

Advertising & Selling

March 27, 1920

SELLING
SOMETHING ELSE
IN YOUR ADS

THE GREAT
CANADIAN MARKET
OPPORTUNITY

A WIDE VARIETY OF
ARTICLES AND CRISP
NEWS ITEMS

Issued Weekly



15c. the copy

Advertising & Selling Co., Inc.
471 Fourth Avenue
New York City

\$3 the year

6
GOTHAM
STUDIOS

THE NEWS

New York's only illustrated, tabloid daily newspaper,

celebrates the eighth month of its existence by announcing that its net paid circulation now exceeds

200,000

and that, by reason of these figures, it now occupies eighth place among all the daily morning newspapers in the United States.

-more!

—more than just the world's greatest merchandising trade paper.

—more than just the leading paper in the dry goods and department store field.

—more than just the great buying factor to the world's greatest selling factors.

The Dry Goods Economist is more—a great deal more.

The Dry Goods Economist is this dry goods and department store field.

The Dry Goods Economist is the biggest market in the world—the sum total of the world's greatest selling factors.

The Dry Goods Economist is the big store and the big stores biggest

competitor in nearly 3,000 cities and towns.

The Dry Goods Economist is this great market—and this great market is the Dry Goods Economist.

The Dry Goods Economist is the service of this great market—the buying service; the selling service.

Proper promotion of proper merchandise is just as much a part of Economist service in the Economist market as is the distribution of general market information.

Advertisers in the Dry Goods Economist are not buying mere space in a trade paper.

They are buying representation in a great market.

They are buying an exhibit in a great store.

Do you really know the
DRY GOODS ECONOMIST?

DRY GOODS ECONOMIST
239 West 39th St.
New York

* **97%**

of Dry Goods and allied lines are sold on the recommendation of the Retail Merchant

In the eyes of the Consumer he is responsible

* FIGURED BY WYKAND

Advertising & Selling

J. M. Hopkins, President;
H. B. Williams, Vice President;
William B. Curtis, Treasurer;

Established 1891
ADVERTISING & SELLING CO., INC.,
471 Fourth Avenue, New York, N. Y.

M. F. Duhamel, Managing Editor;
Ralph B. Smith, Associate Editor

29th Year

MARCH 27, 1920

Number 40

Selling Something Else in Your Ads

**Does the Reader Really Get You When He is Given a
Story and a Picture Instead of Obvious Trade Facts?**

IT'S TRUE.
Psychology is the Biggest
Thing in Business.

In fact, it is so all-fired big that it is crowding dull business out of print. I have it from indisputable sources that, to quote a contemporary's headline, Sales Grow Best from Seeds of Science. And science, we know from Emerson, is but experience, boiled down and harnessed up.

Everything nowadays in advertising and sales revolves around science. But, curiously enough, sometimes the experience element is so obscure that often we have to be explained to, most unscientifically, to get the point.

So once in awhile there will be encountered the ignoramus to whom applied psychology is among the deepest of mysteries. He, like many of us, is stumbling along blindly among more intelligent fellows.

It is not true that all salesmen and advertisers are orthodox psychologists—that is, psychologists who work regularly at it—nor is it a fact that all psychologists are salesmen and advertisers. Nor is it true that all psychologists are psychologists. But it is sometimes hard to distinguish the real from the fancied, and separate them without injuring someone's feelings.

Enough dyed in the wool practitioners of the science of mind-chaining exist, however, to set up quite a goodly cult. And if the pages of our publications and other media may be offered in evidence, the group has been extensive, convincing and influential enough to shove the material things of mer-

That Something Else

EVERY advertiser strives to get in to his copy and art that something, the most undefinable quality of them all, which makes his product stand out among all its kind as the desirable one.

But it not infrequently happens that in the effort to drag romance to the fore, one of two things occurs; either the romance thus infused completely conceals the real message because the wrong idea has been employed, or poor judgment prompts the use of a too far fetched idea which creates an entirely wrong impression of the product.

Admittedly the story and picture are vital factors in advertising, but their wrong employment is reactive, this writer seeks to show.

THE EDITOR

chandising fairly over the ridge and beyond the horizon.

EVERYBODY'S DOING IT

Old campaigners are doing it. That ought to be testimony enough to convince the most exacting jury—even a jury of mere readers—that it is the right thing.

If you wish to advertise your product, either to keep alive reader interest during a period when your production is trying to catch up with orders, or when orders seem puny things as compared with expenses of operation, by all means try psychology and, if possible, avoid any crude, and possibly incongruous, mention of what you have to offer, be it service or substance. There are better things to be discussed by your salesmen and in your advertising space, than your own wares.

Why advertise what you have to

sell? Now get me right: the question is not "Why Advertise?" but "Why not advertise something else?"

As I said, it's being done—and done with SUCCESS, which is the great proof of the psychology pudding.

You take the Down East banker. Does he advertise banking? Modesty forbid! He tells the world about Joseph Jenks, of Lynn, who in 1642 was the first worker in brass and iron on the American Continent, "making divers models for many domestic implements and common tools." Tradition has it, he states, that the first article actually cast was an iron quart pot.

"Although New England is richly endowed with many natural resources," he declares, "her picturesque mountains yield no raw materials in iron and metals from which to manufacture the master-wrought implements and tools for which she is famed. Yet New England, dependent though she is on other regions for these raw materials, in the man-skill to fashion them has always stood in the lead."

Accompanying the text is an excellent reproduction of a piece of art showing the enterprising Joseph Jenks holding out the first iron quart pot to an admiring and quaintly garbed group of friends, or patrons, as they may have been.

It happens that New England's great banking concern, the Old Colony Trust Company of Boston, like the descendants of Joseph Jenks, is thrifty and, whether actuated by this spirit of thrift or a

last-minute backsliding from pure science, has inserted this paragraph:

"As a member of the Federal Reserve System, the Old Colony Trust Company is prepared to handle all collections, often with a saving of time and interest to its clients. In addition its world-wide banking connections enable it to finance foreign trade enterprises, issue commercial credits, sell bills of exchange and furnish reliable information on business conditions everywhere." A guess might be hazarded that the paragraph was inserted at about the time the first service bills began to come in.

Thus it will be seen that psychology may serve many purposes in the same advertisement. It may give Joseph Jenks a puff, say a word for Down East industry and put over a selling message for a commercial institution—the one that settles for the space used. This ad is of the ultra-scientific group and you can't help reading it, and remembering Joseph Jenks.

ADVERTISING OTHER LINES

Upon the same principle it is sufficient, in advertising prunes, to show the portrait of a kindly visaged landlady, say a few words about a piece of old china and finish up with a single flourish about the fruit in question. Or would it be better to leave out the fruit?

To advertise golf balls it would be good psychology merely to portray Rip Van Winkle and his little playmates at their favorite pastime of marking up scores on a green shutter, and repeat the story with variations to suit the purposes of national or regional distribution.

To sell Palm Beach suits, parade a polar bear across the upper right of your copy. Never mind what the text in this case says—everybody knows that Palm Beach suits and polar bears are distantly related and the connection, psychologically speaking, is established. Association of ideas does it.

If you desire to "sell" intelligence of any nature, picture an ape, swinging by the tail over a chasm of great and dizzy depths. The copy should link up well with almost any correspondence school campaign.

EASY TO "HOLD" THE READER

Whatever you do along that line, the READER is sure to catch the idea. He cannot miss it. In the first place, if he is not a psychologist himself, his wife or his little daughter is. Somebody in the family will see to it that the BIG THOUGHT is captured. It is es-

sential—I might almost say vital—to the interests of the READER and so it must be.

Salesmen who step in upon dealers no longer discuss drugs, dictionaries or dresses. If their line is medicines, they start out to narrate wonderful tales of how the cave men's wives gathered grass which served for bedding, clothing, carpets, fuel and furniture. This creates the inference that when boiled the syrup or extract acted as a tonic after lumbago. The book agents sell whole editions by reciting mythology—and the dispenser of dresses! The mere reading from a morocco bound Bible of the fascinating story of Eden is sufficient to gain distribution for an entire edition. Book dealers have no time to discuss or read of the merits of books.

Verily, psychology is SOME SCIENCE for swinging sales.

EASY TO DEMONSTRATE

And the truly gratifying side of it all is that it is, particularly in advertising and salesmanship, a readily demonstrable science. It is being demonstrated on right and left hand pages, all about us. Its patrons are the most successful and prosperous producers in the world.

It isn't anything to be scoffed at. It deserves the most profound respect—the most careful attention.

But it is like a variety of otherologies. It should be practised only by ologists.

A little too much, or not quite enough, may prove fatal. And the corpse, as often as not, may be some hitherto healthy business institution. There will be a solemn assemblage, a hushed air in the private office and, when the results are figured it will be found that "while the serum worked perfectly the patient could not stand the reaction."

In other words, it is one thing to send your salesman, whether in the flesh or in advertising form, out to the world with a well learned and highly interesting "story," while it is quite another to expect them to put over something which just

plain common sense should tell you will go right over the heads of ninety-nine out of every hundred auditors or readers.

"If I were a chair salesman I never would try to sell chairs," declared one of the keenest business movers in America, in discussing the subject of story-interest, which is the strong play of the psychologists. "If I couldn't throw about my wares an atmosphere—the kind that suited my prospect and made him feel a kinship with that chair—I'd just quit my job and find an outlet for real salesmanship. No person ever purchased anything for itself alone. No person ever saw in an advertisement the type and art matter alone."

THE OLD, OLD STORY

Unquestionably, what we term story interest, in both advertising and salesmanship, is a paramount consideration. It is story interest which makes selling to women easier than selling to men—story interest and the fact that, having heard the story, woman finds it hard, in the "closing phase" to say NO. Of course any salesman knows that.

Just pretty stories and pretty pictures won't do. The stories and the pictures have to "stick." They have to fit. They have to be logical and they have to arouse more than passing interest. There must be a completeness—something satisfying and convincing in them.

In the eagerness to get copy before the reader, perhaps, sufficient consideration sometimes is not given to matter of this kind and unworthy, inadequate story subjects are chosen, in the mistaken belief that they will, by association, strike a responsive chord. On the other hand some genuine masterpieces might be cited to prove the soundness of the method.

It is difficult to cure old advertising and sales promoters of lifetime habits, no matter how injurious those practices may be. But it is always easy enough to start new business rolling along in the right direction and if the parties responsible are REALLY RESPONSIBLE, in the moral sense, they can cure some of the evils practised under the general heading of psychology.

But I sigh for the weak and the defenseless who fall into the hands of the "bugs" to whom good judgment in such matters is foreign. And, if some of the copy running from time to time may be accepted as an indication, there are those who fall often and hard.

Our Telephone Numbers

There is no great gain without some small loss, or words to that effect. In the somewhat complicated process of removal to larger quarters to accommodate gains in business, ADVERTISING & SELLING lost its Telephone Numbers. For the benefit of all concerned, we hasten to announce them and they are: MADISON SQUARE 1765, 1766 and 1767, ADVERTISING & SELLING, 471 Fourth Avenue, New York, N. Y.

The Chain Store in National Advertising

S. S. Kresge Company to Begin Full
Page Ads in April Curtis Publications

By RALPH BEVIN SMITH

WITH the appearance on the newsstands of the April issue of the *Ladies Home Journal* and the April 3 issue of *The Saturday Evening Post*, advertising men not "in on the secret" will be astonished to find that the S. S. Kresge Company, operators of a great chain of "red front" and "green front" stores covering the northern and eastern parts of the United States, have gone into the field of national advertising.

Full pages in these issues, utilizing both illustrations and copy, will begin a campaign that is to be carried on in the two publications week after week and month after month to tell to the consuming public the story of Kresge opportunities and Kresge service.

This campaign, which will be handled by the Campbell-Ewald Company, Inc., of Detroit, is to be two-fold in purpose. It is designed to sell Kresge merchandising policies and to sell the name of Kresge; to be in part direct sales copy and in part good-will advertising.

The initial page, which will not utilize illustration, is to accomplish the first purpose by explaining to the consumer "in one-syllabled words," the A. B. C. of the Kresge system—direct, large, quantity buying, transferal of merchandise to the stores with a minimum of handling and economical sales methods. Subsequent pages will ring the changes on the tale of Kresge economies that make for consumer savings; and will recite the history of the Kresge idea and the Kresge organization to impress upon the public the dignity of the name of Kresge.

This starts the ball rolling. Once this company has taken the plunge into national advertising it is expected that other chain store systems which have neglected national opportunities will quickly follow suit, brought to a realization of the fact that, as Frank J. Campbell, Director of the Promotion Department of the S. S. Kresge Company expresses it, "chain stores are in a unique position to cash in on national advertising."

"Our 180 stores are located in cities east of Lincoln, Neb., and

north of Norfolk, Va.," Mr. Campbell told me, "and 70 percent of the circulation of the national mediums lies in these cities. The advertising manager of a department store operating in one town, or with only two or three branches, could not advertise in national mediums. In doing so he would be faced by a tremendous amount of waste circulation. We count on very little waste circulation.

WHO BUYS AT THE "5 AND 10"?

"The Kresge organization, in its "red front" stores, handles 5, 10, 15, 20 and 25 cent lines of merchandise; in its "green fronts," it carries 25 cent, 50 cent and \$1.00 goods. The "red front" stores started as 5 and 10 cent stores, added 15 and 20 cent lines during the war, and put in a 25 cent line less than a month ago rather than let advancing prices force out of their stock classes of merchandise that customers have learned to expect to find there. The "green front" stores added their dollar line on February 16. These stores draw their customers from every walk of life. It is estimated that 10 percent come from the very poor, who are forced to pinch hard on their nickels and dimes; 80 per cent from the two middle classes—families with incomes from \$1,500 to \$4,000 a year and families with incomes of from \$4,000 to \$10,000 a year; and 10 per cent, again, from the wealthy. Consequently, any advertising done must make a very broad appeal.

"What we have to tell, and what any chain store can tell to best advantage, is the story of merchandising policies. We have already attempted to tell this story to some extent in local advertising in the cities in which our stores are located."

Here is copy from one of these local advertisements which explains the fundamental principles of the Kresge system and also indicates the fundamental principles to be followed in using the national mediums.

"The Kresge Way is the modern way of merchandising. It assures you the greatest possible value for your money.

"By purchasing in enormous quantities

direct from the manufacturer for 180 stores, the S. S. Kresge Company buys—and accordingly sells—at the lowest possible price. Prices are lowered still more by the Kresge system of handling merchandise, which eliminates waste, the expense of making out sales slips, charge accounts, delivering, etc."

As Mr. Campbell puts it: "We will endeavor in our national advertising to place before the public the old, old axiom that 'a straight line is the shortest distance between two points'; and that Kresge methods make a straight line between the manufacturer and the consumer."

TELLING IT TO THE CONSUMER

That covers one phase of this revolutionary advertising campaign. The other is concerned with telling the story of the Kresge organization along the lines of good-will advertising. The Director of the Kresge Promotion Department declares that the consumer does not know enough about low price chain stores and that what he does know is, for the most part, erroneous. So these advertisements are to sing the epic of the building up, from a little 5 and 10 cent store in Memphis, Tenn., of the great chain of 180 stores, employing 7,500 women and 2,000 men—an organization which, on a capital of \$12,000,000, did a business of \$42,500,000 in 1919 and made a profit of \$6,000,000. They will tell how today Kresge buyers go into the nation's factories and show the manufacturers how to turn out goods that can be sold at Kresge prices. They may recite the odyssey of S. S. Kresge, the founder, who developed his idea of chain stores economies while travelling over the country as a tin-ware salesman and observing the success of the Woolworth system along similar lines—a man born near Scranton, Pa., of old Pennsylvania-Dutch stock, who put himself through business college and worked up to his present success from humble beginnings.

Other chain store organizations will follow with the closest attention the methods used and the results obtained by the new venture. The importance of the experiment cannot be too greatly emphasized

The Vastness of the Canadian Market

There Is One Automobile to Every Sixteen Persons in the Dominion, Which Ought to Prove the Immense Purchasing Power of Our Northern Neighbors

By **JOHN A. COOPER**

Dominion of Canada Bureau of Information

The Land of Promise and Fulfilment

CANADA is the great country of courage, of confidence and opportunity, a land which, according to the writer of this article, holds out no promises to American Business that cannot and will not be kept.

Some amazing facts about Canada are contained in this and other articles in this issue of ADVERTISING & SELLING, designed to acquaint manufacturers, advertisers and sellers with a so-called foreign market lying at their very door.

THE EDITOR.

THE Dominion of Canada, extending from the Atlantic to the Pacific, covers over 3,745,000 square miles, constitutes one-twelfth of the land surface of the earth and covers a territory greater than the United States. Canada is essentially an agricultural country—western Canada primarily so.

When I speak of the Canadian West I mean the country from the Great Lakes to the Pacific ocean north of the international boundary line. The Canadian West deserves a great deal of study by Americans, especially by those who desire, and I believe all do, the friendship of the Canadians, and who desire to extend their export trade into that country. That part of Canada needs real study.

My suggestion would be to Americans looking upon the Canadian territory for expansion of trade to study, and study closely, every condition, as customs, the habits and desires of the people and the manner of use to which your product will be put. You must supply them with what they want—not what you think they may need.

Let us look at a map of Western Canada. Here we have territory running from 300 to 400, 500 and sometimes 600 miles north of the international boundary line and extending some 900 to 1,000 or 1,100 miles from the eastern boundary of Manitoba to the Rocky Mountains. The territory is practically equal to that of the states of Indiana, Illinois, Iowa, Missouri, Nebraska and Kansas. We might also call those the "Heart States" of agricultural production in this vast country, and they have a population today of approximately 15,000,000 people. In that Canadian West there are only one and three-quarter millions of people as compared to the 15,000,000 in the "Heart States" of the United States.

WHAT "WESTERN CANADA" MEANS

Because the lines of traffic within the United States practically do not touch the Canadian boundary, because few people, those who live within 100, 200 or 300 miles of the Canadian boundary, are the only

ones, comparatively speaking, familiar with the Canadian conditions and because I believe that the Americans in the Southern parts of the country should know what the Canadian field holds forth, I am going to give you a rough survey of that great Western country, a survey I hope that will give you some idea of its possibilities.

