

Advertising & Selling

Public Library,
Kansas City, Mo.



BUILDING A COMPLETE
SALES CAMPAIGN
 FOR A
TECHNICAL PRODUCT

THE MISSION OF
SPECIALTIES
 IN ADVERTISING

GOTHAM
STUDIOS

Public Library,
Kansas City, Mo.

Foldwell

TRADE MARK



“There! That Circular Is *Right!*”

“That is exactly what I want—a circular with text that is clean and whole, with illustrations that are clear, with a general appearance of neatness. A circular like that will represent my product second only to a personal demonstration.”

Circulars are invested with an extra selling force when made of Foldwell Coated Book. For Foldwell's perfect printing surface will permit the use of fine half-tones and color plates that best express a product's value.

Foldwell never delivers cracked sales arguments, because its tough fibres never break out. So the Strength, Beauty, Style and Dignity, forcibly expressed in Foldwell, are never lost.

To print your next sales message on Foldwell is to put in an extra punch that will *stay there till it has finished with your prospect.*

Our Booklet “Paper As a Factor in Modern Merchandising” on request.

CHICAGO PAPER CO., Manufacturers. 831 S. Wells St., Chicago, Ill.

NATIONALLY DISTRIBUTED BY

Lasher & Lathrop, Inc.,
29 Lafayette Street, New York, N. Y.
Whithead & Alliger Company,
8 Thomas Street, New York, N. Y.
John Carter & Company,
Boston, Mass.
D. L. Ward Company,
Philadelphia, Pa.
The Alling & Cory Company,
Pittsburgh, Pa.
The Alling & Cory Company,
Buffalo, N. Y.
The Alling & Cory Company,
Rochester, N. Y.
Chope Stevens Paper Company,
Detroit, Mich.
Cincinnati Cordage & Paper Co.,
Cincinnati, Ohio.

Cincinnati Cordage & Paper Co.,
Dayton, Ohio.
The Commerce Paper Company,
40 St. Clair Street, Toledo, Ohio.
Allman Christiansen Paper Co.,
Milwaukee, Wis.
Acme Paper Company,
St. Louis, Mo.
Kansas City Paper House,
Kansas City, Mo.
McClellan Paper Company,
Minneapolis, Minn.
St. Paul Paper Company,
St. Paul, Minn.
McClellan Paper Company,
Duluth, Minn.
Carpenter Paper Company,
Des Moines, Iowa.
Carpenter Paper Company,
Omaha, Nebr.

Carpenter Paper Company,
Salt Lake City, Utah.
Blake, Moffit & Towne,
San Francisco, Calif.
Blake, Moffit & Towne,
Los Angeles, Cal.
American Paper Company,
Seattle, Wash.
Tacoma Paper & Stationery Co.,
Tacoma, Wash.
Spokane Paper & Stationery Co.,
Spokane, Wash.
B'ake McFall Company,
Portland, Oregon.
John Martin Paper Company, Inc.,
Winnipeg, Ont., Canada.
Parsons & Whittemore,
299 Broadway, New York, N. Y.

What The South Wants To Buy

And Has The Cash To Pay For And Where The Cash Comes From

With the tremendous increase in her farm production, mining, lumbering and industrial activities, the South wants more automobiles, trucks, accessories, labor-saving agricultural and household equipment, package foods, and everything else for the farm, the home, the store—

And the cash is there to pay for it.

Her agricultural production last year was 6½ billion dollars—nearly half the nation's total of 15 billions.

Her mineral output more than 1 billion, 350 millions. Exports, 1 billion, 300 millions.

Bank deposits exceeding 4 billions; manufactured products more than 6 billions.

Where the South Stands in Nation's Total:

In addition to all that buying power, the South ranks in the nation's production to the extent of

100% of the cane sugar	18½% of the hay
100% " " peanuts	100% " " bauxite
92% " " sweet potatoes	100% " " barytes
90% " " rice	100% " " fuller's earth
90% " " early vegetables	90% " " sulphur
60% " " grain sorghums	99% " " phosphate rock
48% " " peaches	90% " " aluminum
45% " " poultry	90% " " graphite
45% " " citrus fruits	50% " " natural gas
34% " " eggs	50% " " natural gas (gasoline)
30% " " apples	50% " " petroleum
25% " " butter	45% " " asphalt
25% " " sugar	14% " " lime
24% " " milk	11% " " pyrites
40% " " hogs	11% " " talc and soapstone
35% " " cattle	12% " " coal
20% " " wheat	4% " " lead and zinc
18% " " white potatoes	2-5% " " coke

These Help You Get In

These trade-pulling daily newspapers help you "get in" in the market and help move your goods when you do get in. They are read and believed in by the people who have the money and who will read your advertising and buy your wares.

Write them for any information regarding local conditions, marketing possibilities for your product, etc.

ALABAMA	KENTUCKY	Rock Hill Herald
Anniston Star	Lexington Herald	Spartanburg Herald
Birmingham Age-Herald	Lexington Leader	Spartanburg Journal and
Birmingham Ledger	Louisville Courier-Journal	Carolina Spartan
Birmingham News	Louisville Herald	Sumter Item
Gadsden Journal	Louisville Times	Florence Times
Gadsden Times-Journal	Paducah Evening Sun	TENNESSEE
Gadsden Times-News	LOUISIANA	Chattanooga News
Montgomery Advertiser	Baton Rouge State Times	Chattanooga Times
Mobile Item	Lake Charles Amer'n Press	Clarksville Leaf-Chronicle
Mobile Register	Monroe News-Star	Jackson Sun
ARKANSAS	New Orleans Daily States	Knoxville Journal &
Fort Smith Times Record	New Orleans Item	Tribune
Little Rock Ark. Democrat	New Orleans Times-Picayune	Knoxville Sentinel
Helena, The World	Alexandria Town Talk	Memphis Commercial
Jonesboro Daily Tribune	MISSISSIPPI	Appeal
FLORIDA	Jackson News	Memphis News-Scimitar
Gainesville Sun	Meridian Star	Nashville Banner
Jacksonville Times-Union	Vicksburg Post	TEXAS
Miami Herald	NORTH CAROLINA	Beaumont Enterprise
Orlando Reporter-Star	Asheville Citizen	Corpus Christi Caller
Palm Beach Post	Charlotte News	Coriscana Sun
Pensacola Journal	Charlotte Observer	Dallas News & Journal
St. Augustine Record	Concord Tribune	Dallas Times-Herald
St. Petersburg Independent	Greensboro Daily News	El Paso Herald
Tampa Times	Hickory Record	El Paso Times
Tampa Tribune	Kingston Free Press	Fort Worth Record
Daytona News	Raleigh News and Observer	Fort Worth Star-Telegram
GEORGIA	Raleigh Times	Gainesville Register
Augusta Herald	Rocky Mount Telegram	Galveston News
Atlanta Constitution	Salisbury Post	Hillsboro Mirror
Atlanta Georgian & Amer'n	Wilmington Dispatch	Houston Chronicle
Atlanta Journal	Wilmington Star	Houston Post
Americus Times-Recorder	Winston-Salem Journal	Paris News
Albany Herald	Winston-Salem Sentinel	Ranger Daily Times
Athens Herald	OKLAHOMA	San Antonio Light
Augustus Chronicle	Oklahoma City Oklahoman	Temple Telegram
Columbus Ledger	Muskogee Times-Democrat	Waco Times Herald
Dublin Courier-Journal	SOUTH CAROLINA	Wichita Falls Record-News
Macon News	Anderson Daily Mail	Wichita-Fall Times
Macon Telegraph	Columbia Record	VIRGINIA
Savannah Morning News	Columbia State	Lynchburg News
Waycross Journal-Herald	Greenville News	Petersburg Progress
Moultrie Observer	Greenville Piedmont	Richmond News-Leader
Rome News	Greenwood Index-Journal	Roanoke Times
	Orangeburg Times-Democrat	

Write for this free book—
"The Great Southern Market"
for further information.

Southern Newspaper Publishers' Ass'n.

W. C. JOHNSON, Secretary

CHATTANOOGA

TENNESSEE



The Dealer Influence of PHOTOPLAY

is as great as that of any magazine published

SPACE selling has been so full of whing whang for the last few years that a good many people, including some dealers, have been swept far off their course. Any man that ever sold goods to the dealer person, any reader of Advertising & Selling who has read what the dealer himself says, has heard the dealer say "Create a demand."

Why keep kidding ourselves about this mysterious merchandising business? There isn't any permanently successful method of short-changing either the dealer, the consumer or the advertising business itself. The consumer is King, Queen and likewise Jack.

If this is true—and in the sense in which advertising has shown its healthy growth it is incontrovertible—then the Dealer Influence of PHOTOPLAY is as great as that of any magazine published, because PHOTOPLAY satisfies as no other periodical does the reading appetite of its people.

Until you use PHOTOPLAY you are losing touch with the filtered selection of the millions who comprise America's fifth industry.

W. M. HART

ADVERTISING MANAGER

350 NORTH CLARK ST.

CHICAGO

NEW YORK OFFICE, 25 WEST 45th ST.

Advertising & Selling

Established 1891

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

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

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

29th Year

APRIL 3, 1920

Number 41

Why A Great Packing Concern Advertises

Institutional Ads Have Won Good Will for Swift & Company in the Face of a Very Complex Situation

By LOUIS F. SWIFT

President of Swift & Company

ADVERTISING is commonly thought of only in connection with selling commodities, but recently advertising space has been employed extensively to sell ideas. This type of advertising has been termed educational or institutional. Swift & Company has used both forms extensively during the last two years.

The institutional advertising of Swift & Company has had two objectives: first, to place the facts of our business before the public, in order to build good will; and, second, to counteract misrepresentation and propaganda directed against this industry. We have tried to make this advertising constructive and the greatest care has been taken to see that every statement agrees with the facts and does not misrepresent conditions.

We have been accused of ulterior motives in inaugurating such a widespread campaign as we have engaged in. Some have even accused us of trying to influence editorial opinion.

THE EDITOR AND THE AD

In fairness to the American press I wish to go on record here as saying that in placing our institutional advertising no consideration has been given to the editorial policy of the paper or magazine. Circulation and territory have been the only factors which have influenced us, for we have felt that our advertising has been needed equally in papers which are friendly and in those which are antagonistic to the packing industry.

It has been my experience that the average editor has been absolutely uninfluenced by the fact that we were

Aside From Sales

WHILE advertising is not often referred to as a weapon, yet as such it not infrequently has its uses. However, it is essentially a peace-time weapon and one that constructs. Many a giant industry has found it advisable in its lifetime to employ advertising as the writer of this article relates, for self-help.

And many such industries, failing to employ the one effective means at hand, have known the serious consequences of such omission.

The advertising referred to by Mr. Swift was in conjunction with the company's sales campaigns, and of a different nature—more educational or institutional in form.

It is interesting to have set forth so clearly the "inside point of view" of such campaigns and the thoughts thus expressed ought to prove beneficial to manufacturers and advertisers generally.

—THE EDITOR.

or were not advertising in his paper, except, of course, as his opinion might be affected by the facts presented in the advertisements. On the other hand, many editors with whom we have advertised have almost leaned backwards—have been less outspoken in favor of the packers, than they would have been had they not been afraid that their readers might feel that they had been unduly influenced by the financial returns from the space occupied by our advertisements.

So much for policy. Has the policy paid?

To the casual observer, noting our recent compromise agreement with the Attorney General, it might seem

we had failed. But the casual observer hasn't his finger on the pulse of public opinion as we have. Public opinion has changed in a way which it is difficult to describe in concrete terms. Perhaps I approach it when I say that the consumer is now realizing that there are two sides to the packing question and that there is danger of the American public's "biting off its nose to spite its face." Citing fact after fact in our advertisements, substantiated in many cases by government figures, we have brought fair-minded editors from the viewpoint where they were seeing in the findings of the Federal Trade Commission proof positive of monopoly and collusion, to a realization that, while many assertions were made, practically no conclusive evidence was given to support these assertions.

THE PUBLIC AND THE AD

At the same time we have sought to develop, step by step, the services rendered by the large packers and the economic necessity for large, centralized organizations.

Our campaign has started the public asking two questions: Are the packing houses guilty of monopoly as the Federal Trade Commission charges; is not their continued existence an economic necessity to American progress and welfare? Our two objectives have been captured and institutional advertising has been our heavy artillery in this fight for public good will. We have tested it in a critical period and have found that it comes up to our expectations.



LOUIS F. SWIFT

At the same time, there are obstacles that institutional advertising will not batter down—obstacles that will come down of their own accord later. Among these I count the blind fear in the public mind aroused by our handling so many lines of food products.

Since our success is dependent upon public good will, and since that fear did exist and represented public opinion that was strong for the moment, we felt it better to make the compromise with the Attorney General as a concession, although we might have convinced the American consumer that our business in side lines was to his interest, and although we had no doubt at any time that a favorable verdict would have been given us if we had gone into court.

We do not feel that the need for educational advertising has passed. As long as baiting big business continues to be a favorite and profitable sport for political aspirants, paid advertising space will be the most effective way of getting the facts of

big business before the public.

The advertising of ideas and institutions is still in its infancy, and I look for a marked increase in this type of publicity in the future.

Advertising Characters Basis for Play —"Bronx Express" Features Eight Well known Trade Figures

The advertising characters associated with Pluto Water, Wrigley's Chewing Gum, Murad Cigarettes, Smith Brothers Cough Drops, Aunt Jemima Pancakes, Tuxedo Smoking Tobacco, Nestle's Food and Arrow Collars have been adopted by a playwright for the basis of a three-act comedy called "Bronx Express." The play which was presented in Yiddish at the Jewish Art Theatre in the Madison Square Garden, New York, has just finished a successful run.

The very original plot is founded on a dream of a factory worker who falls asleep in a Bronx express train after meeting an old acquaintance. The seeds of discontent are placed in the mind of the button maker by his friend who tries to "show off" as rich. The friend tells of life on Broadway, of the millions made in advertising, and then asks the poor man what he has derived from his twenty-five years of labor. Asleep shortly afterwards on the car seat, the

worker dreams that he leaves his home and family to go to Broadway where the rich people such as Mr. Pluto live.

There he meets the devil who invites him to have a drink, the Wrigley twins with their three flavors, the Smith Brothers coughing since 1847, Mr. Tuxedo with his eyes blindfolded, the affected Mr. Arrow and his tight collar, Aunt Jemima raving over her economical, convenient pancakes, Nestle's baby without a mother, and Miss Murad. The latter, who is a vampire, supposedly in love with Mr. Arrow, prevents Mr. Hungerbright, the button maker, from returning to his family, and finally marries him. The striking results which are caused by the marriage are staged in Atlantic City, and finally, screaming that he is about to be hung for bigamy, the poor man awakens from his dream, as the train reaches Bronx Park, far past his station. He meets his children who have gone to the park to pick flowers for the 25th anniversary of his marriage, and swearing by the moral that the dream taught him, he rides home happily.

St. Louis Advertisers Pledge \$5,000 for Three Years to Carry On Vigilance Work of A. A. C. W.

A movement has been inaugurated in St. Louis to raise at least \$5,000 a year for three years for the support of the work of the National Vigilance Committee of the Associated Advertising Clubs, under the leadership of John Ring, Jr., vice-president of the association; M. E. Holderness, president of the Advertising Club, of St. Louis, and other members of the St. Louis Club.

More than \$1,500 in memberships was pledged, at a recent meeting in St. Louis at the Planters' Hotel, by business men of that city, who heard an address by Richard H. Lee, special counsel for the National Vigilance Committee. Representatives from eight other firms announced that they would take memberships, the exact amounts to be reported after consultation with other executives.

Names of the firms which will pay the sums pledged each year for three years, and those which will announce their pledges later, follow: International Fur Exchange, \$333.33; F. B. Chamberlain & Co., \$250; Blanton & Co., \$83.33; William R. Warner & Co., \$125; Roberts, Johnson & Rand, \$333.33; Richard Hudnut, \$125; Mark C. Steinberg & Co., \$83; Laclede-Christy Clay Products Co., \$166.66; Majestic Manufacturing Co., \$100; Meyer Bros. Drug Co., \$83.33; A. H. Lewis Co., \$83.33; Mississippi Valley Trust Co., Francis Bros. & Co., Certaineed Products Co., and Hamilton Brown Shoe Company.

Colonel Philip B. Fouke, of the International Fur Exchange, who called the meeting and was host to the business men who attended the luncheon, appointed the following committee to complete the raising of the quota for St. Louis: Mr. Holderness, Mr. Ring, Carl F. G. Meyer, Meyer Bros. Drug Co., P. S. Russell, Packard Motor Co., Missouri; W. E. Baird, Robert, Johnson & Rand, and Fuqua Turner, secretary of the Advertising Club of St. Louis.

Building a Complete Campaign to Sell a Technical Product

How the Ideas Were Conceived and Used by the Lincoln Electric Co.

By R. H. GRISWOLD

IN order to understand the advertising of Lincoln motors as carried on by The Lincoln Electric Co., it is necessary to know some of the underlying facts about their business.

This firm specializes in the manufacture of induction motors of the larger sizes from one-half horse-power to five hundred horse-power. That is, motors of the type which are usually used for shop and similar requirements.

The business of the company has been built up largely by the substantial method of securing a trial of some of their motors in large manufacturing plants and depending on the satisfaction given by the equipment to produce future orders and to gradually enlarge the list of satisfied customers.

The electric motor field is a somewhat peculiar one, in that there are several very large electrical companies making motors as part of their business, and who on account of their extremely large line of apparatus have very well-known names. There are also many smaller manufacturers and a number of jobbers who simply have motors made for them, under their own name plates. The consequences are that any of the smaller manufacturers are likely to be regarded as merely jobbers.

The Lincoln sales plan consists in selling motors, to a large extent, to manufacturers of large machinery, such as elevators, pumps, hoists, machine tools, etc. This plan was adopted for several reasons.

In the first place, not enough care has been used in getting exactly the right size motor for a machine, with the result that motors have been too large and power has been wasted.

In the second place, the logical way to buy a motor is to buy it with the machine which it is to drive. The two pieces of equipment are absolutely interrelated and by buying them together the buyer centralizes the responsibility for the good operation of the tool in one place.

It also permits the manufacturer of the machine to fit his machine at the time it leaves the shop, with a

motor which he knows to be satisfactory. Since any machinery manufacturer has to apply a number of motors in a year, it pays the company to have men who are specialists in motor application make a thorough study of each machinery manufacturer's requirements, which could not be done if it were simply a case of applying a motor to one, individual machine in somebody's shop.

WHAT THE ADVERTISING CAMPAIGN UNDERTOOK TO ACCOMPLISH

With these fundamental facts in mind, the company's advertising

LINCOLN MOTORS



Art and technicality linked up

campaign was undertaken to do the following things:

1. To create a general consciousness of the fact that there is an electric motor called the "Lincoln Motor."
2. To overcome the resistance which had been encountered by Lincoln salesmen, because a buyer would immediately ask, "Who is Lincoln?"
3. To create a feeling of acquaintance which would make the machinery buyer feel satisfied if his machine came to him equipped with a Lincoln Motor.
4. To influence the machinery manufacturer's organization so that a Lincoln Motor would be regarded by them as a standard motor.

In the first place all the idea of

creating direct inquiries from the advertising was abandoned, for the reason that very few business men write inquiries in response to an advertisement and if inquiries are made the measure of a campaign, the most important things which advertising can do are likely to be overlooked.

This company feels that often a technical product is bought largely because the buyer has a feeling of familiarity with the name of the product. Careful investigation developed that engineers buying very technical products could not give any very definite reasons for the purchase of the particular kinds of equipment which they bought, except that they felt familiar with the name of the company and felt sure of its reliability.

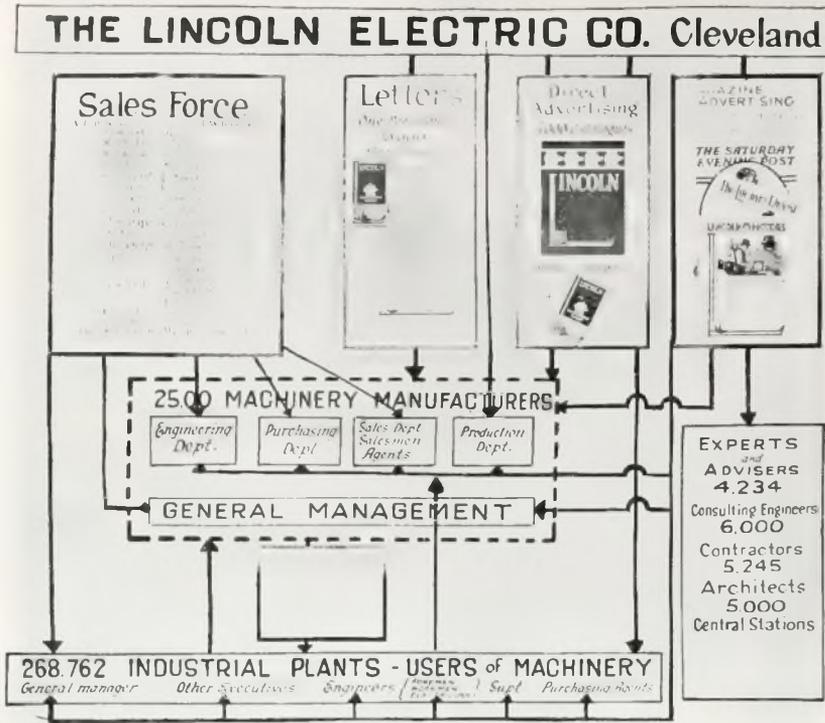
In preparing for the campaign, it was realized that nine out of ten who saw an advertisement featuring electric motors would naturally think of one of the two or three big companies, unless something very distinctive in the way of an advertisement was standardized upon.

