

Advertising & Selling

BUILDING AMERICAN
EXPORT TRADE

WITH BRAZIL

By CLAYTON S. COOPER



*Public Library
Kansas City, Mo.*



The ETHRIDGE
ASSN of ARTISTS

ALBERT C. FARRELL

●世界最大之貿易指南錄出書廣告

啓者本公司創設是書爲商場便利起見每年出版一次唯第十一冊準期一九廿年正月出書舉凡美洲所造之物料供給世界之美國貨品與及關乎美國之工廠莫不詳載書明計書長十二寸濶九寸共重十六磅總共四千二百頁告白五千四百三十八種工廠共三十萬名年中消書一萬二千本每本沽美金二十元(伸折坡銀四十元)車資費用先惠唯首次出版可能於本年十二月出書且書中備有特別篇幅以供萬國備登告白之用每頁取回告白費美金三百五十元半頁美金二百元四份一頁美金一百二十五元如欲登告白者可於九月三十號以前將告白稿寄交惠率律第二百一十三號代理人佛力者君便得



英一九一九年九月廿六號

Representative:—A. G. FLETCHERS,

213, Orchard Road, Singapore.

美國添藤士印務公司啓

THE above is a facsimile reproduction of one of the advertisements run by our Singapore representative in the leading newspaper of the Federated Malay States.

It calls attention to the fact that the Thomas Register is the one guide that is so largely used by U. S. Government Departments and by more than 20,000 of the most important American Merchants, Manufacturers, etc., having long been recognized in the United States as the Standard Index to American Sources of Supply. It aims to include all names regardless of advertising patronage, classified so as to instantly show the sources of supply for any conceivable article or kind of article (70,000); indicates which concerns are interested in Export Inquiries and gives so much valuable information that it is an indispensable guide for the Overseas Merchants and Manufacturers interested in American Products.

Our Singapore representative up to January 1st had secured

orders for more than 100 copies of the 1920 edition. This means by far the most important portion of the buying powers in the Federated Malay States will depend upon Thomas Register almost exclusively to locate American sources of supply.

Likewise the Register is being pushed by all our other representatives throughout the world. During 1920 it will be used by a large portion of the big and important concerns throughout the world. For several years it has been more used for purchasing throughout the United States and Canada than all other publications combined.

Every concern that buys Thomas' Register does so solely for the purpose of saving the trouble of looking elsewhere for sources of supply. As a consequence those who have this Register rarely look elsewhere. Advertising matter not in the Register is likely to entirely miss the attention of the users of the Register: a class much too important to miss.

THOMAS PUBLISHING COMPANY

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TORONTO,
91 Constance St.

FOREIGN AGENCIES—Cable Address "Thomreg"

Mexico—"The Aztec Land," Gante 14. Mexico, D. F. Porto Rico—E. W. Pope, 15 Condado St., Santurce. Cuba—Braulio Corral, Galiano 84 Altos, Havana. British West Indies—Modern Supply Agency, Box 22, San Fernando, Trinidad. Colombia—A. S. Reyes, Box 864, Bogota. Argentina—Libreria de J. Menendez, Bernardo de Irigoyen 186, Buenos Aires. England—Otto Popper, 24 Railway Approach, London, S. E. France—A. G. Hostachy, 8 Rue d'Enghien, Paris. Italy—F. Scrimaglio & Co., via Cesarea 8, Genoa.

Spain and Portugal—La Union Hispano-Americana, San Bernardo 78, Madrid. Branch at Barcelona. Holland—Scheltema & Holkema's Boekhandel, Rokin 74, Amsterdam. Norway, Sweden and Denmark—Edgar H. Simpson, Magnus Bergs Gade, 4 Kristiania. Hawaii—Chas. R. Frazier Co., Honolulu. Philippines—The Admint. Kneeder Bldg., Manila. Japan—Jas. Appleyard, No. 5 or 53 Miyamoto-Dori, 4 chome, Kobe. China—Chun-Mei News Agency, 34 Nanking Rd., Shanghai, and 185 Hataman St., Peking. Australia

and New Zealand—Jno. H. Saunders, Equitable Bldg., Sydney. Java and Dutch East Indies—P. E. Staverman, Sec. Handelsvereeniging, Soerabaja. Straits Settlements—A. G. Fletcher, 213 Orchard Rd., Singapore. India, Burma and Ceylon—T. H. Campbell-Howes Publishing Co., 167 Grand Hotel Bldg., Calcutta. French Indo-China—Biedermann & Co., 30 Quai de Belgique, Saigon. South Africa—Sperin-Palmer Co., 85 St. George's St., Cape-town; J. Wright Sutcliffe, Henwood's Arcade, Johannesburg; Allan R. Lawrie, 318 Smith St., Durban.



WANTED—A WELL-BALANCED RATION

A man may eat a lot of perfectly good food without being well fed, unless his ration is properly balanced. Quail alone does not furnish a well-balanced ration. You need bread and butter, too.

The advertising columns of *Successful Farming* offer the proper country balance to your campaign for city and town business.

We will take an honest message to more than 800,000 farm families who pay an annual fee for our services and believe in our recommendations.

SUCCESSFUL

E. T. MEREDITH, Publisher
Des Moines, Iowa



FARMING

T. W. LeQUATTE
Advertising Manager



“Let’s go get him!”

A FEW days ago, I was talking with an unhappy, mentally groping veteran of the A. E. F. He was one of the last contingent to return from overseas.

“I’ve been away a couple o’ years,” he said, “and I got a kinda new perspective. Before I went away I thought things in this old country of ours were just about right; never could be improved on. But now I get worried. I know you will say I’ve been over there so long I got the European angle and am just copying them when they say: ‘All the Yankees think about is money.’ But ain’t that pretty much right? Hit most any of the folks here at home in the pocketbook and you hit into a mighty tender spot.

“What they need most is a little more of the spirit of the boys who did the job in France: you know, ‘Hey, fellows, there’s a buddy out there in trouble. *Let’s go get him!*’

“I’ve been in churches since I got back, morning and evening, and I’ve heard some good sermons, but not enough of them showed me the congregation was sittin’ up listening for the whisper to ‘Let’s go get him.’”

This boy was measuring the folks at home by the standards of unselfish devotion that are brought out on the battlefield. But was he so far wrong?

A new sense of responsibility is spreading through the Church—a demand that the Church take the leadership in social service, with all that the word implies, as it has taken leadership in spiritual things. The big men in religion today are devoting their efforts to preaching practical Christianity; and that means day-by-day service to fellow-man. They demand that the Church be made the center of all the best things in its community, social and civic as well as religious. Herein, they declare, rests its best hope for the development of Christian Americanism. We need to fill the churches with seven-day-a-week Christians in combination with 100 per cent Americans. For when all is said, the best American is the Christian American.

Vigorous, practical editorials like this help to explain the Christian Herald’s unusual hold on its readers—the broad-minded, influential, successful men and women in three hundred thousand families.



THE CHRISTIAN HERALD

GRAHAM PATTERSON, Publisher
NEW YORK

Advertising & Selling

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

Established 1891
ADVERTISING & SELLING Co., Inc.,
471 Fourth Avenue, New York, N. Y.

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

29th Year

APRIL 10, 1920

Number 42

Steamship Service and American Trade With Brazil

Exporters and Potential Exporters Would Do Well to Focus Their Interest Upon This Very Important Avenue of Reciprocal Business

By CLAYTON SEDGWICK COOPER

Author of "Understanding South America," "The Brazilians and Their Country," etc.

IN view of recent plans of the United States Shipping Board to inaugurate both passenger and freight service with Brazil and the East Coast of South America, as well as bearing in mind the fact of the very great strategic importance of establishing firmly, and as quickly as possible, our trade with Brazil the leviathan Republic lying to the South of us, it is interesting to note the limited shipping service which previously has existed between the two Republics.

The large trade which has been carried on for years between Brazil and European nations has been due largely to the fact that these nations have been able to furnish steamships for both freight and passenger service more or less adequate to the establishment and maintenance of trade and the building up of mutual acquaintance and understanding through ocean travel. As a consequence Brazilian thought, as well as Brazilian travel, has been eastward toward Europe rather than northward toward the United States. Until the war broke out the Brazilian was far more at home in almost any large European capital than he was in a North American city. He sent his children to Europe to be educated, he visited Paris, London, Berlin, Vienna and Genoa for his holidays, and found usually that the European was very much more likely to understand him and to adapt himself in trade as well as in social relations to his needs, than was the inhabitant of our own Northern Republic.

Now that the exigencies of the

war have awakened the United States to the need of shipping facilities with the whole earth, it would



In Brazil, as in the East, "everything goes on the head." Note head posture and in background.

seem natural to suppose that we would be ready immediately to accept the requirement of ocean-going steamers between our country and a great country like Brazil and waste no time in seeing that these were put into operation. In fact, the following statement made recently by John Barton Payne, as chairman of the United States Shipping Board, before the Second Pan-American Financial Conference, lends encouragement to the belief that we ought soon to expect some new conditions of trade and steamship facilities between the two countries. Judge Payne said:

"Our present plans for the passenger service to the East Coast of South America are: Five steamers, maintaining a two-weekly service between New York, Rio de Janeiro, Santos, Montevideo and Buenos Aires.

"South-bound, these vessels will proceed directly to Rio de Janeiro. North-bound, they will call at St. Thomas for fuel. The five vessels selected for this service are all ex-German steamers of 15 knots speed—the *Acolus*, *Huron*, *Pocahontas*, *Dekalb* and *Princess Matoika*. The *Huron*, *Dekalb* and *Acolus* have been returned from the Army and are now being reconditioned. The *Huron* is expected to be ready for service in April, and the *Dekalb* and *Acolus* in May. The *Princess Matoika* and the *Pocahontas* will be returned from the Army shortly. They are all being completely remodeled, and will be converted to burn fuel oil. Their accommodations will be first-class in every respect, and part of their cargo holds will be refrigerated to care for the movement of perishable products.

"The Board regards the passenger service to South America as of paramount importance, and pending the reconditioning of the five steamers mentioned above, is doing what it can to provide a temporary service. The *Mocassin*, a 12½-



The Harbor of Bahia, an important Brazilian seaport city

knot ship, sailed from New York, December 29. The *Callao* will follow early in March, and it is hoped to secure temporary use of one of the vessels now in the Army Transport service to fill the gap and maintain for the present at least a monthly sailing. It is recognized that vessels of the *Moccasin* and *Callao* type are not suitable for this service, but it seemed to us wise to begin by even a temporary expedient. Our friends would at least know we are thinking of them."

Under the heading of freight service, east coast, Judge Payne said:

"For the calendar year of 1919, one hundred Shipping Board steamers were dispatched from United States ports to Brazil carrying a total of 444,400 tons of cargo. To the River Plate, 120 steamers with 689,600 tons of cargo. Of these steamers twenty-one proceeded from the Plate to Europe on their homeward voyages carrying approximately 160,000 tons of cargo, and the remainder to the United States with homeward bound cargoes totalling 583,000 tons. We are planning to inaugurate a regular monthly service between the River Plate, Antwerp and other European ports in February, and will place on this run refrigerated cargo ships capable of carrying approximately 3,000 tons of frozen beef and loading such general cargo as may be available.

"Further, cargo steamers will be added to this service from time to time, there being an ample reserve to care for cargo offerings."

In spite of the encouragement of this statement, the fact must not be overlooked that unless we have behind such plans experienced business men who have some vital and, we may say, selfish interest in making these sea-going services successful, all fine theories of trade, ships included, will eventually fail.

THE DETERMINING FACTORS

The pressing question just at present relative to steamship service and

American trade with Brazil is when are these ships actually to be put into operation? And more especially, what kind of men are to lead in this new maritime venture?

The President of the United States Steel Corporation, James A. Farrell, who for years has been vitally interested in shipping as a part of overseas trade, has stated that it is not as difficult to sell goods to foreign countries as it is to transport them there. Another man of foreign trade affairs, speaking of Brazil, is quoted as saying: "You can sell anything under the light of the sun down here providing you can deliver it."

The impressive element in the above statement by the experienced steel exporter lies in the fact that he believed so thoroughly in the necessity of having steamship facilities that in 1913 he inaugurated the United States and Brazil Steamship Line, which has had the distinction of being the first line of its kind during the last twenty years to become an unqualified success as a transportation agent between the two big republics. Trade conferences and discussions are helpful. A certain amount of experience is needed in getting orientation in a foreign land. Theories and trade papers help. But the crying need just now in connection with cementing a firmer trade relation between the United States and Brazil is for more men of Mr. Farrell's stripe to come to the front, men who get through talking and begin to act.

The prime solution of trade be-

tween North and South America does not exist in spending an overplus of time and legal talent in discussing shipping combinations (as happened in the year 1913), but rather in going directly to the root of the need, as the United States Steel Corporation has done, furnishing beyond cavil the answer to the first requirement for trade between nations—adequate shipping facilities.

One important element relative to trade competition is distance. In this regard, the United States possesses a favorable advantage for Brazilian commerce. The distance from New York to Rio de Janeiro is 4,770 sea miles, shorter than that between this Brazilian chief city and any one of the European ports of special importance to which Brazilian exports have been sent in large quantities and European manufactures returned. Hamburg, for instance, is 5,500 miles distant from Rio de Janeiro; Liverpool, 5,265 miles; Barcelona, 4,808 miles; Genoa, the same distance as Barcelona; and Southampton, 4,985 miles from the principal port of Brazil. With this geographical advantage, given a frequency of sailings and a class of ships adequately fitted for freight and passenger accommodations equal to those plying between Brazil and Europe, there would seem to be no reason for despair over American trade with Brazil. The advantage of frequent sailings on the part of a nation competing with a nation of infrequent sailings is apparent. The interest charges are lessened, a smaller in-

vestment is required for a large "turn over" of commodities, and the risk of losses is reduced to a minimum.

RECIPROCITY OF TRADE

Foreign trade with Brazil means, moreover, what the word signifies—trade; buying as well as selling. It implies reciprocity of products. It involves getting a market for our goods and also affording a market for Brazilian goods. It is good business as well as good psychology to keep in mind the other fellow." Commerce does not signify merely selling to Latin America; it also means buying from Latin America. Steamship lines need cargoes both ways, and the fact that they have their holds full on the return voyage is a big foreign trade asset, as well as necessary steamship statesmanship.

Every European nation engaged in any considerable trade with South America long since has realized the impossibility of building up permanent and effective commerce without its own ships, and also without keeping its service in advance of its needs. There is little use or justice in complaining of the treatment rendered American shipping by European steamship service. It is quite natural to expect that a European nation, while willing to accept shipments from other nations that give a fair prospect of immediate return, will have in view primarily the inauguration of a direct trade between the foreign country and that of the home-flag nation, rather than giving its first attention to indirect trade between two foreign countries.

This is especially true when one of these countries is an actual or potential competitor with the nation whose flag flies over the steamship line. In these days when the United States is perforce enlarging its international vision, this matter of ship communication may be taken up on a large scale more easily than at any other period during the last century. The investment in, and the promotion of, direct steamship service for both passengers and freight between the United States and countries like Brazil partakes of a large spirited national and international service. Like the railroad engineers and the promoting managers of the new lines of interior communication who have done so much to open the inaccessible sections of the South American republics to civilization and industrial progress, the steamship men are the pioneers of world advance in a peculiar way. With them as with all great



Using the sandwich man for advertising Belgian charities in South America.

enterprises, the small and selfish microscopic policy is doomed to fail. The steamship manager and "those who go down to the sea in ships" must necessarily look beyond the immediate present. There are some things which do not seem to pay from the point of view of the narrow utilitarian, but which in the larger vision of statesmanlike policy, embracing the future, yield for the nation and the individual an abundant multiplication of investment. It is this farsightedness of steamship construction and administration, the mixture of utilitarianism and national patriotism, that brought England and Germany so far forward into the heart of South American commerce during the last twenty-five years. To quote from the experience and knowledge of William Lowry, manager of the United States & Brazil Line in Rio de Janeiro, who speaks of the European steamships as the advance harbingers of trade:

GETTING TO THE MAN WHO COUNTS

"The superior passenger accommodation of these European steamers as well as their more rapid voyages induced the heads of European firms to offer to their passengers as relaxation from a luxurious sea voy-

age an investigation of the commercial possibilities of the countries with which they had business relations. Such commercial possibilities began to be exhaustively developed as a result of personal investigation—the homely adage that 'seeing is believing' was verified. Mutual needs and the national idiosyncrasies of the foreigner became better understood by the man who really counted, and as a result of this understanding, a degree of commercial confidence was reached which it will be impossible to develop between the merchants of the United States and those of Brazil until like shipping conditions make parallel results possible."

With this notable exception, the ships of Uncle Sam, comparable in any way with the strong European lines plying between England, Italy, Germany, France, Scandinavia, and many other foreign ports and Brazil, have been conspicuously absent. It has been not only a bit shattering to American pride to find the Stars and Strips confined entirely, in most South American ports, to an occasional tramp steamer or to an ancient-looking sailing vessel carrying oil or lumber, but it also makes one wonder that the United States, of all the great nations of the world, has failed to recognize the tremendous future importance, as well as the present open door for a strong merchant marine service with these growing countries.

From Panama to Patagonia, and from Patagonia to Para, one still hears complaints relative to the lack of ships or the necessary delays in business by reason of slow and uncertain sailings. I found toward the end of the war agents of large foreign concerns in many port cities of South America, sitting practically idle in their offices, refusing even to solicit orders or to accept orders that came to them for goods. "What is the use?" they said, "it is impossible to fill our orders. There are no boats and we see no prospect of getting any for at least a year. Everything is so uncertain."

TIME IS RIPE FOR U. S. ACTION

To be sure, war conditions added greatly to the South American commercial dilemma, and the United States has now the opportunity, not only to serve herself, but also to do for European nations what they have been doing for her these last twenty-five years or more, as they have made their triangle shipping voyages from the shores of France, England and

(Continued on page 36)

Real Campaigning Wins The Right Returns

How the "On Again, Off Again" Electrical Switch, Which Is One Link In a Chain, Is Advertised In a Big Way

By **GEORGE J. KIRKGASSER**

Advertising Manager, the Cutler-Hammer Mfg. Co.

ONLY a few years ago it was considered noteworthy, not to say, extravagant or reckless, for a manufacturer of electrical appliances such as irons, toasters, etc., to spend \$50,000 in national advertising. And to use a whole page in a medium like the *Saturday Evening Post* created considerable talk and shaking of heads.

Now, however, there is a 12-page schedule of full pages run in the *Saturday Evening Post*, besides pages and part pages in the *Literary Digest* and *Good Housekeeping*, on just a small accessory used with electric irons, toasters, hot plates, etc. The many electric household appliances now in use and the many more being sold makes the sales possibilities sufficiently big to warrant an investment in advertising that will total about \$75,000. And this covers just nine months of the year.

Investigations made by lighting companies and other associations during the last five years, together with reports of electric dealers point to the fact that over 80 per cent of troubles with electrical appliances are in the cord or the connector plugs and but few in the device itself. This is so because connection and disconnection is frequently made by pulling out the connector which loosens and breaks the cord terminals, pits the terminal posts and puts extra wear on sockets to which the appliance may be connected.

The use of this little C-H "70-50" switch takes good care of controlling the current and the little buttons tell whether the current is "on" or "off." Features such as convenience with a toaster at the table and others are played up in the advertisements, some of which are reproduced.

CAMPAIGN BEGAN SMALL

The beginning of the advertising of this switch was in October, 1917, when part pages were used for five months in *Literary Digest* and *Good Housekeeping*, the results of which did little good except to get a fair initial distribution, until the campaign had about been completed. Then sales began to increase so steadily that a larger campaign

Home Necessities

THIS story of the Cutler-Hammer campaign to generalize use of the small accessory mentioned herein, should prove of interest and help to readers who followed the plan of the *Lincoln Electric Company* in last week's issue of **ADVERTISING & SELLING**.

The methods employed in this campaign might be adapted to a wide variety of household articles—**THE EDITOR**.

(really the one now running) was discussed. This, however, because of the war had to be postponed.

When it is remembered that there are over seven million household appliances in use and sales now run to about three million per year, it may be seen that the possibilities of success in spite of the cost of the campaign.

Distribution of "70-50" switches among the electrical dealers had been steadily increased after the first small \$8,000 campaign and stimulated further by having all of them circularized and called on by salesmen before and during the starting of the present campaign.



