

# Advertising & Selling

MAY 1

1920

#

## Rotogravure And Circulation



THE enormous growth in circulation of The Chicago Sunday Tribune (now in excess of 750,000) is credited in no small measure to its rotogravure section. New presses were installed by The Tribune the first of the year, and thirty-two page tabloid rotogravure sections are now being printed. Advertising agencies have mastered rotogravure technique so successfully that their beautifully illustrated copy rivals the news illustrated copy rivals the news pictures in interest for readers. The advertiser is assured that his message will be seen by every purchaser of the big Sunday paper if it appears in this section, because, as noted above, people buy the paper to get the rotogravure.

# Foldwell

TRADE MARK



## “This Folder Will Talk Right Up to Our Prospects”

“It has plenty of punch in it now—but what is really important, it will still have punch when it reaches our prospects. That’s the beauty of Foldwell. We can depend on it to carry our messages clean and whole to the ends of the earth.”

Foldwell is the only coated paper that is capable of such performance. The best engravings and drawings that money can buy print without any loss of value on Foldwell. But more than this, Foldwell *always preserves* the impressiveness created by good drawings and engravings. Folding or rough handling does not mar Foldwell. Its strong fibres and rag base insure it against cracking even when *folded against the grain*.

The effectiveness of any direct advertising can be measurably developed by using Foldwell. Our booklet “Paper as a Factor in Modern Merchandising” explains. We will send it gladly.

**CHICAGO PAPER CO., Manufacturers, 832 S. Wells St., Chicago, Ill.**

**NATIONALLY DISTRIBUTED BY**

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

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

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



## 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

ADVERTISING & SELLING, MAY 1, 1920

20th year. No. 45. Issued weekly. Entered as second-class matter October 7, 1918, at the Post Office at New York, N. Y., under act of March 3, 1879. Price, 15c. the copy; \$3 the year. Advertising & Selling Co., Inc., 471 Fourth Avenue, New York City

# Advertising Follows the Screen

In its fight for better pictures, Photoplay, the World's Leading Moving Picture Magazine, is in constant touch with community leaders the country over.

These active American men and women, who are foremost in the day-to-day life of the nation, realize the importance to that life of the motion-picture industry. They know that no small part of the education and viewpoint of an entire generation of Americans is directly influenced by the screen. With Photoplay, they are determined that this influence shall be constantly more inspiring.

With any force as universally recognized as the motion picture modern advertising is inevitably concerned. Because the motion-picture commands the interest and study of community leaders, because it is so intimate a part of the daily life of America, the relation of advertising and the motion-picture is one worthy of most thorough-going investigation by every advertising man who takes his profession seriously.

There is no quicker, no more effective way of transferring to your advertising message the vital, human interest in the motion-picture than by making full use of the magazine that gathers up this interest in its pages—Photoplay, the World's Leading Motion Picture Magazine.

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

## PHOTOPLAY

*The Magazine of the Fifth Estate*

JAMES R. QUIRK, PUBLISHER

W. M. HART

ADVERTISING MANAGER

350 NORTH CLARK ST.

CHICAGO

NEW YORK OFFICE, 185 MADISON AVE.

# Advertising & Selling

Established 1891

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

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

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

29th Year

MAY 1, 1920

Number 45

## Can Brains and Experience Be Audited?

Who Wants An Audit Anyway, And  
What Would He Do With It If He Got It?

By A. W. ERICKSON

President of the Erickson Co., Inc., Vice-President Audit Bureau of Circulations

AS I READ the article, "Auditing the Advertising Agencies," in the April 17 issue of ADVERTISING & SELLING, it reminded me of "a trail that leads to nowhere." The phrase "Auditing Advertising Agencies" is about as broad as "Self-determination of small nations."

We may all agree that the principle is good, but it is the application and interpretation of broad generalities such as these that calls for a real Solomon.

To begin with—what are you going to audit in Advertising Agencies—their money or their brains; their influence or their service?

To audit the financial condition of an agency is a simple matter—it merely needs a Certified Public Accountant.

But if you try to audit the brains of an agency or its service, which is by far its most important asset, then the lid is off and trouble enters.

If by Auditing the Agents you mean auditing the rates charged to clients to see that there is no cutting, that might be a very good thing. BUT, the real fountain head for cut rate records is in the office of the publisher who cuts the rate. That's the place to go for such information.

If by "Auditing the Agency" you mean auditing the matter of whether rebates are given and commissions split, that is a proposition I would be in entire accord with if a practical plan of accomplishing that very desirable end could be devised, but it will take something more than an "audit" to do this, in my judgment. Personally, I believe there is very little "split commission" business placed by members of the American

Association of Advertising Agencies today. So much for that!

Now, as far as the Audit Bureau of Circulations is concerned, I was one of its organizers and have been Vice-President and Director from the start, so I talk with adequate information when I say that in my judgment the Audit Bureau would not care to undertake any such job.

A. B. C. MAY NOT WANT THE JOB

The Bureau's function is to audit Circulations. This is a definite, tangible proposition. It is along the same line as a surveyor's job. He tells you how many square feet or acres there may be in a given piece of property. The A. B. C. tells you the definite circulation of a publication whose influence you are buying.

Circulation is something you can count up and measure and verify.

But an Advertising Agency is not selling circulation, but service—an intangible proposition which no organization could definitely measure or audit.

Personally, I think the whole proposition has been approached from the wrong angle. The big trouble will not be corrected by auditing Advertising Agencies or auditing Publishers, *but by the use of care and discretion in the matter of recognizing Advertising Agencies.*

As the article in question very truly points out, there are only 117 members in the American Association of Advertising Agencies. With very few exceptions, these represent ALL of the important service agencies of the country.

The test for membership in the A. A. A. covers financial standing, experience, character, and an organ-

ization fitted to give adequate service.

Yet, outside of this group of 117, there are over 1,000 Advertising Agencies that are now doing business. The A. N. P. A. recognizes 363. What's the answer? It is this. A very large proportion of these Advertising Agencies *should never have been recognized.* They are financially weak; they have had little or no experience; many of them have desk room only, and handle one, two or three accounts of no importance. Frequently they split commissions and they can do this because they give no service.

Legitimate Advertising Agencies today cannot split commissions. They receive 15 per cent and the cost of doing business runs from between 12 per cent and 13 per cent in most cases. It is safe to say that in 1919 very few Advertising Agencies made over 2 per cent on their turnover after paying their taxes.

SMALL AGENCIES WELCOMED BY  
THE FOUR A'S

This is not an argument against small agencies. They are welcomed by the A. A. A. A. In fact, some of the most active men in that organization come from agencies doing a very small volume of business.

This organization realizes that the small agent of today is apt to be the big agent five years from now and should be recognized and encouraged, provided he starts clean and right and can deliver the service that the advertiser is entitled to get for the commission he pays.

If the publishers of the country would get together and, in conjunc-

tion with the A. A. A. A., conduct the proper investigations, there would be no difficulty in separating the goats from the sheep; little difficulty in determining when an agent should or should not be recognized.

But even this does not completely solve the problem. In the final analysis this problem can only be solved when the individual publishers have enough backbone to refuse real money from men who they know are not Advertising Agents of the character that will continue in the business and build up advertising.

The great trouble is that when "a man with an order" arrives at their door and offers them advertising they are apt to accept it without thorough investigation, little realizing that this is the parasite that is undermining all good advertising; that is responsible for most of its failures, and is absolutely destructive.

If the publisher would refuse to accept an order from this kind of an agent, the advertising would not die, it would simply go to another agent and to the right kind—to a man who would build up and not destroy.

The total amount of business brought in by the several hundred agents who should never have been recognized is so small, as compared with the hundreds of millions of dollars placed by legitimate Advertising Agencies, that it is almost a negligible factor.

#### UP TO THE PUBLISHER

If the publications of the country would only get together and cooperate with the American Association of Advertising Agencies there is no question but what a plan could very quickly be worked out that would do away with 90 per cent of

all the abuses which are complained about, and while it would undoubtedly reduce very materially the number of "recognized agents," it would be a building up instead of tearing down process and would prove immensely profitable to the publishers of the country because it would make for better advertising, and better advertising obviously makes for more business for them.

So let the Publishers and the Advertising Agents' Association get together and decide upon qualifications that are fair and reasonable; that will let in the good agent whether he is small or large; whether he is in the Agents' Association or not.

Let the job be tackled with an absolute determination to eliminate the fakir and the parasite, the financially irresponsible and the incompetent—all for the general good of the publishing and advertising business.

## Making Overall Advertising Broad Gauged

How the "Headlight" Campaign Was Recast to Take In Some New, Strong Characters Set Forth In Post-War Poster Style

IN ALMOST every national medium can be found advertisements of overall manufacturers. On billboards throughout the land are the big displays, growing in number and in size in late years.

Whether the impression is general, the fact remains that those who watch advertising closely have been impressed with the resemblance of both the art and the text.

Overall copy has been a sort of a single-track affair. It has featured railroad men more than all others. Engineers, firemen, switchmen and others in work garments face you everywhere.

Styles in advertising change, and J. W. Rice, sales manager of Larned, Carter & Company, of Detroit, manufacturers of "Headlight" overalls, spent much time last year in planning something new. Careful investigations were made of the trade, of the consumers and of the potential fields of distribution, and the result is a line of copy which is entirely new to this great industry.

It was the belief of Mr. Rice that some detail could be sacrificed without harm in the illustrations, if they could be shown as the working garb of exceptionally verile, two-fisted men, and not confined to a particular line of work.

#### THE FIELD BROADENED

The art work was placed in the hands of Walter Whitehead, of war poster fame, and a great deal of

white reproductions of the Larned Carter 24-sheet posters, and in the miniature copies of farm paper advertisements these live Americans stand out as an exemplification of progress.

The departure in the instance of the farmer is more or less radical. It shows him in all branches of the work which the greatest of all industries demands. He is pictured with his tractor or automobile, herding cattle and what not.

Swarthy, sweaty artisans working in the mills, or handling pneumatic riveters in the dizzy heights, are subjects of the big spreads that are gracing the billboards. They dominate, but always there is the outstanding legend

"They outwear two ordinary pair."

The campaign in itself is new, particularly as no other overall manufacturer has ever undertaken a large educational campaign on the wisdom of the farmer purchasing higher priced work garments.

But it is not strange that this particular company should pioneer a



The poster that reached structural workers

latitude was allowed him in details. Probably Mr. Rice had in mind the striking war posters, for the style has found expression in the illustrations adopted for the campaign—one more instance of lessons of the war being turned to business with profitable results.

In the accompanying black and

new line of advertising copy. From the inception, Larned, Carter & Company has been doing that in business, with an attendant growth both in equipment and production which shows that the fundamental principle was right.

"What do you regard as the most potent element in the wide sale of Headlight overalls?" asked an interviewer of David S. Carter, vice-president of the company.

"Why, the overalls themselves," was the quick reply, and therein is the explanation.

Mr. Carter paid a tribute to advertising (his firm has been using various mediums for twenty-odd years) and to salesmanship, but the final analysis, he believes, is quality. "The best salesmanship in the world, and the best advertising ever printed, could not keep a high priced garment on the market. They might PUT it there, but they couldn't KEEP it there. So, I get back to my original remark, that Headlight Overalls are, in the last analysis, the most potent element in their own sale.

**HOW THE "IDEA" WAS PUT OVER**

"When Mr. Larned and I started to make an overall to sell higher and wear longer than any other brands, we had to grip our courage with both hands. It hadn't been done before, and people said it couldn't be done. And, mind you, the garment we first put out at the higher price was untested. We knew it was better, but only hard usage could show whether it was enough better to justify the higher price. It did justify its sales price; it has done so ever since."

Mr. Carter really is the inside man of the company. Abner E. Larned, the president, is one of the real salesmen of the world. He is a leader in civic movements in Detroit, a former president of the Board of Commerce and is always picked as a leader when there is selling to be done, whereupon he always earns another badge for his superlative attainments in this line.

When Mr. Larned went on the

road with the first samples of Headlight overalls he had to fight his way against tradition. Before that price had sold overalls. His product had to be sold on quality, at higher prices, and merchants told him "it can't be did." But that only stimulated him; he went over every detail of material and workmanship, explained how the garment, being oversize, did not bear the strain of others and naturally would outwear them.

Then, when his customer was par-

ticularly obdurate, he would don a pair of "Headlights" and show just what he had told. Such was the force of his illustration that dealers put these overalls on their shelves in spite of the price, though many of them had to be guaranteed money back in case the goods did not move.

When Mr. Larned made a return trip a couple of months later it was with apprehension that he entered the first store. But his doubts gave way to satisfaction when the dealer hurried up and said, "Larned, I was just going to write to your house. We're all out of certain sizes. They've caught the quality idea."

Steadily has the factory plant grown until now it is one of the biggest in size and in production. And back of all is quality. Materials, than which none better is made, operators whose skill is marvelous and surroundings which are approved by all who have comfort and health in mind, are characteristics of the plant.

# HEADLIGHT OVERALLS

UNION MADE

## OUTWEAR TWO ORDINARY PAIR



### He is Guaranteed Double Wear on His Headlight Overalls

Twice the wear of ordinary overalls, or money back—that's our guarantee to him, and to you.

We put more denim and better denim into Headlights than goes into the making of ordinary overalls, so that they last longer and give more comfort. You can shorten your workday by putting more comfort into it—the roomy comfort of Headlight Overalls. Buy your first pair today.

**LARNED, CARTER & COMPANY, DETROIT**  
World's Greatest Overall Makers

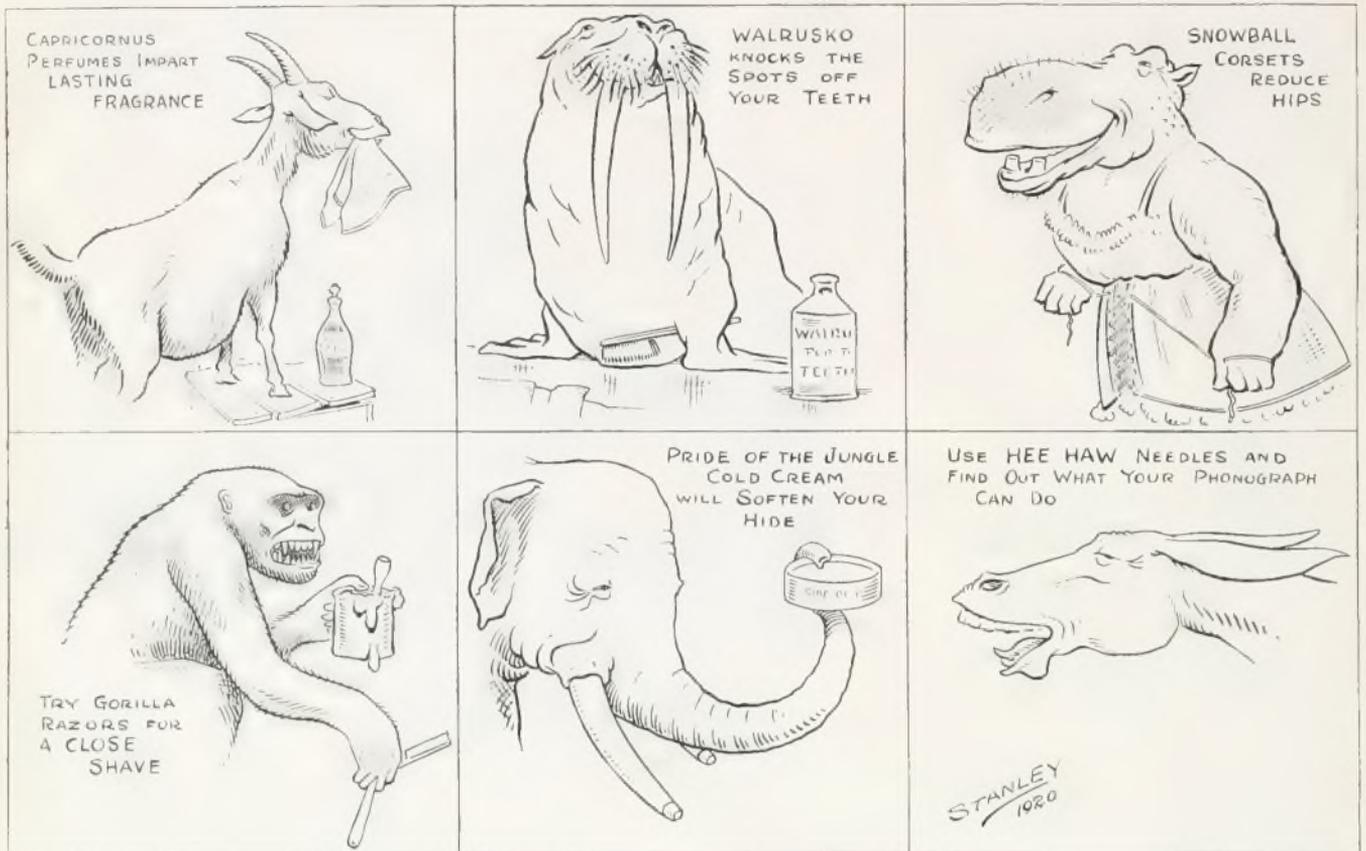
Factories: Detroit, St. Louis, San Francisco, Port Huron, Mich. and Perth, Amboy, N. J.  
Canadian Factory: Toronto, Ontario (40)

Carrying the message of overall strength to the farmer



Poster-appeal to the indoor giants of labor

## When Animals Chase Us Humans Out of Advertising Copy



Artist Stanley of ADVERTISING & SELLING staff offers some ideas garnered at the Zoo

## Concentrating Your Fire With Specialties

One Advertising Medium Which Enables You  
to Reach Your Own Man in Your Own Way

By BRUCE MacGREGOR

IT is somewhat unusual to be asked for an article on specialty advertising. Despite the fact that approximately fifty million dollars are used in this field each year, many advertising men seem utterly to ignore the specialty medium when it comes to an open discussion of the ways and means of advertising judiciously.

The fact that such a large sum is invested shows, of course, that the business and its opportunities have been made pretty clear to a vast number of workers in advertising, but it remains a fact that there ARE those who fail to appreciate its significance and importance. I want to say a few things to them with the definite understanding that I am not knocking any other medium or belittling any other method of publicity. Being interested keenly in them all, it is my function to spend these few moments on one.

The first thing we specialty folk claim for our medium— or media

specialty or novelty, is the essence of concentrated advertising effort. You know the men you want to reach—if you don't, you should—and, knowing them, it behooves you to reach THEM, excluding all others not essential, at a reasonable cost. If you are the manufacturer of a shoe last, your ambition is to reach shoe manufacturers. You can do it by using the newspapers, the general magazines, the billboards, etc. Shoe manufacturers read them, to be sure. But the fundamental point is that in reaching your men through those methods you not only pay for all the shoe manufacturers who read those media, but you also pay for every butcher, lawyer, carpenter, editor, housekeeper and office boy who reads them, too.

It isn't economical. And while not for a minute arguing against general publicity, I am trying to state the fact that, regardless of what circumstances make general publicity

advisable or profitable in the long run, circumstances seldom make it possible for you to neglect DIRECT publicity. If it is profitable for you to invest heavily in general campaigns, it must be even more profitable for you to invest lightly in direct campaigns.

One of the staunchest believers in specialty advertising was the late H. J. Heinz, founder of the famous "57." Mr. Heinz's original novelty was a little green pickle made up for use as a watch charm. This man, one of the fathers of judicious advertising, was never without a supply of these little "charms." Yet he never "distributed" them in that sense of the word—when he met a man or boy or woman or girl who might take one, he carefully detached from his watch chain the one he wore and presented it with his compliments. Later he put another one on from his reserve supply. And such personal and active approval of

the value of specialty advertising, in my mind, never has been surpassed.

#### BUILDERS OF GOOD WILL.

I know of a house selling a medicinal preparation that has adopted an idea of similar nature. This firm has watch fobs made up which the salesmen wear, and by dint of proper display usually evoke a remark from the druggist about them. The fobs are very attractive and, by tactful suggestion, the salesman succeeds in having the clerk ask for one. In a few days he gets it—from the president of the company who writes him personally. You can't imagine the amount of good will those travellers are spreading in their wake.

Which suggests another point specialty men hammer on—Good Will. Can you show me a safer way of building it than by giving a man something he can use? It might be a paper cutter, an attractive blotter, a calendar for pocket use, a ruler, a tape measure or any one of scores of such gifts. It is something permanent and useful and, if the work is done properly, it is something that will not be thrown away.

The next time you go to a convention or exhibit or show you can find some genuine evidence of the brass-tacks psychology of holding on to something that looks like a souvenir or a gift. You know the raft of stuff that is made up for free distribution at a show—booklets, pamphlets, folders, novelties, etc. And you see some down-right expensive stuff at the exhibitions, too. But here's the point: have you ever seen in that mass of stuff thrown about on the floors to be walked into destruction any of the specialties or novelties that were being given away?

Even if be only a celluloid button, they stick!

And I'll give you real odds that if you did ever run across one of those novelties YOU PICKED IT UP. Or else somebody beat you to it. Yet it was different where the 25 cent booklets were concerned. And I say that, not merely as an observer and not even as the discoverer of that psychological bit, but as a man who has worked in many an exhibit and has seen the thing proven from both sides of the booth.

It speaks well for the permanency of the novelty gift. They last, and that is more than one can say for any other medium without making exceptions.

There are many other strong points about this particular medium, and while we haven't the opportunity to dwell on them at great length,

## Five Elements of Advertising

Every advertiser has at his command at least five different elements to help him tell his story in the most impressive and effective manner. These are: words, illustrations, color, type, and border.

And these five elements are almost universally effective and generally available. Whether in Patagonia or Iceland, in India or Africa, wherever paper and type are to be found, these are the tools with which the advertiser must develop his markets and direct the minds of his audience.

The language may vary; the writing may change from the North American copy with a "punch" to the more polite and leisurely copy of the Spanish speaking countries; the illustrations may run the gamut from the Hottentot to the Esquimo; the colors may range from the lurid to the sublime; white space may be plentiful or scarce; borders may be heavy or light, but everywhere, throughout the universe, the basic principles of advertising remain the same.

Men and women everywhere admire beauty, they are attracted and moved by color; they approve of well balanced and proportioned advertisements; they respond to lucid sales arguments, and they distinguish good advertisements from the bad.—  
From *OKEH*, General Motors Co.

it is not amiss to bring up one more, the domination of the novelty. If you would see graphically just what I mean, you should examine the two trade papers that are before me at the moment. One of them, in the engineering field, runs about 90 per cent advertising to 10 per cent editorial matter. The other, in the textile field, is about the same ratio. In each there are nearly 600 pages of advertising matter in a 600-page book. And these publications are great mediums.

#### YOUR NOVELTY AD STANDS OUT

When I say that one of the strong features about a specialty is its dominating possibilities, I intimate to you very pointedly that when you send a man a novelty advertisement for his desk or his pocket or his home, yours is not one of 600 others on his desk or in his pocket! Wouldn't you grab a chance to run an ad in a periodical which limited your competitors to three or four at the most? That is exactly the opportunity this medium offers.

Another striking phase of the specialty is its adaptability to the vital idea of building up not only consumer good will, but also dealer cooperation and directing some of the good will you buy toward the middle-

man who is helping you make money. If you can win his appreciation by giving him something for nothing, and if you can win your consumer's appreciation in the same way, why not work them both together by giving your dealer something that he can in turn give to his customer?

Put his name on it as well as yours and make it a gift from him. See that he has enough of them and a variety, so that he can continue to build good will by periodical use of this method. You ought not expect any more from ONE solitary gift than you do from ONE solitary advertisement. If you can give away 12 a year you are not only backing up your monthly insertions in the papers, but you are bettering them. While you talk about generosity and liberality and service **IN PRINT**, you prove it **IN PRACTICE**.

Briefly, you are talking service in substantial terms—by rendering it. As Lincoln once said to a pestiferous office seeker, "What you **DO** speaks so loudly that I cannot hear what you **SAY**." There is no need to comment on that.

