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Advertising & Selling

MAY 8, 1920

What Income Tax Returns Tell



The above map shows the United States divided into thirteen logical jobbing and merchandising zones.

The graph below tells the national advertiser how these markets rank in number of prospective purchasers. It pictures the proportion which each zone had of the total number of people who filed income tax returns in 1917, the latest year for which figures are available.

It is interesting to note that Zone 7, The Chicago Territory, furnished 20.3% of those who earned enough to file income tax returns, although it has only 16.4% of the population of the United States.

One family in five in The Chicago Territory is reached by The Chicago Tribune.



The Momentum of Merit

In a brief period of eleven years, Thomas' Register has reached the point where it has twice as many advertisements, and more individual advertisers than ever appeared in any issue of any other trade publication, weekly, monthly, or any other kind.

Member Audit Bureau of Circulations

THE only work that instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article, more than 70,000.

Aims to list all manufacturers irrespective of their advertising or subscription patronage



**THE BUYERS MASTER KEY
TO ALL AMERICAN SOURCES OF SUPPLY**

A volume of 4500 pages, 9 x 12. \$15.00

Published once a year. Used thousands of times each day by Purchasing Agents, Foremen, Superintendents and others having to do with ordering or specifying.

Descriptive and other advertising matter therein automatically comes to the attention of buyers at the important moment when they are interested.

It costs for only one insertion a year, but brings as continuous returns for one, two and three years thereafter as though repeated every week or month. It reaches the right man at the right time and produces the *highest class* of inquiries at the *lowest cost* per inquiry.

IN more than 25,000 important concerns this Register is referred to for sources of supply as instinctively as the clock is consulted for the time of day.

**Circulation 80% Domestic—20% Foreign.
Not a free Distribution Scheme.**

They *want it, order it, pay for it,* and keep it constantly accessible for the special purpose of finding where to buy and to save the time and trouble of looking elsewhere for such information. Its circulation is 99% paid.

THOMAS PUBLISHING COMPANY

129 LAFAYETTE STREET, NEW YORK CITY

CHICAGO—20 W. Jackson Blvd

BOSTON—Allston Square

SAN FRANCISCO—433 California Street

TORONTO—91 Constance Street

OVERSEAS OFFICES AND AGENCIES: London, Paris, Amsterdam, Kristiania, Madrid, Genoa, Calcutta, Sydney, Soerabaya, Singapore, Manila, Johannesburg, Cape Town, Durban, Honolulu, Saigon, Shanghai, Kobe, Rio de Janeiro, Buenos Aires, Havana, San Juan, Mexico City

Start
Your Southern Campaigns
in
New Orleans

An Active Buying Market

Dealers alive to advantages of handling advertised products.

Residents of city responsive to advertising.

Reach the Vital
Prosperous Field-The City Proper

use

New Orleans States

Large Circulation Concentrated in the City

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

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

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

WRITE



ADVERTISING DIRECTOR

New Orleans STATES

EVENING

SUNDAY

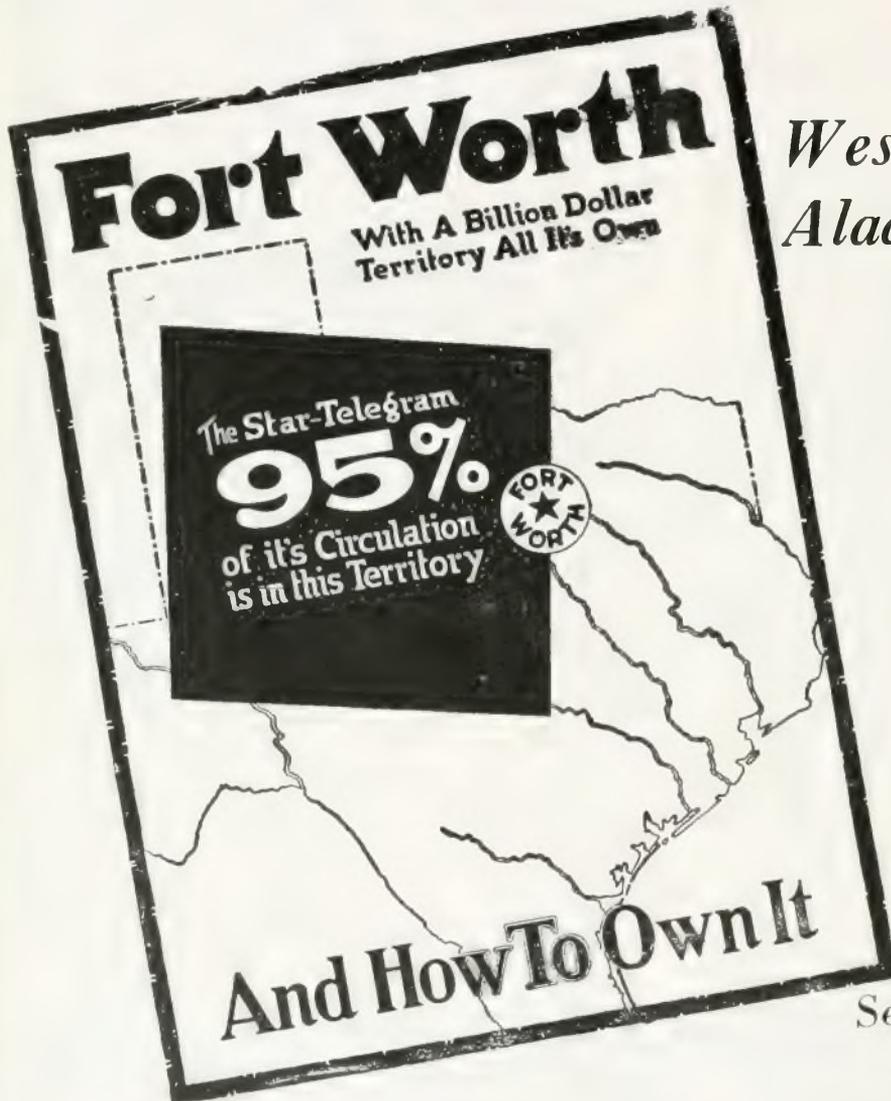
ADVERTISING & SELLING, MAY 8, 1926

20th year. No. 46. 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

72,256

Net Paid Daily Average Shown by
Government Statement for 6 mos.
Period Ending April 1, 1920.

A Gain of 6,742 Net Paid Over October 1, 1919, Statement
A Gain of 10,133 Net Paid Over April 1, 1919, Statement



West Texas and Aladdin's Lamp

It is said in the Arabian Nights tale of Aladdin's Lamp that all one had to do was to rub the lamp and his wish was fulfilled. To one who knows the story of West Texas might almost compare the wonderful buying power of this BILLION DOLLAR TERRITORY with the marvels accredited to Aladdin's lamp.