Clear art and text combined to familiarize feminine potential users.

Reproductions of the advertisements in enlarged form were shown to manufacturers of electric appliances last year and actual proofs in portfolios shown personally to these same men by a factory representa-

tive before the first advertisement appeared. This was done to acquaint them with what we were doing to assist giving publicity to electrical appliances in general, and to gain their good will.

Since all of the advertisements carry illustrations of electrical appliances the various manufacturers were pleased. And three at once decided to instal the switch on certain appliances that they made.

The campaign was thus off to a good start and after two months the sales doubled on switches sold through the retail dealer for installation on cords of appliances he sold or those already owned by his customers. Those sold to manufacturers picked up still more rapidly and the orders are usually for 10,000, 25,000, 50,000 and up. Now a portable radiator manufacturer in Canada uses 25,000; an Eastern manufacturer puts them on irons, toasters and table hot plates; another manufacturer uses it on all grills and percolators; another on all irons, dispensing with the detachable connector plug at the iron; another on portable motor-driven grinders and drills; two others on their washing machines; and others furnishing them when requested to do so by dealers when ordering goods.

A THOROUGH DEALER AID SYSTEM

Newspaper electros, lantern slides, individual electros, imprinted folders of five different kinds, lithographed window trims, display cartoons, wall and street car cards, metal counter displays, etc., are furnished to dealers, many of whom have seen the value of using small advertisements in their newspapers because they are so prepared as to advertise the dealers' business. Some, in fact, have nothing concerning the 70-50 switch, but are furnished because any advertising by the dealer will help the campaign, since our copy requests the public to go to the electrical dealer. If he makes his name and location known in his community, readers of our advertisements will know where to go for the switches.

The Cutler-Hammer salesmen work out of the various district offices of the company and they as well as all the electrical jobbers and

their salesmen are kept constantly advised of all steps in the sales promotion and advertising.

In sending out the large booklet, "Helps in Merchandising Electrical Appliances," a different letter was sent to each of the different branches of the trade bringing out the particular points that would make the best impression. The retail dealer, for instance, is interested in the switch from a different angle than the appliance manufacturer, or the jobber, the jobber's salesman or the electric lighting company.

SELLING EVERYBODY

We informed the latter class of the entire campaign, though only a few of them handle the switches. They are interested in the better and more convenient use of electrical household appliances and we tried to show them that our switch is a factor to that end. As a result, we have had the most surprising cooperation from the lighting companies, a company like the Commonwealth Edison of Chicago putting a little ad. on all its monthly statements which is 100 per cent circulation because, of course, all persons receiving these statements are users of electricity.

In the booklet referred to we have used another valuable idea in selling our distributors on the scope of our national advertising. It may be all right to tell a man that the magazines you use reach four or five million people. But that doesn't mean much to him. He'll probably say "How many of MY people do you reach?"



Copy emphasizing the household utility of the appliance



Sales Chart Showing How the Campaign Succeeded

Anticipating that question, we have answered it in "Helps in Merchandising Electrical Appliances." The following paragraph will illustrate how we have brought home the idea:

The *Saturday Evening Post* at the present time, has a circulation of 2,300,000 people every week; *Literary Digest*, 1,100,000 and the *Good Housekeeping Magazine* enters over a half million homes every month. As an example of the number of people reached in any one town by just the two publications, *Saturday Evening Post* and *Literary Digest*, we will take the case of Detroit, Mich. In this city there are 30,000 *Saturday Evening Posts* and 10,000 *Literary Digests* sold, making a total of 40,000 persons and these people are usually of the class who live in homes having electricity. Add to this the circulation in the homes of the *Good Housekeeping Magazine* and it will be easily understood that our advertisements in these three publications for instance, reach the majority of people to whom the dealers sell electrical appliances in Detroit.

The point is developed by using many other towns as illustrations, such as Tulsa, Okla.; Birmingham, Ala.; Atlanta, Ga.; and nine or ten others.

Salesmanship

"True salesmanship is a keen desire to serve and not a deep anxiety to put something over—the vision to see the future of our business and to make our business better." — John G. Jones, Vice President Alexander Hamilton Institute.

Trade journals such as *Electrical Merchandising*, *Electrical World*, *Electrical Review*, *Journal of Electricity*, *Electrical Record* are being used throughout the year, the copy telling about what the dealer can do to cash in on the national advertising. One piece of copy concerning which there were many comments gave little schemes of what various dealers were doing, it was headed "Ideas." This same material was used in a circular sent to all dealers.

More of these selling stunts have now been collected and a new advertisement and circular will be prepared. These are not merely suggestions but reports of what has actually been done. This sort of news about what others in his line are doing seems to be particularly interesting to the dealer.

Champion Sales Manager to Sail

With plans to establish branch offices of the Champion Spark Plug Co., Toledo, in London and Paris, F. B. Caswell, sales manager, and L. E. Brown, of the company, will sail for Europe, April 20.

Frank G. Moorhead to Join Staff of "The Farm Journal"

Frank G. Moorhead, for eleven years associate editor of the *Iowa Homestead*, will join the editorial staff of *The Farm Journal* about June 1. Mr. Moorhead is a graduate of Iowa College and of Iowa State College of Agriculture.

Mr. Moorhead is one of the best known newspaper men of Des Moines and Iowa. He was originally employed by the *Des Moines Capital* and later with *The Register* as editorial writer. Two years were spent with the *Spokesman-Review* as Sunday editor.

No successor to Mr. Moorhead has been named. He plans to assume his new duties on June 1st.

Advertising Taxes That Do Not Hit the Publisher



Cartoonist Stanley, of ADVERTISING & SELLING, advances some revenue suggestions

Advertising and Selling to be Taxed?

Both Have Heads to Hit and Congress Threatens to Wield the Club

By RALPH BEVIN SMITH

THE SALES TAX THREAT

Yes, and there were a good many who once scouted the idea that the income tax would ever get into the Constitution or that the W. C. T. U. would ever reach the solar plexus of John Barleycorn.

But it did and they did.

Just the same, wise business men wise to the vagaries of our representatives at Washington—have been losing no time in voicing their protests against these proposed further impositions on the country's business and in persuading Congress that the game of hitting heads is being carried too far when it is carried to the advertiser and, under present conditions, to the seller.

The latter of these two new threats against initiative in production and efficiency in distribution of wares is that offered by the proposal to levy a one per cent tax on sales to meet the demand for flat bonuses for ex-service men.

Leaving out of the discussion the question of politics in the motives which lie back of this demand as it arises among Congressmen facing presidential year elections, there are innumerable arguments—good economic arguments—why it should not be satisfied by penalization of selling power.

If this one per cent tax on sales were to come as a substitution for the unscientific excess profits tax many of those arguments would be wiped out forthwith. This is, of necessity, an era of high taxes and of many taxes. We cannot refuse acceptance of the legacy which the war has left us. On the other hand, we can demand a fair and reasonable apportionment of that legacy—or we can "break the will" by casting our votes at the November polls for ex-ecutors who will see that a reapportionment is made, not "nearer to the heart's desire," but nearer to the brain's counsel.

(Continued on page 28)

CONGRESS, like Alexander, looking for new worlds to conquer, has at last discovered the advertiser and seller, or, rather, has rediscovered the producer as an advertiser and seller.

and the tax club which Washington holds over the head of American business is reported to be poised for fresh onslaughts.

Like the sword of Damocles, the club—a fat, 10 per cent one—is now suspended above the heads of the nation's advertisers

—while another, with a one per cent kick behind it, threaten the exposed pates of the nation's salesmen

and either one, if it hits, will send the sting that stuns right down the line from producer to consumer.

Some business men are inclined to scout the idea that Representative Thompson's ad tax bill will ever get into the statute books or that the sales tax proposal will ever reach the President.

Making Pictures That Compel Interest

An Authority on Advertising Art Explains the Building of Illustrations From a Technical Standpoint

By JOHN McCARTAN

At one time art was master of all it surveyed, but we have put it in chains. At one time art ran free and roamed the plains of fantastic realms like the wild horse roamed the prairies of the West. But as we have tamed the horse and put him to work, so we have tamed art and put it to work; and as we have learned to drive and guide the horse, so we have learned to drive and guide art. And the art that is domesticated and eats out of our hands we call commercial art.

They say no man can serve two masters, but like nearly all the old proverbs it's wrong in these modern days. Every man serves more than one master. The commercial artist serves the advertiser and the engraver besides claiming allegiance to his great god "Real Art." At one time printing plates (wood cuts) were made to reproduce pictures, but since the advent of the halftone this is reversed. Now pictures are made to be reproduced. Art is the slave or hand servant or something like that to photo engraving. Because of this arrangement an artist can make a picture in New York or Slabtown and it may be seen all over the world. Without this arrangement his picture would be seen by a very limited number of persons.

Naturally, after the invention of the halftone commercial art developed and became a department of the photo engraving business. In the present stage of development most engraving houses are more than plate makers. They take an idea and make a relief printing plate of it. And sometimes they furnish the idea. The majority of advertisers buy art work and engravings together. There is a tendency in the large cities to separate the two but even then the same person is apt to buy the drawings and engravings so it seems that as well as having a fundamental knowledge of plate making, he should also have a fundamental knowledge of picture making.

THIS IS THE DIFFERENCE

But there is a difference. In reference to photo engravings the average buyer has a lot to learn. In reference to pictures he has a lot to forget. All people have absorbed a certain knowledge of pictures be-

Art That Sells Your Goods

NOT just "art for art's sake," but the kind you need for your very particular ads is treated in this article by a recognized authority.

Pictures that illustrate, appeal, direct thought into particular channels and induce action or stir emotions are the object of commercial art. Any other kind in ads are mere adornments. Real advertising art is an investment, while any other variety might be classed as just an expense.

The accompanying editorial is one of a series which Mr. McCartan has been induced to contribute to the readers of ADVERTISING & SELLING.—THE EDITOR

cause they have seen pictures ever since that day when the doctor washed their eyes open with boracic acid. But that knowledge when sifted out amounts to about this: "They know what they like and what they don't like. That's the first thing they ought to forget. For only as their likes and dislikes approximate the likes and dislikes of the class to which they wish to advertise, is it valuable. Everybody has made pictures, too, in his or her time, and that's the second thing they ought to forget. Telling an artist how to make a picture is about as foolish as telling a poet how to write a poem. There are certain rules of composition and color and perspective that cannot be violated and unless you know these you will only handicap



FIGURE ONE

Embodying the general appeal intended to reach hunters as a class, the first step to gain picture reader attention

the artist by telling him how to do it.

But there are a lot of things you can and should tell him. You should tell him what results you want and why. You should tell him the reason for the picture and that takes us to the fundamentals of picture making from the advertising side.

Every advertising picture has a purpose, a place in the general scheme, a function to perform and should be judged accordingly and not because some one happens to like it. In a general way the part a picture should play in advertising is this: it should attract attention; it should direct attention toward the thing advertised; it should pick out the prospect and it should get the prospect so interested that he will want to know more, or induce him to read the text.

AS TO "CLASS PICTURES"

If it is a picture for magazine advertising it should be the kind of picture that will appeal to the particular class you wish to reach. It must be the kind of a picture that the members of this class or the majority of them will like. Then it should contain something that will attract the attention of the prospect so that he will be induced to stop and look when he comes to that page. It should call his attention to what you are selling and make him want to investigate or listen to your arguments.

A picture is a wonderful thing. It will create mental action in the fellow who looks at it, before he knows it. It will make him think even without his consent. It will make him think of what you have to sell, involuntarily on his part. The right picture following psychological laws will lead the mind a long way in the right direction. Not only that but every thought makes a wrinkle in the brain that doesn't come out leaves a definite impression. So advertising pictures should be bought or ordered with a definite idea of what they are required to do and how they will do it. They should also be ordered with an idea of how they are to be reproduced and on what kind of paper they will be printed.

A SIMPLE ANALYSIS

Suppose we are going to advertise a certain make of shells used by



FIGURE TWO

This attracts the attention of the hunter who is prospect for the shell salesman, particularly to the subject of shells

hunters. First, we must choose a picture that hunters as a class will like to look at. A picture like Figure 1, will make the necessary appeal. It appeals by stirring up an emotion something similar to what he felt when he was out behind the dogs. A hundred other pictures may also appeal, each varying in its ability according as it approaches the experiences of hunters. The quality of the picture, the technic and reproductive process also are elements which strengthen or weaken the appeal.

Figure 1 attracts and appeals to hunters and can be used by gun advertisers or a dozen other advertisers. How then shall we pick out the shell prospect? Easy: just add a picture of a shell, Figure 2. Now you have dropped out all the gun prospects and prospective buyers of other hunting paraphernalia.

But this picture of Figure 2 only calls his attention to a shell and you want to direct his attention toward your shells. All right, put the name on, Figure 3. Now you have appealed to his emotion, got his attention and directed it to your shells. But that isn't enough. You must carry him into the text. Get him interested by a suggestion or a statement. The simplest way to do this is to use a caption, Figure 4. This makes a complete advertising picture. The text should continue this mental process.

This illustration is very simple, so simple that it is almost crude. I have chosen the simplest way and the most obvious method to use. There are many other ways, some

less obvious, some less direct. The point is that the picture should be planned to do certain definite things.

Pictures for direct advertising should be chosen in a different way. Direct mail advertising goes to prospects and therefore doesn't have to pick them out. But the distance between a man's desk and his waste paper basket is so small and his time for perusal so limited and his mind so full of things that the picture must act quickly and effectively. Magazines are not thrown away immediately, but mail pieces are, unless they make a good first impression.

Display card pictures have their work to do, too, which is different from the others. So they require special thought and analysis. Book-



FIGURE THREE

This links up your product with the thought of the shell-buying hunter to the exclusion of other brands

let or catalog illustrations should be planned with the whole book or catalog in mind. They should add to and not detract from the composition of the pages. The quality of paper should be considered when deciding on the medium and the appeal should determine the Style, Dignity, Boldness, Refinement, Effemininity and such qualities can be conveyed by a book and the artist can add to each or any quality that is desired.

A picture can appeal to or suggest the different senses. Ordinarily we suppose that a picture appeals only to the sense of sight, but it can also be made to appeal to the senses of touch, smell, taste or hearing. Pictures can also be made to appeal to the different human instincts and human emotions.

HOW PICTURES ARE MADE

There are so many different kinds of drawings that it is almost impossible to classify them—yet some kind of classification is necessary in order to aid understanding. Suppose we say there are two general classes, those made with a brush and those made with a pen or similar instrument. Those made with a brush we will call "wash" drawings and those made with a pen "line" drawings.

The ordinary one-color wash drawing is made in two ways, transparent and opaque. On transparent drawings thin "washes" of color allowing the white paper to show through produce the greys or intermediate tones. Darker washes produce the darker tones and the paper itself is left without color for the whites. On opaque drawings the paper is entirely covered. The greys are produced by mixing the blacks and whites and applying the resulting grey color to the paper. Multi-color drawings are made the same way, differing only in that actual colors are used instead of blacks, whites and greys. Wash drawings can be made with ink, water colors or oil colors. Other mediums are used for peculiar or odd effects. They are always reproduced by the halftone process.

"Line" drawings are black and white. The grey effects or apparent greys are made with dots or lines. To illustrate: if you take a piece of white paper and sprinkle it with small dots of pure black the effect will be grey. Holding it away from you the black dots of ink and the

(Continued on page 47)



FIGURE FOUR

The final touch is the suggestion, invitation or other appeal to his initiative contained in the remainder of the text

Real Service Is Appreciated

A wonderful group of letters from leading advertisers and advertising agents volunteering commendation for the Statistical Charts recently sent to them shows that real service is appreciated

Extracts From Some of the Letters

"These Charts are of inestimable value in our particular line of business."—*From a leading national advertiser.*

"These Charts have real meat in back of them, and I assure you that I will look forward to receiving more of the series, because they will give me no end of good information and supply me with necessary knowledge that will prove of great help."—*From the general manager of a big industry.*

"These are interesting and instructive, and I am arranging to make a permanent file of your Statistical Charts."—*From another big advertiser.*

"Corking good stuff. Many thanks."—*From a leading advertising agent.*

"Your Charts and maps containing very valuable statistics have been received, and believe me, I think they are the best that have been turned out in the United States for many a year."—*From a leading agent.*

"This series will be of much value to advertisers and space buyers."—*From a leading national advertiser.*

"Permit me to thank you for your valuable Statistical Charts. They certainly are of great interest."—*From one of the two largest advertising agencies in the U. S.*

"These Charts furnish information of vital interest to us, and we want to assure you of our appreciation of their invaluable service."—*From an important national advertiser.*

The first edition of the Charts is now practically exhausted. No numbers from 1 to 10 can be furnished until more are printed. The price will be 50 cents per Chart cash with order.

Member A. B. C.

The New York Globe

JASON ROGERS, Publisher

180,000 A DAY

Justifying Outdoor Advertising Bulletins

Massachusetts Legislators, After Hearing
"the Other Side of the Question," Are Taking
More Kindly to Good "Billboard" Publicity

By GEORGE FRENCH

FOR more than twenty years the fight against the billboards has raged in certain publications and in certain state legislatures. Laws restricting them have been passed by some states, and in others there has been continual effort to have them ruled off the highways, out of parks and away from localities where they have been assumed to mar the landscape and irritate the sensibilities of persons who have imagined them inimical to the development of a love for the good and the beautiful.

In Massachusetts the fight against them raged for many years and finally was taken into the constitutional convention that has been sitting much of the time since before the Great War began. The convention sent the question to the people of the state in the form of a referendum to decide if it should be committed to a state commission which should formulate a law on the question for consideration by the Legislature.

The question therefore went to the people of Massachusetts, and though only a minority of the voters voted, either for or against it, a majority of those who did vote recommended the appointment of a commission to formulate a law for the drastic regulation of outdoor advertising and very recently a committee of the Massachusetts Legislature gave hearings on this bill.

The details of the bill are not important. It voiced an attempt to put billboards out of business in the State of Massachusetts.

BILLBOARD PUBLICITY DEFENDED

What is important, not only to the outdoor advertising interests but to advertising in general, is the fact that at this hearing there appeared an advertising man who knows in what way and to what extent the advertising interests are of the greatest possible use to the economic life of the nation, as well as especially to the State of Massachusetts. Never before have the advertising interests succeeded in getting their case before the people of a state on a basis that involved the very economic existence of that state. Heretofore, argument has skirted the subject on all sides,

Both Sides of the Outdoor Ad Question

THE writer of this article has incorporated with his own clear views a faithful report of a situation adverse to billboards, which was ably handled before a Massachusetts Legislative Committee by John Sullivan, an exponent and defender of outdoor ads.

The writer presents the viewpoint that billboards, like all other forms of good advertising, are woven into the economic fabric of the nation's life

—THE EDITOR

touched it intimately here and there, and finished rather lamely in a plea for the salvation of a large and profitable business which, it was argued, is of real benefit to society in general. But on this occasion the business of outdoor advertising was specifically welded to the economic life of the state, and inferentially to the economic life of the nation.

The principal argument for the outdoor advertising interests, that is, against the proposed restrictive law, was made by John Sullivan, secretary of the Association of National Advertisers, and he developed an argument that is essentially new and novel and, as the committee evidently felt, quite unanswerable. He carefully

avoided using the word advertising, feeling that that term had come to mean, in the minds of the people who are determined to destroy billboards, something akin to bolshevism in business, or in society. Instead, he spoke of the billboards as mass salesmanship, and by a very clever device he proceeded to show the Bay State legislators wherein outdoor advertising, in the form of billboards, is essential to the existence of the industries of the state.

LINKED UP WITH ECONOMIC LIFE

Taking several of the principal lines of manufacture in the state, as textiles, boots and shoes, candy, suspenders and garters, he showed that whereas the state of Massachusetts has about 4 per cent of the population of the United States it makes about 10 per cent of the manufactured products of the country. The industries mentioned, he showed, from figures compiled by the State official statistician, produced from twice to three or four times as much as the amount of their capital stock. He pointed out that this circumstance was of great economic significance, as the maximum amount of goods was turned out with the minimum investment of capital. To assure this condition it is necessary that the flow of goods outward, beyond the borders of the state, must be not only free and continuous but unobstructed by harrassing conditions.