One of the commonest objections I hear to novelty advertising is that "it is not dignified." The only error

in that argument is that it is all poppycock. In the short space of six seconds I can show you some insertions in our best periodicals that are anything but dignified. I can show you some novelties that are absolutely worthless. Last night I saw a souvenir knife with a colored reproduction of a naked woman on it. A splendid reproduction—but not quite right for advertising purposes. Yet it is only one step advanced over most of our advertisements for feminine underclothing and it is based on the same appeal.

It is useless to waste time arguing the point when the truth is that you can make it as dignified or the reverse as you care to. And it is downright laughable when I can tell you the name of one of the nation's most DIGNIFIED advertising agencies that is using NOVELTIES. I could fire a book full of names at you without a moment's notice, and you wouldn't find one of them in the list classed as anything less than splendid advertisers. Such a list would include names like the Champion Spark Plug Company, of Toledo; the Hotel La Salle, Chicago; the Packard Motor Car Company; the Loose-Wiles Biscuit Company; the Curtis Publishing Company, Philadelphia; the Hamilton Watch Company; the Travellers' Insurance Company, of Hartford; the Aetna Life, also of Hartford—I could for an hour tell off the names of banks, trust companies, manufacturers, financial houses and the like to your heart's content. All you have to do is drop a line to some of the leading specialty manufacturers or to their association in Chicago and they'll flood you with names.

#### SUMMING IT ALL UP

They will be the names of concerns who know what they are doing and why they are doing it. Without investigating any further, you can bet your last dollar that when such people utilize the advantages of any particular medium or method, there are some considerable advantages to be gained.

But if you did ask them why they are doing it, the consensus of opinion would probably just about sum up this brief article on the specialty medium. These thousands of satisfied users would say specialties are invaluable because:

First: They are direct, exclusive and, therefore, economical. "Waste circulation" is almost entirely destroyed.

Second: They are prime good will creators.

Third: They are permanent because they are useful and valuable to the recipient.

Fourth: They embody the essence of domination by virtue of the lack of competition.

Fifth: They constitute substantial evidence of the earnestness of written words about service and good feeling.

To my mind—and to the minds of those who found these things to be so true—these are five substantial reasons why specialty advertising has grown to an annual business of upwards of \$50,000,000.

#### National Advertising Commission Appoints Legislative Committee—Sends Protest to Congress

At the recent meeting of the National Advertising Commission, in Cleveland, Chairman, W. Frank McClure, appointed Homer J. Buckley as chairman of the Legislative Committee. The other members of the committee are: William H. Ingersoll, R. Marshall, W. A. Beatty, and Henry W. Newhall.

The protest against the Thompson Bill, adopted by representatives of the twenty-one departments of advertising at their Cleveland meeting, has been sent to the House Ways and Means Committee. The commission was opposed to the bill, "for the reason that advertising is a part of salesmanship and such a tax would be in effect a tax upon selling and would operate to reduce production at a time when the government is doing everything in its power to encourage production."

#### This Is Effie



Diamond Effie, private stenographer to Uncle Henry Fibre, of the Diamond State Fibre Company, Bridgeport, true to picture and press agent promise, has arrived to begin service with W. A. Adams, Jr., advertising manager. This is Effie—the first picture of her ever taken and the only one she ever gave to a man, etc.

The idea is to identify her with the news of what is going on around the plant and in the field, as a trade character. Effie has "looks" enough to make good.

#### Meredith Advocates the Use of More Timber Land to Meet Paper Demand

In a letter to American Pulp and Paper Association, Secretary of Agriculture Meredith advocates greater use of vast forest resources of Pacific Northwest and Alaska, and the growing of much more timber in New England and the Lake States. Such a program, the secretary said, will promote a permanent solution of the newsprint problem and is in accord with constructive measures now being advocated, including the proposed Poindexter pulp survey provided for in a bill now pending in the Senate.

#### W. H. Wise Co. Buys "Current Opinion"

The W. H. Wise Co., Inc., New York publishers of *The Democracy Magazine*, edited by Dr. Frank Crane, have purchased *Current Opinion* magazine from Adam Dingwall and associates, and starting with the May issue the former magazine will be combined with *Current Opinion*. The magazine will be edited by its former editor, Dr. Edward Wheeler, together with Dr. Frank Crane.

In acquiring the magazine, the W. H. Wise Co., who are also book publishers, take over the plant and properties of the Current Literature Society, which Mr. Dingwall purchased in July, 1917. To provide for their enlarged business the Wise Company has already purchased two sites on West 47th street, and a building to house both plant and offices will be erected.

Adam Dingwall, long identified with the publishing business, will first make a trip to Europe before considering business plans for the future.

#### Peru Ratifies Pan-American Trade-Mark Convention

A cable from the American legation at Lima, Peru, announces the ratification by the Peruvian Congress of the International Trade-Mark Convention on April 14, 1920. Including Peru, six South American countries have ratified the convention and only the ratification by one additional country is necessary to complete the number required for the establishment of the registration bureau at Rio de Janeiro, which is to have charge of the registrations for the southern group. According to a recent announcement by the Director of the International Bureau for the Registration of Trade Marks at Havana, the privileges of international registration through the Havana bureau have been extended to the ratifying countries of the southern group of States, pending the establishment of the second bureau at Rio de Janeiro.

#### Expanded Metal Co. Places Account

Miss E. Drage Browne, manager of the advertising department of the Northwest-Expanded Metal Company, Chicago, Ill., announces that, beginning immediately, their advertising will be handled by The Nichols-Moore Company, Cleveland, O.

#### Gets a Medical Appliance Account

The Akron Advertising Agency, Akron, O., has been placed in charge of the advertising for the Akron Truss Co., which conducts a residence and correspondence school for instruction in the fitting of its various appliances as well as manufacturing them.

This agency will soon release to newspaper, farm and trade papers and general magazines a campaign for the Overland Tire & Rubber Co., Omaha, Neb.

# How Packing Influences Foreign Selling

Some Experiences of a Big Candy Maker  
Who Wisely Changed His Methods

By C. E. LEEBOLD

President Leebold Candy Co., San Francisco

THE average American manufacturer is very set in his ways; he assumes the attitude of "take it as we make it, wrap and pack it, or leave it be." In some cases he may be right, but when he tries to compel the people across the ocean to take his merchandise, "as is," he may be disappointed in not getting the buyer's name on the dotted line.

My foreign trade experience is limited largely to the candy business, and since candy is now among some very active issues on Wall street, and since it has been admitted that good candy is food, it might be a good idea to consider that what is true about American candy packed a la American might also apply to foods in general.

We have been successful in a modest way, in selling our candies here at home at prices ranging from \$1.50 to \$2.50 per pound, packed in very attractive boxes, nicely be-ribboned, and dressed up in a way to make the heart of any lady glad. Since nearly every box of high grade candy finds its way into the lap of some good woman, we try to make our appeal to her artistic taste.

There came a time when we were honored with foreign buyers of candy. With a feeling of confidence, we displayed our wares, and were told that our candy pleased them, but that our method of placing it in parchment paper bon bon cups was not what their customers would expect. After opening the box, they preferred to have the candy in smaller pieces, and each one wrapped in tin foil, preferably in many different colors. The box was pretty enough, but it was too large to put in one's pocket. Would we mind packing the candy in an oval "tin"?

## MEETING NEW REQUIREMENTS

We admit that we were taken off our feet. Here was our best candy, dressed up in fine style, being picked to pieces by some foreign buyers, for whom we did not send, and whose business we had not solicited; but as some day we expected to have a million dollar candy factory, and would then no doubt be glad to have foreign customers on our books, we proceeded to find out just what their requirements might be, and see if we could

not build to their order and tastes a package at once acceptable to them and the people to whom they ultimately expected to sell.

We have built up a large sale on old fashioned chocolate drops, a small cone shaped chocolate drop running over 60 to the pound (the average American chocolate will run less than 30 to the pound) and we trotted these out, and were told that they were acceptable if we would wrap each one in a piece of tin foil, and pack a pound in an oval tin, convenient for the pocket, all of which we agreed to do, the price to be left open; and the deal was closed.

Here we satisfied our customers with a medium priced candy, on which they were willing to spend more than the cost of the candy to have it wrapped and packed as wanted. We might have "stood pat" on asking them to take our goods as we found them acceptable here, and compelled them to seek what they wanted elsewhere, but this did not seem like good business judgment. We preferred to build to their order instead.

## WRAPPER SPOILED ORDER

A friend of mine, who is a large importer of fancy papers used in the candy business recently returned from a business trip in Europe and told me about an incident along the line I have just mentioned, where a British importer ordered a car load of chocolate bars, justly popular in America, with the idea of making a killing with it in England. And what do you think? The wrapper was not in keeping with what might be expected to encase a perfectly good bar of chocolate, and the British consumer refused to buy, so the whole lot had to be sold at a loss.

Here is a real test—the same bar of chocolate with another suit of clothes would have gone across big. We might well approach every possible angle of the quality, the label, wrapper and the very box in which we expect to pack our goods for foreign markets, building to their order what will sell along the lines of least resistance.

Isn't it true that the majority of European goods, such as soaps, perfumes and even candies are packed in a very attractive manner, that many American manufacturers

might do well to follow, and many of them do, the general idea of paying more attention to the dress of the thing they want to ship across the pond?—*New York Commercial*.

## Brazil Willing to Protect American Trade-Mark

As the laws of Brazil and many of the other Latin-American countries permit the registration of a trade-mark to cover any number of articles, it very often happens that a popular American trade-mark is chosen by the citizens of these countries and this trade-mark registered to cover every conceivable article.

Leslie E. Freeman, of No. 37 Liberty street, New York, representative of the American Chamber of Commerce for Brazil, points out as an excellent example of the above, the registration of the trade-mark "Eureka," as shown in the March 12 issue of the *Diario Oficial*, the Brazilian government publication. This registration covers agricultural machinery of all types, electrical machinery, milk cans, motors, tractors, hose, machinery for grinding sugar, coffee, washing machine and some seventy other articles.

The Brazilian citizen who registered this trade-mark is not violating the laws of Brazil in taking out this registration, even though he has no intention of manufacturing the articles mentioned. It may possibly be that he adapted this trade-mark without any intention of infringing on the rights of American manufacturers. The fact is, however, that a great many American firms are shut out of the Brazilian territory as a result of such registrations, and those who fail to protect their interests by proper registration of their trade-marks have their interests constantly jeopardized.

Mr. Freeman says the American firms who are using the trade-mark "Eureka" have recourse to the courts of Brazil to prove their priority, providing the necessary opposition is started six months from the date of publication of the registration; however, unless this action is taken, their goods sent to Brazil are subject to confiscation.

The representative of the American Chamber of Commerce for Brazil urges every American firm doing business in Brazil, either direct or through an exporting house, to register their trade-marks immediately. The fees are reasonable and the one registration protects the firm for a period of fifteen years.—*New York Commercial*.

## Ajax Rubber and American Motors Advertising Goes to Snodgrass and Gayness

Snodgrass & Gayness, New York advertising agency, have been appointed to direct the advertising of the Ajax Rubber Co. after June 1, 1920, and that of the American Motors Corporation, Plainfield, N. J., starting immediately.

# Build Your Employes' Magazine Carefully

Skill and Patience, Humor and Originality Are Some of the Elements

By JOSEPH SAMPSON

Advertising Manager Denver Rock Drill Mfg. Co.

"THE CAPTAIN'S lady and Mrs. O'Grady are sisters under the skin."

In that line of Kipling's there is a world of good philosophy for the editor of an employes' magazine and the man who absorbs and applies it intelligently and sincerely performs an important service to his country no less than to his employer and his fellow workmen.

This point of view involves more than a superficial knowledge of human nature and a realization that all men are not only created equal but that they also generally have equal desires, hopes, fears, instincts and other human qualities.

To play upon these qualities is the art of the advertising man and to play upon them for the purpose of creating harmony in an industrial organization is the special function of the "organist" of an employes' magazine. The method of appeal for a particular organization should be the outgrowth of a study of the type of men employed, remembering always that "what is one man's meat is another man's poison."

When a fine painting is on exhibition in a store window there will invariably be found among its admirers a due proportion of hard-boiled bohunks hungrily devouring its beauty with true appreciation. Therein lies a significant fact for the house-organist. All men secretly yearn for harmony within themselves as well as in the things they see and it is up to the editor of the employes' magazine to help them satisfy that yearning. Every editor will, of course, have a different method of going about this business of harmonizing things and there are as many different ways of doing it as there are stops on the organ.

A recipe that will prove generally successful is the following: 2 parts philosophy; 2 parts news of the product; 2 parts humor; 2 parts salesmanship; 1 part personalities and 1 part rhymes; mixing all parts together thoroughly in a 100 per cent solution of originality, sincerity and wholesome optimism. This recipe can be varied to suit the needs of the particular organization.

## HOUSE PUBLICATIONS

*THE article printed herewith is the first of a series of a like nature intended to detail the experiences and aims of the editors or other executives in charge of house publications, employes' magazines, and the various modifications of such "inside" magazines.*

*The series is certain to bring out the best thought now being employed in that admittedly broad field.*

*The articles will be published weekly in ADVERTISING & SELLING and the material, if preserved in complete form, should provide those who issue such publications with the best volume yet produced in that field, as all of the articles will be confined to actual, tested methods and still include a considerable proportion of theory upon which may be built further efforts.—THE EDITOR.*

What is required of the editor of such a magazine?

He must have a motive bigger than his job and its immediate ends; he must be both idealist and humanitarian; he must be thoroughly sold on the organization itself; he must be a natural optimist, a wholesome constructionist, and, last but not least, he must be so thoroughly and enthusiastically American that he can impart his own enthusiasm over our American institutions to others.

"The man who has no opinions or is afraid to express them will fail as an editor of anything. A wishy-washy, flaccid magazine is worse than no magazine at all. Consequently, the censorship must not be a rigorous one. Better fire the editor than not trust his judgment or not give him a relatively free rein. Too much clock-punching routine will kill out his spirit. Creative work that has an element of the inspirational cannot be done on a routine schedule.

"In the Denver Rock Drill Manufacturing Company we have developed our employes' magazine, *Keepintouch*, from a spasmodic four-page leaflet, designed originally for the sales force in the field, into a 48-page monthly for the entire organization.

"At the beginning our sole edi-

torial purpose was to supply the salesmen in the field with technical information, but, as interest in the magazine grew, its scope was extended until now it has become a family forum in which is mirrored the spirit of the organization.

"The advertising manager edits the magazine as a side issue. Some of the material comes in each month from field and factory, a small part is discriminatingly clipped from current magazines and papers, and the balance is written by the editor, whose hands are, fortunately, not tied by censorship from the management. You can't interest an audience if the soft pedal is always on. We pull out all the stops occasionally and let the organ roar.

"How far the magazine has contributed to the pep and spirit of cooperation in our organization is hard to say, but it has certainly been a factor in fostering a genuine family feeling.

"What we have accomplished in our organization others can accomplish as easily, provided that in their organization the editor has the same latent food for inspiration and the same freedom of action in carrying his ideas into effect.

"The employes' magazine will be successful only in proportion to the bigness of the ideals of the organization and its editor. Given a broad-gauged management with fine human ideals and an editor who has in his soul a genuine feeling of fraternity with all men and in his head ordinary literary capacity, most of your industrial problems will solve themselves.

## Simmons-Boardman Acquires Aldrich Publishing Company

The Simmons-Boardman Publishing Co., publishers of *Railway Age* and four other railway journals, has absorbed the Aldrich Publishing Co., New York, owner of *Marine Engineering* and *The Boiler-maker*. The transaction was consummated last week through the Harris-Dibble Co.

H. L. Aldrich becomes a director of the Simmons-Boardman Publishing Co., and will have the title of managing director of *Marine Engineering*. With H. M. Swetland and others, Mr. Aldrich established *Marine Engineering* in 1904; later he purchased the other interests and became sole owner. In 1906 he established a European edition of the magazine, known as *International Marine Engineering*, but during the war the English government ordered its suspension.

# Print Paper Conservation

Is the most important matter before the newspaper publishing and advertising business of the country.

Unless both publishers and advertisers co-operate to keep consumption within that of 1919, we will have a panic market next Fall and much higher prices next year.

**THE NEW YORK GLOBE** will keep its use of print paper in 1920 down to that of 1919 and will print no more newspapers or advertising than can be done without exceeding that tonnage.

Member A. B. C.

**The New York Globe**

180,000 A DAY

JASON ROGERS, Publisher

# Dealer Helps that Really Help

If You Follow This Lead Your Direct Efforts Will Avoid the Paper Baler

By JAY D. EARLE

## WHAT HAPPENS TO YOUR DEALER HELPS?

*THE writer of this article seeks to indicate how the advertiser desiring the cooperation of his dealers may bring to their attention—instead of to their paper-baler—the material which he sends them to aid in the selling process.*

*The subject of wasted effort in direct mail literature is one which always has annoying sides, and it is discouraging particularly to manufacturers having limited means of dealer cooperation to find very often that a too large percentage of their direct material is passed by without consideration from the persons directly interested with them.*

*There are suggestions for the improvement of such conditions in the accompanying matter.—THE EDITOR.*

A HARDWARE dealer in a northern Indiana town of 600 population has built up his business so intelligently that he is now doing a business of over \$100,000 annually. His territory covers a radius of 50 miles in every direction. And naturally, being successful, he is to be credited with knowing what he is talking about, especially when he talks about his business.

The advertising manager of a stove factory, whose line is successfully handled by this dealer, found out this fact after he had been in conversation with him about three minutes. In fact, he received a jolt that caused him immediately to revise some plans he happened to be completing at the time.

The statement made by the dealer, and which produced the jolt, was simply that he and the local druggist had jointly purchased a paper baler, and that within two weeks after its installation they had baled and sold more than 1,500 pounds of so called "dealer helps" sent them by manufacturers. He admitted that the cavernous maw of the baler was filled with expensively lithographed and printed circulars for which he had no use whatsoever.

The druggist had similar troubles, but they both found a happy solution in the paper baler which was rapidly paying for itself and promised to show a worth-while profit on the investment.

"I was in Chicago the first two days of this week," said the hardware man, "and when I returned I found just 108 pieces of printed matter stacked on my desk and the table beside it. You can imagine how many of them I read," he added meaningly.

Upon being pressed, he stated that he had saved his favorite trade paper and two house organs that he knew would contain some facts and suggestions helpful in the conduct of his business. All of the others, many unopened, were consigned to the baler.

A discouraging outlook, you say, for the advertising man who burns the midnight mazda in an effort to convince dealers, both large and small, of the merits of his product. On the contrary, it should stimulate him to get down to bed rock and

find out just what the dealer considers helpful and what is useless to him.

The advertising manager thought his company was sending out some really helpful helps to dealers—he liked to think their monthly house organ was a winner in every way. But he changed his mind when the hardware dealer told him frankly that the "Stove Poker" went unopened to the basement.

### HE STARTED FACT-GATHERING

After spending a worth-while and eye-opening two hours listening to this small-town merchant, the advertising manager made immediate plans for a flying trip through the central territory to get more facts.

He was given some illuminating information on several points. He learned the percentage of the dealers in the small towns who subscribe to trade papers. This gave him a big idea. Then, while some dealers admitted they occasionally read the "Stove Poker," they didn't get very much selling help from it, because they saw no reference made to the actual sales problems that were confronting them. This gave him another idea.

Dealers who subscribed to trade papers stated they were mostly interested in the experiences of other dealers in their own lines of business; they liked to read about the things other fellows were doing to attract and hold trade. Another idea.

In fact, when the advertising manager returned to his desk he was so filled with new ideas that he fairly bubbled over. And he began to put them into effect at once.

### A REAL DEALER HOUSE ORGAN

A number of improvements were made in a number of direct mail circulars and booklets, but the greatest and most noticeable change was made in the *Stove Poker*, which had formerly been edited to satisfy the whims and egotism of the general manager.

All articles telling about how the stoves were made, assembled and tested, were taboo from that time on. Such stories, he learned, did not help the dealer sell stoves.

Through the traveling representatives, the advertising manager secured stories about dealers who had made an exceptional success in selling not only his stoves, but kindred lines, including general hardware. Credit for the story was given in each instance to the dealer, and wherever possible photographs of the dealer and his store were run in connection.

The salesmen were called upon also to send in items, preferably accompanied by photographs, telling of some time or labor-saving kink they had noticed in the stores they visited. This in time became a very popular department.

Realizing, also, that no man is ever averse to having his name appear in print, in connection with a favorable statement, a personal column was inaugurated which soon assumed the proportions of two full pages, set in eight-point type. The salesmen were depended upon to send these in, also.

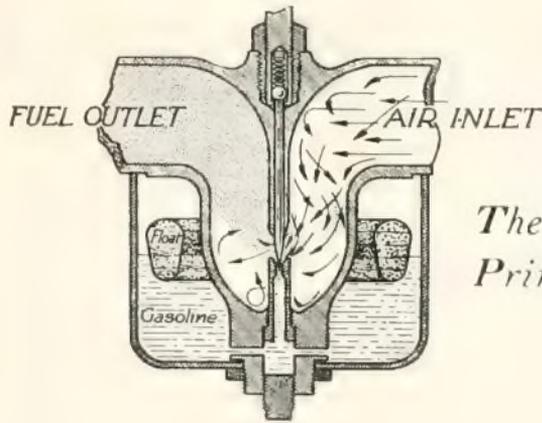
Then, realizing the laxness of the small-town dealer in subscribing to trade paper, a department was instituted to show the current market prices of the more popular articles handled in the average hardware store—articles which were subject to constant price fluctuations. And by quoting some of the high prices his company was compelled to pay for raw stock, giving reasons, any long-drawn-out discussions as to whether or not stove prices would be reduced in the near future were eliminated.

More attractive drawings were

# Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY  
IN ADVANCE TO CREDIT



*The Airplane  
Principle*

## *Van Briggles and Collier's*

The Van Briggles Motor Device Co., is using Collier's as the backbone of its national advertising campaign for the Van Briggles Airplane Principle Carburetor.

# Watch Collier's

used for the front covers of the house organ, which is nine by twelve inches in size, and the two inside covers were reserved for newsy notes about the manufacturer's line.

#### TIME THAT WAS WELL SPENT

It required three or four months of hard work to get the new departments permanently installed, but the salesmen willingly did their full share, and now realize that it was time well spent. They reported a new interest in the house organ—and a noticeable increase in sales.

Instead of considering the *Stove Poker* a necessary evil or a candidate for the baler, they regard it today as an invaluable sales asset. It is one of their main talking points in securing a new agency.

A short time after the house organ had been given its new dress, the advertising manager stopped off on a return trip from Chicago to visit the Indiana dealer who had incited him to poke up the *Stove Poker*. On the morning of his visit, the dealer had received only 32 pieces

of direct mail matter.

"But you'll be glad to know," he said, "that I saved two of the pieces to read at home tonight, and one is the *Stove Poker*. I read it as religiously now as I do my favorite trade paper," he concluded.

Surely, the house organ editor could ask no more of any dealer. And this Indiana dealer is a good man to keep in mind when preparing future dealer helps, for he says the paper baler is today paying a good profit.

## Analysis Great Ally of Advertising

**See Your Buyers Under the Microscope—  
Tabulate Their Habits and Characteristics—  
Then Base Your Ad Copy on Results**

**H**OW many advertising men responsible for the preparation of copy have ever sat down and analysed the prospective purchasers of the goods advertised?

Doubtless there are many who, methodical, semi-scientific, and thorough in their plan of work, have done or do so, but it is by no means a general practice.

Yet a few minutes spent in considering those to whom our goods should appeal, their view-point and their possible attitude toward the goods, would elicit a very valuable schedule of data that would provide many new copy-thoughts and possibly open up some new and hitherto unconsidered avenues of selling argument. There are many factors in the PURCHASER himself that, duly weighed and acted upon, may have an important bearing not only on the success of advertisements, but upon the actual success of the goods themselves.

#### STUDY CUSTOMERS' HABITS

They are as vital in advertising as any analysis of selling points of your goods or service. An investigation of the habits, characteristics, mode of living, etc., of prospective buyers will usually reveal much that can be turned to valuable account.