Fortunately, some years before this, The Lincoln Electric Co. had exhibited at various conventions an electric motor operating under water, and this had already become quite well known in the electrical trade. It was decided to make this a feature of every motor advertisement, not because anybody would expect a motor to actually run a machine under water, but because this test did put across the idea of the general reliability of these motors in a forceful way, and because it furnished a memory hook on which to hang the Lincoln motor in the mind of the buyer.

It was further decided to use a large "L" in the border of each advertisement, as this had been a feature of the advertising that had been done by the company in a smaller way for some years previous.

THE BIG IDEA

The main idea back of the copy has been to feature the idea of "fitting the motor to the machine," and this has been consistently carried



How the Lincoln Company visualized its campaign

out in each advertisement that has been published, playing up the advantage of buying machine and motor together so that each may be fitted to the other and suited to the particular work that has to be performed.

The various mediums which have been used to accomplish the result can best be understood by referring to the chart of the present year's campaign, which is reproduced herewith. A brief consideration of each of the pieces of advertising and literature illustrated here, will serve to show how the campaign is hooked up together and how each is planned to effect a definite result.

The chart shows the chief factors who have to be influenced in the sale of electric motors, and they are as follows:

(a) The Lincoln Electric Co., manufacturers of electric motors.

(b) 2,500 machinery manufacturers with the various members of their organization, such as purchasing agents, engineers, salesmen, etc., who must be convinced before they will use electric motors on their machinery.

(c) 268,762 Industrial Plants who are users of machinery, together with the various executives, workmen, etc., in their organizations.

(d) The experts and outside advisers, such as consulting engineers, contractors, architects and central stations, all of whom influence and advise on the purchase of electric motors.

SALES FORCE IMPORTANT

The sales force has always been regarded and featured as an important part of the Lincoln adver-

tising, because it has been the use of the advertising by the salesmen and its thorough appreciation by them, which has made possible any result from the expenditure. In each of the fourteen branch offices the salesmen are thoroughly conversant with the advertising plans, able to explain them to prospective machinery buyers or to other people who are to buy Lincoln Motors for resale to their customers.

DIRECT LETTERS A FEATURE

Direct letters have always been a feature of Lincoln advertising. These letters are mailed chiefly to manufacturers of motor-driven machinery. An average of six to twelve letters a year are issued to each of 2,500 machinery manufacturers. Every letter is aimed to make a definite point and not indulge in generalities. The following is an example of letters which have produced a large percentage of response from machinery manufacturers:

"To Machinery Manufacturers:

"Your branch offices and agents are frequently up against a problem of motor drive for your machines.

"Would they not like to have an experienced man to consult with right on the ground? This is just the service Lincoln branch managers can provide.

"If you will send us a list of your branches or agents, we will have our men in these various cities get in touch with your representatives.

"Other machinery manufacturers have done this and feel it is a mutual advantage."

MOTOR BULLETINS POPULARIZED

A point in which the Lincoln campaign has departed decidedly from tradition is in the issuance of their *Motor Bulletin*. From time immemorial in the electrical industry, bulletins on the subject of motors have been extremely technical, replete with such mouth-filling phrases as "polyphase," "synchronous," "torque," "power factor," etc. These phrases in themselves, it was felt, led the average man who actually buys motors to regard them as a fearful and wonderful mystery. The Lincoln bulletin, therefore, is a plain, interesting story of what an electric motor is and what it is calculated to do and can be understood by any man with even a common school education.

It features a number of illustrations showing Lincoln Motors in well-known plants and especially emphasizes the advantage of "buying power with the machine."

As is usual in advertising campaigns, considerable money is spent for small envelope enclosures which agents and others use in such quantities.

MAGAZINE ADVERTISING THE KEYSTONE

The keystone of the Lincoln Motor campaign has been and probably always will be the magazine advertising. Without reflecting in the least upon other methods of advertising, it can be said that upon this has fallen the responsibility of putting over the idea for the campaign.

The mere fact of their constant appearance in publications of large and influential circulation such as *The Saturday Evening Post* and *The Literary Digest* and a large number of the leading business publications, has carried the idea that the advertiser is a responsible concern, making a dependable product.

There is absolutely nothing unique in the use of advertising for this purpose; in fact, it is the main thing for which advertising is used by every intelligent advertiser.

The Lincoln Electric Co. feel that the great necessities of an advertising campaign are:

First, the establishment of a consistent selling plan, and;

Second, the repeated hammering home of the chief point of that campaign in every piece of advertising;

Third, the list of papers used from time to time by The Lincoln Electric Co. are in the popular field,

(Continued on page 38)

Ads Added to "Sales Talk" to Sell the Church

How the Interchurch World Movement Is Supplementing Sermons by Paid Advertisements

By C. S. CLARK

Director of Advertising and Distribution

THE church, which, in single instances, has been timidly, hesitatingly, and with a meticulous regard to its dignity, indorsing the business man's tenet, "it pays to advertise," has at last incorporated the tried and proven maxim into its faith and become—by way of the Interchurch World Movement—an advertiser on a notable scale. Ads are being used to supplement the "sales talk" of the pulpit in the distribution of Christian ideals.

For the first time in history, the gigantic task of the church is being brought before the public through the medium of paid advertising. Christianity, as a faith, has reaped the benefits of publicity carried out in every conceivable direction through every possible channel. Christianity, as an organization of churches and denominations, has depended too largely upon the spoken word for the propagation of knowledge of its purposes and the expression of its needs. It has reached its own groups, perhaps, but it has not gone out into the highways and the by-ways to tell the people its own story, as its missionaries have gone out into the highways and by-ways to the uttermost ends of the earth to tell the story of their faith—which they have "sold," by the way, through the advertising of its ideals and its history in the columns of a book—the Book of Books.

REACHING THE AVERAGE MAN

The average man's feeling toward the church is a good deal like his feeling about the express company. He does not see the vast, efficient organization which handles express so rapidly and at such a comparatively small cost. He knows nothing of the part that the express companies have played in the development of the country's economic life. All he sees is one local expressman, whom he does not like very much, and who, perhaps, once smashed his trunk.

In the same way, the average man sees only one little church which may be unpainted and filled with people whom he does not particularly like, and ministered to by a rather mediocre pastor. On this basis he judges the whole church and condemns it, seeing nothing of what lies behind.

About Mr. Clark

C. S. CLARK, Director of Advertising for the Interchurch World Movement has had wide experience in handling national advertising.

During the entire period of the year he was engaged in welfare work and, as executive secretary at Washington, D. C., was in direct charge of the last three Money and Membership Campaigns of the American Red Cross.

This experience enables him to speak with authority on the larger issues of advertising so readers will note with unusual interest his statement that the Church "has set its seal of endorsement on the high pretensions of advertising in general by making advertising an aid and ally of first importance in the great task of re-establishing the power of the pulpit."—THE EDITOR.

The advertising of the Interchurch World Movement is intended to change all that. As a result of this cooperative effort of the churches of North America to gain greater efficiency by elimination of waste and duplication of effort, he who runs



The very appropriate Easter campaign art

may read and he who reads may know, hereafter, what he, as a member of the body politic owes in the way of practical, concrete benefits to the church.

There has been no one hitherto to tell "in the streets of Ascalon" how

America owes its whole educational system to the church. Now the streets of Ascalon and Ascalon's newspaper and magazine columns are carrying the inspiring picture of the Colonial "dominie" seated at his desk seeing visions of a stately college campus, adumbrated by the artist in faint outlines above his head.

WHO GAVE THE COLLEGES?

The copy accompanying this picture bears the headline: "Who Gave America Her Colleges?" It reads:—

"Ask the question at Harvard. You will learn that its founder was John Harvard, a minister of Jesus Christ.

"Ask at William and Mary, the second college in America. James Blair founded it, a minister of Jesus Christ.

"Ask at Yale. It, too, was founded by a group of Christian ministers.

"The men who brought Christianity to America brought education to America.

"The colleges are the children of the church.

"Even today one-half of the 450,000 college students of America are in denominational institutions—founded and supported by the Church of Christ."

If the modern church-neglecting citizen has forgotten or never learned that to Christ's teachings, transmitted through the ages by the Church, is due the position of women in the modern world and the dignity of childhood, he is going to be reminded by paid advertising copy, prepared by the Interchurch World Movement. This, accompanying a picture—here reproduced—of a girl at a church door—a girl whose face would grace both a church window and a magazine cover, which cannot be said of all of those that do grace magazine covers—bears the head: "He Found Them Slaves; He Made Them Companions." It reads:

"At a well by the side of the road the Master stopped to rest. It was summer and the way was hot.

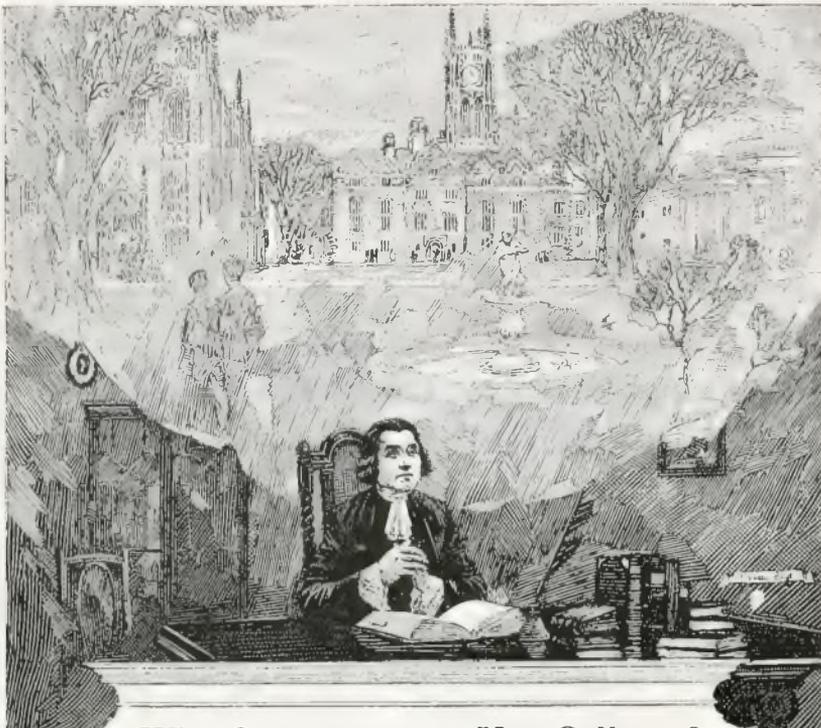
"And there He uttered one of the most precious messages of His whole ministry. To a great congregation? No. To a group of ten or twenty men? No. To an audience of one

—a woman.

"The house of two women—Mary and Martha—was His favorite retreat.

"Almost His last words from the Cross were for a woman's comfort; and to a woman He revealed Himself on that first Easter morning.

"Women in the ancient world had been sometimes slaves; seldom better than servants.



Who Gave America Her Colleges?

ASK the question at Harvard. You will learn that its founder was John Harvard, a minister of Jesus Christ.

Ask at William and Mary, the second college in America. James Blair founded it, a minister of Jesus Christ.

Ask at Yale. It too was founded by a group of Christian ministers.

The men who brought Christianity to America brought education to America.

The colleges are the children of the church.

Even today one half of the 450,000 college students of America are in denominational institutions—founded and supported by the Church of Christ.

One great part of the program of the denominations cooperating in the Interchurch World Movement has to do with the strengthening of the Christian schools and colleges of America.

Surely every man and woman who wants the America of the future to be a better America will want to help.

When your church asks your help in the great campaign week of April 26th—May 2nd, give—and give from your heart as well as from your pocketbook.

The INTERCHURCH World Movement
of North America

The Evangelical Denominations Cooperating in the Service of Jesus Christ
45 WEST 14th STREET, NEW YORK CITY



Strong, interest compelling atmosphere induced by the artist

"But he gave them the proud title of Companion. All their splendid progress had its beginning in the reverence that He showed the women who were His friends.

"Down through the ages His Church has been the custodian of His reverence for women."

Isn't that strong Easter copy?

USING TIMELY COPY

On Washington's birthday, Interchurch World Movement paid advertisements called men's attention to the outstanding fact that it was Washington's faith that made him great and that the world is suffering today for nothing as much as its need of faith like Washington's.

The preliminary advertising campaign of the Interchurch World Movement in the daily newspapers began in February with a series of four quarter pages of copy in 174 morning and evening newspapers in 67 of the country's largest cities.

Running through April, there will be a series of educational advertisements in every daily and weekly newspaper throughout the United States, except in a number of Southern States where there will be no campaign at present. The magazine and poster copy is being used as a national background for the local newspaper advertising.

All this copy is entirely educational and makes no direct appeal for funds. "Give from your heart as well as from your pocket book," is emphasized in every advertisement. The actual funds that are to be raised in this movement are to be collected through church and community committees organized very much along the lines that have been followed in Liberty Loan and Red Cross campaigns. Incidentally, we estimate that the cost of raising these funds will not be more than three per cent of

the amount obtained and that the sum expended for advertising will total about one-third of one per cent of that amount.

In connection with the campaign, a series of prepared advertisements will be furnished to local committees and pastors, the cost of such advertising to be underwritten by churchmen, patriotic citizens and business firms, in much the same manner as advertising was underwritten for patriotic purposes during the war.

THE CHURCH AND THE AD

This campaign is important to the advertising man because it signifies that the Church, going beyond the mere approval of church advertising, has set its seal of endorsement on the high pretensions of advertising in general, by making advertising an aid and an ally of first importance in the great task of reestablishing the power of the pulpit, increasing enthusiasm for religion and keeping the pews of the country occupied.

Furthermore, it sets the standard for church advertising—copy that is dignified, frankly spiritual and strong in its appeal to the imagination—art which reinforces that tone and appeal. Artists like C. B. Falls, H. Fuhr, Denman Fink, Jessie Wilcox Smith and Leon M. Bracker, who have been enlisted to paint subjects suitable for poster reproduction, have exerted themselves to supply us with an unusual class of work.

As announced in the January 24 issue of ADVERTISING & SELLING, this country-wide campaign is being handled by the Joseph R. Richards Company and Barton, Durstine & Osborn, between whom the work has been divided.



On Washington's Birthday
Let Us Remember Washington's Faith



The INTERCHURCH World Movement
of North America

The Evangelical Denominations Cooperating in the Service of Jesus Christ
45 WEST 14th STREET, NEW YORK CITY

Some of the earlier Interchurch copy



Managers Department
 "Telegraphic Address"
 "Ritz-Carlton"
 Philadelphia
 Pa.
 U.S.A.

Ritz-Carlton Hotel
 Broad and Walnut Streets
 Philadelphia, Pa.

December 24, 1919.

Mr. J. Mitchel Thorsen,
 Business Manager,
 Cosmopolitan Magazine,
 New York City, N. Y.

Dear Mr. Thorsen:-

While standing at our news-stand a few days ago, and looking over the array of magazines displayed, the thought came to me that I would like to know which magazine had the largest sale in this hotel, and immediately the attendant informed me that it was the "Cosmopolitan".

The patrons of this hotel include the highest type of international travelers.

Being a reader of your magazine for a number of years and noting your general progressiveness and the high type of fiction you invariably carry, it must be gratifying to you to know that in addition to securing a very large circulation, you have been successful in attracting the highest class of readers.

I remain

Wishing you continued success,

Very truly yours,
Walter B. Ritz
 Director,
 RITZ-CARLTON HOTEL.

**Nearly Everybody
 Worth While
 Reads**

Cosmopolitan

A Campaign That Made The Cow Cackle

The Particulars of An Experience With Indirect Advertising Which Yielded Gratifying Direct Results

By N. C. TOMPKINS

Advertising Manager Creamery Package Mfg. Co.

IT is an old adage in the advertising trade that the reason why the hen's egg has crowded the duck's by-product off the market and the menu is that the rooster's lady advertises her egg by her cackle. But who ever heard of a cow cackling?

Here is a Chicago firm that is making the cow cackle by helping the country's dairy industry to come into its own in the country's advertising space, and is incidentally demonstrating a kind of indirect advertising that produces direct returns.

The Creamery Package Manufacturing Company, distributors of milk and cream handling machinery, cheese making apparatus, refrigerating systems and other supplies in demand by the dairy industry, concluded long ago it would pay that industry to advertise heavily—something the dairymen themselves never had found out. That was the first step. The second came with the decision that if dairymen never had advertised to any extent it was due chiefly to their lack of knowledge of how to advertise and to their lack of time to prepare good advertising copy. After that came the realization that, in showing the dairyman how to reach the purchasing public through the printed word, the firm would be serving itself as well as its customers. A grateful customer is ever a good customer.

A GREAT INDUSTRY UNCOVERED

We began by telling the dairymen that, because of their failure to advertise, people outside of their industry—the fourth greatest in the country in point of size—have learned nothing about their problems. We showed them how, as a result of this ignorance, nine out of ten persons are firmly convinced that milk and butter are too high when, as a matter of fact, dairy products have increased less than 100 per cent in price during the last four years, while, in the same period, some food products and clothing have jumped more than 300 per cent. We convinced them that this hostile attitude on the part of the public was hurting the entire industry and the farmer who stands behind the industry.

STRIKING AT THE SOLUTION

Then, to help correct this condition

and benefit the dairy industry as a whole, without any expectation of profits except of the most indirect sort, we furnished a free advertising newspaper plate service that was intended to make the cackle of the cow heard throughout the land. "Drink Lots of Milk and Keep Healthy," "Growing Children Need Milk for Health, Growth and Strength," "Butter Is Healthy," "Serve Ice Cream as a Dessert," where some of our titles on the short, snappy, well illustrated plates of copy we sent out. That copy was educational. For example, we showed that milk and foods made from it were the only sources of what scientists call "Vitamines," substances that are absolutely essential to the growth and health of children. Our matter was three columns on ten inches in size.

HELP FOR THE DEALER

Arrangements were made to supply either matrices or stereotypes to those manufacturers and distributors of dairy foods who wanted to do newspaper advertising. These ads were ready for insertion with the exception of supplying the name and address. Announcement of the free service was made through the *Creamery Package Bulletin*, a monthly house organ, and the various daily papers, and proofs were put into the hands of our salesmen. In a short time hundreds of requests for the plates were received and they were sent to customers and non-customers without discrimination.

Early returns came in the form of commendatory letters. Then, one day, we got a request from a customer in Indiana to send a salesman. He said that three weeks' use of our advertising plates had increased his milk distribution from 75 to 300 gallons of milk a day and that, as a consequence, his pasteurizing plant had become too small. Of course our salesman landed a larger pasteurizing plant and sold him additional machinery. I could cite any number of similar cases that followed in quick succession.

Soon one of our salesmen wrote in that he was using the free advertising service as an entering wedge with people whom he never had been able to interest before, or with dealers

who had drifted away from us because of some fancied slight. He said it worked every time and you may be sure we were not slow in passing the tip along to the other 150 salesmen.

So the direct results of our indirect advertising continue to pour in. Checking up the visits of our salesmen to firms who are using the free advertising service, we have not noted as yet one such firm that has failed to yield an order, usually of comfortable size. By "making the cow cackle" we have not only assisted the milk dealer, the butter maker, the cheese maker and the ice cream maker to tell his story to the consuming public and thus benefitted ourselves, but we have gained a host of new customers and strengthened our ties with many old ones.

John G. Jones Addresses Ad Club on Salesmanship

John G. Jones, vice-president and Director of Sales and Advertising of the Alexander Hamilton Institute, gave an interesting and decidedly inspirational talk on "The Salesman and His Relation to Modern Business" at the weekly luncheon of the New York Advertising Club, Wednesday, March 24.

"The salesman is one of the most important factors in the building of big industry—which the United States is building bigger and bigger every day," Mr. Jones told his audience. "He is a factor in the economic growth of the nation and only by assuming the responsibility entailed, can he make a success."

In his introductory remarks, Mr. Jones announced that he was going to talk about "the Siamese twins of business—advertising and selling."

Ray Arnold Will Head New Merchandising Department of Critchfield & Co. in Minneapolis

Ray Arnold, one of the most widely known merchandising experts of the Northwest, has joined Critchfield & Company as head of the new merchandising department of their Northwest office in Minneapolis. Mr. Arnold has been associated with the H. J. Heinz Company, Washburn Crosby Company, and the Leland Agency. He is particularly fitted for his new position by reason of his knowledge of business conditions and requirements of that section of the country.

Critchfield & Company have long been represented in the Northwest with their Minneapolis offices and have a large number of important accounts there. Their new department in that office was necessitated by the addition of so many clients through their intensive work along practical merchandising lines.

MERE QUANTITY OF CIRCULATION IS A HANDICAP

**Both to the maker of the medium
and the advertiser buying space in it**

It can be demonstrated by a vast fund of experience along many lines of business that there comes a point in development where further increase is not profitable in results to manufacturer or customer.

In nearly every case the newspapers with very large circulations represent a spreading out for circulation that is not fully as profitable to the user of space as is intensive local cover, and which latter costs much less to carry.

Newspaper advertising is most effective as it represents localized effort over the signature of a local dealer.

Newspaper circulation beyond the usual retail shopping district surrounding a city grows less valuable to the advertiser the further away you go, and adds heavier overhead to the cost of maintaining the service the advertisers must pay for.