I will give you some statistics. While I know statistics are dry, yet when we look upon them in the light of commercial development they take on real life and become very interesting.

Western Canada contains three-fifths of Canada's occupiable farm land.

Western Canada's farmers in production and capital worth rank 100 per cent ahead of the average for all Canada.

Over three-fifths of Western Canada's entire population live on farms.

The 1918 field crops valuation of the average Western Canadian farmer was nearly one-half more than the average for all Canada. His total livestock on his farm holdings valuations run even higher.

There are eighteen wholesale distributing centers in Western Canada totaling in all 381 wholesale distributors.

Of the 10,951 retail stores in Western Canada, 6,019 are in towns of under 500 population.

Here is what Prof. Shaw, one of the leading agronomists of the United States says: "One acre of average soil in the Canadian West is worth more than twenty acres of average soil along the Atlantic seaboard."

Of that population, 1,750,000 in the Canadian West, two-thirds live on farms—they are the real produc-

ers of wealth, they take it from the soil, they help nature to bring it forth. For this very reason they are the producers of real wealth. The average crop value for Western Canada for 1915, 1916, 1917, and 1918 was over \$556,000,000 or 53 percent of the total crop value of all Canada. Western Canadian farmers, being one-fifth of all the farmers in Canada, dwell on over one-half of the Dominion's occupiable farm lands, own over two-fifths of her total farm property, over two-fifths of her livestock and harvest over half of her field crops.

Here is another point for you to consider; the farmers of the Central Agricultural States average a crop value of \$2,331.04 per farm, while Western Canada's average crop value is \$2,800.88. The average number of persons on the American farms is 7.75, in Western Canada it is 4.49, providing that the average Western Canadian farmer receives more money per crop than the best averaged American farmer, that his wage bill is less, that he must use more *labor saving machinery* and that he has more money to pay for it. His purchasing power is much greater than his brother to the South.

Here is another interesting comparison, the average American farms contain only 138 acres, while the average Western Canadian farm contains 335 acres. And 82 percent of the farmers in Western Canada own their own farms. Do you see the possibilities for trade expansion as the country becomes more thickly settled, as the farms become more thickly settled, as the farms become smaller and as they are more thoroughly cultivated, because of the greater population? Your advertising will build up a "good will" investment that will produce dividends for years to come.

Those of you who feel like speculating in farm values, and the results of the increase in price, just listen to these facts. Farms in Manitoba (just look at the map) are worth on the average \$32 per acre, Saskatchewan \$20, Alberta \$28. In the old Province of Ontario and Quebec the average is only \$57

per acre. Consider those values with the price of land in the Central States of the U. S. A.

There is probably no other one article that will show the prosperity of a country more than the use of automobiles. In August, 1918, there were 270,000 cars in all Canada. Over 101,000 in Western Canada—yes, and 55,041 were Fords. In other words, there was a car to every three and one-half homes—one car to every sixteen people. Canada is today the largest foreign buyers of cars that the American makers have. Out of fifty-nine farmers that replied to an enquiry in February, 1919, thirty-two owned their own automobiles.

With this great proportion of cars to the population you can readily see the purchasing power in this vast country of which only one-eighth is under cultivation. But the purchasing power is now at its lowest ebb. The great development will come in this territory in the next quarter of a century.

OF VITAL INTEREST TO MANUFACTURERS SELLING THROUGH WHOLESALE

For those of you who are distributing goods through wholesalers or manufacturers' agents, here are points of vital interest. There are eighteen wholesale jobbing centers in that great Canadian West. Surrounding those jobbing centers are a great number of general stores. In fact it might be stated that the big trade done in Western Canada is done in the general store. This is the store that first opens up in the new towns. This is the store that grows with the community and eventually becomes a small or large departmental store as its trade warrants. The basic lines handled by the general store are food stuffs and clothing, including boots and shoes. Sometimes hardware forms an important division of its trade. It carries also a few well-known drug lines, such as toilet soaps, dentifrices, standard proprietary medicines, etc. Always, of course, it handles tobaccos and confections. Any conclusions concerning trade in these lines must take into account the general store as well as the stores specially designated under these headings.

The second point to note is that the great majority of stores are located in the smaller centers. In getting the true perspective of this, the number of general stores should be added in each case to the stores under the headings, grocery, hard-

ware, clothing, tobacco and confectionery.

As to who are the chief customers served by these stores there can be no question, since Western Canada's farm population constitutes approximately 65 percent of the total. For some years the belief has been current that the farm trade has been even more than 65 percent

Specialized Advertising

Do you know that there are as many business papers in the country as daily newspapers? Has any one ever told you that the salaries paid by business papers for exclusive editorial service average higher than those paid by any other class of publishers, bar none?

In the entire country we have less than 10,000 so-called national advertisers. Would it astonish you if I told you that there are 160,000 advertisers in trade and technical papers? Well, there were as many as this five years ago. How many more there are now I do not know.

Bear in mind that these thousands of advertisers are using papers with 5,000 and 10,000 circulations. There may be some who have allowed the glamour of big general circulations to blind them to the concentrated buying power of the average business paper reader. A certain business paper has completed an investigation of the financial ratings of their subscribers as given by R. G. Dun & Co. The average was found to be \$297,668. According to the last A. B. C. audit, this particular paper had 15,000 such subscribers, each with an average rating of nearly \$300,000. The total annual turn-over of these subscribers would finance a world war if it didn't last 100 long.

The buying power of the readers is what counts, not the number of them.—JESSE H. NEAL, in *The Coast Banker*.

of the total trade done in this field. This belief was based on the known fact that the average annual income per farm was much higher than the average annual income per town or city home. Moreover, the average number of people per farm home (including children and hired help) is larger than is the case in urban centers, thus making more people per home unit whose wants must be filled.

In spite of this condition, the farm field of Western Canada is practically untilled (from the standpoint of trade expansion through advertising) for food stuffs, clothing, tobaccos, confectionery, hardware, drugs, jewelry and furniture. A little, of course, has been done, but nothing

like the proportion which the trade would warrant.

One reason why you Americans should study this territory very carefully is shown by some figures from the Canadian Department of Immigration. In April, May and June of 1918, out of a total of 16,279 people who entered Canada, 14,141 came from the States. In April, May and June of 1919, out of a total of 29,278 people who entered Canada, 17,429 came from the States. These people know your goods, because of your advertising in the States. They should make your Canadian advertising that much more productive.

Western Canada has a practical need for all farm machinery, in fact for all farm and home necessities, and what is more has the money to pay for it.

When you send your emissaries across that boundary, tell them to leave their braggadocio at the boundary line. Extend your hand to the Canadian and say to him that you are proud of what he has done, do not mention what you have accomplished, although your actions of the last two and a half years are worthy of great praise. Let your travellers be students in that great land in which development is only beginning, as one might say. Let them extend the hand of fellowship and friendship wherever they go. Your welcome will be wholesome.

You men are moulders of thought and educators of. I might say, two great peoples. By knitting the friendship between these two countries, you are going to secure one of the greatest assets in export trade that the world has ever known.

There is one language that everybody can understand, and that properly executed is one of the greatest factors in education. Use it in all your foreign advertising—national—dailies—trade papers—in direct advertising—use pictures and use plenty of them; the best plates you can get on the best grade of paper possible. For foreign advertising to any country, pictures will speak more plainly than language—they will describe your products better than words. It is true our language is the same, that we read the same paper and magazines, and write letters in our mother tongue and yet colloquialisms may give your words a slightly different meaning. Be sure that your copy cannot be misunderstood. Do not exaggerate. Tell the Canadian what your product will do for him.

Alfred, the Ad-Man, Sells By Direct Mail



Artist Stanley, of ADVERTISING & SELLING Staff, touches two familiar themes

Exporters Have Interesting Meeting— "Advertise in Australia," Commissioner Sheldon Says

"Advertise in Australia" is the message brought to American manufacturers by the Hon. Mark Sheldon, Commissioner for the Commonwealth to the United States. Following his address to members of the American Manufacturers Export Association at their March luncheon at the Hotel Pennsylvania last Wednesday, Mr. Sheldon told a representative of ADVERTISING & SELLING that one of the important factors in the successful competition of American goods with Japanese goods in Australia was American advertising.

The United States and Japan have both increased their trade with Australia during the war by about the same percentage, Mr. Sheldon pointed out. In 1913, Japan's imports to Australia amounted to about 1.19 per cent of the total imports of the Commonwealth; in the same year the United States sent 13½ per cent of the total. For the fiscal year 1919 Japan's import percentage had jumped to 11 per cent of the total and America's to 25 per cent.

"American manufacturers are pushing their lines in Australia by vigorous advertising work," Mr. Sheldon said. "The Japanese are not. Our Nipponese friend, to meet prejudice in Australia, is obliged rather to suppress the 'made in Japan' idea. The American works under no such handicap."

Mr. Sheldon spoke to the export manufacturers on "American Exports to Australia Under Present Trade Condi-

tions." William H. Ingersoll of Robert Ingersoll & Bro. presided at the luncheon which was attended by about 150 persons.

School Teachers Advertise

In their determination to push the Lockwood-Donahue Bill through the State Legislature, the school teachers of New York have turned to paid display advertising in the metropolitan dailies to give publicity to the reasons why parents should urge their representatives to vote for this bill which provides for a general increase in teachers' salaries. The opening bell in the campaign was rung in the New York Times of Monday, with money raised by assessment by the teachers of Stuyvesant High School. "The Teachers Are Leaving—the Schools Are Left," the first headline ran.

The Stuyvesant teachers enlisted the cooperation of fellow-educators in other schools in the city and upon our going to press plans were under way for an extended display campaign. The Harry Porter Company is handling the account.

Clarence F. Bicknell Dies in Hospital

Clarence F. Bicknell, publisher of the Fort Wayne News and Sentinel, died on Thursday of last week in his 56th year in a Fort Wayne hospital after an illness of several weeks. He first acquired the Journal at Gas City and later became publisher of the Tribune in Terre Haute. With A. T. Hert and others he bought the News merging the Evening Sentinel with it in 1917.

Richard H. Waldo Resigns

Richard H. Waldo, president and general manager of the American Association of Foreign Language Newspapers, New York, has withdrawn from the association. His resignation which is effective April 1, was made, it is understood, for personal reasons. Major Waldo has not made any definite plans as yet, but it is believed that he will become associated in the publishing field in an international way.

T. B. Spencer, sales manager and Miss L. B. Carpenter, advertising manager of the association, have also resigned. Frank D. Garner, who has been at Chicago as western manager, has been appointed to succeed Mr. Waldo.

An "A. & S." Article Helped Him In a Pinch

St. Paul, Minn.

EDITOR, ADVERTISING & SELLING:

Thought you might be interested to know how reading one of the articles in your magazine helped me out in a pinch. I refer to the article in the issue of September 13, 1919, headed "A Couplet from Kipling Helps Out One Copywriter." Thanks to your author it has helped out another.

I took the copywriter at his word when he said every man in his line should remember that couplet. So I had it typed on a card and set it up on my desk. Then when the idea for a full page for Family Budget Day would not come I looked at that card. The enclosed advertisement is the result.

If the man who wrote that article is handy, shake hands with him for me and tell him I'm much obliged.

Cordially yours,

RALEIGH E. ROSS

Genuine Service Appreciated

Extracts from unsolicited letters from advertising agents and manufacturers regarding the statistical charts issued by the New York Globe would seem to indicate that they constitute a genuine service which is appreciated.

Extracts From a Few Letters

"It only needs brains and application to make this material of great value to the national advertiser, and that is not your job but the job of the man in the agency."—*From a leading advertising agency.*

❖

"I think the statistical charts afford the most usable basis for analysis that has come to my desk, and I welcome the further ones you promise."—*From a leading agent.*

❖

"These statistical charts and maps have real meat in back of them, and I am very glad that you have my name on your personal list and assure you I will look forward to receiving them, because they will give me no end of good information and supply me with necessary knowledge that will prove of great help."—*From a large automobile manufacturer.*

"I want to tell you that we appreciate very much the maps and statistical charts you have been sending us. They are not only in mighty convenient form, but they contain a wealth of information that is bound to be of considerable use to advertisers and advertising agencies."—*From an advertising agent.*

❖

"Thank you for the statistical charts, which unquestionably will be of a great deal of value to us."—*From a leading agent.*

❖

"We are very much interested in these charts and anticipate considerable assistance from them as the series develops."—*From a large automobile manufacturer.*

❖

"These charts are very interesting and the information will be of great service to us."—*From a leading advertising agent.*

"Such valuable information as this should result in more localized national campaigns."—*From an advertising agent.*

❖

"This is certainly fine information and you may rest assured that your efforts in getting it together, which we know must have been considerable, will be greatly appreciated."—*From a leading advertising agent.*

❖

"I find the charts very interesting and we shall be very pleased to receive more of them as they are issued from time to time."—*From an automobile manufacturer.*

❖

"Your charts and the methods you use in analyzing advertising conditions are far in advance of anything I have ever seen."—*From a leading manufacturer.*

Copies of the charts as issued will be mailed to any space buyer of newspaper advertising writing on his business address stationery as long as the supply lasts.

Member
A. B. C.

THE NEW YORK GLOBE

JASON ROGERS, Publisher.

186,000
A DAY



Letters from an Advertising Man to His Son

By S. DEWITT CLOUGH

Dear Bud: Mother writes me that you have landed a job in New York. Good for you. I sort of had a hunch that you were coming back and hit the old man for a job, as soon as you got your discharge. Well, you know you can come back any time you get ready and the old job is yours. I'll be mighty glad to see you, but I'm proud of you for wanting to learn a little something about the advertising game before you step into my shoes.

If you don't make a better advertising man than I am, I'll think your education has been wasted and your training sadly neglected. Take it from me, though, Bud, you won't find any soft picking in New York. It won't be like working for your Dad. There are a lot of young chaps, just out of the army, who think they want to get into advertising—either that or selling bonds. I guess they've talked it all over at the camps, in the trenches and on the transports. They've sort of sized it up that there's a lot of easy money in the advertising game. They think it sounds classy, too. All they have to do to get rich, is to dash off a few clever lines, now and then, and tell the other fellow how to make money. They think there's a Unecda Biscuit named every day.

Well, a lot of them will wake up sooner or later when it's too late to get back into their old jobs. Twelve months fighting in France doesn't make an advertising man any more than running an automobile for a year makes an expert mechanic out of a copywriter. But, I think

you've got it in you, Bud, to make good in your "chosen profession" as you tell Mother. You've got a good foundation in your education, which you will now begin to appreciate. I give you credit for a fair amount of common sense, though you're not to blame for that—it's hereditary on your Mother's side.

Your army training has given you the will to win, and the discipline should teach you self-control. If you have any paternal traits, I hope its a pinch of perseverance from your Grandfather, which will give you sticking qualities, and, right here, Bud, without appearing to be doing any preaching, let me warn you against the ad man's evil of changing your base too often. It's all right, I suppose, in military tactics, for an army to change its base if it keeps going forward, but don't change just for variety, or to see the world, as the sailor says. Pick out your objective and hammer away till you win that point, if it takes all summer. All the famous generals weren't in France, you know.

You've probably learned to make out reports to your superior officers in the war game. Let's keep this up, Bud, remembering that I'm just your pal, boy, and not your superior officer. I may be able to

help you win your straps in the business of advertising.

Give my love to Mother. Ask her when she's coming home. Here's a slap on the back and a hearty handshake from

DAD.

* * *

Dear Bud:—So you've hooked up with an advertising agency, have you? Said they knew me, did they, and would take a chance on you? Well, they won't be taking much chance I guess. You've done well, but don't think you know it all just because you are filing all the newspapers and magazines in the United States. If you're busy you won't have much chance to read them. I won't blame you for following the World's Series, but a couple of papers, one in Chicago and one in Cincinnati, are enough for that.

I've always said that some experience in an agency is good training for a young man entering advertising, so are the newspaper office and the printing shop.

By the way, I want you to nose around among the type some. Get your hands dirty with a little ink, for it's as powerful as a hand grenade. You want to learn all about it before you start throwing any. Ask somebody to show you how to set a stick of type, what "ems" are and how many agate lines to an inch. When you start figuring rates, your boss might call you on the carpet for any errors in this direction. I believe there are a few Gordons there. If you can bribe the shop foreman to let you set a bit of copy during noon hours, or

(Continued on page 34)

ADVERTISING

Two streaks of rust and right-of-way do not make a railroad, any more than big space and a splash of color make an advertisement.

Collier's

THE NATIONAL WEEKLY

Published under the Act of March 3, 1879

5 CENTS A COPY



VIVAUDOU and Collier's

Vivaudou is using
more space in
Collier's than in
any other general
publication.

“Watch Collier's”

Canada Is Calling to U. S. Sellers

With \$233 in Real Wealth Per Capita, Our
Neighbors on the North Need American Goods

By **FREDERIC HUDD**

Canadian Bureau of Information

BUSINESS prospects in Canada, have seldom presented a brighter picture than at present. To the investor, the manufacturer and the salesman, a country whose illimitable resources have been developed to so comparatively small an extent offers every opportunity. It cannot be doubted that Canada is destined to become the country of the twentieth century just as the United States was the country of the nineteenth century in development of natural resources and increase of population.

One of the best evidences of the present prosperity of Canada is found in the circumstance that, notwithstanding the purchase by the people of Canada of \$699,291.095 worth, or 77 percent, of all the securities issued in the Dominion last year, the bank deposits showed a remarkable increase. In January, 1919, demand and savings deposits were \$1,613,919,495, and by the end of November they had increased to \$1,866,515,866. This represents \$233 per head of Canada's population of 8,000,000 as compared with \$126 per head of population in the National Banks of the United States.

No problem confronts Canada in the future that cannot be satisfactorily solved. The war imposed great burdens upon the country, but nothing in the resultant unsettled conditions is inconsistent with the continued development and prosperity of the Dominion.