It was shown to the committee that the people of the state of Massachusetts, comprising 4 per cent of the population of the country, will not normally consume more than 4 per cent of the manufactured products of the state, and the surplus of 6 per cent of manufactured goods must be sold outside the state. The easy and normal flow of goods from one locality to others is best promoted by such incentives as Mr. Sullivan described as mass salesmanship—such as the billboards which the law proposed before the committee would abolish, creating all the time that knowledge of goods which works to promote their sale without the intervention of more specific methods; building up in the minds of the people predispositions that ripen into actual buying.



"What is a poster? It's reiteration! Reiteration is the secret of conviction! Repetition is the soul of journalism! Advertisement is both! It's the soul of business!"

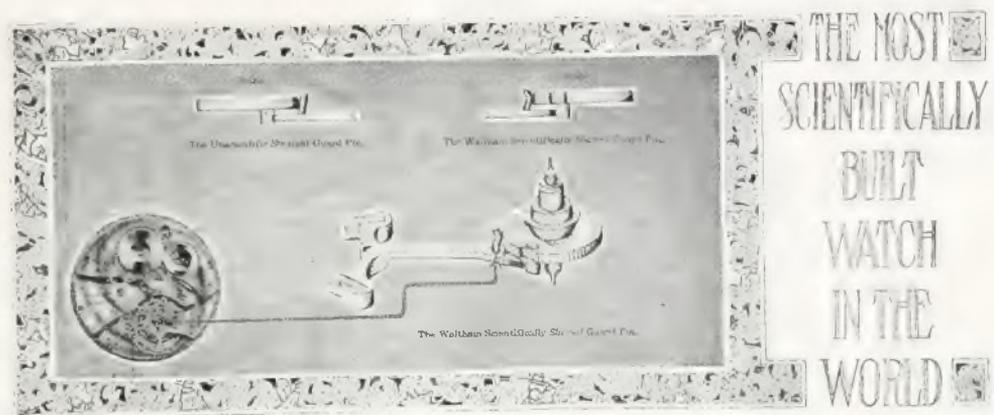
LORD FISHER IN A
LETTER TO THE LON-
DON TIMES



Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY



WALTHAM *and* Collier's

The Waltham Watch Company is using Collier's as the backbone of its unique advertising campaign in general publications.

Watch Collier's

A WORLD WIDE CONDITION.

This process is going on all over the whole country, and results in the sale of enormous volumes of manufactured goods, helping in no small degree to move out of the state the 6 per cent surplus made there.

This lucid presentation of the beneficent economic work of outdoor advertising was supplemented by Mr. Sullivan with an equally sane and temperate statement of the position of the outdoor advertising interests with reference to further regulation and restriction of billboards. He pointed out the great improvement that has been brought about in them, as to design and copy and with regard to location and physical appearance, by the advertising men themselves, in most instances without any form of compulsion, and argued that legitimate objection to them must now rest wholly upon the policy of having them placed as they sometimes are, or upon purely esthetic grounds. He told the committee that owners and lessees are willing to submit to regulation that does not mean extinction, and to cooperate in any plans that the state, through its constituted authorities, may decide to make, other than complete abolishment. He said that advertising interests will welcome any regulation that tends to free favored locations, such as public parks, private lawns, etc., from billboards that mar landscape beauty, and which would provide against too much massing of display boards. They also will cooperate in reasonable regulations to improve design or copy; though it is well known that the outdoor advertising interests have completely freed their displays from objectionable matter, and have made them really objects of art to a considerable extent.

The record of the billboards as sellers of the goods advertised is so well established as to leave no doubt of the fact that they do help to keep stocks moving out from the manufacturing centers into territory where they are economically needed, and this fact Mr. Sullivan brought out at several points in his statement, and in replying to questions asked by members of the committee, to such good effect that he was warmly complimented by the particular man who had planned to try to demolish his argument. Several members of the committee said to him that his presentation of the matter had given them a new estimation of the value of the billboards as agents to help the state sell its surplus manufactures, and therefore an economic factor that

must be dealt with in an entirely different manner than as a public eyesore and an esthetic nuisance.

Mr. Sullivan has performed great service to advertising in general by formulating and stating his theory of advertising, that it is a great and practical economic factor in the life of states that produce surpluses

in any commodity, natural or manufactured, and that it must be dealt with as one of the major economic factors in life; no less beneficent in the case of the consumer than for the producer.

EDITOR'S NOTE—Elsewhere in this issue of ADVERTISING & SELLING will be found a highly illuminating article by John Sullivan, defender of outdoor advertising, who is referred to by Mr. French in this editorial.

Reselling Old Ideas and Ideals

**The American Library Association
Enters the Display Columns In Its
"Books for Everybody" Campaign**

By J. RAY JOHNSON

National Advertising Director, American Library Association

SEVERAL years ago an unusually farsighted clergyman, contemplating his empty pews, struck upon the idea that, if advertising could sell washing machines, automobiles and flour, it might be used to advantage to resell Christianity to a nation which, although vividly Christian in theory, recently has been finding its religion in other ways than by going to church.

This enterprising man of God turned to the display columns of his home town newspaper and won success beyond his most optimistic dreams, and so has every clergyman who has followed his example.

The church was rather slow to grasp the advertising idea and there still are clergymen who regard the use of the printed word as a means to repopulate their pews as undignified.

Yet the church has behind it the tradition of Moses, who was by no means a novice at the fine art of advertising; of St. Paul, who unquestionably was the greatest and most consistent advertiser of his day; of St. John, who, announcing the advent of the Master, became the first advance man of the Christian era; and of the Master himself, who never hesitated to take advantage of every publicity medium at his command.

THE SOLDIERS' PART

The American library has, in support of the new, progressive movement which it has just undertaken, no such tradition. It has, like the church, ideals to sell—old ideals to resell to the American people. Like the church which saw Christian ideals losing their hold at home while missionaries were being sent out to carry them through heathen lands, it has seen American ideals losing their grip in America while our soldier-crusaders have been sowing them broadcast through Europe.

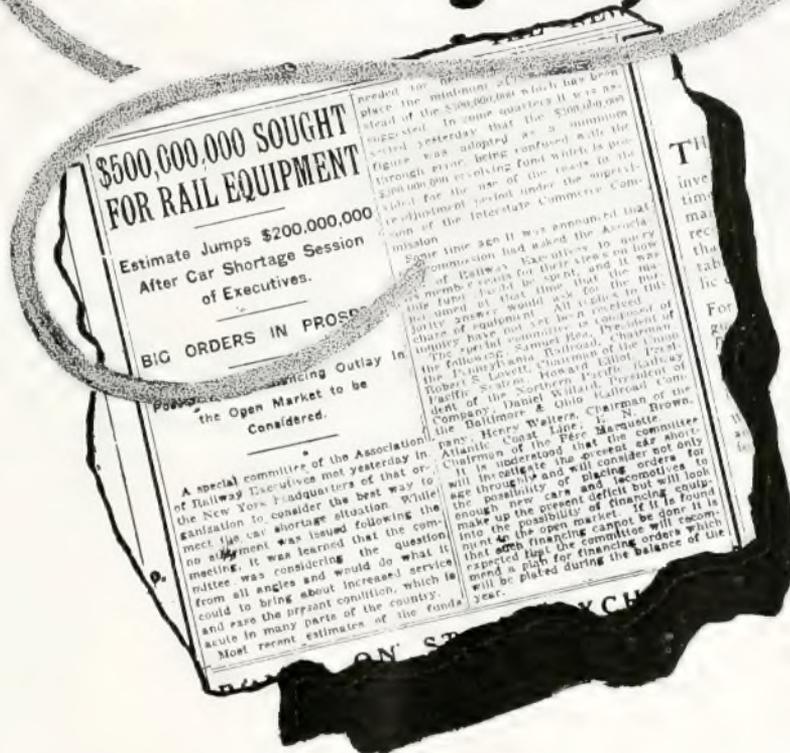
Early in January of this year there was a special meeting of the American Library Association in Chicago where the subject of reselling American IDEALS through the sale of the library IDEA received much attention and where there was enlightening discussion of the success that had been obtained by libraries which had already tried advertising methods. Out of that meeting was born the "Books for Everybody" movement of the A. L. A.

It was the soldier who awakened the librarian. The American Library Association is forty-four years old and has more than 4,000 active librarians in its membership, representing nearly all the libraries in the country, but it succeeded in keeping its light hidden under its bushel of books until the war came along and carried some of the books—and the librarians with them—out into the training camps and across the Atlantic to England, France and Germany. During the war the association distributed more than 7,000,000 books to American soldiers, sailors and marines and, in performing this job, it found itself, and cut out for itself a big job back home.

The A. L. A., during the war, cultivated the habit of reading and study among millions of service men, and now these men and their families are clamoring for good books. It also showed the librarian that he has been neglecting the biggest part of his job—that of providing adult education for the millions who are in need of it.

Hence the slogan "Books for Everybody" and the national display advertising campaign now under way to popularize the libraries, sell to the American people the habit of good reading and impress upon librarians the fact that they can do much toward bringing about the restoration of normal conditions in the

More Evidence That The Six Billion Dollar Customer Is Getting Busy



NOW IS THE APPOINTED TIME!

The *Simmons-Boardman Railway Service Unit*—
Railway Age, Railway Mechanical Engineer,
Railway Electrical Engineer, Railway Signal Engineer,
Railway Maintenance Engineer—affords the *only opportunity* for the right kind of publicity.

WRITE OR WIRE FOR PARTICULARS

A representative from our nearest office will call promptly.

SIMMONS-BOARDMAN PUBLISHING CO.

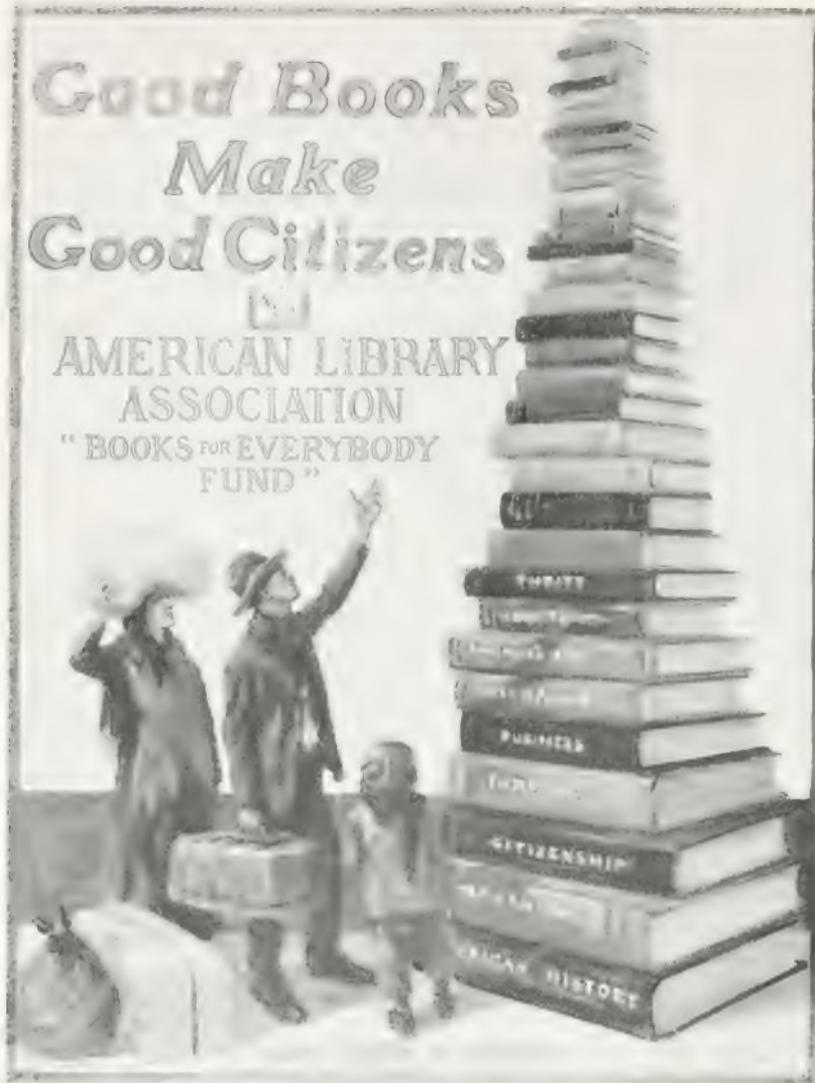
Woolworth Building, New York

CHICAGO
CINCINNATI

WASHINGTON

CLEVELAND
LONDON

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



This kind of copy makes books seem a pretty live subject

United States, increased production and greater efficiency in manufacturing centers, better citizenship and finer culture.

THE SHORTAGE OF LIBRARIES

So little has been written on the subject of public libraries in this country and so little is known by the ordinary business man as to the necessity for libraries that this campaign seems imperative. The average man regards the library as a luxury rather than a necessity. He knows that the United States—Boston, to exact—cradled the public library idea and believes that public libraries are to be found everywhere in the United States.

Yet figures compiled by the United States Department of Education show that only 794, or 27 per cent of the 2,964 counties in the country have within their borders one library of 5,000 volumes or more. Thirty states serve less than 50 per cent of their population; six serve less than 10 per cent; one less than 2 per cent.

In one mining state where industrial unrest has reached a crest there are a scant dozen public libraries. More than 60,000,000 persons in this country are without adequate library facilities. This is not important alone to librarians, but is a matter of concern to business builders as well.

The A. L. A. began to learn this as soon as the boys came marching home. Hundreds of letters immediately poured into headquarters from former service men everywhere asking for books, mostly of an instructive nature.

More books and better libraries for adult education; to serve men and women of college age who went into the military service, who will not begin again their formal education, but might be stimulated to embark on a reading course; boys and girls who leave school to go into business and who are potential students, especially during their first years out of school; men and women who, because of changing world conditions, are eager for more infor-

mation on the history and theory of government and economic and social development; the foreign born, enthusiastic in their desire to learn more about democracy, American ideals, citizenship, yes and industry; millions of men and women, boys and girls, who realize their educational limitations and in their ambitious moments desire to continue their education along various lines by serious reading; that is what we are after.

BOOKS AND UNREST

Then, too, librarians believe that the wave of unrest can be traced to the lack of proper books. The fifteen million foreign born in the United States, six million of whom do not read or speak English, have too long been neglected by the American library. Dependant upon books and publications in their own language for information, many of them have grown up in entire ignorance of American history, American traditions and American ideals. It is up to the A. L. A. to supplement the two hundred thousand foreign language newspapers and periodicals published in this country by sound, sane books that will circulate among these new Americans—the truth on all sides of all questions—not the truth as one prejudiced, irresponsible editor may look at it.

These things, plus expansion of rural libraries, establishment of more business and technical libraries, more books in uniform type for the blind, a service to the merchant marine and increased financial support for all libraries—are embraced in the "Books for Everybody" movement.

To make that movement take hold upon the imagination of the American people libraries must be popularized and nothing but the right sort of advertising will do that job. That is what we are engaged upon now. A series of display advertisements announcing A. L. A. aims, following the lines of the "Good Books Make Good Citizens" ad reproduced with this article is now being prepared for use in local newspapers. A direct by mail campaign has been inaugurated and efforts are being made to obtain a fund to promote a display advertising campaign in national magazines.

In the next few months \$2,000,000 will be raised by librarians, library trustees and friends of libraries. It will be raised without a "drive" or public campaign and without instituting a periodical appeal for funds. This \$2,000,000 will be used to promote the library idea in the United States over a period of three years.



THIS is the KELLY-SPRINGFIELD TIRE COMPANY'S famous Painted Display located at Columbus Circle (Broadway, Central Park West and 59th Street), New York—the *busiest motor traffic spot today in the metropolis*. This much talked of wall covers six stories of

a high-class apartment house and is 71 ft. high x 43½ ft. wide.

A novel and most attractive effect has been created by throwing a flood light on "Lotta Miles" at night, thereby making this display a real 24-hour showing, and 70,000 motorists are thus reminded to "KEEP SMILING WITH KELLYS," each day for 365 days each year.

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

Outdoor Advertising Everywhere

550 West 57th Street, NEW YORK CITY

People's Gas Building, CHICAGO, ILLINOIS

PHILADELPHIA

CINCINNATI

ST. LOUIS

RICHMOND

ATLANTA

National Advertising Brings \$150,000,000 to Newspapers

The Stupendous Totals That Will Be
Reported at the Convention of the A.
N. P. A. by the Bureau of Advertising

By RALPH BEVIN SMITH

THE most remarkable twelve months in the history of newspaper advertising."

That's how the annual report of the Bureau of Advertising of the American Newspaper Publishers Association will have to characterize the last year when it summarizes accomplishments of 1919 for

the coming A. N. P. A. convention.

It is estimated that between April, 1919, and April, 1920, the volume of national advertising in newspapers reached the amazing total of \$150,000,000.

That, according to a compilation of the nation's advertising invest-

ments, published in a recent issue of ADVERTISING & SELLING, amounts to almost one-third of the total annual advertising returns of the newspapers. It indicates a sound, reasonable appreciation of this value of newspaper space.

It would buy up the country's 1919 paper imports three and a half times. It would build a navy of eleven such super-dreadnaughts as the proud New Mexico. It would purchase the 1918 gold production of the United States twice over and leave enough to gather in all that the Alaskan mines produced in the same year.

THE BUREAU'S PART

The avidity with which national advertisers turned to the newspapers to put the story of their wares before the public in the period covered is indicated by the fact that the \$150,000,000 they paid for the privilege represents a gain of 70 per cent over the previous highest year.

In achieving this gain no small part has been played by the Bureau of Advertising of the A. N. P. A.—with the able representatives—as will be made apparent in the forthcoming report. It would create a false impression to say that the Bureau has stopped at nothing to roll up a smashing total for the year, but it has certainly stopped at nothing that can be spread out before the world in an annual survey.

The April to April year of 1919-20 has been a year of remarkable development in new forms of advertising, particularly in those relating to the advertising of big business, and of public service. The great industrial corporations and the greatest of all public service organizations, the United States government, have invaded the newspaper columns in pursuit of that evasive thing called good will.

Selling good-will advertising ideas to the United States government was one of the big jobs of the A. N. P. A. Bureau of Advertising in the past year.

William A. Thompson, Director of the Bureau, and his associate, Thomas H. Moore, probably would object to being called lobbyists, but it was their lobbying, in the best sense of the word, that put through the "sale" whereby the United States Railroad Administration set aside \$1,000,000 for advertising last year. It was efficient lobbying by the Bureau that carried to a successful end the negotiations in the summer that led to the newspaper

May
attains a
50%
GAIN
over 1919

The
Delineator

campaign in behalf of the recruiting service of the United States Army. It was the co-operation of the Bureau and the A. A. of A. A. that brought about the organization of the Associated Agencies Corporation and secured for that organization the advertising account of the United States Navy last July.

During this period the Bureau has grown from a membership of about 300 to one of 500 and it

closes the year with twice the income it had at the beginning or ever before had at any period. This is the result of a change in the assessment plan put in effect last June. The latest development and best evidence of its growth is the opening of its new middle western office in the Marquette Building in Chicago, in charge of F. Guy Davis, formerly president of the Chicago Newspaper Representatives Association.

Who Reads the Ads How

The Dallas Advertising League Furnishes Some Interesting Data Obtained Down Texas Way

FROM replies received to nine key questions asked in a recent investigation conducted by the Research Committee of the Dallas Advertising League to find out how and what kind of advertising is getting across to consumers, the League has arrived at the following conclusions:

Women are better and more consistent advertising observers than men.

Quality has first call in the mind of the consumer and is the strongest appeal to use in advertising.

There is a constantly increasing sentiment for the family budget that must be reckoned as a factor.

The failure of men to pay more attention to advertising is born of the fact that the majority of consumer-buyers are women.

Special sales of standard trade-marked articles have a far greater appeal to the consumer-buyer than similar sales on unknown lines.

In answer to the question, "Do you read advertising regularly, occasionally, or seldom?" 207 people replied that they read advertising regularly; 152 people replied, occasionally; 70 people replied, seldom. In percentage, this gave advertising a ratio of substantial efficiency nearly equal to 50 per cent, and a ratio of potential efficiency nearly equal to 85 per cent, as to attention and influence.