Not that the rubbing of a magic lamp, nor the mere wish for accomplishment is in any way responsible for the prosperity of the great Southwest—but to those interested in this "Billion Dollar" trade territory, we say

*Send for
This Book*

Which gives complete data regarding merchandising possibilities in this vast territory which is DOMINATED by the Fort Worth Star-Telegram, the first paper in Texas.

You can cover this territory completely, only through the Fort Worth Star-Telegram.

THE FORT WORTH STAR-TELEGRAM

First Paper in Texas

Circulation now over 75,000 Daily, 90,000 Sunday

AMON G. CARTER, Vice Pres. and General Manager

A. L. SHUMAN, Advertising Manager

FORT WORTH, TEXAS

ADVERTISING & SELLING

The National Weekly of Modern Merchandising—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.
Telephone, Madison Square 1765

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

29th Year

MAY 8, 1920

Number 46

What the "Buyer Be D-----!" Policy Does to Good Will

Are You Impressing Upon Your Organization
the Necessity of Keeping Courtesy in the
Market—Even If It Is a Seller's Market?

By RALPH BEVIN SMITH

THESE ARE THE DAYS when a book of etiquette should be issued with the first pay envelope handed every new employe; when the motto, "Courtesy is the first rule of business," should be blazoned in letters of fire, so to speak, over every executive's door. For these are the days of the seller's market, the days wherein the voice of the buyer is heard through the land clamoring for goods he cannot get.

And there are places where that voice is listened to not only without sympathy, but without patience, respect or decent civility.

These are the places where edifices of good will, built up through long years of unswerving toil and heavy investment in advertising space, specialty and dealer help, are crumbling down through a few short months; weakened and finally destroyed by the gnawings of the little-minded in high places and low, in whose jaws are the sharpened teeth of insolence, arrogance, effrontery, contumely and disrespect.

THE DANGER THAT THREATENS

There can be no danger of exaggeration through dramatic phrasing. Indeed, the danger is all the other way. There is danger of underestimating or misunderstanding just what threatens.

I wanted typewriter prices the other day, so I called up the local agency of a certain world-advertised machine. A languid, slightly annoyed feminine voice at the other end of the phone declined, I won't say politely, to connect me with a salesman. "There won't be any use in talking to a salesman," I was informed. "We haven't got a machine for immediate delivery and what's more we won't have none for some time."

I protested. I wanted to find out something about current sales terms for future reference when buyers' calls might not be so unwelcome; there was something about credit terms. Unquestionably I got a sniff of contempt from the other end of the wire, but eventual-

perience right down the line and is quoted as such. I have an acquaintance whose business is the purchasing of supplies for a nationally advertised office furniture house. I told him of my little adventure in discourtesy. He is a man whose speech is short and not always sweet.

HOW IT WORKS

"Uh-huh," he commented grimly. "I know the kind and, believe me, they're getting altogether too thick. They're 'oversold,' 'booked up for months ahead' and your order's about as welcome as a drowned cat. That's alright. If they can't take your order, they can't and that's all there is to it, but you don't expect beggar's treatment, even if you are a beggar. I've a five-years old youngster at home, whom I have taught to say 'No, thanks,' even when he means plain 'No.' Let me tell you, the amenities go just as well in a business deal as they do at the club. Mr. Oversold Salesman may not think so, but he's going to change his mind, and his tune, when we swing around to a buyer's market again and he is set to drumming up orders instead of declining them. I'm not revengeful, but there's a man here and there who has got under my skin with his 'No' that means 'No, damn you,' whether he actually puts it that way or not, and his firm is going to be left out of my list hereafter!"

That's the pity of it. The firm must suffer. When we do swing around to a buyer's market again a good many hothouse salesmen who have blossomed out in this period when goods are, in so many instances, selling themselves to a demand that runs far ahead of the

Are You Oversold?

MARK TWAIN once said that *everybody complained about the weather but nobody ever did anything about it.* Mr. Smith has noted that *everybody is complaining about the epidemic of discourtesy in business which, he says is a feature of the present seller's market, but nobody seems to be doing anything about it.*

Believing that every employer will want to do something about it in his own plant when its disastrous effect upon his treasured good will is brought clearly to his attention, the writer has drawn this vivid picture of rats gnawing at the foundations of business "with the sharpened teeth of insolence, arrogance, effrontery, contumely and disrespect."

—THE EDITOR

ly, under reiterated pressure, I did get a salesman—who said:

"Haven't got a machine. No use quoting prices until we do get some in. Just wasting your time AND MINE. (That "AND MINE" was heavily stressed, indeed.) No, can't say what installment terms will be. Call up some time next month. ('bve."

That was a small thing—if it involved, as the salesman thought, the purchase of a single typewriter, possible on the time payment plan at that.

Yes, but that is typical buyer ex-

supply, will wither under the cold winds of competition and will be pitched out on their—the occasion merits the slang and the mixed metaphor—ivory domes. But never think that this will remedy the damage. Lock the stable door all you please then—"Good Will," the noble steed that has pulled you so far up the long grade to success, will have gone. And it will cost a pretty penny and take a weary time to lure him back again.

THE EXECUTIVE'S RESPONSIBILITY

In the last analysis, the fault must be laid at the office of the chief executive. He, at least, who has risen so high, has no excuse for little-mindedness, and no excuse for not grasping something of the psychology of the little mind. He ought to know two things:

1—That this is a time for the most delicate—not the most clumsy—handling of the buyer—a time when, harassed by the difficulty of placing his orders, exasperated by unavoidable delays in making up and delivering those orders, that buyer will be most sensitive to considerate or inconsiderate treatment, most impressed by courtesy and most ready to harbor a grudge that will carry over to days when changed conditions put him in a position to pay back that grudge in non-intercourse.

2—That this is a time when a man of the little-minded type, put in a place where he may play dictator with impunity, can, and invariably will, exploit his own mean spirit to the ultimate ruin of his firm's good will—which is more precious than fine gold.

My misanthropic buyer friend paid a flying visit to New York last week, arrived late in the day and demanded an evening's entertainment, a la tired business man, at my hands. At the risk of deepening the pessimism running through his composition, I wine—no, dined—him at one of our huge, justly famous, vivacious, noisy, and crowded metropolitan restaurants. We got just the kind of service that one does get at one of our huge, justly famous, etc. metropolitan restaurants. My friend's only comment was that he would have been able to have slept better between courses if we had not been shoved into a table under the elbow of New York's most versatile saxophone player. I led him to a theatre ticket agency where we finally succeeded in bullying a haughty box office into letting us purchase orchestra seats for a sec-

ond rate play. "Some more of this 'oversold' stuff," said my friend, as we pushed our way toward seats that an infected usher had only condescend to point out in the vague distance. Then I got an inspiration, and if my inspiration seems to furnish free publicity for an institution that has the traditional fondness for publicity, why make the most of it.