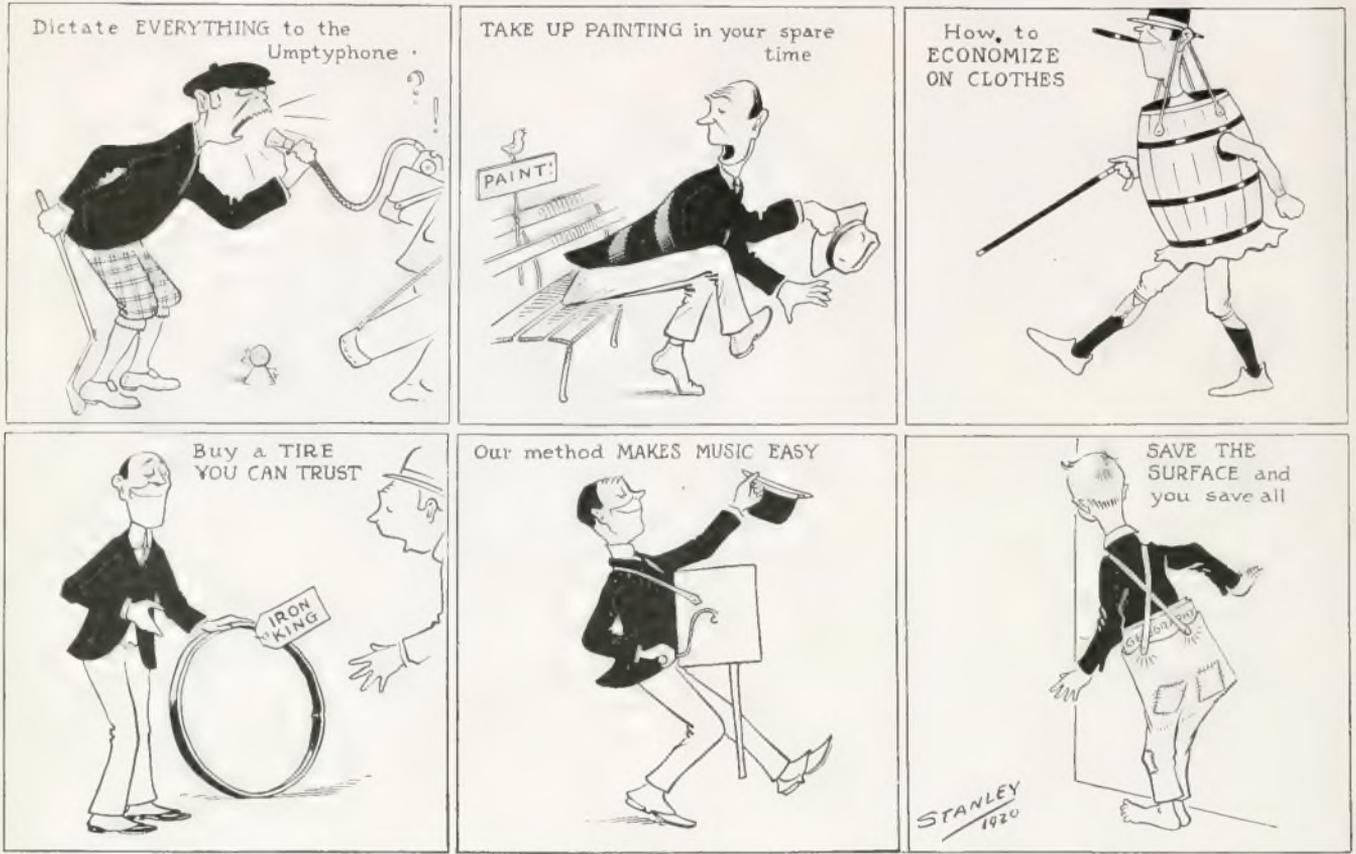
THE NEW YORK GLOBE

MEMBER
A. B. C.

JASON ROGERS, Publisher

94 PER CENT
WITHIN 15 MILES

What If We Took Our Advertised Slogans Literally?



Artist Stanley, of ADVERTISING & SELLING staff, hints at some of the results

W. J. MacInnes Enters Chicago Agency Service

Wm. J. MacInnes, sales manager of the New York *Evening Journal*, has resigned to enter the McCutcheon-Gerson Service advertising agency in Chicago, effective April 1st. During the war Mr. MacInnes was director of advertising and publicity for the U. S. Division of Films and War Expositions and latterly Chief of the Advertising Section of the U. S. Department of Labor. For the past year he has conducted the American Section of *The Advertising World* of London and, in this capacity, has brought to the United States several large advertising accounts from Great Britain. Mr. MacInnes' association in advertising circles has been over a period of years, he being at one time advertising director of the General Motors.

McCutcheon-Gerson Service are now handling a number of national accounts, being selected as advertising agents for the Wabash Railroad, and will conduct the campaign for the Federation of School Teachers.

Egmont Ruschke With Re-Organized E. T. Howard Co.

Egmont Ruschke, former advertising and publicity manager of the Cosmopolitan Book Corporation, is now vice-president and account executive of the recently re-organized E. T. Howard Company, Inc., 117 West 46th street, New York.

The agency, which has identified itself conspicuously by its continuous handling of the Waterman fountain pen account, since it was introduced forty years ago,

is one of the oldest advertising firms, having been established in 1880. Other accounts handled by the E. T. Howard Co. are: Manon Lescout, Chain Shirt Shops, Java Face Powder, Haas Brothers, Boni-Liveright and Gordon & Dilworth.

"Good Housekeeping" Promotion Manager Withdraws

Arnold W. Rosenthal, well known as a former Pittsburgh advertising man and the founder of the advertising agency originally known as Rauh & Rosenthal, has announced his resignation as promotion manager of *Good Housekeeping* magazine. Mr. Rosenthal is going into business for himself as a publisher's consultant at 210 West 44th St., New York, to handle the circulation, advertising and editorial promotion of a number of national publications. In this capacity he will retain *Good Housekeeping* as a client.

Advertising Manager of U. S. Army in New Position

Major Moses King, Jr., recently in charge of the publicity department, United States Army, Recruiting Branch, has joined the staff of Hendrick's *Commercial Register* of the United States for Buyers and Sellers, as office executive and will have immediate charge of compilation and circulation.

New Christian Science Editors Named

Trustees of the Christian Science Publishing Society have announced that Frederick Dixon has been given temporary appointment as editor and Gustavus Paine

as associate editor of *The Christian Science Journal* and *The Christian Science Sentinel*. The former editors resigned about three weeks ago on account of a controversy between the trustees and the Mother Church. Ten Christian Science Churches of the fourteen in Manhattan and Brooklyn have voted to exclude the publications.

"Chicago Tribune" Woman, Advertising Manager

Miss Mary Mack, who has been a member of the copy and art service department of the *Chicago Tribune*, has been appointed advertising manager of Charles A. Stevens & Bros., Chicago, succeeding Evan Leslie Ellis.

Jack Hilder Resigns

Jack Hilder, former editor of *Harper's Bazaar*, who has been advertising manager of the Cosmopolitan Book Corporation, has resigned from that concern to devote himself entirely to literary activities.

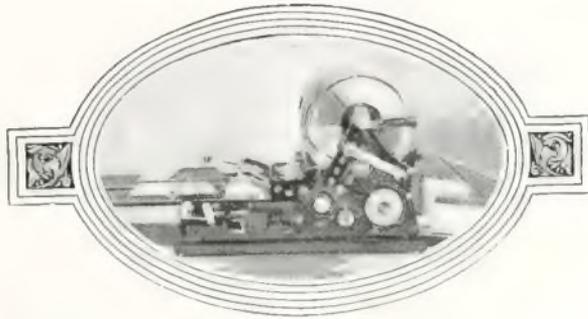
Former Advertising Man H. S. Motors Sales Manager

C. W. Butterfield, for the past four years connected with the Dyneto Electric Corporation, Syracuse, as sales and service manager, has been appointed sales manager of the Herschell-Spillman Motors Co., North Tonawanda, N. Y. Mr. Butterfield, who was at one time associated with the Brown-Lipe Chapin Co., Syracuse, and the J. Walter Thompson Co., in Detroit, has had a number of years' experience in sales and promotion work.

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY
10 cents in Canada



Mimeograph and Collier's

The A. B. Dick Company, makers of the Edison-Dick Mimeograph, are using more space in Collier's than in any other general publication.

“Watch Collier's”

The Men and Women Who Make Our Mediums

ARTHUR SULLIVANT HOFFMAN

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 RUSSELL E. SMITH

WHEN a magazine editor gets so close to his readers that he opens more mail daily per circulation total than any other in America; when he is "called in" on the human problems of his readers, ranging from betrothals to burials; when the fiction he chooses is used by a New York City educator to supplement text books for his life class in geography—the man who for ten years has held his office and his medium up to that point is well worth telling about. He is the subject of this article: Arthur Sullivant Hoffman.

He started life as a teacher—that is, after he had gotten through such trifling matters as being born, raised and educated—and he probably will finish as one. He discovered early that he could teach more people and to a better purpose, perhaps, in some other way than within the circumscribed four walls of a school room, and became a Chautauquan; assisted in editing their magazine, *The Chautauquan*, for a year and rapidly progressed by stages through the sacred sanctums of the *Smart Set*, *Watson's*, *Transatlantic Tales* and *The Delineator*. He also halted by the way to own partly and run a newspaper in Troy, Ohio.

In 1910, however, he set sail as skipper of the good ship, *Adventure*, and, the owners having given him a free hand at the helm, he has steadily voyaged on, with his loads of good things in fiction. The ports he has entered and cleared have been many and varied.

Hoffman has made *Adventure* what it is mainly by—to shift the metaphor a bit—being a good tailor. He cut it to fit. He had learned that there was a pretty well defined audience for real adventure stories, written by men who had "been there" and knew whereof they wrote, and he supplied the goods to the measure of his readers.

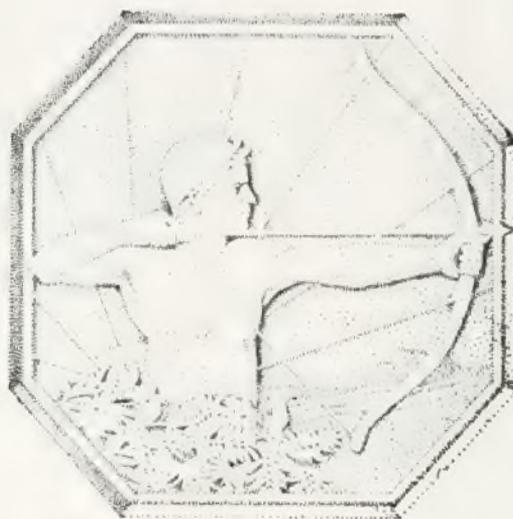
HIS READERS ALL FRIENDS

But what has contributed more than anything else to the success of *Adventure* and Hoffman has been his intense "humanness," that sacred

something that shines out from his letters and his person, urging friends, acquaintances and correspondents to trust him implicitly with all sorts of

personal affairs, which they call on him to settle. And they do not call in vain.

The things Hoffman knows about his readers and writers would fill a book many times the size of the bound volumes of *Adventure*, these ten years old. He gets closer to his readers and authors than many other editors today and to be able to do that, especially with the varied classes of readers of his publication, is to do something considerably worth while. When it is known that his readers range from cowboys to teachers, from sailors to soldiers, from hoboes



CHANGE of corporate name having been effected, The Blackman-Ross Company will hereafter be known as

THE BLACKMAN COMPANY

as originally incorporated May 14, 1908.

The business of the Company will be continued at the present address until the building at 116-122 West 42nd Street is completed, when we will move to new quarters on the fourteenth and fifteenth floors.

The Blackman

ADVERTISING

to highbrows, it is saying a "mouthful" when we declare that Hoffman is "with them."

A man must be many kinds of a man; a square man and a sympathetic man, to be able to do all that; to give his time to it and never to "lay down" on a request or a favor or a good turn to his large and ever-growing family.

A reader in Florida wants to know what the chances are of employment or adventure or hunting in a far off outpost of the Malay Peninsula. Hoffman's "Ask *Adventure*" department tells him all about it. Another

in China wants to settle in Maine or shoot ducks in Texas. Again he takes his troubles to *Adventure* and they are settled for him. From all the world across come requests, pleas, questions; all for the man behind the desk in the Butterick Building to sift and reply to, to advise and help. Get that "help"? The helping hand is Hoffman's only one, when it comes to these far-wandering friends of *Adventure*.

Hoffman just gathered up his personality and plumped it right down on the clean white pages of his magazine. Not half-heartedly but whol-

ly did he do this; frankly and openly he told his readers what was what and told them to come to HIM. People like people; they would much rather pick up a magazine that had a "human" in it and back of it—that was human all the way through—than just a batch of paper with black marks on it. Results in circulation, circulation that is a profit whether there is any advertising or not—seem to tell whether Hoffman was the right sort or not.

He is not the sort of person the average outsider thinks an editor is. He lets down the bars and refuses to allow the idea to gain credence that an editor is a sort of superior being behind carefully shuttered windows and barred doors, with secretaries who guard him from contact with rude human beings. Anybody can get to this editor regardless; he won't stay long if he hasn't anything to say, but he gets in, anyhow. Hoffman shows his readers about behind the scenes and tells them what makes the wheels go around. He not only does that; he gets their advice and FOLLOWS it. His magazine is founded on what his readers want. Supplying the demand is his rule of editing. "Our magazine" is what the readers call it.

SOME ORIGINAL IDEAS

As to the humanness that Hoffman puts into the magazine; that is an easy thing to do, although so many editors miss it somehow. Hoffman is able to because he REALLY LIKES his readers; and they like him. That's the whole secret. By his personality he has made *Adventure* much more than a fiction magazine; it has become a trade journal, a real magazine of SERVICE to the readers of the world and the unofficial organ of an unorganized organization with a membership running into the hundreds of thousands. The original American Legion was founded by Hoffman through the Camp Fire department of the magazine, where adventurers and likers of their adventures meet informally twice a month, rise up and say "howdy" to their friends and tell of their lives and experiences. It was later turned over to the government and reorganized into its present state. Hoffman picked its name.

Hoffman had his struggles, as do all of us with a new proposition, but so far as getting and holding its clientele was concerned it "went" from the start. His first struggle was to get across his idea of using covers for the magazine that were not like

THE MANAGEMENT continues in the hands of O. H. BLACKMAN, J. K. FRASER, M. L. WILSON, F. J. HERMES as Directors, assisted as formerly, by the following Executives:

ACCOUNT EXECUTIVES

A. W. Diller Frank H. Rowe
R. J. Compton, Jr.

DEPARTMENT EXECUTIVES

Copy: Ray Giles
Art: Will Schaefer
 George Welp
Typography: Carleton G. Gaubert
Mechanical Production: Frederick G. Wolf
Commercial Research: B. W. Randolph
Domestic Science & Test Kitchen: Miss Swain
 Miss Birdsall
Rates & Contracts: L. T. Bush
Traffic: C. S. Kipp
Office Manager: H. A. Collins

WESTERN OFFICE: *Cleveland, Ohio*
Walker Evans, Jr., *Manager*

Company **New York**
95 MADISON AVE



ARTHUR SULLIVANT HOFFMAN

the sort used on most of the magazines seen on the stands; he wanted to "scrap" the pretty girls and use plenty of white space, clean of type. It was objected that not to use the covers was waste of good advertising space. Finally the editor won his battle and the covers of *Adventure* since have been free of summer girls and focused to strong figures on a clean background where the eye could get the one thing wanted put over and nothing else.

Another cover ambition of his was to use a black background—a black cover, in fact, with a figure superimposed. Of course that almost busted up the party! Glooms were prognosticated, but Hoffman got his black covers and, as before, they made a hit and have been much used since. Magazine readers, I am sure, owe Hoffman a vote of thanks for saving them from the old time girl covers—on HIS magazines, at any rate.

Hoffman insists that being allowed to make the editing of *Adventure* a one man job is what has made it a conspicuous success and in a class by

itself. Of course, he says, it would have been just as much of a success if that one man had been some one else, but then, it happened to be Hoffman, and that is all that concerns us.

Hoffman is a great hand at listening and taking advice. He knows that such a course is necessary to success. But he also believes and insists upon making the final decisions and shaping his course on the chart of life himself; he recognizes that this may result in mistakes but that the final results will be better than if several had a hand in it, with no one man able to make good on it because of the others.

GIVEN A FREE HAND

It was because Mr. Gannon, when he became president of the firm publishing *Adventure*, gave Hoffman a free rein, that its standing of today was made possible. A skipper can do little unless given more or less leeway—the more the better the sailings.

Since getting *Adventure* well on its way Hoffman has been given another and somewhat similar job to do. He

has started a new magazine—*Romance*, on its way. *Romance* is to be to lovers and lovers of romance what *Adventure* has been to lovers and lovers of adventure, if Hoffman has his way—and in the light of his career the public may hold high hope.

On its covers Hoffman is at his old trick of getting something new in the color line; he is using a panel or picture at the side of the cover and all the rest left plain space except for authors' names.

Another reason for Hoffman's success is his uprearing Americanism. This quality is perhaps best gleaned from his own words to his writers during America's participation in the European war.

"Whenever you find a real chance in a story for *Adventure* put patriotism in it. Don't preach, teach or sermonize. Don't sacrifice a story in order to get patriotism into it. But when you see a real opportunity to plant the germ of it in a story or, better still, to write a story around it, please seize that opportunity.

"I don't mean Fourth of July patriotism, the wild waving of the Flag, the claim that we are the noblest, etc., because we are the noblest, etc. Nor only the kind of patriotism that war brings forth. Least of all do I mean the lying, distorted bunk we get out of our school histories.

"I mean the patriotism that is obligation, service, duty, loyalty, that is found in both peace and war, that puts country before self and serves without reward. By "country" I mean less a geographical division than the principles the country embodies and stands for, perhaps less the nation as a unit than the people who compose that unit. I mean the even-eyed, relentless patriotism that sees only a Benedict Arnold in the Congressman whose vote on his country's affairs is swayed by personal or political reasons, in the Army officer whose personal interests or personal likes and dislikes determine which war-tool he recommends; in the city or county official who, even in minor matters, serves any interest or cause whatsoever other than the public welfare. The name of Benedict Arnold has been accursed for more than a century, yet the money he received for betraying his country was fully as honorable as is the "pork" grabbed by a present-day Congressman for himself or his constituents; or the fifty-cent piece grafted by a deputy county clerk. Of the two, Benedict Ar-

(Continued on page 44)

There Is Something New Under the Sun

A \$100,000 Book Advertisement That Utterly Discredits the Old and Very Respectable Maxim to the Contrary

By T. J. BUTTIKOFER

THIS began in the lobby of a big down town building. "A plain ordinary lie," I heard a strangely familiar voice saying, that I recognized as A. J. K.'s immediately afterward, "can grow so old and venerable that it finally becomes a proverb. There is something new under the sun—every day, despite the mossgrown saying. For example read this—"

Now, there is another adage about minding one's own business—nevertheless I joined the party to see what was exciting such unusual interest as it passed from hand to hand. It was this letter:

"The American Weekly" of Jan. 18th brought in the phenomenal sum of \$100,000 worth of direct mail orders for our O. Henry books—the biggest volume of orders we have ever gotten from any advertisement in any newspaper medium.

Very truly yours,
The REVIEW OF
REVIEWS CO.
L. R. COLLIER, Sales
Mgr. of Mail Selling.

From there I went up to the offices of the Review of Reviews Company, to interview Mr. Collier. "This letter," I said, "is going to injure the standing of two pet illusions concerning the selling of books. First, that it is extremely difficult to interest people in books to the extent of making them buy. And second, that the magazine is the only medium for book advertising."

To which Mr. Col-

lier partially agreed. Mr. Collier, it seems, has very few theories on selling books. "We do a mail order business," he said, "the largest book, mail order business in America—and as a mail order house we work on facts."

"We have not changed our opinion of magazines for book advertising at all," continued Mr. Collier. "Our tests show, however, that

newspapers offer us a practically new book market—fully as large as the magazines. The same people may read both the magazines and the newspapers, but some seem to be more responsive to newspaper advertising than the magazines, and vice versa."

With regard to the use of color in book advertising Mr. Collier told me that a three column black and white advertisement which appeared in a large number of newspapers and magazines, as well as the American Weekly had been rated as one of their best producing advertisements. The order cost from this copy in black and white in the American Weekly was 11%. Later a full color page in the American produced orders at a cost as low as 7 1/2%.

"But," concluded Mr. Collier, "an interview on our book advertising will be utterly incomplete unless you see Mrs. Woodward who wrote this \$100,000 advertisement, and is the originator of the type of book advertising we are doing, and which, in fact, marks a distinct change of policy in book advertising."

* * *

Inasmuch as Helen Woodward, whom I saw at the Harry Porter Company, has probably sold more books than anyone else in America, I believe her comments which follow are worth very careful study.

"When we began to advertise O. Henry we naturally picked out so-called literary magazines, but we have learned in the course of years that our big sale is not only from these magazines. We have discovered dozens of media of which the publishers of new books know nothing at all.

"This means—simply that there are several

When The Rattlesnake Struck

Judge!

O. HENRY

JACK LONDON 5 Volumes

FREE SET

Last Chance to Get a FREE SET

REVIEW OF REVIEWS CO.

30 Irving Place, New York

THIS color page in the American Weekly produced one hundred thousand dollars worth of direct orders. The Review of Reviews Company, which does the largest mail-order book business in America, says that this is the greatest volume of direct orders ever produced by any book advertisement in any newspaper.

Two and a half million families read the American Weekly.
If you want to see The Color of Their Money—Use Color!
—A. J. K.

million people in this country ready to buy books if someone tells them about them in the right way. To this there comes at once this sort of an objection from many publishers. "James Smith sold 30,000 copies of his last book, therefore we can spend perhaps \$2,000 on advertising his new book, altogether; otherwise, we cannot get our money back.

"There is no question that as a rule it would be impossible to get any real money back on a single book. But if an author has a popular appeal I will venture to say that it is quite possible to increase that 30,000 to 100,000 or even 200,000.