Human nature is an extensive subject. A man often finds it difficult to understand himself, or to tell beforehand what his impressions or action would be under certain conditions. While there are fundamental characteristics of human nature common to all, there are also great differences in human minds. Some are sensitive and respond readily to delicate suggestions. Other minds are more crude, and

may respond only to bold appeals. Sex, age, education, social and financial status, profession, and even the geographical situation in which the subject lives, all have much to do with the differences in receiving impressions and in the facilities of thinking and acting.

Therefore, before commencing to write copy, or even before one attempts to make an analysis of a proposition, there should be fixed in the mind the group of people to whom the appeal is to be addressed.

If we are writing advertisements to appeal to one special class, it is important to find out all we can about that class. It may be cyclists, smokers, doctors, business men; each must be studied. Write down the characteristics of the class.

#### PREPARING AN ANALYSIS

For example, suppose we are advertising a speed gear for cycles. Let us set down the characteristics and interests of our prospective buyers

That is, for all practical purposes, an analysis of buyers of a cycle speed gear, and their attitude toward it. Precisely the same kind of analysis can be applied to any class. While with many practised copy-writers this can be done in a few minutes by mental process, it is desirable to set it down on paper for reference, and because additional thoughts will arise from it.

Decide what motives and characteristics in your prospective buyers you can appeal to. Imagine all these qualities or idiosyncrasies possessed by a single reader, and address him.

The attitude of people toward the article should be ascertained as

far as possible. Their ability to buy and their habits of reading and buying should be investigated.

#### MAKING YOUR OWN TESTS

Where it is not possible to visualise adequately the prospective public, enquiries should be set on foot, tests made, and the results tabulated and noted. In one's own circle of friends there are usually many who can be pressed into service to secure helpful facts of this kind.

There are certain lines of business in which success—even existence—is bound up in the fact that the advertisers keep their fingers continuously upon the pulse of their buying public. The art of advertising is to suggest that the goods or service fills a distinct need, but the product must satisfy in that respect, or the advertising merely produces first sales instead of permanent customers.

Analysing a buying public means the discovery of what that public wants, what it will buy, and what it can afford to pay, and advertising based on such analyses not only creates a demand, but impresses its public with the fact that the goods advertised are suited to its special needs.

So analyse your buyers.—C. F. Hylton, in *The Advertiser's* (London) *Weekly*

#### "Life" Will Soon Cost 15 Cents

After having been sold at 10 cents a copy since it first started, thirty-seven years ago, *Life* announced editorially in the April 22 issue that its newsstand price, due to the depreciated purchasing power of money, will be increased to 15 cents in the course of a few weeks. Subscription rates, for the present, remain unchanged.

# "THE HOUSE OF TRANSPORTATION"

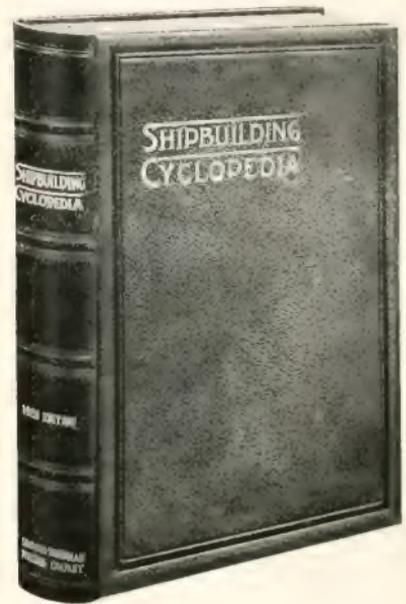
## Chapter One

**I**N a recent announcement we said: "*That the Simmons-Boardman Publishing Company may be more truly 'The House of Transportation' we will soon launch a 'Shipbuilding Unit' which will be a close companion to the Railway Unit, the first section to be known as the 'Shipbuilding Cyclopedia.'*"

*Here it is—*

a volume of over 1200 pages unlike anything heretofore published and destined to revolutionize ship designing methods.

The "Shipbuilding Cyclopedia" will be published annually and work on the 1921 edition has already been started. The Catalog Section affords a means of placing the catalogs of those who make or sell equipment for ships and shipyards before every man of importance here and abroad who has to do with designing and building ships. Send for rates. Circulation to be guaranteed and attested by the Audit Bureau of Circulations in which the "Shipbuilding Cyclopedia" has applied for membership.



In the next issue of Advertising & Selling, we will tell about the second section of the Shipbuilding Unit of

"The House of Transportation"

## SIMMONS-BOARDMAN PUBLISHING CO.

WOOLWORTH BUILDING, NEW YORK

CHICAGO

Transportation Bldg.

CLEVELAND

The Arcade

CINCINNATI

First Nat'l Bank Bldg.

WASHINGTON

Home Life Bldg.

LONDON

34 Victoria St.

Publishers also of: Railway Age; Railway Mechanical Engineer; Railway Electrical Engineer; Railway Signal Engineer; Railway Maintenance Engineer--the "Railway Service Unit"--all members of the A.B.C. and A.B.P.

# Turning the Salesman into a Camera Man

How Portable Projectors and Safety Films, Salesmen and Uncle Sam Are Selling "Good Luck" Can Rubbers

By RALPH E. CONDER

Advertising Manager, Boston Woven Hose & Rubber Company

WHEN THE BOSTON Woven Hose & Rubber Company first considered the use of motion pictures in advertising, we had no idea of the extent to which our activities along this line would develop. We began by using the standard size film for theatre and general circulation. Then the portable projector and the safety film came along and we enlisted its services. Today, we have eliminated theatre circulation and are concentrating our efforts on advertising through the portable projector in the hands of our salesmen and, as will be seen, our friends. Our success has been three-fold.

## IN THE SALESMAN'S HANDS

First of all, we have used the film for the instruction of salesmen at our own sales conventions and the sales conventions of our jobbers or wherever groups of men handling our line can be brought together and given the detailed visual instruction which is only possible through motion pictures. We have been able to accomplish things along this line which would have been impossible in any other way. Only last week the writer spent a day at the Winchester plant in New Haven with the films.

The Winchester Company, branching out as it is into the hardware business, with the intention of controlling some 6,000 retail stores throughout the United States, has taken on our advertised line, but never having been in the hardware business before, knew very little about our merchandise. It would have been a long and tedious job if, indeed, it would have been practical, to assimilate enough knowledge to train all the store clerks through the use of printed matter, but with the motion pictures it was a comparatively simple task. Assembled in New Haven were some sixty men of the sales promotion end of the Winchester business, who for the past three weeks have been holding a school, inviting a different manufacturer each day to send a representative to tell the men about the goods, and teach them, so that they might in turn go out into the hardware stores and train the retail salesmen and clerks how best to

sell the merchandise to the consumer.

Through the aid of the portable projector and our non-inflammable films showing the details of our industry, we were able in an hour and a half to cover the entire subject and at the close of the lecture, we were not only complimented by

those in charge, but were told that our demonstration was the only real sales talk which had been given, and the opinion was freely expressed that it could not be done as well without motion pictures.

Second.—We have used our films for the instruction of the general public through the medium of lec-



Midwest Farmers are  
*Prosperous-Progressive*  
They buy products that  
save time and labor  
and make better homes.

They read  
The Copper Farm Press  
as carefully as you should  
read the next page—



tures. We have two sets of films and two projectors which are used by our salesmen and representatives on the road in department stores and other places where the general public can be reached. In connection with the sale of our Good Luck rubbers, we find that in most of the large cities where department stores have auditoriums they are very glad to have our representative come and lecture twice a day for a week on the subject of canning and the making and using of jar rubbers. They advertise this in their local papers and good crowds attend. In this way, we are able to help the department store sell Good

Luck rubbers and we are also furthering the practice of home canning, because our lecture and picture cover the government method of cold-pack canning as well as the method of making jar rubbers.

LOANING TO UNCLE SAM

Third.—Our films are used by government demonstrators themselves in organization work. For instance, under the provisions of the Smith-Lever bill the country is divided into groups according to the counties in the various states. The state work is under the leadership of the state agricultural college, the county work is conducted by the farm bureaus in each county

and the local work by district and town leaders working under the farm bureaus. Now, the problem facing the state and county leaders each spring is purely one of organization. They must go out and form clubs of the boys and girls in canning work. Next, through the efforts of the home demonstration agents, the women in the community, form group clubs for community canning or for cooperative home canning when the fruits and vegetables begin to ripen. It is a tiresome job to tell the story of home canning possibilities by word of mouth with nothing except a few jars of last year's canned products to illustrate the story. We have realized this and have offered to supply a copy of our film, either in standard size, of safety standard size with a machine, wherever demonstrators wish to use these pictures to turn the organization meeting into an entertainment and sell the idea to those present in the most practical way, *i. e.*, through actual demonstration on the screen.

The results have been most astonishing. We sent out a circular letter to every farm bureau and state and government demonstrator in the country and requests have come to us from every state so that the sixteen sets of films which we had made have been constantly kept going and we have been unable to supply the demand and have had a waiting list most of the time.

Imagine the publicity obtained through being able to show these used. Not only have the films been used in the spring during the demonstration period but in summer, often in lieu of a real canning demonstration. Even though the past winter our films were constantly in request by leaders who were anxious to promote the government program in anticipation of the coming season's work.

We believe we have made as wide a use of motion pictures in advertising as any other concern and we have done it at very small expense. We have altogether less than \$6,000 invested, including our two projectors, and that part of our films which has been most widely used, that is, the 1,000-ft. section relating to rubber rings and canning, cost less than \$1,500 and has been in use constantly for nearly four years.

— So rapidly has farm life in the Midwest progressed that a new chapter in American business has been written, thru simply furnishing these farm homes with the actual necessities of life—to say nothing of the luxuries.

The Capper Farm Press has been an integral part of this romantic development—has, indeed, thru years of constructive service, been responsible for much of the progress made.

Farm folks of the Midwest know Arthur Capper and respect his ability and his whole-hearted devotion to a better agricultural life.

That is the prime reason why The Capper Farm Press has its commanding position: farmers look to it, its publisher and its editors for real leadership.

And they have never been disappointed.

Our Bureau of Research will help you determine the possibilities of this market for your product.

*The*  
**CAPPER FARM PRESS**

(MEMBER A.B.C.)

Arthur Capper, Publisher

Marco Morrow, Asst. Publisher

TOPEKA, KANSAS

**SECTIONS**

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

# American Advertising Methods Successful in China

Some of the Methods of Which American and Other Advertisers Now Are Making Use Of In the Orient

By DWIGHT K. GRADY

Foreign Trade Department, San Francisco Chamber of Commerce

ADVERTISING of American products in China is becoming more necessary with each passing year. A record of the new lines being introduced almost monthly will demonstrate the reason more clearly than any statement possibly could. The methods of distribution and marketing in China make it safe to say that intelligent advertising will bring great returns in the Orient as in the United States. Advertising and personal salesmanship are more closely related than in America but they have not been developed to such a high point. No advertising campaign in China would succeed unless it was definitely "hooked up" with the sales campaign. Before taking up the subject of advertising to the 450,000,000 Chinese, it is proper to make a quick review of the marketing situation as it exists in the Orient.

Most American firms in China which have enjoyed any degree of success have a fair basic means of distribution. These means, however, only offer a foundation upon which to build a really efficient organization. Most houses have adopted the English method of distribution, which means selling through compradores who control a wide clientele among the large buyers, who in turn effect distribution through long established and nation wide channels to the smaller trade. When a line is once successfully introduced, the process of selling becomes more or less automatic, but this means only supplying a fixed demand rather than stimulating greater demands. Little effort is made to change conditions as they actually exist.

In the United States, manufacturers long ago realized that it is impossible to develop consumer demand through dealer cooperation. The result has been that hundreds of thousands of dollars have been spent annually in direct-to-consumer advertising. Some day this method will be universally adopted by concerns doing business in China. Some have already adopted this plan with most gratifying success. Modern methods as they are known among the more progressive nations are bound to come sooner or later and with their coming will occur the passing of compradores and other

middle men whose presence causes prices to be high or profits to be low, and thus acts as an automatic "choke off" on trade.

## SOME OF THE ADVERTISERS

Sales of machinery for flour mills, mines, etc., are of course not usually made through a long line of buyers or jobbers. The personal touch is usually established here through one jobber. Railroad machinery and machinery for public utilities, on the other hand, usually find sale through political channels, and this will probably be true until such time as China grows stronger both politically and financially. It is even now improving and there is still much to be done.

This condition, however, deals only with machinery and allied lines for which there is not or never will be a general consumer demand. In the general consumer class of merchandise it stands to reason that the amount of advertising done is going to have direct bearing on the size of the demand.

Some great examples of success in to-the-consumer advertising are the campaigns of the British American Tobacco Co. and the Standard Oil Co. The former company planned its campaign along American lines.

They sent out salesman under direct supervision and worked each section of the country intensively. Very often from launches and other boats they worked the water ways, sowing cigarettes broadcast, and literally placing lighted cigarettes in the mouths of the public. Of course, at the start the campaign was carried along modest lines, but as its success was apparent they increased their sales force. They found that the old system of marketing through jobbers and dealers was holding down the business and so bought out Mustard & Co., a firm of long standing, with a widely scattered distributing machine, and their success in selling cigarettes throughout China is an example of what enterprise coupled with modern business methods can accomplish.

The Standard Oil Co. also started in a small way, but has enjoyed remarkable success in developing the latent demand for oil. They had many problems to cope with, but by advertising extensively and expand-

ing their distributing system, they succeeded. They found people who retired at dark out of sheer necessity.

The Singer Sewing Machine developed its business along original lines and at considerable expense. Their number of prospective buyers, much smaller than was true of oil or cigarettes, due chiefly to price, made it necessary that they adopt an instalment system, such as is used in the United States. They advertised on a grand scale and everywhere in China the big "S" with the Chinese woman at the sewing machine is a character which means sewing machine to the Chinese mind.

## PROCESS IS COMPLICATED

Advertising in China is somewhat complicated if it is to give results. There are the poster, the hand bill, the moving display, flags, the newspaper, the mailing lists, street car displays, moving pictures, store displays, samples and sundry other. The poster is probably the most important and strongest medium in China. For the masses it will probably remain so for many generations. The standard size of posters in China is 31 inches by 43 inches. Another size which has been used widely is 25 inches by 37 inches. This is the size that the Standard Oil Co. uses successfully. It is more advisable to use a cheap grade of paper for posters than a high quality one, as posters are usually placed on boards and little attention given to them afterwards by those putting them up.

In preparing posters for Chinese advertising there are many things to be considered outside of the mere printing and posting. The psychology of the Chinese, their customs (local and national), the translation, which must be different for North China and South China, and many other details must be taken into consideration. Color combinations are most important as are characters and figures. Any reference to mourning or certain figures such as the turtle and other combinations of lines should invariably be avoided. Posters may be placed in railway stations, steamship wharves, and many other advantageous places.

Ranking next to the poster comes the hand bill which, as in the United

# Increased Facilities to Serve Old Clients— Room to Serve More

*An advertising agency builds and occupies its own six story building.*

*What does that mean to you as its present or prospective client?*



**D**IRECTLY little. Yet indirectly much. Winning ideas may flash in the din of a boiler plant, or the racket of a shipyard. But it is our experience that constructive thinking is best done in quiet, with the necessary conveniences and office organization to grease the wheels of thought.

And so our new building was designed and built with definite ideas of what the home of an advertising agency should be. It gives us room for the conveniences and facilities necessary to creative planning and thinking—room to surround our executives, account managers, merchandising investigators, writers and artists in quiet, that they may apply themselves without interruption or distraction to the marketing problems of our clients—room to back up their recognized selling ingenuity and advertising ability with an organization wise and skilled in the handling of advertising detail—room to house in comfort the expansion that is certain to continue.

We shall be glad to have you stop in to inspect our new home, or to confer on the economic marketing of your commodity through modern merchandising and advertising methods.

Albert Frank & Company offer you over 48 years' corporate experience in advertising and merchandising, and several times that in the combined experience of the men who sit in conference. And with this wealth of experience and ripeness of growth, an organization youthful enough to dare the startling when the unusual will win the point.

Our New 'Phone Number is *Bowling Green 2930*

**ALBERT FRANK  
& COMPANY**  
ADVERTISING  
*Fourteen Stone Street*  
CHICAGO *New York* LONDON



*The Albert Frank Building  
The new home of  
Albert Frank & Company  
14 Stone Street*

*Stone Street, one of the oldest and most historic streets in New York, runs from Whitehall Street opposite the Custom House to Hanover Square. Number Fourteen is half way between Broast and Whitehall Streets, and opposite the Stone Street entrance to the Produce Exchange Building. The Whitehall Street station of the new B R T Broadway Subway, is just a step from our door.*

*Our Chicago office also has felt the effect of the prosperity and success of the clients it serves.*

*On May first it became necessary to more than double the floor space and to make several additions to the staff.*

*Advertisers feeling the need of western connections will find Albert Frank & Company in Chicago fully equipped to render a complete agency service.*

ed States is an advertising medium for the masses. In China it should be made to appeal to those who cannot read. Picture stories with a short legend are effective. Distribution can be effected at about 20 cents per 1,000, or possibly a little more at the present time. The question of treating these hand bills for mailing will be taken up in another paragraph.

#### FLAGS

The first impression of the foreign visitor to China is that it is a country of flags. The Chinese have worked the flag and store sign idea to the ultimate of elegant monotony on every important street. In practically every Chinese town myriads of these flags are displayed. Flags may be combined to have both American and Chinese advertising ideas and principals on them, thus, to a certain extent, making American advertising conform to the Chinese taste. The flags where standardized are about seven feet by nine feet. To conform strictly to the Chinese method of advertising in the treatment of flags would be to discard a real opportunity. Novelty in flag advertising would be more likely to be successful. The Chinese design is practically always the same; painted on both sides and with a strip of turkey red cotton as a border. All flags look alike. Probably a better size for the flag would be four and a half feet by eight feet, as the streets in many Chinese towns are excessively narrow.

#### NEWSPAPERS

From their strictly advertising value in the stimulation of national consumption, the foreign newspapers do not deserve much consideration. They have their value, however, although no merchant catering to a national demand counts very heavily on the foreign daily. There are probably 200 or 250 vernacular newspapers in China, but the value of many for advertising is questionable. Long held in check by the Government, Chinese newspapers have not been capable of much initiative. It is almost impossible in many cases to know the truth about the circulation of Chinese mediums. Nevertheless the Chinese newspaper offers a good method of advertising.

#### THE MAILING LIST

There are a number of excellent mailing lists in China, but they are the property of private concerns and are not for sale or for rent. There is one advertising agency in Shanghai which may be entrusted with the mailing of circulars and other propaganda. It is a very expensive proposition, compiling a mailing list, and to depend solely upon it would render the cost of advertising prohibitive. It may, however, be built up as a by-product of advertising and sales campaigns. It is a simple proposition to secure mailing lists of the foreigners in China but of the natives it is different. Once constructed, however, mailing lists are productive of great results when used in connection with commodities which may be reasonably expected to enjoy general consumption.

As the average Chinese family receives very few letters in the course of a year, interest is very keen in anything that

comes through the mails, and a circular letter or a hand bill sent by mail would receive much greater attention than a family would give it in the United States. The post office is very reliable and therefore definite results may be counted upon through mailing.

#### STREET CARS—TRAMWAYS

To date street car or tramway advertising is confined to Shanghai, Tsingtau, Tientsin, and Hongkong. The traffic in Shanghai in the foreign settlements is from 20 to 22 passengers to the car mile. The cars are divided into first and second class compartments, and both are generally used by the Chinese. Foreigners, however, rarely ever use the second class compartments. Advertising in street cars is effective and it reaches practically all classes, both foreign and native. It provides a good medium for reaching the middle class. Of course the methods used would vary according to the community in which the advertising was carried on.

#### THE CINEMATOGRAF

During the past few years this method of advertising has had a marked growth in China and it bids fair to become very effective. The Chinese are very much interested in motion pictures and note carefully all advertising by this method. There are a number of moving picture houses throughout China, which at the present time will probably exceed 300. Rates for this advertising are not high, counting the actual manufacture at a normal rate of exchange about 30 cents gold per foot for original films.

#### WINDOW DISPLAY

Window display, as far as the actual placing of goods is concerned, is in general use throughout China, but the window and store display sign has not been developed to any extent. The Japanese do considerable advertising through store display signs as do one or two of the larger American advertisers.

#### HOUSE BOATS

In conjunction with national campaigns in China big results are often obtained from house boat tours. There is a great deal of detail in connection with such tours, but a very effective distribution of samples is secured and many stunts may be held throughout the country from the house boats.

#### BRANDS, TRADEMARKS—CHOPS

Occasionally American brands and trademarks are successful in the Chinese market, but it is safe to say that greater success has attended the sale of commodities which were marked under brands adapted to the Chinese. An example of how a trademark can go astray is that of the first attempt to market a certain commodity using the figure of a Quaker as its mark in China. Practically all Americans are familiar with the Quaker and the fact that he stands for honesty, stability of purpose and general worth. When this message was translated into Chinese, however, these points were missed and the trademark was accompanied by the quotation, "An American of ancient times in ancient costume."

The introduction of a now nationally known phonograph trademark and its quotation were also sadly mishandled.

It is not only advisable but essential that trademarks and brands be carefully considered from the Chin-

ese point of view before being introduced into the market.

Early in 1920 there has appeared a trade journal devoted to drugs and chemicals which virtually constitutes an innovation in advertising in China. This magazine is produced by an American firm and has been cordially received. Early copies indicate that the publishers are thoroughly in touch with the situation and capable of turning out a high class magazine. There is a real demand for media of this sort, and no doubt the enterprise will meet with success.

As a final word, it is of utmost importance for merchants and manufacturers exploiting goods in the Chinese field to see that their commodities are in harmony with customs and usages in that market.

NO LONGER A "DUMPING GROUND"

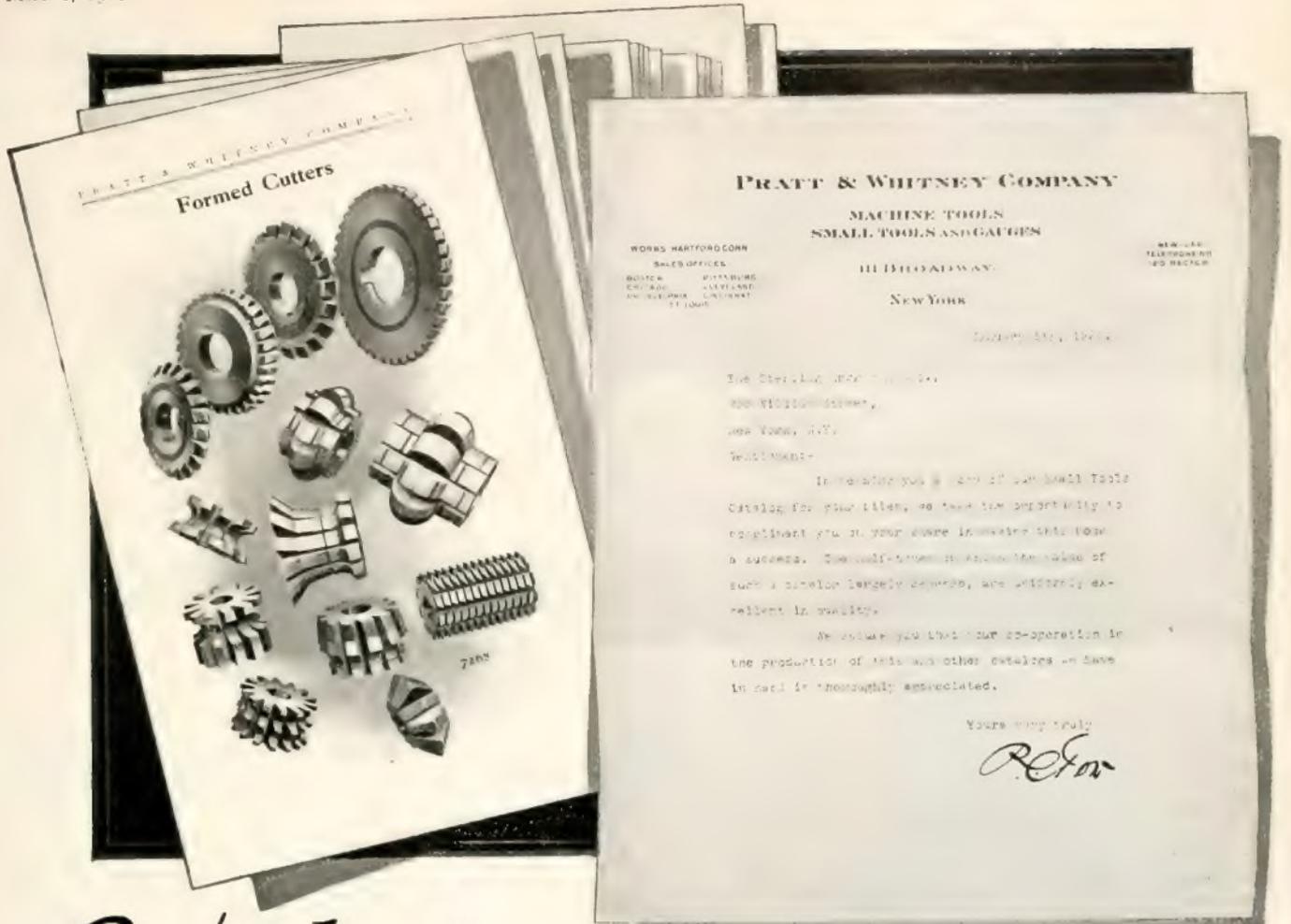
American manufacturers in China have long been guilty of using that country as an extensive dumping ground for sizes, styles, etc., that the Chinese can not use to best advantage. Too much emphasis cannot be placed on the necessity for remedying this fault.