MR. KIRALY'S SYSTEM

As a result of that inspiration, I made a satisfactory telephone call just before the third act and, as a result of that, when the final curtain terminated our boredom we went around to see Victor Kiraly.

Victor Kiraly is the presiding genius of the Ziegfeld Roof, atop the New Amsterdam Theatre, and ex-officio host to practically every "tired business man" who comes to New York—and they are all "tired" when they come to New York. If there was ever an over-sold business it is Mr. Kiraly's. The Frolics—the Nine O'Clock and the Midnight

have become institutions in Gotham. When I took my out-of-town guest around there I was doing exactly what every New Yorker with an out-of-town friend to entertain first thinks of doing. It is a rare night when the Nine O'Clock and the Midnight are not crowded—when the second show is not entirely sold out and many comers turned away. But it is a rarer night when a patron fails to receive a satisfactory reply to his request for a table reservation from Mr. Kiraly or one of Mr. Kiraly's staff. The reservation is, of course, not always forthcoming, but if you are disappointed, your disappointment is tempered with a feeling that you have honored the Ziegfeld Roof by your request and that everything possible had been done before it was regretfully refused. Mr. Kiraly and the staff that is kept in the path that he walks have mastered the knack of instilling that feeling into your mind. If you do get a table, on the other hand, it is with the confidence that you have obtained the very best table that was available at the price you wished to pay, and when you leave it is with the profound conviction that you have been the special object of the big organization's attention for that evening. Don't ask me to explain the psychology or the diplomacy of it. I only know that it is done.

COURTESY AND PSYCHOLOGY

I can tell you something of the psychology of the effect that this has on your mind, and what is more

important, on your guest's mind. Suppose that he is a man with whom you are anxious to close an important business deal. What doesn't it mean to you to be able to bring him into a soothing, flattering, expanding atmosphere of this kind, where he feels that he is the special recipient of a service that is 100 per cent perfect, a service the special object of which is to please him? What doesn't it mean to you to be imbued with the confidence that you are playing the perfect host? These are marginal factors in swinging a deal. Um—yes, and sometimes the marginal factors are the most vital factors of all.

However, the point that we are getting at here is that this is one oversold business that is not losing sight of the perennial, year in, year out necessity of guarding its good will; one organization that knows it cannot afford to take advantage of its advantage; one man who sees to it personally that courtesy stays in the market, be it buyer's or seller's market and who, therefore, stands in a good way to keep it a seller's market as far as his house is concerned.

What profiteth it a man if he gain the whole world's orders in an emergency period, and lose his own soul—which is his good-will; for good will is the soul of the business? Ask yourself that question and then listen for the rats gnawing about your foundations. But perhaps that isn't fair. "Rat" is a harsh name, and sometimes lack of consideration bordering on discourtesy is not intentional. "I didn't think" is one of the oldest excuses in the world and it is often the man who "didn't think" of the effect on a would-be customer of his unnecessarily curt letter, saying that the firm was oversold, who causes the most trouble. You have conferences about all sorts of less important matters. Why not call your employes together in conference on this VITAL matter some day and impress upon them the value of your good will and the part that courtesy plays in maintaining it?

"And if you want to drive the lesson home," says my buyer friend, "take my advice—send them around to Mr. Kiraly's afterward."

Advertising Campaign for Packard Pianos

The Packard Piano Co., Fort Wayne, Ind., has launched a national advertising campaign. This will include seven double page spreads in the *Saturday Evening Post*.

Trade-Marking, the Great American Game

The Lesson of Caution Taught by 12,000 Applications for Registration Filed in 1919 and More Than That in 1920

By WALDON FAWCETT

WHEN it was announced in Washington, a short time ago, that during the calendar year 1919 there were received at the U. S. Patent Office considerably more than 12,000 applications for registration of trade-marks, the disclosure constituted a broad hint to advertisers and marketing executives.

When the latter part of last year thus brought what the U. S. Commissioner of Patents characterized as "unprecedented increases" in the demand for trade-mark certificates—a spurt that carried the trade-mark cases from an average of 500 a month to well over one thousand per month—the stampede could mean but one thing for the user or prospective user of symbols of good will; viz, a new necessity for the exercise of care in the selection of trade-marks in order to dodge duplications, and a new obligation to watchfulness to avoid "confusion in trade."

With the set rules and regulations of trade-mark practice more or less indefinite and more or less elastic, it follows that it is only through the precedents established in "test cases" that everyday advertisers may learn conclusively what is allowable and what is not allowable in the identification of merchandise. Given this need for specific examples, in an age when the entire advertising community is acquiring the trade-mark habit, it is fortunate that the year 1920 has brought a number of official rulings and Federal court decisions that illuminate better than abstract discussion the code of ethics that has become a necessity since the entire business community has turned to trade-marking.

THE "LAVA" CONTROVERSY

That the advertising investment will be construed as entrenching a pioneer in possession of a valuable trade name when rivals appear on the scene with similar brands is the moral of the lately rendered decision in a controversy over the use of the name "Lava." Incidentally, this contest raised the question of the right of an advertiser to extend a trade name, familiar in one line, to products in a closely allied line. Specifically the issue was whether "Lava," as a name originally ap-

plied to soap, could be stretched to cover shaving cream as well. Broadly, however, it was an important principle that was at stake now that so many advertisers who started with single specialties are, for the sake of economic distribution, recruiting "families" of products.

The firms of William Waltke & Co. and Geo. H. Schafer & Co. were the disputants in this contest to determine just how closely one advertiser may approach another without treading on his toes. Schafer & Co. applied for the registration of the name "U-Lavo" as a trade-mark for shaving cream. Registration was opposed by Waltke as an interested party on the ground that "U-Lavo" was so similar to the mark "Lava" which the Waltke firm had long used on soap that the dreaded "confusion in trade" would result. The U. S. Patent Office overruled this objection and registered the mark but when the case was carried to the Court of Appeals at Washington, the highest court empowered to review such disputes, that tribunal reversed the Patent Office and sustained the Waltke opposition in an opinion that will have significance for many advertisers.

To begin with, it confessedly weighed with the court of last resort that since the year 1893 upwards of half a million dollars has been expended in advertising goods under the name of "Lava" and that in consequence of this advertising the manufacturing plant that supplied goods under this name had come to be known as "The Home of Lava Soap," whereas the "U-Lavo" mark did not appear on the trade horizon until 1913.

On the very vital point of the right of a manufacturer to carry his cherished trade name into fields contiguous to the original seat of his industry the Court of Appeals in this case laid down the law as follows: "The owner of a trade-mark has the right not only to its exclusive use on goods which he has manufactured but also on goods which he may afterwards produce if they belong to the same general class as those upon which he has been using the mark. No person may legally interfere with the use of the mark by him in the

natural expansion of his business."