The resources of Canada need only the touch of energy and capital. The market for pulp and paper continues to expand; the demand for gold and silver adds to the value of the mines and the soaring price of coal is bound to hasten the development of those potential water-powers in which Canada, in relation to other countries, ranks second. Above all, the expected influx of settlers, notably in the West, will stimulate agricultural production, Canada's main source of wealth at present, and extend her market for home manufactures as well as for the United States seller.

Trade between Canada and the United States during the last few years has developed phenomenally.

In the twelve months ending December 31, last, Canada bought from the United States goods to the value of \$740,580,225, nearly ten times as much as the Dominion bought from the United Kingdom. This figure represents over 75 percent of Canada's import trade with the world which totalled \$941,007,700. Canada, ever since 1890, has purchased more from the United States than she has sold, and there always has been a balance of trade against her. This rose to its highest point in 1917, when the balance in favor of the United States was about \$350,000,000. The balance last year was only \$290,000,000 but it is sufficient to explain why there is an adverse rate of exchange

It is in the foreign market that the American developer often meets his Waterloo. Too close study cannot be given to the fields that lie beyond our borders.

against Canada at the present time. When Canada could settle her United States accounts with British Exchange, at par, the discount on Canadian bills did not exist, but this is not possible at the moment.

While Canada's purchases from the United States show a slight decrease, as compared with 1917 and 1918, her sales are on the increase. Exports to the United States from Canada in 1919 were \$454,686,294, as against \$433,182,149 in the previous year, an increase of over \$20,000,000. It will thus be seen that with the increase of production in Canada and extension of her exports, the existing adverse balance of trade with the United States gradually will be adjusted.

At the present time, Canada is the third best customer in United States markets, Great Britain and France being in the lead. Canada buys twice as much from the United States as all the South American countries combined and takes half as much of the total exports of the United States as all other North American countries.

WHERE THE MARKET LIES

Canada's exports to the United States are made up almost wholly of foodstuffs and raw materials, while her imports from the United States consist for the most part of manufactured articles. This is where the United States seller enters the field. His problem is to ascertain exactly what the Canadian buyer needs and this is best indicated, perhaps, by the figures showing the value of the principal articles sold to Canada by the United States during the eleven months ending November 30, of last year, which are the latest detailed figures available.

Coal, \$39,179,000; cotton (raw), \$21,172,000; cotton (cloth), \$15,525,000; steel sheets and plates, \$18,298,000; oil, \$17,510,000; automobiles and auto trucks, \$11,419,000; bacon, \$10,408,000; corn, \$8,993,000; oranges, \$6,077,000; tobacco, \$7,823,000; tin plates, \$6,058,000; structural steel, \$5,872,000; cotton seed, \$6,162,000; leather, \$4,382,000; furs, \$4,586,000; metal working machinery, \$3,404,000; gasoline, \$5,518,000; binder twine, \$3,840,000; wheat, \$3,333,000; copper, \$3,676,000; wool clothing, \$2,858,000; boots and shoes, \$2,272,000; eggs, \$3,980,000; barbed wire, \$1,986,000; other wire, \$2,148,000; dyes and dyestuffs, \$1,934,000; tanning extracts, \$1,269,000; canned salmon, \$1,421,000; plows and cultivators, \$1,228,600; horses, \$1,228,000; prunes, \$1,168,000; steel rails, \$1,056,000; apples, \$1,023,349; mowers and reapers, \$404,395.

These statistics serve to show the commodities principally in demand by Canadian buyers in the United States markets. It cannot be doubted that the future will witness a development of trade between the two countries that it is now impossible to estimate.

A. G. C. Hammesfahr, Vice-President of the Martin V. Kelley Co.

A. G. C. Hammesfahr, formerly of the advertising agency of Buck & Hammesfahr, and former vice-president and general manager of *Collier's Weekly*, has been made vice-president of the Martin V. Kelley Co., Toledo, Ohio. Mr. Hammesfahr will make his headquarters in New York at the eastern office of the Kelley organization.

One of your men is spending 6 months in Latin America



Verne Leroy Havens is traveling through Latin America in your interest. As editor of **Ingenieria Internacional** he is expanding the effectiveness of his publication in two very definite ways:

First—Mr. Havens is establishing direct contact with the readers of his paper: the engineers and industrial organizations served by **Ingenieria Internacional**. He is studying conditions at first hand; and his up-to-the-minute viewpoint is reflected in his publication.

Second—He is making certain that this contact will be maintained by establishing a staff of resident editors in all of the Latin American countries.

Basic thinking lies behind these comprehensive plans. Never in the history of export publishing has a paper been built upon such a foundation.

Ingenieria Internacional thus becomes not only the medium of engineering communication between the United States and Latin America, but also the medium of **inter-communication** between the engineers in Peru, in the Argentine and in Cuba and Spain.

The engineering problems of all the Latin American countries are largely co-related. Through this resident editorial contact now being established, **Ingenieria Internacional** will give the utmost in this dual service of engineering publishing.

You can make this plan work for you by letting **Ingenieria Internacional** carry your sales message to the men who buy for these equipment-hungry markets of Latin America and Spain.



Ingenieria Internacional

One of the 11 McGraw-Hill Publications

McGraw-Hill Co., Inc. Tenth Avenue at 36th St., New York
 London Chicago Cleveland Washington Buenos Aires Philadelphia San Francisco



Reuben H. Donnelley, the new president of the Associated Advertising Clubs of the World. Mr. Donnelley is the founder of "The Red Book," the Classified Telephone Directory, and has held a prominent place in the advertising world for many years.

Reuben H. Donnelley Chosen Unanimously to Succeed Ex-President Meredith

The unanimous election of Reuben H. Donnelley by the executive committee of the Associated Clubs of the World to succeed Edwin Thomas Meredith as president, places at the head of the national association a man who has been active in its work almost since the time of organization, and a pioneer who, by his vigilance activities, has accomplished much for advertising.

Reuben H. Donnelley was born in the village of Brantford, Ontario, Canada, August 20, 1864, and came to Chicago with his parents in October of the same year. He was educated in the public schools of Chicago, attending Hyde Park High School and the old Chicago University.

After completing his study at college he became associated with the Chicago Directory Company in which connection he first became interested in advertising. In 1887 he became manager, later taking over the controlling interest in this business which he now owns.

In 1887 Mr. Donnelley sensed the com-

ing value and usage of the telephone in America and started the Chicago Classified Telephone Directory, the pioneer book of its kind in the world as we know telephone books today. In fact, Mr. Donnelley fathered this idea, which has developed in the last twenty-five years, into a tremendous business. This business was conducted as a personal undertaking under the name of Reuben H. Donnelley, publisher, until the fall of 1917 when it was incorporated in the name of The Reuben H. Donnelley Corporation, of which company he is now the president.

Early in his business career he also became associated with his father and brother in the printing business conducted by R. R. Donnelley & Sons Company—"The Lakeside Press"—which connection he has always maintained, at the present time being vice-president of that company.

Several years prior to 1905 he was a member of the firm—Knight, Donnelley & Company, LaSalle street brokers, and was a member of the New York Stock Exchange, Chicago Stock Exchange and the Chicago Board of Trade. He was vice-president of the Chicago Stock Ex-

change for two years and president for two years.

Mr. Donnelley, who was several times a member of the executive committee of the A. A. C. W., served with distinction. He has been a member of the Advertising Commission since the inception of that body, and at the A. A. C. W. convention in New Orleans last September he was elected vice-president in charge of the Chicago district which includes Ohio, Indiana, Michigan, Illinois, West Virginia, and Kentucky. In Chicago, Mr. Donnelley has always given his closest attention to the interests of the advertising club there, with the various committees upon which he has been placed from time to time.

In the vigilance work of the A. A. C. W., Mr. Donnelley has been of great assistance. His work has lain largely in Chicago, and he has also been instrumental in obtaining strong financial support for the National Association from the advertising interests of that city.

A number of years ago he was one of the men who go together to found the Association of American Directory Publishers which was organized primarily to apprehend and prosecute the fakers and imposters who had crept into the business. In this connection he has given very liberally of his time and money with the result that in the past fifteen years many of these people have been sent to the penitentiary and the directory publishing business has been freed to a very large extent of the fakers.

Mr. Donnelley is a man who has always been willing to give liberally of his time and substance in supporting the right kind of civic and business movements, and during the war was actively engaged in the work of the Red Cross in Chicago and also the civilian work at the Great Lakes Naval Training Station, Great Lakes, Ill.

Complaints Against Royal Baking Powder Advertising

Two complaints have been filed against the Royal Baking Powder Co., New York, by The Federal Trade Commission on charges alleging "false and misleading" advertising. Other concerns, against which the commission has brought similar charges are: Story & Clark Piano Co., Chicago, Ill.; National Wire Wheel Works, Inc., Hagerstown, Md.; Big 4 Grocery Co., Chicago, Ill.; Plunkett Chemical Co., Chicago, Ill.; Liberty Wholesale Grocers, Chicago, Ill.; Waverly Brown (phonographs, Wilmette, Ill. Household Storage Co. (phonographs), Chicago, Ill.; P. A. Stark Piano Co., Chicago, Ill.; and Holland Piano Mfg. Co., Minneapolis, Minn.

\$2,000 in Prizes for "Coffee Week" Window Displays

To tie up the national advertising campaign of the coffee trade, with dealer cooperation, the Joint Coffee Trade Publicity Committee and the executive committee of the National Coffee Roasters Association have arranged to carry out a "Coffee Week," featuring a dealer contest, to begin on Monday, March 20. Two hundred and forty-eight prizes amounting to \$2,000, will be distributed to retailers all over the country who make the best displays. During the week the committee will show throughout the United States its motion picture entitled, "The Gift of Heaven."

Chicago's Leading Evening Paper

THE CHICAGO EVENING AMERICAN

continues to *increase* its dominating evening circulation position. The net paid circulation of the Evening American for February, 1920, was

419,892

leading the *second* evening paper's circulation (395,891) for the same month by (23,911) copies.

104,957

Gain in 14 Months

January, 1910.....	314,935
February, 1920.....	419,892
Gain for period.....	104,957

Only 3 Evening Papers

in the United States have more than 400,000 circulation:

- the N. Y. Evening Journal
- the Chicago Evening American
- the Philadelphia Bulletin

and two of them are Hearst newspapers.

Here is compact *mass-movement* personified for the national advertiser profitably to use:

Chicago—the Great Central Market. and Chicago's *Leading Evening Newspaper* to carry the advertiser's message into 420,000 prosperous homes.

The combination is unequalled—

Try it and see!

The Chicago Evening American

CHICAGO'S LEADING EVENING NEWSPAPER.

CHICAGO OFFICE:
326 W. MADISON STREET

NEW YORK OFFICE:
2 COLUMBUS CIRCLE

Why Not Association Magazines?

New Medium Suggested to Advertise Association Service

By A. F. N. THOMAS

A TRADE association, like an individual business organization has products to advertise. They are its Information and its Service. If it is logical and profitable for the members of such an organization, separately, to use the public press, national magazines and trade literature to obtain publicity for their products, why should it not be logical and profitable for the association to use the same mediums?

The Material Handling Manufacturers Association, in which I am particularly interested, is composed of men who came together with the common thought that, in collective effort, they could more easily establish contact with the thousands of industrial and commercial establishments in this country that need their help today more than ever before.

To accomplish that object such an association needs some medium of publicity which it can direct and control.

Why not an association magazine?

An association magazine would establish contact with the natural sources of trade, bind the members in closer working relationship and provide capital for headquarters work.

Such a publication as I suggested to the Mechanical Handling Machinery Manufacturers' Association at its February Convention in New York, 52 pages thick, 9 by 12 inches, could be turned out at a substantial profit. The accomplishment of its other aims would follow naturally.

I have compiled some figures representing expense to publish and amount of profit to be derived. These figures have been obtained from reliable sources and can be accepted as fairly accurate, based on an issue of 25,000 copies per month:

Cost of printing and mailing 12 issues. \$31,734.00
 Editorial management. 3,000.00
 Maintenance of mailing department 1,500.00

Total expense per year. . \$36,234.00

Revenue from advertising (33 pages inside and three cover pages monthly). . \$66,300.00

These figures show a net revenue of over thirty thousand dollars—a very substantial profit available to carry on association work.

Instead of calling upon member companies for donations in addition to regular dues, the money can be raised in a manner that will distribute the burden equally and at the same time give each full value for money in high class publicity.

I believe that an Association magazine will do more to develop and maintain the interest and constant cooperation of member companies in the organization than any other one influence that can be put to work. A magazine circulating among members as well as the public at large will act as a constant reminder that the Association is functioning properly in their individual interests.

I am anxious to see such a magazine published by the Material Handling Machinery Manufacturers Association. The title I suggested to the New York convention was "Mechanical Labor Savers." It could be handled entirely at the New



The
COPPER FARM PRESS
 1,100,000 SUBSCRIBERS

A powerful Midwest Medium, thru which to reach the World's Greatest Farm Market

the next page gives a reason.



York headquarters of the Association under the supervision of the secretary. It would give visible evidence that the printed word, the greatest moulder of public opinion, the mightiest agency for the dissemination of educational information, has put the makers of standard and specialized classes of conveying machinery into touch with those who can profit most by their practical use.

Michigan Inter-City Advertising Association Formed—Many Practical Addresses at State Conference

The first annual gathering of the association of advertising clubs of the State of Michigan was held at Kalamazoo, Mich., last Thursday, March 18, for the

purpose of pushing advertising in Michigan and organizing advertising clubs in some of the smaller Michigan cities. James Buswell, Kalamazoo, was elected the first president of the organization, which adopted the name of the Michigan Inter-City Advertising Association. Charles Koethen, assistant sales manager of the J. L. Hudson Company, Detroit, was elected vice-president, and Charles Morath, advertising manager of the Home Furniture Company, Kalamazoo, was made secretary-treasurer.

One hundred and twenty-one buyers, sellers and writers of advertising copy from all over the state attended the conference. The program of the new organization calls for three conventions every year. The next state convention will be held in May and the third in September in cities not yet chosen. Addresses were delivered by Cliff Buttleman, president of the Kalamazoo Advertising League, who

welcomed the delegates and explained the purposes which prompted the formation of the Michigan League; by Ruben H. Donnelley, newly elected president of the A. A. C. W.; by Robert E. Ramsay, former editor of ADVERTISING & SELLING, and now director sales promotion and advertising manager of the American Writing Paper Company; by Homer J. Buckley, of Chicago, president of the Buckley-Dement Company, who discussed the value of state organization; Fred Gage, treasurer of the United Typothetae of America, whose subject was "Properly Illustrating Advertising Matter"; Edward Weir, advertising manager of the Round Oak Stove Company, on "Primary Appeal in Sales and Advertising."

Detroit Advertising Man Comes East

John A. Drake, assistant manager of the copy department of Campbell-Ewald, left Detroit last Saturday to take a position with the Martin V. Kelley Advertising Agency, at their New York office.

Mr. Drake is well known in Detroit advertising circles, particularly in advertising pertaining to the automotive industry. While with the Campbell-Ewald Company for the last three years he handled among other automotive accounts, Deleo Starting, Lighting and Ignition, United Motors Service, Bearings Service and Covert Gear transmission advertising. He spent nearly a year in the service. Previous to his agency experience he was in the advertising department of the Studebaker Corporation, and has had sales and publication experience.

Newark "Star-Eagle" Advertising Manager Starts for Himself

Joseph J. Fiske, who has been advertising manager of the Newark, N. J., *Star-Eagle* since the present owners acquired the property, has resigned to engage in the advertising business for himself. Editorially in the Newark paper last week, Mr. Fiske was credited with a remarkable record of having doubled the volume of advertising, and was extended the best wishes and appreciation of the publishers and his former associates.

O'Donnell Special Agency Incorporates

The O'Donnell Special Agency was formed in New York last week with a capital of \$100,000 for the purpose of engaging in advertising. R. F. R. Huntsman, D. C. Adams, Jr., R. J. O'Donnell, 15 Hawthorne street, Brooklyn, are named as the organizers.

Big Population Gains in Ohio

Ohio has been growing rapidly, according to the new census figures. Here are some Buckeye State and other late reports:

- Dayton, Ohio, 153,830, an increase of 37,253, or 31.1 percent over 1910.
- Parkersburg, W. Va., 20,039, increase 2,107, or 12.3 percent.
- Middletown, N. Y., 18,420, increase 3,107, or 20.3 percent.
- Warren, Ohio, 27,050, increase 15,969, or 144.1 percent.
- Trenton, Mo., 6,951, increase 1,205, or 22.0 percent.
- Junction City, Kan., 7,516, increase 1,918, or 34.3 percent.
- Kewanee, Ill., 16,026, increase 6,719, or 72.2 percent.
- Anniston, Ala., 15,700, increase 2,915, or 22.8 percent.

THE CAPPER FARM PRESS is one medium with one policy and co-ordinated by one purpose. Yet it is published in five distinct sections, each with an independent editorial staff located in the territory which it serves.

This policy enables its 24 editors to come in the closest possible contact with their readers, to get a "close-up" of their work, to know and be known first hand. It enables them to give timely advice. What is seasonable in the north may be a month old farther south. Advice on growing spring wheat does not interest the cotton grower.

THE CAPPER FARM PRESS is not only a symbol but a synonym for Midwest rural and agricultural progress. The strap-hanger and the city clerk do not read it, but the farm folks of the Midwest look upon these papers as their very own—their buying guide.

Your advertising can be placed before more than a million worth-while farm families, with all the force that goes with such an enormous circulation plus the added power from the localized reader-interest maintained by the sectional plan of editing.

THE CAPPER FARM PRESS

(MEMBER A. D. C.)

Arthur Capper, Publisher—Marco Morrow, Asst. Publisher
Topeka, Kansas.

—SECTIONS—

- Capper's Farmer (Mid-West)..... Monthly
- Kansas Farmer and Mail and Breeze..... Weekly
- Missouri Ruralist..... Semi-Monthly
- Nebraska Farm Journal..... Semi-Monthly
- Oklahoma Farmer..... Semi-Monthly

There Is But One Way To Reach Railway Officials

through printers' ink; and that is, *by using publications devoted exclusively to railway subjects.*

IT IS a simple matter to draw a chart showing that an iron and steel paper, for example has a 100 per cent circulation on some railways if it is assumed that the Purchasing Agent, the official frequently of least importance in buying power, is the sole subscriber; or to claim that a paper devoted to machinery for making all kinds of things with a few hundred subscribers in railway shops, or one which deals with engineering subjects generally with a comparatively small following amongst railway engineering department officers, covers that particular branch of railway service.