In doing business with China, we cater to a population four times greater in number than the United States and a people who are largely dependent on the outside world for what they consume and manufacture.

It is a peculiar market and it will prove much more difficult and expensive to put out a package which does not conform to the Chinese ideas than immediately to take into consideration the nature of the demand before exploiting commodities.

It would be the height of folly to export certain kinds of American tools to China at the present time. The Chinese wood saw is entirely different from anything used in the United States today. Our bucksaw more nearly resembles it in appearance than does any other saw. The Chinese can use our blades, however.

The Chinese have many prejudices and have been known to throw their patronage from one house to another merely because of the color of the packing paper used. It is quite conceivable that the Chinese would not care to market candles packed in blue paper where they would accept exactly the same quality and make of candle wrapped in brown paper. The Chinese are not strong for marked or radical changes in their practices.—*New York Commercial*.



# Catalog Halftones

There were used in the printing of this catalog two hundred and fifty-one fine screen halftones and twenty-eight zinc etchings. What more could be said of the quality of these plates than that they are uniformly excellent?

Maintaining a high standard in this number of plates is evidence that **all** Sterling plates are of the same uniform excellence.

Black and White, Line, Ben Day, Process, Wax.



**THE STERLING ENGRAVING CO.**  
 200 WILLIAM ST. NEW YORK, N.Y. 10TH AVE. & 36TH ST.

## "Advertising Must Have Merit," Says J. W. Craver

J. W. Craver, treasurer of the Aunt Jenima Mills Company, St. Joseph, Mo., is a firm believer in the wisdom of the old saw, "It pays to advertise." At a meeting of the corn millers of the country, recently held in Chicago, Mr. Craver, in an informal address, made some very valuable suggestions on this subject.

"Advertising is a business—I might say it is a science." Mr. Craver stated, "In simple language, it is telling the public what you have to sell. Advertising is a distinct feature, or should be, of our business and should be handled as a separate department, although the manufacturing, sales and advertising departments must work hand in hand that the proper results may be obtained.

"If you want to expand your business by advertising, and I hold there is no better way, you should provide the proper agency, for not every one can write an advertisement. It has been said 'Poets are born, not made,' and so it is, in my opinion, with advertisement writers. Much money is annually thrown away by poor advertising methods and lack of distribution. Very often stupendous campaigns result in failure for the reason that the copy was misleading and did not carry conviction.

"Advertising should be truthful—a concern might advertise a poor article year after year and eventually lose out because the article advertised did not possess merit. I have said before and I repeat now, that if you will judiciously advertise an article of merit you will win success. In saying this I do not mean you can disregard proper business methods in conducting your business. If there is any one that must conduct his business along proper lines and keep faith with the public it is the man, or concern, doing extensive advertising.

"Above everything, if you are going to advertise, let the article you advertise be exactly, or even better, than you represent it to be. Do not break faith with the public, for it has become a custom to look upon the advertised article as being a superior one, and it should be to win permanent favor. You must keep it so, for the public is fickle, and if once deceived it would be difficult to win it back.

"One of the biggest problems confronting the advertiser is how to advertise and through what channels. It is a subject that must be studied thoroughly. You cannot always get results through one particular channel. Changes in your method of advertising, therefore, are sometimes necessary. While you might get results that would be very satisfactory by using magazines, if you would support the campaign with newspaper copy your results would be very much greater and with but little additional expense.

"We should not overlook the fact that every form of advertising has its strong and its weak points. In our business we have used magazines, newspapers, billboards, painted signs, trade journals, street-car cards, novelties and house-to-house canvassing, as well as demonstrating in department stores and other public places. I confess I am unable to tell you which has brought the best results,

but it was a combination of mediums that has produced satisfactory results. In doubling up, the great trouble is that you are apt to over-advertise and too rapidly dissipate your appropriation, which may mean financial ruin. Advertising should be run steadily and not intermittently to secure the best results.

"Advertising, so to speak, is the dynamo behind most of the nationally known articles of today. If the label of a well-known fountain drink and the good will of the business can be capitalized and sold for many millions, then why is it not time for us to awake from our lethargy and make a start? I hope this will be done."

—Retail Public Ledger.

## Standard Parts Advertising Head Resigns

James A. Braden, advertising manager of the Standard Parts Co., Cleveland, O., will resign on May 1, to devote a considerable portion of his time to personal interests. Ralph W. Leavenworth, who has been assistant advertising manager for nearly two years, succeeds Mr. Braden.

## Schott Appointed Sales Manager

The American Ever Ready Works of the National Carbon Co., Long Island City, N. Y., has appointed H. S. Schott to be Eastern sales manager, succeeding J. H. Somers, resigned. Mr. Schott, who has been with the company since 1913, won promotion through the record he established as assistant sales manager of the Canadian Ever Ready organization.

# WHEN does the farmer

## Changing conditions on the farm have exploded the old Summer Slump Theory!

Popular fallacies about the farm persist like a superstition.

One of them—a particular hobby of advertising men—is that farmers are too busy to buy in the summer. They still think that it is on long winter evenings that the farmer pulls his chair up to the lamp, devours the advertisements in his farm paper, and decides to buy.

### Here's What An Investigation Showed

*The Farm Journal* determined to get the facts in black and white. It went to hundreds of merchants in small towns from 3,000 to 10,000 population. It checked their answers by bank deposit records furnished by local bankers.

"When does the farmer buy?" we asked.

"When he's working in the field during the summer." they answered. "When roads are good and he gets to



# The Farm Journal

Over 1,050,000 a month

"The Paper They Farm By"

15 E. 40th Street  
NEW YORK CITY

Washington Square  
PHILADELPHIA

### Ralph Foote Goes with Sherman & Bryan

Ralph Foote, recently in the service department of Frank Seaman, has joined Sherman & Bryan in a similar capacity.

Mr. Foote's advertising experience includes the management of his own agency in Seattle, Wash., also some years with the Taylor-Critchfield Corporation, Chicago, and the Ethridge Company, New York. More recently he has been with the Remington Arms Co., and the Martin V. Kelley Co. During the war he was director of the bureau of advertising in the American Red Cross.

### "Price Current-Grain Reporter" Moves

The *Price Current-Grain Reporter* has moved its offices from 327 South LaSalle street, Chicago, to quarters twice as large at 305 South LaSalle street.

## Says Institutional Publicity is Cure for Unrest

The public should be made to see the purpose of big industries is not to oppress employees, but to afford them a means of livelihood surrounded by conditions as healthful and as pleasant as the nature of the business permits. A. A. Talmage, textile editor of the *New Bedford Standard* declared in an address before the convention of cotton manufacturers.

His speech follows in part:

"Never before in the history of this country was the public mind influenced to so great an extent by what it reads as is the case today. Newspapers, magazines, books, pamphlets, bill boards—yes, and moving pictures—these are the sources from which the public draws most

of its information, and the impressions it gets from these sources are the premises on which it forms its opinions and sympathies today on a much wider range of matters than in former times.

"My purpose in coming here today is to call your attention to the fact that this same weapon can be used with as great or greater effectiveness in defense of the industries.

"People ought to be shown that the large scale production that comes with big business and big industries, makes it possible to manufacture at lower costs, makes available more products for public use, adds much to the sum total of human happiness and tends greatly to reduce the cost of living or at least to make possible better living at no greater cost.

"Industry has progressed in civilization fully as rapidly as has the public at large. Conditions which prevailed ten years ago would not be tolerated any more by the industrial manager today than they would by his employees.

"But the public as a rule does not know this. It pictures the industrial workers toiling in poorly lighted, poorly ventilated, depressing surroundings, and pities them because of the low wages they get for it and the unhealthy life they have to lead.

"Why not let them know that these conditions have gone never to return? Why not advertise the fact that the interior of the modern cotton mill, for example, is as light and airy and pleasant as their own kitchen or sitting room, and many times much more so?

"Why should not the public know the facts as they are, and realize that the mill workers today have as much opportunity for enjoyment and lead as happy and wholesome a life as those who work in offices?

"Publicity, with truth behind it, can and will, if properly directed, overtake the false ideas that have gone out, and will accomplish the psychological overturn that is so much needed in industry today. The workers' minds can be directed to the many advantages they enjoy rather than upon the comparatively few and very minor disadvantages. The public can be enlisted in support of big business and industry instead of against it if industry can show its sincerity in working for the public good and can show it is dealing fairly and openly with its employees and the public."

### Prominent Philadelphia Advertising Men Address New York Club

Edwin S. Stuart, president of the Poor Richard Club and former Governor of Pennsylvania, Cyrus H. K. Curtis, Philadelphia publisher; Rowe Stewart advertising manager of the *Philadelphia Record*; Richard A. Foley, head of the Foley Advertising Agency, Karl Bloomingdale, of the Bloomingdale, Weiler Advertising Agency, and David B. Provan, director manager of the Philadelphia Ritz-Carlton, were guests of honor at the "Philadelphia Day" luncheon of the New York Advertising Club on Wednesday. They urged closer cooperation of the advertising clubs of the East, and offered the suggestion that the advertising Clubs of Boston, Philadelphia, New York, Baltimore, Washington and other Eastern cities meet in Philadelphia in the fall to discuss the question.

# ? spend his money?

town." "When he knows for sure that his crops will be good." "When harvest hands double his family."

### Read These Figures from Rural Merchants

Here is the average percentage of sales by months of hundreds of merchants in every line of business:

January, 6.2%; February, 6.1%; March, 7.2%; April, 8.0%; May, 8.6%; June, 8.6%; July, 8.7%; August, 8.7%; September, 8.7%; October, 9.5%; November, 9.3%; December, 10.4%.

June, July and August were proved conclusively to be three of the biggest buying months in the year. Sales averaged 22% higher than in December, January and February, which many thought were heaviest buying months.

If you believe in striking while the iron is hot, selling a man when he has money to buy, advertise to the farmer in JUNE, JULY and AUGUST.



The Farm Journal will gladly submit detailed figures of this investigation.

# The Farm Journal

Over 1,050,000 a month

"The Paper They Farm By"

Peoples Gas Bldg.  
CHICAGO, ILL.

Crocker Bldg.  
SAN FRANCISCO, CAL.

### Butler & Canavan Represent Kelly's Directory In West

Announcement is made of the appointment of W. J. Butler and F. J. Canavan as Pacific Coast Representatives of "Kelly's Directory of Merchants, Manufacturers and Shippers of the World," the other Kelly publications, and "Hendrick's Commercial Register of the United States for Buyers and Sellers," succeeding Chester D. Clark, resigned. The office will remain in the Hearst Building, San Francisco, California.

### Service Appreciated

As a reward for ten years of satisfactory and successful service, S. E. Leith has been voted full rights and title to Associated Farm Papers in the Eastern field, thus permitting him to do business under this title in the future, for his own personal benefit.

This gives Mr. Leith full possession of a well established and successful business, acting as eastern advertising representative for a splendid list of agricultural papers.

This action by the members of Association Farm Papers gives substantial evidence of appreciation in a most unusual and gratifying manner.

### Commercial Artists Are Unionizing

Commercial artists of New York and of other principal cities are engaged in a campaign to unionize the craft, in affiliation with the Photo Engravers' Union, according to officers of both organizations who said this week that the local Commercial Artists' Union already has between 400 and 500 members.

The union is said to have been formed at the instance of the photo engravers so as to confer upon the artists and themselves control over the work for reproduction by the latter. George Ethridge of the Ethridge Association of Artists and other employers of commercial artists when interviewed asserted their belief that the movement cannot succeed in this city.

### Stevens-Duryea Appoints Advertising Manager

Stevens-Duryea, Inc., manufacturers of automobiles in Chicopee Falls, Mass., have appointed Carroll McCrea as advertising manager. The Blackman Co. is placing the advertising.

### Prominent Publishers and Advertising Men to Speak at Missouri Journalism Convention

Newspaper men and women of wide experience, and representing every field or phase of journalism, will discuss practical problems at the eleventh annual Journalism week of the School of Journalism, University of Missouri, to be held this year from May 3 to 7. The question which daily arise before those engaged in journalism of any nature will be considered from every viewpoint, and every branch will have competent spokesmen.

The week has been divided by days for the treatment of the several general departments of journalism. Following the session of the Missouri Writers' Guild on Monday, those lines of journalism other than news will be grouped for discussion on Tuesday's program. Wednesday will be Advertising Day, crowded with addresses by the ablest advertising men in the country. The Missouri Press Association will hold its annual meeting on Thursday and Friday, and speakers

will consider the problems of the rural newspaper.

A partial list of the speakers who will be heard Journalism Week has been announced:

J. W. Alexander, Secretary of Commerce; United States Senator Gilbert M. Hitchcock, editor of the *Omaha World Herald*; Samuel R. McKelvie, editor of the *Nebraska Farmer*, and Governor of Nebraska; Governor Frederick D. Gardner, of Missouri; Jason Rogers, publisher of the *New York Globe*; J. J. Taylor, editor of the *Dallas News*; Mrs. Irene Sickel Sims, president of the Chicago Advertising Women's League; Philip Kinsley, of the *Chicago Tribune*; Samuel O. Dunn, of the *Railway Age* and president of the Associated Business Newspapers of the United

States; Barton W. Currie, editor of *The Country Gentleman*; Marlin E. Pew, editor and general manager of the International News Service; Karl A. Bickel, vice-president of the United Press Association; Frederick W. Smith, of the Franklin Cost Finding Company; W. H. Powell, editor of the *Ottawa Courier*; W. D. Nesbit, vice-president of the William H. Rankin Advertising Agency; Henry Schott, advertising counsellor, Montgomery Ward Company; Henry L. Wells, editorial writer for the *St. Louis Globe-Democrat*; C. L. Rutt, managing editor of the *St. Joseph News-Press*; D. R. Fitzpatrick, cartoonist, *St. Louis Post-Dispatch*; Marion F. Parker, sport editor, *St. Louis Globe-Democrat*; Marvin H. Creager, telegraph editor, *Kansas City Star*; W. F. Brennan, National Cash

## Selling Through Dealers With Mail Order Copy

THE far-reaching effect of the right kind of copy is graphically shown by the experience of one of our clients whose product is sold through druggists.

First we found what we thought was the right appeal behind the product. Then, instead of following a long established precedent, we drew up a schedule based on sizes of copy which we had found best for mail order advertisers in over 60 different lines of endeavor.

The copy was written along tested lines. One city was selected as a try-out. Not a salesman was used—only the copy.

During the first week the demand from druggists and jobbers showed clearly that the product had taken hold.

At the end of the first month, sales had exceeded advertising expenditure, with repeat business and good will purchased at no expense. The product, which sells for \$1.50, can be obtained at any druggist. New cities are being opened as rapidly as production can be increased.

In this case, copy secured distribution. Investigation has shown that there is practically no substitution. The sales possibilities have been proven quickly and economically. And the risk has been practically eliminated.

This is but one instance of many which prove the real power of mail order copy in selling through dealers. And this ability to tell a story that "gets across" with the public comes to us as a result of our wide experience in selling by mail.

Register Company; I. L. Stone, president of the Duplex Printing Company; James M. Thomson, editor of the *New Orleans Item*; John T. Harding, of Kansas City; Harvey Ingham, editor of the *Des Moines Register and Leader*; J. C. De Veyra, resident commissioner from the Philippine Islands; Arsonio Luz, editor of *El Ideal*, Manila; H. V. Kaltenborn, assistant managing editor, *Brooklyn Eagle*; Miss Vina Lindsey, *Kansas City Post*.

#### Big Prizes for Daylo Contest

No less than \$10,000 in prizes, with a first prize of \$3,000 and 104 chances of getting a share, is offered as the reward for a contest which the American Ever Ready Works, Long Island City, N. Y., plans to inaugurate June 1. From that

time on until August 1, the end of the competition, the focal point of the contest will be the Daylo dealer's window, where there will be on view a window trim piece in which every pointing element is directed at a central figure. This picture contains a human-interest story intimately wrapped up with the product, and just what story the picture tells will remain a mystery until the contest opens.

#### Staff Additions to Capper Press

Roy R. Moore, formerly publicity and general advertising writer for the Empire Gas & Fuel Co., Kansas City, has been added to the advertising department of The Capper Farm Press, Topeka, Kans. Mr. Moore, who is a graduate of the University of Kansas, has had considerable

experience in newspaper work.

Miss Eleanor Eakins, formerly associated with Hart, Schaffner, & Marx in sales promotion work and later connected with the Swedish Separator Co., has become a member of the sales promotion department of the Capper Press. She will devote her time to field work.

#### Amsden Studios in New Home

The Amsden Studios, Cleveland, Ohio, have taken a ninety-nine year lease on the property at 2307 Prospect avenue, and are now occupying the entire building there. Two recent additions to their staff are Howard V. R. Palmer and Harry Lees. Palmer was formerly assistant advertising manager of the Atlas Portland Cement Co., and more recently connected with the advertising department of the Eastman Kodak Co.

#### Agency Advertising Unusually Active

Advertising of advertising agency service is becoming more and more active. In St. Louis at present the Chappelow Advertising Company and the Fisher-Brown Advertising Agency are among those carrying on newspaper advertising. Good sized space is being used. Nelson Chesman & Co. in taking a double page spread, besides having "its say" and listing the seventy or more concerns who place advertising through the company, took the opportunity to show reproductions of products manufactured by some of its clients.

The Brearley-Hamilton Company in Grand Rapids, Mich., has used full page space to tell manufacturers their story. Advertising by agencies in New York is going on stronger than ever. The Wendell P. Colton Co., Federal Advertising Agency, Albert Frank & Co., Hoyt's Service, Sherman & Bryan, Street & Finney and others, in city newspapers have been particularly active.

#### Hyatt Man Resigns

L. M. Baker has resigned as supervisor of sales of the motor equipment division of the Hyatt Roller Bearing Co., Detroit, Mich., to take over the representation of the Dittmer Gear & Mfg. Co. for the state of Michigan, and to become associated with his brother, E. K. Baker, in the wheel and rim business.

#### Criswell Joins Gotham Studios

Clyde A. Criswell, lately sales manager of the Ledger Art Service, is now directing the sales of the Gotham Studios, New York. Criswell comes from Philadelphia where he was formerly with the Richard A. Foley Advertising Agency as art director, and with N. W. Ayer & Son.

#### Colcord Becomes Square D Company Advertising Manager

D. H. Colcord, director of research engineering for the Square D Co., manufacturers of safety switches in Detroit, has been appointed advertising manager. L. W. Strong, formerly of the publicity department of the Westinghouse Air Brake Co., has been appointed director of research engineering.

#### Fuller is "Christian Herald" Advertising Manager in East

C. W. Fuller, who for the past three years has represented the *Christian Herald* in New York City, Philadelphia, and southern territories, has been appointed Eastern Advertising Manager.

**M**AIL order advertising allows of no compromise. Either it pays or it doesn't. Results are definitely traceable. And this agency has grown because its mail order clients have grown. Now we are simply adapting mail order methods to products sold through dealers. And results show the soundness of these methods.

This does not mean that our advertisements lack in beauty or character or impression-value. Instead, where art work is needed we purchase the finest available. Where special composition is required we employ recognized leaders in typography. But these things are incidental to copy. For we have found that copy is the biggest thing, by far, in advertising. It is, in the final analysis, what actually sells a product.

It costs no more for space to publish the kind of copy that creates ten new customers than it does to circulate copy that produces but one new customer. Copy can easily make this difference in results.

"The Tested Appeal in Advertising" is the title of a little book which, we believe, treats advertising in a way that should be of the deepest interest to any executive who is interested in the results his advertising is producing.

A request for this interesting little book creates no obligation. Please use business letterhead or enclose business card.

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



PAPER AS A FACTOR



## The Tribes of the Himalaya Mountains Never Destroy a Picture

This requires paper of great strength because your illustrations will be folded many times.

### **White is the mourning color of China**

and yet some colors arouse resentment in the Oriental mind. Do you know these things—are you choosing your paper so as to overcome superstition and tradition and to create the good will of the Foreign buyer.

### **Let us make an analysis of your Foreign Advertising from a paper standpoint**

Our research work has covered the buying habits of all types of men. When paper is a factor our suggestions will increase the returns from your catalogues, booklets, house organs, mailing cards, enclosures, circulars and letterheads.

*Send samples of your Direct Advertising for analysis—give your sales message added power*

Research Laboratories

**Seaman Paper Company**  
1162-208 South La Salle St.  
Chicago, Illinois

R IN FOREIGN TRADE

# Sales and Earnings Increased by Millions

Figures for 1919 Show a Growth More Phenomenal Than Ever Before in the History of American Business

FAMILIAR AS WE ARE with the tremendous increase in advertising during 1919, it is impressive, to say the least, to observe the increases in the sales and earnings in that same period of some twenty large American businesses. ADVERTISING & SELLING has taken the 1919 sales and earnings of these well known concerns, which were among the first to make reports this year, and has arranged the figures according to size and in comparison with those for 1918. Included in the list are: five general merchandise chains, four grocery chain systems, three mail order houses, two rubber and tire manufacturers, a producer of sugar, a maker of automobiles, one of tobacco products, of shoes, motor trucks, a chain of cigar stores, a meat packer and a group of drug stores. The sales follow:

|                              | 1919            | 1918          |
|------------------------------|-----------------|---------------|
| Armour & Co.                 | \$1,038,000,000 | \$861,000,000 |
| American Sugar Refining Co.  | 300,000,000     | 200,000,000   |
| Sears, Roebuck & Co.         | 257,930,025     | 198,523,079   |
| Goodyear Tire & Rub. Co.     | 168,914,983     | 131,247,382   |
| *Great Atlantic & P. Tea Co. | 154,718,124     | 122,192,671   |
| Amer. Tob. Co.               | 146,023,730     | 144,523,730   |
| B. F. Goodrich Co.           | 141,343,419     | 123,470,187   |
| F. W. Woolworth Co.          | 119,496,107     | 107,179,411   |
| Montgomery, Ward & Co.       | 97,500,000      | 76,166,848    |
| Amer. Stores                 | 75,000,000      | 62,000,000    |
| Studebaker Cor.              | 66,383,307      | 52,087,907    |
| Endicott-Johnson Co.         | 62,713,040      | 52,896,275    |
| United Cigar Stores Co.      | 61,874,053      | 52,037,747    |
| United Drug Co.              | 60,000,000      | 51,028,336    |
| S. S. Kresge Co.             | 42,668,152      | 36,309,514    |
| National Cloak & Suit Co.    | 39,449,985      | 32,592,925    |
| *J. C. Penny Co.             | 25,479,776      | 18,809,754    |
| S. H. Kress & C.             | 25,244,232      | 21,131,019    |
| *Jones Bros. Tea Co.         | 14,006,266      | 12,402,860    |
| *Jewel Tea Co.               | 14,843,106      | 13,948,325    |
| McCrorry Stores              | 11,487,045      | 9,607,250     |
| Federal Motor Truck Co.      | 10,525,265      | 8,664,527     |

\*Figure for 11 months or less.