"To do this the publisher would naturally have to be certain that James Smith was going to stay with him as an author; in other words he would have systematically to advertise James Smith as though James Smith were a fine pair of gloves, with the idea of his building up a permanent demand for James Smith.

"In all my experience in the advertising of other kinds of business I have never found any advertiser who approaches the sale of goods by advertising as the publisher does. Suppose we have a new soap to put on the market. Do you think for one moment that we would pick out simply two or three newspapers in New York, two in Chicago, one in Boston and one in Philadelphia, put two or three advertisements in each and sit back and say, 'Now, let's see how many pieces of soap we are going to sell.' Suppose at the end of three weeks we found that we had sold 1,000 cakes of soap and perhaps in the course of the next years we sold two or three hundred more. We haven't much margin. We made perhaps \$500, so let's spend \$100 on a new kind of soap.

"Of course this is

a far-fetched case. But the publisher puts out a new book, and as I said above, he advertises in two or three newspapers in New York, perhaps one in Chicago, one in Boston and one in Philadelphia and sits back. Except for literary reviews this money is practically wasted. But don't forget that these reviews are read only by people who are interested in reading books and are in the habit of buying books.

"The vast millions of people in this country who read newspapers or magazines, but never read a review, will buy books if they are told how."

"We have proved this on books sold on installments. If you can

sell an author like Robert Louis Stevenson in popular style you can certainly sell a new thriller by a popular writer of today

"The trouble with the publisher's is that he insists, as a rule, on advertising as though he were producing literature. And most books published today have no relation to literature. There should be no attempt made to sell the average book to literary people. They should be sold for what they are—entertainment and a few pleasant evenings, a good story—a good cry or two and a good laugh or two, and only on this basis should they be sold.

"In other words, it seems to me that there is a possibility for the publisher to build up a huge clientele for at least some of his writers if he would approach his product as a manufacturer would, and merchandise it and advertise in similar fashion.

"My suggestions, therefore, are three. First, that the publisher advertise books for what is in them rather than according to some literary measure of forty years ago; second, that publishers appeal to a new public; and third, that publishers invest in an author with the same foresight which a soap manufacturer might invest in soap."

The American Weekly which produced this \$100,000 worth of book orders from a single advertisement, is naturally the best medium for any and all kinds of advertising. Two and a half million families look for it every Sunday as the principle feature of the seven great Hearst Sunday newspapers.

A color page in the American Weekly is in itself a complete national advertising campaign.

THE AMERICAN
REVIEW
REVIEWS

February 24th, 1920.

Mr. Jno. G. Curran,
The American Weekly,
New York City.

Dear Sir:-

You will be glad to hear that our first full page adv. in color in "The American Weekly" of Jan. 18th brought in the phenomenal sum of \$100,000. worth of direct mail orders for our O. Henry books - the biggest volume of orders we have ever gotten from any advertisement in any Newspaper medium.

The results from this adv. and from the adv. of "Frank H. Simonds' History of the World War" in the issue of Jan. 26th were so good that we have instructed our Advertising Agents - The Harry Porter Co. - to order for us seven more full pages in color in "The American Weekly".

This, you may be interested to know, is the biggest appropriation we are making in any medium outside the regular Magazine field.

Very truly yours,
THE REVIEW OF REVIEWS CO.

Sales Manager of Mail Selling.

L.R. Collier,
Dist. - R.H.

WHEN an effective advertisement appears in more than two and one half million homes it is almost certain to bring phenomenal returns.



The American Weekly

A. J. KOBLER, Manager
1834 BROADWAY NEW YORK
W. J. Griswold, Western Representative
HEARST BUILDING CHICAGO, ILL.

What You Can Do With Specialties

Some Actual Experiences With This Advertising Medium That Make Its Users Enthusiastic

An Authorized Interview by Allan Duane With

J. B. SHORT

General Sales Manager, Whitehead & Hoag Company

THERE are many things to be said about the specialty as an advertising medium. Among its attractive features are its directness, its exclusiveness, its permanent value to the man who receives it, its wide scope for artistic and utilitarian development, and its timely possibilities. But to the man interested in any one other medium or set of media, all these things simply offer opportunities for argument, and, while I may slam over what seem to unanswerable points, you may disregard them through prejudice or overcome me by sheer power of oratory.

That is one good reason why I dropped the argumentative attitude when the subject of advertising specialties came up and proceeded to gather actual incidents which would carry more weight that even well supported opinions.

Results count, first, last and all the time. And there are plenty of results to show. Take the case of a Wisconsin bank that decided to use a specialty and had a coin made up in the form of an advertisement which would be redeemed for 50 cents on a new account. This bank distributed 5,000 of these coins among the factories and mills of the city, and so far has opened some 250 new accounts totaling a deposit of \$3,695. The bankers are so well pleased, incidentally, that they expect to duplicate the stunt in the schools of the town.

Another bank has succeeded in securing the accounts of practically all of the school teachers in its city of 350,000 population through the use of blotters. The blotters always have been very fine in design and color and they have been used consistently and generously with the result that the bank lists, as I said, practically every account opened by teachers in that town. And this in spite of the fact that the bank only pays 3 per cent interest as compared to the 4 per cent of the other banks!

One of the country's largest packers furnishes another splendid example of faith in specialties based on pure experience. For at least 10 years, this house has been using novelties with highly satisfactory returns. One of its stunts is to dis-

What Experience Tells

IN this article Mr. Short, who knows his ground well, has striven to "stick to cases" for the benefit of such advertisers and sellers as desire to avail themselves of that cardinal principle of efficient promotion, the records—available information—from which every departure is made.

We believe there is material in this article which no advertiser can afford to miss.—THE EDITOR.

tribute hundreds of thousands of surprise tags at state fairs. These things are worn all over the place by the visitors and produce walking billboards for the product. More, they are taken home and the kids wear them to school, perpetuating the good work.

EACH HELPS THE REMAINDER

Another stunt this packer uses is the enclosure of a novelty advertising one product in the package of another of his commodities. It has been found that the common and logical result is the increase in sales of the entire line where only a few units have been going well.

Up in New York state there is a firm manufacturing sleds and wagons. The very novel application of the novelty in this case is simply the making up of a lot of banks to be given away to children so they can save their dimes for a wagon or sled. The banks are of the type which can't be opened with anything short of an axe and the idea is to have the kids write in and tell when the thing is full. Then the company returns a key with a letter telling them where to go for the cart or sleigh.

Before the banks were out a month the firm started getting letters and letters are being received day after day from the list of 10,000 original bank owners, asking how to open them and where to get the wagons. One of the letters that came in recently came from a youngster in Panama.

The wide variety of uses to which specialties may be put is emphasized by the idea worked out by an automobile parts manufacturer not so long ago. At the New York show he

had a booth labeled, "The Old Timers' Club," which consisted of men who had been in the automotive industry for five years or more. A suitable emblem was made up and, starting with a half dozen of their own men who could qualify, these fellows mixed around and got about 5,000 others to register with this organization.

The point is that they registered, got a badge and talked to others about it. And they not only advertised the company extensively, but they voluntarily gathered together a MAILING LIST OF INVALUABLE CHARACTER.

Still speaking about the wide variety of ends to which specialties can be adapted, I might mention the practice of a nationally known root beer producer who has organized a "fraternity" of soda dispensers and drug clerks. A watch fob has been designed with the monogram, in Greek, reading: "In this sign conquer thirst." A grip has been evolved and when the salesman enters a store, he shakes hands with the soda clerk, gives him the grip, shows him the fob—just lets him in on the fraternity. The entire idea is the building of good will and winning the heart of the man who handles your goods.

PUT "BUTTONS" ON BREAD

Then, for further illustration, there is the case of the big baker in the Pacific northwest who utilized the flexibility and timeliness of specialty advertising to advantage. The celluloid button, incidentally, is as old as the hills for advertising purposes, but this baker had a lot of buttons made up during the war with reproductions of the leading Allied generals. It was announced that on a certain date these buttons would be placed on each loaf of bread sold and the company testifies that after the campaign started the results were highly satisfactory.

Many grocers who never had handled the line before took it on; the demand for the bread was greatly increased because hundreds of people who had never tasted it tried it for the first time and then kept on buying it—and, as a matter of fact, the business not only jumped during the

drive, but stayed at the increased figures after it was over while showing even further increases now that the campaign has definitely stopped. Of course the product had something to do with that condition.

Another fine example of timeliness is presented by a bank on the Pacific Coast. When the women of America flocked to the Red Cross to work, they found that a table knife was admirable for the job of winding bandages. Later some one discovered that a letter opener was even better. Immediately the bank "got hep" and notified the women of the city that they could have those "bandage winders" for the mere trouble of asking. The stunt brought hundreds of the best women of the city to that bank and resulted in the opening of many new accounts with them by virtue of the closer contact and better understanding the little bit of generosity brought about.

In Pennsylvania there is another concern—undoubtedly the largest manufacturer of milling machinery in the country—that has been convinced of the power of specialty advertising to such an extent that, with the exception of trade paper work, it relies upon that line entirely for sales promotion schemes and finds, after years' of experience, that it is well able to take care of the job.

SPECIALTIES IN SOUTH AMERICA

In foreign work we find a large phonograph manufacturer using novelties in South America, getting a circulation of several hundred thousand and through the theatres there at practically no expense except that of manufacture. From another angle we see the extensive use of the registered key tag, used to identify lost keys, by a knitting yarn manufacturer who stamps his dealer's name on the back of each tag and has found that the stunt works admirably toward building good will for his retailers.

In other lines we observe the success of a fraternal insurance company that has used calendar cards and fobs and other novelties in a big way, producing exceptional returns in the way of new members, while a dental supply house uses novelties to reach dentists in their territory with splendid results. The theory of this house is that it must impress its name on the minds of prospects so firmly that when the need comes for anything in that line, the logical thought will be the Blank Supply Company and no other.

Another manufacturer, with a radically different field, is meeting with

great success in distributing buttons to children. He sells children's shoes, and his dealers make formal announcements of the dates when these buttons will be given out. They never fail to bring many children and parents to the store and the personal contact plus the gift, even though it be small, plays a big part in building good will. Another shoe manufacturer has met with singular success in having his salesmen supply dealers with mirrors upon which his own name can be imprinted. He gives these away, of course, to customers, and a great many of them are used satisfactorily.

\$500 THAT WON BIG TRADE

And I might continue endlessly about the advertisers who have used and are using specialties and novelties with highly satisfactory results. Before I stop you ought to know about the case of the knitting mill that decided to make a drive for new customers. This advertiser had a novelty produced and wrote a letter to go with it. The little parcel was addressed to plants where this mill's thread never had been used, and the whole campaign cost less than \$500.

In two weeks from the date of mailing, more than \$10,000 worth of new business had come in, directly

MOTOR TRUCK

Have you investigated the possibilities of the metal working industries?

The Iron Age goes every week straight to the desks of executives most vitally interested in the problem of transportation and its costs.

Manufacturers of the following trucks are using this medium regularly to build sales:

**Paige
Federal
White**

**Stewart
G. M. C.
Mutual** (using trade papers only)

Why not write for an outline of the service
The Iron Age is prepared to render you?

THE IRON AGE

The World's Greatest Industrial Paper

239 West 39th Street, New York City

(Charter Member A. B. C. and A. B. P.)



From Maker

traceable to the novelty that had been set out. I am not yet able to say what the completed returns finally mounted to.

This recital however, as brief as it is, will serve the purpose of submitting not only some ideas on the manner and methods of using novelty advertising and specialty ideas, but will also serve to present some genuine evidence of the effectiveness of this particular medium.

The men who use this media intelligently are satisfied with the returns it pulls. And they use it, primarily, because they first have been convinced of the possibilities of its accomplishment and then they pro-

ceeded to witness the accomplishment.

There isn't much more to say about specialty advertising!

Franklin Automobile Advertises in Newspapers and Magazines for Funds

The H. H. Franklin Manufacturing Company of Syracuse, which is the holding company owning all capital stock of the Franklin Automobile Company, has been, and is now, floating an issue of several million dollars of 7% cumulative preferred stock by methods which are a departure from accustomed lines.

Instead of having the stock underwritten by a financial house, the company has chosen to sell direct to the public throughout the United States by means of newspaper and magazine advertising and direct

mail. There is no other form of solicitation.

The company is using a list of leading newspapers in the country and running advertisements varying from 600 lines down, and is also using quarter, half and full pages in various weekly and monthly magazines.

Busy Man Helped by A. & S.

THE GLOBE
73 DEY STREET, NEW YORK

March 17, 1920.

Editor, ADVERTISING & SELLING:

I am glad to enclose herewith check for my subscription and at the same time to compliment you upon the progress that your good publication is making. I see some things in it that even in these remarkably busy times are abundantly worth the reading.

Sincerely yours,
RICHARD S. WOOD,
Pure Food Dept.

Penn Safety Razor Account for M. V. Kelley Co.

The New York office of the Martin V. Kelley Company has obtained the advertising account of the Penn Safety Razor.

Ingersoll Watches to Celebrate 25th Anniversary With An Unusual Advertising Campaign

By way of celebrating the 25th anniversary of Robert H. Ingersoll & Bro., the company has had its advertising department plan an unusual campaign. It will tell the history of telling time from the stone ages down through the centuries to the present time. It will show that it would be almost impossible for the world to get along without time pieces.

"Boys' Life" Will Exclude Fur Advertisements

The editorial board of *Boys' Life* has considered the criticism of the Boy Scouts of America and have decided that it is inadvisable to accept fur advertisements. The Scouts claim that the fur advertisements which have appeared in the magazine encourage trapping, and this is a violation of the sixth scout law which aims to conserve wild life.

Hamilton Appointed Advertising Director of "The Independent"

J. Stuart Hamilton, formerly eastern advertising manager of the *Independent*, has been appointed advertising director of that magazine. Mr. Hamilton announces that Carol J. Swan has been made New England advertising manager and Cole & Freer are to act as western advertising managers.

Roberts With the James Agency

William Roberts, formerly with the *Red Cross Magazine*, and who served on the other side as a Y. M. C. A. secretary, has become a member of the James Advertising Agency in New York.

Finds A. & S. Very Helpful

KALAMAZOO LOOSE LEAF
BINDER CO

EDITOR, ADVERTISING & SELLING:

Let me state that we have been subscribers to ADVERTISING & SELLING since its inception, and have found it very helpful, especially the information in its columns has proven very helpful to the assistants in this department, as well as myself, and I really think that if you would publish more articles written down to the assistant and the smaller advertiser, the magazine will become more popular, for even the man who "knows everything" likes to re-view occasionally.

Yours very truly,
C. D. PROCTOR,
Advertising Department.

MANUFACTURERS

The Iron Age is the Direct-to-Consumer Route over which sales messages may be sent to the men who buy trucks in the metal working industries, such as manufacturers of:

Sewing Machines, Typewriting Machines, Adding Machines, Vending Machines, Engines, Pumps, Machine Tools, Chucks, Mechanics' Hand Tools, Vises, Wrenches, Drills, Reamers, Edge Tools, Saws, Cutlery, Files, Other Small Tools, Hardware Articles, Drawer Pulls, Metal Wares and Parts, Metal Ornaments and Trimmings, Electrical Specialties, Instruments, Phonographs, Telephones, Automobile Parts and Fixtures, Metal Household Utensils, Plates, Table Ware, Metal Dishes, Metal Buttons, Metal Stampings, Buckles, Springs, Ball and Roller Bearings, Screw Machine Products, Wire Products, Screws, Chains, Nuts, Bolts, Rivets, Nails, Tacks, Pins, Shovels, Rakes, Hoes, etc.



Why Advertising Men Change Jobs

It Is Not Temperament. But the Ambition to Progress, in Most Cases, Declares One of Them Who Has Studied the Species

By ROY B. SIMPSON

"THE only class of professional men who change employment more frequently than advertising men are barbers," said the president of a large employment agency during a recent interview with the writer.

We had spent considerable time and money in advertising for a man to fill a responsible position. The voluminous correspondence which resulted failed to locate the type of man we wanted. Then we appealed to the employment concern, which placed before us the "abstracts" of all their applicants for advertising jobs.

Only three men out of the thirty applicants had held any position for more than two years. Of the three exceptions one man changed jobs only twice, another was seeking to break into advertising for the first time and the third had been in the employ of a wholesale house for ten years as advertising manager. This man wanted a job where he could really grow. All the others wanted to "better their condition."

When we remarked upon the fact that twenty-seven apparently good men were unable to hold a job longer than two years, the employment manager made the statement in the opening paragraph of this article. He said further that "advertising men are so temperamental and nervous that they are not satisfied to tie themselves down to any undertaking for a long period of time." We promptly disagreed with him.

Now, then, the purpose of this article is to defend advertising managers as a class. I can do this with perfect good grace, because I was an advertising manager for about fifteen years. Many of my best and most sincere friends are advertising managers. In discussing their problems they have taken off the lid. I know why some of them have changed jobs.

In this article I will also defend several employers who have been successful in building up huge enterprises. They are keenly interested in their advertising. Some of them know more about how their business should be advertised than any of the several advertising managers they have hired and fired.

Excelsior!

ADVERTISING workers generally owe the writer of this illuminating article a high place in their estimation for the able manner in which he has set forth some of the basic reasons for what seems to an outsider the unseemly number of times they shift from position to position. He states the slogan of ad-men as "Onward and Upward!"

Mr Simpson, President of the Simpson Advertising Service, of St. Louis, Mo., is, in a complimentary sense, an Old-timer, and he knows men's minds pretty thoroughly, as he sets forth.

But what has been YOUR REASON? There are many angles to such a discussion.—THE EDITOR.

There are three reasons why an advertising manager should change employers. These reasons are egotism, incompetence and ambition. Let us discuss them briefly:

THE EGOTIST

Some of the younger advertising managers have been inclined to become chesty over an unusually successful campaign. The company as a whole is properly organized. The manufacturing department is producing better goods than ever before. The goods are attractively packed and the prices are right.

The financial department has provided the necessary capital for carrying on the business. The sales organization is keyed up to beat all previous records. The board of directors is in absolute harmony and the whole organization has approved the advertising campaign.

The advertising manager, in cooperation with his agency, is spreading the gospel of that institution throughout the land and this energetic head of the advertising department considers himself the bumping post between his organization and the public. He does good work and is very enthusiastic about it.

Finally the season closes with a sales convention and a general banquet. In his enthusiasm the advertising manager gleefully boasts to the men: "Well, boys, our advertising sure had the punch in it, didn't it? Our campaign put it across."

This attitude is all wrong and it gets the advertising manager in bad

with the sales manager and the men on the road. They get a little bit peeved and some of the more sensitive men begin to call the advertising manager a blow-hard.

The advertising alone would not have put this business across. It was the coordination of ideals and the complete cooperation of all the units in that business that made it successful. Therefore, the egotism, or over-enthusiasm of the advertising manager has placed him in a false light before his associates and very soon he finds himself in an atmosphere so unpleasant that his resignation quickly follows.

Perhaps he will go to his next job singing praises about his great achievements in his previous connection. In this way he acquires the bad habit of over-enthusiasm which is too often mistaken for egotism.

THE INCOMPETENT

Occasionally, you will find an advertising manager who is level-headed to the point of burying himself in his own work, willing to rise or fall on his record. He does no bragging about himself, but he is in an organization which succeeds in spite of him. The business is so well balanced that an inexperienced advertising manager, with the cooperation of a good agency, will make good.

But there comes a time when the incompetence of the advertising man will stand out like a sore thumb. The company may make a big record and decide to expand. There is a change of policy and the advertising manager is not big enough for the job. Therefore he must give up his place to a better man.

In seeking a new connection, this advertising manager offers his previous record as his best recommendation. The fact that he was advertising manager last year for so and so, who did such a wonderful business, commends him for the new job, and it is very often the case that the new employer does not go so far as he should in obtaining information as to the applicant's ability.

Our friend may get the new job, but he will hold it only a short time because he is not thoroughly trained in modern merchandising methods.

He should make a fresh start, determined really to learn how to be a business man.

In nearly every issue of the advertising magazines you will see news notes of resignations of advertising men and appointments of others to new positions. The investigation of several cases proves that the great majority of high-grade advertising men change jobs for one or all three of the following reasons:

To increase their knowledge of advertising and salesmanship;

To get a position that carries greater power and prestige;

To earn more money.

A case in point is that of a young man who started as assistant advertising manager with a small shoe house. After holding the job for three years he knew more than the head of the department about the advertising policies of the company. He was generally liked by the officials and the salesmen, but the man who occupied the manager's chair was a nephew of the president and there was no way to get him out. Therefore the young assistant applied for and obtained the position of advertising manager with a competing shoe house.

The increased responsibilities and the closer personal contact with the heads of the business enabled this man to acquire a liberal training in good business methods. He could have held the job all his life had he wished, but the opportunity was limited and he made another change, this time with a very progressive motor car manufacturer, where he applied himself diligently to acquiring knowledge about the manufacture as well as the sale of motor cars. Two years later he became sales manager for a still larger automobile manufacturer and today he is holding this position with great credit to himself and his company.

WHEN THE MANAGERS CLASH

Another type is the man who is doing good work. He is strong with the officers and the men on the road. He unconsciously reveals his ambition to rise higher in his company and the logical step upward is the sales manager's job. The sales manager regards advertising as a means of making sales, therefore he is the advertising manager's boss. Rivalry between the two men usually costs one of them their job. The advertising manager is the one to go.

Still another type of the ambitious man is the fellow who looks far ahead into the future. He makes his start in the advertising department

of a wideawake corporation and by degrees rises to the position of advertising manager or sales manager. It is often the case that such a man will hold down both jobs.

Then he sees the great need in the advertising agency field for men who have been practically trained in business, and to fit himself for this wider field of advertising work he changes positions to acquire a broader knowledge of many different lines.