Sub-divided as to men and women, the answers to this question gave the following total: Women reading advertising regularly, 171; occasionally, 96; seldom, 45. The percentages of efficiency were 66 per cent and 80 per cent; Men reading regularly, 36; occasionally, 56; seldom, 25; percentages of efficiency, 21 per cent and 75 per cent.

In answer to the question, "What attention do you give street car cards?" 165 people answered in the affirmative; 234 answered, none. This gave car cards .42 per cent attention efficiency ratio.

In answer to a similar question on billboards, the replies were: affirmative, 167; none, 234. The per cent efficiency figured .42.

In answer to a similar question on moving picture advertising the replies were: affirmative, 199; none, 196. The per cent efficiency figured slightly over .50.

WOMEN AND MEN COMPARED

Sub-divided among men and women the following results obtained:

WOMEN	
CAR CARDS	
Yes	123
No	165
Efficiency per cent.....	45
BILLBOARDS	
Yes	111
No	177
Efficiency per cent.....	38
MOVING PICTURES	
Yes	150
No	135
Efficiency per cent.....	52
MEN	
CAR CARDS	
Yes	42
No	69
Efficiency per cent.....	38
BILLBOARDS	
Yes	50
No	57
Efficiency per cent.....	50
MOVING PICTURES	
Yes	40
No	61
Efficiency per cent.....	46

As all three forms of advertising noted here are known solely as "attention" factors, they were scored solely on this point alone and not on their various degrees of efficiency—that is, they were credited with an affirmative where any interest at all was evidenced in their favor.

WINDOW DISPLAYS OF VALUE

Window displays were given credit universally for a decided advertising

Advertising In Texas

THIS, Mr. Advertiser, shows how efficient your advertising is down Texas way. The data obtained for this article comes from the Research Committee of the Dallas Advertising League and is based on the results of a recent investigation which the Committee carried out in Dallas. ADVERTISING & SELLING does not pretend to say how accurately the League's conclusions would be if applied to the country at large; but competent critics to whom the article has been shown believe that they would stand, practically unchanged, in any similar investigation conducted anywhere in the United States, though the individual percentages might be shifted somewhat. What do you think?—THE EDITOR

value, and in answer to the question "Do you prefer price cards in the window, or would you rather go inside and examine the goods, and then learn the price?" the replies were: For price cards, 274; against, 144. Sub-divided: Women— For price cards, 192; against, 117; Men—For price cards, 82; against, 27.

In answer to the question, "Which do you regard as most important in the advertising you read: "Style, quality, price or store service?" the following replies were noted:

<i>Choices</i>				
Firsts	222	108	76	15
Seconds	135	75	147	27
Thirds	30	71	139	77

It will be seen that quality received an overwhelming majority of firsts and seconds. Sub-divided, the following results obtained:

MEN				
<i>Choices</i>				
Firsts	60	0	25	7
Seconds	24	12	48	12
Thirds	3	20	25	20

WOMEN				
<i>Choices</i>				
Firsts	153	99	51	8
Seconds	111	63	99	15
Thirds	27	51	114	57

In answer to the question, "Do prices compared with one another appeal to you, such as a fifty cent article for thirty-nine cents or a fifty dollar suit for thirty-eight fifty?" the replies were as follows: For compared prices, 210; against, 202. Those answering against gave almost invariably as their reason that they believed neither price as being authentic or reliable. Those for, stated that when they saw an article of standard trade mark at a reduced price, they believed they were saving money by purchasing. Those for, qualified their approval of comparative prices about 20 per cent of the time by saying that the reliability of the firm offering counted with them.

In answer to the question, "Do you have a family budget?" 104 people answered in the affirmative, and 237 in the negative. In view of the fact that a great number of single persons answered the questionnaires, this shows a growing tendency for a family budget.

In answer to the question, "Allowing for the high cost of manufactured articles, the higher cost of distribution, such as increased labor and freight charges, do you conscientiously believe that retail merchants charge too high a price for their wares—a price which would pay them more than a reasonable profit, which everyone grants they are entitled to make?" the replies were: Yes, 252; No, 81.

In answer to the question, "Are you willing to pay a slightly higher price for an article in order to buy it from a firm which has a reputation for backing its advertised word and which has a reputation for honesty, fairness and liberality?" the replies were universally, yes.

In reply to the question, "Do you believe that nationally trade-marked and advertised goods, backed often by a flat guarantee, are more apt to reach a higher standard of quality than non-advertised goods?" the replies were universally, yes.

The three lines of merchandise on which this investigation was based were: Women's furnishings, men's furnishings, and dry goods and notions



ROBERT FITZ RANDOLPH HUNTSMAN

First Publisher—President of the Sphinx Club

When the Sphinx Club, at its annual dinner on the evening of March 30, placed in its presidential chair Robert Fitz Randolph Huntsman, it put at the head of its activities an all-around advertising man and publisher whose experience extends widely over the interests which find a voice in this far from voiceless Sphinx, and whose popularity is a thing to marvel at.

Emphasis has been laid on the fact that Mr. Huntsman is the first publisher to attain to the presidency of the club. But his title, "Publisher of the Brooklyn Standard-Union," is mere camouflage of the important point that the successor to George Ethridge is first, last and all time an advertising man; in despite of the fact that, for ten years, he served on the reportorial and editorial side of the rail.

Robert Fitz Randolph Huntsman was born in 1868 in Newark, N. J. When he was ten years old, his family moved to Providence, R. I., where he received

his education in the Wheeler School, a well known preparatory school of Roger Williams' city. Leaving school at an early age, he gravitated to the jewelry trade which is not to be wondered at, considering how high this trade ranks among Providence's industries. However, instead of making rings and brooches and stickpins, Mr. Huntsman began to write about them for the *Manufacturing Jeweler*—in addition to soliciting advertisements and subscriptions for this veteran publication, keeping its books, sweeping out its office and addressing some 5,000 wrappers a month.

Then hard work and a wandering germ or two laid the young journalist up with typhoid and when he rose from his sick bed a fifty-pounds-less shadow of his former stocky self, he was packed off toward the New Mexican cattle ranch of his uncle, the late Louis V. Fitz Randolph, of Plainfield, to recuperate and find the missing pounds avoirdupois. This was in 1886.

"Packed off toward" is right, since he never got any further toward Nex Mexico than Plainfield where his unquenchable love for the newsroom typewriter and the composing room type stick induced him to persuade his uncle to let him settle down in the offices of the latter's newspaper, the *Plainfield Times*. He climbed to the top of the staff and remained settled down there for seven years, using odd hours and making odd dollars corresponding for the Newark, Philadelphia and New York newspapers, writing Sunday stories and magazine articles and perpetrating jokes for *Lite*.

This lasted until the late Henry Abbott Steele, editor of the *Newark News*, succeeded in persuading Mr. Huntsman that he was on the wrong side of the rail both for money and fame and sent him to New York as the first metropolitan representative of the *Newark News*. Armed with the confidence reposed in him by Mr. Steele and with the advertising points taught him by William Cooper Howells, the advertising manager of the *News*, he came to New York in 1893 and remained there until the late William Berri, owner of the *Brooklyn Standard-Union*, called him up on the telephone one day about fifteen years ago and asked him to write a contract for himself as advertising manager of the Brooklyn paper.

When he saw that contract, Mr. Berri declared that it made the *Standard-Union* work for its advertising manager, instead of the advertising manager for the *Standard-Union*, this because it insisted on such details foreign to the spirit of the time as publication of actual circulation figures, fixed ad rates and other backing for the new advertising manager consistent with that strict regard for the truth in and about advertising which has always characterized his particular brand of business ethics.

However, the contract was signed and the *Standard-Union* "Huntsmanized." Mr. Berri's appreciation of the value of his new employe's ideals was shown when, upon examination of his will after his death, it was found that he had made Mr. Huntsman one of his executors. In 1917, the latter was elected president of the *Standard-Union*.

So Mr. Huntsman became a publisher—though never a bit less of an advertising man. As an advertising man, he held the office of treasurer of the Sphinx Club for nine years and the vice-presidency for two years. Now he becomes president.

Mr. Huntsman is also a member of the Brooklyn Club, of the Poor Richard Club of Philadelphia, is a Commander of Trinity Commandry, K. T., and is prominently identified with civic affairs in Plainfield, where he makes his home.

His only other hobby outside of good advertising is one that goes well with his name. He is a mighty hunter—chiefly of the elusive wild turkey. He and four other Nimrods after his own heart have incorporated the Pamunky Hunting Club which owns 1500 hundred acres of prime hunting land down in King William County, in the Old Dominion. Thither he goes every season to hunt the Thanksgiving bird; there he will retire frequently hereafter to find silence and solitude in which to "cook up" new ideas for Sphinx dinners.

Fort Worth Star-Telegram

FIRST PAPER IN TEXAS

Average net paid circulation
6 months, ending March 31, 1920
as per Government Statement

72,256

a gain of 6,742 over last statement and
10,133 gain over statement April 1, 1919.

**More than 2½ times the
circulation of any
other Fort Worth Paper**

No contests

No premiums

No forced methods

CIRCULATION NOW

75,000 Daily

90,000 Sunday

Charter Member A. B. C.

AMON G. CARTER
Vice Pres. & Gen. Manager

A. L. SHUMAN
Advertising Manager

The Mission of Outdoor Advertising

How a Writer on This Vital "Exclamatory" Division of Publicity Sees It

By LEONARD DREYFUSS

WE outdoor advertising men are singers of exclamatory music. We beat the bass drum and clash the cymbals in the band. We are the instrumentalists who carry the melody while the brasses and the strings and the wood winds of the other divisions of the great publicity orchestra that

gives air to the notes of the producers produce the runs and trills that qualify and explain and adorn the theme.

But let's get away from the language of jazz and start all over again in the business English that most of us are used to.

I have always viewed advertising as having two main divisions—EXPLANATORY advertising, such as that found in the Newspapers, in Magazines, in the mail, etc., and EXCLAMATORY advertising, such as Outdoor Advertising (the billboard and the painted sign), Street Car Advertising and Window Display. Most products in their introductory stage must be explained and then, just as surely, if they are to hold their market, they must be exclaimed.

That covers the introductory reference to "exclamatory music." As to "carrying the melody," isn't that exactly our function: to keep before the public in an intimate fashion and iterate and reiterate the fact of the product? The paste brush may seem to be the best symbol of our trade, but the hammer hits the nail exactly on the head.

We, as a nation, are a comfortable and conformable people. We are given mostly to doing customary things. We must be constantly reminded if we are to continue as a habit the use of any particular product. Very few of us are pioneers. We never used the first safety razor, or rode the first bicycle in its day, or used the first package of a new vanishing cream. One of the main functions of Outdoor Advertising is to take a product out of the realm of the unknown and put it into the realm of the customary.

HOW THE POSTER "LOCALIZES"

One of the salient features of the billboard, for instance, is the facility it offers for constant reiteration—a going out to the people along the highways and byways in large cities and small towns, with a dominant message in large size and in colors. It is a significant fact that the percentage of illiterate people is still large in America. In Alabama, for instance, over twenty per cent of the population cannot read or write; in New Jersey, six per cent. This considerable proportion of the population can understand a picture and are attracted by colors. Therefore, they can be reached in a most efficient way by the Poster.

A well-known advertising man once said that he was attracted to Outdoor Advertising because, while

The Rebirth of LIFE.

Charles Dana Gibson President
George B. Richardson, Vice-President
LeRoy Miller Treasurer
George d'Utassy Secretary

Beginning the first day of April, 1920, the above management will sponsor LIFE'S future destiny.

A continuance of LIFE'S bonafide policy applying to circulation and advertising methods and a clean, square editorial policy is our firm resolve.

Please watch LIFE.

Geo. Bee. Are.

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

it could be used as a national medium, it localized his message, appearing as it does on the very streets of a local community in a dominant way, impressing both dealer and consumer.

Much has been said in the past of the remarkable history of outdoor advertising. It isn't so many years ago that the billboard ranked pretty low in the scale of things; and then there were formed the Poster Advertising Association and the Outdoor Advertising Association that have labored unceasingly for improved service. These Associations have laid down rigid rules for the betterment of service rendered by outdoor advertising plant owners. The remarkable success of the efforts of the men who have labored in these National Organizations is shown in the wonderful advancement, and the quality of the service, that has been rendered to Advertisers by the outdoor advertising interests.

OUTDOOR U. S. SOLD FOR 1920

Today, Posters are being designed by such Artists as Maxfield Parrish, Leyendecker, Neysa McMein, Flagg and hundreds of others of national fame.

There are bill posting plants today giving the rigid service required by the Poster Advertising Association in over six thousand cities and towns in the United States. A proof that there has been a growing appreciation of our medium on the part of National Advertisers is shown in the fact that practically every inch of billboard space in the United States has been sold, at this writing, for the entire year of 1920.

Nothing testifies more clearly to the place outdoor advertising men hold in modern advertising America than the recognition of the value of Outdoor Advertising by the government in the national emergency presented by America's entry into the Great War. When it was necessary for the government, in connection with its recruiting, in connection with its Liberty Loan and thrift drives, in connection with its appeals for food conservation, to go out to the people with a forceful message, to put it over quickly and make it stick. Outdoor Advertising was resorted to.

And Outdoor Advertising did its work so quickly, so completely, so efficiently that it surprised not alone government officials, but, I honestly believe, some of us who were living close to the medium.

Samuel Gompers Addresses Editorial Conference

Samuel Gompers, president of the American Federation of Labor, appeared before the New York Business Publishers Association at a special editorial conference and luncheon held at the Automobile Club, No. 247 West Fifty-fourth street, New York, last Tuesday, to talk on the existant economic and political situation from the standpoint of organized labor.

Mr. Gompers' talk covered considerable ground but was confined to the general principles and broad practices of union labor in the United States rather than to a specific discussion of

current labor activities. Apart from his charge that the present slackening up in production comes rather from bad executive management than from the lack of efficiency on the part of the workers themselves, his most important assertion was that the alternative to unionized labor, controlled, as he declared, by American ideals, is a conspiracy of predatory powers that would ditch Americanism and set up in America the reign of Bolshevism.

The audience gathered to hear the president of the A. F. of L. was one of the largest that has been brought together for an editorial conference in the history of the Business Publishers Association.

The Clean Up and Paint Up Campaign is now on in

Philadelphia

If you have not arranged for an advertising campaign to cover the third largest market in the United States —“you'd better hurry.”

In Philadelphia there are:

- 400,000 separate dwellings**
- 16,000 manufacturing places**
- 48,000 wholesale and retail stores**

Philadelphians are now buying:

- Paints, oils and varnishes
- Plate and window glass
- Building materials
- Wall paper and decorating
- Window screens and doors
- Garden tools
- Brushes and brooms
- Soaps and cleansers
- Disinfectants
- Garbage cans and incinerators
- Plumbing supplies
- Flowers and shrubs
- Heaters and ranges
- Etc.

“Nearly everybody” is getting started in a general “clean up” and alert manufacturers and dealers who will cater to the trade in Spring House Cleaning here in Philadelphia will find it a responsive and lucrative market.

Dominate Philadelphia

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

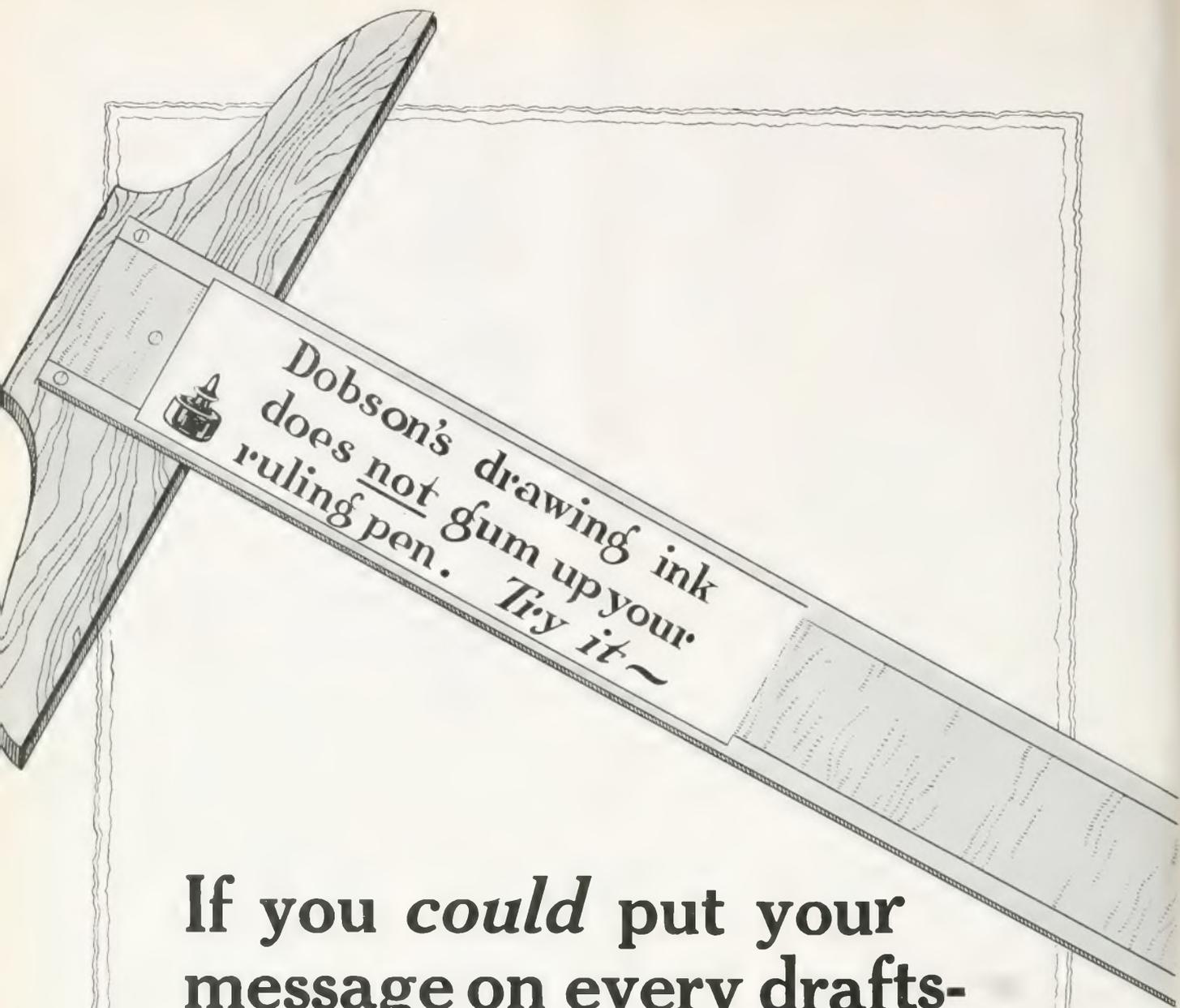
The Bulletin



Net paid average circulation for February

481,791 copies a day

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



If you *could* put your message on every draftsman's T-Square—

Selling your drawing ink to draftsmen would be a simple matter with your message on every T-square—the tool they use constantly.

And you could sell meat-choppers to butchers by fastening your message on their cleavers; and diagnosis lamps to doctors via messages printed on their instrument cases.

If you are selling cement-mixers instead of drawing-

You *can* put your message on a tool the buying engineer uses

ink; transformers instead of meat-choppers; and automatic stokers instead of diagnosis lamps you can make this same psychology operate on the engineers and engineering executives who buy your goods.

You can put your message on the **tools** the **engineers** are using constantly. You can talk to them through their technical journals.

For the men who choose the equipment bought in the five great fields of engineering are engineers. And the engineers whose opinions count are readers of McGraw-Hill publications.

Put your message in these instruments the buying engineers use constantly.

The 11 McGraw-Hill Publications

Power
Coal Age
American Machinist
Electrical World
Electrical Merchandising
Journal of Electricity
Electric Railway Journal
Ingenieria Internacional
Engineering News-Record

McGRAW-HILL CO., Inc.

**Tenth Avenue at 36th Street
New York**

Chemical & Metallurgical Engineering
Engineering & Mining Journal



Influencing
Business with the right paper



**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

Business Publishers Talk Business

Space selling and salesman's rights—and wrongs—were the chief topics of discussion at the first April meeting of the New York Business Publishers Association held at the Automobile Club, No. 247 West Fifty-fourth street, New York, on the evening of April 5. This was the business department's innings in the series of educational conferences which the association has been holding.