Practically in every case the sales have been the largest in the history of the concern. Armour passed the billion mark for the first time, and in its field was surpassed by Swift & Co., only, who did a business of \$1,200,000,000. Of the twenty-two firms whose sales total approximately \$3,000,000,000, it is striking to

note that one firm contributed more than one-third to the number.

The American Sugar Refining Co. increased its sales by \$100,000,000, or 50 per cent. and the business of Sears, Roebuck & Co., which was enlarged by more than \$50,000,000 is equivalent to a rise of over 25 per cent. This mail order house during the past ten years has made probably the largest turnover of any retail organization in the world, having sold merchandise amounting to \$1,214,826,121.

A gain of more than \$37,600,000 in the sales of the Goodyear Tire & Rubber Co. means close to 30 per cent more than the previous year. The Great Atlantic & Pacific Tea Co., while it shows a 26 per cent. increase with a figure of \$154,718,124 for ten months, sales for the entire year have been estimated at over \$180,000,000.

The National Cloak & Suit Co., notable among those who recorded more sales than ever before, doubled the business that it did in 1915, which then amounted to \$17,371,650. Similarly the United Cigars Stores increased their 1915 business of \$31,038,846, by nearly 100 per cent. And like other tobacco companies, in spite of the many months of labor trouble, they made a better showing than might have been expected.

Montgomery, Ward & Co.'s increase equalled 27 per cent, and so on down the list a substantial increase in nearly every instance is shown.

## CHAIN STORES AND MAIL ORDER HOUSES

Before leaving these interesting figures, it might be well to observe how the eleven firms in the list representing chain stores and mail order houses fared. Their sales were 22 per cent greater than in 1918, and individual increases show gains as high as 35 per cent. The increase in business for December, 1919, for each of these concerns averaged close to 30 per cent. Much of this increased business can be attributed, of course, to the opening of more stores, and the number during 1919 was really remarkable.

The largest retail grocery chain in the United States, The Great Atlantic & Pacific Tea Co., opened 126 new stores, making in all at the close of last year, 3,928. New Wool-

worth stores numbering 45 were established, bringing the number up to 1084. The United Cigars Stores Co. had 1350 stores at the beginning of 1920, having opened 108, the United Drug Co. advanced its number to 207 and more than 8000 Rexall agents; the establishments of the American Stores now total above 1300; the Jewell Tea Co. has 530 branches; the Jones Bros. Tea Co., 333; J. C. Penney Co., 197; S. S. Kresge Co., 188; McCrorry Stores, 150, and S. H. Kress & Co., 144.

## WHAT THE EARNINGS SHOWED

While sales may indicate big business, profits in the last analysis, naturally, are the only standards by which to judge successful business. In the list of earnings that follows one-half of the firms given were also listed in the table of sales, and the remainder is composed of eleven equally well known concerns.

## EARNINGS

|                                | 1919         | 1918         |
|--------------------------------|--------------|--------------|
| Armour & Co.                   | \$27,186,124 | \$26,128,610 |
| *Goodyear Tire & Rubber Co.    | 23,277,245   | 15,388,191   |
| *B. F. Goodrich Co.            | 20,340,214   | 21,610,322   |
| *United Fruit Co.              | 20,163,517   | 14,094,046   |
| Sears, Roebuck & Co.           | 18,800,125   | 12,704,065   |
| Corn Products Co.              | 13,717,486   | 8,652,400    |
| Studebaker Corp.               | 11,283,463   | 4,883,463    |
| *F. W. Woolworth & Co.         | 10,361,556   | 7,188,716    |
| *Amer. Sugar Refining Co.      | 10,283,082   | 6,661,684    |
| *Butler Bros.                  | 5,900,250    | 6,451,764    |
| *Chandler Motor Car Co.        | 5,652,255    | 2,194,618    |
| Nat. Biscuit Co.               | 5,349,863    | 5,135,839    |
| Cluett, Peabody & Co.          | 5,153,129    | 1,871,162    |
| Endicott-Johnson Co.           | 4,955,286    | 4,398,187    |
| United Cigar Stores Co.        | 4,436,479    | 4,010,204    |
| *Montgomery, Ward & Co.        | 3,538,350    | 2,990,025    |
| Am. Radiator Co.               | 3,036,247    | 2,656,213    |
| Ajax Rubber Co.                | 2,201,267    | 1,215,368    |
| *Hart, Schaffner & Marx        | 2,200,218    | 1,481,015    |
| Amer. Cigar Co.                | 2,175,790    | 2,318,082    |
| Stewart-Warner Speedometer Co. | 1,962,574    | 1,594,665    |
| Federal Motor Truck Co.        | 1,281,706    | 922,634      |

\* Figures before deduction of all charges and Federal taxes.

Here again substantial increases are in evidence. Even with an increase of \$1,057,514 in earnings Armour & Co. made only 6.74 per cent on the net capital invested, and 1.35 cents on each dollar's sales. The Studebaker Corporation advanced

its profits by more than \$6,400,000, more than doubling its 1918 income. Earnings for the Chandler Motor Car Co. were enlarged by more than two and a half times the 1918 figure and those of Cluett, Peabody & Co. came very close to being tripled.

Hart, Schaffner & Marx came close to doubling its 1918 profits and so did the Ajax Rubber Co. Only the B. F. Goodrich Company and Butler Brothers show a slight drop below the 1918 figure, even though

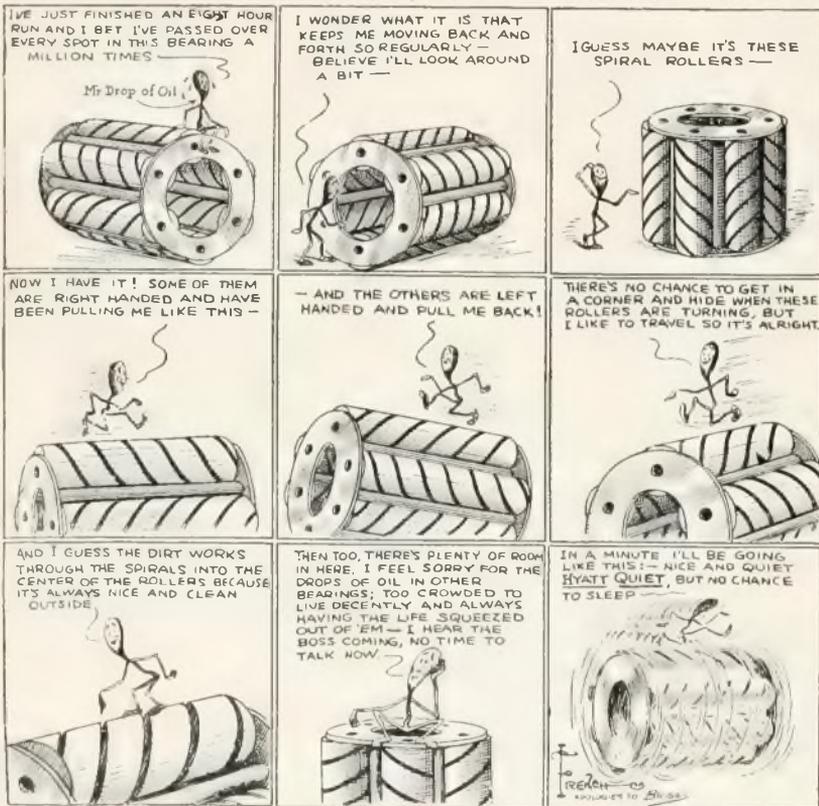
their sales were larger than ever. This was due, it is believed, to various adjustments and to increased costs in manufacturing. The Goodrich profit was double the total for 1916.

The big gains of the Goodyear Tire & Rubber Co., of Sears, Roebuck & Co., the Corn Products Co., and of the American Sugar Refining Co., and of the remaining firms speak for themselves.

## Earning Reader Attention

The Cartoon In This Case Provides Both Entertainment and a "Good Ad"

*I wonder what a Drop of Oil thinks about*



roller which serves to distribute the oil, cushion the road shocks and keeps the working parts clean.

This spiral construction is an important feature of the product but was difficult to explain through publicity until the cartoon idea suggested itself.

The treatment, although not without a touch of humor, sets forth an intricate mechanical subject in a most interesting and impressive manner.

### Southern Farm Papers' Association Organized

The Association of Southern Agricultural Publications, founded last summer in Asheville, N. C., has been dissolved by action of its members in convention at Atlanta, and reorganized under the name of the Southern Farm Papers' Association. The old organization, it was stated, was lacking in the elements of unity and capacity necessary to carry forward the broad plans contemplated by its founders for the advancement of southern agriculture.

Some of the objectives embodied in the new association's policy will be: the standardization of agency recognition; united protective action during the present print paper shortage; exploitation of the South's agricultural advantages, and the development of mutually beneficial relations with other agencies working in the interests of agriculture.

L. A. Nevin, of the *Progressive Farmer*, Birmingham, Ala., was president of the old organization and was elected to this office in the new organization. Russell Kay, of the *Florida Grower*, Tampa, Fla., former secretary, was named secretary-treasurer.

The next annual meeting of the association will be held in Asheville, N. C., in July of next year.

### German Government Backs Advertising Films

Consul Frederick Simpich, on duty with the American Commission at Berlin, in a report on the motion picture business in Germany says:

"The Deutsches Lichtbild at Berlin is a German moving-picture advertising concern, backed by the government and certain private corporations such as the Krupps, which produces and distributes industrial films. This concern has endeavored to advertise German industries in South America and other foreign countries by distributing such films. Within the last few months it has also begun industrial educational work in Germany. This concern has lately taken over the National Pictorial News Weekly, which corresponds to the Hearst-Pathé News. An arrangement has been made between the Deutsches Lichtbild Company and American Company to exchange weekly news films—news films not being excluded under the embargo."

### Stanley Frost Goes with Packard

Stanley Frost, for over ten years with the *New York Tribune*, has resigned from the city staff to go with the Packard Motor Car Company at Detroit.

THERE are many ways to attract attention in advertising and in the present age practically every day brings forth some new method or plan of catching the public unawares and holding its attention long enough to tell the story.

The Hyatt Roller Bearing Company is using the cartoon idea to good advantage. These people manufacture roller bearings which are installed on practically everything that has wheels, including heavy mining machinery, delicate textile equipment, automobile trucks, tractors, trailers, etc.

A roller bearing falls under that

class of products that the purchaser seldom sees. This is particularly true of the Hyatt Bearing because it is designed in such a manner as to require no special attention for lubrication or adjustment.

The more aggressive manufacturers interpret this as a necessity for more rather than less advertising. Popularizing such a thing in the minds of the public can only be accomplished through educational advertising, building an atmosphere around the product, telling what it does, how it does it, etc., etc.

Now it seems as though the Hyatt Bearings differ from other bearings in the matter of a unique spiral

# Automobile Advertising

## In the Only 7-Day Associated Press Newspaper

# In Minneapolis

This is the record of automobile advertising, by agate lines, in Minneapolis since 1913:

| The Minneapolis Tribune | Second Paper | The Tribune's Lead |
|-------------------------|--------------|--------------------|
| 1913..... 529,477       | 490,466      | 39,011             |
| 1914..... 644,637       | 609,916      | 34,721             |
| 1915..... 686,056       | 615,394      | 70,662             |
| 1916..... 955,460       | 743,783      | 211,677            |
| 1917..... 1,000,931     | 863,996      | 136,935            |
| 1918..... 703,065       | 584,411      | 118,654            |
| 1919..... 1,127,461     | 1,060,727    | 66,734             |

**There Is Always One Newspaper in Each City That Leads in Automobile Advertising In Minneapolis It's The Tribune**

The Minneapolis Tribune, each year, for many years has published more automobile advertising than any other daily newspaper in the Northwest.

Automobile advertisers know that The Tribune reaches the people who buy cars.

**First to Promote Auto Industry**

The Tribune leads because it was the first daily paper in the Northwest to realize the potential possibilities of the automobile industry and to foster it.

This lead has been maintained for many years although The Tribune does not trade its advertising space for automobiles, trucks, or accessories, accepts no fly-by-night, or fake tire advertising, and is rigid in the credits it grants.

The Tribune publishes more financial advertising, more school and college advertising and more hotel and resort advertising than any other Minneapolis daily newspaper.

**Preponderance of Circulation The Largest Home Carrier Circulation of Any Daily Newspaper in Minneapolis**

Sworn statements to the Government and the Audit Bureau of Circulations for the six months ending March 31, 1920, show that the average net paid circulation of the Minneapolis Tribune for that period was 116,427 for the daily editions, and 130,051 for the Minneapolis Sunday Tribune. This is 19,051 in excess of the daily circulation of its nearest competitor in Minneapolis, and 36,411 greater than that of its nearest Sunday competitor.

**Gains in Advertising**

Between January 1 and March 31 of this year the Minneapolis Tribune has shown the largest gains in local display advertising of any paper published in Minneapolis its total gain for that period being 481,640 lines, which is 123,395 lines more than the gain of its nearest competitor. In the same months the classified gain of the Tribune was 260,146 lines, which is 14,353 lines more than its nearest competitor gained, and the Tribune refuses hundreds of thousands of lines of undesirable advertising each year.

GUY S. OSBORN  
Western Representative  
Tribune Building, Chicago, Ill.  
Ford Building, Detroit, Mich.  
Globe-Democrat Building,  
St. Louis, Mo.

GERALD PIERCE  
Manager of Advertising,  
JOHN B. WOODWARD  
Eastern Representative,  
Times Building, New York City

W. R. BARANGER COMPANY,  
Pacific Coast Representative  
Examiner Bldg., San Francisco, Cal.  
Post-Intelligencer Building,  
Seattle, Wash.  
Title Insurance Building,  
Los Angeles, Cal.

# THE MINNEAPOLIS TRIBUNE

First in Its City

First in Its State

First in Its Federal Reserve District

### Publisher Sails to Boost Trade

John F. Stern, president of The Knit Goods Publishing Corporation, publishers of *The Underwear & Hosiery Review* and *Sweater News*, sailed for England on the "Victoria," April 26, to visit knit goods centers of the United Kingdom, France and Switzerland. His mission is to develop foreign trade for American knit goods manufacturers. He will be gone two months.

### New Account for Peck Agency

The Peck Advertising Agency, New York, has secured the account of the Ralph B. Carter Company, manufacturers of water supply systems and pumping outfits. The campaign is running in newspapers and trade papers.

A new campaign for the contractors' equipment department of Fairbanks, Morse & Co., New York, is also being placed in trade papers by the Peck Agency.

## Keeping Up With The Times

### A FACT A WEEK

What does it mean to the advertiser that Washington is the National City?

It means that he gets in Washington a national audience—members of Congress, their families and attaches from all parts of the country, tourists that come in thousands each day to the Capitol.

In Washington the advertiser talks not only to the people of a metropolitan city, but also to the preferred representatives of every State in the Union, representatives who are most influential in the daily life and habits of their home communities.

Advertising space in The Washington Times does double duty—local and national.

**The Washington Times,**  
WASHINGTON, D. C.

### Higham Cables "A. & S." That He's Coming

A cable from London received by ADVERTISING & SELLING on Tuesday brings the good news that Charles Frederick Higham will sail for America on May 15, to attend the Indianapolis Convention of the Associated Advertising Clubs of the World.

To say that the advertising profession of the United States is proud and appreciates the coming of this big, influential advertising man is indeed unnecessary. His keen interest in the affairs of this country and his efforts to bring about a closer relation between the advertising interests of the United States and Great Britain have won for him high esteem.

As a Member of Parliament and the head of C. F. Higham, Ltd., one of Great Britain's leading advertising organizations, Mr. Higham has achieved wide recognition. In the current issue of *Impressions* his personality is made the theme of an article entitled, "One of Britain's Best Employers." He is the publisher of *Higham's Magazine* and is the author of several books. "Looking Forward," a volume on mass education through publicity, is his latest work. It was through Mr. Higham's efforts that the Thirty Club of England became associated with the advertising clubs in America. He is associated with the William H. Rankin Co. in this country, and as a vice-president of the Associated Advertising Clubs of the World, his jurisdiction lies over all territory outside of the United States and Canada.

### American Advertising in Argentina

According to Trade Commissioner Sanger, of the Bureau of Foreign and Domestic Commerce, there is one market factor of paramount importance in Argentina in which the United States is admittedly supreme and to which European exporters have paid scant attention, and that is merchandising, which includes advertising.

In a report just published by the bureau on advertising methods in Argentina, Uruguay and Brazil, Trade Commissioner Sanger points out that it is to this factor more than to any other that we may turn while we are improving and adapting our facilities in manufacturing, selling, shipping, and enlarging our investments. Argentina possesses the most favorable present-day advantages for intensive trade cultivation and for American merchandising skill. She is rich and very productive and has a large per capita purchasing power and a high degree of literacy. Her people are vigorous and enterprising and are most favorably disposed toward the United States.

Argentine newspapers and weekly publications are, all in all, perhaps better than those of any other Latin-American country, and offer the advertiser an admirable medium for reaching all classes of consumers. Other local mediums such as street cars and bill boards are poorly organized and poorly utilized and will continue to be of much less value than similar mediums in the United States until they are more effectively organized and given more uniformity and stability, and until better display methods are adopted. A judicious and profitable use may be made of motion pictures and other aids to selling. The dealer has been ignored too much by both European and American exporters. He will not change

over night, because his traditions and training are along European lines, but helpful suggestions from American advertisers based on an understanding of his problems, practical "dealer helps," and consumer advertising will work wonders in changing his outlook and his attitude.

No matter what conditions the post-war period produces it is certain that a full share of this rich Argentine market will go to that country which is best prepared to serve it. The people are prosperous and are generous purchasers of good merchandise. "There is every reason to believe," says Trade Commissioner Sanger, "that they will respond very readily to the appeal of American advertising adapted to suit their tastes."

The bureau's report discusses all phases of advertising in Brazil and Uruguay, as well as Argentina, and is the result of a first-hand investigation by an advertising man of recognized standing. Under the title, "Advertising Methods in Argentina, Uruguay, and Brazil," Special Agents Series No. 190, it is sold at 30 cents a copy by the Superintendent of Documents, Government Printing Office, Washington, D. C., and by all district and cooperative offices of the Bureau of Foreign and Domestic Commerce. It contains many pertinent illustrations.

### Federal Agency Uses Space to Protest Against an Advertising Tax

In an advertisement this week, the Federal Advertising Agency, New York, registered a forceful warning of the danger of putting a tax on advertising. The copy follows:

"There is a movement afoot to tax legitimate advertising.

"This is a step toward the destruction of trademark standards in quality and price.

"Advertising is an assurance of quality because no worthy business can afford to advertise anything but dependability.

"Advertising by creating volume demand reduces the cost of production and thereby makes possible the lower retail price.

"Advertising develops business, increases employment, energizes industry, stabilizes markets and benefits the home.

"Advertising is the most trustworthy information about the most needful things of life. *To tax legitimate advertising would be as sensible as putting a tax on A B C education.*"

### Chinese Newspaper After Business Here

*The Shun Pao* (Chinese Daily News) of Shanghai, China, started in 1872, and one of the oldest daily newspapers in China, has established representatives in New York City through the office of the World Wide Advertising Corporation, 1 West 34th Street, and will make an active bid for advertising from American concerns engaged in business in China.

### British Merchants Will Tour U. S.

Twenty of the leading merchants of England are due to arrive in New York next Friday for a tour of the United States and Canada as guests of the National Retail Dry Goods Association. They will study retail trade methods of the American department stores under the guidance of sixteen prominent American department store owners, members of the National Dry Goods Association.

### Albert Frank & Co. Moves Into Its Own Building

On May 1, Albert Frank & Co., New York advertising agency, will move into its own new, six story building at 14 Stone Street.

The company began as Mandel & Frank in 1872 with its office at 67-69 William street. Six years later Mr. Mandell died and the firm became Frank & Flamont, under which title it went along until 1886. Mr. Frank then bought out his partner and took in Senator John J. Kiernan, and the firm name was changed to Frank, Kiernan and Co.

The Senator retired in 1893 and Mr. Frank admitted his son-in-law, James Rascovar, as a full partner. He had held a junior partnership for several years. At that time the firm took its present name of Albert Frank & Company. Upon the death of Mr. Frank in August, 1901, it was incorporated and James Rascovar was elected President. He held this office until his death in September, 1916.

Soon thereafter his son, Frank James Rascovar, succeeded as President, while Harry Rascovar, who started as a boy with the firm, continued as vice-president and treasurer. Recently W. N. Record, long at the head of the Chicago office, was elected a vice-president. Mark Ash has served as secretary for many years.

The following are the more important departments in the present organization, and the names of the men in charge: Service Department, Lloyd B. Myers; Financial Service, John Schwarting; Plans, M. Robert Herman; Steamship, George Borst; Order, C. J. Southerton; Space Buyer, H. J. Riordon; Accounting, W. R. Siegfried; Bookkeeping, J. McKay; Forwarding, W. Rae. The agency has a personnel of 122, and maintains offices in Chicago and London.

### Advertising Men Are Guests of Brooklyn "Daily Eagle"

At a dinner given by the Brooklyn *Daily Eagle* to national and local advertising men on Tuesday evening of last week, newspaper advertising was discussed, and the new book, "Attainable Ideals in Newspaper Advertising," setting forth in artistic and practical forms effective grouping of type and cuts, was inspected.

The book was the work of a dozen or more experts, working under the leadership of Carl W. Jones, advertising manager of the Minneapolis *Journal*, who conceived and developed the idea; Benjamin Sherbow, the typographical expert; Richard Walsh and Merrill Rogers. For more than a year these men have been preparing the work in two large volumes, one devoted to magazine and the other to newspaper advertising. Ten thousand copies of these expensive productions have been printed and will be distributed throughout the country. The papers contributing to the cost of the work are *The Eagle*, Minneapolis *Journal*, Des Moines *Capital*, Sacramento *Bee*, Milwaukee *Journal*, Omaha *World-Herald*, and their national representatives, O'Mara and Ormsbee. The books were greatly admired and the authors complimented on their progressive and striking contribution to the advancement of newspaper advertising.

Among those who spoke were: Herbert F. Gunnison, publisher of *The Eagle*, who presided; William Horner, advertising manager; Carl W. Jones, Malcolm Ormsbee, of O'Mara and Orms-

bee; Benjamin Sherbow, Richard Walsh, W. S. Jones, business manager of the Minneapolis *Journal*; William S. Freeman and others.

### Geo. S. Mandell President of Boston Transcript Company

George S. Mandell has been elected President of the Boston Transcript Company, to fill the position held by his father, Samuel P. Mandell, who died in February.

L. M. Hammond was elected treasurer and business manager, and George E. Stephenson was elected assistant treasurer and a director of the company.



## The Work Behind The Service

Owing to international conditions, the Bell Telephone System was for two years unable to secure raw materials and equipment. While supplies were thus shut off demands for service increased beyond all precedent.

When the opportunity came to go forward the system faced the greatest construction problem of its history. It has gone forward with a speed and certainty that is bringing nation-wide results.

New exchange buildings, permanent brick, stone and steel structures, have been erected in many cities; scores of central office buildings have been enlarged; additional switchboards are being installed in all parts

of the country; new conduits built; hundreds of thousands of miles of wire added to the Bell service; more than a million new telephone stations installed; and expansion giving a wider range of operation has been ceaselessly advanced.

As the wheat crop gives no bread until after the harvest and milling so you will not have the full fruition of our efforts until construction is complete.