Pursuing the discussion of this question of an advertiser's right to stretch his rooted trade name to new specialties or side lines, the court of last resort remarked that when chemically analyzed, shaving cream and toilet soap may not be identical in all their elements but that in the popular mind the shaving cream is a soap and manufacture of it by the maker of "Lava" soap would be regarded as a natural step in the broadening out of its business as a soap producer. Indeed, it was disclosed, during the hearing of the case, that Waltke & Company has already taken up the manufacture of shaving soap and shaving cream although it does not, at the present time, put these out as its product. The conclusion of the court on this score was that inasmuch as the owner of "Lava" has the right to use its trade-mark on toilet soap it may prevent the use of it by others on shaving soap or shaving cream.

This test case which revealed so many points of contact with advertising and selling practice also popped the question, always of such keen interest to advertisers, "When is a trade name descriptive?" The proposer of "U-Lavo" set up the contention that "Lava" was descriptive and for that reason alone, if for no other, not entitled to a place in the trade-mark register. The opinion of the Appeals Court was, however, that whereas "Lava" may suggest the function of soap it does not describe its properties. Those who sat in judgment held that there was no parallel, as has been claimed between "Lava" and the trade-name "Rubberoid" which was the subject of a memorable controversy some time since. The court recalled that the mark "Rubberoid" as applied to the goods in question meant that they were like rubber, which was true, and that therefore the term was descriptive.

When he passed upon this case in the course of a series of appeals the Assistant Commissioner of Patents had figured out that there was a wide difference in meaning between the words "Lava" and "Lavo." In saying the last word on the subject the Appeals Court swept aside the debate over the precise definition of the words with the comment:

Have You EVER Felt This Way?



Artist Stanley, of ADVERTISING & SELLING staff, shows some salesman looking as they feel

"However, the test is not the exact meaning of the words but whether they are so similar in appearance and sound as to lead the public to believe that the goods on which they appear had a common origin."

THE SIMILARITY RULING

Then the Court—and it affords an interesting commentary on the analytical methods of our modern trade-mark tribunals—went into the question of how the public asks for goods. It was conceded that the presence of the "U" distinguishes "U-Lavo" from "Lava" but the court after deliberation came to the conclusion that such distinction was not sufficient. "Lavo" is the dominant feature of the hyphenated mark and the one likely to be remembered. "Of course," reasoned the judges, "if the intending purchaser could see both marks together he would readily note the difference between them, but if, upon seeing only one, he must rely upon his memory of the other, he would not be likely to apprehend the distinction. He acts quickly and upon impression. He is governed by a casual glance. Under such circumstances he would be apt to mistake the one for the other and thus would occur the confusion

against which the statute is leveled." Finally the Court in deciding in favor of the old-established advertiser and against the newcomer, called attention to the fact that it is not necessary for the advertiser who protests against trespass on his trade-mark domains to prove the damage of actual confusion. If he can show likelihood of confusion between his product with which the public has become acquainted through advertising and a new arrival of similar name, it will suffice to win redress.

RIVAL HEIRS TO "EDELWEISS"

The interrogation whether a single trade-mark blanket will cover soap and its new bedfellow, shaving cream, is not the only guise in which this insistent advertising question has recently appeared. Behold, in the soft drink market, the burning issue of the right of the advertiser to transfer to the beverages of a dry nation the names reminiscent of stronger drinks. Where only one firm essays to transfer a given popular trade name from alcoholic to nonalcoholic products there would appear to be no excuse for complications but in the case of John Sexton & Co., versus the Schoenhofen Company,

which has recently claimed the attention of the Patent Office tribunals, we have a contest between rival heirs to "Edelweiss."

Schoenhofen, which away back in 1886 adopted "Edelweiss" as a by-word for beer has lately undertaken to extend its title to cover cereal beverages, near-beer, root beer and ginger ale. But in this expansion it forthwith ran counter to the ambitions of Sexton & Co., which firm has for eight years past been using this same name on grape juice. The upshot of a lively tussle at the Patent Office was that the original user of "Edelweiss" wins the right to use the name in the greater portion of the soft drink field, other than that involving fruit juices, but for the advertiser or marketing manager the chief interest of this decision is found in the fact that it was dictated by the circumstance that root beer, ginger ale, near beer, etc., are commonly sold in bottles to the consumer and accordingly it was reasoned that such consumers might be deceived if the name that they had been accustomed to seeing upon bottled beer was, by a different producer, used on bottled beverages.

(Continued on page 36)

"Auditing Advertising Agencies" Proves to Be a "Live" Subject

The Composite Opinion of Agents, Publishers and National Advertisers is That Such Action Calls for Thorough Discussion—Many Suggestions Advanced

CONSTRUCTIVE discussion by Advertising Agents, Publishers and National Advertisers, which is found to be very helpful, has followed the publication of an article in *ADVERTISING & SELLING* of April 17, under the heading "Auditing the Advertising Agencies," and the subsequent printing last week of an authorized statement by A. W. Erickson, President of the Erickson Company, Inc., and Vice-President of the Audit Bureau of Circulations.

The consensus of opinion of a large circle of advertisers and advertising workers, indicated in their views expressed in many letters to *ADVERTISING & SELLING*, is that some form of "audit" might be devised which would be of protection to publishers, agencies and those whose appropriations are invested in mass salesmanship.

Mr. Erickson's comprehensive statement last week served to heighten interest in this subject and in its wake have been received a decidedly illuminating series of communications which are published herewith.

In the views expressed by National Advertisers, Agency heads and Publishers in this article will be found a number of important statements bearing upon the "audit" situation.

Following are some of the opinions contributed:

By O. H. Blackman, President, The Blackman Company, Advertising Agency, New York:

Your recent article in *ADVERTISING & SELLING* will doubtless be useful in creating discussion regarding the status of advertising agencies.

Let me say, however, that the advertising agencies are in a very peculiar position. According to present methods, advertising agencies are recognized by publishers and all too frequently an advertising agent that can deliver to the publisher a sufficient sized order will be recognized without due examination as to its fitness either financially or from the standpoint of previous experience and adequate organization. In other words, the advertising agent has at present no control—even

from an advisory standpoint—over entrants into the business.

You say in your article that there are 1144 advertising agencies in the United States and Canada and that 91 went out of business during 1919 and 108 came into the field.

While I am not particularly interested in who shall audit an agency, I believe that you are touching on a matter of audits on only one phase of the question. Let me briefly suggest a little more comprehensive program.

When a new agent asks for recognition, steps similar to the following would help the good applicant and weed out the unfit:

- 1—That a sound financial audit of some sort be required.
- 2—That an examination be made as to the experience of the applicant and his organization.
- 3—That he should be required to give references and state the basis on which he expected to place business.
- 4—That with such facts fully in hand, the applicant should be passed on by a group of publishers representing various publishing interests, and that the agency organization should also make an advisory report regarding technical fitness of the applicant.
- 5—That as the result of the facts and the committee action, the publishers should stand together on recognition or rejection.