The fundamentals of salesmanship are the same no matter whether a man is selling chewing gum, clothing, or automobiles, but the successful advertising agency man should

have a practical working knowledge of several lines before he can render efficient service to the clients of an advertising agency.

The natural and ultimate field of endeavor for a successful advertising manager is advertising agency work, and it is gratifying to note that a number of men who have won success as managers of sales and advertising with great corporations have identified themselves with an advertising agency.

MEGAPHONE USERS "GOING OUT"

The day of the loud-mouthed, braggart, self-important advertising

"In Philadelphia nearly everybody reads The Bulletin."

More data about Philadelphia

"The City of Homes" stands **FIRST** in the U. S. in the number of dwellings owned by their occupants.

Half a million Philadelphians are share holders in about 1,200 Building and Loan Associations.

More than 400,000 dwellings shelter, and about 16,000 manufacturing places employ, about 700,000 male and 300,000 female workers.

48,000 store-keepers provide distribution through wholesale and retail channels.

Over three million people live in the Philadelphia metropolitan district.

Dominate Philadelphia

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

The Bulletin

Net paid average **481,791** *Copies*
for February *a day*

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

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

manager is rapidly passing. We cannot deny that that type of man existed in considerable numbers a few years ago, but there was no place in red-blooded organizations for them. They have either corrected their faults, or they are now in other lines of business.

The advertising manager of today first must be soundly trained in business. He must know something more than type faces, mediums, pictures, plates and printing. He should be able to take a territory and make good as a salesman. He should know how the goods are made and sold.

There are a lot of other things a modern advertising man should know, but I have briefly stated the fundamental requirements before he can become the competent head of a very important department.

In conclusion, let me say in defence of employers, that the chief executive of a successful organization will not let a good man go. We should have no patience with an employee who claimed that he was too big for his job, or that the company would not pay him what he was worth, or that the sales manager was jealous of him.

EFFICIENCY DETERMINES PROGRESS

Modern business demands efficient workers. Therefore, the advertising man who is really efficient may be sure of a salary that fits his ability and, if he is making good, no one in the organization is going to be jealous of him. The advertising manager who works with the sales manager like a good teammate is going to win the good will of the men on the road as well as the officers and employees inside the organization.

We cannot agree with the employment manager that advertising men change jobs because they are temperamental. The great rank and file of advertising managers are real fellows. They are efficient units in successful organizations. They have sense enough to know their true value and they accept their employers' appraisal on the value of their services.

Finally, advertising managers who formerly considered themselves oracles have had a change of heart. They now realize that no man can lift himself by his own boot straps. Self-made men exist only in fiction. We are what we are by the grace of God and the cooperation of a multitude of folk who have been backing us to win.

William C. Freeman Withdraws

William C. Freeman, recently general manager of the Guardian Advertising Corporation, and too well known to need introduction, withdrew from his position on March 20. As yet Mr. Freeman has not made plans of any definite nature

Frank E. Garnett Marries

Frank Ernest Garnett, president and editor of the Rochester *Times-Union and Advertiser*, vice-president of the *Elmira Star-Gazette*, and owner of the *Ithaca Journal-News*, was married to Miss Caroline Werner, daughter of the late Judge of the Court of Appeals, William E. Werner and Mrs. Werner, in Rochester, on Thursday of last week. Mr. Garnett, who is an alumnus of Cornell, is a former president of the New York Press Association.

Raisin Growers' Advertising Plans

An extensive advertising campaign, nationwide in its scope, will be carried out by the California Associated Raisin Company. The sum of \$271,000 of the total appropriation of \$450,000 called for in the

budget prepared by Sales Manager Holgate Thomas, will be diverted to advertising, beginning June 1.

The budget provides for expenses in connection with promotional work, window displays and similar schemes to keep the California raisin before the public. The company will employ regularly eighteen expert salesmen, and during part of the season will have from seventy-five to eighty men engaged in field work.

Tractor Co. Selects Memphis Agency

After investigating advertising agencies for some time, the Mobile Tractor Co., Mobile, Ala., are arranging for a national advertising campaign through the Lake & Dunham Advertising Co., Memphis, Tenn.

Can Copy Appeals Be Gauged in Advance?

MILLIONS of dollars are spent every week on copy appeals which have never been definitely gauged in value—with no definite check on whether or not the best selling appeal is being made. What this policy of going-it-blind may mean to the yearly sales totals is almost staggering to think of.

Some idea of what it can mean, however, may be gained when we look at the wide difference in results between different copy appeals used in mail order selling.

One advertisement prepared last year for one of our clients has produced, to date, over \$300,000 in direct business—incidentally, at a selling cost less than the average salesman's commission. The best advertisement on this proposition prepared up to that time and circulated in the same media would have produced less than \$100,000 in sales.

Yet for one advertisement to pull three times the results of another advertisement—under the same conditions, in the same media, and on the same proposition—is not in the least unusual. We have seen one advertisement outsell another in the ratio of ten to one.

As a result of our experience in handling the advertising of over sixty direct result accounts where every sale is traced to its source, we have been able to draw a definite line—in advance—between appeals that "make good" and those which merely "look good."

"Army" Drops Drama for 1920 Campaign

Advance information of the second annual nation-wide campaign for funds which the Salvation Army will initiate in the first week of May reveals that this organization, in laying down its modus operandi, has made an interesting re-evaluation of the psychological factors entering into the success or failure of a "drive."

This has been necessitated by the changed conditions that have come about with the end of the war.

"With the country fast getting back to a peace basis and business, industry and the professions again running in their customary channels, the former all-engrossing financial campaign for a worthy and patriotic purpose has been cast into the discard," writes Elmore Leffingwell, publicity director, for the Salvationists. "The

country has been generous to a fault, and the public desires nothing so much as a measurable let-up in the series of appeals that have been dinned into its ears for months past. People expect to be requested to contribute to certain established causes, both national and local; they only ask to be spared the furor, din and pyrotechnics of the overworked 'drive.'"

The 1920 appeal of the Army will be one largely of local emphasis. Provincial campaign and publicity directors will have charge of the program laid down by national headquarters. Little dependence will be placed on volunteer workers, but much is expected from old-fashioned "personal solicitation" by the rank and file of the "Army."

Taking into consideration the present high levels of printing and posting costs, national headquarters has decided to eliminate the use of the poster in the 1920 ap-

peal, and confine its efforts along this line to window cards and "snipes." Mats and boiler plate will be used to carry the Army's message to the newspapers.

Recognizing that no substitute for the wartime doughnut exists to stand for peacetime work and catch the popular fancy, the Salvationists will not attempt to dramatize the Army for the 1920 campaign, but will rely on old, well-defined principles of publicity and solicitation to sell its ideals to the public, placing the chief emphasis on the organization's peculiar social, civic and spiritual value as an every-day peace-time factor in our national life.

Panama-Pacific Exposition Shows \$1,250,000 Profit

The balance sheet of the Panama-Pacific Exposition Company, which wound up its financial affairs last week after five years, shows gross assets of an original value of approximately \$1,250,000. To close books in five years is a new record in exposition finances. The books of the Chicago World's Fair were closed 24 years after the fair, and those of the St. Louis Fair, after a lapse of 17 years, are said to be not yet balanced.

"Advertising, How and Now" to be Keynote of A. A. C. W. Convention Program

"Advertising, How and Now" will be the keynote of the program of the A. A. C. W. Convention at Indianapolis, June 6-10. An outline of the program prepared by Jessie H. Neal, and his committee, shows that everything is to be down to "brass tacks."

"Home Sector" to Discontinue

The *Home Sector*, the weekly magazine which was established last year by the Butterick Publishing Co., in the interests of former soldiers, will make its last appearance with the issue of April 17. It is understood that the reason is purely a business one. The magazine has been conducted by the former editorial staff of the A. E. F.'s newspaper, *The Stars & Stripes*.

Sam Taylor Will Manage Agency

Sam Taylor, former editor and publisher of *Rider and Driver*, has been appointed general manager of the Guardian Advertising Corporation, New York, to succeed William C. Freeman.

By E. Walter Osborne

In last week's issue of ADVERTISING & SELLING an article concerning the Eagle Shirt campaign, written by E. Walter Osborne, a contributing editor, was credited to Walter M. Stein, Sales and Advertising Manager of Jacob Miller Sons & Co., of Philadelphia. Mr. Stein merely furnished the information regarding the very interesting campaign.

Joseph Richards Co. Increases Staff

The Joseph Richards Co., Inc., New York, has recently added to its service department R. L. Burdick, Vincent Clausen and Theodore E. Damm. Mr. Burdick has been with Murray, Howe & Co. and the American Book Company, and Mr. Clausen was formerly with Murray, Howe & Co. and the Ronald Press. Since his return from service Mr. Damm has been in the trade research department of Fuller & Smith, Cleveland. While in the service Mr. Damm started and managed the *Ameroc News*, published by the American Army of Occupation.

IT makes no difference whether the reader of an advertisement orders by mail or goes to the dealer for the merchandise advertised.

The method of purchase is only a detail. In either case the copy must make the right appeal or it makes only a fraction of the sales it should. In both instances the buying motive to be aroused is exactly the same.

The mail order advertiser has definite figures of results from various appeals to guide him. Why shouldn't the general advertiser profit by the things the mail order advertiser has learned?

In doing this it is not necessary to sacrifice one iota of "class." Your copy can create just as much atmosphere as it does today. Neither is it necessary that yours be a small town or "middle-class" proposition. We have proved that the most fashionable sections of New York and Chicago will order by mail—when the right appeal is made—just as they patronize the stores that make the right appeal. We have written copy that brought back average orders of \$1,000 each from rated business men.

And the same principle of appeal that brings results by mail will bring equally good results through the dealer.

* * * * *

WITHOUT the slightest obligation we should be glad to send you the Tested Appeal In Advertising, a little book which shows how the advertising of those who sell through dealers can be made to do better selling work and more of it.

Merely make the request on your business letter head.

RUTHRAUFF & RYAN
INCORPORATED
ADVERTISING
 404 FOURTH AVENUE at 28th ST. NEW YORK
CHICAGO: 30 NORTH MICHIGAN BOULEVARD



Influencing
Business with the right p



**The Right Paper
For Your Business Will
Increase Your Returns
Up to 25%**

A big advertiser—a customer of ours increased the results from his direct advertising between twenty and twenty-five percent because he used a paper that increased the sales producing value of his circulars and broadsides.

The analysis we will make of your direct advertising will help you select the papers which will influence more business for you.

SEND ONE PIECE OR A COMPLETE CAMPAIGN

Circulars—Booklets—Mailing Cards—Letterheads—House Organs—Folders—Enclosures—whatever you use can be made more effective if printed on paper of the right color, finish and texture.

This service is free but exceptionally profitable—act to-day, you incur no obligation whatever.

RESEARCH LABORATORIES

SEAMAN PAPER COMPANY

1162—208 South La Salle Street
CHICAGO, ILLINOIS

paper

How The Specialty Field Has Widened

By LEWELLYN PRATT

Of Lewellyn Pratt Special Advertising Service

MODERN advertising as we know it today in newspaper and magazine full-page copy is usually considered to have come into existence about 1870. The Advertising Specialty came to be recognized generally as a powerful supplementary medium five or ten years later. One of the earliest specialties was a jute school bag used by a bank to carry its message by the school into the home. The advertisement was printed upon the sides of the bag and, like some other strong advertising, it was not altogether a thing of beauty.

The printer who was asked to find a way to print on this rough hemp thought he saw a chance for some more orders after he had made a success of his first venture, so he got out a few samples and gave them to some traveling salesmen to carry with them as a side line on their journeys about the country.

In short order this printer was inundated with commissions for advertising school bags and in less than a year he had to go to his bank and

borrow money to import some of the material from Manila. He had exhausted the entire supply on hand in this country.

That printer soon gave up his newspaper and print shop and started one of the great advertising specialty establishments. This was sometime in the late eighteen-eighties. The plant he started is one of the largest in the business today and his little town has become famous the world over as an advertising specialty manufacturing center.

HOW THE FIELD WIDENED

Another pioneer specialty was the yard-stick, so popular in retail stores and sometimes found useful by school teachers for chastising unruly scholars. Following that came the muslin cap, the humane horse net for fly time; the baseball bat and the horse fiddle, so-called because of the raucous sound it made, the joy of the small boy.

The calendar as an advertising medium followed soon thereafter. The art calendar in those days consisted

of a black halftone reproduction on cardboard of some popular painting with a very plain, unattractive calendar pad attached. With the advent of the three-color halftone process calendar production began to grow leaps and bounds. Today there are half a dozen great companies, each doing a million dollars and more a year in calendars for advertising, besides a host of printers and other small manufacturers of this staple advertising utility.

The first leather specialties used for advertising were the coin purse, cigar case and pocket comb-holder. These were followed by the diary, the bill-fold and hundreds of other leather articles ranging from a few cents each to several dollars apiece.

In these days of ingenious specialty salesmen and specialty manufacturers devising new articles of utility daily and seemingly anticipating every possible use, it is sometimes forgotten that the first specialties were made by printers and others in kindred lines of endeavor, solely in response to a demand on the part of

ADVERTISING SPECIALTIES

DEFINITION: Articles of Utility.
Used to carry an Advertising Message

Sell the right SPECIALTY to the right BUSINESS for the right PEOPLE

Show the Advertiser WHY, HOW and WHEN



This diagram is intended to show the scientific use of the advertising specialty and novelty

the advertiser. This is probably the only branch of advertising in which the solicitor followed, instead of creating, the demand.

At any rate, the business grew like Butler's guinea-pigs without any plan or forethought upon the part of those who have eventually given their lives to what must be conceded to be one of the most fascinating of all the branches of advertising—fascinating because unlike the salesman of magazine, newspaper or billboard space, the specialty man may use any material, any article, any size or any color in which he may wish to produce his advertising medium, the one imperative requisite being that it will be welcome to him who receives it, for, like all other advertising and more than in any other kind, the advertising specialty leans upon, promotes and is part and parcel of good will.

Unlike the magazine and some other advertising mediums, makers of advertising specialties have not found it necessary to locate in large cities and for that reason the size and importance of these plants is not as well understood as are the great printing and publishing houses, the majority of which are located in Philadelphia, Chicago, Boston and New York.

SOME ILLUMINATING FACTS

Only three or four of the larger specialty houses are located in the more populous centers of the country. Towns like Red Oak, Ia.; Joliet, Ill., and Coshocton, Ohio, have always been important centers for this branch of advertising. Started in these smaller cities and town, often by accident, the advantages of cheaper ground rent and less restless labor, have tended to keep some of these large factories where they have started. All of them maintain numerous city offices and their sales forces aggregate hundreds of alert, aggressive men who have learned that specialties may be used as a powerful supplement and tie-up to so-called general advertising.

Advertising agencies, who rarely buy specialties for their clients and solicitors for newspapers, magazines and billboards, would be considerably surprised if they knew the sums going into metal store displays and calendar specialties in these first months after the war.

Sixteen years ago, the advertising specialty manufacturers organized the National Association of Advertising Specialty Manufacturers with headquarters in Chicago. The President this year is Charles R. Fred-

erickson, President of the American Art Works and one of the ablest and most popular executives in the business. The very efficient secretary is Miss Elizabeth White. This association holds a convention in Chicago every year, has legislative and other trade committees, looking after the association's interests constantly. With the formation of a National Advertising Commission of the Associated Advertising Clubs of the World, the Advertising Specialty Association came in as one of the charter members. Its present representatives on the commission are Herbert H. Biglow, C. H. Sudler and Henry B. Hardenburg.

Campaign Against Poster "Sniping"

Through its Anti-Litter Bureau the Merchant's Association is conducting a campaign to suppress "sniping," which is the term used to describe the pasting of theatrical dodgers elsewhere than upon authorized billboards. Expressions from Sam H. Harris, Marc Klaw, other theatrical men and the Producing Managers' Association, show them to be in sympathy with the movement which aims to have advertising bills pasted only on the regular billboards.

Lake Heads Sanford Sales

J. M. Lake has become associated with the Sanford Motor Truck Co., Syracuse, N. Y., in the capacity of general sales manager. Lake was formerly connected with the Chase Motor Truck Co's sales department. After his return from France, where he served with the Engineering Corps, he became associated with the publication field for a time.



The 16 Copper States
($\frac{1}{3}$ of United States)
produce $\frac{2}{3}$ of the
agricultural wealth
of the entire country



COPPER FARM PRESS
1,100,000 SUBSCRIBERS

Where the "Gentle Reader" Is Picked By Hand

Class Rule Wins in the Publishing
Business, Says One Who Knows

By R. F. DUYSTERS

THIS is my idea of how to build up a good subscription list. It originates out of the firm conviction that the success of a publication depends on the character of its readers, and the character of its readers depends solely on the kind of mailing list compiled. There is much talk today of class rule, but whatever we may think

about that subject generally, we must acknowledge that class distinction is a fact in the publishing business. The successful publisher "hand-picks" his subscribers. The successful publisher of a class or trade paper would be guilty of the grossest hypocrisy if he did not follow the course he so diligently urges on his advertisers; namely, to concentrate on industrial fields and avoid waste.

My aim, as circulation manager for the publisher of a group of railway periodicals, is to go after the subscription of the man who can benefit from reading one of our papers, not to waste the time of my solicitors by sending them out broadcast.

The carrying out of this aim demands a particularly efficient list of prospects. Compiling such a list is not as easy as it would at first appear. Before attempting it, the circulation manager must familiarize himself thoroughly with the editorial contents of his newspaper. He must digest, absorb and keep well in mind the fundamental editorial policy of his paper. When he has done this, he can tell immediately by a look at a man's occupation whether or not he should be a subscriber—and whether he represents a buying power to the advertiser.

For instance, in our company we never receive a subscription from a conductor for the very simple reason that there does not exist in our entire prospect list the name of any conductor on any road in the United States. Our road forces have no such names and if such a subscription were to come in, the roadman who sent it would be reprimanded. A conductor would not find our papers of interest, nor does he represent a buying power to the advertiser.

HOME-MADE LIST BEST

Of *Railway Age* and the other four publications we issue each covers a distinct field in railroad activities and each has a certain class of readers. In our offices we have charts which show the class we desire and have on the lists of each publication.

These lists are not bought lists. You cannot depend on a bought list, which anyone can secure. If you go by Dun's, for example, you have not gone far enough. I know a buyer of pig iron and similar material who is a reader of *Iron Age* and his rating in Dun's is about \$35,000. He is worth many times that amount but keeps his rating low purposely.

Of the 2,670,000 farm families in the 16 Capper States, more than 1,100,000 are subscribers to THE CAPPER FARM PRESS.

Thru THE CAPPER FARM PRESS you reach more than 41% of the farmers who produce $\frac{2}{3}$ of the Nation's agricultural wealth.

These families—5½ million consumers—constitute a market of stupendous possibilities. And THE CAPPER FARM PRESS is your most direct route to that market. It has the respect and confidence of the agricultural west. It is "home folks" to these millions. By its distinctive system of service it has established a close-up contact with its readers that few papers possess.

Let our Research Bureau furnish you facts—not guesses—about the possibilities in this market for your specific product.

The **CAPPER FARM PRESS**

(MEMBER A. B. C.)

Arthur Capper, Publisher

Marco Morrow, Asst. Publisher

TOPEKA, KANSAS

CHICAGO.....	109 N. Dearborn St.
NEW YORK.....	501 Fifth Avenue
DETROIT.....	Ford Building
KANSAS CITY.....	Graphic Arts Bldg.
ST. LOUIS.....	Chemical Bldg.
OMAHA.....	Farnam Bldg.
OKLAHOMA CITY.....	Farmers Nat'l Bank

A bought list is alright to start with but you have got to dig deeper—dig out the people you want—to get real circulation value. Our men make a complete report of their calls. They give us the address and occupation of a prospect whether

he becomes a subscriber or not. This name goes on our list and so we build for value.

There are many tricks in the trade. I know of a case where a building paper wanted to get a list of contractors who were actually doing work at a time when building operations were at a standstill. Its circulation manager got his list by writing to bankers in numerous towns to the effect that the publishers desired to get into touch with builders then active in their towns, and the intimation was that the publisher wanted to place before these contractors information that would increase their activity. One could not purchase for any price such a list as he was able to compile by this method.

What about the mailing list? The Simmons-Boardman Company uses both 1 cent and 2 cent postage in its mailing campaigns, but it is the rule always to use 2 cent, or first-class, postage on the first letter sent out to a new prospect. This is done to clean up the list and to weed out the incorrect addresses. We can then follow up these names with little or no waste.

The main point is to systematize—to concentrate. Select the kind of people who will be most interested in your paper and who will benefit most from what the paper contains. Then, train on these prospects your big guns in the shape of subscription solicitors, advertising and direct-by-mail campaigns. You cannot beat that game.

Keeping Up With The Times

A FACT A WEEK

Even in a newspaper office like The Times, where the unusual is the usual, the receipt of a letter from Persia commending The Washington Times editorials is a subject of pleasant comment.

It seems that some of Mr. Brisbane's editorials were reprinted in an Arabic Review and there came to the attention of Ettessam Al Molk, who writes The Times:

"Mr. Brisbane expresses the highest ideas in such a clear way, and deals with such interesting things and features, that, 'Chacun a son gout,' as a French proverb says, I do consider him as the best writer of the present time. But for a person, who is intensely interested in another's sayings, reading two or three articles is not satisfactory, so * * * I have the great honour of sending you this letter and asking you four things:

"1. To send me some new issues of your newspaper;

"2. If Mr. Brisbane has written in private and independent books, to give me the address of the editors who have published his books;

"3. To inform me about the price of the collection of the issues of 'Washington Times' of the past years if you have them;

"4. To give me the address of Mr. Brisbane.