But, a big part of the work is accomplished; the long hard road travelled makes the rest of the undertaking comparatively easy. It is now but a matter of a reasonable time before pre-war excellence of service will again be a reality.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES

One Policy

One System

Universal Service

# The Men and Women Who Make Our Mediums

JAMES SCHERMERHORN

Publisher of *The Detroit Times*

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 VERNE EDWIN BURNETT

JAMES SCHERMERHORN had greatness thrust upon him when he was very young, but after that he had to fight a series of battles which few other editors or publishers ever have had to face. When he was just a treckied, barefooted kid in the village of Hudson, Mich., a minstrel show came to town. "Jimmy" crowded ahead of all the other little chaps and his eagerness attracted the leader of the parade, then preparing to show off before the wide-eyed spectators on the streets of Hudson.

"Hi, kid, want a job?" asked an official.

Did he? Well, just lead him to it, if it meant a free ticket!

"All right, kid, your job is to walk ahead of the parade and go through all the important streets of the burg, and you win a free pass. See?"

Fame achieved so young naturally went to the poor lad's head. His boy pals looked green with jealousy as their comrade strutted ahead, heralding all the glory of the parade. But "Jimmy" had one Mecca to which he wished to go in his newborn triumph. And that was to his girl's house. Think of it, leading the minstrels right past the house where his girl lived! Of course, she lived pretty far to one side of the town, but that made no difference. So farther and farther the cavalcade passed down a road with the houses appearing fewer and farther between. HER house hove in sight. They were finally in front of it and HER frouseled head shone at the bay window.

"Hi, kid, where'n Sam Hill you takin' us—out in the country?"

Then and there the juvenile drum major lost his job. Infinite greatness to utmost disgrace and right in front of his girl's house! He cut many cords of wood and sold many messes of dandelion greens before he lost the sting of that episode. But he managed to shake it off and started a series of other undertakings of a similarly trying but more

serious nature. He got the habit of casting disasters aside like a duck shakes water off its back. And his big, Holland-Dutch, though thoroughly American, grin breaks through the clouds like the sun after the shower.

## INHERITED EDITOR'S TALENT

James Schermerhorn was born March 13, 1865, at Hudson, Mich., and found a life's work already cut out for him. His father was editor, publisher, advertising manager, circulation manager, foreman, etc., of *The Hudson Gazette*. Had his parents been engaged in farm or factory work, it is likely that he would have fought his way to an education anyway, because something in the make-up of the man tells one that such would have been his course.

## How to Obtain Foreign Trade

**"If you want foreign trade you must get after it. You can't get it by sitting in your office and looking at a map of the world. If you want your product known all over the world, you must advertise all over the world."**

—Frank A. Arnold, Manager Foreign Department Frank Seaman, Inc.

He early showed a will of his own and a determination to win an education, aided by his parents, who gave him a lift onto the right track for what lay ahead.

He left high school and entered Oberlin College in 1885, to prepare

for West Point. At the military academy he made many lifelong friends, among them General John J. Pershing; General Hahn, who commanded the famous Red Arrow (32nd) Division in France; General Kenley, of the Aviation Service and General Rhodes. Pershing was captain of Company A the year Schermerhorn was a plebe and, with others of his unit, stood at attention along the banks of the Hudson River as the Grant funeral cortege passed by. His acquaintances have been kept alive and were revived during the war. When "Black Jack" returned from Europe, Mr. Schermerhorn met him and presented his old captain with a huge, leather-bound scrap book of several hundred pages, containing clippings of eulogies of Pershing, selected from thousands of American newspapers—one of the most complete documents of its kind.

Visions of becoming another Grant were abruptly ended for Schermerhorn. In his second year at West Point the news came to him that his brother was ill and that it was imperative that he take care of the *Hudson Gazette*. That was in '86, and ever since he has been in newspaper, advertising and public work.

The future editor of the *Detroit Times* made minor forays into the realm of the fourth estate while his father was editor of the country weekly at the home town. But the younger Schermerhorn's first real newspaper story came when he was only 16. It was a story about Chicago, published in the *Hudson Gazette*. In some ways this achievement meant much more to him than that of years before when he was chosen to lead the parade. The newspaper, moreover, didn't have the come-back that the other had. When he was twenty, he had become quite fluent with his reporter style, and he won a writing contest in the *Detroit News*, with a contribution on "Hazing at West Point."

These successes seemed mountainous in those days and helped convince him that the inborn talent, to some extent, at least, lay within him. He started work for the *Detroit News* in '95 and became Washington correspondent for that publication at the then lordly salary of \$35 per week. Later he joined the staff of *The Free Press* in Detroit and wrote for that morning paper for the three years preceding 1900.

With the dawn of the new century, James Schermerhorn decided that it was time to strike out as his

## Instant information of where to buy your products

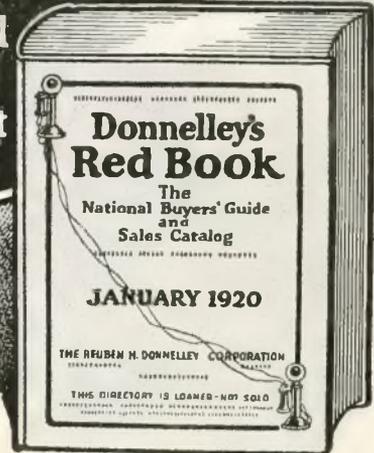
UNLESS the consumer knows where to buy your product when he needs it, the sale is lost through substitution.

The vital link necessary to close the sale for you is a reference medium that will localize your advertising *at the buying moment* and tell the customer where to buy your products.

Nation-wide distribution to 100,000 executives who are *actual buyers* gives you this service most economically through

**19¢**  
**PER THOUSAND**

To reach actual  
buyers of  
your product



# Donnelley's Red Book

## THE NATIONAL BUYERS' GUIDE *and* SALES CATALOG

Now successfully used by 15,000 concerns for the purpose of reaching, with minimum cost:

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

Let us explain to you, without obligation, our Free Buying Service which puts your product before *actual buyers* through our 13 Service Stations, covering the nation. Hundreds of buyers' inquiries are received daily through this Donnelley Red Book Service.

## The Reuben H. Donnelley Corporation

CHICAGO, 652 S. State St.

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

Publishers of  
117 Classified Directories

Branches in 13 Cities

Milwaukee, Wis.  
New Haven, Conn.  
Seattle, Washington

NEW YORK, 227 Fulton St.

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



JAMES SCHERMERHORN

own boss. So he organized an independent newspaper, the *Detroit Today*, the only one-cent paper in the city at that time. How the new publication got by, against the almost inhuman odds of the securely established competitors, only the Lord and J. S. can explain. The paper made up in brilliancy and notoriety what it lacked in circulation and, in 1901, it helped give the *Detroit Times*, into which the original paper was changed, a send-off which has gathered momentum every year.

In discussing the lives of various editors one can aptly say the same things over and over again in different words for many of them. But James Schermerhorn is truly unique. He is one of those rare geniuses developed in the Middle West—one of the notables who chose to stand and work alone—like Henry Ford, Thomas Edison, and many others.

Schermerhorn was the first editor or publisher to drop from his columns advertising of intoxicants, and fake medicine. He is not so strict about cigarettes, but has expressed the belief that it would be to the best interest of young folk in his circulation family to omit appeals in behalf of nicotine. In this

regard he says that he wants "every product advertised to be of such a high character that I would go bail for it and advocate it in the editorial columns, if need be."

He is the first editor in his area who edited a church page. He was the first midwestern editor who foresaw the rising star of Woodrow Wilson and who helped blaze the way for Wilson's election triumphs. Schermerhorn maintains a strictly independent policy, however, in political matters.

Mr. Schermerhorn was one of the first publishers in the country to come out squarely for prohibition, woman suffrage, and other political issues which are now accepted but which were scoffed at when he dared to defend them, in the first years of their development.

He maintains a personal independence which few public characters can equal. He does not belong to any club, lodge, fraternity or organization of any kind in which he might feel obligated to modify editorial expressions for friendship's sake. But in this seeming policy of isolation he has won thousands of warm friends who will swear by him as one who speaks the truth with

perfect frankness. Thus he has built up a following *en rapporte* with him.

KNOWN AS AN ADVERTISING MAN

Mr. Schermerhorn has taken part in a record number of national and local advertising activities. He has attended and taken an active part in nearly all the important advertising men's meetings for many years. A striking address by him usually marked each of these occasions. All this has tended to make him perhaps more renowned among advertising men than among newspaper publishers.

He has delivered speeches in many cities in the United States, for a multitude of activities. Church movements, Y. M. C. A. campaigns, chamber of commerce lectures, educational programs, advertising conventions, press association meetings—all of these on occasion have called upon Schermerhorn to give one of his powerful, rollicking talks.

There are many other points for which Schermerhorn is unique as an editor and publisher. But these give an idea of his breadth. It must be admitted that he invariably gets along remarkably well, even when audiences are not particularly "with him" at the outset. His funny stories pepper his talks and writings, keeping audiences and readers at attention. Swift repartee has pulled him out of many a bad hole in public argument. For an example, several years ago, when Peruna was running big in the advertising world, Schermerhorn advocated to a body of publishers and advertising men that they put a ban upon that and similar medicines. As he began his address, the orchestra had just left the stage in the hall, and the chairman asked Schermerhorn to go to the platform to talk. *En route* to the stage, Schermerhorn remarked that he was "called higher." At the close of his striking oration, condemning certain kinds of advertising, there was not a stir of applause. The whole house was either against him or afraid to support him openly. And as Schermerhorn clambered down the steps of the platform, someone satirically tried to rub the defeat into the speaker by remarking that "Schermerhorn, after being called higher, had descended again, but was leaving his harp on high," referring to an orchestra harp left on the stage by the musicians.

To this Schermerhorn flashed back, "I thought it best to have the harp up there and the tuneful lyre (liar) at the other end."

(Continued on page 40)

# Saving 5% and Getting 25% in Dead Ends

Emphasizing Concentration on Salable Merchandise Rather Than on Shaving Prices—Showing How Dealers in Seeking One Advantage Often Lose on the Other

By SAUNDERS NORVELL

LET US start here with the retail merchant when he goes to market to buy his opening stock. I have sold hundreds of stocks of goods and have therefore been present at the birth of hundreds of new merchants. In selling these "new stocks" there was frequently very hard competition. A number of jobbing houses were trying to sell the merchant and to convince him that it would be to his interest to cast in his lot with them. I was fairly successful in selling these stocks, and now I am going to give you one of the secrets of my success.

It is very simple. I simply told the merchant the plain truth about the retail business as I saw it. Most of my competitors attempted to make the customer believe they would sell him the goods at cost or at least very much cheaper than any one else.

In a word, all of them talked price.

As a result, most of these new merchants became imbued with the idea that there was just one problem in doing business, viz., to buy goods cheap, and that the greatest danger to them in business was that somebody was going to "rob" them in the price.

Then, without belittling the necessity of buying their goods at the right prices, I attempted to prove to them that the price at which goods are bought in the retail business is not the main consideration. I tried to show them that most merchants paid just about the same price for their goods. The thing that I emphasized was that the main point in buying new stock was to get the right assortment of goods—goods that would sell in their community—and to buy these goods in the quantities, sizes and styles, just as they sold. Sometimes a merchant was doubtful in regard to this proposition, and then I put it to him this way:

"Suppose you and I wish to buy out a retail stock. Suppose we went to ten towns, say of 5,000 population, and looked over ten running retail stores with a stock of merchandise worth say \$5,000. Now, I put the question to you: In your opinion how much cheaper would

the closest and most careful buyer of these ten stores buy his goods than the most careless buyer?" On the entire stock it would usually be agreed that the close buyer would not get an inside of more than 5 per cent.

In other words, the difference would be \$250 on the total stock.

"Now," said I, "in your opinion how much difference would there be in value between the best assorted stock and the poorest—that is—by reason of unsalable goods, dead stock, wrong sizes, etc.?" We usually agreed that this difference would amount to fully 25 per cent to 30 per cent.

"It is for this reason," I would then say, "that I hold that the character, condition and assortment of goods in a retail store is of greater importance than the extra 5 per cent a merchant may obtain by the closest attention to buying.

Now, this new merchant would say, "Well, why can't I buy cheap and also get the right assortment?"

My answer to this was, "Simply because it is a peculiar twist of human nature that the man who always wishes to buy things cheaply devotes so much thought to the extra 5 per cent that he forgets other considerations entirely."

To illustrate—the close buyer is almost invariably overstocked with "windows" because in order to get his extra 5 per cent he has been compelled by the seller to buy in large quantities—much larger quantities than he actually needs. Then many a retail buyer in his vain desire to buy direct from a manufacturer and to get the extra 5 per cent has had to buy more goods than he needed to make up a shipment from this manufacturer when it would have been much better for him to have bought in a more moderate quantity even at a somewhat higher price from his local jobber.

Then I called the attention of this new merchant to another fact that probably had not occurred to him. It is a simple matter to get a

## One Sale or Twelve?

WHAT has become of the old-fashioned manufacturer who used to smear his name-plate or his package all over the page and take up every particle of the typespace with copy designed to state that if you used his product you needn't buy anything else?

Nowadays the idea of co-operation in sales appears to have replaced competition. The latest thing in merchandising is "cooperative competition" which, even though the prospect may not realize it, suggests other sales to accompany the product advertised.

Many manufacturers of food-stuffs are featuring their cook books and recipes, Del Monte even going to the extent of using practically all of an \$8,000 page in a national publication to print thirty-five ways of serving Del Monte products, every one of which would necessitate the purchase of other goods handled by the retail grocer.

Possibly the best example of this new note in suggestive selling—an idea which is rich in possibilities for the progressive merchant—is the recent advertisement of Swans Down flour, in which the retailer is reminded that the sale of each package of this product prompts an average \$4 sale of flavoring extracts, baking powder, spices, cocoanut, chocolate, sugar, eggs, butter and other ingredients necessary for the making of lighter, whiter, finer cakes.

The grocer is not the only one who can take advantage of this suggestion. The druggist who sells a toothbrush or a safety razor ought to have but little difficulty in convincing the purchasers that they need a tube of toothpaste or a cake of shaving soap; the store that sells a bed or a couch ought also to sell the pillows and sheets to fit it; even the shoe dealer has excellent "suggestive side lines" in shoe-trees, laces, polishes and hosiery.

Experts agree that the only way to beat the high cost of living is by increasing the individual production capacity. So, too, the best way to beat the high cost of selling is by adding to the amount of the individual sale—by making two or six or twelve sales at a time, instead of one.

—Retail Public Ledger, Philadelphia.

salesman to make prices when he has a price-book in front of him. The making of prices for reasons that will follow later in this article does not take much salesmanship. As a matter of fact, the average salesman has very little leeway, but when we leave the question of prices and get to the question of assortment of goods, then it takes real salesmanship with knowledge and experience to see that the new merchant is put into business right.

As I have remarked before, I went on the road when I was nineteen years of age. I went out West, where business was booming. In those first two or three years as a salesman I had many "new stock" orders thrust upon me. Will the good Lord ever forgive me for what I did to some of these merchants in helping them select some of their assortments? When Gabriel's Horn blows and I am called to judgment, some of the charges I will have to answer I am sure will be preferred by the ghosts of some of my former trade. I gave them prices, all right. That was easy. The prices were in my book, but there was no guide to assortment, and the confiding merchant got merchandise for which there was not a call within five hundred miles.

I suppose this accumulation of dead stock is still on the shelves, covered with the dust of the years and with the fly specks of many generations of flies. I never knowingly overcharged a customer. I

never asked more than our selling price. My conscience does not prick me on the score of prices, but, oh, those assortments that I scattered!

My dear friend, do you realize that to-day in the United States 25 per cent of all the capital invested in business is tied up in the ends of the line? Don't you know what I mean?

Then there was another fact that I used to call to the attention of these merchants who had the idea that their main object in life was to buy goods cheaper than their competitors. This idea was that about 25 per cent of the average retail stock consisted of goods on which the manufacturer fixed the price—there was only one price. Then there was another 25 per cent, which consisted of jobbers special brands, where the jobber fixed the price—there was but one price.

Then there was another 25 per cent of goods, on which no man could tell whether the price was right or not—goods bought on trust.

For instance—who knows the real value of a medium or high-priced razor strop? In order to know the real value of this strop you would have to know whether the hide was cut over the back, the side or the belly of the cow. Leather from each locality has a different value, and you certainly cannot tell this leather when it is fixed up in a razor strop.

Then take brushes. How can

you tell the exact value of a brush unless you count each bristle, and so know just how many bristles and how much tampico is in the brush?

So if the above statements are correct, we have 75 per cent of a retailer's stock on which he absolutely pays a fixed price. This leaves 25 per cent of staple items on which he can occasionally puggle an extra 5 per cent, but is the game worth the candle? Personally, I think not.

I have always preached and I still preach that the main thing in the retail business is salesmanship and the ability to sell goods. When your goods are bought in right assortments then comes the question of moving the goods. Here comes the art of salesmanship, and in this art I include the arrangement of the store, show-window, show-case, and the smile on the face of the clerk.

If you will investigate the history of the most successful retail merchants that this country has produced, you will find that judgment in the purchase of their merchandise and not the obsession to buy something cheap, built their reputation and their fortune. A. T. Stewart, the first of the great merchant princes, grew from the smallest of storekeepers, with an original capital of less than \$1,000 to a volume of over \$20,000,000 a year on this principle—Stewart assortments were selected with the finest discrimination with the view to their selling, not their saving qualities.

Charles L. Tiffany, founder of the great world-famous jewelry house, started business September 18, 1837—the year of the terrible national panic—with but \$500 capital. In his first three days his total receipts were but \$4.88. But Tiffany had what other merchants didn't have—taste, refinement, judgment, and psychic sense. In buying his initial stock, he aimed for distinction of its quality, and then, when his merchandise arrived, infused into its display the love of an artist. Folks who came into his store went away and told all their friends of the elegant line of merchandise he carried and the exquisite taste shown in its display. The day before Christmas—three months after starting—he took in \$230, and the day before New Year's the receipts jumped for the day to \$675. From that day business soared higher and higher. When the French Revolution of 1848 sent Louis Phillipe into exile, and his nobles into pawn, Tiffany

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FIRST OF A SERIES

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## What Do You Want to Know?

**P**ROBABLY no other paper in the country has a more intimate knowledge of its market than has **The Indianapolis News**. The market is very compact. Information has been co-ordinated and correlated. Trade information of practically every nature is available. Your letter will bring you what you want.

Use Newspapers on a  
Three-Year Basis

## THE INDIANAPOLIS NEWS

New York Office  
DAN A. CARROLL  
Tribune Building

FRANK T. CARROLL  
Advertising Manager

Chicago Office  
J. E. LUTZ  
First National Bank Bldg.

hurried to Europe and bought all the diamonds of the hard-up aristocrats and a part of the French crown jewels, including a zone once worn by Marie Antoinette. Tiffany aimed high—sought quality—assortment—not price, always keeping in mind their selling appeal.

Study the history of Marshall Field and you'll observe the same principle at work—with the same result. Stewart, Tiffany and Field, besides using judgment in what they bought, met their customers at the front door with a smile and insisted on their employees doing likewise.

Do not forget that smile.

Then with a smile, the pleasant, gentle voice. If I were running a retail store, I think the first thing I would do every morning would be to get my clerks together and say: "Gentlemen, now let us all smile. Let us see who can put on the best smile to start the day's work." If you have a grouchy clerk in your store, if you cannot cure him of the grouch, put him to work in the basement. Do not let him get in front, where he will come in contact with your customers.

The other day I dropped into a cigar store on Madison Avenue, and as I was lighting my cigar, an old man came in and mumbled something to the clerk. The clerk was very sharp and short in serving the old man. As he went out, the clerk turned to me and said: "A lot of dubs do come in here." "Yes," I answered, "the only trouble with that old man is that he is deaf and you are not keen enough observer to remark that fact. Of the two, my dear boy, I think you showed up as the dub."

Let us not forget that some of the most famous personages of the world have been hard of hearing, including Beethoven, the world's greatest musician; Julius Caesar, the world's greatest soldier; Dr. Swift, the world's greatest satirist, and a host of others little less distinguished, among whom may be mentioned Coleridge, the poet; Harriet Martineau, the essayist; Sir Joshua Reynolds, one of the world's great painters, and our own Thomas Alva Edison. Of the 100,000,000 inhabitants of the United States, an estimate was made some time ago that approximately 3,000,000 suffered in one degree or another from impairment of the hearing sense, including the wives of three of the richest men in America. Look out—be considerate to the hard of hearing—they can help or hurt you,

depending upon whether you please or offend them.

Have you, as the proprietor of your store, ever told your clerks to look out for the deaf and those who can hardly see?

People who are almost blind and who are deaf are very sensitive in regard to their affliction. Usually you can tell a deaf person because, strange to say, a deaf person speaks in a very low voice. You can generally notice those who have very poor eyesight because they hesitate in walking. A retail clerk who will study these things, who will speak

loud and clearly to the deaf, and who will take pains to explain things verbally to the almost blind is a pearl without price. I wonder how often in your store you have had your clerks assemble and discuss the handling of different kinds of customers?

Not long ago I went into a retail store and called for a certain collar. The clerk looked at me and said, "We don't keep 'em;" and then he said nothing more. I asked him why he did not try to sell me something else. "Well," said he.

(Continued on page 47)

## BRIDGEPORT

*Connecticut's leading industrial city  
growing steadily*

THE GENERAL ELECTRIC COMPANY recently acquired buildings used during the war by the Remington Arms factory. Fifteen thousand skilled workmen will be employed.

That means at least 35,000 added to Bridgeport's busy population, never more prosperous than right now.

## THE POST and TELEGRAM

cover the most easily cultivated field morning and evening at one cost.

Since the Armistice was signed the circulation has increased over 7,000 daily and over 8,000 Sunday. Home delivered circulation alone exceeds the combined total circulation of the two other Bridgeport dailies. Ask for ABC report.

*5,000 line rate, Morning and Evening  
combined, 11c., Sunday 6c*

BEST CIRCULATION BUY IN NEW ENGLAND

**POST PUBLISHING COMPANY**  
**Bridgeport, Conn.**

Chicago Representative  
JOHN GLASS  
1164 Peoples Gas Bldg.

New York Representative  
I. A. KLEIN  
254 Metropolitan Tower

# Advertising Mediums Useful for Export Campaigns

A List of Publications in Foreign Fields  
With Some Explanatory Notes

By CLAYTON SEDGWICK COOPER

Author of "Understanding South America," "The Man of Egypt," etc.

AS to definite kinds of periodicals to use for foreign trade advertising the following suggestions may be of use: *Saturday Evening Post*, *Literary Digest*, *New York Times*, *System*, *The Christian Science Monitor* and the *New York Sun*, all of which papers and periodicals have been read by the writer in foreign homes and many clubs of the chief cities of the Orient, Europe, Africa and Latin America. The advertising in these widely read American publications is quite likely to be noticed by business firms in different parts of the world and this has been a very real means of starting first inquiries concerning American products.

Export Papers.—One of the first mediums to be considered is that of export trade papers which are becoming important international trade media. These export publications are looked upon by many business men abroad as catalogues of American products in merchandise and have been one of the greatest single factors of private enterprise in bringing together more closely the commercial interests not only if the two Americas but of our country and more distant lands.

Local Foreign Media.—In selecting the magazines or periodicals generally for advertising in foreign lands it is necessary to have local knowledge concerning such subjects as the conditions of the market, population, its buying power, and the kind of publications which are most naturally adaptable to the traits and tastes of the people one wishes to impress.

In Argentina, for example, there is probably a greater variety of good publications than in any other one Latin American country. It must be remembered, here as in other republics to the south of the United States, that newspapers take the place very largely of magazines, and there are many influential and well-edited newspapers throughout Latin-America which carry great authority with the people. In Buenos Aires the prominent dailies, like *La Prensa*, *La Nacion* and *La Razon*, carry a large amount of local advertising while the first two mentioned contain many American advertisements. The high-class Argentine weekly *Cara y Caretas* has a large circulation up and down the coast as well as in the interior of the country, and in a recent issue carried 50 pages of advertising, 9½ pages

representing products of 15 American advertisers. There is also the artistic monthly called *Plus Ultra*, reaching the best classes of society and in its general makeup compares artistically with any magazine published in the United States.