The agents of this country as represented by the American Association of Advertising Agencies represent only 120 agencies doing a national business, but this body controls a very large percentage of the total volume and their whole effort is to improve the general standard of practice in the agency field.

The Association has no wish to restrict the number of good agencies in the field. It deeply deplures, however, the present loose practice of recognition which allows the unfit to assume the same name as organizations that are tried, tested and able to give real service to the advertiser.

A system of auditing is one good step in this direction—provided that where an audit shows an unsound condition, publishers would refuse to recognize new applicants or discontinue the recognition of present agencies who are unsound. Credit should be given, however, to agents

of long standing, who are giving a great deal of their time in an effort to improve conditions in the field and who will gladly cooperate with audits, investigations or any other means of keeping our agency field up to the standards of the time. The effort must be equally made by agencies and publishers, however.

By B. KIRK RANKIN, Publisher, *The Southern Agriculturist*, Nashville, Tenn.:

Your article on the subject of auditing advertising agencies interests me very much. Having had intimate experience with the machinery of recognizing advertising agencies through my connection with two associations of publishers, I am convinced that something must be done to put this whole subject in the hands of a neutral body. I do not think it should be left to the publishers and I do not think it should be left to the agencies. To my mind the A. B. C. is the logical organization to take up this work and carry it on, and I see no reason why all classes of publishers should not be governed by one action on the part of a central body.

When I was in New York, at the Agricultural Exhibit, in January, I discussed this question with several publishers there and was surprised to learn that efforts to regulate the matter of recognition, etc., did not meet the approval of some of the larger agencies. If that is true it seems to me that the reasons for taking some action are doubly strengthened by that very fact.

I believe the matter should be gone at slowly as was the auditing of publications. First we could start with the question of recognition and after that was handled in a uniform way the A. B. C. could go into the matter of auditing and more detailed investigation.

Something of this kind has got to be done if the advertising business is ever to be rid of the suspicions which have hung around it always.

By W. S. LOCKWOOD, Advertising Manager, The H. W. Johnson-Mansville Company, New York:

When a publisher grants recognition to an agency, he virtually, by

that act, tells the business public that this agency is a reliable concern to do business with. Does he know? What tests does he employ? If his business is well organized he undoubtedly applies the financial test, he undoubtedly determines in advance whether or not the new agency can fulfill its financial obligations.

But in any effort to regulate advertising agencies it would be necessary to go further than this. In other words, we should know that in addition to being able to fulfill its financial obligations, the agency is able to fill the other obligations which are implied by its very existence.

Are its heads men of experience and ability in advertising? Have they proved by past performance that they are worthy of being entrusted with the advertising accounts of businesses?

Now, this second requirement looks simple, but it is not so simple as it looks when it comes to passing judgment. Ability is, partly at least, a matter of private judgment. You may think that John Smith is a man of ability and I may think that his skull contains nothing but goose grease and his success has been entirely good-luck.

Even the question of the requisite experience is a difficult one. Two or three years' experience along certain advertising lines would teach a man more than a life time in other branches of the work. But, I am sure, it is not necessary to pile up illustrations. You know what I mean as well as anyone, as far as the financial part of the obligations are concerned. I quite agree that there should be some supervision, but as far as the other side of the question is concerned, I am afraid of supervision; I am afraid that if continued it would result in grave injustices.

The continued progress of the advertising business requires the constant infusion of new blood. Advertising enterprises must be attractive and it is better that occasionally some unworthy fellow take a fling at it than that too much supervision restrict the business.

By E. E. HAIGHT, Manager of *Motor Age*, Chicago:

We surely agree that there is some need of establishing a standard, or standards, for advertising agencies to live up to in order that publishers, as well as advertisers, may be protected.

Regarding the methods you propose, it hardly seems to us that the

Audit Bureau of Circulations could "tackle the job" because they are not yet equipped to audit the quality of their own publisher members. Auditing the character and financial condition of a concern calls for entirely different machinery than auditing circulating figures.

If this were handled by the A. A. A. A. there would be the same objection as when the publishers used to have their own audit bureaus; the scheme is open to the criticism of prejudice and favoritism.

Regarding your third method, the publisher, to examine into each agency that offers him business, individually. This does not have the advantage of a central court and isn't much of an improvement over present conditions.

Just as the A. B. C. gains its strength and authority from the fact that advertisers are back of it so would an organization composed of publishers to standardize agency requirements be powerful and recognized. It would seem to us that the Periodical Publishers' Association, or another similar body that has just been organized would be the proper medium to undertake this work.

And when standards are being drawn up we are sure that business papers would not want advertising agencies to be judged according to their size, their volume of business, or their capital or surplus on hand. The excellency of service rendered by advertising agencies is not at all in proportion to their size and it might be advisable to even go so far as to establish standards for strictly service agencies who furnish schedules and copy and cuts but whose business is billed direct to the advertiser. We believe it would be a great mistake to establish standards of size that would eliminate these small agencies that render a real service regardless of their financial strength.

By MAC MARTIN, President of the Mac Martin Advertising Agency, Minneapolis, Minn.:

Because I have always admired ADVERTISING & SELLING and because this publication has done so much in the past to further the interests of advertising and to make the machinery of the business more clear in the minds of the uninitiated, I wish to vigorously protest against the appearance of such articles as the one entitled "Auditing the Advertising Agencies" in your issue of April seventeenth, 1920.

Personally, I cannot see why so many people are always harping on

this subject of who is entitled to recognize the advertising agent and who is in the position to pass on his franchise. It is a deplorable fact that in order to start in the advertising business one must go to a number of recognized bodies. There are plenty at the present time and it would seem that anyone who suggests more is only attempting to throw another monkey wrench into the machinery.

Lawyers obtain their franchise by being admitted to the bar. Doctors and Certified Public Accountants obtain their franchise by passing State Board examinations. The American Association of Advertising Agencies has as one of its first purposes the passing upon the ability and financial standing of members. It is right that the trade should pass upon these matters. It is done in all other professions. The Audit Bureau of Circulations is not equipped to do this work and has no interest in such work. The American Association of Advertising Agencies welcomes every new and old agency which can pass the requirements.

That there are only 117 members at the present time indicates that there are only 117 agencies which are entitled to membership or willing to submit themselves to the test of membership. Every conscientious agency should be a member of both the American Association of Advertising Agencies and the Audit Bureau of Circulations. The unthinking, who have not gone through the experience of those who have studied this matter may carelessly get the notion that there is some point to your article and away we go on another tangent. If you would spend the same amount of space to show what the American Association of Advertising Agencies is really doing in building up the business and in passing on members' qualifications and if this space urged those who are attempting to conduct an agency business and who are not members to apply for such membership, you would be doing something constructive and helpful to the advertiser, the publisher and the public.