The railway field is the second largest



industry in the world and none is more highly specialized. It functions by departments; and some of those departments are in themselves as large as whole industries. That is why we publish five different railway papers and why no paper wherein railroading is incidental can have anything more than an incidental following in the great railway field.

Put your problem squarely up to us. Remember—"Railways buy everything from pins to locomotives and from feather dusters to real estate". We will tell you just which paper or combination of papers to use and how to use it.

And remember, too, that during the next three years, the railways of this country alone *must* pay out more than six billions of dollars for capital purchases alone, to say nothing about ordinary maintenance expenditures, which run into millions each year.

The Railway Service Unit

Railway Age.

Railway Electrical Engineer.

Railway Mechanical Engineer.

Railway Signal Engineer.

Railway Maintenance Engineer.

SIMMONS-BOARDMAN PUBLISHING CO.

Woolworth Building

New York

Chicago

Washington

Cleveland

Cincinnati

London

All five members of the Railway Service Unit are members of the Audit Bureau of Circulations and Associated Business Papers



Making the Welkin Ring With "Winnipeg"

High Class Publicity That Is Selling the Advantages and Markets of a Live City to the World

By J. M. DAVIDSON

Winnipeg Board of Trade.

THE Board of Trade of Winnipeg, Manitoba, is a body of dreamers.

This isn't an indictment; it's a boast.

"Where Dreams Come True" runs the title of a little booklet that is giving world-wide publicity to the attractions of the premier city of the western Canadian prairies. That's what a bibliographer would call a "short title"; carried out in full, it ought to read: "Where Dreams Come True Because Men Know How to Dream."

There is dreaming and dreaming. Our "castles in Spain" are castles in Winnipeg and they are going up, stone by stone, in Winnipeg coincidentally with their weaving, thread by thread, in the texture of our dreams.

Winnipeg is being sold to the world; sold because men have been dreaming and making their dreams come true long enough now to convince the world that they are going on successfully along the same lines so long as Winnipeg is, and that they are going to carry Winnipeg, and all who come to Winnipeg, with them.

What has this kind of dreaming done for Winnipeg?

Developed it from a village of 215 persons in 1870 to a metropolis of 262,000 today, spread over an area of 15,289 acres. Made it the grain clearing-house of Canada, and the largest grain market in the world, set in a business field covered by 16,000 miles of railways, with 27 railway lines radiating from the city itself in every direction. Brought to it more than 425 factories, employing 20,000 hands. Resulted in a wholesale turn-over exceeding \$200,000,000 annually, bank clearings of \$2,316,724,063, and assessments of more than \$325,000,000. Equipped it with water, light, power, educational and recreation facilities that are far in advance even of the remarkable growth of the city.

That, briefly—too briefly—is what we in Winnipeg have to market to the world. How are we getting it across?

Advertising a city or town has become one of the recognized pro-

The "Chicago of the North"

WINNIPEG imported for consumption in the first eight months of 1919, \$28,420,764 worth of merchandise—more than any other Canadian city except Montreal and Toronto—of which 63.9 percent came from the United States.

Workingmen who bought this merchandise in the province of Manitoba, of which Winnipeg is the capital, made a higher average wage in 1919 than workingmen in any other Canadian province except Alberta and Saskatchewan. (1916 figures showed \$691 a year, but they are far above that figure now.)

Salaries paid office workers in Manitoba over-top those paid anywhere else in Canada except in Ontario and Quebec.

Manitoba's annual wealth production per family is higher than in any other western Canadian province.

Manitoban prosperity is indicated by the fact that building permits issued in Winnipeg in the last four years have amounted to \$19,666,900—more than the aggregate in any other Canadian cities except Toronto and Montreal.

THE EDITOR.

fessions. It is not enough in these days of progress that a city be on the map. Where it is, what it is, how it came about, and what lies before it are all matters of importance to the man or firm seeking a new location and looking over the ground in advance as engineers survey and map the country for a new line of railway. It is necessary to gather facts, to find out what has been done, to investigate resources and measure accomplishments, and finally to spread the result of this work before the people of other parts so that they may have a full, accurate and reliable report of the city, town or country, which they are looking over.

THE FIRST CAMPAIGN

Such work was started in 1907 by the Winnipeg Industrial and Development Bureau under the direction of a commissioner. With 29 civic organizations behind it, including the City Council, Board of Trade, Grain Exchange, Manufacturers' Association, Bankers' Association, Retail Merchants' Association, and other bodies, the name of Winnipeg, then holding the highest place in America for rapid and

substantial growth, was rung to the four corners of the globe.

Our first effort was a general advertising campaign including direct letters, pictorial folders, leaflets, broadsides and magazine articles. Committees planned and secured conventions; conducted trade trips through the western provinces; made frequent trips direct to manufacturing centers in the United States in the interests of industrial development. We organized the "Imperial Home Reunion Association" to bring British workingmen to Winnipeg. In the year 1909 alone we answered 15,680 direct inquiries, sent out 28,915 letters, distributed 1,575,000 books and folders and furnished the press an aggregate of 482,000 lines through our press service.

That was the flying start.

Then we did something that was really worthy of our dreams. Not content with bringing to the city settlers of a permanent character, the Bureau determined to make capital of Winnipeg's unique geographical situation by establishing a permanent reputation for Winnipeg as the greatest convention center of all Canada. To that end there was erected on the main thoroughfare of the city the Industrial Building—the largest building of its kind on the continent—containing the Bureau offices, a convention hall with a seating capacity of 4,000, lecture hall, museum, art gallery, and elaborate display rooms for "made-in-Winnipeg" products.

That was a follow-up with a punch.

THE WAR INTERFERES

Then came the war and, with it, retrenchment in every line of business, great and small. Like all Canadian cities, Winnipeg set her heart upon the great task. She went to war in men, money and resources. During the period of the conflict Winnipeg's organization for advertising was maintained, but its resources were entirely diverted to the national emergency. So far as advertising the city was concerned, our problem at the end of the war was to take things up as they had been left on August 4, 1914.

But we were dreaming bigger

NEW YORK'S FASTEST GROWING NEWSPAPER

DESPITE the combination, February 1st, of two New York morning newspapers, the *New York Tribune* maintained its position of second in total volume of week-day display advertising during February.

Figures for February

From Eve. Post's Statistical Department

	DISPLAY WEEKDAY LINEAGE
TIMES - - -	808,254
TRIBUNE - -	431,569
SUN-HERALD -	383,906
WORLD - - -	289,872
AMERICAN - -	261,500



New York Tribune

FIRST TO LAST - THE TRUTH: NEWS - EDITORIALS - ADVERTISEMENTS

dreams than ever by this time, because we had seen big dreams come true; and we cast about to find the best way to set other people dreaming about Winnipeg and its opportunities. In July, 1918, the Winnipeg Industrial and Development Bureau and the Winnipeg Board of Trade had combined, so we had behind the seven men who had executive charge of publicity the full power of the Greater Winnipeg Board of Trade and its Publicity and Convention Bureau, 87 strong. This was organized just seven weeks after the signing of the armistice.

Then we started out to make the welkin ring with "Winnipeg," to the end that there might flock to Winnipeg men and industries having serious purposes; capitalists in search of investment opportunities; high class laborers seeking employment in a city where civic attainments had been large and where educational advantages are superior; progressive thinking men—men who would "fit in" the progressive life of western Canada.

Our plan has been to scrap glittering generalities and bombastic illustrative publications. We are re-

lying on the pulling force of simple, forthright facts gotten up in concise form with limited illustration. These are embodied in a folder series, each folder dealing with one subject concerning Winnipeg. The folder is followed up with incisive arguments in letter form mailed directly to a selected list of manufacturers most suitable for this locality.

SELLING WINNIPEG BY FOLDER

First came a twelve-page folder printed in two colors on a coated stock, entitled "Winnipeg's Water Works—A World's Wonder." This tells the story and describes the excellence of Winnipeg's marvellous Shoal Lake Water System, which has brought soft water to Winnipeg and revolutionized Winnipeg's power to attract the manufacturer. This booklet with its data on "Winnipeg Spirit," "Engineering Problems," "Cost Statistics," "Economic Savings," "What Winnipeg Offers Manufacturers," etc., was distributed to tanneries, shoe factories, pulp mills, dye-houses, pottery manufacturers—the specific industries which might be directly interested in the city as a manufacturing center and to whom pure soft water would offer a particular inducement. Folders were also sent to libraries, colleges, newspapers, magazines, Boards of Trade and Chambers of Commerce, and inserted in the outgoing mail of a selected list of local business houses.

A similar folder on Winnipeg's developed and potential water power, showing in an emphatic manner that there is sufficient power available along the Winnipeg River to supply five, and possibly eight or ten, times the present requirements of the city, was distributed in the same way.

Those are two punches that we have delivered. We have in reserve, about ready to let loose, others equally effective in folders on "Markets Available," "Transportation and Sites," and "Living Conditions in the City of Winnipeg." They hit hard, they go straight, and they are as free from waste energy as we know how to make them.

And they ARE making the welkin ring with "Winnipeg."

Remington Arms Appoints Bogart Assistant Advertising Manager

J. Albert Bogart has been made assistant advertising manager of the Remington Arms Union Metallic Cartridge Company, Inc., New York, with whom he has been associated for the past two years.



A New Busy Corner In New York

7th Avenue & 34th Street—near the great Pennsylvania Station—at the gateway to the famous shopping district.

In New York there is a ready response to outdoor displays. We have locations in every section of the metropolitan district.

Set aside a part of your appropriation for outdoor advertising. Do not neglect inquiring into our facilities—we are at your service.

The O. J. Gude Co., N.Y.

OUTDOOR ADVERTISING EVERYWHERE

550 West 57th Street
New York City

People's Gas Building
Chicago, Ills.

CINCINNATI

ST. LOUIS

PHILADELPHIA

RICHMOND

ATLANTA

Graham Director and Treasurer of "Rural Canada"

P. W. Graham, who has been the advertising director of the Continental Publishing Co., Ltd., publishers of *Everywoman's World*, *La Canadienne*, *Everywoman's Needlecraft Companion*, etc., has resigned to join the Young Canada Publishing Company, publishers of *Rural Canada*, with which he was formerly connected as advertising manager. In his renewed connection with Charles C. Nixon and the *Rural Canada* organization Mr. Graham is to have a large part in the new national movement for building up Canada and the bringing of town and country people closer together, particularly through the presentation of exact information on the great economic and agricultural needs of Canada, including the situation on revenue and the protective tariff.

As a background to this work the organization of Young Canada Societies is being proceeded with. It is expected ultimately to have thousands of these in local centers from coast to coast, all building for a bigger and better Canadian spirit and directed very carefully from the national executive offices in Toronto.

Mr. Graham joins the Young Canada Publishing Company as a director with the office of treasurer. He will have charge of advertising and technical service end of the publishing of *Rural Canada* and other publications shortly to be announced.

Class Journal Co. Augments Chicago Staff

L. G. Willcox, formerly with McGraw-Hill Company, representing *Power* in Chicago, has recently become a member of the western staff of the Class Journal Company, in the merchandising service department.

Louis H. Sebbs, formerly manager of the sales promotion department of the Chicago Pneumatic Tool Company, has also become associated with the merchandising service department of the Class Journal Company in Chicago.

Turner-Wagener Increase Copy Staff

J. Frederick Lowes has been added to the copy staff of the Turner-Wagener Company, Chicago. Mr. Lowes, previous to his present connection, was a member of the advertising department of the U. S. Gypsum Company, and before that was associated with building materials advertising and had a period of work in the field of electrical engineering.

Campbell, Blood & Trump, a Detroit Advertising Agency

The advertising agency of Campbell, Blood & Trump, has opened headquarters in the Penobscot building, Detroit, with Harvey Campbell, former president of the Apel-Campbell Company, as president. Wallace Blood, former secretary of the Brotherton-Knoble Company, is vice-president, and Hal Trump, from Campbell-Ewald Company, is secretary-treasurer.

Former Packard Sales Promotion Manager Forms Company

Harry Lepp, former sales promotion manager of the Packard Motor Car Company, Detroit, Mich., has formed the Automotive Products Corporation, San Francisco, to handle lines of goods for eastern makers.

"Pictorial Review" Secretary Acquitted

Jay A. Weber, secretary of the Pictorial Review Co., was acquitted on Friday of last week by a Federal District Court jury on the charge of attempted bribery growing out of an inquiry by internal revenue agents into the income tax returns of the company.

Weber was charged with having offered \$25,000 to Nathaniel W. Gropper, internal revenue agent, in an effort to bribe Gropper to certify alleged false income tax returns of the Pictorial Review Company from 1914 to 1917. He was also charged with giving Gropper \$500 as first payment on the alleged \$25,000 bribe offer. Weber had said this was merely a loan. On the first jury ballot, it is said, the panel was unanimous in a decision that no \$25,000 bribe offer was made. There was a little deliberation in regard to the \$500 loan. But the second ballot unanimously exonerated Mr. Weber on both counts.

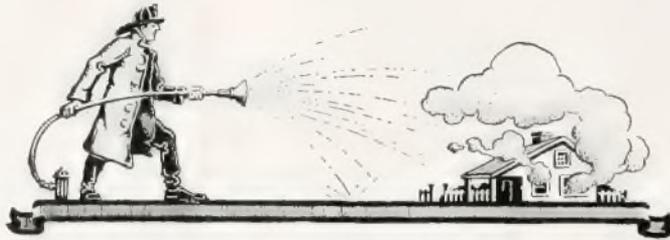
Joined the Fred M. Randall Company

W. L. Austin, for the past five years associated with the J. Walter Thompson Company, and recently in charge of the copy and production departments of their Detroit office, has become affiliated with The Fred M. Randall Company, advertising agency, Detroit, Michigan. Previous to his connection with the Thompson Company, Mr. Austin spent about six years as advertising manager of the Gray Motor Company and Detroit Lubricator Company.

Middleton In Charge of Sales and Advertising of Kelly Metals

Ray T. Middleton has become vice-president and director of sales and advertising for the Kelly Metals Company of Chicago, Detroit, and Los Angeles. He resigned as general sales manager of the Standard Steel Castings Company, of Cleveland, to accept the new office.

The columns of the Standard Union are swarming with advertising because Brooklyn today is the personification of industry. Where money burns in the pocket there's trade. Why wait?

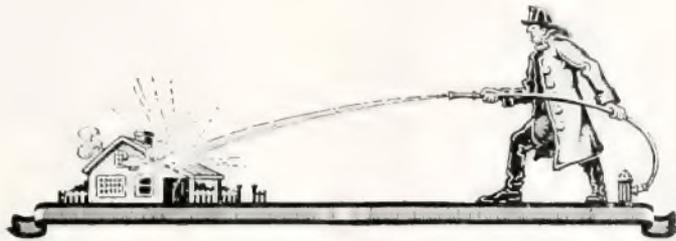


You can dampen a fire
with a scattered spray

Aim a scattered
spray at a fire and
you hit the mark*—
with 5 or 6 percent of
the stream. But that
5 or 6 percent doesn't
put the fire out.

*If you sell anything that is used
in civil engineering, mechanical
engineering, electrical engineering,
mining engineering or chemical
engineering your mark is the
maximum number of buying en-
gineers and engineering executives.

The 11 McGraw-Hill Publications



But a straight stream
puts it out!

When you want to reach the buying engineers and engineering executives* the straight stream of the **Eleven McGraw-Hill** publications is better than a spray.

*McGraw-Hill publications do not reach chauffeurs, or baseball players or female elevator operators. But they do reach buying engineers.

Electric Railway Journal, for instance, reaches executives controlling 99 per cent of the electric railway mileage of this country.

Electrical World
 Journal of Electricity
 Ingenieria Internacional
 Power
 American Machinist

Electrical Merchandising
 Electric Railway Journal
 Engineering News-Record
 Coal Age
 Engineering & Mining Journal
 Chemical & Metallurgical Engineering

McGraw-Hill Co., Inc.
 Tenth Avenue at 36th Street
 NEW YORK

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

1102-208 South La Salle Street
CHICAGO, ILLINOIS



Mrs. William the Conqueror Is Selling Shirts

**How an Advertising Man and an Artist Have Put
Famous Characters of History on the Sales Force**

By **WALTER M. STEIN**

WHAT would you think of a corporation that could put on its sales force: Charlemagne; Matilda, who was William the Conqueror's queen; an ancient Chinese emperor and his spouse; dignitaries of old Egypt; and autocrats of classic Rome?

Worthies like these are selling Eagle Shirts for Jacob Miller Sons & Company, of Philadelphia.

Perhaps you have seen them at work in the *Saturday Evening Post* posing in picturesque elegance in the color compositions of Edward B. Edwards. After you have drunk in the reposeful beauty of the illustration your eye may have wandered to the text. Being an advertising man, you probably have reversed the process. But if you have caught in your quick glance only the qualities of the picture and the caption, that is all the advertiser asks.

There has been some criticism of the new full-page color campaign that this company has launched.

"But," objects the old-line advertising man, "Mr. Edwards' art work seems so remotely connected with the product. What has the Bayeux Tapestry, for example, to do with shirts—plain, ordinary shirts?"

The answer would be that these shirts are not "plain ordinary shirts"; and it is this fact that we are trying to get across in this campaign.

The association in the consumer's mind of the qualities suggested in Mr. Edwards' pictures with the goods offered, accomplished by the juxtaposition of the picture and the product name, is the means to that end.

Before one criticizes this campaign, he should consider our premise: that the function of national advertising is to develop "consumer acceptance," not "consumer demand"; that national advertising should be used to mould public opinion in favor of a product, not to try to line consumers up at the dealers' counters. We are the weavers of the majority of the fabrics from which we fashion our shirts. An exhaustive retail field analysis made not long ago devel-

oped that pattern, weave, and color are the prime factors in shirt selling.