In the Brazilian Republic there are important dailies such as *Journal de Commercio*, *Correio da Manha*, *O Imparcial*, together with the illustrated and popular weeklies *Fon Fon*, *O Malho*, etc., all of which circulate widely through the whole republic. The Brazilian newspapers carry many literary articles which would naturally appear in the United States in our better magazines. The newspapers here as in Argentina are institutions of the country and are regarded with high respect.

Among the important publications in Chile are the dailies *El Mercurio*, of Santiago, and *El Sur*, of Concepcion. There is also the illustrated weekly review *Zig Zag*, which circulates widely on the West Coast.

In going up the coast to Peru the dailies assume even a more important position and carry the chief advertising messages. Among the reliable newspapers are *El Comercio*, of Lima, and *La Prensa*, of the same city, which have a very large and important following in both business and social circles.

The *West Coast Leader*, a paper published in English at Lima, Peru, circulates quite widely along the West Coast, and is a well edited and worth while publication.

*The Review of The River Plate*, a British weekly paper published for the most part in English in Buenos Aires, carries in addition to British copy considerable advertising of American firms.

## WORLD MARKET MEDIUMS

World markets, however, cannot be exhausted without a more or less wide knowledge on the part of someone connected with the firm relative to media in all the large foreign countries. (We are indebted for certain of this information to Howard G. Winne, manager, Johnston Overseas Service.)

In Australasia the following dailies have been suggested as worthy media for attention: *Melbourne*

## The Golden Rule In Business

¶ There is an international leaven of morality abroad in the business world today. It is of recent origin and rapid growth. Its potential possibilities for good are unlimited, its accomplishments to date remarkable. It is not a new cult or belief or creed, but merely the application of ancient accepted principles to modern everyday affairs. It is, in a word, the introduction of the Golden Rule into business and it is called "Rotary"—*The Denver Times*.

¶ If you want to do business with the type of men who make up this organization advertise in

# THE ROTARIAN

The Magazine of Service

Published Monthly by the International Association of Rotary Clubs

Eastern Representative  
WELLS W. CONSTANTINE  
31 East 17th St., New York

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

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

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

Member Audit Bureau of Circulations

*Herald, Melbourne Age, Sydney Morning Herald, Brisbane Courier, Wellington Post, The Press of Christchurch, N. Z.,* and other worthy dailies throughout the commonwealths. In the class of important weeklies of Australasia may be named the *Sydney Bulletin, The Australasian, The Auckland Weekly News* and *The Weekly Press, Christchurch, N. Z.,* etc. Among the trade papers of this section we would suggest such reviews as *Australasian Hardware and Machinery, Chemist and Druggist of Australasia, Chemical Engineering and Mining Review, Australasian Leather Trades Review* and substantial motor trade papers.

In South Africa the prominent dailies to be mentioned which have a wide influence are the following: *Cape Argus* of Cape Town, with its valued weekly edition, *The Week End Cape Argus*; the *Eastern Province Herald* of Port Elizabeth, and *The Star*, of Johannesburg. *The Sunday Times* of Johannesburg wields a powerful influence and is recognized as the most important Sunday issue of that district.

Trade papers which will be found satisfactory in South Africa and which are read by the chief commercial and industrial people are *Industrial South Africa, South Africa Mining Journal, Motoring in South Africa, South African Motorist* and *Farmers' Weekly*.

#### FAR EAST PAPERS

In the Far East both English and native periodicals should be noted, since the English dailies and trade reviews are required to reach important traders and foreign buyers despite the fact that they are not generally read by the native population.

*The Far East and Eastern Commerce*, published in Japan, carry a message in English and *Industrial Japan* presents the story of selling in the language of the country.

In China we have *Millard's Review, Industrial China* and *Far Eastern Review*, all of which make a substantial contribution to the trade press, while dailies in the English language have been proven good media, and among these are: *The Peking Daily News, The China Press, North China Daily News*, and the *South China Morning Post*. In China, as in Japan, firms having local branch houses situated in the larger cities would naturally depend upon their local managers to select such periodicals in the native language as would be the most useful

to the particular product which they wish to advertise.

In India there are dailies and weeklies well edited, such as the *Times of India, Bombay; The Statesman, Calcutta; Capital, Calcutta; Madras Mail, Madras*, and trade papers of the character of the *Indian Textile Journal*.

It may be further noted that throughout the English reading colonies of Great Britain one finds the *Illustrated London News, The Sphere, The Sketch* and the *Graphic*. These papers are very popular and should not be overlooked among

advertisers who wish to reach by pictures as well as by printed word the constituencies of such countries as India, Ceylon, Burma, South China, Egypt and South Africa.

#### STUDY OF FRENCH MEDIUMS

French publications are important for study by manufacturers since France has become such a large buyer of American specialties of all kinds. The trade and technical reviews are receiving increasingly large support on the part of American advertisers. Among the leading dailies in France may be mentioned

## SYSTEMS BOND

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



Your stationery is responsible for a large share of your sales.

SYSTEMS BOND gives you a letterhead that serves as a fitting introduction to your business message.

The toughness and crackle of SYSTEMS BOND are due to its rag fibres and its loft-seasoning. Yet, with all its firm body, its close-knit texture and its pleasing finish, SYSTEMS BOND is sold at a business man's price.

Ask your printers opinion. Have him quote on SYSTEMS BOND for your next order of letterheads.

A request on your letterhead will bring samples.

### Eastern Manufacturing Company

General Sales Offices:

501 Fifth Avenue

New York

Mills at Bangor and Lincoln, Maine

*Le Petit Parisien, Le Matin, Le Temps, Le Journal* and *L'Intransigeant*. Among the technical and trade journals are such reviews as *L'Usine, L'Outillage, Sciences et Armees*. In one of the comparatively recent issues of the *L'Usine* there were 105 pages of advertising with 5 whole pages given up to the advertising of 13 American manufacturers. In France there are also a large and good selection of engineering papers, hardware and machinery reviews, factory and plant publications and papers on lumber and leather trades, in all of which journals the rates are much lower than they are in the United States.

In Scandinavia there is a well developed press with dailies and weeklies reaching the commercial and industrial interests. Among those of note may be mentioned *Affarsvarlden, Electroteknisk Tidskrift, Ingeniör*, etc., corresponding to our American issues of *Manufacturers' Record, Electrical World, American Machinist*, and papers of a similar character.

If the appeal has a more general character, and dailies are required, the highly regarded *Aftenposten*, Christiania; *Politiken* and *Borsen*, Copenhagen; and *Dagens Nyheter*, Stockholm, are available.

The American manufacturer who is really in earnest about foreign trade will find that a study of the large variety of the media for presenting his products in foreign lands will furnish him not only with valu-

able money returns when properly studied, but also will stimulate his mind and imagination to a new and wide interest in the various nations, which are being bound to us today more closely than ever before in vital commercial union.

EDITOR'S NOTE—This is the concluding chapter of an article on "Export Mediums and Methods," which appeared last week in ADVERTISING & SELLING.

#### Dealer Service Appoints Vice-President

The J. R. Mayers Dealers Service Co., New York, announces that L. J. Mayers, of the Washington, D. C., bar, has been appointed vice-president of the company. Mr. Mayers who is editor of the Institute of Government Research in Washington will assume the business management of the company.

#### Electrical Wheel Account with Kennedy

The Electric Wheel Co., Quincy, Ill., have placed its advertising with William Kennedy, 208 South LaSalle street, Chicago. Mr. Kennedy, as recently reported, was formerly with Critchfield & Co.

#### More A. N. P. A. Membership

The Attleboro, Mass., *Sun* has been elected to active membership in the American Newspaper Publishers' Association, and the Denton, Texas, *Record Chronicle* and the St. Johnsbury, Vt., *Evening Callonian* have become associate members.

#### Lovejoy Returns to Tracy-Parry Co.

Frederic H. Lovejoy, who has been associated with the Tracy-Parry Company, Inc., almost from the time of its organization, has been appointed office manager at their New York branch. Since his return from Y. M. C. A. service in France, Mr. Lovejoy has been engaged in other advertising work, and previous to the organization of the firm, he was with N. W. Ayer & Son, and Strawbridge & Clothier, of Philadelphia.

#### Whitbeck is Sales and Advertising Manager

Frank Whitbeck, who has been advertising manager for the Comerford Circuit theatres, at Scranton, Pa., became, on April 10, general advertising and sales manager of the Air Compressor & Equipment Company, San Francisco.

#### Miss Dunham with Johnson, Read

Miss June Dunham, of the *Christian Science Monitor*, has joined the staff of Johnson, Read & Company, advertising agency, Chicago. Previous to her connection with the *Monitor*, Miss Dunham was associated with Peck & Hills, furniture jobbers.

#### Former "Globe" Man with Brokers

Frederick B. Taintor, managing editor of the New York *Globe* for the past fifteen years, who was succeeded by Bruce Bliven, has become associated with Walker Brothers, New York.

#### James Schermerhorn

(Continued from page 34)

That brought down the house and took the edge off of much of the cut which the orator's reform speech made. But little by little his doctrines of clean advertising began to "take" at meetings of advertisers and publishers. Finally, a few years ago, following his famous speech, "Truth in Advertising," before a national advertising convention, his slogan "Truth" was adopted by the assemblage. The Associated Advertisers will remember him for a recent stroke—that of advocating the League of Nations and the Peace Treaty, during the New Orleans convention.

There is much which might be said along these lines. But some of his idiosyncrasies should be noted before setting down "finis" to this subject.

James Schermerhorn is easily recognized for his extraordinary features, especially his great, square, fighting face, which seldom loses the stamp of his strong sense of humor. He is a terrific hustler—he has to be to accomplish all that he does.

His method of keeping healthy is "hiking." He walks five or ten miles every Sunday and is proud of the walking expeditions he took in his youth through Bermuda, Jamaica, Florida and other Southern districts, including Mexico. He lives his editorial preachments. But in spite of some habits which his competitors say would mark a "crank," he is a regular fellow. It is easy to see in a few moments' conversation with him that he is a genius and a big man; but when you hear him crack a joke and laugh, it is still easier to realize that he is tremendously human.

# Announcing

our removal to  
709 SIXTH AVENUE

Opposite Bryant Park

## Reuter Advertising Agency

Phone Bryant 4778-9

# Looking Back at the A. N. P. A. Convention

A Summary of the Achievements of the New York Meeting and the List of Officers Chosen

THE "Four Hundred" of newspaperdom—that 475 who attended the big convention of the American Newspaper Publishers Association at the Waldorf-Astoria Hotel in New York recently—have now dispersed to their homes far and wide over the United States and Canada and the newspaper world is today casting up, estimating and reviewing the results of their four days' labor in the eastern metropolis.

Agreed that the record-size convention represented publishers' thought throughout North America north of the Rio Grande; agreed that the publishers assembled were facing their big problems with an unprecedented determination to find a solution in unity, the results of this meeting attain a great and significant importance.

SOME OF THE "FOURTEEN POINTS"

These results are summed up in the disposition that was made of the "fourteen points," as they were nicknamed—the points raised to be formulated in resolutions intended to express the common opinion of the assembly.

One of the results which attracted much attention was not expressed in resolution form at all. This was the "gentlemen's agreement" entered into by the publishers of the larger daily papers throughout the country to the effect that they would keep out of the spot paper market and confine their supplies to the paper due them on contract. In convention session, the publishers passed a resolution binding themselves not to consume any more newsprint from May 1 to December 1, 1920, than they used during the same period in 1919.

By another resolution, the convention declared itself in favor of the 48-hour week and asserted that the 44-hour week, which it is understood the International Typographical Union will demand in the new contracts to be drawn up May 1, 1921, is "unjustified."

Another big point was disposed of in the resolution calling upon Congress to repeal the excess profits tax as unsound and productive of irreparable injury to the people at large.

A fourth resolution which will keenly interest advertisers condemned the reset charge, imposed by a union rule which demands that all

matter received in a printing office, even in mat form, or already set up, must go through the composing room and be set up as if it had arrived in copy form. This resolution, while calling upon the members of the association to observe their present contracts upon this matter, urged them to "use all fair means within their power" to eliminate this "abuse" the only purpose

of which "is to make more and unnecessary work for members of the union without any proportionate return to the publisher."

## THE NEW OFFICERS

T. R. Williams, of the Pittsburgh Press, formerly vice president, was elected to the presidency of the A. N. P. A. to succeed the retiring chief executive, Frank P. Glass, of



## Did You Ever Waste-Basket A Princess-Covered Publication?

QUITE naturally, the first appraisal of a catalog is at its face value. The exterior must be so pleasing to the eye as to invite intimate acquaintance with the contents.

A catalog clothed in Princess Cover Paper will always arrest the attention and elicit favorable comment. Such beautiful colors are not encountered in every mail; they are a little high-priced for the common run.

To its attractiveness, Princess Cover Paper adds a serviceability that is only approximated by the best cloth binding fabrics.

Pure white, jet black, and through a harmonious spectrum of twelve shades, the Princess Covers suggest an endless array of striking color treatments. Mate your printed matter with this splendid line of cover material and increase its productiveness.

*Have you a demonstration book of Princess Covers?*

*Are you receiving XTRA. the inimitable H. O.?*

## C. H. DEXTER & SONS, Inc.

WINDSOR LOCKS

CONNECTICUT



WILLIAM F. ROGERS  
Chairman A. N. P. A. Bureau of Advertising  
Committee

the Birmingham *News*. Paul Patterson, of the Baltimore *Sun* became vice president; John Stewart Bryan, of the Richmond *News Leader*, secretary; and G. H. Larke, of the New York *World*, treasurer.

The directors for 1920-21 will be F. G. Bell, Savannah *News*; E. H. Butler, Buffalo *News*; J. E. Atkinson, Toronto *Star*; Elbert H. Baker, Cleveland *Plain Dealer*; Hilton U. Brown, Indianapolis *News*; Harry Chandler, Los Angeles *Times*; Hopewell L. Rogers, Chicago *Daily News*; and Charles H. Taylor, Jr., Boston *Globe*. H. N. Kellogg remains as chairman of the standing committee on labor and Lincoln B. Palmer as manager of the Association.

The Bureau of Advertising re-elected William F. Rogers, of the Boston *Transcript*, chairman; Lafayette Young, Jr., of the Des Moines (Ia.) *Capital*, vice chairman, and Howard Davis, of the New York *Tribune*, treasurer. William A. Thomson, director of the Bureau, and Thomas H. Moore, associate director, remain at the helm.

Other members of the committee for 1920-21, all re-elected, are David B. Plum, of the Troy *Record*, and Louis Wiley, of the New York *Times*, who continue as the Bureau's Finance Committee; G. Edward Buxton, Jr., of the Providence *Journal*; Harry Chandler, Los Angeles *Times*; William Findlay, Toronto *Globe*; Fleming Newbold, Washington *Star*; S. E. Thomason, Chicago *Tribune*; and John B. Woodward, Chicago *Daily News*.

The annual luncheon of the Bureau of Advertising of the A. N. P. A. held April 21, at the Waldorf-Astoria in New York was remarkable for more things than one but one of the things it was most remarkable for was the brass tacks answer to the question:

"What are the reasons for the present enormous volume of advertising?" made by William A. Thomson in his speech reviewing the year's work of the Bureau.

We hear a lot of loose talk these days about manufacturers evading excess profit taxes by making big appropriations, said Mr. Thomson. This strikes me as being very loose talk indeed, talk that is not borne out by the facts but which must inevitably injure the standing of advertising.

#### ADVERTISING AFTER THE WAR

At the close of the war the Department of Labor issued an appeal to advertisers to advertise liberally for the purpose of stabilizing business, and, indeed, advertising was needed badly so far as nationally distributed products were concerned. The leading products in every line of merchandise had enlisted for the war. When the Govern-



G. EDWARD BUXTON, JR.  
of the A. N. P. A. Bureau of Advertising  
Committee

ment wanted to buy products for war uses it bought the leaders and the leaders were invariably advertised lines. The result was that most of these products were missed from their familiar places on the dealers' shelves, in the homes of the consumers and their places were taken by articles less well known. Every survey made by the Bureau of Advertising at the close of the war disclosed this loss of good will for advertised articles.

With the coming of the armistice, manufacturers adopted the quickest and cheapest method of winning back this lost ground with the consumer and advertised heavily. That has been one of the real causes for the present volume.

Then again the redistribution of wealth that followed the war created markets for many lines of merchandise where these markets never before existed and this brought into the field new advertisers and more advertising.

I believe firmly that a careful analysis of the situation will show the percentage of advertising to sales today is not any greater than it was in the normal year, particularly in view of the fact that advertising has increased so little in cost and merchandise has advanced so much. While it may well be so that some

manufacturers have taken this opportunity to invest money in advertising and to create new volumes of business upon which incidentally the Government collects taxes, I think it is well for all of us to be in possession of facts which show sound economic reasons for the vast majority of the dollars spent today in advertising.

#### WHAT THE BUREAU HAS DONE

Continuing on the subject of the Bureau's work in building up newspaper national advertising during the year, Mr. Thomson said in part:

The Bureau has had a splendid year, the best year in its history. It found opportunity not only to render its greatest service among advertisers and agencies, but to strengthen its position and to enlarge its work. The readjustment and the equalization of its dues made possible an increase in membership of 50 per cent; an increase in monthly income of 60 per cent; the doubling of its surplus, and the establishment of a middle western office in Chicago. The opening of this Chicago office fulfills an old ambition and a long realized need. From now on, the important middle western field will be covered adequately in the development of newspaper advertising.

The volume of national newspaper advertising in 1919 reached the huge sum of \$150,000,000. It is a pleasure to be able to say that the individual members of this Bureau increased their national advertising by at least 70 per cent average over 1918. Of course, I know this has not proved an unmixed blessing, in view of the paper crisis.

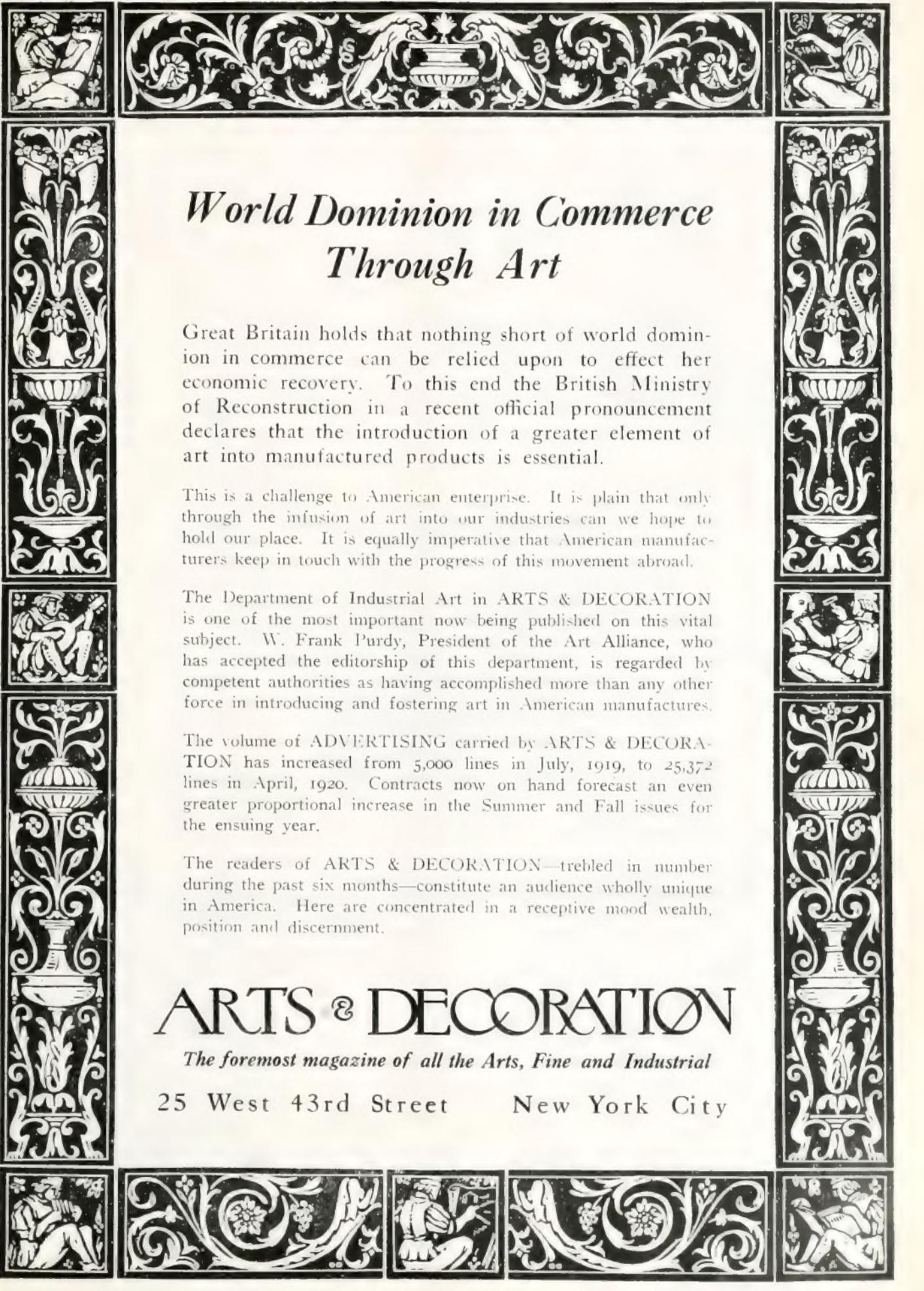
But I don't want to talk about paper. From the standpoint of the Bureau's job the big fact is that newspaper advertising has reached the point of supremacy as a national medium that it has always held as a local medium. The Bureau of Advertising has done its duty as a factor in this achievement.

#### FACING THE FUTURE

I have said the Bureau was determined never to be satisfied. Just now it is declining to yield to the temptation to con-



JOHN SULLIVAN  
Secretary-Treasurer Association of National  
Advertisers



## *World Dominion in Commerce Through Art*

Great Britain holds that nothing short of world dominion in commerce can be relied upon to effect her economic recovery. To this end the British Ministry of Reconstruction in a recent official pronouncement declares that the introduction of a greater element of art into manufactured products is essential.

This is a challenge to American enterprise. It is plain that only through the infusion of art into our industries can we hope to hold our place. It is equally imperative that American manufacturers keep in touch with the progress of this movement abroad.

The Department of Industrial Art in *ARTS & DECORATION* is one of the most important now being published on this vital subject. W. Frank Purdy, President of the Art Alliance, who has accepted the editorship of this department, is regarded by competent authorities as having accomplished more than any other force in introducing and fostering art in American manufactures.

The volume of *ADVERTISING* carried by *ARTS & DECORATION* has increased from 5,000 lines in July, 1919, to 25,372 lines in April, 1920. Contracts now on hand forecast an even greater proportional increase in the Summer and Fall issues for the ensuing year.

The readers of *ARTS & DECORATION*—trebled in number during the past six months—constitute an audience wholly unique in America. Here are concentrated in a receptive mood wealth, position and discernment.

# *ARTS & DECORATION*

*The foremost magazine of all the Arts, Fine and Industrial*

25 West 43rd Street      New York City



D. D. MOORE  
Editor and Manager, New Orleans Times  
Picayune

template contentedly the great volume of newspaper advertising as a finished fight and a work accomplished. The newspaper has come to stay as the great national medium of advertising, but if we newspaper men would be fair with ourselves we must have vision enough to look clearly at the future beyond these abnormal times with their great opportunities and their great difficulties. Every plan the Bureau has made has been laid with a certain knowledge that the readjustment of our economic life which is bound to come, must leave us once more seeking and selling advertising as it seems to be seeking us today.

It is admitted that the country faces an era of tremendous competition after the pendulum has swung back and this competition will extend to advertising, too. How much of the good will and the appreciation of our medium will endure? I think this will be largely governed by the intelligent and constructive thought we give today to the problems of advertisers, by our ability to apply our medium to meet these problems and by the organized selling effort which we put behind it.