By W. C. GARWICK, Advertising Manager, Certain-teed Products Corporation, St. Louis, Mo.:

There are three things that we require of an agency—honesty of purpose, qualifications as an agency, and the ability, as an organization, to render service. We want them to be honest with themselves, hon-

(Continued on page 29)

Nearly
everybody
worth while
reads
Cosmopolitan



MANAGER'S OFFICE

250 ROOMS

250 BATHROOMS

HOTEL MASON

GEORGE H. MASON,
MANAGER

JACKSONVILLE, FLA.

December
30th
1919.

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

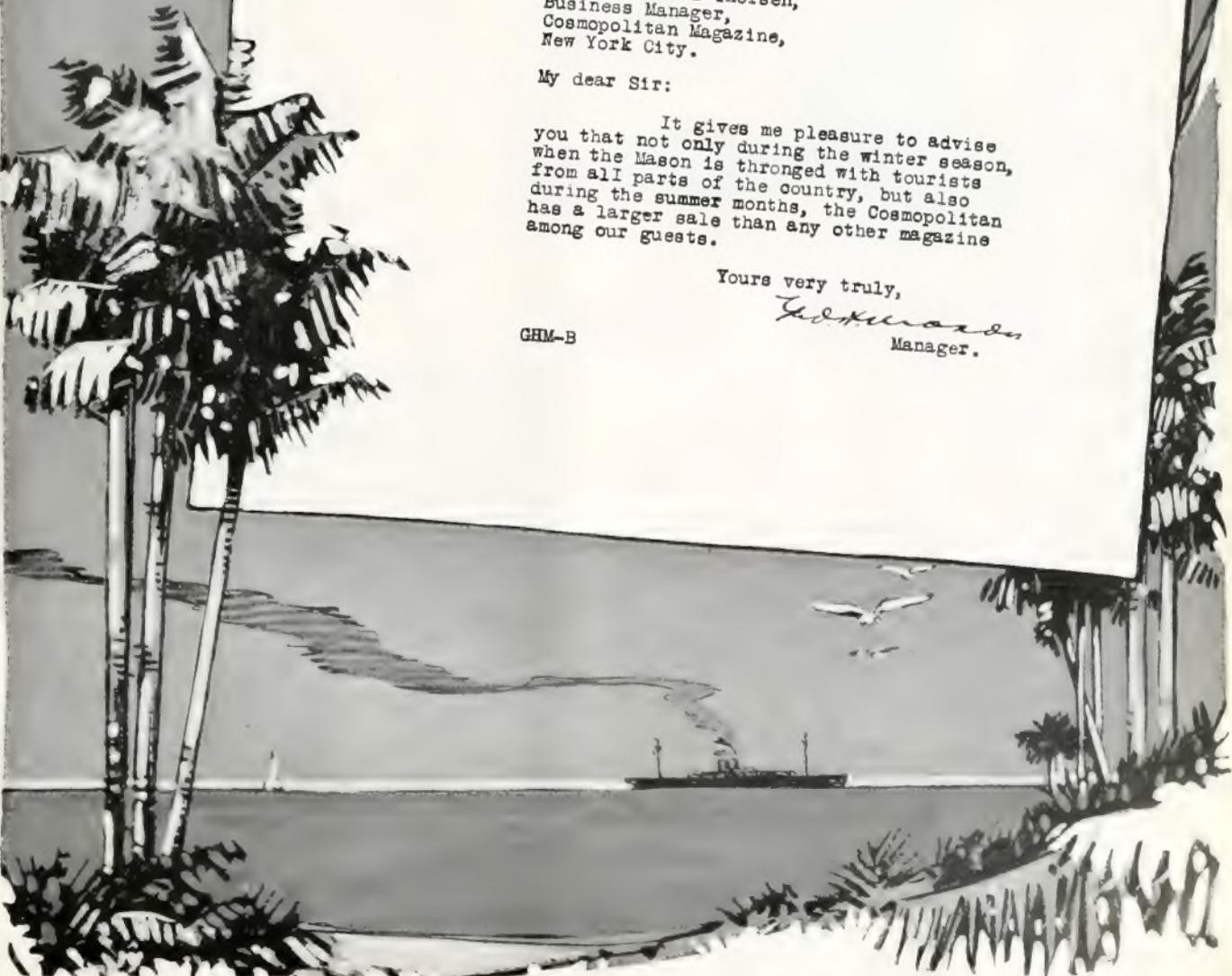
My dear Sir:

It gives me pleasure to advise you that not only during the winter season, when the Mason is thronged with tourists from all parts of the country, but also during the summer months, the Cosmopolitan has a larger sale than any other magazine among our guests.

Yours very truly,

G. H. Mason
Manager.

GHM-B



A Line Leader in Five Years

How Advertising Plus Quality Plus Good Salesmen Put An Infant Concern to the Forefront

By C. L. NELSON
Sales Manager, Vivaudou

VIVAUDOU began to sell perfumery and talcum powder five years ago. We started on just about nothing, as big business goes. Today, the name of the company and of the various brands of goods it manufactures—Mavis, Lady Mary, La Boheme, Lilas Arly, Pour La France, etc.—are as well known as the names of any of the concerns or perfumes on the market; we are accepted as being one of the leaders in the line, and are enjoying a whale of a business as a reward for the consistent application of the several principles we felt were the essentials of success.

True enough, there were many other fields of endeavor where a newcomer might start with less friction and less competition than in the perfumery or toilet goods field. But the men behind the organization were well versed in the ramifications of the game and had the elements of success ground into them through long acquaintance with its demands and needs.

Thus, the first stone was laid for the work to follow—thorough knowledge. To that intangible resource we added about \$12,000 for advertising to carry us through the first twelve months. It did. And, incidentally, it brought back to us nearly \$100,000 worth of business. In the second year we doubled our appropriation and the sales doubled. Each succeeding year we doubled the publicity fund, keeping step with the sales, until we reached the point where we feel safe in saying that the year 1920 will show a total volume of business not less than \$8,000,000.

A MILLION A MONTH TO START
We started off toward that figure

with a pretty healthy jump—a million dollars' worth of sales for January!

This success, we feel, is due to three fundamental things:

First—Quality of product.

Second—Consistent advertising.

Third—Salesmen with the right relations in the field.

The first element is one that, of course, advertising men are particularly interested in. The figures quoted say all that is necessary on that score. The second element, however, is worthy of more attention right

here. We believe in advertising, as you comprehend. We believe that the women's magazines are splendid mediums and we know that they have paid us well. Our advertisements are running and will run in all of the women's periodicals of consequence as long as we are in business.

Our faith in color, too, is strong—color used judiciously but freely and effectively. In fact, the only complaint we have to offer against the mediums of to-day is that they are not all able to give us the sort of color printing we desire. However, time will take care of that. You may gather an idea of our faith in the women's papers from the

fact that this year we will spend \$108,000 for twelve color pages in the *Ladies' Home Journal* alone.