"All my salaams to Mr. Brisbane. Yours very truly,

"ETTESSAM AL MOLK,
Sarehshmea, 4 and 6,
Teheran, Persia.

"P. S. We desire expressly to get subscribed to your Newspaper."

The Washington Times

WASHINGTON, D. C.

Laying Out In Summer

By J. M. STEPHENSON

Here is another crack at the advertiser who "lays out" during the summer months and during any other dull period. Some of the writers quoted in the March 13 issue of ADVERTISING & SELLING rapped him pretty hard, but he deserves worse.

Why will the advertiser not realize that, from an investment point of view, the man who "lays out" during a season simply lessens the value of his past advertising?

He has been talking to 100,000 men during a busy season and has sold 10,000 of them. Is he going to allow the other 90,000 to forget all he has told them, allow his competitor to gain their attention and, in selling, reap the benefit of his already well laid ground work?

Many men are sold in their minds long before purchasing. One may be sold on a motor car and intend that a certain one will be the kind of car he will buy as soon as he gets around to it, but if the make is not kept before him, while the recital of the good points of another, are continually being dinned into his brain, he will begin to absorb the other copy, then compare and, when the first one's qualities are not before him, the second will win out.

In the local field the retail merchant has the same problem. He allows his advertising investment to depreciate because he does not continue the up-keep. The advertiser who does not keep advertising, busy season or dull, allows his name to be forgotten and, in time, it costs him much more to regain the patronage lost than it would to have carried on his investment.

Clearing Dealers' Shelves

Recently a kitchen cabinet manufacturer, because of its alert dealers, was oversold at a low price for six months ahead. The manufacturer knew the dealers had hundreds of his cabinets stored and he knew, too, that he had to raise his price. He knew his dealers would not buy more cabinets at the new price until they had sold what they had in storage at the old price. What should he do?

The answer came to him quickly; he decided to advertise, not to sell new goods immediately, but to sell those his dealers had on hand.

He invested thousands of dollars in newspaper advertising, and he recovered the amount the following six months, selling his dealers new cabinets at the new price. The advertising he had done the previous six months gave his cabinet the consumer demand and preference it needed, carried along his business and made his dealers great boosters for his way of backing them up.

The moral is—it is always best to advertise when your dealer is stocked or overstocked on your goods even if those goods were put on his shelves at a price that eliminated profit to the manufacturer. The investment is in future business.

I. R. Parsons Now With Williams & Cunnygham

I. R. Parsons, formerly advertising manager for Carson, Pirie, Scott & Company of Chicago, is now with the William & Cunnygham Agency of that city. A. G. Smith, formerly with the Pitcher White Lead Company is also a late addition to the agency.

The Farm Journal

1,050,000 This Month



Country Bankers are Confident

Now and then some city banker admits wonder at the way business keeps on. Not so the country banker. He knows that farm prosperity is here to stay. Our several offices have on file copies of letters recently received

from representative bankers who understand the present farming situation. Knowing what they say will permit you to expand your sales efforts to present and future buyers.

The Farm Journal

15 E. 40th Street, New York City

Washington Square, Philadelphia

Mallers Bldg., Chicago, Ill.

Building Sales and Good Will

Useful Gifts That Fit Dealer and Consumer Needs, Make Friends in Advance of Actual Transactions Between Seller and Buyer

By CHARLES R. FREDERICKSON

WHEN I see the statement that \$500,000,000 is employed in a year in this country for advertising I am impressed with the fact that this is a staggering sum of money. Beyond that I get no information. It is simply impossible for me, with those figures alone, to create any picture of their equivalent in materials, labor, service and results. I want very much to say, as our friend Goldberg would, "But it doesn't mean anything."

Therefore, I feel that you who read this could get no intelligent conception of the relative importance of specialty advertising were I to say to you "it is estimated that one-tenth of the vast sum spent for publicity goes for specialty advertising." That statement wouldn't mean anything. It hasn't any background, anything on which you could base a picture of the creation and workings of the media for which the investment was made.

Perhaps the quickest way to create a picture which will bring with it the realization of the broad use of specialty advertising is to analyze a town or city—any town or city—and then multiply by the number of groups of population of equal number, which shall include all towns and cities of every size in the country.

THE DIVISIONS OF MEDIA

In a town, for instance, the population of which is 25,000, you will usually find about 400 business concerns. Out of this number there will be about 150 advertisers, and perhaps 40 of these will use newspaper space regularly or intermittently, also street car cards, circular letters and kindred advertising. The remaining 110, almost without exception, will confine their advertising appropriations to the direct and economical specialties. And frequently, too, the other concerns mentioned will use specialties in their plans, as well as a big proportion of the advertisers large enough to have their ventures in publicly called campaigns.

Visualize that condition in every group of equal population in the United States, no matter whether the towns run considerably smaller or greatly larger, and you will get a

fair idea of the place which specialty advertising occupies at this time in the development of the country's business.

Again, you can take the \$500,000,000, which in the figures suggest nothing to you, and after deducting the amount spent for specialty advertising create for yourself another enlightening picture. The cost of space in any publication nowadays is no

inconsequential sum. It runs as high as \$15,000 for a double page, single insertion. The cost of any medium or method which must cover vast territory, runs into big figures. When you divide the total expenditure for general publicity by the average general publicity appropriation, you are made to realize that, after all, not such a great number of businesses, as compared to the number actually functioning, can contribute. On the other hand, the individual expenditure for specialty advertising is a very modest sum. Viewed in contrast, it is a very small sum. Therefore, numerous concerns—many thousands of them—contribute to the investment of the country in specialty advertising.



The point I am trying to make is this: That specialty advertising is evidently proving the best for the greatest number if we are to judge by the number of its users.

SOLVING YOUR OWN PROBLEM

You may say that what the retail merchant, the banker, the insurance agent, and others of similar importance think of a form of advertising is of no assistance to you, a large advertiser, in the working out of plans which you hope may achieve the highest degree of success. I feel that contention is wrong.

The fact that these retail merchants, bankers, and others, use advertising specialties, and in many cases have used them exclusively al-

most for from ten to twenty years, speaks more eloquently of their value than anything I could possibly say. These men are closer to the buyer than is the wholesaler, manufacturer or the agency man. They meet the buyer day after day, eye to eye and hand to hand, over the counter where he comes to spend his money for something they have to sell. The conditions, no one can deny, could not be more ideal for analyzing the efforts to influence him. There is no long range study. They know the humanness of the man with whom they are dealing. They can see in a moment the quick reaction to every effort they make. And they have learned that he is as often moved to become a regular patron or

purchaser by the dictates of his heart as by the dictates of his reason. Their aim is to get his GOOD WILL and friendship, and to create in him a feeling that his interests always will be of paramount importance. And it is because the little advertising specialty, or the beautiful art calendar, peculiarly and exclusively performs a service to bring about these results that they are so broadly used. They come in the nature frequently of a pleasant surprise; they find an intimate place about the person, desk or home; they begin at once a constant effort to bring about that happy psychological condition called "association of ideas," which is the aim of every ambitious advertising venture. And because of the circumstances of the giving of the article, of the intimacy of it, of the constancy of it, is there not a good chance of the ideal being quickly realized?

Do not assume from the above that specialty advertising is confined to the plans of the smaller advertisers of the country. It is not. It has entered into some of the largest and most successful campaigns this country ever has seen. And, as almost every exclusive advertising house in the country has, in the last two years, had to increase largely its factory space, the cards seem to say that more and more of these large advertisers are realizing the economy and directness of this media.

WHAT OF THE WASTE?

Waste in advertising is a much discussed subject. The natural tendency of the American nature is to go to the limit where money is concerned. The product placed on the market must have publicity, which means the public must be told of it even though only one-thousandth part of the public could use it. No recognition is given to the fact that in almost every case there is a limit to the sale of the product. Specialty advertising, by its very nature, takes note of that fact and works on that theory.

I can best show you how, by relating a typical experience. The buyer in this case was a company manufacturing rubber heels. It has a national market, but is not a national advertiser as the term is understood. This company might have spent a great deal of money in developing consumer demand and dealer cooperation. But it reasoned that the sale of its product was limited largely to the persons who visited shoe repair shops or retail shoe stores and the distribution of its product was lim-

A DEMAND for high-grade illustrations for the better character of booklet designing has necessitated our developing a special department for this work.

For your next booklet let us prepare your plan and dummy—the cost will be nominal.

ETHRIDGE ASSOCIATION of ARTISTS

New York Studios:
23-25 E. 26th Street

Chicago Studios:
140 N. Dearborn Street



ired to these two places of business. While an indirect program of advertising might have been successful its cost would have been high and the buying public possibly slow to respond to it. The director of advertising, after taking all facts and conditions into consideration, decided upon a direct to dealer and consumer method of publicity. He chose to eliminate any chance of his advertising falling on barren soil. He purchased 50,000 twelve-sheet calendars, fourteen inches wide by twenty inches high. A big-figured, easily-read calendar pad occupied about nine inches of the space. The advertising space at the top occupied the remaining portion of the sheet. Here different style heels were illustrated very effectively on an orange background. These fifty thousand calendars were sent to shoe stores and shoe repair shops, and they cost the rubber heel company, on an average, fifteen cents each, including distribution.

We can safely figure that each calendar is being seen every day by 25 persons. This is the equivalent of a total daily circulation of 1,250,000. Estimating 300 business days in the year, the full circulation of the calendar will figure something like three hundred and seventy-five millions.

A circulation of three hundred and seventy-five millions, at a cost of \$7,500, means a circulation of 50,000 for every dollar invested.

And don't overlook this highly important feature: Every individual seeing that advertising is interested at the moment in shoes and, in many cases, in shoe repairing.

The proprietor of the shoe repair shop, and his assistants, if any, are referring to that calendar frequently and will be influenced therefore to recommend the rubber heels advertised on numerous occasions when the subject of heels comes up. It is the same with the shoe dealer.

Insofar as waste is concerned, it is almost negligible.

MAKING SALES AT THEIR SOURCE

The advertiser has simply recognized the limitations that surround the sale of his product, and secured publicity that keeps within those limitations. It very constantly advertises his rubber heels for a long period of time.

The case of this advertiser is far from unusual. Many others whose distribution is as far-reaching are taking advantage of the economy of specialty advertising. They are analyzing conditions that enter into

marketing very closely and are not as eager to inform the public at large of the merits of their product as they are to inform the possible users only. It is not hard to understand why specialty advertising has unusual value when this close analysis is made.

Specialty advertising, in addition to having many valuable qualities in common with other forms of advertising, is alone in its ability to, unassisted, develop good will. And good will is a powerful influence to put to work.

American Safety Razor Sales Manager Resigns

Maurice Robinson, formerly of the General Cigar Co., has resigned his position as sales manager of the American Safety Razor Co. Mr. Robinson, when the former companies amalgamated, was appointed to his position by George L. Storm, who was formerly president of the Tobacco Products Corporation, of the Sweets Corporation of America, and previously with the General Cigar Co.

Hogg Is Gregory Advertising Manager

William H. Hogg has been made advertising manager of the William R. Gregory Company, Woolworth Building, publishers of the *Bakers' Review*, *Refrigerating World* and *Feeding Stuff*.

Atlantic City



80% OF THE 30 MILLION VISITORS LIVE IN THIS 500 MILE ZONE

A list of Newspapers suggested to be used in the 500-mile zone. The total circulation is nearly 2,000,000. It offers a definite newspaper campaign of approved media suitable for food advertising.

- Boston Globe
- Providence Journal
- New York Tribune
- New York Globe

- Buffalo News
- Philadelphia Public Ledger
- Pittsburgh Dispatch
- Washington Post

Green Acquires Large Interest in H. E. James Advertising Agency—Changes Are Made

Charles C. Green announces that he has acquired a very substantial interest in the H. E. James Advertising Agency, Inc., of 110 West 19th street, New York City, and, as president of the company, has taken over the complete business management. With the change in ownership, the corporate title will be the James Advertising Agency, Inc., and on or about April 10 the business will be moved to new and larger quarters, tenth floor, 450 Fourth avenue, New York. The agency was originally established in Philadelphia in 1913, but later moved to New York.

Mr. Green is president and treasurer and D. K. Colledge is secretary. Several additions to the staff have already been announced.

Mr. Green is a well-known creative advertising man and is better known to his wide circle of friends as "Charlie." Born at Kent, Ohio, he began his career as a printer's devil on a weekly newspaper. At 18 years of age he bought a drug store in his home town and has been an advertising and merchandising man ever since. Building window displays appealed to young Green. One of them attracting the attention of E. P. Mertz, of Washington, D. C., owner of a well-known proprietary article, he asked Green to come to Washington as advertising manager and in this capacity he travelled most of the United States and Canada investigating drug store and newspaper conditions.

He later organized Green's Capital Advertising Agency, which he disposed of when he went to Philadelphia as promotion and merchandising manager of *The*

North American. Mr. Green was connected with that publication for seven years. The department that he established was the pioneer in newspaper promotional work, developing systematic cooperation between the advertising department of the newspaper and its advertisers. *The North American* promotion department established a standard which has been followed by many publications. While on *The North American*, he organized and directed the National Anti-Sub-



CHARLES C. GREEN

Food Show

CLINCH your national advertising by appealing to the 60 million people, who live within a 500 mile radius of Atlantic City.

HEinZ "57 Varieties" Fame, maintains an entire Pier, at Atlantic City, to give to the 30 million visitors a visual demonstration of the uses and preparations of Heinz products.

THE International Food Show offers you the same opportunity to visualize your goods, at a fraction the cost, for three months on Garden Pier, Atlantic City.

FURTHERMORE—Mrs. Mary A. Wilson, internationally known Food Expert, will lecture twice daily on preparation of good things to eat, selecting her materials from the products exhibited.

BOOOTH rental includes, free gas, electricity, water, projection of Industrial Films, guards, and one experienced DEMONSTRATOR personally trained by Mrs. Mary A. Wilson, FREE WITH EVERY BOOTH.

ONE half the space available is already reserved.

WE offer booths in this educational exhibit, ranging in price from \$2000 to \$3000, including all necessities.

Write or wire for reservations

International Food Shows Company

Benjamin S. Crosby, Pres.

341 Fifth Ave., New York City

Phone—Vanderbilt 4136

Electric Sign Space on Garden Pier Available

Good Housekeeping magazine also offers 350,000 circulation in this zone.

Baltimore News
Richmond News Leader
Raleigh News & Observer
Cleveland News Leader

Toledo Blade
Detroit News
Montreal Star
Toronto Globe

stitution League, composed of a large number of national advertisers in cooperation with publishers, to protect advertised merchandise from substitution.

His merchandising work attracted the attention of William R. Warner & Co., Inc., distributors of such well-known drug store merchandise as Sloan's Liniment, Sanatogen and Formamint. He served with this company as merchandising manager and later assumed the advertising direction of Richard Hudnut, perfumer. From this work he went to the H. E. James Advertising Agency, Inc.

Moscovics Now Promotion Manager of California Concern

George L. Moscovics, formerly advertising manager of the Mitchell Motors Company, of Racine, Wis., has accepted a position as promotion manager of the Frawley Motor Company, of San Francisco.

Elmer Apperson Dead

Elmer Apperson, of Kokomo, Ind., a pioneer automobile manufacturer, formerly president of the Apperson Motor Car Company, was stricken with apoplexy while watching an automobile race at the Los Angeles Speedway on Monday and died a few minutes later. He was 58 years old.

Joseph P. Day Appoints Advertising Manager

Arthur K. Mack, for several years real estate editor of the New York *Herald* and managing editor of *The Record and Guide*, this week was appointed manager of the advertising and publicity department of the Joseph P. Day organization.

Demand for Package Goods Increasing —Investigation by Harvard Research Bureau Shows More Branded Goods Being Sold

Some facts revealed by an investigation made by the Harvard Bureau of Business Research, showing how the sale of package and branded goods by grocers has increased since 1918, are contained in the following paragraphs reprinted from *The Popular Storekeeper*:

During the war there was a lot of talk about buying bulk goods and it was suggested that if people would buy their groceries in bulk instead of "fancy packages" there would be a great saving in the cost of things. Self-elected reformers and some of the Government Food Commissioners condemned the "ridiculous practice" of buying flour, sugar,

cereals, crackers, etc., in cartons instead of in bulk.

To ascertain to what extent people were influenced by this campaign the Harvard Bureau of Business Research made a careful and painstaking inquiry. The report of this investigation, which included a great many communities in different parts of this country, showed that prior to 1918 the stores sold 80 per cent of their flour in packages; since 1918 the percentage of flour sold in regular packages has materially increased, many stores handling no bulk flour.

Before the war 38 per cent of the grocers sold sugar only in bulk, since 1918 only 6 per cent of the stores sold bulk sugar exclusively. In the early part of the war only 15 per cent of the grocers sold package sugar exclusively,

but since 1918 over half the stores have sold nothing but package sugar. None of the grocers now sell breakfast foods entirely in bulk and nine-tenths of them said they could not sell anything but package goods in this line. Before the war 7 per cent of the grocers handled only bulk crackers; in 1918 there wasn't a single grocer who reported that he sold bulk crackers exclusively. Before the war 12 per cent of the storekeepers sold package crackers exclusively; since 1918 the reports show that 40 per cent handle no crackers except in packages.

Along with the increase in the quantity of package goods sold, there has been a large increase in the quantity of branded merchandise carried. Most of the grocers stated that there had been a growing tendency among their customers when ordering goods to specify the brands which they prefer. Before the war 15 per cent of the grocers handled butter only in bulk. Since 1918 every store carried package butter and over three-quarters of them sold butter in packages exclusively.

Two National Advertisers in Law Suit

The Inland Machine Company, St. Louis, recently entered suit against the Wagner Electric Manufacturing Co., also of that city, for damages of \$72,000 in a controversy over the completion of a war contract.

Western Advertising Company Contracts for Bus Advertising

The Western Advertising Company has secured the franchise for the car card advertising in the newly started Missouri Motor Bus Line. Interests which are practically the same as those behind the agency operate the line under the name of the Hill Street Railway Advertising Company.

Oversold—Cancels All Advertising

The Koken Barber Supply Co., which makes K-D-K products, and is the largest concern of its kind in the country, has canceled all advertising, claiming to be already oversold for the year.

Ralph W. Thomas Dies

Ralph W. Thomas, fifty-eight years old, former state Senator and editor and proprietor of *The Suffolk Times*, died suddenly last week at his home in Greenpoint, L. I. He was a member of the New York bar, served as chief examiner on the State Board of Regents, and for more than twenty years was professor of public speaking and English in Colgate University. He served three terms as representative of the 37th District in the state Senate and two years as Commissioner in the State Tax Department.

Oldsmobile Appoints Sales Manager

Charles A. Tucker, well known in the automobile industry for the successful organization that he has built up as the Nebraska-Oldsmobile Co., at Omaha, has been called to the factory to assume charge of all Oldsmobile sales as general manager of the Olds Motor Works, Lansing, Mich. Mr. Tucker succeeds P. L. Emerson, who recently resigned.

Bowman Succeeds Weitechat

Arthur C. Bowman has been appointed city editor of the *Detroit Free Press*. He was formerly night city editor, and succeeds H. O. Weitechat, who resigned, to become editor of the Maxwell Motor Company house organ, published in Detroit.



A TRILATERAL PROPOSITION

THERE are three sides to the Cover Paper proposition which must be given careful consideration.

YOUR SIDE: Is it suitable for the purpose contemplated? Is it made in the size, weight and color you require? Is the price within your apportionment?

THE PRINTER'S SIDE: Is the stock one that prints, embosses and folds successfully? Is it carried by a nearby jobber? Is it a standardized paper that can be duplicated at any time, or merely sporadic production?

THE PROSPECT'S SIDE: Is it an expensive paper? Is the quality and stability of the firm reflected in the character of its printed matter? Is the cover going to "stay with" the catalog as long as the catalog is in use?

The satisfactory answer to most Cover Paper problems is "Dexter's Princess." You should have a Sample Book and an EXTRA house organ. Please write for these on your business stationery.

C. H. DEXTER & SONS, Inc.

WINDSOR LOCKS

CONNECTICUT

Appointed General Manager of Saxon Motors

Harry L. Bill, formerly with the Win-ton Motor Car Company, of Cleveland, and the Chalmers Motor Company, De-troit, has been appointed vice-president and general manager of the Saxon Motor Car Corporation, Detroit.

Prentiss Sales and Advertising Man-ager of Johnson Co.

Don C. Prentiss, formerly assistant gen-eral sales manager of the Packard Motor Car Company, Detroit, is now general sales and advertising manager of the Will-iam R. Johnston Manufacturing Com-pany, Chicago.

Lewis-Hall Appoint Western Sales Manager

J. B. Meers has been appointed west-ern sales manager for the Lewis-Hall Motor Corporation, Detroit.

Contemplate Starting Newspaper in Grand Rapids

Plans for starting a daily newspa-ber will be discussed at Grand Rapids, Mich., April 1, by Rev. Stephen Byron Dexter, superintendent of the Internati-onal Christian Truth Society, and Pro-fessor Samuel Volbeda, of Calvin The-ological School, before a gathering of churchmen from all parts of the country. The publication, it is expected, will fol-low the lines of the *Christian Science Monitor*.

LeFevre Will Direct Tower Truck Sales

William G. LeFevre, for several years special representative of the Kelly-Spring-field Motor Truck Company, has resigned to become general sales manager of the Tower Motor Truck Company, of Green-ville, Mich.

Cudahy Heads Sinclair Refining Co.—Federal Advertising Agency to Handle Account

Joseph M. Cudahy, former president of the Cudahy Packing Company, has suc-ceeded W. H. Isom as president of the Sinclair Refining Company, the refining and marketing subsidiary of the Sinclair Consolidated Oil Corporation. Cudahy, who was vice-president of the Sinclair Refining Company, recently returned from France where he formed a company for the distribution of fuel oil.