If the Bureau of Advertising shall continue to be the national advocate for newspaper advertising, it has a larger job before it than it ever had. Its obligations for service grow with the volume of advertising. Each new service opens new fields for development. The closer the analysis which it induces advertisers to make of their market problems, the greater the tax upon its facilities. We are proud of the fact that 500 newspapers support the Bureau, but acutely conscious that hundreds don't support it but profit by its work. This will always be true in some degree, but surely the useful service which this Bureau has performed justifies the expectation that in another year our membership list will include the entire membership of the A. N. P. A.

Educating the public up to advertising; selling the public on the idea of advertising as one of the most

potent of forces in the development of human affairs in general: this was the theme of the address delivered at the annual luncheon of the Bureau of Advertising of the A. N. P. A. at the big meeting in the Waldorf-Astoria in New York by John Sullivan, Secretary-Treasurer of the Association of National Advertisers. Warning his audience of the dangers of letting the public remain, if not in ignorance, at least in a state of very dim understanding of the *raison d'être* and the aims of advertising, Mr. Sullivan said in part:

Advertising will be under fire during at least the next five years. The period may be more or less according as this factor in the development of human affairs is permitted to be regarded as a self-centered interest, or as operating and functioning in the broadest sense—commercially, socially, religiously, scientifically, educationally and governmentally—permitted by the kind of men and women present at this luncheon of the Bureau of Advertising.



LOUIS J. WORTHAM  
Of the Fort Worth (Texas) Star-Telegram

The attacks will come from the old-fashioned economists—the one-dimension economists; they will come—they are now coming—from administrators, from government officials, from politicians. To adapt Walt Whitman's phrase, organized nations constantly suffer from the audacity and the ignorance of elected or appointed persons. The attacks will come also from the rank and file of industry and commerce.

There will also be attacks from individuals here and there who can be classified as dilettantes—the long-haired men and the short-haired women—the people who, strange to say, consent to abide in so imperfect a world, and who should step off the edge of this sphere into one all nicely smoothed out and perfumed for them.

Scarcely any attacks, I anticipate, will be made en masse. The public in general will not attack; but, also, the public will not defend. The public is inert, apathetic, and if not altogether ignorant, indefinite in its knowledge, and particularly indefinite in action.

So far as the public, as a whole, is concerned, there will not be attacks, but,

rather, doubt, questionings, curiosity, arising out of economic ignorance, or incomplete economic knowledge.

How should the attacks be met? What strategy should be employed? Our concern is to educate the economist, the administrator, the legislator, the heads of government departments, the politician, the labor leader. Single them out for personal and absent treatment. They are the people who must be sold correct economic ideas. Sell them; they will sell the others. Sell them; they will influence the mass. Every attack, every instance of ignorance, of doubt, of prejudice, must be met. There will be fight at every step; but the ignorance, the doubt, the prejudice, must be fought step by step.

#### GETTING A FRIENDLY ATMOSPHERE

At the same time, education of the public must be pursued constantly for the purpose of creating and maintaining a generally friendly atmosphere that will act as a buffer to the onslaughts of the economist—the old-fashioned economist, of course—the politician, and other individuals, to say nothing of the disgruntled publisher who seems to think that manufacturers have in some location inaccessible to them a vast reservoir of money for advertising, for dipping out of which they have furnished huge and individual ladles to the publishers of magazines and large city newspapers.

At the same time, we must get our own definitions straight.

If there are any men who should get their definitions of advertising straight, they are surely the publisher, the publisher's representative, the printer, the lithographer, and every other person engaged in what is called the advertising business. In the development of this factor in business, in human affairs generally, we are the leaders. If we do not lead, how shall the mass be led? And if we do not know thoroughly what we mean when we talk of and about advertising, how shall we lead?

Among ourselves we use a certain advertising terminology. We understand it. Scarcely anyone else does. The man in the street does not. The average man in legislative assemblies does not. He



J. M. NORTH, JR.  
Of the Fort Worth (Texas) Star-Telegram

does not even know what we mean when we use the word advertising. Advertising is to him a fad, a fancy, a pastime, the means by which a predatory interest gets more money than it deserves—and to him most business—most big business—is predatory. Advertising to him is business gone mad.

#### TALKING IN SELLING TERMS

But take that man in the street, that average man in legislative assemblies, or any other kind of average man with whom we have to deal, and talk about selling goods instead of advertising them. Does he ask why the manufacturer wants to spend money to sell his goods? Yet there was doubtless a day when the individual salesman was an innovation in promoting business, and was considered an unnecessary expense. The ordinary human being is reluctant to acknowledge the existence of a dimension of anything with which he is unfamiliar.

That being the case, we must talk to him in words he understands. Let us go into the dimension in which his understanding functions, and lead him, by using his language, to venture with confidence into another dimension.

Call advertising massed selling, the massed salesman, the massed marketing method, and even the man in legislative halls understands. Make him understand that only by securing and stabilizing markets, by securing a constant outlet, can a manufacturer venture upon large-scale production; that large-scale production can only be standardized if there is a constant output; that only through standardized large-scale production can the minimum unit cost of production be secured; that only by the massed marketing method—advertising—can a manufacturer stabilize his markets, go on to standardized large-scale production, secure a low production cost, a low selling cost, and sell the goods at a minimum marketable price.

To distrust in cases of distress upon the tools of the workman has for centuries been recognized in settled countries as economic foolishness and injustice. Why, then, distrust in cases of national distress because of need of revenue upon the tools of business—money spent in the promotion of business? In one-dimensional promotion the tool was the individual salesman. In two-dimensional promotion of sales the tools are the individual salesman and the massed salesman or advertising. If it is foolish and unjust to tax one kind of tool, it is just as foolish and unjust to tax the other. It would be just as foolish and unjust to tax the four-bottom tractor as to tax the spade.

#### ADVERTISING AND CIVILIZATION

Advertising is just as fundamental a force as electricity. For ages the force of electricity was unused by man, and even today its use is crude and clumsy in comparison with what it will be some years hence. The power, the force, the science, the art of making known is just as fundamental and original, and we are using it more crudely and clumsily than we will.

I said that I would speak of this massed salesman, this massed marketing method, as having a wider application than only as a factor in commerce. All of us here are, in some form or another, engaged in commerce. And it is difficult for busy men to avoid being self-centered regarding their work; difficult to realize that in seeking to secure freedom for the use of this advertising fac-

tor, freedom from restrictions and burdens, competence in its employment, we are actually protecting and developing one of the most potent factors in the development of human affairs in general. If this factor were used in promoting understanding between bodies of interest, in the assimilating education of the immigrant, in the teaching of fundamental religious tenets, in the promotion and development of what we call democratic institutions and government, would not the process of promoting understanding, immigrant education, religion, democracy, be hastened—and hastened soundly?

Democratic government is costly; its

development under old methods, or, perhaps, no methods at all, is slow—heart-breakingly slow. It is because information about the true nature of democratic institutions is scanty or is inefficiently communicated. Yet an uninformed democracy is not a democracy at all. When we have leaders—more leaders—who understand how to use in government and national development the massed method of marketing ideas and knowledge, we will have less costly government; we will take a straight line across the circle instead of going a long way around. We will then have a real democracy, because we will have an informed nation.

## American Advertising Situation Seen Through British Eyes

UNDER the heading of "The United States," in its Overseas Survey, *The Advertising World*, of London, publishes the following in its current number:

The National Vigilance Committee of the Associated Advertising Clubs of the World have been dealing with a matter which has attracted a great deal of attention in Great Britain, especially since the war broke out. We refer to the pricing of articles at sales. It is a common practice to see articles marked at prices far below those at which they were said to have been originally offered, and as both prices are shown on the tickets people ask themselves why such a big reduction is made in an article of which they know the price is steadily going up. They further say, "If the article was really worth the larger price and the demand is so great (as they know it is), why is the tradesman so stupid as to offer it at the smaller price?" As they don't believe the shopkeeper is so stupid their faith in his *bona fides* is shattered, or else they think the original price showed a huge profit.

The Committee have been investigating many cases brought to their notice, and they found that the price marked on the goods as the original price was far above the real value, and was put high to make the reduction look very great. In some cases the true value of the goods was found to be simply the sale price.

Is it a fact that the same explanation holds good in this country? The Committee of the A. A. C. conclude their report thus:—

"The average person of intelligence in reading such advertisements of great reductions at a time when the news and advertising columns are filled with stories of advancing cost and shortage in most lines of merchandise, can only conclude that the merchant so advertising has either been making an unconscionable profit or is lying."

A committee is arranging for newspaper departmental sessions during the sixteenth annual convention of the Associated Advertising Clubs of the World, to be held at Indianapolis from June 6th to 10th, which will seek to advance the cause of newspaper advertising.

During the exchange of ideas, the matter of destructive criticism which one newspaper sometimes indulges in at the expense of its competitors will be discussed.

The aim of the newspaper, it is urged, should be to improve the selling methods of its advertisers, and it fails in this purpose if it spends its time in destructive criticism of its neighbour. Nothing is gained by "knocking" the other fellow, says Mr. Millis, Executive Secretary of the Indianapolis Convention Board, for if a newspaper is strong it does not need to take advertising space away from its competitor, and if it is weak it will only make itself ridiculous if it resorts to abuse.

#### The Engineering Advertisers' Association Protests Advertising Tax Bill

The bill proposed by C. J. Thompson, Representative in Congress, to tax advertising, was discussed at length by the members of the Engineering Advertisers' Association at its monthly meeting at the Great Northern Hotel, Chicago, on April 13, and it was unanimously agreed to enter a vigorous protest against this proposed legislation as being unsound and unfair to business.

The passing of such a bill would tend to curtail the advertising of some manufacturers, which would cause more or less depression in business, and as the crying need of the hour is for more production, and more production, and still more production, it would be most unwise to interfere with business now by passing the proposed tax bill.

The members of the Engineering Advertisers' Association represent about one hundred of the leading manufacturers of engineering products in the Middle West and their opinions on such an important subject should be seriously considered.

#### Doty Publishing Company Moves

The James J. Doty Publishing Co., publisher of the *Swine World* in Chicago, has moved to Des Moines, Iowa.

#### Periodical Publishers to Meet

Members of the National Association of Periodical Publishers have been notified of a special meeting which is to be held at the association's office in New York on the afternoon of May 7. The corporation proposes to change its name to The National Publishers' Association.

#### Johnson Will Direct Heater Sales

R. W. Johnson has resigned his position as business manager of the Minneapolis Gas Light Company, to become sales manager of the Hoffman Heater Co., Lorain, Ohio.

**The Underwear & Hosiery Review**  
320 Bway New York

### A Fertile Field for Shaving Soaps

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

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

### Advertising Literature and Advertising Samples

We specialize in house to house distributing of  
We solicit your account  
**JAMES T. CASSIDY**  
206 No. Front St., PHILADELPHIA, PA.  
Write for our paper "FACTS"

In every large institution THE SALES MANAGER—Monthly will be found on the desks of "Sales Managers"—because it makes them better sellers

**SALES MANAGER**

Better selling means better pay.  
25c a copy—\$3 a year  
The William Edward Ross Service, Inc.  
1114 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

### Atlanta to Employ \$50,000 Advertising for Next A. A. C. W. Convention

The Advertising Club of Atlanta has organized a campaign to secure for the city the 1921 convention of the Associated Advertising Clubs of the World, and has raised the greater part of a \$50,000 fund to be invested in securing the convention.

Nashville and New Orleans have pledged their support to the Atlanta campaign and several other southern cities are expected to join with them. Offices of the campaign have been opened in the Chamber of Commerce building, with W. R. C. Smith as campaign director, and an extensive advertising campaign will be conducted to spread the name of Atlanta as the prospective convention city over all parts of the United States.

The Atlanta Club will send a special train to the 1920 convention in Indianapolis, and has reserved more than 100 rooms in Indianapolis hotels.

### Plimpton Joins Wales Agency

Raymond E. Plimpton, formerly publication manager and field secretary of the Society of Automotive Engineers, has joined the Wales Advertising Co., of New York. He will devote his time primarily to the handling of advertising campaigns of a technical or semi-technical nature.

Plimpton for a year was assistant editor of *Power* before becoming associated with the Automotive Engineers. During the war he was in the Motor Transport Corps, and after the armistice remained for some months as one of the authors of the "History of Motor Transport Engineering in the World War."

### Doremus Advertises New Rubber Heel

Doremus & Co., New York advertising agency, is conducting a newspaper campaign in the South to introduce the Beaded Tip Pneumatic Rubber Heel, manufactured by the United Lace & Braid Co., Providence, R. I. Advertising for the heel, and a series of small "ads" for the company's Beaded Tip Shoe Lace is being carried in New York newspapers also.

### \$250 For a Name

The Broadway Subway and Home Boroughs Car Advertising Co., New York, advertises that it will give \$250 as first prize for a popular new name for the Broadway Subway. The Broadway Subway is the part of the B. R. T., with terminals in Brooklyn and Queens, and operating under the Broadway in Manhattan. The new name must contain the word Broadway according to the prize requirements.

### Smith with Matteson-Fogarty-Jordan

K. C. Smith, formerly advertising manager of the Malleable Iron Range Co., of Beaver Dam, Wis., is now with The Matteson-Fogarty-Jordan Company, advertising agents of Chicago.

### Plan National Campaign for Gates Rubber

A national advertising campaign to include magazines and farm publications is being planned by William & Cunningham, advertising agents of Chicago, for the Gates Rubber Co., Denver.

### Edison Appoints Editorial Director

Daniel Edwin Wheeler, formerly associate editor of the *Popular Magazine*, has been appointed editorial director in the advertising department of the Edison Company, Orange, N. J.

### Manchester "Union" Editor Dies

Edward J. Burnham, sixty-six, for thirty years editor of the *Manchester, N. H., Union*, died recently at his home in Chichester, N. H. He was the author of a history of New Hampshire's part in the War of 1812.

### Letter Pay System Changes Name

Making Letters Pay System, New York, has changed its corporate title to the Making It Pay Corporation.

### D'Arcy Renews Tank Car Advertising

The D'Arcy Advertising Co., St. Louis, Mo., have recently sent out renewal orders for the year 1920 for the Standard Tank Car Company to a list of trade journals, an appropriation of \$20,000 having been made for this purpose.

### Editor & Publisher Represented in Chicago

*Editor and Publisher*, of New York, has opened an advertising office in the Marquette Building, Chicago. It is in charge of Harold Schryver.

### Michigan Removes Road Bill Boards

Work has been commenced by the Michigan state highway department removing advertising bill boards and signs from public highways. Authority is given the department under a recent act of the legislature. Frank F. Rogers, state highway commissioner, says the law will be followed to the letter.

### Topeka Daily Capital

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

**35,247**

Arthur Capper  
TOPEKA, KANSAS  
Member Audit Bureau of Circulations

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

We can get business for any manufacturer by backing his student paper advertising with such college town merchandising as has made so many of our accounts successful.

# CSAA

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

**"GIBBONS KNOWS CANADA"**  
MONTREAL TORONTO WINNIPEG

## Saving 5¢ and Getting 25¢ in Dead Ends

(Continued from page 37)

"the reason I didn't try was because you look like one of those guys that wouldn't take anything except what he called for." I told him that he might be right, but on this occasion I had to have a clean collar at once, and if I were sufficiently urged I might buy some other kind.

Early in these articles I made a simple suggestion in regard to salesmanship that has brought forth more letters than anything else I have written, but this suggestion was so simple that it has struck me as being remarkable that so many persons noticed it and have taken the trouble to write me on the subject. For this reason I am going to repeat this suggestion for fear some may have missed it in the earlier article. The suggestion is that the basis of all good salesmanship is to be pleasant and agreeable, and the best way to go into training to become a star salesman is to start at home by being pleasant and agreeable in your own family. I said that the aspiring young salesman should try at the evening dinner to entertain the family. He should tell about the amusing things that have occurred to him during the day; but, better still, he should try to be amusing to his family at breakfast.

Here is another apparently small matter that I have suggested from time to time to employers, and they have told me the results have been very satisfactory in building up good-will and in reducing the employment "turn-over." When you advance the salary of a boy or a girl working for your establishment, who is living with his or her parents, at the time you make the advance just write a brief letter to the father and mother, telling them how well their son or daughter has been doing—that to show your appreciation of their work you have advanced his or her salary. These letters naturally will give the parents a great deal of pleasure. They will also stimulate self-respect in your young employee. They only cost a two-cent stamp and five minutes' time, and I believe are worth the price. Put yourself in the place of the parents. Suppose your son or your daughter was at work. Would you or would you not like to receive such a letter? Would it be a cause of rejoicing at the family dinner? Possibly the letter might be confidentially shown to a few of the neighbors. To say the least, it might

be good advertising for your shop!

Do you know that one of the things the world is suffering from just now is the lack of a sense of humor? Do you know we do not laugh as much as we used to laugh, and I wonder if you know the real reason why. In discussing this question recently with some friends from the West I remarked that Western men told more funny stories than Eastern men. At our dinner I had enjoyed some delicious stories. All of us had laughed heartily. I laughed more than I had for a long time. Then I remarked: "Do you know in New York they do not laugh much?"

Then I thought a while and I said: "I think the reason we do not laugh so much in large cities is because we have lost the art of entertaining each other. We are in too much of a hurry to tell stories. The story-teller is voted a bore.

"Now, the real reason that the large cities are losing their sense of humor and are afflicted with Bolshevik ideas that never could exist in the same atmosphere with a germ of humor is because we buy our fun ready-made. When we feel like laughing, we go to the theatre. We pay our \$3.00 and our war tax and a paid comedian tries to make us laugh. Occasionally he is successful. Then we go home and forget all about it, and we do not have another laugh until we go to another play or to the movies."

Isn't there a good deal of truth in this? If you do not agree with me, just try to tell an amusing story to a board of directors in a New York bank. It won't go. They buy their humor just as they buy their stocks and bonds. Most of them have lost the personal sense of humor, and this has gone all down through their establishments. As a result we have unrest.

How can a man be a revolutionist if he enjoys a funny story? It is simply inconceivable.

Now, what has this got to do with salesmanship? Only this—suppose all the traveling salesmen and all the retail clerks in the country would decide to be cheerful and smiling under any and all circumstances. It might stop the spread of unrest. Who knows?

Almost every business in its early stages has what I have called a "hump." Sometimes there are several little humps, and usually there is one big one. If the merchant can manage to get over this hump, he makes a success of his business; but many a merchant never gets over

the hump, and so makes a failure. He sells out or absolutely fails. Ask any successful business man and he will tell you of the one great experience in his business life—the one "hump" with which he came face to face and how he got over it.

I remember sitting in a conference once in which a banker told the head of a house that his concern was "busted." The figures in regard to the business were all on the table, but this banker was a real banker. He had confidence in the character of the merchant. He also had confidence in his ability.

He said, "I propose to stand by you, but you have got to raise more money, as your business needs more capital."

This merchant had everything at stake in his business—all of his past savings—the reputation of a hard-working lifetime. I walked home with him after the meeting, and he remarked: "To-morrow morning I am going down to my office with two resolutions. The first is to work like h—, and the second is to keep smiling all the time!"

This merchant got the additional capital he needed. He carried out both of his resolutions. His business became very successful, but he often referred to that conference with the banker that night. He had been up against his great hump.

Now, in selling "new stocks" I used to talk to the young merchants about their humps. I said to them, "You are now buying your new stock. Everybody is taking you out to dinner—giving you theatre parties and saying nice, flattering things to you." "Why," I said, "it is just like getting married. Everybody is sending you presents and flowers, and everybody is saying such nice things to you that you feel it is a most wonderful world."

I used to say to these young merchants, "After you have been in business about a year probably some of those smiling customers of yours who bought goods on credit do not come around any more. You are only reminded of them by going over the unpaid balances on your books."—Copyright, 1920, Topics Publishing Co. Reprinted from *Drug Topics*.

### Five More A. N. P. A. Members

The Norfolk, Va., *Virginian-Pilot*, the Washington, D. C., *Herald*, Philadelphia, Pa., *Press*, have been elected to active membership in the American Newspaper Publishers Association. The Norristown, Pa., *Times*, and the Orangeburg, S. C., *Times and Democrat* have been elected to associate membership.

## Calendar of Coming Events

- May 3-5—Annual Convention, Associated Cooperage Industries of America, Planters' Hotel, New Orleans.
- 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.
- June 1-5—Annual Convention of the National Association of Credit Men, Atlantic City.
- June 6-10—Annual Convention of the Associated Advertising Clubs of the World, Indianapolis.
- June 6-10—Annual Convention, Association of North American Directory Publishers, Indianapolis, Ind.
- June 7-12—Annual Convention, National Association Sheet Metal Contractors, Peoria, Ill.
- June 12-15—Semi-annual Meeting, Association of National Advertisers, Bedford Springs, Pa.
- June 21-26—Annual Convention, National Fertilizer Association, the Greenbrier, White Sulphur Springs, W. Va.

"Gotham for Art Week"



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.

### Jones Goes with Class Journal

Richard C. Jones, formerly associated with the Stewart-Davis advertising agency, Chicago, has recently become a member of the merchandising service department in the Western office of the Class Journal Company, Chicago.

### Ellis a Rankin Copy Writer

J. H. S. Ellis, formerly with the Arthur M. Crumrine Agency in Columbus, Ohio, has joined the copy staff of William H. Rankin Co., of Chicago.

### Egan Illustrators in Vanderhoof Building

Sidney B. Egan Company, art illustrators, will be sub-tenants in the new building to be occupied by Vanderhoof & Co., Chicago, advertising agents, after May 1. The building is located at St. Clair and Ontario streets. The art company will occupy an upper floor of the building.

### Advertisers Macaroni Manufacturers' Industrial Relations

The Armstrong Bureau of Related Industries is featuring an advertising campaign in behalf of the Macaroni Manufacturers Industrial Council. The campaign is being placed through the Snitzler-Warner advertising agency of Chicago.

### Blahe Will Direct Available Truck Advertising

W. F. Blahe, formerly in the advertising business in Des Moines, has been appointed advertising manager of The Available Truck Company, Chicago.

### New Account Executive for Vanderhoof

Lawrence Wilson, formerly engaged in the real estate business in Chicago is now with Vanderhoof & Company, advertising agents, as an executive in charge of accounts.

### Knowles is Staybestos Manager

E. B. Knowles, for the past fifteen years associated with the brake lining business, has recently become secretary and general manager of the Staybestos Mfg. Co., Philadelphia. Mr. Knowles was for years with the Raybestos Co., and for the past seven years with the sales organization of the Thermoid Rubber Company.

### Tobacco Products Advertising Manager Goes with Auto Supply House

James C. Cushman, advertising manager of the Tobacco Products Corporation, has resigned to take the position of advertising manager of the Times Square Auto Supply Company.

This company is just entering into an extensive national advertising campaign, using the principal weekly periodicals, farm publications, automotive journals and newspapers. This is being placed through Evans & Barnhill.

### Barbier Now with Lincoln Motor Co.

A. R. Barbier, formerly of the advertising department of the Packard Motor Car Company and the Power, Alexander & Jenkins Agency, of Detroit, has joined the staff of Frank Eastman, advertising manager of the Lincoln Motor Company.

### Borden Man Joins Gardner Agency

Walter C. Becker, of New York, who has been associated with the Borden Condensed Milk Company as divisional sales manager, has joined the merchandising and service department of the Gardner Advertising Company, St. Louis. Previous to his connection with the Borden company, he was with Swift & Co., Chicago, for seven years.

Mr. Becker will devote special attention to the food products accounts of the Gardner agency.

### Detroit "Journal" Makes Horn Advertising Manager

Ralph Horn, who has been connected with the advertising department of the Detroit *Journal* for years, was appointed advertising manager last week, to succeed Harold Stretch, who resigned to take a position in the east.

### Publicity Bureau Appoints Cleveland Manager

A. M. Minnick, formerly of the advertising department of the Western Electric Co., New York, will assume the management of the Cleveland office of the Manufacture Publicity Bureau on May 1, according to an announcement made by W. D. Lindsey, general manager.

Mr. Minnick, prior to war time service with the Ordnance Department, was advertising manager of the Central Electric Co., Chicago.