GRAVURE SECTIONS GOOD

Speaking of mediums, it has also been our experience that the Sunday gravure sections are excellent for advertising purposes. The mechanical treatment of the ad made possible by the process lends a charm and distinctiveness that couldn't be approached in black and white and is very often missed in a half-baked color job. I would much rather have a gravure page than a color page in a magazine if it isn't printed to perfection!

In this Sunday gravure advertising, figures show that the returns from it have been at least double the returns from the black and white insertions used. There isn't the slightest doubt but what it is the better bet of the two.

Another form of advertising to which we have always resorted is the distribution of samples. In our advertising we have always mentioned the fact that samples might be obtained and our retailers also assist in this work. It is our opinion that sample distribution is the

best sort of advertising, theoretically. Practically, however, it works out a little differently—if a man's samples get a 50 per cent legitimate circulation, he is lucky. There are so many people who write for them for every reason but to use them that the real value is lost in the majority of cases. Then, too, children make a habit of answering the advertisements for free stuff;

samples are stolen in the stores; they are given to the baby for teething purposes.



Simplicity of Appeal Combined with Striking Copy Effect; the Type is Omitted Here



A Typically Brief Vivaudou Advertisement Occupying Page Space

A Warning to Newspaper Publishers

Unless the publishers of daily newspapers and periodicals confine their consumption of print paper to the amount they used in 1919 they will be endangering the whole publishing industry.

In the case of new publications, supply can be bought in the open market without serious menace to the situation.

Honorable paper manufacturers heartily fall in with this policy, for they, knowing the facts in the situation, realize that very high prices will be destructive of long-range prosperity.

The speculators and gamblers in print paper tonnage will be defeated in their profiteering if all publishers adhere to the policy above indicated.

JASON ROGERS

Publisher New York Globe

New York, May 5, 1920



A perfumed atmosphere pervades this specimen of Vivaudou advertisement

We are seriously considering the discontinuance of the sample system. CONSIDERABLE ILLUSTRATIONS USED.

Our advertisements, as you know, consist principally of the illustration. There isn't much copy used, but our slogan—the single word “Irresistible”—is constantly pounded into the reader's minds. Knowing the attention and memory value of color, we base our appeal on a characteristic style of illustration and never let up in presenting our message again and again. We don't cater to the spasmodic style.

The arrangement of the appropriation set aside for advertising is somewhat peculiar, perhaps, compared to the usual method. To be exact, there is no set sum put aside—the lists are never closed and the amount is never fixed. This year we anticipate spending a half million for advertising, but that isn't definite. For every time our sales volume advances \$100,000 our agents are instructed to invest \$6,000 more in publicity.

We endeavor to keep the percentage at about six, but that won't always be the case. After we reach an annual volume of \$10,000,000 a change will have to be made, for the second ten million is going to be more difficult to get.

Another little peculiarity in connection with the Vivaudou business is the fact that despite our \$8,000,000 sales mark, we only utilize the services of nine salesmen. The largest house in the line with the smallest sales organization in the field! This is possible because of the fact that we pick the right men and because we depend upon the jobbers for a great deal of our business.

Our line is sold to the public principally through drug and department stores, and we are pleased to say that we enjoy exceptional cooperation from the jobbers. Many men in the marketing field claim to have various condemning criticisms about the jobbing trade. But we have found that when cooperation is shown them, they return it in goodly proportions.

It is our opinion, based on experience, that the jobber will work hand in hand with the manufacturer if he is treated satisfactorily.

Be that as it may, we are satisfied. On my desk at the moment is an order calling for one and a half million cans of our goods—totaling \$216,000. It is the largest ever placed in this field. And it is from a jobber!

Out on the Pacific Coast all of our marketing, selling, warehousing, and other distributing problems are cared for by a Denver jobbing house. Our relations are so satisfactory that he tells me he will triple his business this year.

If I am not mistaken, one of the common kicks against the jobber is that he won't handle unadvertised goods. An investigation in the South showed us that one-third of all the goods sold there through jobbing houses (of our line, of course,) consisted of “trailers” or stock never advertised. We have no trouble at all in arranging with any of our jobbing houses to carry the Vivaudou line divided into two-thirds advertised goods and one-third unadvertised.

Another point which has been brought to our attention in this field is that dealer or retailer cooperation is absolutely essential. This thing called “consumer demand” may exist. But without the good will of the retailer and his clerks it doesn't amount to much in the long run. And, as we see it, the surest way to secure dealers' good will is through the profits paid him.

Our national advertising is helping to do that, and the bare fact that we have sprung from infancy to the leadership of the field in a mere five years speaks fairly well for the degree of accomplishment that can be definitely traced.

One more interesting thing before the end—and it is right in line with this question of “dealers' acceptance.” The consistency and frequency and quality of our advertising is not only keeping our regular trade “sold” on Vivaudou, but has brought to us, unsolicited, requests for the line from such people as wholesale grocers, wholesale notions and dry goods distributors. In several instances even the Government has specified our goods in its contracts.

Which rather adds strength to our very definite ideas about the kind of advertising and trade cooperation a house ought to sponsor.

Collier's

THE NATIONAL WEEKLY

Under the Act of March 3, 1879 5 CENTS A COPY

SUN 
VARNISH
Defies Weather and Wear

TRADE MARK

Sun Varnish *and* Collier's

The Sun Varnish Company is using Collier's as the backbone of its national advertising campaign.

Watch Collier's

Building Up Internal Cooperation

The Excellent Uses to Which the Hercules Powder Company Puts Its Magazine, "The Mixer"

By HARRY ROBERTS, Jr.

Editor, The Hercules Mixer

THE Hercules "Mixer" is strictly an internal house organ, or employe magazine. It was started a little over a year ago for the purpose of providing a medium for the interchange of company information, news, and ideas, and at the same time to afford a direct means of reaching the entire organization with material of value in building up cooperation and stimulating company spirit.

This definition of purpose is very general and in its essentials might be given by hundreds of other businesses that publish house organs. The methods employed in carrying out this purpose, however, are far more definite and might be of greater interest. Ordinarily, "The Mixer" carries thirty-six pages, including a four-page cover. The front half of the book, i. e., front of the center spread, is devoted to what might be called company magazine stories, ranging in number from four to seven, and in number of pages from one to six each. These stories cover a wide range of subjects, but they have one characteristic in common, which is always kept before the readers: The subject of every story pertains directly to some phase of the company's business or its personnel. For instance, nearly every issue contains an article on one of our plants.

FOCUSING COMPANY ATTENTION

These articles consist of brief historic sketches, interesting features of present-day equipment and operations, and as complete description as possible of community life, schools, churches, and social and athletic activities. In addition to these plant articles, last year a series of non-technically treated stories dealt with the manufacture of the Company's principal commodities and their ingredients. This year a series is appearing on the ultimate uses of these commodities in the various industries throughout the country. Other material used in this part of "The Mixer" includes articles on the organization and personnel of various departments, unusual and interesting uses of explosives, new company pro-

jects, and similar miscellaneous subjects.

