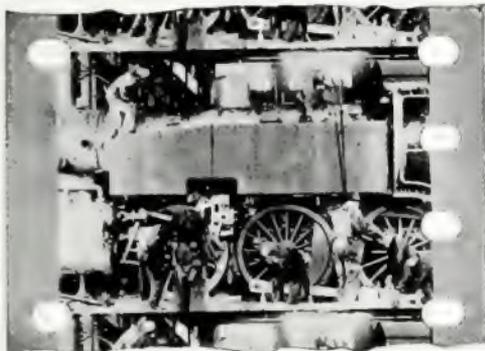
5 Pathescopes  
14 Pathescopes  
11 Pathescopes

Belding Bros. Silk Co.  
Hershey Chocolate Co.,  
National Cash Register Co.

12 Pathescopes  
10 Pathescopes  
20 Pathescopes

Many of them adopted the Pathéscope after unsatisfactory and expensive efforts to use unapproved projectors with dangerous celluloid films.

The Baldwin Locomotive Works, with fourteen Pathescopes and a hundred thousand feet of Pathéscope "Safety Standard" film, with titles in seven languages, *shows to its customers in every land*, the activities of its immense plants and the skill and care used in the building of its product.



Mr. A. H. Ehle, General Sales Manager, writes: "We feel that this method of publicity and assistance to our salesmen is going to produce beneficial results, and congratulate you upon the highly satisfactory prints supplied us."



**Your hesitating prospect must be SHOWN  
The MOTION PICTURE CONVINCES**

The salesman equipped to show his product by motion pictures not only *gets a showing*, but *gets the order*.

A Pathéscope weighs only twenty-three pounds. Fits in a small case. Operates from any light socket. Pictures up to 12 feet wide at any distance up to 75 feet. Motor drive and rewind at variable speed.

If you already have a film let us make you a Pathéscope print from it that you can show *anywhere without danger or restrictions*.

*Explanatory Printed Matter Sent on Request*

**The Pathéscope Co. of America, Inc.**

Willard B. Cook, President

Suite 1826, Aeolian Hall, New York City

*Agencies in Principal Cities*



$$2 + 2 = 4$$

*Outdoor  
Advertising  
is neither  
Incidental  
Nor  
Accidental  
But  
Definite  
and  
Positive*

**Thos. Casack Co.**

*Chicago*

*New York*