A. C. Pearson, of the *Dry Goods Economist*, spoke of "Control of Sales Policy"; George Griffiths, of *Hardware Age*, discussed "Arrangement of Territories," and G. E. Andrews, of *Power*, dealt with "Follow-up and Record." Robert H. McCready, of the McCready Publishing Company, vice-president of the Association, presided.

The final meeting of this series, the date for which has not been set, will be given over to a summing up and general discussion of the business and editorial points brought out by those who have spoken at previous meetings.

J. T. White, Publisher, Dead

James Terry White, whose name has been known to the publishing world for many years, died at his home in New York last Saturday. He was born in Newburyport, Mass., in 1854. In 1873 he established the firm of James T. White & Co. and founded the National Cyclopedia of American Biography in 1890.

Mr. White was president of the Yost Typewriting Co. at one time; was one of the organizers and the president of R. Hudnut's pharmacy, and was also vice-president of the National Press Bureau founded by Charles Emory Smith. He contributed both prose and verse to many periodicals, and was the author of several books.

He married January 28, 1869, Miss Florence Derby of Buffalo, and is survived by his widow and four children, George Derby White; Gertrude, wife of Judge Charles L. Garrick, of Jersey City; Grace, and Elizabeth, wife of Capt. Owen L. Burdett of Rochester.

Maxwell Sales Director Resigns

T. J. Toner, director of sales of the Maxwell and Chalmers Motor Car companies, resigned on April 1. B. A. Lyman, who has been his assistant, will succeed him. Toner has been at the head of the Maxwell marketing work for four years, and was first connected with Studebaker. Lyman was assistant treasurer of the Maxwell organization for several years before entering sales work.

Sales Manager Made Vice-President

Ralph S. Allen, general sales manager of the Duratex Co., Newark, N. J., has been appointed a vice-president of that organization and a member of the board of directors. Mr. Allen's promotion comes as a recognition of his services in promoting the company's product and widening the scope of Duratex activities. Prior to his association with the company, Allen was sales manager for a number of years of the Wagner Electric Co., Detroit.

"Dramatic Mirror" Adds to Staff

J. G. Ralston, formerly of the Butterick Company, and I. Newark, heretofore with the *Daily Garment News*, are now associated with the *Dramatic Mirror*.

Imports and Exports Decline

A definite decline in exports is disclosed by the foreign trade statement of the Department of Commerce for the month of February. Exports amounted to \$645,700,025, against \$722,057,780 in January. During the eight months ended with February, exports reached a value of \$5,231,065,044, as compared with \$4,382,510,730 for the corresponding period a year ago. Imports during February totalled \$467,470,504, as compared with \$473,004,053 in January. For the eight months period, imports totalled \$3,235,228,197, as compared with \$1,933,325,694 for the corresponding period a year ago. During the last eight months the chief buyers from the United States were, in the order named: The United Kingdom, Canada, France, Italy, Japan, Belgium, and Netherlands. Our imports came

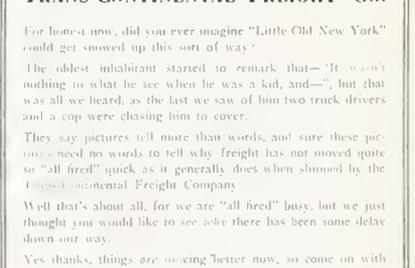
chiefly from Japan, United Kingdom, Canada and Cuba, in the order named.

"Happy Hit" Cigarettes Advertised

The American Tobacco Co. is advertising Happy Hit cigarettes for export. The brand which is identical to the Lucky Strike Burley cigarette, is advertised in an identical manner also. The reason for another name being used, is explained by the company's relation with the British-American Tobacco Company, which, it is understood, has complete export rights to all products sold by the American Tobacco Co. in the United States.

Another A. N. P. A. Member

The Janesville, Wis., Gazette has been elected to active membership in the American Newspaper Publishers Association.



Here's How

HERES how we have been fixed the last few weeks here in New York. Moving freight has been "kinder" tough, it sure has, but we've kept things moving, thank you—that's our job.

Sure there have been delays! Wouldn't streets like this put most anyone back a bit, even an up-to-date, "get-there" organization like the

TRANS-CONTINENTAL FREIGHT CO.

For honest now, did you ever imagine "Little Old New York" could get snowed up this sort of way?

The oldest inhabitant started to remark that—"It wasn't nothing to what he see when he was a kid, and—", but that was all we heard, as the last we saw of him two truck drivers and a cop were chasing him to cover.

They say pictures tell more than words, and sure these pictures need no words to tell why freight has not moved quite so "all-fired" quick as it generally does when shooed by the Trans-Continental Freight Company.

Well that's about all, for we are "all-fired" busy, but we just thought you would like to see why there has been some delay down our way.

Yes, thanks, things are moving better now, so come in with your shipments of Household Goods, Machinery, Automobiles, and get your share of the money saved by the "Service which is different," and which will be a blamed sight more different now that they are getting us dug out again.

Trans-Continental Freight Company

WOODWORTH BUILDING
233 Broadway
NEW YORK

Drexel Building, Philadelphia Old South Building, Boston

Here's how the Trans-Continental Freight Company made the most of a bad situation, titillated public good will by a humorous exposition of its difficulties after the big storm and took advantage of a disadvantage in a thoroughly live, wide-awake fashion.

The copy and pictures that go with this unique example of hitching publicity tight to matters of current interest make a waste basket-proof mailing folder.

Collecting on the blizzard is something almost new. It follows a precedent set by a humbler advertiser—the shopkeeper of New York's East Side. He saw opportunities in the drifts piled up before his door and set up there hastily scrawled sign-boards heralding his wares to the passerby—until belated shovellers of the Street Cleaning Department arrived to undo his handiwork.

Advertising and Selling to be Taxed

(Continued from page 8)

Otto H. Kahn declared that the excess profits tax "lays a heavy and clumsy hand on successful business activity" and that "it is bound to operate unfairly, freakishly and unevenly, and greatly enhance the cost of things," and many who agreed with him when the excess profits tax was under discussion believed, and still believe, that a tax on sales would be fairer to commodity buyers and less harmful to industry.

Speaking of a one per cent sales tax as a substitute for the excess profits tax, J. S. Bache, of J. S.

Bache & Co., bankers, said recently:

"A small tax, say one per cent on sales, while it would produce in the aggregate an amount large enough to make it unnecessary to keep the excess profits tax in force, might be large enough even to reduce the surtax on income and would bear so lightly upon the individual that its existence would be scarcely perceptible."

Mr. Bache estimated that this tax would produce revenue as high as \$5,000,000,000 a year.

But the excess profits tax is not to be lifted this year. It is to continue in full force and there is to be piled on top of it a tax on sales to find money for service bonuses which will demand, at least—and a very meaningless guide that "at least" is—\$1,500,000,000.

In describing this tax, against which it adds its voice in protest, the *New York Times* says:

"Money for the bonuses will be raised by a sales tax of one per cent on goods sold under \$500 and five per cent on goods sold over that amount. There will also be a tax of one-half of one per cent on the sales of real estate. It is estimated by Treasury officials that such a sales tax will yield \$1,000,000,000 yearly."

MAKING THE BELL RING

While we have the time—and the heart—to be facetious before the blow falls, it makes it interesting to picture the "bloody but unbowed" head of the commodity producer and seller fixed as the leather pad on a theoretical but no less vivid "Test your strength and make the bell ring" machine. You may make your own guess as to how high the cost of living marker will go when the blow does fall, gauging your estimate by what heights it has risen to in the past under the impetus furnished by the already effective series of direct taxes.

But not many men have the heart to be facetious about this sales tax proposal. Bad enough in itself, it comes skipping along hand in hand with the offspring of Representative Thompson's new vision as to the possibilities of advertising as a taxable commodity.

There is no need to line up again, the arguments—already old, so quickly was Mr. Thompson's challenge seized upon by men who have commodities to advertise, men who advertise them and men who furnish mediums in which to advertise them—against this proposal. "Idiotic, but none the less dangerous," a contemporary calls it; "a direct tax on efficiency and economy in the distribution of merchandise," declares the president of the A. B. C.; "Discriminatory, double taxation," an agency head asserts; while a manufacturer sounds the warning that "it is an economic mistake, and means simply an increased cost of doing business, for which the public will, as usual, have to pay."

NEXT THE AD MAN

This bill calls for a 10 per cent tax upon the cost of "all advertisements in any book, magazine or newspaper having a circulation of 5,000 or more, pamphlet or other publication entering the United States mails" and a fifteen per cent tax on the cost of all other advertising matter. Certain classified advertisements are exempted from the impost. Mr. Thompson, who hales

"Allow Us to Present the Advertising Merits of Our Telephone Directories"

These directories, which will go to press soon, will be distributed throughout New York State and Northern New Jersey.

Their combined circulation will total 2,750,000 copies.

They will stay actively on the job for several months and will be consulted millions of times daily by farmers, housewives, merchants, traders, jobbers and wholesalers.

Rates for advertising in them are low.

Results from this advertising are high.

Let us give you our rate for advertising in these 2,750,000 trade producers.



NEW YORK TELEPHONE COMPANY

P. W. ELDRIDGE, Sales Mgr., Dir. Advtg.

15 Dey Street, New York Telephone Cortlandt 12000

from Defiance, O., declares that this tax will serve the double purpose of raising needed government revenues and reducing paper consumption. The second claim is a mischievous argument that has won a short-sighted adherent here and there from among those worried by the existing print paper shortage. To such is recommended a recent bulletin issued by the A. N. P. A., which has the print paper shortage nearer at heart than any other aggregation of business men.

Tackling the argument in an ironic vein, this bulletin says:

"We are quite in accord with the belief that a tax on newspaper advertising would result in a lessened consumption of newsprint. What newspapers, may we ask, would survive the imposition of such a tax, a reduction of ten per cent of their revenue, while costs are mounting on every hand, and assuredly their revenue would decrease by approximately the amount of the tax levied on the advertiser?"

"Again it would reduce consumption of newsprint by serving as a damper on the business of the country and in this way spread its baneful influence far and wide. Let the merchant's efforts to move his goods and make rapid turnovers of his capital be penalized, let the public be kept in ignorance of what he has to sell, and, truly, the public will cease to buy much that it buys now, merchants' shelves will remain with dust-covered stocks, jobbers will cease their activities and the manufacturer will reduce his efforts and his payroll.

"Apply and collect a tax on advertising, the greatest salesman the world has ever known, and be happy that something new has been found on which a tax may be levied, but in doing so let us not lose sight of the fact that the tax collected would be but a small part of uncollected taxes on lessened profits.

"It is doubtful if a more ingenious method than this proposed tax could be found to depress the entire business of the country, or one that would more fully serve to defeat its only useful object—that of increasing the public revenue."

And that sums up about everything there is to be said under this head.

The Independent Corporation Reorganizes

The Independent Corporation which publishes the weekly *Independent* and various efficiency courses has been reorganized through the purchase by Hamilton Holt, editor, and Wesley W. Ferrin, treasurer, of the interests of William B. Howland, Karl V. S. Howland, and Harold J. Howland, sons of the late William B. Howland, former publisher of the *Independent*.

The new business staff consists of: Wesley W. Ferrin, president; Frederic E. Dickinson, secretary; Samuel W. Blore, treasurer, and J. Stuart Hamilton, director of advertising.

The new editorial staff consists of: Hamilton Holt, editor; Edwin E. Slosson, associate editor; Hannah H. White, managing editor; Preston Slosson, lit-

rary editor; Prof. Shailer Mathews of University of Chicago and Prof. Franklin H. Giddings of Columbia University, contributing editors.

The Independent has doubled its floor space by its recent removal to 311 Sixth Avenue. The old quarters at 130 Fulton Street, which *The Independent* occupied for twenty years, covered only 3,000 square feet, but in 1913 the need of more room compelled removal to 110 West 40th Street, where at first 5,000 square feet were leased. This was later expanded to 10,000, and in its new quarters *The Independent* has 20,000 square feet of floor space. Circulation of *The Independent* has multiplied by five since the enlargement of its page. It is now prepared to play an active part in the coming campaign and in the discussion of all questions of foreign re-

lations. With the object of promoting a better understanding between the nations associated in the late war, *The Independent* has arranged to publish monthly messages to the American people from the Governments of Great Britain, France, Italy and Japan, and a weekly message from the United States Government.

Barnart, Business Manager of "Illustrated News"

John W. Barnhart, who has been an executive with the *Chicago Tribune* for the past seven years, is now business manager of the *Illustrated News* in New York, succeeding George d'Utassy who became secretary and part owner of *Life* on April 1.

ENGLAND
 REUTERS
 INTERNATIONAL ADVERTISING
 DEPARTMENT
 24 OLD JEWRY LONDON
 BRANCHES THROUGHOUT THE WORLD

Where the World Goes to Market

AFRICA
 CAPE TOWN
 JOHANNESBURG
 PORT ELIZABETH
 DURBAN
 KIMBERLEY
 ETC.

INDIA
 CALCUTTA
 BOMBAY
 RANGOON
 MADRAS
 KARACHI

AUSTRALIA
 MELBOURNE
 SYDNEY
 BRISBANE
 PERTH
 ETC.

SCANDINAVIA
 STOCKHOLM
 COPENHAGEN
 CHRISTIANIA
 ETC.

NEW ZEALAND
 AUCKLAND
 WELLINGTON
 CHRISTCHURCH

STRAITS SETTLEMENTS
 SINGAPORE
 PANANG

HOLLAND
 AMSTERDAM
 ROTTERDAM
 HAGUE
 ETC.

REUTERS LIMITED
 International Advertising
 ISROY M. NORR
 ADVERTISEMENT MANAGER
 20 BROAD STREET
 NEW YORK

Executive Committee of Pan American Division of A. A. C. W. Appointed

John Barrett, chairman of the General Committee of the Pan-American Conference, under the powers granted him at a recent meeting, and after consultation with others, has selected an executive committee to take charge of the conference's affairs and program for the coming convention at Indianapolis.

H. A. Slamin, of *La Prensa*, Wing B. Allen, of the South American Publishing Co.; Franklin Johnston, publisher of the *American Exporter* and president of the Johnston Overseas Service, Alberto Altuzarra, *El Universal*, Mexico City; John L. Merrill, president of the All American Cables; Herbert S. Houston, *El Revista del Mundo*, John Barrett, director general, Pan American Union,

Washington, D. C., Enrique Gil, *La Nación*, Buenos Aires, and John Vavsonr Noel of the Noel News Service, and secretary of the division, will constitute the Executive Committee.

The committee will communicate with publishing and advertising interests in leading Latin-American cities, explain to them the plan, scope, history, purpose and future work of the Associated Advertising Clubs of the World, and recommend that they organize advertising clubs in their cities and countries to cooperate in that work, and to send delegates to the June Convention.

William D. Showalter Dies

William D. Showalter, editor of *The Editor and Publisher*, died last Sunday at his home, 660 West 180th Street, New

York, after an illness of more than two months. He was born in Brown Mills, W. Va., in 1869, and was educated at Oberlin College. After graduation he took up newspaper work at the age of eighteen on *The Chicago News*, remaining there until 1891 when he moved to New York. He was connected with the *Evening World*, *Evening Journal*, and *Herald*, and was an editorial writer on the old *New York Recorder*. In 1910, he left the *Evening Journal* after seven years of service, and organized the Showalter Advertising Service, at 150 Nassau Street. He joined the staff of *Editor and Publisher* in 1916.

Mr. Showalter had been in poor health since January, and had received absent treatment, according to the Christian Science faith, from Dr. Lloyd B. Coate, of Dayton, Ohio.

"Oil Journal" Publisher Dies

Patrick C. Boyle, president of the *Oil and Gas Journal*, of Tulsa, Okla., and president and general manager of the Derrick Publishing Co., died at his home in Oil City, Pa., last Sunday. He had been ill for six years.

Mr. Boyle, who was born in Ireland seventy-four years ago, served as an infantryman during the Civil War. Upon returning to Pennsylvania in 1865 he engaged in publishing newspapers connected with the oil industry. In 1877 following the oil excitement in Butler County, he published *The Laborer's Voice*. In the Alleghany, N. Y., fields in 1881 he published *The Oil Echo* at Richburg. He purchased *The Oil City Derrick* in 1885, and later founded the *Oil and Gas Journal*.

A \$125,000 Advertising Company

The American Advertising Corporation has been incorporated in the State of Delaware for \$125,000 by William F. O'Keefe, George G. Steigler, and E. E. Eberle of Wilmington.

Goodyear Co. Stimulating Aviation

To stimulate public interest in aerial transportation, The Goodyear Tire & Rubber Company of California, co-operating with the city of Los Angeles, Cal., has established a municipal aviation field at its new factory now under construction in the California city.

Krogness Starts Agency in California

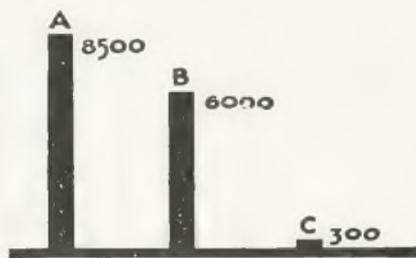
C. George Krogness, former advertising representative of a combination of daily newspapers, and at one time manager of the *Minneapolis Tribune*, has entered the advertising agency business at Menlo Park, Cal.

Frank P. Glass Retires

Frank P. Glass, editor of the *Birmingham News* and vice-president of the Birmingham News Company for the past ten years, has retired. A one-third interest in the company, which Mr. Glass held, has been bought by Victor H. Hanson, publisher and majority stockholder of the *News*.

Mr. Glass, who has been identified with Alabama journalism for over 40 years, for the past two years has been president of the American Newspaper Publishers Association. He was owner and editor of *The Selma Times*, then half-owner and business manager of the *Montgomery Advertiser*.

Conveyor Systems in Textile Mills



A—Total number of textile mills in U. S.

B—Estimated number of mills which could economically operate automatic conveying systems.

C—Number of mills which have actually installed automatic conveying systems.

Automatic conveyors of the gravity roller, spiral and inclined elevator types have a considerable field for use in textile mills.

Such conveyors have proved particularly successful in the movement of yarn on bobbins and in packages to spinning rooms and winding departments, of woven and knitted goods to finishing departments, and of finished goods to packing department and shipping outlet.

We would like to discuss this and similar problems with those who are seeking a broader outlet for their product among textile mills.

Textile World Journal

Audit Bureau of Circulations.
Associated Business Papers, Inc.



BRAGDON, LORD & NAGLE CO.

334 FOURTH AVENUE, NEW YORK

Advertising Luncheon Promises Large Attendance

The Bureau of Advertising luncheon in connection with the A. N. P. A. convention at the Waldorf-Astoria, on Wednesday, April 21, at 12:30 p. m., will be a record breaker in point of attendance. Reservations that about total the capacity of the large ballroom of the Waldorf-Astoria have been received to date and the indications are that there will be many late comers who cannot be taken care of.

An unusually interesting program has been arranged with the Hon. E. T. Meredith, the new Secretary of Agriculture, as the principle speaker. Mr. Meredith, being not only a publisher, but, until recently, president of the Associated Advertising Clubs of the World, is therefore able to present some of the great public problems from the viewpoint of an advertising man.

Among the speakers will be Harry Dwight Smith of Fuller & Smith, Cleveland president of the American Association of Advertising Agencies, and John Sullivan, Secretary-treasurer of the Association of National Advertisers.

William F. Rogers, Chairman of the Committee in charge of the Bureau of Advertising, will act as toastmaster.

Advertising Managers Council Organized by the M. and A. M. A.

More than 50 representative advertising managers of the automotive industries attended a meeting held at the Hotel Commodore, New York, March 26th, under the auspices of the Motor and Accessory Manufacturers Association and approved plans for the organization of an Advertising Managers Council, as a central clearing house to handle constructive co-operative work on vital problems of mutual interest. M. L. Hemmway, General Manager of the Association, who issued the call for the meeting, presided.