Therefore, the national phase of our campaign confronted us with the problem of conveying by picture (1) the atmosphere of quality, (2) the idea of beauty, (3) the thought of exclusiveness, (4) the fact that we weave our own cloths.

ANCIENT SELLING MODERN

Edward B. Edwards was consulted and commissioned to execute a series of page subjects in color. He is a student of the ancient in the field of art who finds there manifold examples of the great love of the people for the beautiful as it is expressed in weaving. He be-

lieves that this appreciation is alive today.

See, then, the force of appealing to this perhaps latent appreciation through beautifully picturing episodes in the development of weaving in years gone by. Note how this capitalizes what we found to be the chief appeal in shirt selling: beauty of pattern—ingenuity of weave—artistry of color.

The rest develops as smoothly as a proposition from Euclid. Since the public mind is to be impressed with the thought of a parallel between Eagle Shirts and beauty, exclusiveness, quality and individual weave, the illustrations must be (1) beautiful pictures, (2) uncommon in subject, (3) fine of execution and reproduction, (4) on topics connected with weaving.

Then you decide on a series, of which each subject shall illustrate a definite incident in the history of the development of weaving as a fine art, use skillful copy to link up subtly the ancient perfection of weaving with the modern perfection expressed in Eagle Shirts.



The type of Art used in the Eagle Shirt campaign

GETS THE WOMAN BUYER

One of the reasons that other advertisers have found for favorable comment on this campaign is its appeal to the woman reader, who, as was pointed out in the March 13 issue of ADVERTISING & SELLING, buys, according to a New York department store estimate, 35 percent of the men's shirts sold, while in smaller towns she is at least consulted in 66 percent of such sales. What woman reader of the *Saturday Evening Post* is likely to skip the picture of Matilda at work on the Bayeux tapestry depicting the glory of her husband's conquest?

With this advertising to accomplish the creation of "consumer acceptance" we are carrying out a direct campaign in the stores to stimulate custom in the same way. Full color reproductions are placed in the dealer's hands two weeks before their appearance. These are for window display. With them are sent neat, gilt-edged cards for display with the color subject, describing the historic incident illustrated, as well as giving a brief biography of the artist's career—two stories, you see, to stir up intimate acquaintance. With them, very often, go suggestions that the retail display manager build a "period" window around the picture—sing his "song of the shirt" to the quaint old air that Mr. Edwards suggests.

Out in Podunk, Uncle Si, driving into town to buy a new Sunday-go-to-meeting shirt consistent with his big touring car and with the modern farmer's income and up-to-date ideas of style and quality may be saying:

"Don't e'actly know what the hist'ry picture are all about, but they're mighty pretty. I guess EAGLE SHIRTS must be the real goods, judgin' from the way they're advertised."

If he is, there's no question about the value of the new campaign.

Sphinx Club Will Dine Representatives

The 167th dinner of the Sphinx Club will be held in the Grand Ball Room of the Waldorf-Astoria, on Tuesday evening, March 30, at 7 o'clock.

The members of the Representatives' Club will be the guests of the Sphinx Club on this occasion.

The speakers will be: Hon. Abram I. Elkus, Judge of the Court of Appeals and former Ambassador to Turkey; Dr. Royal S. Copeland, Health Commissioner of New York City, and W. Morgan Shuster, President, The Century Company, and former Treasurer-General of Persia. President George Ethridge will preside.

Page Sales Manager of Maxwell-Chalmers Truck Division

B. F. Page has been appointed sales manager of the truck division of the Maxwell-Chalmers auto plant, Detroit. Mr. Page was long associated with the Four Wheel Drive Auto Company, of Clintonville, Wis., and also with the Oneida Motor Truck Company, of Green Bay, Wis.

Llewellyn M. Bickford Dies

The intelligence of the death of Llewellyn M. Bickford, vice president of the Oxford Paper Company, on Monday, March 22, at his home in New York City, will be received with deep sorrow by a host of friends and acquaintances in the paper industry, with which he had been connected for nearly a quarter of a century.

Mr. Bickford was born in the suburbs of Portland, Me. In 1892 he associated himself with Hugh J. Chisholm, president of the Otis Falls Pulp Company, of Portland, Me., and was shortly after-

wards made treasurer and director of this company.

On the starting of the International Paper Company in January, 1898, Mr. Bickford was made manager of purchasing and was associated with and assisted Mr. Chisholm in many of the important affairs of the company. In the latter part of 1908 he resigned from the International Paper Company and went with Mr. Chisholm to the Oxford Paper Company, being chosen vice president and general manager, positions which he held up to the time of his death. It is not too much to say of Mr. Bickford that he was largely responsible for the great success achieved by the Oxford Paper Company since that date.

J. C. Martin Returns From Europe

J. C. Martin, of the Curtis Publishing Co., has returned from a two months trip in Europe, where he established branches for the Curtis publications in the leading capitals.

Hearst's Magazine

March 10, 1920

My dear Sir -

The new April Hearst's sells at 35 cents.

This is no sudden jump to catch up with rising costs, but a part of a carefully worked out plan to make Hearst's the acknowledged leader among magazines.

For two years we have been building towards this higher price, and, if any magazine is worth 25¢, Hearst's -- with Kipling, Bennett, Shaw, Ibanez, Maeterlinck, Hall Caine -- is certainly worth at least 35¢.

Won't you get a copy and check it up for yourself?

Incidentally, the new 35-cent Hearst's is interesting as marking another distinct epoch in magazine history.

Publishing costs, as you know, have advanced 100%; advertising rates only 20%.

Now, to stay in business, every publisher must either -

Cheapen his product, or
Increase his price either to reader or advertiser.

Hearst's, of course, has not only not reduced the editorial quality but is improving it every issue; for our judgment tells us that the reader should pay a fair price for his magazine, and our experience that he will pay it -- when the magazine is good enough!

This, in fact, is the principle that led us two years ago to discontinue all return privileges to the newsstand trade and to restrict subscription sales to the full published price.

Women Like Poison Copy In Very Small Doses

One of the Weak and Nervous Sex Tells
Why "Fright" Stills Her Buying Faculties

By MYRTLE PEARSON

WHAT does a woman think of the legitimacy of "fear" copy? The average woman—and we must deal with her—is a person of very positive opinions generally, even if she doesn't know why they are positive. Just as she is not very good at climbing fences, she is not frequently found on the fence. Yet in the controversy which has been going on in advertising circles since Mr. Whitsett's denunciation

of "poisonous" copy in ADVERTISING & SELLING the women seem at the outset to be perched right on the top rail.

A concensus of opinions received from women who have discussed the moot question reads at first glance like this:

"'Fear' copy is both good and bad; it can be used to advantage, and then again it cannot be."

At first glance, I say, because

when you look over their letters a second time and read between the lines—as you must so often with a woman's letter—you find that your corrected impression is quite different from the original one.

What they are saying is: "Legitimate 'fear' copy is legitimate." What they are doing is to take a sane middle course, which is probably what most of the men will do when the question has been thoroughly threshed out in all its phases.

Legitimate negative copy does get across to women. Simon pure "fear" copy does not. No woman will buy a different brand of washing powder, a new kind of corset, or switch from coffee to Postum unless you can make her believe that she is not getting along well enough without these things. On the other hand, a brazen attempt to scare her into changing her purchases or her habits is certain to arouse her hostility. A woman has got to be shown; not frightened. Judicious negative advertising to women will show them why they cannot do without your product. "Fear" copy may attract a few from among the unstable and weakly credulous, but it will not get the shrewd, careful, loyal woman buyer whose custom you are after.

AS TO "NERVES" AND COPY

The ungallant man who first compared women to cats probably was right in about as many ways as he was wrong. With the fire-side cat, woman appreciates and relaxes in an atmosphere of comfort, cheerfulness and tranquility. That is why, after all, whenever the advertiser is in doubt as to whether to appeal to women buyers by negative or positive copy the best bet should go on the latter.

By far the great majority of patients who crowd the nerve specialist's office today are women. How would you advertise a proprietary article that would appeal to these women? Writing on this point H. J. Wood, Director of Service for Scott & Scott, Inc., of New York, says:

"The picture and accompanying text which depict the sad case of uncured nervousness do not have the selling strength of the picture and text showing the person of tranquil nerves and cheerful manner who has become so since using some reliable proprietary article.

"This principle is not stated by us on theory. We know it is correct as to general selling in numerous cases with which we are statistically familiar."

And this principle then, as now, was based upon the belief that advertisers will be unwilling to continue indefinitely to subsidize, through higher and higher advertising rates, the very circulations they themselves have just made possible.

In other words, we believe that all publishers must sooner or later follow Hearst's example and make the public buy their magazines at prices which cover production costs, rather than continue -

to charge the advertiser the differential between what the magazine costs to publish and what the public is willing to pay for it.

That Hearst's sort of circulation -- cash down by the man who gets the magazine -- is far more valuable than ordinary circulation -- subsidized very largely by the advertiser -- will, probably, be conceded by everyone.

For example, what would you say half a million people, who walk up to the newsstand regularly each month to pay 35¢ for Hearst's, are worth -- in comparison with the old-fashioned, miscellaneous, advertiser-subsidized circulation?

I honestly think we have found the real solution to a problem all publishers and all advertisers must solve one way or another. I would be tremendously interested in knowing very frankly how far you agree.

Thanking you in anticipation of any answer you care to make, I am

Very sincerely,

H. J. Wood

Business Manager

ZRC'V

Day by day more women are going out of the home into business, and year by year the night schools, the extension courses of our universities, and our correspondence schools are reporting more women students in their business courses. Of these institutions, the correspondence school is, of course, by far the most important advertiser. What kind of advertising, do you think attracts women to the correspondence schools?

W. Raymond Schick, of Williamsport, Pa., who is an authority on this kind of copy, writes me in strong indorsement of Mr. Whittett's article:

"There is a well known (the best known) correspondence school that advertises heavily. Up to six or seven years ago, they emphasized the "fear" motive. Their copy was destructive instead of constructive. Then they changed and turned to constructive copy. Today, they do not let a prospective student think of defeat. They point out former correspondence school students who have won success in the business world and induce in the prospect's mind the ambition to follow these examples. The results obtained as a result of the change constitute an undebatable truth. Only constructive advertising is true advertising

and only constructive advertising is good advertising. In my experience in handling advertising for this school I found that if I pictured a man carrying a dinner pail at 50 and dependant on relatives at 60 because he had neglected the opportunities offered by our courses, I induced in him a morbidness that cramped his faculties and made him magnify his shortcomings to the extent that he momentarily lost confidence in himself. And how could I sell him education, when I had scared him out of it?"

Now that goes just as far, or a bit further, in dealing with women. A frightened woman is a numb woman, a helpless woman—and a poor prospect, Mr. Advertiser. That is not the kind of response you want from the person who buys 85 percent of all the retail goods sold in the country.

On the other hand, remember that she is on the middle course in this controversy. If you cannot FRIGHTEN her to advantage, you can SHOW her with profit—show her the disadvantages of doing without what you have to sell her. If that be destructive advertising, to paraphrase Patrick Henry, make the most of it.

Ross-Gould Engage Hugh L. Wood— Will Enter Advertising Agency Field in a National Way

Hugh L. Wood, who for several years held various writing and editorial executive posts on the *St. Louis Republic*, is now advertising counsel for the Ross-Gould Company, of St. Louis. After leaving *The Republic*, Mr. Wood was field representative for the Mississippi Valley Association, a group of industrial, financial and commercial interests which is fostering a movement to bring about a self-contained financing and foreign trade program for the twenty-six states of the Valley.

The Ross-Gould organization, long established in the direct mail advertising field, also has entered the publication and outdoor advertising agency business in a national way.

The Only Way to Keep a Line on Advertising Happenings

460 West 147th St.
New York City.

EDITOR, ADVERTISING & SELLING:

There is only one way to know what is going on and that is to be a ready regular reader of ADVERTISING & SELLING. Consequently I send my check for a year's subscription, and want you to send the January 31 number and all others to my home.

My seven years' work with the International Motor Company, of New York, as Advertising Manager, has been intimately linked up with ADVERTISING & SELLING, from which publication I have drawn many helpful inspirations, and now that I am free to look on from the outside before becoming active in the field again, I cannot afford to miss the friendship of even a single issue of ADVERTISING & SELLING.

Sincerely,

D. O. SKINNER.

Marketing

and Business Management

Toronto, Canada

Canada's Magazine for Sales and Advertising Executives

Announces



E. ST. ELMO LEWIS
as contributing Editor

Marketing
53 Yonge Street
Toronto, Canada

Enter my subscription
for one year at \$2.00.

Name

Address

MR. LEWIS, beginning with the number for March, 1920, just published, will contribute seven to eight pages of his highly original, authoritative and suggestive comment on sales, advertising, marketing and general management problems. He will have the assistance of several executives with whose work he is in personal contact.

Subscription—\$2.00 per year

W. A. Lydiatt, Publisher

53 Yonge Street Toronto, Canada

Pull-Together Campaigns Help the Consumer

How Cooperation and Good Will Enabled the Scott Company to Reduce the Cost of Its Product
By **WARD GEDNEY**

THIS is a frank confession of the "ups and downs" of the Scott Paper Company—where the "ups" are on production and the "downs" on prices.

Here is a manufacturer, a national advertiser, who has actually succeeded, in these dubious times, in lowering the cost of his product to the consumer; and his product is paper! It is paper made to be thrown away. It is paper made into a form, where, in one case, it must compete with an older material, away from which the consumer can be pried only by the force of strong, consistent, educational advertising.

Many have been asking James G. Lamb, secretary of the Scott Paper Company, who is in charge of the company's advertising, how he and his associates have succeeded in lowering the cost of Scot-Tissue Products to the consumer in the face of rising manufacturing costs. ADVERTISING & SELLING has persuaded him to reveal the secret.

COOPERATION GOT RESULTS

"It simply has been a matter of cooperation between the company on one side and the salesmen, jobbers, dealers, and consumers on the other," Mr. Lamb said. "We are not familiar with the possibilities of reducing manufacturing costs in every industry, but what the Scott Paper Company did in August, 1919, and did again on January 1, 1920, is interesting because it is different from the procedure—perhaps necessary—being followed by some manufacturers.

"Due to the let-down in demand during the war, we found it necessary for the Scott Paper Company to cut production to four days a week. Inability to manufacture Scot-Tissue Products more than four days a week increased the cost of Scot-Tissue Products in proportion. We were not able to get the efficiency from our machines, which is possible when we can run them twenty-four hours a day on one brand of paper.

"It seemed, therefore, that this condition would not right itself until the cost of Scot-Tissue Products could be lowered, and that saving

handed back to the American public. The management, after a very close analysis of the cost of Scot-Tissue Products, found that if sales could be increased to take the output of the plant, the cost could be lowered to such an extent that a reduction in price could be made as great as five cents on our 15 cent and 25 cent rolls of paper; if the consumers, jobbers and dealers would cooperate in making this increased production possible.

"Realizing, therefore, the great chance of reducing the cost of living, in so far as our products were

concerned, we called the sales organization into convention in August, 1919, and explained the plan to them. After securing pledges from each one of these men that they would secure their quota of sales, the management and the sales organization were so confident of the support which the jobbers and consumers of America would give to this plan, that they started the next day to run the plant at capacity in order to lower manufacturing costs. The salesmen, primed with confidence and belief in the program, went out to the jobbers and dealers to secure their cooperation in making this reduction in the cost of Scot-Tissue Products permanent.

THE DEALER HELPS OUT

"So great was the support which the jobbers and dealers gave this plan that thus far, through increased sales and production in view of rising costs of raw materials, the company has been able to main-



ARTHUR F. THURNAU

Arthur Thurnau succeeded his brother Will in my Chicago office, and succeeded him so well that he is now my Western manager. I have enjoyed his association in business as well as his friendship for over twelve years.

Lane Block

Newark Star-Eagle

I question if there are many newspapers that have made greater strides in the last five years than has been made by the NEWARK STAR-EAGLE. At that time, when it came into the hands of its present owners it was not much of a property. The STAR-EAGLE, then called the "Star," had but a little more than 20,000 circulation daily. Today it has over 70,000 daily and in the city of Newark (as the A. B. C. figures show) it outsells its nearest competitor by about 10,000. From a losing venture five years ago it has become a pronounced financial success through its great influence as a newspaper and as an advertising medium.

tain the prices put into effect in August.

"Having demonstrated that the consumers and distributors would support a plan to reduce the cost of living, in December, the Sales Department at their annual meeting were told that the same principle would be applied to Scot-Tissue Towels and a further revision could be made on Scot-Tissue toilet paper, if sales could be doubled on these two products.

"Because of a most efficient mill equipped with efficient machinery, and best of all, a group of 100 percent loyal employees who are working hard to reduce costs, this great step was made possible. It has been successful because the plan has been sold to the distributors as a cooperative plan to reduce the cost of living; it is a practical answer to those who say that the cost of living on all products will be reduced when production is increased. In our case, costs were lowered and production was increased."

Keeping Up With The Times

A FACT A WEEK

When a paper had two editions a day, and suspended one because of inability to get enough paper, wouldn't it be reasonable to expect there would be enough drop in circulation to relieve the situation somewhat.

The Washington Times, however, with one edition a day now has a larger circulation than it previously had with two editions.

Evidence—and pretty emphatic evidence—of the growth of The Times habit in Washington.

The Washington Times
WASHINGTON, D. C.

Some Things A Salesman Should

Stop talking price. Service and quality are far more effective selling arguments.

Keep in mind the needs and desires of the customer and make all benefits derived from an order mutual.

Sell nothing that cannot be produced and delivered; make no promises that cannot be kept.

Be able to analyze, reason and decide customers' needs before trying to effect sales.

Have confidence in the house he represents and the service or goods it deals in; confidence in himself and confidence in his prospect.

See that his line is such as to render service, sell at a profit and give satisfaction.

Know that an order, to be a real order, must be sold right, taken right, made right, delivered right, look right, be right and collect right.—Oliver L. Wroughton, in "The Typothetae Bulletin."