The Federal Advertising Agency has been appointed to place the advertising of the company, and farm papers, trade papers, export publications and newspa-pers will be used. W. R. Patten is man-ager of advertising and publicity; H. F. Wilkins, vice-president and general man-ager; J. R. Murray, secretary, and J. Fletcher Farrell, is treasurer.

A House Organ Carries "Inspiration" to Consumers

The clothing firm of Henry Sonneborn & Company, makers of Styleplus clothes, are using *Inspiration*, the house organ of the Adpres, Baltimore, Md., edited by Jerome P. Fleischman, as a part of their good will advertising. *Inspiration* is a little ten-page monthly magazine that does not talk about Styleplus or any other brand of clothes, but preaches optimism, cheeriness, happiness, and contentment. It is being used by Henry Sonneborn & Company because these are the things that the firm wants to tie up with the name of Sonneborn in the consumer's mind.

"Brass Tacks"

Employers' Relations with Employees

Isn't This The Answer?

By WILLIAM H. RANKIN
President, Wm. H. Rankin Company

There are two kinds of efficiency in business organizations.

One kind is the product of voluntary co-operation; the other is the product of involuntary or passive co-operation.

One kind is *really* efficient; the other *seems* to be—until you get behind the scenes and scrutinize results.

One kind is the working process of an organization of thinking, willing, contented, interested people whose efforts are marked by initiative.

The other is the working process of an organization of machine-like precision, but also machine-like, if not dis-interested, effort.



In the Wm. H. Rankin Company there is room for only the one kind of efficiency.

Study this company's work; talk with its customers about results; and you will know that it is a workable sort of efficiency,—the sort of efficiency which, when translated in terms of work pro-duces the high character of service for which the Wm. H. Rankin Company is noted.

For example, it brings from this Company's customers letters, like the following, recently received from Mr. G. U. Radoye, Director of Advertising, The Haynes Automobile Co., Kokomo, Ind.

"The Haynes Automobile Co., is now entering upon its seventh year of association with the Wm. H. Rankin Com-pany, we must say we feel that you fulfill to the highest possible degree the ideal relationship between the advertiser and the advertising agency.

"You are as much a part of our organization as our Sales or Advertis-ing Department, and every department of your business in New York or Chi-cago is headed by efficient men, anxious to handle our advertising and merchandising problems efficiently."



The efficiency of the Rankin Com-pany is the product of the voluntary co-operation of thinking, willing, con-tented, interested workers,—workers who are always brimming with enthus-iasm and initiative for the best interests of the Company and its customers.

Straws show which way the wind blows—and even such a relatively un-important thing to the outside world as a letter from one of this Company's employees shows the direction of indi-vidual interest.

The following letter was received just a few days after the first of the year, from a man in the Rankin Company's print shop. Read it—it is illuminating:

"I thank you very much for your New Year's card with its many good wishes.

"After receiving so many gifts and cards from your company, I feel it is my duty *for once* to express myself.

"After working over 1,000 nights in the printing office, I find it a real pleasure and an honor to be a member of your organization.

"The principals not only appreciate every individual's work and effort, but understand how to bring out the *very best* in each man.

"My New Year's resolution is to work harder than ever—every minute, every hour and every night.

"In this time of unrest and discon-tent, mutual distrust and recrimina-tions, you can be proud of not only having the best advertising organiza-tion, but a contented and united organization, where every member is thankful and happy.

"Thanking you for all your kind-ness, I am"



This letter breathes the very spirit of the Rankin organization.

It is the sort of spirit making for an efficiency that our customers are glad to get and we are proud to give.

And just as the writer of this letter implies when he says, "In this time of unrest and discontent, mutual distrust and recriminations, you can be proud of not only having the best advertising organization, but a contented and united organization, where every member is thankful and happy"—we are impelled to ask—

Isn't this the answer?



We are very glad to be enabled to offer to advertisers the services of an organization of this sort.

We should like to discuss with you how this organization could help you in your advertising and selling problems.

We have complete advertising organi-zations in both New York and Chicago, with branch offices in Washington, D. C., Los Angeles and San Francisco, making our service national in every respect.

Write, wire or telephone to the Wm. H. Rankin Company, 50 Madison Ave., New York City, N. Y., 'phone, Madison Square 1815.

Wm. H. Rankin Company

WILLIAM H. RANKIN, President WILBUR D. NESBIT, 1st Vice-Pres.
H. A. GROTH, Treasurer ROBT. E. RINEHART, 2nd Vice-Pres.
MYRON C. PERLEY, Secretary
Associated with Chas. F. Higham, Ltd., London, England

50 Madison Ave., New York—Telephone Madison 1815

CHICAGO • WASHINGTON • LOS ANGELES • SAN FRANCISCO

Established 1899

Building A Complete Technical Sales Campaign

(Continued from page 6)

as well as in the technical and trade fields.

AN ILLUMINATING CHART

The chart especially reveals some of the effects of the magazine advertising which are not at once apparent. For instance, the salesman in approaching a machinery manufacturer naturally go to the engineering department, purchasing department and sales department. However, they are seldom able to see all of these men and there are other departments with whom the salesman can never come in contact. The advertising has, as shown by the chart, reached in "through the lines," so to speak, and has gotten to every man in the machinery manufacturer's organization from the general manager down, and has implanted the idea of Lincoln motors in his mind regardless of whether he desired to receive it or not. What is of more importance, this advertising has gone out to the 268,000 plants which use machinery and has carried the idea that Lincoln motors are good motors to the minds of the general manager, engineers, purchasing agents, superintendents, electricians and even to the foreman and workmen themselves, who are not by any means the least important factor in the sale of motors.

Whether the machinery manufac-

turer is influenced direct by Lincoln advertising or not, he is bound to be influenced by the fact that the plants which use his machinery know Lincoln motors, speak favorably of them and often request that machines be furnished with them.

Still another effect of the magazine advertising is upon the outside experts, such as engineers, architects, etc., and there is evidence to the effect that these men have been converted not only by the advertising itself, but by the demands which come to them for information on Lincoln motors.

THE RESULTS

Now, as to the general results secured by Lincoln advertising. There has been no particular attempt to trace the actual results in specific sales from specific inquiries, but what has been watched more carefully is the general effect upon the sales and sales force and the effect upon the position of the company in the industry and the following are the facts regarding this.

The Lincoln Company is practically always counted as one of the several manufacturers of large motors from whom bids must be secured in order to have a complete showing. In other words, Lincoln motors are considered as one of the standard which in itself is the most vital thing.

The salesman are no longer asked

"Who is Lincoln?" The buyer knows from the start what firm they represent and he has at least an idea of the responsibility of that firm, which formerly required five or six months of the salesman's time to establish, if indeed, he could do it at all.

Many large manufacturers of machinery have standardized on Lincoln motors and in their own advertising feature the fact that their machines are equipped with motors which "fit the machine." Other manufacturers readily accept these motors as one of the standard motors and offer it to their customers as one of the few makes from which to choose.

There, of course, have been other effects from the advertising, such as would naturally be expected and effects with which every advertising man is familiar, such as the standardizing of selling efforts along certain lines—the high morale given to the sales force, etc.

There is just one rather unusual effect which may be of interest and that is the fact that advertising has lessened by a great deal the amount of repair service which the company has to render on its motors, regardless of the fact that there are many times as many motors in service as there were when the advertising commenced.

The facts of this seem to be that when trouble was experienced with a Lincoln motor, the workman at once jumped to the conclusion that it was the motor, because they did not happen to know that particular make of machine. Consequently, they would at once call an expert to find the trouble, without looking to see whether the motor had even been oiled.

Today it seems that when something goes wrong with a Lincoln Motor, the workman feels that it might possibly be a fault of his own and is more careful about reporting trouble until it is actually known to exist.

Another most interesting effect has been upon the sale of Lincoln Arc Welders, a special apparatus, made by the same company, but this is another story and space will not permit going into it at this time.

Former Reo Advertising Manager With "New Way"

F. L. Waite has been made assistant sales manager in charge of advertising of the "New Way" Motor Co., Lansing, Mich. Waite until recently was advertising manager of the Reo Motor Car Co., which position he held for seven years.

INDIANAPOLIS

has highest retail per capita buying power in country. There's hardly a family in the city who doesn't read *every evening*

THE INDIANAPOLIS NEWS

First In America In 3c Evening Field

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Building

USE NEWSPAPERS ON A THREE-YEAR BASIS

WORLD'S ADVERTISING CONVENTION, JUNE 6 to 10

A Courteous City!

INDIANAPOLIS is not the largest city in the world. It may be only third in the hog packing industry. In automobile manufacture it is second, though first in quality car production. It may be only fifth in the publishing business. But it is a *courteous* city. They say "Thank you" in Indianapolis.

This is only natural. Indianapolis is the center of population. More cities of over 30,000 population can be reached in a night's ride from Indianapolis than from any other city in the country. Indianapolis is a *selling* city. It has the selling idea. It is therefore courteous.

Come to the World's Advertising Convention of Associated Advertising Clubs of the World at Indianapolis, June 6 to 10. You can find out about Indianapolis and its possibilities. You can also find out a lot of things about advertising and selling at this great *brass tacks* business convention.

This advertisement published by 1920 Convention Board, The Advertising Club of Indianapolis.

INDIANAPOLIS



"Of Course the Farmer Reads in Summer!"

"Therefore, Why Not Summer Advertising?" Asks a Farm Paper Publisher

By S. E. LEITH

New York Manager, Associated Farm Papers

ALL this doubt about the farmer reading his trade paper during the summer—the season in which he most needs its assistance—is ridiculous. That is my belief, and I can

give a list of names of summer advertisers as long as my arm to prove that there are plenty of sound, sane, solid business men who are backing the same belief with their money.

FORTIFY YOUR PRESENT MARKET AGAINST FUTURE COMPETITION

And be ready for the period that is rapidly approaching when the supply of goods in many lines will exceed the demand, when competition will be keen again, and when manufacturers will have to do more than quote prices.

OUR PREMIUM SERVICE TAKES CARE OF THIS SITUATION

IT IS "GOOD-WILL ADVERTISING"

It insures continuous buying on the part of the consumer, because he receives a direct monetary return for money expended. Quality and price being equal he will insist on such brands.

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

The following firms that we serve are a few that may be referred to:

The Nestles Food Company
Lever Brothers Company
The J. B. Williams Co.
Foulds Milling Company
Federal Snap Fastener Corporation.

If you have a trade-mark product, write or 'phone.

THE PREMIUM SERVICE COMPANY

50 and 52 Franklin Street, New York, N. Y.

ESTEN W. PORTER, President and General Manager

F. W. HUTCHINSON, Sales Manager

Telephones—Franklin 1130-1131

What kind of men are supposed to be farmers? Few Easterners realize that there are more honest-to-goodness business men on the farms than are to be found in any other one walk of business life in America.

Many Eastern advertisers seem to judge the farmers of the United States by what is seen when one goes into the wilds of Maine for a summer vacation.

But they don't judge the business of Manhattan Island by the few Chinamen found in Mott street, or what prevails along Third avenue.

Why judge the farmer of the United States by what is seen in a few Eastern States, where the average value of all farm property runs from \$3,330 in Maine to \$1,995 in Georgia? Why not think of the farms of the West where the average value of farm holdings is really representative?

As in California where they reach \$18,308; Iowa, where they stand at \$17,250; Nebraska, at \$16,038; Illinois, at \$15,505?

In most of the Western States, the farmers can sell out and move away with more actual cash than the average man doing business in Manhattan would have if he were forced to sell. Is it likely that farmers of this type disregard the value of reading in the summer months?

According to the 1910 census figures, there are 50,135 farms in the United States, containing more than 1,000 acres of land. Of this number there are only 1,228 in the whole of New England, New York and Pennsylvania. It requires a business farmer to make a success of a thousand acres or more.

50,000 BUSINESS FARMERS

What do you suppose these 50,000 business farmers think of as they go about their work; as they sit hour after hour on the mowing machine, reaper or tractor? Is it not fair to think that they are planning for the investment of the money that is going to come through their crops?

They are vitally interested in these crops, and, for that reason, you will find them spending part of their noon recess reading over the farm paper, which tells them just what to do at that time with that particular crop.

Of course they read in summer!

Many space buyers seem to feel that June, July and August are the hardest months of outdoor work. Starting down South and coming North, one will find that the farmers are quite as much overtaxed during the months of March, April and

May, when they are compelled to do the hard work of preparing the soil for the crops. In June, July and August, farmers get a little lull in heavy work, between the time of planting and harvesting the crop.

Why not summer advertising to attract them then?

What about the important fall work and the supplies it demands—plowing, harrowing, disking, fertilizing and seeding supplies? When will the farmer be influenced by the advertisements of those essentials if he does not read during the summer months?

And then for the non-agricultural advertiser, what about the fact that all through the summer months the farmer is making frequent trips to the market with perishable crops, vegetables, fruits, poultry, eggs and butter? Then he has the money and that is just the time an advertisement in his favorite farm paper may be the suggestion needed to make the deal.

The farmer cannot afford not to read in the summer time: Why there is more real, live, up-to-the-minute, strictly timely news in one summer issue of these farm papers than you will find in a whole month of the winter.

Can it be possible that the farm women, whom it is most essential that the advertiser reach, do not read the farm papers in summer time for their canning recipes, fashion notes, items of interest about their flower gardens and their fall house cleaning?

Here are a few leading advertisers found in the issue of one farm paper of July last year:

Several firms that sell limestone.
Seedsmen who sell fall seeds.

Stove manufacturers, who do their heaviest advertising in July, August and September, so that they will be there when wanted for cold weather.

Paint manufacturers who believe in advertising when farm buildings are dry and their product can be used to advantage.

Big packing and food concerns.

Axle grease manufacturers.

Automobile makers and manufacturers of allied products who sell very heavily to farmers through summer advertising.

It is acknowledged that the farmer does less writing during the summer months than he does in winter, but I do not believe that his interest in publications slackens up, or that he slackens up on anything pertaining to the advancement of his business—which is farming.

Cleveland Publishing House Holds Convention

The annual convention of the business and editorial representatives of the Penton Publishing Co., Cleveland, was held at Hotel Statler, Cleveland, March 19 and 20. John A. Penton, president of the company, presided, and about 100 representatives, including those in branch offices in New York, Chicago, Pittsburgh, Washington and Boston were in attendance. The first day was devoted to a discussion of problems related to advertising and circulation, and on the second day editorial work and policies received attention. The get-together meeting of the Penton family closed with a banquet, a feature of which was the presentation of prizes for promotion work. The Penton Publishing Co., publishes several trade

journals, including *The Iron Trade Review*, *The Foundry*, *The Daily Iron Trade and Metal Market Report*, *The Marine Review* and *Power Boating*.

Mrs. McCormick's Beauty Cream

Advertising orders are being sent out to newspapers for Mrs. McCormick's Beauty Cream by the Chambers Agency, New Orleans.

Frailey Has Five New Accounts

New accounts now being handled by The Frailey Advertising Company, Youngstown, Ohio, are The General Insurance Agency Company, The Industrial Securities Co., The John Brenner Jewelry Co., The Sharp Lumber Co., and The Youngstown Pressed Steel Co.

SYSTEMS BOND

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



The Silent Salesman

Business letters are considered the silent salesmen of the world.

A business letter on a grade of paper that does not come up to the mark is like a salesman who is dressed in shabby or neglected clothes.

A salesman who is dressed in shabby or neglected clothes and a letter on a poor grade of paper may have some selling power but their results will not be as good as if the salesman was neatly dressed and the letter was on paper that would be a credit to any firm.

SYSTEMS BOND will make your letters look better.

A request on your letterhead brings samples.

EASTERN MANUFACTURING COMPANY

General Sales Offices :

501 Fifth Avenue

::

New York

Mills at Bangor and Lincoln, Maine

Big Ad Campaign to Win Millions for New York University

CONFIDENT that the young men studying advertising at New York University are fully qualified to put their knowledge into action, the authorities of that great institution have placed into their hands the conduct of an advertising campaign to be inaugurated within the next few weeks for the purpose of "paving the way" towards obtaining a \$6,450,000 endowment. From plan to copy the work will be carried out by students—young men, however, who in the majority of cases are engaged during the day in advertising lines. For some time back, Professor George Burton Hotchkiss, head of the Department of Advertising and Marketing, has persistently advocated that the University advertise its needs, and it is due to his efforts that the trustees appropriated a sum of considerable size.

NEWSPAPERS TO BE USED

Through the Blackman Company, it has been decided, to spend the greater portion of the money in newspapers, and a smaller amount in lithographed window cards. A series of advertisements, 3 columns by 12 inches high, will run for six weeks in four New York morning papers—*The Times*, *Tribune*, *Sun* and *Herald*, and *The World*. To get the maximum results from the news-

paper work a set of three placards similar to the Liberty Loan, War Stamp and Community Service cards, will be displayed in the windows of over 2,500 merchants. Backing this advertising will be the word of mouth recommendation of over 10,000 students and an even larger alumni. To carry out the plans a group known as the New York University Endowment Fund Advertising Department has been formed. Finley Shepard and James Abbott, as council members, are at the head. George Burton Hotchkiss is chairman of an advisory committee on which are: John Anderson, Bruce Barton, Oscar H. Blackman, James P. Mooney, Bruno V. Randolph, J. Frank Smith and Harry Tipper.

The Students Executive Committee which is composed of eleven men with practical experience in advertising work is as follows: Otto Kleppner, chairman; Wm. H. Schleicher, secretary; A. W. Morrison, W. B. Parsons, J. Louis Meyer, Ralph Rosenthal, Ralph N. Hamilton, J. A. Frank, Sol L. Goldberg, Fred T. Koch and George Roosevelt.

Organized in this manner, all efforts will be directed towards making the public realize the vital part that the University plays in the civic welfare of the great metropolis, and

the importance of its needs. New Yorkers will actually have to be told where the colleges are, for how many know? They will be shown how the nine colleges span the city, touching at four points: University Heights, Washington Square, Bellevue and in Wall Street at Trinity Church, and how they fill the city's demands by educating over one-quarter of those who seek college training. The schools where preparation for work, ranging from Commerce to Medicine is available, will each be described and the identity of New York University will be made clear throughout. Many people, it appears, not only are not acquainted with the location of the big organization, but have a vague conception that wherever it is, it is associated with the State or the City College of New York. The fact that the colleges are coeducational will also be brought out. That over 500 students desiring education have been turned away from the University's doors on account of the lack of space and teaching facilities will be emphasized. And finally how the money will be applied to the immediate needs is to be carefully explained.

HISTORIC ANECDOTES A FEATURE

Institutional copy of this type will be made interesting by "playing up" features of the University's life. This will be accomplished largely by anecdotes of a historic nature. It will be related how John Jacob Astor, Robert Hoe, George Griswold, and others, by subscribing to the first endowment fund were instrumental in founding the democratic institution, how Morse perfected the telegraph within its walls and the manner in which Draper discovered the science of photography there. The story of the Hall of Fame and similar themes will all prove interesting to newspaper readers. A slogan will be carried through the campaign, and the corporate seal will be displayed in each advertisement according to present plans.

The advertising is not expected to bring direct results, but is intended to help the campaigners who will follow up the advertising in concerted effort. Civic pride once awakened, every liberal minded man and woman will do his share in contributing to a most splendid cause.

15,000 Inches About Rotary

• During the last week of February, designated as Rotary week in celebration of the fifteenth anniversary of Rotary, 15,000 inches of publicity was given to this organization by the newspapers of United States and Canada in editorials and pure reading matter.

• An organization which can command such a large amount of unpurchasable publicity must be composed of men whom it would be worth-while to know and to do business with. You can reach these men thru

THE ROTARIAN

The Magazine of Service

Published Monthly by the International Association of Rotary Clubs

U. S. A. Edition
WILEY W. COCHRAN, Editor
100 East 17th St., New York

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

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

Subscription price: \$1.50 in U. S. A. and Cuba; \$1.75 in Canada; \$2.00 in all other countries.

Member Audit Bureau of Circulations

"Drug Topics" in New Quarters

The business and editorial offices of *Drug Topics*, "the national magazine of the drug trade," have been moved from 80 Fulton Street to the Evening Mail Building, 25 City Hall Place, New York.

Ramsay Addresses Advertising Students at New York University

Robert E. Ramsay, director of sales promotion and advertising for the American Writing Paper Co., addressed students of advertising at New York University, Wednesday of last week on the subject of "Direct Mail Advertising and House Organs." Mr. Ramsay's lecture is part of a series which has been arranged by Professor Hotchkiss. S. E. Leith, New York manager of the Associated Farm Papers and vice-president of the New York Advertising Club, recently spoke on "The Farm Market and How to Reach It." In the near future Carl Hunt, director of the Extension Division, A. A. C. W., will talk on "Truth in Advertising," and Maurice Switzer, advertising manager of the Kelly-Springfield Tire Co., will make his subject, "Humanizing Advertising."

Two Accounts for Campbell-Ewald in New York

E. St. Elmo Lewis, vice-president and eastern manager of the Campbell-Ewald Company of Detroit, announces that among the accounts recently received by the New York office is that of the Industrial Extension Institute, an organization which handles a course of instruction in factory and industrial management, and the Walter Kidde & Company, construction engineers of New York City.

Newspaper Group Acquires Paper Mill

The Watab Pulp and Paper Company of Sartell, Minn., located on the Mississippi River about sixty-five miles from Minneapolis, has been acquired by a stock company of which David E. Town, general manager of the Shaffer Group of Newspapers, is president. A new incorporation, it is understood, will shortly be made, changing the name to the Watab Paper Co.