An executive committee was appointed to formulate definite plans and policies for the Council. The members of this committee are: Chairman, E. C. Tibbetts, advertising manager B. F. Goodrich Rubber Co., Akron, Ohio; vice-chairman, James J. Buzzell, advertising manager, Motor Bearings Division, Hyatt Roller Bearing Co., Detroit, Mich.; James J. McQuiston, advertising manager, Westinghouse Electric and Manufacturing Company, New York City; E. W. Krombach, advertising manager, Aluminum Manufacturers, Inc., Cleveland, Ohio; F. C. Baldwin, advertising manager, Willard Storage Battery Co., Cleveland, Ohio.

At the luncheon which preceded the executive session of the conference, addresses were delivered by Richard H. Lee, Special Counsel of the Associated Advertising Clubs of the World and David Becroft, Directing Editor, Class Journal publications.

A meeting of the executive committee of the Council was scheduled to be held in Cleveland on April 8 to further plans for the Council's work.

New Paper Company in Michigan

With an announcement that the Escanaba Paper Company will soon start work on a new plant at Escanaba, Mich., newspaper publishers see a slight rift in the clouds caused by the newsprint shortage. The management of the company is understood to be considering the ad-

visability of converting the greater part of the power to be developed by a new dam, to the manufacture of newsprint. The dam, which is to cost \$1,000,000 will develop 6,000 horse power, and will be located at Boney Falls, Mich.

"Tobacco" Issues Splendid Edition

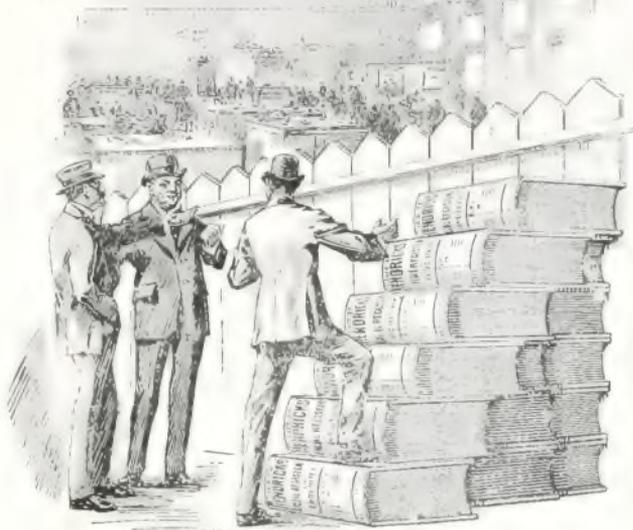
The Dixie Number, an edition of 260 pages, which was issued on March 25, by *Tobacco*, is by far the most noteworthy achievement of a trade journal in the tobacco business. Rich in rare legends pertaining to the history of the tobacco industry, and with stories of the big firms, brands, cities and people identified with the field, the magazine shows

unmistakably splendid effort from the knowing pen of its editor, David Franklin Morris. Authoritative articles on tobacco, statistics, maps and hundreds of large, interesting photographs go to make up the editorial content. More than one hundred full page advertisements speak well for the work of the publication's advertising manager, Richard T. Tanner.

Petticoat Account for Corman

The advertising account of the R. H. Sireom Co., New York and Melrose, Mass., manufacturers of petticoats, has been placed in the hands of The Corman Company, New York.

Get over the fence where the buyer is-



THE salesman who has been "pounding up against the prospect" without a chance to state his case values the opportunity to break through the barrier, which seems to be built around the average buyer, and to command an attentive audience.

The stage is properly set for the most favorable reception of your story in over 20,000 offices where "**Hendricks' Commercial Register of the United State for Buyers and Sellers**" is consulted for sources of supply in the Electrical, Mechanical, Constructional and Chemical Industries.

All advertising occupies special positions adjacent to classified lists of producers, manufacturers and wholesale dealers and gives the buyer the information he wants when he wants it. It crystallizes the desire, created by general publicity, into action at the buying moment.

Applicant for Membership in A. B. C.

Hendricks' Commercial Register of the United States

HENRY H. BURDICK, PUBLISHER

2 WEST 13TH STREET, NEW YORK, N. Y.

SAN FRANCISCO
202 HEARST BUILDING

CHICAGO
308 SOUTH DEARBORN STREET

TORONTO
210 DURN AVENUE

Preparing for "The World's Greatest Convention"

More Than 500 Indianapolis Men Are Making Arrangements—Program Will Be Instructive, Helpful, Interesting and Entertaining

MORE than 500 Indianapolis business men have enlisted their services to make the 1920 convention of the Associated Advertising Clubs of the World, to be held there June 6 to 10, "the world's greatest convention during this year."

The make-up of the committees is not confined to members of the Advertising Club of Indianapolis, for the convention organization is bigger than the club—bigger than the Chamber of Commerce of Indianapolis itself. Therefore it had to be made up of workers chosen from the whole citizenship, best fitted to perform the particular duties for which they are named.

The entertainment to be offered the women attending the convention will be in charge of Mrs. Charles Jewett, wife of Mayor Jewett.

The work of the organization is divided into four divisions: Promotion, arrangements, community co-operation and finance. Each division is pulling together to make Indianapolis the best appreciated city in the United States and to make the coming convention the greatest convention the A. A. C. of W. ever has held.

42 CITY COMMITTEES WORKING

Felix M. McWhirter, president of the People's State Bank, is chairman of the convention board. Members of the board are: Paul Richey, director of promotion; Merle Sidener, finance director; H. T. Griffith, director of arrangements; James H. Lowry, superintendent of public parks; and Fred Millis, executive secretary.

Aides-de-camp to Mr. Millis, executive secretary, during the convention will be Harry Drago, Central Press Clipping Bureau; Maurice G. Lipson, Russel M. Seeds Co.; Emerson B. Knight, E. B. Knight Co.; John Carol, Homer McKee Co.; and Lowell H. Patterson, Aug. Buschman & Sons.

Frank T. Carroll, advertising manager of The Indianapolis News, has been named chairman of a committee of 100 men who will assist and advise in the handling of the various promotional campaigns. The other committees are as follows:

General Advertising—Ernest Cohn, chairman; Edward Herman and Ernest Ronkey.

Publicity—Ellis Scarles, chairman; Myron Green, Walter Pfaff, James Carr, Robert D. Tyler, Charles Casad, Earle Mushlitz, James R. Branson and Will Neal.

Advertising Club Promotion—Emerson Knight, chairman; Harry Drago and H. B. Williams.

Co-operative Meetings—Frederick E. Matson, chairman, and the presidents of all Indianapolis business clubs.

School Campaign—Mrs. Ovid Butler Jameson, chairman; W. C. Bobbs, and E. U. Graff.

City Courtesy—C. G. Tomerlin, chairman; Frank T. Carroll and C. A. Rush.

Historical Campaign—B. A. Worthing-

ton, chairman; John T. Holliday and Kate Milnor Raab.

Display Advertising—A. L. Block, chairman; Sol Schloss and J. T. McDermott.

Outdoor Advertising—R. W. Wishard, chairman; John O'Brien and George Schall.

Motion Pictures—Robert Lieber, chairman; Charles Olsen, Ed. Sourhier and Barrett McCormick.

Retail Promotion—Horace Ryan, chairman; H. W. Barry and Fred H. Swisher.

Finance Promotion—James W. Carr, chairman.

Newspaper Promotion—Ben F. Lawrence, chairman.

Outdoor Promotion—Alfred Donnaud, chairman.

Direct Matter Promotion—Julian Wetzel, chairman.

Women's Attendance Promotion—Marie Chomel, chairman, and Ida M. Anderson.

National Advertisers' Promotion—T. A. Carroll, chairman.

Magazine Promotion—Homer McKee, chairman.

Farm Papers Promotion—Harry F. Myers, chairman.

Agency Promotion—John L. Clough, chairman.

Bands—W. D. Keenan, chairman; J. Fremont Frey and J. B. Vandaworker.

Inspirational Meeting—Chairman yet to be named; W. A. Ketcham and Colonel Oran Perry.

Advertising Sermons—T. C. Day, chairman; Fred Hoke and Sam Dugan.

Meeting Places—Barrett Moxley, chairman; William A. Mooney and Ralph Lemcke.

Decorations—Fred M. Ayres, chairman; Wallace O. Lee, Frank Chance and Mrs. L. B. Shick.

Centennial Parade—Homer McKee, chairman; Herbert Hyman, Fred Wellman and Jack Rogers.

Departmental Entertainment—Roltaire Eggleston, chairman; E. A. Kahn, Gilbert Clippinger, Ernest N. Smith and Maurice G. Lipson.

Women's Entertainment—Mrs. Charles W. Jewett, chairman; personnel to be selected by Mrs. Jewett.

Program Building—John Wright, chairman; A. L. Block, M. J. Hammel and J. I. Holcomb.

Printing—Horace Ryan, chairman.

Displays—Jesse Hanft, chairman; B. G. Salzgaber, William Dobyms, Julian Wetzel, Charles Bookwalter, Felix J. Krieg and Everett Davis.

Announcement—George Stewart, chairman; D. P. Porterfield and J. McFarland Benham.

Registration—Herbert King, chairman, Briant Sando, George Standke, Mamie Bass and A. D. Lewis.

Reception—John H. Lederer, chairman; John B. Orman, Clyde A. Bowers, George Smith, Bert O'Leary, Sam Freeman and Robert H. Scrogin.

Information Booths—F. E. Olwin,

chairman; C. A. Birdsong, Ray Barnes, Carlos Deeds and George Gill.

Street Signs—Harry A. Myers, chairman; Ed. Hunter, H. P. Pagani, H. M. Nicodemus and L. B. Shick.

Hotels—O. T. Roberts, chairman; Mary Davis, Frank Flanner, O. R. McDonald, J. R. Sentney, Victor Richardson and Julian Wetzel.

Clubs—John C. Ruckelshaus, chairman.

General Finance—Merle Sidener, chairman; A. L. Block, Evans Woollen and B. A. Worthington.

Auditing—Lucius Wainwright, chairman; Henry Campbell, Charles Sommers and Will H. Wade.

Collection—Jesse Hanft, chairman.

A "MEATY" PROGRAM

Last week in issuing a general framework upon which the convention program will be built, Jesse H. Neal, chairman of the A. A. C. W. program committee in New York, likened it to a bill of fare. He guaranteed that there will be "plenty of solid, mental food for the delegates with roast beef appetites," as well as an attractive menu of spices, condiments and deserts furnished by the Indiana hosts.

With the idea of formulating a constructive program, epitomized in the slogan "Advertising—How and Now," the committee members drew up the following seven points which they believe the convention should attempt to realize.

1. Co-ordinate and crystallize the best thought of all departments as to how advertising may most efficiently meet the present needs of business and society;

2. Provide new inspirations and freshened enthusiasms;

3. Develop features which in their reaction upon the country will convey a true impression of present-day advertising;

4. Recognize and expound the newest developments in advertising of proven worth;

5. Bring about a greater feeling of unity among all advertising factors; a deeper realization of the fact that the various forms of advertising are co-ordinate and not competitive;

6. Give direction and impetus to the work of the A. A. C. of W. for the ensuing year;

7. Have the best time possible to kindred minds and spirits assembled for their common good in the atmosphere of warm and generous hospitality which is assured us in Indianapolis.

Three innovations have been planned for the convention this year, which the program committee believes will help in the enactment of these seven points. The first of these is in the nature of two big interdepartmental sessions. Two half days have been set aside for these sessions when a selection of the best address delivered at each departmental session, will—by vote of the department—be presented before the general assembly. These interdepartmental meetings

(Continued on page 38)

How does the president decide whom to promote?

A question and its answer which are worth the attention of every successful man who wants to be more successful

FROM his rich store of experience with men, Jacob Pfeiffer, president of the Miller Rubber Company, of Akron, O., has evolved a system of promotion.

"Given two men of equal experience," Mr. Pfeiffer says, "and the trained man is the man to promote."

Not the man who is satisfied with what he knows of his own department, but the one whose ambition leads him to train for the higher responsibilities of modern business—that is the kind of men whom the head of this \$20,000,000 rubber corporation selects for advancement.

Six years ago an enrolment was received by the Alexander Hamilton Institute from Jacob Pfeiffer.

In the succeeding months and years one enrolment after another came to the office of the Institute from members of the Miller Rubber Company.

A department manager enrolled; a branch office representative; the secretary; a superintendent; a salesman; an accountant; a chemist—one by one they came until every department of the business was represented.

Then the Institute wrote to Akron and asked for the facts. And the answer came back at once:

"These men are enrolling with the President's knowledge and encouragement. He believes that a business can be just as big as the men who make it; and that a man's limit in the matter of promotion depends only on his willingness to give himself the necessary training."

20,514 presidents who are looking for men to promote

THE more modern and more successful president who realized that *business is men*; and that men are what training makes them—and is glad of every evidence of growth in his men because it means that their growth will reflect itself in the growth of the business.

More than 20,000 such presidents have enrolled for the Institute's Modern Business Course and Service. They enrolled first for the broadening of their own business vision; and second because they wanted to encourage their associates to train themselves for larger things—because they were eager to have in their companies men whom they could promote.

The training that saves years of your life

IN one way or another you must have the training which the Alexander Hamilton Institute gives, if you are to occupy a really worthwhile position in business.

You may obtain that training by going laboriously thru one department of business after another—learning sales, accountancy, merchandising, factory organization and management, advertising, corporation finance—all by practical experience. But that you can hardly do in one lifetime.

Or you may—as thousands of other successful men have done—cut short this tedious process by learning, in a few months thru systematic reading, what would otherwise take years to acquire.

The Advisory Council

BUSINESS and educational authority of the highest type are represented on the Institute's Advisory Council. The



JACOB PFEIFFER

President of the Miller Rubber Company, Akron, Ohio, who selects the trained men for promotion, and encourages his associates to train themselves.

Council includes: Frank A. Vanderlip, the financier; General Coleman duPont, the well-known business executive; John Hays Hammond, the eminent engineer; Jeremiah W. Jenks, the statistician and economist; and Joseph French Johnson, Dean of the New York University School of Commerce.

Send for "Forging Ahead in Business"

If you are a man who is seriously asking himself, "where am I going to be in ten years from now?" there is a 116-page book for you that is well worth reading. It is called "Forging Ahead in Business" and it is sent to you without any obligation on your part. It tells why 20,154 presidents have enrolled in the Institute; and shows how this training has helped thousands of business men to success. Send for your copy today.

Alexander Hamilton Institute
229 Aator Place, New York City

Send me "Forging Ahead in Business" without obligation.



Name Print here

Business Address

Position Business

5000050000500005000050000

WE KNOW THEM BY NAME AND PROFESSION

IN Leslie's circulation department there is a great volume with the name, address and occupation of every single subscriber. The entries are made month by month, week by week, day by day, right straight through the year. Simply as bookkeeping, it is a costly and arduous task—but it quotes the quality of Leslie's book and chapter as nothing else could tell it. More than 50 per cent of Leslie's 500,000 are employers; more than 40 per cent are rated—20 per cent in Dun's or Bradstreet's.

FRANK L. E. GAUSS

Advertising Director.

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LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S



LESLIE'S

Illustrated Weekly Newspaper

Half a Million Guaranteed

THE FIRST 500,000

THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST



LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S

Selling to Brazil Depends upon Steamship Progress

(Continued from page 5)

Germany to South America, then homeward by the way of North American ports. If the United States had possessed a series of steamship lines plying between our northern cities and Latin America at the opening of the war, the lines could not only have paid for themselves during the last five years, but they would have saved many of the South American business reverses and afforded at the present time an inestimable resource for our Allies.

Regrets, however, are useless unless they become our teachers. It is as clear as daylight to any one who has given time and thought to these questions in South American investigations that South American trade is not going to be won in the next quarter century of rapid development of these republics by Monroe Doctrines, pleasant writing or visiting commissions. This trade will go to the country or countries which are far-sighted enough to invest large capital in transportation enterprises of all kinds intended to open and maintain a broad channel through which these nations' rich neutral treasures may flow out easily in recompense for things the South Americans want in return. In other words, crude as it may seem, the country that has the money and is willing to spend it in a big way for such things as steamship lines, banks, public services, railroads and dock works in order to give business to, and get business from Brazil and every other Latin American nation, will be "simpatico" in Latin America, and its material reward will be "beyond the dreams of avarice."

The coastwise shipping in Brazil is carried on by a dozen or more lines of Brazilian boats, the largest being the Lloyd Brasileiro, with seventy-two ships. This line is said to receive a government subsidy of £187,000 per annum, and it connects Rio de Janeiro with all parts of the coast, north and south, by both express and slow service. A tri-monthly freight and passenger service is also carried on with New York by the Brazilian Lloyd boats, and this fact has meant much to the line as also to Brazilian shippers during the war, then these steamers have been a main resource among neutral carriers. It is said that this excellent fleet of seventy or more ships has not been a paying concern in the past, but with such unique opportunities as have been offered it of late, and with reorganized

management, the government should realize large revenues from the "New Brazilian Lloyd."

BRAZILIAN NAVIGATION LAWS

According to Brazilian law, coastal navigation for the transport of merchandise is only possible in duly registered Brazilian vessels. Save under exceptional circumstances, foreign ships are prohibited to engage in coastal trade, though utter freedom is given such vessels for the transport of passengers "of all classes and origins" from one port of the republic to another. River and internal navigation is permitted to all nations conforming to the laws of the Commonwealth, and ships intended for navigation in the Amazon Valley are exempt from import duties. In addition to the steamship coastal service of the country there are fleets of fishing boats and numerous smaller craft engaged in regular or occasional trade. The main passenger and freight service between Brazil and Europe and North America has been administered by four English companies (The Royal Mail and the Lamport & Holt being the largest); three French companies serving all the chief Brazilian ports; two German lines, (the North German Lloyd and the Hamburg-American and the Hamburg-South American lines combined; eight Italian companies between Genoa and Brazil, together with other national steamings from Austrian, Dutch, Scandinavian, Spanish and Portuguese ports.

There are few countries where water transportation is more intimately and vitally connected with the growth of trade. The thousands of miles of shore line pierced by extraordinary harbor facilities, with new port works being constructed at great cost along modern lines; the exceptional opportunities for commerce along the numerous rivers—the Amazon and its tributaries alone furnishing a network of waterways forty thousand miles in extent—all call for ships. The spirit of the old Portuguese navigators is still in the veins of their Brazilian descendants, who have been in the forefront of national commercial navigation. Their ports were made wherever possible, since the only means of communication for many, many years in the Colonial days, between the widely scattered set-

tlements, was by sea. In short the ports were the centres of colonies and have since become the capitals of states. In front the sea, immediately behind unusually forest-covered mountain ranges, and inland vast plateaus and the fertile Matta or the sweeping wastes of the Sertao. The rivers were the railroads and they seemed to run nearly everywhere. The area of the Amazon River valley is estimated at 2,000,000 square miles.

Although much of this lies outside of Brazil, the main course of the great river as well as that of its numerous tributaries is in Brazilian territory. The valley of Central Brazil's vast river, the Paraguay, shared by several states, is also enormous, and its hundreds of square miles of water meadows form some of the finest pastoral land of the country. South Brazil seems to be almost independent of roads by reason of its many rivers. The Uruguay and Parana with their long flowing, mighty waters, take the contributions of a cluster of Brazilian streams. Such tributaries of the Parana, as the Parnahyba, the Tiete, the Rio Grande and the Pardo would stand out as notable in any country that was not so richly blessed with large navigable streams. A full list of Brazilian rivers would make a history of the country in itself, if they could tell their story. Many are short, tumultuous currents known only to the Indian with his canoe, while many others flow windingly through upland valleys and pierce mountain gorges on their journeys to the sea. Most of the latter are served by lines of steamers, and in some cases these still are the only means of communication of vast sections of Brazil with the outside world. There are said to be more than 120 river steamers plying on the Amazon and its tributaries.

Thus it is seen that probably among all the South American Republics there is no one more likely than Brazil to furnish maritime trade possibilities of extended importance in the future. It remains for astute foreign trade businessmen of our country not only to know these facts but to be awake to possibilities joining our own sea transportation enterprises with the internal waterway routes of Brazil as well as with her long line of ports, thus weaving together the two largest republics in the Western Hemisphere by these mighty ties of rivers and seas and shores.