WHERE GOOD WILL ENTERS

That sounds simple—almost too simple; but wait. There's more to it than that. Behind the Scott Paper Company's success is the story of the policy that made possible the cooperation that made possible the success. That's another secret which ADVERTISING & SELLING succeeded in uncovering by going to R. E. Tweed, Manager of Sales Promotion of the Richard A. Foley Advertising Agency of Philadelphia, which handles the Scott account.

"You can bet there is more to the story than Mr. Lamb's modesty will allow him to tell," said Mr. Tweedy. There are three important features, at least, that he has left out. First comes the perfect understanding between company and employees. Everyone on the Scott payroll has been woven into a big happy family. The men who steer the organization make it a point to know all the workmen personally. No wonder they get 100 percent loyalty from their employees.

"Then follows the company's frank, open policy with its sales force. At a Scot-Tissue Quota Club sales meeting you will find the executives and salesmen talking over costs, troubles, difficulties, good news, money in the bank, as these things are discussed in no other business organization. A Scot-Tissue salesman knows where he stands all the time.

"Last but not least, you must add in the close, cordial, enthusiastic relations between the company and its jobbers and distributors. The company realizes the important part the jobber plays in its business and endeavors to make him as near a

partner as it possibly can. In fact, its jobbing connection is more like a branch office.

"'Open covenants openly arrived at' between the company and its workmen, salesmen, jobbers and consumers—that's the rest of the secret of the success of the Scott Company's price reduction policy."

Painted Bulletin Advertising Association of America Establishes

The Painted Bulletin Advertising Association of America was launched at a meeting in New York on Friday, March 10, by a score or more of leading paint bulletin men. W. Rex Bell, of the Nordhem Service Co., formerly the G. G. O'Brien Company, of Pittsburgh, Pa., was elected president, and C. U. Philley, of St. Joseph, Mo., was chosen secretary-treasurer.

The slogan of the new organization is "Standardized Painted Bulletin Displays Throughout the United States." The new body is to be a clearing house for its members in all parts of the country, and for the immediate present an intensive educational campaign is to be conducted. The next meeting is to be held late in June or the first part of July. Selling organizations represented at the meeting included the O. J. Gude Company, the Ivan B. Nordhem Company, United Advertising Corporation, and others.

All interested in the new organization are to communicate with W. Rex Bell, of Pittsburgh, Pa.

An Electric Account for Nichols-Moore

The Adams-Bagnall Electric Company, manufacturers of fans, motors and reflectors, have recently placed their advertising account with The Nichols-Moore Company, general advertising agents, Cleveland.

Mrs. Humphrey Ward Dead

Mrs. Humphrey Ward, termed by Britons "Our Later George Eliot," and widely known for "Robert Elsmere" and other novels, is dead, of heart disease, in a London hospital.

Engineering Advertisers' Association Elects Officers

The first milestone of the Engineering Advertisers' Association, of Chicago, was passed on March 6 at the Auditorium Hotel, at which time the following officers were elected for the ensuing year:

A. H. Hopkins, advertising manager, C. F. Pease Co., president; J. H. Arnsheld, advertising manager, Fairbanks-Morse Co., vice-president; G. S. Hamilton, advertising manager, American Steam Conveyor Corporation, secretary; and E. I. Pratt, advertising manager, Kellogg Switchboard & Supply Co., treasurer.

The following directors were elected to serve two years: E. L. Gerstenberger, assistant general manager, Imperial Belting Co.; J. B. Patterson, district manager, P. H. & F. M. Roots Co., and G. H. Eddy, advertising manager, Green Engineering Co.

The directors who have another year to serve are: P. A. Powers, advertising manager, Benjamin Electric Mfg. Co.; H. W. Clarke, advertising manager, Chicago Pneumatic Tool Co., and J. C. Kingsley, secretary, G. M. Davis Regulator Co.

The retiring president, H. L. Delander, advertising manager, Crane Co., was elected ex-officio member of the Board of Directors, and the following standing committees were appointed—Publicity: H. L. Delander, Crane Co., chairman; K. J. Evans, Jos. T. Ryerson & Son, and A. R. Maujer, *Industrial Power*. Membership: H. W. Clarke, Chicago Pneumatic Tool Co., chairman; R. E. Juergens, Crane Packing Co., and H. E. Haase, Cameron Can Machinery Co. To increase production is the topic of the hour and the Engineering Advertisers' Association in its efforts to improve the methods of advertising and selling engineering products will accomplish an object worthy of attainment and vital to every one.

The present membership of the Association is one hundred. Any man engaged in advertising or selling engineering products is eligible to membership.

Junior Editors Discuss the Front Cover Ad

Letting the young idea "shoot" made up the program of the New York Editorial Conference and Luncheon for March held at the Automobile Club, 247 West Fifty-fourth street, New York, on March 19. The discussion following the luncheon was placed entirely in the hands of the juniors on the various editorial staffs represented, and the topic, especially pertinent, was—"If I Were Editor."

R. K. Tomlin, Jr., of the *Engineering News-Record* led out on "Advance Planning of Issues" and E. C. Donegan, of the *Dry Goods Economist* followed with a talk on "Service, Accuracy, Timeliness, and Preparation of Copy." Mr. Tomlin's plea for the editorial use of the front cover drew scattered fire from the 150 men and women present and much of the discussion that followed was concerned with this old point of controversy between the editorial and the business staffs. The decision declared a draw.

C. W. Foss, of *Railway Age*, acted as critic, and S. H. Ditchett, of the *Dry Goods Economist*, vice-chairman of the Conference, presided.

Steward Will Manage Rayfield Carburetor Advertising

F. B. Steward has been appointed advertising manager of the Benke & Kropf

Mfg. Co., Chicago, makers of Rayfield carburetors. Steward was formerly advertising manager of the McDougall Co., Frankfort, Ind., and previously for more than six years was in the advertising department of the Presto-O-Lite Co., Indianapolis.

Publishers of "La Hacienda" Move Eastern Office

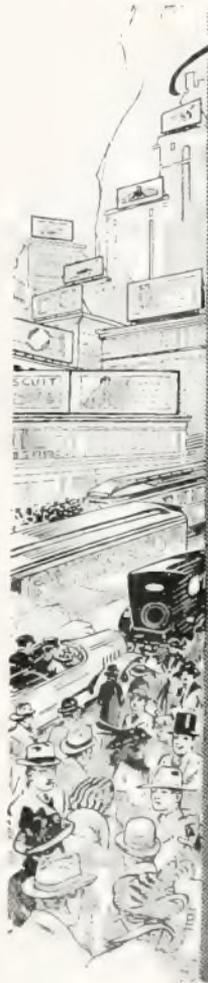
The W. F. Wendt Publishing Co., publishers of *La Hacienda*, *American Blacksmith*, *Auto & Tractor Shop*, have moved their Eastern office in New York City from 52 Broadway to 8-12 West 40th st. H. M. Porter is the advertising and eastern manager of the company.

Chicago Agency Changes Title

The advertising agency of Erwin & Wasey, located in the Garland Building, Chicago, is now to be known as Erwin, Wasey & Company.

Clifford Bleyer's Father to Run Agency

Colonel Charles E. Bleyer, whose son Clifford Bleyer, president of the Clifford Bleyer Advertising Agency of Chicago, was killed in Chicago recently, will take his son's place in the agency. Colonel Bleyer had retired from business, but upon the death of his son agreed to go back into business in order to protect the interests of his son's widow.



The First Step in Selling

--get your story across to as many possible customers as you can--as quickly as you can.

Posters

--reach all the people. The medium is seen by all outdoors

Posters

--Nordhem Service embraces every practical advantage and resource of the Poster as a National Medium.

Details upon request.

IVAN B. NORDHEM COMPANY

Poster Advertising, Painted & Electroplated Signs
in the United States & Foreign
1 West 40th Street . . . New York City
Berkman Bldg. . . Pittsburgh, Pa.

Letters from an Advertising Man to His Son

(Continued from page 10)

after hours, and then lock up a form, put it on the press and run off a few sheets, it will give you a lot of confidence in yourself when talking to printing salesmen.

If you take after your Dad at all, you will love the smell of the sheets as they come off the press. You'll revel in the atmosphere. The clatter of presses was always music to my ears. Some old-timers got along somehow without an intimate, first-hand knowledge of type faces,



border effects and engraving lore. They have to soak up a lot of this knowledge, but you'll find yourself better equipped if you know these things right at the jump off. I've seen too much good copy, in my time, butchered by unimaginative compositors. Only about one in

every three compositors is a practical ad-setter. I guess not that many—at least when they work without an intelligent lay-out and some suggestions as to faces and sizes of type to use.

A bunch of money that is now charged to "Corrections" can be saved by careful planning and definite instructions to the printer when the job is handed out. You can't always blame the poor printer if he isn't a mind-reader and, believe me, he has to be on some ad copy I've seen.

If you aren't pretty sure you've got the right dope on type, don't attempt to ask the printer to use 14 point type in a 28-line single column ad. Better send your copy without instructions to an expert ad-setter, until you know Old English from Cheltenham bold.

Don't be discouraged about your salary, or rather the lack of it. You're taking your Post-Graduate Course now, Bud, and getting paid for it. I'll make up the difference if the H. C. L. gets you. I know little old New York isn't the cheapest place in the world to live, but I hope you don't frequent the Gay White Way much, and are not thinking of getting married, at least not right away.

Mother sends her best and a new picture of Edith, who was over here the other evening, inquiring about you. Aunt Ellen says to keep your head cool, your heart warm and your hands busy.

Am sending you those books and magazines on advertising, you asked for. Don't expect promotion too soon, but keep looking and working for it. I'm beginning to look forward to the time when we'll add "and Son" to the firm now bearing only the name of your affectionate FATHER.

NOTE—Further letters of this fond father will appear in forthcoming issues of ADVERTISING & SELLING.

Milie Goes to James Agency

Frank A. Milie, formerly with Frank Seaman, has joined the contract and rate department of the H. E. James Advertising Agency, New York.

Cholmeley-Jones Will Stay As War Risk Bureau Head

According to a statement which has been made by Secretary of the Treasury Houston, R. G. Cholmeley-Jones, well-known advertising man who is director of the War Risk Bureau, will not resign his position as reported by a recent press dispatch from Washington. The newspaper reports to that effect, that the affairs of the Bureau were in a state of collapse. Secretary Houston said were "false and without the shadow of foundation."

When You Plan to "Cover" CANADA

REMEMBER:

- 54% of Canada's population is rural.
- 88% of Canada's farms are owner-operated.
- 60% of Canada's automobiles are owned by farmers.

Recognition of the volume and importance of farm trade in Canada is an essential of any well-balanced merchandising plan.

The Canadian farmer is wealthy, optimistic and confident. He is organized, a man of affairs, interested and influential in the political and business life of the country.

He represents tremendous buying power. His custom is of utmost importance to dealers and retailers of all commodities. Co-operation with Canadian dealers requires the careful cultivation of this trade.

The direct route to the farmer is through the farm press—

FARMERS' MAGAZINE

Canada's National Farm Magazine

reaches the cream of this country trade and influences the buying of 35,000 prosperous farm families whose buying power is away over average.

FARMERS' MAGAZINE gives value. It is splendidly edited, practical, instructive, entertaining, interesting to every member of the farm family. It gives the same quality in super-calendered paper, illustrations, color printing, as any

general magazine of the better class. The subscription rate is \$2.00 per year.

74% of expiring subscriptions in 1919 were automatically renewed—42% for a period of two years at full subscription price.

The prestige and influence of FARMERS' MAGAZINE will strengthen your sales appeal. It should stand first on your list of Canadian farm publications.

Circulation guaranteed for 1920 - 30,000
 Press run March 15th issue 35,000
 Bonus Circulation 5,000

Members of the A. B. C.

Let us send you complete details and sample copy

The MacLean Publishing Company, Ltd.
 143-153 University Ave., Toronto, Canada

Lincoln "Daily Star" an A. N. P. A. Member

The Lincoln, Neb., *Daily Star*, has been elected to active membership in the American Newspaper Publishers' Association.

New Miller Falls Sales Manager

George U. Hatch, recently appointed general sales manager of the Millers Falls Company, Millers Falls, Mass., assumed his new duties March 1. His extensive experience in sales work fits him well for the new responsibilities which include both sales and advertising. Mr. Hatch was formerly sales superintendent of the Winchester Repeating Arms Company.

Tucker President of New Apel-Tucker Co.

Verne W. Tucker has been made president and general manager of the new Apel-Tucker Company, advertising artists, of Detroit, following the resignation of Henry J. Campbell. Mr. Tucker was vice-president for the last three years. Albert I. Apel will continue as secretary-treasurer and art director.

The International Magazine Agency

The International Magazine Agency has commenced business in Detroit and Windsor, Ont., just across the Detroit River. The concern, which has a capital of \$3,000, is acting as circulation agent of magazine and newspaper publishers in Michigan and Ontario, Canada.

Advertising Appropriation Doubled

The Northern Hemlock & Hardwood Manufacturers' Association has decided to double its 1919 advertising appropriation which was \$53,000. This move was made through the success in advertising "Old Faithful" hemlock and "Beautiful Birch." The advertising is carried on through a bureau of promotion headed by M. P. McCullough.

Parker General Manager of Sales

O. C. Parker, formerly general manager of the Bullock Tractor Company, has become associated with the Franklin Tractor Co., Greenville, Ohio, as general manager of sales. A new factory which the company is erecting at Greenville, Ohio, is now nearing completion.

Beckman Now In Charge of Motor Truck Advertising

James W. Beckman, former writer of publicity for the International Motor Co., New York, manufacturer of Mack Motor Trucks, has accepted a position as assistant sales manager of the O. Armleder Co., Cincinnati, Ohio, manufacturer of Armleder motor trucks. Mr. Beckman will also have charge of the advertising of Armleder motor trucks.

Knill-Burke Represent Maryland Papers

Knill-Burke, Inc., publishers' representatives of Chicago and New York, have been appointed national advertising manager of the Hagerstown, Md., *Morning Herald* and *Evening Mail*.

Kay Man Now With McJunkin

David Horwich, formerly with J. Roland Kay Company, Chicago, is now associated with the McJunkin Advertising Company, Chicago, as a member of their copy staff.

Philip Kobbe Co. Obtains Two New Accounts

The Philip Kobbe Co., New York, is now handling the advertising accounts of the Technical Products Corporation and of the Hercules Engineering Company.

Sales and Advertising Manager Goes With Newspaper

Douglas Jackson has left his position as manager of sales and advertising for the Jackson Hardware Co., Bardolph, Ill., and has become a member of the advertising staff of the Peoria, Ill., *Journal-Transcript*.

Colgate & Company Accused

Charging violation of the Sherman anti-trust law, an indictment containing fifty-six counts has been returned by a Fed-

eral Grand Jury at Trenton, N. J., against Colgate & Company, of Jersey City, N. J., manufacturers of toilet preparations. The indictment claims the company illegally fixed resale prices of its products to wholesalers and jobbers.

The company was indicted in 1918 for fixing resale prices, but because of a technicality a demurrer to the indictment was sustained on the ground it did not charge that the company made any price fixing agreements.

The grand jury's action recently quotes alleged correspondence between the company and its selling agents and dealers in its products.

Colgate & Co., in a statement given out after the indictment was issued, denied price fixing agreements were made with dealers.

Circulation—Plus

Audited figures are only one element of newspaper circulation—the cold, hard matter-of-fact statement of concrete, determinable quantity.

Behind the figures is another element—a human element—that cannot be reduced to numbers.

That element—a driving, pulsing force that vitalizes circulation figures—is reader confidence and reader influence. It is a newspaper's reputation and prestige. It is the cumulative effect of years of constructive work in building up an active, responsive reader following.

Circulation value cannot be gauged by figures alone. For one newspaper, circulation means so many copies sold—nothing more, nothing less. For another it means direct and influential appeal to a great body of human beings, keenly responsive to every line of news or advertising published in their favorite paper.

The circulation of The Chicago Daily News for the month of February, 1920, was 395,981. 94% of this was concentrated directly in Chicago and suburbs, exceeding by nearly 100,000 the circulation of any other Chicago daily paper in this all-important territory.

These are the cold, provable figures.

Back of them, vitalizing them, stands the 44-year record of clean-cut business methods, fair play, and the high ideals of newspaper-building that has established The Daily News as a nationally recognized institution and created for it a reader loyalty and respect unsurpassed by any American newspaper.

It is not circulation alone, but the reader influence behind that circulation that makes

THE DAILY NEWS
FIRST in Chicago

"Spread Out!"

The history of thousands of American businesses is that they began by doing business in the territory near their factories and ended by doing a national business.

And that is the ambition cherished by nearly all business men who have not yet achieved national distribution.

It is getting easier of accomplishment every year. The country is more closely knitted together. That tendency was progressing rapidly before the war, and the war gave it a great impetus.

Never was America so truly a nation! You seldom hear the Mason and Dixon line mentioned any more. And the hard and fast distinction between East and West is disappearing.

A business that can be successful in one territory, can, by the same methods, extend its success every-

SPENCER, IND.
FarmLife

It's Easy Now

where. There are many brands of all sorts of utilities that are known in every household in all parts of the country. They are equally appreciated everywhere.

Farm Life, the All American farm paper, is the medium best adapted to this modern business situation for the reason that it has the most national of farm paper circulations, paralleling the distribution of American farms and American farm income.

It is the paper for the business man who finds his nearby market saturated and incapable of further development, and for all those far-sighted men with man-sized ideas, who are not going to be satisfied short of national success.

THE FARM LIFE PUBLISHING COMPANY

JOHN M. BRANHAM COMPANY

Advertising Representatives

New York

Chicago

Detroit

Atlanta

St. Louis

SPENCER, IND.

FarmLife

The Men and Women Who Make Our Mediums

JOHN P. WALLACE

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

By CHESLA C. SHERLOCK

LOOKING at a bicycle, one would not immediately see a connection between it and the beginning of a successful publishing career, especially if the bicycle was of the type so common twenty-five years ago.