Atlas Cement Appoints Sullivan to Direct House Organs

Edwin L. Sullivan of the Atlas Portland Cement Company has been appointed to take the place of J. M. Armstrong in the production of the company's three house organs: *The Atlas Almanac*, *The Contractor's Atlas*, and the *Atlas Circle*. Mr. Sullivan is an active member of the Junior Advertising Club of New York, being chairman of the publicity committee and a member of the executive council.

Granby Phonograph to Be Advertised

The Granby Phonograph Corporation, Norfolk, Va., will advertise their phonograph extensively under the trade name, Granby, and through the Philip Kobbie Company, Inc.

"Field & Stream" Places Advertising With Agency

An advertising campaign for *Field & Stream*, national outdoor magazine published in New York, will be directed by the Lamport-MacDonald Company of South Bend, Ind., according to a recent announcement.

The Lamport-MacDonald Company has also been awarded the account of C. G. Conn, Ltd., Elkhart, Ind., manufacturers of band instruments.

\$600,000 to Be Spent Advertising Grape Syrup

The Golden State Products Company, through Emil Brisacher, advertising engineer in San Francisco, will launch within the next few weeks a national advertising campaign in which more than \$600,000 will be spent in advertising a grape syrup. George H. Kegg, a San Francisco commercial artist, was awarded in competition the art work which is to include eighteen full pages in color.

Direct by Mail Specialist Heads Million Dollar Firm

H. P. Didriksen, direct mail sales specialist, has severed connections with the Templar Motor Corporation of Cleveland, Ohio, as director of fiscal advertising, to devote his entire time to the promotion of the Kentucky Tire &

Rubber Association, a million dollar corporation of Louisville, Ky., of which he is president. Construction of the company's factory will begin within sixty days which will be devoted to the manufacturing of Blue Grass Kord Tires.

Clelland Becomes Advertising Manager of Sacramento "Union"

J. M. Clelland, formerly on the advertising staffs of several Northwestern newspapers, has become advertising manager of the Sacramento *Union*. The *Union* was recently bought from John Craig by Ben S. Allen, who had been editor of the *Union*. S. M. Miles, formerly advertising manager, has been appointed business manager to succeed Craig. S. Mervin, formerly assistant advertising manager, has been made circulation manager.

To Readers of Advertising & Selling:

Advertising men invariably are interested in every issue of LIFE because it is the exponent of more new thoughts, pictorial and text, than any publication.

This is the reason for its high power reader interest and high power advertising value as proven by results advertisers receive from LIFE.

Readers who not only believe in LIFE but have the means if you have the merchandise.

Can we offer more?

Watch LIFE!

Geo. Bee. Arc

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicag

HELP WANTED

A large manufacturing plant, located in New England, needs services of two bright young men; one to handle details of production of advertising material, the other to assist in creative work principally. Fair salary to start, good opportunities. Address with full details, salary desired at start. Box 273, Advertising & Selling.

Will pay cash for small, well-equipped advertising agency. Address Box 272, care Advertising & Selling.



The Men and Women Who Make Our Mediums

(Continued from page 16)

nold is the better man, for at least he had courage, thought he had a grievance and risked his life on the event. 'I believe this with my whole heart and have no choice.'

No further words of mine are necessary. He is not content with feeling these things himself—he must pass them on to the rest of us who need them sorely. To the youth, aged and elders, of America he has been striving to inculcate in us a great knowledge, and thorough knowledge: love of America.

Hear what he told his writer friends on this subject some time ago.

ANTIPATHY TO HISTORICAL "SOP"

"Don't you think that, in these formative years, it would help a little if the American people had their interest revived in America's past—in the men and deeds that have built up the nation now entrusted to our hands? Would this not help build up the nation's morale? Native-born Americans have reacted against the sugar-coated school histories. Yet even the most sophisticated of us can get inspiration from America's past if rightly presented. And our foreign-born, God knows, are too little familiar with our country's history and traditions.

"We know the years following the war will be a critical stage in our country's development. Won't there be need of every possible factor working toward good?

"How much educative and propaganda power do you credit to fiction

stories? They seem to me a tremendous force for good or evil, and one that is too much overlooked. If you try to preach to a man—well, most people don't like to be preached to. But tell him a story. He likes stories. And he listens in a non-argumentative frame of mind. You can tell him lots of things in a story that he wouldn't listen to in any other way.

"There is the whole case. Don't you see decided value and service in writing fiction stories that make readers more familiar with the past that is part of our future; that give them good traditions and good examples to live up to; that show how our civilization has been hewn out of the wilderness and that a thing worth such blood and sweat is worth maintaining and bettering?

"Recently a writer wrote me he liked *Adventure* because it was the only magazine with the policy of presenting in its stories the development of America. For years I'd particularly sought stories of America's past, as you know, but it took that letter to make me see the full possibilities.

"*Adventure* is not going to change its character and it will keep on buying all the kinds of stories it has been buying, but from now on it will do its best to set forth, in fiction, the development of America. It wants the "making of America" stories. And America has been making for at least 400 years and in many thousands of ways.

"Not fiction made dull with history, but history made interesting, alive and inspiring through fiction. Not history decimated to mere color, but, so far as it is used at all, accurate and illuminating."

"By their deeds shall ye know them"—so by Arthur S. Hoffman's intense Americanism, by his ability to get close to people, he has built up a medium that has done its very great "bit" in welding many people together, all over the world.

If a man may be said to be known by the company he keeps, then Arthur Hoffman is a many-sided person, and just so much as he imbibes the good qualities of those he knows so intimately by reason of his editorial position, just so much more he is enabled to give of himself to those people the good that is in him.

For the rest, he lives in White Plains, N. Y., and when he can steal a moment from his multitudinous duties he loses himself in the great romance and adventure that is found on his little farm, in digging into Mother Earth and making things grow out of her.

"SAIL-ME" Airplane



Flies gracefully as a bird and does the stunts of an expert aviator.

"Sail-ME" Airplanes are the biggest little things of the year in the advertising novelty field. Mails flat in an envelope—easily and quickly assembled.

Send 15c. for sample—quantity prices very low.

Your advertisement printed on the wings of the plane makes a very unique, attractive and effective advertising novelty.

C. J. VAN HOUTEN & ZOON

Distributors

NEW YORK

CHICAGO

Agnes Carroll Hayward to Specialize on Food Advertising

Agnes Carroll Hayward, former food expert, copy writer and member of the plan department of the J. Walter Thompson Co., in Chicago, has opened an office at 6 North Michigan avenue, in that city, to specialize on food advertising and women's accounts. Mrs. Hayward is known for her work on the Libby, McNeill & Libby and the Swift advertising. She is also doing magazine work, her articles appearing in *Woman's World*.

St. Louis Trade Press Elects Officers

At the annual meeting of the St. Louis Trade Press Association, held recently, at the American Hotel, the following officers were elected for the ensuing year:

Michael Levy, *The Drygoodsman*, president; George J. Shulte, *Interstate Grocer*, vice-president; H. S. Tuttle, *Furniture News*, treasurer; Hugh K. Taylor, *Lumber*, secretary. It was voted unanimously to hold monthly meetings hereafter and in line with suggestions made by President Levy, to cooperate more closely and actively in the future in promoting the commercial and industrial interests of St. Louis and its trade territory.

Advertising Agency Adds to Board

A change in the board of directors of the Lamport-MacDonald Co., South Bend, Ind., has been announced by W. K. Lamport, president of the company. H. W. Fox and A. R. MacDonald, both well known in advertising and journalistic circles, are new members of the board. Mr. Fox has been appointed treasurer of the company.

Mr. MacDonald joined the Lamport-MacDonald Co., upon his return late last summer from France where he served as a first lieutenant of infantry. Mr. Fox has been in charge of the copy department of the agency for the past two years.

A New Foreign Advertising Agency

William Kennedy, formerly advertising specialist with Critchfield & Co., Chicago, is now president of a recently incorporated company, bearing his name. The agency which is located at 208 So. La Salle Street, Chicago, will specialize in foreign merchandising and advertising.

Music Merchants Enter New York With Former Advertising Man as Secretary

C. L. Dennis, formerly engaged in the advertising business, and who is now secretary of the National Association of Music Merchants, has closed the organization's office in Milwaukee, and established headquarters on Thursday with the Music Industries Chamber of Commerce, 105 West 40th Street, New York.

Hopkins Represents "American Architect"

Stephen V. Hopkins, formerly advertising representative of the *Metropolitan* magazine and the *Textile World Journal*, has joined the resident advertising force of *The American Architect* in New York.

Mayers Dealer Service Appoints Production Man

The J. R. Mayers Dealer Service Co., Inc., announces the appointment of W. W. Carter as production manager. Mr. Carter was formerly a manufacturer and publisher of advertising post-cards, and more recently associated with Sackett, Wilhelms Corporation.

"Pacific Laundryman" Moves to San Francisco

The publication office of the *Pacific Laundryman* has been moved to San Francisco in order to be closer to the center of the Pacific Coast territory which it serves. Its former headquarters were at 504 McCrary Building, Seattle. The new quarters are at 339 Pacific Building, San Francisco.

Founded in Seattle in 1914 by Albert G. Stamm, its present editor and publisher, the *Pacific Laundryman* has con-

stantly grown in importance and prestige as the official organ of the various state Associations of the Pacific Coast, Western, Northwestern and Southwestern states, and as such has furthered the progress of organization among the laundry owners of the West Coast. In the move to San Francisco the *Pacific Laundryman* plans to aid in the organization work for the big convention of the Laundry Owners' National Association, to be held in the Golden Gate metropolis, October 11 to 16.

Charles C. Green

has acquired a very substantial interest in the H.E. James Advertising Agency Inc., 110 W. 19th St. and has taken over the complete business management.

On account of change in ownership the corporate title will be changed to the
JAMES ADVERTISING AGENCY
INCORPORATED

On or about April 19th new and larger quarters will be occupied at
450 FOURTH AVE.
New York.

Charles C. Green
Pres. and Treas.

New Name • New Address • New Phone

JAMES ADVERTISING AGENCY
INCORPORATED

450 FOURTH AVE.
NEW YORK

Phone Madison Square 2200

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

USA

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

A Fertile Field for Shaving Soaps

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

The American Cutler
15 Park Row New York

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.

POSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 months \$1.00; 1 year \$2.00.

POSTAGE • 18 East 18th St., New York City

New Hamilton Accounts

Robert Hamilton Agency is extending its service to include the business of the American Hard Rubber Company; I. Stern & Company, manufacturers of dental supplies; and the War Records Publishing Company, whose publications include the complete war records of such organizations and their members as the American Red Cross, the United States Lawn Tennis Association, and most of the College Fraternities.

Sampson Is Advertising Manager of White & Wyckoff

A. H. Sampson is now the advertising manager of the White & Wyckoff Mfg. Co., makers of stationery in Holyoke, Mass. G. E. Squier formerly held that position.

Direct Mail Governors Meet

A meeting of the Board of Governors of the Direct Mail Advertising Association was scheduled to be held Friday, April 2, at the Winton Hotel, Cleveland, Ohio. Plans were formulated to obtain a permanent secretary for the association; to prepare for the departmental program which the division will give at the Indianapolis Convention in June, and to complete the details of its own convention, which will be held at Detroit in October.

Fisher-Reubel-Brown Now Fisher-Brown

The St. Louis advertising agency, known as Fisher-Reubel-Brown, has eliminated the name Reubel in its title. Mr. Reubel is now vice-president of the Chappelow Advertising Company in that city.

Lawson Charged With Illegal Advertising

Thomas W. Lawson, who described himself as a "farmer and author" when arrested at Police Headquarters in Boston last week, surrendered himself to face charges of illegal mining stock advertising. He was arraigned afterward and released under \$2,500 bail after a plea of not guilty.

He was charged in four counts, as an officer and agent of the Manhattan Mining Company, with having given notice in an advertisement of an approaching increase in the price of a certain mining stock, without having filed a statement relative to the financial condition of the company during the fiscal year preceding.

St. Louis Junior Ad Club Awards Cup

C. B. Chase was announced as the winner of the suggestion contest of the Junior Advertising Club of St. Louis at a banquet given by the club on March 23. Chase was given a silver loving-cup, the donation of Louis Blumenstock, advertising manager of Stix, Baer & Fuller Dry Goods Co. The judges of the contest were Norman Lewis, of the Chappelow Advertising Co., D. J. Reilly, Graham Paper Co. and J. P. Licklider, D'Arcy Advertising Co.

Splain Is With Martin V. Kelley Co.

John Splain, it was announced this week, joined the staff of the Martin V. Kelley Co. on March 15, with headquarters at the New York office. He will act as an account executive.

THE JEWELERS' CIRCULAR
New York, has for many years published more advertising than have the seven other jewelry journals combined.

Topeka Daily Capital
Sworn government report for 6 months ending Apr. 1, 1919 **35,247**

Arthur Capper Publisher
TOPEKA, KANSAS
Member Audit Bureau of Circulations

WORDS WIN!

For want of the right word many an appeal or description has suffered. Like the enthusiastic Frenchman's remarks on witnessing some notable scene: "Superb! Sublime! Pretty Good!"

To all of us comes that moment "When words fail," and so to save us the tedious task of searching thru our ponderous Webster, we have compiled a handy little WEBSTERETTE, which gives you easy access to the choicest words that may be successfully employed in the making of a good advertisement or sales letter.

Selected Words For Selling

Contains the most expressive and convincing words in the entire realm of human thought which may be used to express

Quality—Advantages—Price

To the man who writes advertising or sales letters this little book is worth real money. Pocket size, so arranged that —ZIP!—you have before you a complete selection of those words which, if correctly used, will influence your readers to your way of thinking. Price One Dollar. Postpaid.

DALL PUBLISHING COMPANY

Denham Building

Denver, Colorado

PAPER

The Manufacturers Journal

GOES into every paper and pulp mill in this country and Canada. It is read by the big production men in these mills and saved by them for future reference. It is the standard authority devoted to the subject of paper making and is recognized as such throughout the world.

PAPER is read by men who recommend and buy millions of dollars worth of equipment. They use this publication as their textbook. If you have a product that can be used by this industry let us tell you how PAPER can sell it for you.

PAPER, 471 Fourth Ave., N.Y.C.

"GIBBONS KNOWS CANADA"

'Intelligent Service'

EDWARD V. HARTFORD, INC.

Makers of

Hartford

AUTOMOBILE EQUIPMENT

EXECUTIVE OFFICES, 35 WARREN STREET

WORKS
WEST SIDE AVENUE
AND CARROLL PLACE
JERSEY CITY, N.J.

NEW YORK CITY, U.S.A. March 19, 1920.

Advertising Artists, Inc.
33 West 42nd Street,
N.Y. City, N.Y.

Gentlemen:

I have just received advance copies of the three folders which you are making for us, and are very much pleased with them. Although they are necessarily small, they are most attractively arranged, and the color work on the front cover page is exceedingly artistic and striking.

We would add that all the work which you have done for us during the past three years has not only been executed in a highly satisfactory manner, but shows an unusual amount of thought and study of our propositions, and represents a type of intelligent service which has been of great assistance to us in marketing our products.

Very truly yours,
Edward V. Hartford
General Manager.

A4-D



"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



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

Calendar of Coming Events

- April 6-8—Annual Meeting, The Manufacturing Perfumers' Association of the United States, Hotel Biltmore, New York.
- April 12-15—Convention of the American Drug Manufacturers' Association, New York.
- April 13—Glazed & Fancy Paper Manufacturers' Association, New York.
- April 14—Convention of the Writing Paper Manufacturers' Association, New York.
- April 19-22—National Metal Trade Association Convention, New York.
- April 21-22—Annual Convention, American Newspaper Publishers' Association, Waldorf-Astoria, New York.
- April 21-23—Convention of the New York Associated Dailies, 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.

Sphinx Club Elects Officers—Prominent Speakers Address Members

Robert Fitz Randolph Huntsman, publisher of the Brooklyn *Standard-Union*, was elected president of the Sphinx Club at the 167th dinner of that organization, held at the Waldorf-Astoria last Tuesday evening, March 30. Preston P. Lynn, George Ethridge, Clark Towl and Dan A. Carroll were designated vice-presidents; Thomas A. Barrett, secretary, and Robert Stuart Sparburgh, treasurer. W. R. Hotchkin, Samuel Moffitt, Corbett McCarthy, Roger J. O'Donnell, W. W. Hullock, Collin Armstrong, and E. D. Gibbs were named members of the Executive Committee for the coming year. Messrs. Lynn and Carroll were reelected to their office of vice-president, and following the custom, George Ethridge, the retiring president, was elected a vice-president.

Hon. Abram I. Elkus and Health Commissioner Royal S. Copeland spoke on the work they are engaged in the way it applies to advertising men generally. W. Morgan Shuster made the League of Nations his subject and Charles Dana Gibson spoke on the new policies of *Life*, the magazine he has just purchased. In this connection he made the interesting announcement that the publication would discontinue its present attitude toward the medical profession, the inference being that the campaign of many years, against vivisection particularly, would be abandoned.

Frank A. Grady With Wales Agency

Frank A. Grady, formerly of the H. K. McCann Company copy staff, is now with the Wales Advertising Co., of New York, is assistant to H. M. Kiesewetter in the handling of the Michelin Tire and Disc Wheel Campaigns.

Mr. Grady, a graduate of Dartmouth, joined the French army early in 1917 as chief of a convoy train in the Motor Transport Division. Later he was transferred to the American Flying Corps and served as a pilot for fifteen months.

Erwin, Wasey Man, Goes to Hamilton Company

J. R. Sechof, formerly with Erwin, Wasey & Co., Chicago, has joined the

copy staff of the J. R. Hamilton Advertising Company, also of that city.

"Kodak" Man With Crumrine

H. V. R. Palmer, formerly with the Eastman Kodak Company, is now director of sales for the Arthur M. Crumrine Advertising Agency, Columbus, O.

Stone Will Direct Sales of New Halladay Auto

A. P. Stone, for a number of years district manager at Cleveland for the Great Western Oil Co., became on April 1, general sales manager of the Halladay Motors Corporation, which is building the Halladay car at Attica, Ohio.

Lenmore Agency Moves

The Lenmore Advertising Agency, formerly located at 308 N. Michigan Boulevard, Chicago, has moved to Suite 218-220 Pioneer Bldg., Chicago.

U. S. Navy Advertising

Advertising for recruiting for the United States Navy is being placed in the West by Matteson-Fogarty-Jordan Company, Cunard Building, Chicago. The list, however, is made up by the Advertising Agencies Corporation of New York. Thus far, central and north-western newspapers have received orders and it is said that a farm paper campaign is also contemplated. It is the plan for the campaign to reach as large a rural circulation as possible.

Seven Railroads Place Accounts With Agencies

Important activity is shortly expected in railroad advertising in Chicago and the middle west. Reorganization plans are well under way and many new campaigns are shortly to be announced. Among the advertising connections of the railroads are the following:

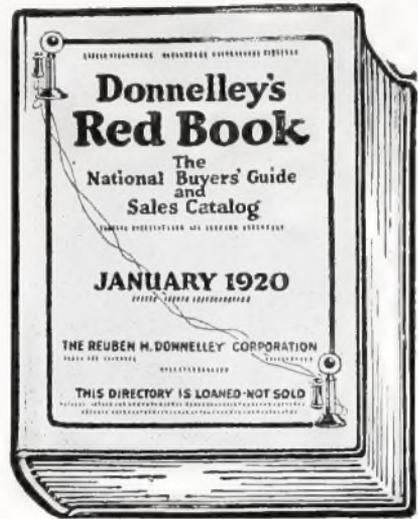
Baltimore & Ohio, Wm. H. Rankin Co.; Santa Fe lines, Stack Advertising Co.; Burlington lines, J. Walter Thompson; Chicago and Alton, Conover-Mooney Co.; Grand Trunk, Vanderhoof & Co.; New York Central lines, Thos. G. Logan agency, New York; Chicago, Milwaukee & St. Paul, Martin V. Kelley Co.

Bridge that Sales Gap!

WHEN the consumer is at the point of buying *your* product or the product of *your competitor*, choice is governed by source of supply.

Though he may know and *want* your product he must know where to get it. The vital need at the moment of purchase is a reference medium that will bridge this sales gap and guide the consumer to the nearest source of supply.

The most economical way is through



Donnelley's Red Book

THE NATIONAL BUYERS' GUIDE *and* SALES CATALOG

Actual statistics show that, with minimum cost, through this reference medium you can reach:

- The Buyer who knows your product but not who makes it.**
- The Buyer who wants your product but doesn't know the local source of supply.**
- The Buyer who is dissatisfied with your competitor's product and is seeking a new source of supply.**
- The Buyer who is new in the market and is not familiar with dependable sources of supply.**

This recognized authority for buying goes into the hands of 100,000 executives who either control or directly influence buying power; it lists and classifies 50,000 products of 15,000 American business concerns and tells where to buy their products. Its circulation is selected and carefully controlled exclusively by the publishers in the interest of advertisers, and is positively guaranteed by the Audit Bureau of Circulation.

Your products and your services deserve to be listed in Donnelley's Red Book and receive the sales benefit and co-operation of this medium. A proven sales stimulator, it will localize your national advertising and span the gap between consumer and dealer.

Complete details gladly sent on request.

The Reuben H. Donnelley Corporation

CHICAGO, 652 S. State St.

Boston, Mass.
Cincinnati, Ohio
Detroit, Mich.
Cleveland, Ohio

Publishers of
117 Classified Directories
BRANCHES IN 13 CITIES
Milwaukee, Wis.
New Haven, Conn.
Seattle, Washington

NEW YORK, 227 Fulton St.

Minneapolis, Minn.
Philadelphia, Pa.
Pittsburgh, Pa.
St. Louis, Mo.

As Big As a House!



Your Message Outdoors

Thos. Casack Co.

Chicago

New York