M. H. Avram in New Firm

Mois H. Avram has resigned the presidency of Slocum, Avram & Slocum Laboratories, Inc., to become president of M. H. Avram & Co., which is to deal primarily with investigation and reports, reorganization plans and management of industries. The new corporation has capital of \$500,000. Howard C. Seaman is vice-president and treasurer and Gerner P. Roney, second vice-president and secretary. Among the directors of the new concern are Finley J. Shepard, W. C. Teter, F. J. Leary, E. S. Peck, Paul Fuller, Jr., Robert E. Fulton, N. D. Becker, A. F. La Frentz, John Lowry, Jr., and F. J. Frank.

Columbia Patents "Peptimist" Title

The United States Patent Office has just granted a registration patent to the Columbia Graphophone Co., New York, for the name *Peptimist*, used as a title for one of the company's monthly publications.

Brown Now Chairman of A. N. A. Export Committee

The vacancy left by the resignation of J. B. Benson, advertising manager of the Advance-Rumely Thresher company, La Porte, Ind., as chairman of the export committee of the Association of National Advertisers, Inc., has been filled. D. L. Brown, manager of the export division of the advertising department of the Goodyear Tire and Rubber company, has been appointed to that office.

Apperson Advertising With Lesan

T. E. Jarrard, vice-president of the Apperson Bros., Automobile Co., Kokomo, Ind., announces that after July 1, the company's advertising will be handled and placed through Ralph Keller, vice-president of the H. E. Lesan Advertising Agency. The Apperson account was formerly taken of by the late William Pritchard.

Mears Advertising Increases Capital

Mears Advertising, Inc., New York, has increased its capital from \$1,200 to \$60,000.

Fairbank Co. Manager Believes in Merchandising Advertising

Arthur C. Lang, advertising manager for the N. K. Fairbank Company of Chicago, spoke recently before a department of the Advertising Council of the Chicago Association of Commerce recently on outdoor advertising.

"I believe that the question of merchandising an advertiser's advertising is becoming more and more the big, important thing in advertising in general," Mr. Lang told his hearers.

"I don't believe that today any advertiser can afford to spend enough money in an advertising appropriation and simply rely upon the brute force of an advertising campaign itself to put that product or line of products over to the consumer. I believe very, very much in merchandising our advertising to the distributors. We haven't done as much as we intended to do, and I believe that any advertiser that is doing it and doing it successfully is cashing in to a far greater extent than is the advertiser who is simply placing his advertising whether it be in the magazines, the newspapers, the outdoor publicity mediums, such as billposting and paint work, or the street cars."

Tire Accounts for Akron Agency

The accounts of the Ideal Tire & Rubber Co., makers of the Greyhound tire in Cleveland, and of the Overland Tire & Rubber Co., a new concern in Omaha, have been taken over by the Akron Advertising Agency Co., Akron, O.

H. R. Schaeffer Re-Enters Agency Field

H. R. Schaeffer, vice-president and manager of the New York office of the Gagnier Stereotype corporation, Detroit, Mich., has tendered his resignation to take effect April 1. Mr. Schaeffer will become associated with the Robert Hoyme, Inc., advertising agency, filling the position of space buyer and in

charge of the advertising division. During the past year in the plate field, he initiated a national campaign, "For the Betterment of Newspaper Advertising" to help secure more forceful reproductions in newspapers by complying with certain mechanical requirements. Prior to his present connection, Mr. Schaeffer spent ten years with the Martin V. Kelley Company, at Toledo and New York.

"The Review" Represented in Chicago

Robert Hamilton Morris has been appointed to represent the advertising department of *The Review*, a New York weekly political journal, with headquarters at 25 East Jackson Boulevard, Chicago, Ill. Mr. Morris also represents *The Trans Pacific*.

Gets what it goes after

Poster Advertising

IVAN B. NORDHEM COMPANY

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

400 West 4th Street - New York 11th - 322 South 22d St. - Pittsburgh, Pa.

Why Should the Violet Blush

by
GEORGE MOREHILL

GOTHAM
STUDIOS

I thank you!



BOOMERANG FLOWER SHOWER
PAT. 1920

When you come right down to botanical facts there is no reason why a violet should blush. It should get the crick out of its neck and take its proper place in the herbarium. A flower that takes a chance on the early frost, the way the violet does, has no reason to be downcast.

The same way in the great garden of advertising. Is there any reason why a copy writer or a circulation manager or a production chief should be retiring and modest? Frankly such reason does not exist and I, for one, am glad to see, here and there, an evidence of the breaking down of the great wall of reserve that has surrounded the advertising profession.

I was delighted, for instance, a few days ago to read in a small, compact, classified advertisement in the situation wanted section, convincing proof that at least one good man had decided to throw aside the drab mantle of reserve and appear before the public in the purple and fine Irish linen of his real self.

This Arnold Von Winklereid of the phalanx of modest advertising experts calls for the spot-light and thus focuses attention on his own highly polished halo. Says he:

"An advertising man, 28 years of age, young, full of pep, is looking for a better job. He has a pleasing personality, common sense, good scholastic training and can fill a good job in a high grade manner. He understands psychology of selling and can write copy that will bring big results. Approach, Opportunity, approach!"

When I read that advertisement, a feeling of expansion seemed to envelop my very soul. Here, I declared with some emphasis to myself, is a light that is going to struggle along without its bushel. If the

world expects modesty, it may be disappointed, but at any rate the young man will take his rightful place in the world. He is done with the mock modesty and the sham humility. He knows that he is a good man and he doesn't care who else knows it.

MORE AND BETTER EVIDENCE

In another publication, under similar circumstances, I ran across added evidence that modesty is no

Wisdom

"The wise advertiser looks before he leaps; the faint-hearted advertiser looks but never leaps; . . . while the foolish advertiser leaps but never looks." — *Publicity*,

House Organ for Morison's Publicity Agency, Hull, England.

longer able to hide merit and ability.

This man happened to be a copy writer and he spoke feelingly of himself thus:

"I write copy that attracts like the filmy crepe de chine about a fair lady's neck; copy that reasons with the potency of Plato; copy that dances and cavorts and kicks at the sunbeams; copy that has the dignified authority of a doctor or a literature; copy that baffles, copy that enrages, copy that cheers, copy

that entuses, copy that lambasts, copy that cajoles—but always copy that sells. Friends, this talent is yours to purchase—what do you offer?"

I like the man's frankness. Having spent a number of very pleasant years in his own company, he comes to the witness stand and turns state's evidence. He has reasoned, with the logic of Plato as he so feelingly expresses it in his advertisement, that a man who finds talent has no right to withhold it from the world, even if he has to immerse his own shrinking soul in the glare of publicity to break the news to the public.

Advertisements such as these prove to the world that humanity is growing better. Fifteen or twenty years ago an advertising man, even if he possessed the talents mentioned by these frank advertisers, would have been selfish and unthinking enough to have kept his secret locked within his unfeeling breast. He would have let the world wag on as best it might, refusing to give it the help it needed by exposing the talents which he knew himself to possess.

That was the spirit of two decades ago, but it is not the spirit of today. Advertising men who are good and realize it are not going to let their own modest wishes stand between the public and progress. It is the greatest good for the greatest number; the advertising profession above the mere wish of the individual these are the sentiments that now are actuating the young men in the profession. And who shall say that a better day is not in the process of dawning?

THE SELFISH, SILENT ONE

Here and there a few of the old timers are reluctant at giving



A typical Texas county seat town motion picture theatre

x 150

---*equals* The Most Thorough Coverage of TEXAS that Money Can Buy!

THE advertiser who wants a quick, thorough, flexible and economical coverage of Texas—or any part of Texas—with a guaranteed 100% attention value to his copy—can get it through SIMPSON STANDARDIZED SCREEN ADVERTISING.

150 leading motion picture theatres in Texas are under screen advertising contracts to this company. Every city and town of 3,000 and over is included, *with a combined weekly circulation exceeding 750,000!*

Whether your product requires slides or films; whether your distribution necessitates the use of one town or 50 towns, for one week or 50 weeks, *Simpson can help you put your product across* in one of the greatest markets in the world—TEXAS.

Our Service Department will take entire charge of planning and preparing slides or films designed to sell your product to Texans. And careful checking and inspection insures that your matter is shown regularly and in proper shape. Details on request.

COLLIN COUNTY
—for example:

In this county, 9,362 white families, owning 5,024 automobiles, produced over \$22,000,000 worth of agricultural products in 1918. Simpson Screen Advertising in McKinney, the county seat, reaches over 6,500 of these people every week.

James P. Simpson Co.

INCORPORATED

Theatre Advertising

1719 Elm Street

DALLAS, TEXAS

themselves the benefit of the doubt, but they are actuated by selfish motives. They want to keep their good qualities to themselves. They are not willing that the public should share the knowledge of the great talents they possess. But these selfish shellfish of a backward generation cannot long obstruct the march of progress.

How much better it will be when all will come right out and say what they think about themselves.



NOBODY LOVES MODESTY!

"If you have any flowers to give me," the ideal advertising man will say to himself, "give them to me now; don't wait to put them on my grave, after I've passed away."

And it is better thus. It would have been better if our forbears had possessed the strength of character to resist their modest or selfish desires.

How much better for history and for the nation, if George Washington could have come right out in the classified columns with the real exposition of his manly qualities. It is easy to imagine the advertisement, assuming for example that Washington had possessed the strength of will necessary to overcome his selfish reserve.

"Are you looking for the right kind of a leader?" thus the ad would have run. "Do you want a man who will be first in war, first in peace and second to nobody in the estimation of his fellow men? I'm young, aggressive, full of pep and what I don't know about psychology you can put in your eye. With all this talent I'm not getting ahead fast enough and I can help put your organization on the map. You need me—you know you do. But don't wait—some live organization will grab me off in a rush. Better ask your stenographer to write me today. Address: George Washington, Mt. Vernon.

If Washington could have risen to the opportunity it would have made the study of history a lot more refreshing. The school books would have been filled with the want advertisements of the mighty.

Can you imagine how Thomas Jefferson would have advertised. Wouldn't it have gone something like this?

"Are you looking for a copy writer who has pep and punch? If you are,

get Monticello on the wire this very instant. Have you read the Declaration of Independence? Can you beat that for lucidity, terseness, force and pulling power? I write all kinds of copy. I can make them weep, I can make them sleep, I can make them laugh or mourn. I can ensnare the attention of the reader like a mint julep at a Kentucky horse race. If you want me—speak now. I can't hold out long against the big offers that are coming in every mail. But I want a chance to join an organization where I can grow, grow, GROW. No objection to leaving city. Tom Jefferson, the Copy Writer, Monticello.

It is too late, unhappily, for the great men of history to break into the classified columns. They had their opportunity, they buried their talents beneath their own modesty and the world has had to struggle along as best it could.

But their silence is no excuse or palliation for the men of the present generation. Thursting aside the great inherent love of self-contained modesty, a few pioneer advertising men have been big enough and broad enough to tell the world just how good they are. The world has been astounded at the revelation. Few men have realized how great a



THINK! WASHINGTON MIGHTA MADE HIMSELF FAMOUS.

fund of talent has remained hidden in the advertising profession. Here and there, some veins of pure gold have run to the surface to be seen of men, but how few have suspected the true extent of the auriferous richness?

It has required the martyr-like self-revelation of a few bold spirits to prove to mankind that the bushel of self-repression has been thrown aside and that hereafter talent, particularly advertising talent, will stand unobscured, be showering the gasping populace with the radiant effulgence of intrinsic worth.

Dr. Posner Wins Trade Suit

A decision handed down by Justice Irving Lehman in the New York State Supreme Court grants Dr. A. Posner, prominent manufacturer of children's shoes, a permanent injunction against an unscrupulous competitor, and defines clearly the court's attitude toward unfair competition.

Posner & Schwartz, two former employees of the shoe manufacturer, it was brought to light, since November 1917 had been manufacturing shoes identical

in style, similar in stamp, and had been selling them under the name of "Posner" shoes. All efforts to amicably correct the situation proving of no avail, Dr. Posner brought suit. After a lengthy trial, in which the defendants endeavored to prove that their product was different, the court ordered that Posner & Schwartz shall cease "manufacturing and selling children's shoes of style, labels and description so closely resembling the plaintiff's established style as to be reasonably calculated to deceive purchasers into believing such shoes to be the product of the plaintiff."

Byerly With Paul Nemeyer & Co.

Oliver M. Byerly, advertising manager for the Billings-Chapin Co., Cleveland, has severed his connections with the company to become service director for Paul Nemeyer & Co., advertising agency of that city.

Recently Paul Nemeyer & Co. acquired the accounts of the Case Harding Service Co., makers of the Bohnite carbonizer; the West Virginia Beverage Co., Charleston, West Va., manufacturers of Mountain Rock and Orjay beverages, and also the Red Triangle Brand of extracts. Beginning May 1, a newspaper campaign will be started in Charleston and Cincinnati in the interests of the extracts and will be extended to other cities at two to four week intervals as the sales and advertising work progresses.

Blackstone Sales Manager Resigns

The resignation of R. G. Johansen, president and sales manager of the Blackstone Institute, Chicago, was announced at a dinner held at the Hamilton Club, March 30, by the officers, staff members and department heads. Mr. Johansen goes to the Hays School of Combustion, 1412 South Michigan Avenue, where he will be the general manager and in direct charge of advertising and sales.

Osborn Mfg. Co. Places Account

The Powers-House Company, Cleveland, as been placed in charge of the advertising of The Osborn Mfg. Co. of that city. The company, which was formerly known as the Cleveland-Osborn Mfg. Co., makes a varied line of industrial and other brushes and also moulding machines for foundry use. Separate campaigns are now being planned for both departments.

London Linen Display to be Advertised

McCutcheon-Gersen Service of Chicago have secured the account of Robinson & Cleaver, Ltd., London, England, The Linene Hall. A campaign is now going out to newspapers in the larger cities, which is the forerunner of an extensive campaign to be run through the fall and winter months. Robinson & Cleaver, Ltd., are seeking to interest American visitors to London in their wonderful display of linens, perhaps the most extensive of any store in the world.

John Budd Company Moves

The John Budd Company, special agency in New York, moved its headquarters this week to 9-11 East 37th street.

The Men and Women Who Make Our Mediums

CHARLES AGNEW MACLEAN

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 BENJAMIN OGDEN WILKINS

AFTER a trip of several hundred miles on horseback, a party of travellers, in the year 1911, was crossing the Painted Desert of Arizona, on their way from Flagstaff to Navajo Mountain. Arriving at the canyons, toward the tops of which are great caves left by prehistoric natives, the curiosity of the explorers was aroused to the point of insisting that they be shown the way to the old dwellings. The Indian guides made their stand perfectly clear—they would not approach these places and could not be bribed to do so. The travellers were assured that any so venturesome as to "inquire within" would be struck dead by some dread force, or, if the caves were by some chance possibly reached and entered, at least the trespassers would be blinded instantly by the evil spirit. This superstition was sufficient to keep the Navajo Indians from investigating the "dead houses," as they are called. But it held no terrors for Zane Grey, the author, and his party, which included Charles Agnew MacLean, editor of *The Popular Magazine* and editor-in-chief of the large group of publications issued by the firm of Street and Smith. Years before, the latter had become thoroughly familiar with all that is grewsome about death, for he had made the New York City morgue, at Bellevue Hospital, as well as the police stations, his special study, and had haunted these place from 8 p. m. till 1.30 a. m. while on his first newspaper job—with the *New York Sun*.

MORGUES NOT TO HIS LIKING

But the adventures at the morgue had become too irksome to the boy, then only sixteen, and, fortified with an education secured in the public schools of Brooklyn, he left that work to do a variety of reporting for the *New York Times*, with which newspaper he stayed a year and a half. That made a total of three years on the newspaper side of journalism. Mr. MacLean refuses to admit that, with enough

training, he might have grown to be a star reporter, but believes the intimate daily contact with all that is sordid in the city, from the pathetic suicides to the identification of poor, maimed persons, was too strenuous for any young nervous system, and this drove him away from newspaper work.

For a year, after breaking all connections with editorial offices and setting all forms of writing aside, he joined a group of mining engineers and weighed ore, when not

occupied in bossing a batch of thirty laborers.

Then came the longing for a legal career and he studied law with devotion. The time was not wasted, for it helped him to write "dime novels" in his spare hours and he was at least as fond of the latter diversion as he was devoted to reading law. There were many plots for stories to be found in connection with the courts.

However, about 1905, when *The Popular Magazine* made its debut, Mr. MacLean became its editor. In the fifteen years he has been connected with that publication, he has helped many writers of fiction to do their best. The names of authors with wide reputations who found their first stimulus from the editorial office of *The Popular Magazine*, would make a list of considerable length. Mr. MacLean is proud of having bought and published the first novel by Zane Grey, "The Heritage of the Desert."



RICHARD R. MAMLOK

I first met "Dick Mamlok at a golf tournament, and of course, he beat me. I got even with him by employing him. That was over twelve years ago, when he was with "Vogue." Now I would not trade him for the best golf player alive.

Laure Block

The Scranton Republican

The SCRANTON REPUBLICAN has always been a very substantial newspaper, but it was never a big property until my friend, William J. Pattison, became interested in it, and took over its management.

Today, there are few newspapers in the State of Pennsylvania with greater influence, or which have a better standing in their communities than the REPUBLICAN has in Scranton.

I have represented this excellent newspaper for over fifteen years.

Social Adv. No. 5



CHARLES AGNEW MACLEAN

On the subject of men who are doing the best fiction today, this editor puts Peter B. Kyne, Clarence L. Cullen, Albert Payson Terhune and Booth Tarkington in the first rank and gives the palm to the latter as the best all around, thoroughly American writer with the finest, most artistic workmanship. He also maintains that the historical novels of Winston Churchill have a permanent value. Too many American writers, Mr. MacLean believes, copy the English ways of writing, and English ideas—which do not fit with the ideal American treatment. It seems to be all right to learn and use technique according to the ways of the English writers, but they should not be imitated. In other words, our truly national work can not be a copy but, rather, must be a real picture,

preferably direct from the soil of America. In this particular, Mr. MacLean believes that Frank Norris applied the right idea, but, perhaps, lacked sufficient opportunity to work it out before his untimely death. Rupert Hughes is considered by Mr. MacLean to have written some of the best short stories that have been done during the last ten or fifteen years.

WHOLESALE "ROMANCE BUYER"

In spite of the high cost of print paper and the rise in price of the magazines we are accustomed to buy, probably few of us will live long enough to spend two million dollars for fiction, but this editor has done that very thing and terms himself a wholesale purchaser of raw romance fresh from the typewriter. The total value of the ma-

terial submitted and turned down in his office, if estimated by the authors of the work, would probably exceed the fabulous German war debt.

As a reader of published work, Mr. MacLean has satisfied himself on the contents of every book and story that has ever come within his reach. Robinson Crusoe was, on demand, repeated to him in words of one syllable so often that he is still able to quote verbatim several hundred words from the opening of the story. At about the same time his nurse wore out a couple of editions of "Alice in Wonderland," because of the boy's fondness for listening to that masterpiece. Later, Shakespeare began to appeal and soon "A Midsummer Night's Dream" caught up and ran neck and neck with "Peck's Bad Boy" for first choice.

One of his fondest memories is of "Sister Carrie," a novel, by Theodore Dreiser, which several times had been stalled in publication. Dreiser, who was MacLean's associate, was then unknown as an author, and he lost spirit and health because of the book's failure to get proper publicity. The plates of the book finally were sold for junk by one publishing firm, and the writer of the story thought they never could be saved from destruction, when Mr. MacLean cheered him up by investing several hundred dollars in an effort to keep them from the melting furnace until someone could be found who would finance the work. For years the type remained in the backing-boxes and was used only as a convenient footrest. Finally, however, the book was produced and the author is now known wherever English is read.

Mr. MacLean feels confident that the present tendency to pay high prices for the work of popular authors, and to make the writing of fiction really worth while for those who are giving their time to this trade, craft, or profession, will not in the least lend to it an ugly, commercial angle and ruin authors. Rather, he believes that when modern business methods were brought into the relations between writers and publishers, the death sentence of the old-time author-propagandist was pronounced. The spirit of paying an honest price for good fiction will stimulate production of a much higher grade than can be produced by the starving author in the proverbial garret.

(Continued on page 46)

EVERY DOLLAR

that is spent for advertising in a publication that misrepresents its circulation and thus obtains money under false pretenses is a dollar lost to the publishers who give full value.

In self-defense, therefore, the "above board" publishers have an independent audit made of their circulation records by the Audit Bureau of Circulations and invite their competitors to do likewise.