John P. Wallace, co-publisher and advertising manager of Wallace's Farmer of Des Moines, Iowa, used to ride one of these high-altitude bicycles and what is more it had everything to do with the starting of Wallace's Farmer.

Twenty-five years ago, at Ames, Iowa, he was confronted with the necessity of leaving college and going to work. His brother was connected with a little dairy paper in that town as editor and part owner and John had been putting in odd hours keeping the advertising records for it.

It is only natural, then, that he should turn to the dairy paper, when in need of a job.

"How much salary do you want?" they asked.

"One hundred and twenty-five dollars a month and expenses," he replied. "Or,"—and here is the "joker," as the lawyers would say—"I'll take sixty dollars a month and an option on one-third of your stock."

Not having an over-supply of capital, they engaged Mr. Wallace on the latter basis. Right here you have Point Number One in the success of John Wallace. It is the keynote point. He knows what he wants in this world, definitely, certainly and without question. And knowing what he wants, he has half of the battle won.

He entered into the work with a will. He was to solicit advertising at the rate of \$12 per inch per year. It was necessary for him to visit business men, manufacturers, stock raisers and dairymen. But he had no funds to furnish transportation. Most youngsters would have demanded expense money then and there, or they would have moved on to greener pastures.

John Wallace had a bicycle and he used it. He got on it and

Biking for Business

EVERYBODY has a friend who used to make long pilgrimages, although the feat now seems impossible, on those high-wheeled bicycles of years gone by. But here is a man who began his business career with one of the infernal contraptions as his only vehicle.

John P. Wallace, evidently, is a man who will take a chance and the article reveals that he did, more than once. And out of his success grew one of the nation's most effective farm journals.

THE EDITOR.

started out on a "business trip." Advertising has been solicited and won in many different ways, but I doubt whether any advertising man ever before had started out on a business trip with a bicycle as the sole means of transportation.

"One night I got into a town rather late," he said, reminiscently. "I had a time raising any one. Finally, somebody across the street from where I was knocking, stuck a head out of the window and asked: 'What does thee want?'"

BICYCLING FOR BIG BUSINESS

"I replied that I wanted lodging for the night. The good old Quaker found room for me. I went to bed. It was one of those old-fashioned feather beds. When I got in, all I could see was the ceiling.

"In the middle of the night I woke up and heard it raining. I turned over with a grunt and in the morning, when I got up, I found that it was snowing—and here I was, seven miles from a railroad, with only my bicycle for transportation."

But John Wallace did a good business on that trip just the same. Do not lose sight of that fact. And a short time later he made his first trip to Chicago. In one week he wrote \$2,500 worth of advertising contracts.

"I thought my fortune was made then and there," he said, with a chuckle.

The Wallace family has been

prominent in the agricultural field for more than a quarter of a century. John's brother, it will be remembered, was editor of the dairy paper which later grew into Wallace's Farmer. His father, the kindly, beloved old Scotchman, Henry Wallace, had been editor of the Iowa Homestead for a number of years.

Henry Wallace left the Iowa Homestead, bought another third interest, and the three of them cast their fortunes together. From that day to this, the entire interests of the Wallace family have been centered in agricultural journalism.

"We couldn't have fitted ourselves better for the work," he said, "had we deliberately planned it. We had all lived on the farm. My brother had been through Ames College and was made Professor of Dairying, and I had been at Ames, too, before I took up work on the paper."

Those of you who know anything about agricultural journalism know of Henry Wallace and the place he has won for himself in the hearts of all who think and plan and work concerning the welfare of the people who live in rural communities.

It was Henry Wallace who gave Wallace's Farmer its famous motto: "Good Farming, Clear Thinking, Right Living." Had he done nothing else, he would have set a high goal for others to follow.

Talking to John Wallace, about Wallace's Farmer, and his own experiences, the first thing that strikes you is his willingness to submerge himself and to accept the moulding influence of his father.

Des Moines is full of public-spirited citizens—chock full of them. Out of this great collection of public boosters, John Wallace stands to the very forefront.

For years he has been a great influence in the Young Men's Christian Association. I do not recall his title but I do happen to know that he is a leader down there. At the time the war broke out the Young Men's Christian Association was \$120,000 in debt. John Wallace wanted to put on a campaign for contributions among the people of Des Moines and wipe out that debt.

His business associates and acquaintances were worried. They tried to discourage him. They advised putting it off. But John Wallace is not built that way, as I have hinted before.

"The Young Men's Christian Association is a public institution and the people of Des Moines are its stockholders," he said. "The log-



The Richest Field Most Easily Reached

GREATER Pittsburgh, with her 1,500,000 people and greatest per capita earnings and assessed value of real estate of any city, is an unexcelled market most easily reached with the Pittsburgh Post and Sun Combination.

In the changed status of Pittsburgh Newspapers, the Pittsburgh Post and the Pittsburgh Sun lead with a combined non-duplicated circulation of 140,000 at only 20c per line—the lowest cost per line per thousand of any medium in the field.

By advertising in the Post and the Sun you reach Pittsburgh's discriminating people and ultimately influence the buying habits of the entire district.

PITTSBURGH POST AND SUN COMBINATION

*Gives 140,000 Pittsburgh Worth-While Circulation at
a rate of 20c. Best space buy in the field.*

CONE, LORENZEN AND WOODMAN, Publishers Representatives
NEW YORK CHICAGO KANSAS CITY DETROIT



JOHN P. WALLACE

ical place to go for funds to wipe out an indebtedness is to the stockholders, isn't it?"

The campaign was put on. Friends of the Young Men's Christian Association were organized into teams to canvass the city. So thorough was the plan that not a single citizen was to escape. Noon-day luncheons at the "Y." were features of this stunt. The teams met, reported and indulged in the keen rivalry of an effort to collect the most money. Well, they got their \$120,000 in six days!

That isn't all. During the war there were many campaigns, and in every one of them, all of which went over the top, the organization that John Wallace had created in the first drive was employed.

What sort of a person is John P. Wallace personally?

Well, he's an easy fellow to meet; plain, unassuming, jovial, good-natured. There is none of that

studied quality of reserve about him, although I imagine that he has a lot of things up his sleeve that don't belong to you or me.

He works with his coat off and his sleeves rolled up, the year around. I mentioned that the Wallaces are Scotch. Need it be added that they are among the best golfers West of the Mississippi? He has a son who is dangerously near state champion out in Iowa—or is the lad his nephew? We have an awful time keeping the Wallaces straight out here in Des Moines. That is, telling which is which. No danger along the other line!

He is the sort of a man you'd call on if you had a hard job to get done and wanted to be absolutely sure that it would go through. If John Wallace ever undertakes such a job for you, just lie down to pleasant dreams or go fishing, for there will be not the slightest doubt that he'll do it.

Printing, Exhibition May 5 to June 1

The American Institute of Graphic Arts announces an exhibition of printing at the Galleries of the National Arts Club in Gramercy Park, New York, from May 5 to June 1. The purpose of the exhibition is to assemble a representative collection of contemporary American printing definitely indicating the standards attained by the printing art in this country. Included in the exhibit will be books, catalogues, booklets, circulars, stationery, calendars, labels, wrappers, display cards, cards, folders, posters (typographic), prints (typographic), color printing and advertisements. The board of judges will award gold, silver and bronze medals to exhibits in each class according to merit, and the American Institute Gold Medal will be awarded to the most important specimen in the exhibition.

Graphic Art from everywhere in North America is invited, and should be submitted before April 15. To defray in part the expenses of the exhibition entry fees will be charged for exhibits accepted and displayed, five dollars for the first specimen, and two dollars and a half for each additional specimen. An important feature of the showing will be a section devoted to the history of printing. A catalogue giving the names of all the exhibitors, a list of prizes and prize winners, will be issued, and arrangements to have the printing exhibit displayed in other cities throughout the country are anticipated. The headquarters of the exhibit committee are at 110 East 10th street, New York, and O. W. Jaquish, Jr., is secretary.

Restaurateurs to Advertise

Proprietors of famous eating houses in New York City, which had no difficulty whatsoever to exist in the days before prohibition, have come to the conclusion that advertising, cooperative and individual, is the solution of the grave problems of making ends meet.

At a big meeting of the New York Society of Restaurateurs it was decided to formulate a policy of pooling all advertising interests and embark upon a campaign of some sort to be determined after conferences with experts in the publicity field.

Restaurant advertising in the Metropolis has in the past been done in a haphazard manner, with one or two leading establishments putting forth some really interesting and appealing copy, but, strange to relate, the others making little or no effort to follow the example.

Wooden Shoes for Milady?

The news floats in from somewhere in trade circles that an effort is being launched in the Netherlands to put wooden shoes into popularity in America. It is stated that with leather shoes at from \$20 to \$50 a pair the wooden products offer a sure even if not luxurious solution of the problem. The Dutch manufacturers are said to be on the point of attempting to invade the American field with their sales and advertising forces.

The idea appeals to the imagination. But the sabots do not appeal to the feet.

Hoffman Is New York A. B. C. Manager

The Audit Bureau of Circulations announces the appointment of W. F. Hoffman as New York manager of the bureau to take the place of L. J. Delaney who resigned.

WHEN EVERY PUBLISHER has a complete and efficient system of records and knows positively the facts regarding the circulation of his paper—

And when every publisher is willing to give these facts to advertisers without dissimulation—

It will be because every publisher is a member of the Audit Bureau of Circulations.

But all publishers have not an efficient system of records and all are not guileless.

To protect themselves against unfair competition and to inform advertisers in regard to their business methods, "above board" publishers join the Audit Bureau of Circulations. Advertisers know that no unfair publication can qualify for membership.

Every straightforward paper may belong to the
A. B. C.

Most of them do belong.

ADVERTISING & SELLING is one of them.

Photographic Testimony Which Shows on "the Face of It" the Big Success of the Spring Gambol
 Held by the League of Advertising Women



More than four hundred persons attended the Annual Banquet and Dance of the League of Advertising Women held at the Hotel Astor on the eve of St. Patrick, March 16. This year the affair was inaugurated by Spring Gambol, but to read of the excellent entertainment alone is sufficient to tell that there was very little gambol.

Where would you advertise a food product?

TWENTY years ago Mrs. Henry Smith bought the family foods without consulting anyone. To-day—with dozens of different brands to choose from—every single member of Mrs. Smith's family has a voice in their selection.

If Henry doesn't like the coffee, he suggests another brand he's read about. Twelve-year-old William wants to taste the Grapelade he's seen advertised. And Margaret, looking up from a magazine some evening, tells her mother about a new brand of evaporated milk that's better than the sort they're using.

That's why so many food advertisers are concentrating to-day on popular *general* publications—magazines which are read by everyone in the family.

The Christian Herald is just such a magazine. In three hundred thousand prosperous American homes it carries its appeal to mother, father, children.

This explains why last year more space was used by thirty-one nationally known food advertisers in the Christian Herald than in *any other general magazine*—bar one.

56,758 lines of food advertising in 1919—or over sixteen per cent of its total advertising—that was the Christian Herald's record.



THE CHRISTIAN HERALD

GRAHAM PATTERSON, *Publisher*

NEW YORK

Spring Gambol of League of Advertising Women Voted a Huge Success

The Annual Banquet and Dance of the League of Advertising Women, which was designated this year as a Spring Gambol, was held at the Hotel Astor on Tuesday evening, March 16. It was as representative a gathering of advertising men and women as could well be imagined. There were over four hundred people crowded into the North and East Ballrooms and the President, Miss Jane J. Martin, advertising manager of The Sperry & Hutchinson Company, prophesied that hereafter these affairs, because of the large attendance, will have to be held in the Grand Ballroom.

The entertainment was high class in every sense as well as unique. The famous Russian Dancer, Roshanara, gave an interpretation of an East Indian Spring Dance and several of her pupils interpreted the Assyrian Dance and that of the Magic Slipper. Evan Davies, of The Odorono Company, gave his famous imitations of Harry Lauder and the Virginian Judge.

Miss Edna Ferber, the author of several books, her character of Mrs. McClesney being well known to all advertising people—made a plea for American authors. Monsieur Febré, of the Metropolitan Opera Company, rendered a famous aria from one of the operas. Mr. Figaro, of the Old Masters' Studio, made several cartoons of some of the advertising people present.

Altogether the affair was voted a tremendous success and, as is usual with the affairs of the League of Advertising Women, all felt they were in the atmosphere of real friendliness and good comradeship. Miss Martin claims that there are two affairs at which every advertising man and his wife and every advertising woman—and her husband—must be seen. They are, she says, the society events of the Advertising World—viz., The Sphinx Ladies' Night and the Annual Banquet of the League of Advertising Women.

Paper for Letterheads

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

BERKSHIRE TYPEWRITER PAPERS *A Business Paper For Every Business Use*

EATON CRANE & PIKE COMPANY
New York Pittsfield Boston
San Francisco Chicago

Blotters

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

Famous World and Reliance Brands.

THE ALBEMARLE PAPER MFG. CO.
Richmond, Va.

Mailing Lists

Mailing Lists

**Commercial, Automobile, Investors or
any classification wanted**

TRADE CIRCULAR ADDRESSING CO.
166 W. Adams St., Chicago

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

Writing the Modern-Day Sales Letter

By CHARLES H. BAKER, Jr.

HUMANNESS is to the dictator what style is to the author. It is the putting of your personality and feeling into your letters. A letter may be a model of courtesy and clearness, yet be cold and unconvincing so far as lasting results, or unusual results are concerned. Quite often the largest sales are the direct result of some one small point or idea—acting upon the impulses of the buyer, influencing the buyer's company.

Read the experiences of the biggest salesmen of the country, whether they be bankers, insurance men, bond salesmen, or trained service men in the machine tool game. To them the saying of the deciding word is instinctive—a lightning flash of intuition; whether it clinches an immediate sale or injects the germ of thought necessary to make that sale possible in the future; which last method is being used by many of the best. You can call this faculty "instinct," or a "hunch;" but whatever it is it can be developed to a remarkable degree and is not always born in a man.

The average dictator has of course no means of knowing the individual hobbies or characteristics of his reader, other than what he has gleaned from letters. Even should he know some of them he cannot always bring them into the written words of a business letter, for obvious reasons. A salesman can talk fishing, baseball and poker, but such discussions do not often look very well down in black and white in a filing cabinet. The dictator then must follow the policy of not playing upon any especial characteristic of his reader and adopt a simple, friendly, human attitude toward him. If this be the case, offense never can be taken and good will result. Humanness is not a thing to be corralled by any set of rules, but is the result of training and common sense. Be natural and human with unexaggerated statements. Never try to write a "clever" letter, for if you do it will appear unnatural and forced, thereby losing in value; for humanness is the direct result of training, a sunny disposition and good digestion; expressing itself in pure, simple, non-slangy English.

SHOULD HAVE CLOSE-UP VIEW

A dictator who handles the correspondence of any sizeable accounts would find it a great help in analyzing the character of his most important readers if he would enlist the aid of the salesman who covers that district. It only takes a few words to describe a man's personality, yet it is seldom that this is done by the inside man, except perhaps where there has been a loud kick on the customer's part and the dictator is anxious to know whether it is bite or just bark.

This question of humanness in letters has not been held as worthy of much attention until recently. From personal experience I can say that it is one of the greatest helps that a salesman can receive from the dictators in his home office.

A letter that shows this friendly attitude strikes response in your good natured reader and helps break down the reserve of those somewhat more crusty. It is never a confession of weakness or an attitude of humility on the part of the writer to cater to a customer in this way, it is everyday citizenship.

Quite often the reply to a bid, or request for quotation, is either a form letter or a very dry series of facts and figures. Here is an unappreciated opportunity for the point in mind.

POINTS TO BE AVOIDED

There is one point that should be avoided in following out this principle—that of over-apology. If your company is responsible for a delay in shipment or a mistake in entering an order, a sincere apology is due of course; but in cases beyond your control be careful about the "we regret" and "we are sorry." For in restless times such as these—full of strikes, fires, and other conditions beyond control—such letters are apt to be somewhat frequent; and if many happen to go to a single concern in a short space of time, a very bad impression may be given. This may come in a variety of ways: that although you are not responsible for the occurrence perhaps, you wish to curry favor by words when delivery is what hurts; that you are a concern without enough backbone to appreci-

ate that such cases are beyond control; and finally some official in the customer's firm who is not familiar with all the details of the case in hand, upon seeing a group of profusely apologetic letters in your file folder and written on your company's letterheads, naturally thinks that where there is so much smoke there must be fire, and that there is something radically wrong with your policy or manufacturing ability—and therefore you are somewhat unreliable as a source of supply. These "apology letters" are luckily few in any concern, but nevertheless require thought.

Some of the ultra-modern letter writing reformers advocate carrying the point of friendly address a little too far for the dictated letter. They say, for instance, if you know the man you are writing to why not open your letter with "Dear Bill" or "Hello Bill"? For such a beginning they claim is certainly a step along the way toward creating the personal human atmosphere. This perhaps is true, but tends to defeat its own ends for this reason: If the letter deals with any question of importance, the chances are that Bill will not be the only person to read it. Also the chances are about even that this official is one higher up than Bill is. Will he view this familiarity in the same light as you do? Or will he consider both you and the policy of the concern behind you as being of a smart and somewhat flippant type, and not to be depended upon where serious business matters are being dealt with?

LOOKS LIKE FORWARDNESS

It tends to create an impression that you are trying to assume a familiarity which is not justified. It is a pretty safe plan to think well before adopting any oddities of form merely for the purpose of attracting attention, that is in dictated business correspondence.

These are the main objections to an idea that does not accomplish any definite or certain advantage, nor satisfy a long-felt want in the writing of dictated business letters. It is the contents of a letter which impresses its individuality more than any other thing. The "Hello, Bill," even if used, is only a formality just as you would say "how-dye-do" to a person on the street. Here your accompanying smile brings the results not what you say, and in a letter you cannot smile. It is also weak to lead off with a "Dear Bill" and then break the news that his order won't be shipped for five months yet.

Gibson Said to Have Paid \$900,000 for "Life"

Charles Dana Gibson, the artist, who early this week purchased the controlling interest in *Life*, the humorous weekly, is said to have paid \$900,000. G. B. Richardson and George Utassy will be associated with Mr. Gibson when he takes active charge on April 1, of the publication to which he sold his first drawing thirty-four years ago for \$4. Mr. Gibson purchased the magazine from the widow of John A. Mitchell, former editor of *Life*, who died in June, 1918. Andrew Miller, secretary and treasurer of the publication and a large owner of its stock, died on December 31, of last year. *Life* was established in 1885.

Cockrell Placed on Advertising Counselors' Staff

The McGraw-Hill Co., Inc., announces the appointment of F. M. Cockrell to the Advertising Counselors' Staff. He will give particular attention to the problems of advertising agencies in handling technical accounts and coordinating the advertising in business and professional papers with that in general mediums.

Mr. Cockrell has been with the McGraw-Hill Company for the past four years, having been manager of the Chicago service department, Cleveland manager of *Electrical World* and *Electrical Merchandising*, and more recently in New York making analytical studies of the electrical industry. He is an electrical engineer and was previously connected with the Westinghouse Electrical & Manufacturing Company.

A. B. C. Takes Important Steps

At a meeting of the board of directors of the Audit Bureau of Circulations, held in New York last week, it was advocated in order to save paper that all members of the A. B. C. carry no subscriber in arrears more than six months. A more complete classification and analysis of circulation was determined upon by having the publisher answer several more questions in his report. The directors made an appropriation for the maintenance of special field workers. In addition to the visits made by the A. B. C. auditors, other representatives will make special calls in publishers' territory.

Open Shop for Engravers Upheld by Court

The open shop was upheld by the full bench of the Supreme Court of Massachusetts at Boston, when it ordered a permanent injunction to issue against photoengravers' local and international unions restraining them from interfering with the business of Wright & Co. and the Folsom Engraving Company. Refusal of the companies to comply with a union demand to conduct their shops on a closed basis had resulted in a strike declaration.

Direct Mail Advertisers Lease Building

Kuhl & Bent, direct mail advertising company of Chicago, now located at 732 Sherman street, have leased a four-story building at Market and Washington streets and will establish their agency in that location as soon as necessary building changes have been made.

"Gotham for Art Work"



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

GOTHAM STUDIOS INC.
111 East 24th Street
New York
MARTIN ULLMAN *Managing Artist*

G

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

Illinois Papers Form Syndicate

Three papers owned by L. C. Copley, the Aurora *Beacon-News*, the *Elgin Courier*, and the Joliet *Herald News*, all evening weekday and Sunday morning papers, have formed a syndicate which will be known as "The Northern Illinois Group of Daily Newspapers."

A. M. Snook, who has been president and manager of the Aurora *Beacon-News* for a dozen years, and for the past four years general manager of that paper and the *Elgin Courier*, will be general manager of the "Northern Illinois Group." The advertising will be handled in departments, each under one general head.

J. K. Groom will manage the national advertising department; Chas. W. Hoefler, the local display, and Frank L. Lee, is to be in charge of the classified department. Charles D. Chaffee will manage the circulation of the three papers, and the general office of the company will be with the *Beacon-News* at Aurora, Ill.

The syndicate began with the purchase of the old Aurora *Beacon* which absorbed the Aurora *News*. Then the *Elgin Courier* was acquired. The Joliet *News* and Joliet *Herald* were now bought, and the two consolidated. Later the *Beacon-News* and the *Elgin Courier* were syndicated and now with the Joliet papers they are under one management.

A. A. of A. A. to Have Meeting on Labor

The New York Council of the American Association of Advertising Agencies will hold a meeting at the McAlpin, Friday, April 2, at 12 o'clock, which will be devoted to addresses on labor. Orders for tickets, \$2.00 each, should reach Wm. T. Mullally, secretary, 108 Broadway, New York, before March 31.

Sperry & Hutchinson Co. Move

The home office of the Sperry & Hutchinson Co., 2 West 45th street, New York, will be located after Monday, March 20, at 114 Fifth avenue. This means that headquarters of the president of the League of Advertising Women, Miss Jane J. Martin, the well-known advertising manager, also changes to the latter address.

Frank Is Advertising Manager, Dubbelbilt Clothes

J. A. Frank, formerly with the American Lithographic Co., is now the advertising manager of Dubbelbilt Boys' Clothes, Inc., New York. Mr. Frank succeeded Miss Florence G. Kramer, who acted as manager of the advertising department Street & Finney are handling the company's national advertising.

Meyer Becomes Rankin Space Buyer

Joseph A. Meyer, who is now entering upon his fourteenth year in the space buying department of the William H. Rankin Co., Chicago, has been appointed manager to succeed Frank B. Beath who died recently. He will have complete charge of buying space in newspapers, magazines, farm papers, trade papers and theatre programs. Under Mr. Meyer, Mr. Gesler will have charge of the newspaper division and Mr. Nothacker of the magazine department.

Certified Circulations

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

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

McJunkin Advertising Co.

CLASS TRADE AND TECHNICAL

AERIAL AGE WEEKLY, New York

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

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

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

AMERICAN EXPORTER, New York

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

THE ARCHITECTURAL RECORD, New York

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

THE ARCHITECTURAL REVIEW, New York

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

AUTOMOTIVE INDUSTRIES, New York

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

BAKERS WEEKLY, New York City

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

BOOT AND SHOE RECORDER, Boston

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

BUILDING AGE, New York

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

THE DRY GOODS ECONOMIST, New York

The Dry Goods Economist, a national dry goods weekly for retailers and jobbers, is the accepted authority of the dry goods trade. Eight issues of each year are World Wide numbers with over three thousand added foreign circulation. Type page 84x11. Published Saturdays—forms close Wednesday preceding. Member of the Associated Business Papers, Inc. The Dry Goods Economist, 231 West 30th Street, New York City.

EL COMMERCIO, New York City

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

EXPORT AMER. INDUSTRIES, New York

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

THE GAS RECORD, Chicago

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

HARDWARE AGE, New York City

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

THE IRON AGE, New York

"The World's Greatest Industrial Paper," established 1855; published every Thursday; forms close eight days preceding; type page 678x117; one-time rate \$88.00; 52 pages a year, \$60.00; member A. B. C. and A. B. P. The Iron Age represents the operating and commercial side of the iron, steel, foundry, machinery, automotive, rail road, shipbuilding, farm implement and other metal-working industries. Its readers are men of the executive type with real buying power.

MARINE ENGINEERING, New York

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

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

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

METAL WORKER, PLUMBER & STEAM FITTER, New York

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

MOTOR AGE, Chicago

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

Certified Circulations

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

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

The Richard A. Foley, Advertising Agency, Inc.

CLASS TRADE AND TECHNICAL

MOTOR WORLD, New York

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

RAILWAY AGE, New York

Founded in 1856. Read by executive officers and heads of the operating, traffic, financial, legal, purchasing, mechanical, engineering and maintenance departments. It reaches direct the final buying power of railway supplies and equipment. Weekly. Average circulation 6,250 copies. Member Associated Business Papers, Inc.

RAILWAY ELECTRICAL ENGINEER, New York

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

RAILWAY MAINTENANCE ENGINEER, Chicago

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

RAILWAY SIGNAL ENGINEER, Chicago

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

RAILWAY MECHANICAL ENGINEER, New York

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

THE RETAIL LUMBERMAN, Kansas City, Mo.

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

SHOE AND LEATHER REPORTER, Boston

For 63 years the most influential and intensive paper in an industry rated as fourth in the country's business. During 1919 the REPORTER carried 4,000 pages of paid advertising, which is 454 more pages than its chief contemporary. Published each Thursday. World-wide circulation at \$5 a year. Member Associated Business Papers, Inc. Ask for A. B. C. Report.

THE SHOE RETAILER, Boston

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

TEXTILE WORLD JOURNAL, New York

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

MAGAZINES

THE MODERN PRISCILLA,

A magazine designed for thrifty woman-kind. Devoted to the three important topics of Needlework, Clothes and Housekeeping. A practical magazine for practical women. 97% of its readers are housekeepers; 83% are mothers. Over 90% of its readers keep back numbers indefinitely for reference. Rate \$4.00 per line.

NEWSPAPERS

THE COURIER NEWS,

Fargo, N. Dak.

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

THE BRITISH WHIG,

Kingston, Ontario

Only A. B. C. paper in city of 25,000. April average 6,424. City circulation 6,580; country, 2,474. Carries many exclusive news features. 14 to 22 pages; something unique in newspaper annals, daily. Write for house organ. "More Pages"

AGRICULTURAL

NATIONAL STOCKMAN & FARMER, Pittsburgh, Pa.

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

THE CAPPER FARM PRESS, Topeka, Kansas

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

FARMER AND BREEDER, Sioux City, Iowa

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

Former Manager of "Southern Ruralist" Dies

O. Blodgett, for many years manager of the Ruralist Press, publishers of the *Southern Ruralist*, one of the largest farm publications in the South, died recently at his home in Atlanta. He was forty-five years of age, death being caused by influenza. He was manager of the Byrd Printing & Publishing Company at the time of his death, having assumed that position only the first of the present year. A great deal of the success of the Ruralist Press is due to the management of Mr. Blodgett. He was with the company from the time of its establishment, his service covering a period of seven years.

Truth in Fabrics Bills Cause Flurry in Wool Trade

Congressional pre-occupation with the so-called "Truth in Fabrics" Bills now before the House Committee on Interstate and Foreign Commerce, has caused a flurry of alarm in the wool trade which will be especially affected by the passage of any of the measures now under consideration, aimed at the penalization of persons "causing to be applied any false description to any goods, wares, merchandise or other things."

The bills which have been introduced are of two separate classes—the Rogers, Barkley and Kreider bills, which do not provide for compulsory markings and the French and Rainey measures which would make proper markings of cloth compulsory on manufacturers. The chief purpose of all bills is to prevent the representation of fabrics made of shoddy as made of virgin wool.

Opposition to the bills, which is led by the National Association of Wool Manufacturers, is based chiefly on the argument that such a measure would place a premium on fabrics of virgin wool no matter how inferior their quality and decrease the demand for better fabrics in which worked wool is employed.

The Rogers bill, which is receiving most attention, provides penalties of a fine of not exceeding \$1,000 or imprisonment for not more than two years for persons misrepresenting goods.

Rufus French Leaves "McClures" to Devote Time to Agency Work

Rufus French, who during recent months has been doing special research work for the advertising department of *McClure's Magazine*, has relinquished his connection to devote his time to his agency organization, Rufus French, Inc.

Shoe Men Plan Publicity

One hundred representatives of the retail and wholesale show dealers in attendance at a meeting at the Hotel Astor on Tuesday, adopted a resolution to take the public into their confidence through the medium of publicity.

Various groups reported in favor of the proposal to institute at once an intensive publicity campaign. It was announced that details of the campaign would be threshed out in each of the allied branches and reports quickly made, giving views and submitting methods. Each group will name a member of the Ways and Means Committee, which will be charged with financing the campaign.

Assistant to Account Executive

PROMINENT New York advertising agency. We want a young man of say 26—30 years, aggressive but well balanced, tactful but forceful, poised and alert, big enough to assume increasing responsibilities and to thrive under them. He should be acquainted with advertising methods, familiar with mechanical phases of advertising and preferably should have had experience in an agency handling national advertising. He should have education and background that will enable him to express himself in person and by letter. If you fill the specifications, address: J. W. R., Box 40, Postal Station "F," N. Y. C.

ARTIST

Large manufacturing corporation in the Middle West is in need of an artist for its house organ—a man who has had experience in magazine work, story illustrating, and cover designs. A thorough knowledge of photographic layout work is desirable. This is a splendid opportunity. If you are interested, write at once, stating qualifications and salary wanted. Also submit samples of work. Box number 271, care ADVERTISING & SELLING.

We specialize in house to house distributing of
Advertising Literature and Advertising Samples
 We solicit your account
JAMES T. CASSIDY
 206 No. Front St., PHILADELPHIA, PA.
 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.
 1414 Sun Bldg., New York City, N. Y.

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

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

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, Philadelphia.
- April 27-28—Meeting of the Ohio Wholesale Grocers' Association Co., Columbus, Ohio.
- 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.

Letters From Our Friends

Can You Help Mr. Richardson?

THE HOUSE BEAUTIFUL
 Boston, Mass.
 ADVERTISING & SELLING, INC.,
 471 Fourth Avenue,
 New York, N. Y.

ATTENTION OF CIRCULATION DEPARTMENT
 Gentlemen:
 A month or so ago ADVERTISING & SELLING had an interesting article concerning the campaign of Bramhall, Deane Company. Kindly forward a copy of that edition to Mr. R. H. Babbitt, the Weir Stove Company, Taunton, Mass., and also one to the writer at the address above.

Very sincerely yours,
THE HOUSE BEAUTIFUL
 H. H. RICHARDSON,
 New England Representative.

Mr. Smith Reads the Whole Paper With Interest

H. W. JOHNS-MANVILLE CO.
 New York.
 EDITOR, ADVERTISING & SELLING.
 Answering your letter of January 23, will say it is just impossible for me to add anything more to a schedule which is already so overcrowded that I hardly know how I am going to keep up with it for the next few months. Then I also think I ought to say that the things I do not know about advertising would make a very much more interesting article than the things I do know.

I have read Mr. Ogden Armour's article and indeed the whole paper with interest. It is splendid and you are doing good work. Keep it up.
 Very sincerely yours,
FRED B. SMITH,
 Assistant President.

Sees a Big Gain in "A. & S." Favor
PACKARD MOTOR COMPANY OF PITTSBURGH

March 17, 1920.
 EDITOR, ADVERTISING & SELLING:
 I don't know who is to be congratulated more, you or ADVERTISING & SELLING. But, be that as it may, I want to take this opportunity of wishing you the very best wishes in your new position. The injection of new blood into ADVERTISING & SELLING has lifted it fully four or five hundred percent in the estimation of advertising men and I know you will see that its present position is not only maintained but substantially increased.

Yours very truly,
PACKARD MOTOR CO. OF PITTSBURGH
 F. A. D. SEELYE,
 Advertising Manager.

For Year Around Advertising

THE NATIONAL FARM POWER
 315 Fourth Avenue, New York, N. Y.
 March 12, 1920.

EDITOR, ADVERTISING & SELLING:
 I have read with interest your letter of March 6, and also the article on the subject of "Summer Advertising in the Farm Papers" that appears in your March 6 number.

I think that you are unquestionably on the right track in this article and it corroborates the argument that we have been ourselves advancing for a number of years. The mere fact that there is not so much business in the farm papers in the summer, does not indicate that the farmers are not reading the papers then, but simply that the seasonable advertising, covering planting and cultivating operations and also the operations of the late fall on both implements and machinery, as well as seeds, fertilizers, etc., are all out of the paper during the summer months.

This really leaves a better opportunity for the general advertiser as he gets more attention, since he has less competition. We know the farmer reads in the summer, because if by any accident the paper got delayed in reaching him, we get innumerable complaints right away.

Cordially yours,
THOMAS A. BARRETT,
 Treasurer,
 Orange Judd Co.

Greetings From Distant Africa

O. H. FREWIN,
 "The Bright, Prompt Printer,"
 Proprietor, *The Middelburg Observer* and
The Witbank News,
 Middelburg, Transvaal, South Africa.

EDITOR, ADVERTISING & SELLING:
 Will you kindly instruct your Circulation Manager to send along ADVERTISING & SELLING in one parcel once per month instead of weekly? When they are sent singly I don't get half of them. I only get a copy now and again—I don't know where they go to.

ADVERTISING & SELLING is quite the best magazine I have struck yet in its line.
 Wishing you a happy and prosperous New Year.

Yours faithfully,
O. H. FREWIN.

Newspaper Man Telephone Publicity Director

John L. Spellman, a Chicago newspaper man, has been appointed publicity director for the Chicago Telephone Company, succeeding Clifford Arriek, who has become vice-president of the National City Bank of Chicago.

"GIBBONS KNOWS CANADA"

A Personal Message to the Sales Manager's Baby

THE
Borden
SALES COMPANY, INC.

The Borden Company, 300 Oyster, Established 1857



Cable Address: Borden's, New York
Telephone: Colver
A. B. C. and Dr. Latham's, All
Promotes and Healthful Food

Address: 300 Oyster, New York
Established 1857
A. B. C. and Dr. Latham's, All
Promotes and Healthful Food

New York
300 Hudson Street
February 15, 1920

To the
Sales Manager's Baby
Everywhere, U. S. A.

Dear Baby:

This is a secret letter to you - a letter which Mother and Dad are not supposed to see - so we are going to be very frank in what we say.

First; you are entitled to a "good" deal. You have a right to be happy, to be nourished in a way that will make you healthy and strong. You don't want to grow up and be a namby pamby. In the summer-time you want to go swimming, and climb trees, and have a good time generally. In the winter, you want to get out of doors, into the snow and the wind, and coast, and skate and do everything any other red-blooded youngster does. You smile, so we know we have fathomed your baby dreams, exposed the air castles you have built for the time when you are a big boy or girl, as the case may be.

Second; the foregoing being true, you should insist that Dad buys for Mother those foods which nourished him way back in the 80's. He may not like to admit it, baby, but we fed him and we should feed you. You have as much right to be well fed as Dad had. This is a time when everybody is yelling for their rights. Do the same thing. Grab your spoon, pound your Alphabet plate and insist that you be fed Borden's Eagle Brand milk. Then your dreams will come true.

Are we right? Ask Dad. He "OUGHT" to know.

Yours for health,

The Borden Company

Send for
booklets:

"The Message of
the Months,"

"Baby's
Biography"

Free for the
asking.

For three generations more robust young Americans have been raised on Eagle Brand Condensed Milk than on all other foods combined. American mothers have made it the standard in cases where Nature's nourishment is deficient in quantity or quality.

Eagle Brand Condensed Milk, composed of pure milk and refined sugar, is wholesome—economical—uniform in all seasons and all localities.

In hermetically sealed cans—grocers everywhere—and druggists.

THE BORDEN COMPANY

ESTABLISHED 1857

Borden Building

New York



Thos. Usack & Co.

**The
Mark
Of
Efficient
Service**