When excuses or evasions are given for declining the challenge, the advertiser can draw his own conclusions.

There are many excuses for not belonging to the A. B. C. There is only one reason.

Advertising & Selling is a member of the Audit Bureau of Circulations. There are no hidden mysteries about its circulation records.

Writing the Modern-Day Sales Letter

Clearness As a Trouble Reducer and Cost Saver, Is Shown At Its True Value Herein

By CHARLES H. BAKER, Jr.

THE definition of Clearness, with the frills taken off, means simply: "Tell a man what he wants to know so he can understand what you are talking about."

In the greater part of the average correspondence of a manufacturing concern I believe that the effects is better when a man can get the answer he wants in the first paragraph. This of course applies to cases that are not deeply involved in a mass of detail which would make this method impractical. If the latter is the case a tabulation of ideas into separate paragraphs is a great help, especially when written to a person not familiar with your product or your concern's policy. This arrangement of paragraphs is, of course, partly up to the typist but is mainly your own responsibility. Where Dictaphones or Ediphones are used it is entirely yours.

"PLAYING UP" NEWS VALUES

In the lengthy letter put the most important idea in the first paragraph, and so on in rotation.

I illustrate the value of this point by showing the effect produced when this plan is not followed, even in an ordinary letter. Not only has the real message of the letter been relegated to an obscure passage near the end, but it rambles along telling of manufacturing methods used in the writer's factory, labor conditions, and the like. No man wants to hear another's tale of woe these days, especially when it is a definite answer that he wants and should be getting. It tends to irritate the reader. With salutation and signature omitted, this is the body of the poor letter:

Paper for Letterheads

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

BERKSHIRE TYPEWRITER PAPERS

A Business Paper For Every Business Use

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

Blotters

"To make Better Letters
Use Our Better Blotters"

Famous World and Reliance Brands
THE ALBEMARLE PAPER MFG. CO.
Richmond, Va.

THE FIRST LETTER

On all shipments going out from our factory we have the quantities checked first by the stock clerks and then double checked by the inspectors and the packing department. Since this is the case we are at a loss to understand how a shortage, such as you claim, should come about. We also note that this shipment did not go out on time as originally promised. This was due entirely to the fact that many green mechanics have been employed by us recently, and production thereby slowed up in some cases; also we have had considerable difficulty and delay in getting delivery and transportation for some of our raw materials.

Kindly advise us if the box was received in a damaged condition. If this was not the case is there not some way that an error could have been made in receiving these goods in? We understand from your favor of the 17th ult., that 5 No. 10 Perfection oil cups are missing. Perhaps some of the paper cartons became broken and the articles became hidden in the excelsior packing in the large box. Please write us further telling what your findings are in this matter.

The letter makes an even graver mistake which shows how closely the three principles of Courtesy, Clearness, and Humanness are linked together; for, in elaborating on the packing system in the writer's concern, the following ultimatum has been delivered—intentionally or unintentionally—"The missing articles walked away, or else your receiving department employs a bunch of crooks or blockheads who cannot count properly." No alternative is given. Either he is a thief or a dunce.

This is not pleasant reading, especially when the reader is the one who is suffering from the mistake. Circumstances, of course, will modify this; but ninety-eight out of a hundred concerns are absolutely honest in such cases. The next letter could have been handled after the correspondence supervisor had tactfully made a few suggestions to the dictator.

This corrected letter in simple form, clears the air perceptibly:

Yours February 17—RWC

Shortage 5--No. 10 Perfection Oil Cups

We note that five of these cups were missing out of our recent shipment of 288. There are a few more of these special cups coming through the finishing operations now, and five are being rushed to completion and they can be shipped in plenty of time for your needs should you require them.

In case the large wooden box was received from the express company in a

damaged condition we recommend your filing a claim at once for the amount of the shortage. If this did not occur would you please look carefully in the excelsior packing which surrounded the smaller pasteboard cartons? Sometimes a cup will be forced out and become easily hidden in the soft packing.

Your courtesy in helping clear up this matter will be appreciated, and if the missing cups do not show up, provided the carriers are not liable for the loss, we will replace them immediately without charge.

In these times of reconstruction it is difficult to hold things to schedule as was possible in pre-war times due to the large number of men we are taking back from the service, and to the government having requisitioned our entire output until a short time ago.

We are sorry this delay occurred. As we have noted on all our acknowledgment slips the shipping dates are approximate only, and we bend every effort to live up to them, quite often anticipating them. We hope you have not been badly inconvenienced and the missing cups may be located.

Statement of the ownership, management, circulation, etc., required by the Act of Congress of August 24, 1912, of Advertising & Selling, published weekly, at New York, N. Y., for April 1, 1920.

State of New York
County of New York.

Before me, a notary public in and for the State and county aforesaid, personally appeared Wm. B. Curtis, treasurer of Advertising & Selling, Inc., publishers of Advertising & Selling, who, having been duly sworn according to law, deposes and says that he is the treasurer of Advertising & Selling Co., Inc., and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

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

Editor, none.

Managing Editor, M. F. Duhamel, 471 Fourth Ave., New York City.

Business Manager, J. M. Hopkins, 471 Fourth Ave., New York City.

2. That the owners are: (give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock):

Wm. B. Curtis, 471 Fourth Ave., New York City.

J. M. Hopkins, 471 Fourth Ave., New York City.

H. B. Williams, 471 Fourth Ave., New York City.

Advertising & Selling Co., Inc.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are (if there are none, so state): None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

Wm. B. Curtis, Treasurer
Sworn to and subscribed before me this 8th day of April, 1920. Charles Bischoff,
Notary Public, N. Y. County No. 143, Registers Certificate No. 1118. (My commission expires March 30, 1921.)

The Story of the "Poster"

How the Passing Years Have Seen the Business Raised to Its Present-Day High Standards

By JOHN SULLIVAN

Association of National Advertisers

THE editor of *Newspaperdom* must be one of those men difficult to discover in these days of hysterical intolerance—a tolerant man who has his preferences and convictions, but will give the other fellow a show. He has asked me to tell what the poster advertising men have done in cleaning up and regulating their medium, as suggested in my recent letter to him. There was at least one newspaper, out in Illinois, I think, that reported something as being said at our Lakewood meeting about poster advertising that never was said, and gave the false report a "knocking" twist—anything to "knock" a competitive medium. There were other newspapers—in New York City—that accepted a report concerning another form of advertising discussed at Lakewood—a report that was deliberately changed at the newspaper syndicate office into a "knock" and these newspapers failed to print a letter of correction and protest sent to them—possibly because of lack of space due to shortage of newsprint paper; still, the letter wouldn't have occupied more than a stick.

With that brief grumble, I'll get down to present business. I've just about come to the conclusion that these poster advertising men are fairly foresighted, except when they raise costs without notice and cause advertisers to say they'll have nothing more to do with the medium. Going into Cincinnati last November I got into conversation with three or four poster advertising men who told me a great deal of business history. History! Rather, romance. The things that were done in the old, unregenerate days, when, it is fair to say, very few men in advertising were regenerate as judged by the standards of today. Some of the doings were as bold and reckless as any that were ever committed by a certain notorious political organization in New York City—and as laughable; stories of many of those old business and political sins are now mirth-provoking, especially when recounted, as I have heard them recounted, by Irishmen.

ADS HAVE TO BE RIGHT

But, while the relentless and bitter competition behind these sins went on, the very men who were engaged in it even then recognized their responsibility to the public; recognized that if they offended the public's moral and ethical susceptibilities, their medium would be reformed out of existence. Talk about a city set on a hill being unable to dodge attention, or about the fierce light that beats upon a throne! Fraudulent and objectionable advertising can't hide on the poster boards as it does elsewhere. They have to be circumspect, just as would any young lady who had to stand still all day and night in a conspicuous public place.

These poster advertising men are poor advertisers—of their own virtues. How many people know that, in the days when most of the paper on the boards was theatre advertising, the poster men

—those common bill stickers!—were careful to cover up a revolver or a dagger in the picture. One veteran said to me recently, after telling me how carefully these accessories of crime were hidden, "And now, just when we were beginning to forget that there ever was need for such precautions, these movie people's advertising on the boards force us to renew our old alertness."

Again, how many people know that

the men who possess franchises granted by the Poster Advertising Association must not post paper advertising medicines for venereal diseases or vicious or objectionable pictures on theatrical posters, or posters advertising whiskey or distilled spirituous liquors of any kind?

"Why, of course not," says some reader of the last part of that paragraph; "the prohibition measure forbids their doing so." Now, listen, and just hold your horses for a moment. Almost seven years ago these poster advertising men got together and said there must in future be no whiskey advertised on the boards. "But," protested one man. "I can't vote for that. I've hundreds of thousands of dollars of contracts for whiskey advertising, and if you regulate whiskey off the boards I'll lose \$60,000 in commissions." "Can't help that," the others replied; "it's prob-



The New Home of
Gotham Studios Inc.

Martin Ullman Managing Art.

Commercial illustrator, letterer and lay-out man seeks Chicago position. Now employed by large New York business paper. Salary \$50 and expenses to Chicago. Box 274, care ADVERTISING & SELLING.

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

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—Monthy will be found on the desks of "Sales Managers"—because it makes them better sellers.

SALES MANAGER

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

YOU CANNOT BUY OUR IDEA UNLESS IT WILL SELL YOUR GOODS

B&B SIGN CO., INC.
341-347 Fifth Ave. N.Y.

Advertising Signs Window Displays
Counter Display Cases

ably a choice between whiskey now and our going out of business with whiskey some years hence."

CUTTING OUT THE OBJECTIONABLE

So off went the whiskey advertising from the boards. And aren't the poster men shaking hands with themselves today! Banishing the whiskey advertising made the men hustle for other business, of which they obtained considerable and a variety. I said in the beginning of this article that these poster advertising men were pretty long-sighted. (If the A. N. A. can only succeed in making them understand a little more about ordinary business economies, their sight will be still longer.)

While I'm on this job I may as well mention that these men in the Poster Advertising Association subject themselves to fine, suspension or expulsion if they put up daubs or posters on anything other than a standard A. A. posting structure. (It isn't these men that stick small posters on fences and buildings, etc. That is done by the very organizations that are favored, among others, by the unduly aesthetic persons who rail against "the bill boards"—when what they have in mind are either posters on fences or buildings, or some dilapidated, untidy structure that never was erected by a poster advertising man.) And that isn't all. Talk about self-denying ordinances. These Poster Advertising Association men forbid themselves tacking cards, banners and tin signs.

TRYING TO PRESERVE THE SCENIC BEAUTY

So when next time you read, as I read recently in a New York daily paper, that there is to be a "war on sign-board posting," put the headline to the credit of the ignorance, perhaps, malice, of editorial or reportorial men and go on reading. You will probably find, as I did in the case mentioned, that the "war" has nothing whatever to do with the standard poster advertising board erected on private property by contract with the owner of the property. A few months ago, in the State of Pennsylvania, there was such a war. And the poster advertising men voluntarily helped the State Commission of Highways to clean up a mess in making which they had had no part.

Just one other matter: these Poster Advertising Association men are especially requested not to intrude their boards upon natural scenic beauty spots; to keep them out of high-class residential sections; to refrain from locating boards so as to intrude upon the surroundings of public buildings, civic centers, school houses, churches, parks and boulevards.

"Oh but," says some one, "boards are intruded upon these surroundings." Yes, they are. And I could name some of the offenders. And they are beyond the direct influence of the Poster Advertising Association. But, well, it's a long lane that has no turning.

The outstanding characteristic of the poster advertising men is a sense of responsibility. There are, of course, black-sheep among them, but no premium is placed upon irresponsibility. It's a privi-

lege and a pleasure to hear these men damn and epithetize their fellows who do not live up exactly to the high standards of their business.—*Newspaperdom.*

Sunday Chicago Paper Ten Cents

With last Sunday's edition the Chicago *Herald and Examiner* raised its price to ten cents.

The Men and Women Who Make Our Mediums

(Continued from page 42)

Mr. MacLean is an enthusiastic golf player, a venturesome hunter and lover of the Adirondacks; a keen judge of good pipe tobacco and an ardent follower of the prize ring. A fair assortment of hobbies, isn't it? And enough to prove a cleverly balanced mind out of the office when the day's work is done. But add to these a great fondness for music of all kinds, and particularly a love for the opera and musical "shows," and the list is nearer complete. Gilbert and Sullivan, of course, come first on the list of composers of light opera, but George Cohan is close to the top, and his "The Royal Vagabond" is a favorite with this heavy thinker. "Three Little Maids," an operetta which was produced a few years ago, is prominent among the pleasant memories of this critic, while "The Marriage of Figaro," an opera not frequently produced in this country, is chosen for preeminent preference.

When Charles Agnew MacLean first presented himself to his Scotch-Irish parents in Larne, County Antrim, Ireland, his mother declared at once that he was to be a preacher and, at the same time, his father made it clear that in his opinion the obviously proper career to predict for the infant was that of a physician. Nevertheless, among the many occupations so far taken up, he has shown no desire to follow either of these professions. But there is yet ample time to fulfil both the prophecies, for Mr. MacLean is still a young man, just thirty-nine.

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.

"GIBBONS KNOWS CANADA"

Making Pictures That Compel Interest

(Continued from page 10)

white of the paper seem to blend together and fool the eye. It will look grey and yet actually only black is used. Pen and ink, crayon, charcoal and ross board drawings are included in this class. They can be reproduced by the zinc etching or "line" negative process.

TECHNIC

Probably the most interesting element of a picture is the technic. Every artist has a style peculiar to himself. If the same subject were given to a thousand artists to illustrate no two would draw the picture exactly alike. But this is more interesting—if one thousand pencil drawings were made exactly alike and given to the same number of artists to finish no two would be alike. This should be of interest to advertisers because different styles of "treatment," as the artists say, have different advertising value. The bold, broad method will attract attention of your prospect? What delicate method will appeal to women and suggest refinement, and so on.

But technic is something different. It is the artist's individual style of handling a brush, pencil or pen. Gibson and Franklin Booth are both great pen and ink artists and their technic is absolutely different. Harrison Cody, Fellows, F. G. Cooper, each have a technic that distinguishes their work. With all the high class artists now available, national advertisers should consider technic in relation to the particular appeal they wish to make.

When ordering a picture consider these questions: What quality is necessary in order to attract the attention of your prospect? What particular emotion do you wish to arouse in order to hold his attention? How is the picture going to interest him in what you have to sell? What particular mental process do you want him to experience? Which of the human instincts do you wish to capitalize on? What "action" do you want to get from the prospect—that is what do you want the picture to cause him to do: read the text, remember a name or spend his money immediately? Studying pictures in this way is sure to result in better advertising art.

Howard Hinton Dies at 86

Howard Hinton, "H. H." of the old *Home Journal*, who died on Wednesday of last week at the Hotel Albert in New York, was perhaps the last link of what may be termed the classical period of American literature. Contemporary of N. P. Willis, William Cullen Bryant, George Ripley and other well known American men of letters associated with the *Home Journal*, Mr. Hinton was known as its directing spirit.

Always adverse to publicity, his articles were usually unsigned and his only attempt toward recognition was to append his initials occasionally. He was essentially a poet and a philosopher, but was also a journalist for a time, and when *The Home Journal* receded before the newer styles of magazines, he passed

with it into a life of philosophic contemplation, but none the less kept a keen eye upon the latest movements in the world.

Mr. Hinton was born in New York eighty-six years ago and was graduated from Columbia where he won honors for his Latin and Greek attainments. He is survived by his wife and two daughters, Mrs. Irma Le Gallienne, wife of Richard Le Gallienne, the poet, and Mrs. Clio Bracken.

Adams Joins Frank Seamon

M. J. Adams has joined the Frank Seamon advertising agency in Chicago, after many years of advertising success in Detroit. Mr. Adams handled Saxon automobile advertising with the Green-Fulton-Cunningham company in Detroit.



HOTTER THAN----!

WOULD be a good description of the inside of a paper mill boiler house and the "Old Boy" would sure glory in it. Many a wise advertiser glories in it too, for he knows that the paper mills have to buy a bunch of equipment to "keep the mill fires burning."

Man! how those hungry furnaces eat up the coal! And after they have had a good meal, the life blood goes zipping thru the steam pipes at what the old medicos would say was a killing blood pressure. And remember that the man who keeps his finger on the throbbing pulse of power also writes the prescriptions for the plant. Good medicine generally consists of stokers, boilers, engines, pumps, fuel, valves, recording instruments, firebrick, meters, blowers, oils and greases, and last but not lowest, chimneys with a thousand other things in between. And while you are giving your undivided attention, don't forget the medium to carry your little message. "Paper" is nominated on the first ballot and if you will write us we will tell you the candidates' preconvention promises.

PAPER

471 Fourth Ave., N. Y. City

"Gotham for Art Work"



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

GOTHAM STUDIOS INC.
111 East 24th Street
New York

MARTIN LILLMAN, *Managing Artist*



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

Calendar of Coming Events

April 21-23—Annual Convention, American Newspaper Publishers' Association, Waldorf-Astoria, New York.

April 26—National Association of Hosiery and Underwear Manufacturers' Convention and Annual Exhibition, Phila.

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

Preparing for the Great Convention

(Continued from page 32)

will give every delegate the best thoughts from each department, and a broad perspective of the entire situation in the advertising and business world today. Each department will select its candidate for these sessions, a committee then deciding which shall be selected for the limited number of places open.

MOVIES OF A. A. C. W. WORK

On Wednesday evening, a general Exhibit session will take place before the entire assembly in a theatre, when several apt speakers will explain the campaigns shown in the Advertising Exhibit. Another innovation will be the showing of a moving picture film of the headquarters offices of the A. A. C. of W. in action, which will give each delegate a more accurate conception of the manner in which these bodies operate. This will take place on Thursday afternoon during the business meeting. Monday and Tuesday evenings will be devoted to entertainment of an original character. Great care will be taken throughout the convention in staging, scenic effects and appropriate settings for the sessions, according to the program committee chairman.

The schedule for the sessions, as outlined by the Program Committee, follows:

Sunday Afternoon: Public Inspirational Meeting at the State Fair Grounds; addresses by prominent officials; good music; address by Richard H. Lee, special counsel, representing Associated Advertising Clubs.

Sunday Evening: Public Inspirational churches, union services for city's guests with prominent advertising men in each pulpit.

Monday Morning: General Session: "How to make the best use of advertising now." This session will deal particularly with ways and means of improving advertising, of making good advertising better. Such subjects will be discussed, i.e.: Advertising as an economic force; How to analyze your market; Putting longer legs on the advertising dollar; The effect of scientific training for advertising men in schools and colleges; How to keep production up with advertising by selling the advertising to the workers.

Monday Afternoon: Departmental sessions.

Tuesday Morning: General Session:

"Advertising How and Now, in its relation to Distribution."

In this session, Secretary of Agriculture Meredith will talk on the more efficient distribution of farm products and of the part advertising can play in this field. There will be an elaborately staged demonstration and address on fitting display windows into local and national advertising plans, showing suitable and unsuitable co-operative material. Other subjects will deal with distribution of raw material, manufactured products and retail stocks, and the relation of advertising to each process.

Tuesday Afternoon: Departmental sessions.

Wednesday Morning: General Session: "New and Significant Developments in Advertising." Under this general head it is planned to take cognizance of the progress advertising is making in broadening its usefulness to business and society, with especial reference to *how* it is being done *now*. This session will be an inspiration to all forward-thinking men.

Wednesday Afternoon: Interdepartmental session.

Wednesday Evening: General session for explanation of campaigns shown in National Advertising Exhibit.

Thursday Morning: Interdepartmental session.

Thursday Afternoon: General business session with election of officers. Moving picture film of A. A. C. of W. headquarters offices.

10 ADVERTISING PHASES EXHIBITED

According to Charles Henry Mckintosh, chairman of the national exhibits committee, the exhibits this year will be the best that any A. A. C. W. convention has ever had. Housed in the State Capitol, the exhibits will show nineteen separate and distinct phases of advertising. Three complete national campaigns of advertising will be shown and the men responsible for the campaigns will be present to explain them in detail.

Arrangements are being made for a big parade with historical floats on the second or third night of the convention, when Indianapolis celebrates its one hundredth anniversary, and plans for a general celebration to be held in the parks on the nights during the convention are also being worked out.