The part of the magazine back of the center spread is largely departmentalized. One page is devoted to happenings at the Home Office, handled largely in country newspaper style, another page to notes from the branch offices, and a third page to plant news. In all three of these cases, however, the material is not limited to an even page, but everything contributed is used, although often in a revised form, and if necessary it is continued to one of the two or three last pages which are allotted to that use.

Another department is that which contains articles, news, and general information of particular interest to the company's sales force, and there is also an even page given to fire and accident prevention. Numerous cartoons, short stories, and other miscellaneous contributions also receive space in this part of "The Mixer."

It will be noted that, as stated above, every bit of the material that goes into this house organ pertains to the Hercules Powder Company. No house organ service is purchased and no clippings are used. Rigid adherence to this policy has been, it is believed, largely responsible for the fair measure of success that "The Mixer" has attained. It is exclusively a company paper.

ORGANIZATION PERSONNEL

As to the organization and personnel of "The Mixer" and the methods employed in obtaining material: An editor devotes practically his entire time to the magazine. With the exception of clerical assistance, no one else is employed on the publication, or receives compensation for work on it. The magazine articles, referred to above as composing the first half of each issue, are either written by the editor or arranged for by him with the person in the company best qualified to handle the particular subject. The departmental material, however, is handled by a "Mixer" correspondent at each branch office and plant. These correspondents were selected by the branch managers and plant super-

intendents. It was found that almost invariably someone in each unit of the company possesses a knack and liking for work of the kind, and while in several cases the wrong man or women was first selected, generally, and without friction, the right person soon shouldered the work. These correspondents are kept fully posted from "The Mixer" office as to the kind of contributions desired and the manner of treatment preferred. It must not be thought, however, that the correspondents themselves do all the writing which comes in from the branch offices and the plants. They are encouraged to obtain as much material as possible from other members of the force and to supervise its preparation. Furthermore, any member of the company may send direct to the editor of "The Mixer" any contribution he desires, although in nearly every case copy is forwarded through a correspondent.

It was recognized from the first that in order for "The Mixer" to accomplish its purpose it had to be popular, and with this in mind nothing was spared on the appearance of the magazine. Type was selected with a view to maximum readability; headings and captions were simplified and standardized, and great stress has always been laid on plenty of company photographic material. The pictures that have been published have in many respects accomplished as much good as the reading matter. A painstaking effort is made, not only to show officials of the company, but, at the same time, and in a much larger proportion, photographs of workmen, their homes, and their families. Just as in the branch offices and plants news departments all the news notes that can be obtained are used, so in illustrating "The Mixer" it has been a policy to obtain as many pictures of members of the organization as possible.

STRIKING A GOOD BALANCE

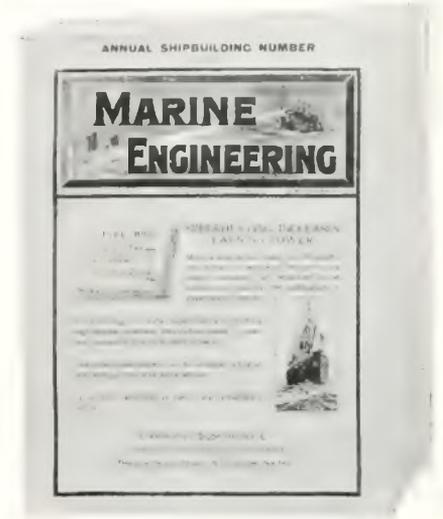
The result of this has been a house organ with sufficient of the personal material, both written and illustrated, to balance the more instructive, magazine-style articles al-

"THE HOUSE OF TRANSPORTATION"

Chapter Two

IN the last issue of this publication we told about the "Shipbuilding Cyclopedia" the first section of the Shipbuilding Unit of "The House of Transportation"

The second section is represented by
 "MARINE ENGINEERING"
 which we have just bought.



"Marine Engineering" has long been noted for its high standing amongst those who design and build ships. To its already competent staff will be added F. B. Webster, Editor of the "Shipbuilding Cyclopedia," who now becomes Editor of "Marine Engineering" also, and his staff of associate editors and contributors. Together they will produce an engineering paper devoted to shipbuilding which will be second to none in the field of technical journals.

Both the Service Department of the "Shipbuilding Cyclopedia" and the Whole Research and Field Service of the Company, will be used to prepare the right kind of advertising copy, give advertisers information about market possibilities and insure a circulation that will be as nearly 100 per cent perfect as possible.

A new schedule of rates for advertising in "Marine Engineering" had already been put into effect when we bought the paper. That same schedule, with a few modifications, will be continued for the rest of the year. Send for a copy, and say whether or not you would like to have a representative call and tell you more about our plans.

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.

ready referred to. The engravings used in "The Mixer" cost considerably more than the printing costs, but it is believed that the money is well spent, and that only by combining copy with plenty of interesting pictures can a magazine of this kind really hold its readers.

As stated before, "The Mixer" is designed primarily for members of the organization. This is kept constantly in sight. Nevertheless, there is a large exchange list, and many customers of the Hercules Company and outsiders who are interested receive it, though not as a sales publication. In this way it undoubtedly has advertising value, and in many instances helps to make friends for the company.

"Happiness" Candy Stores Open

EVERYBODY happy? Throughout the week the faces of sundry pretty girls, smiling youths and merry children have been popping out of big blocks of white space in the New York newspapers to announce cheerily that they were happy and that, by the end of the week, everybody was going to be happy.

Throughout several weeks remodeling work has been going on in a number of stores all over the big city behind huge sidewalk shields extending up to the second stories of these store buildings—shields that have been converted into attention-compelling billboards, illuminated by special lights at night, bearing the mysterious words—

"Happiness in Every Box."

These latter days smiling faces in colors—the same faces that appear with the newspaper copy—have blossomed out on the billboards—happiness in every face.

PAVING THE WAY

These were the teasers launching the advertising campaign of the Retail Candy Stores Corporation, preparatory to the opening of the corporation's first completed store, at No. 25 West Forty-second Street, New York, scheduled to begin business today. They are the initial steps toward planting in the candy buyer's mind the definite impression that the R. C. S. C. has succeeded in boxing up generous chunks of happiness in each of its attractive candy containers and that the eating thereof constitutes the royal road to content.

Heralded as the largest candy store in the world, the Forty-second

street store has a counter length of 400 feet. It extends clear through the block having entrances on Forty-second and Forty-third streets and is devoted entirely to the sale of candy, without the usual soda water and ice cream accessories. Among its unusual features is a unique consumer help department—a tiny demonstration kitchen for home-made candy making, where workers from the corporation's main kitchen in the Bush Terminal over in Brooklyn show customers how these candies are produced.

The Retail Candy Stores Corporation is the off-spring of the United Retail Stores Corporation,

the outgrowth, in turn, of the system known to the public as the United Cigar Stores Company. It will be remembered how, led by the success of their cigar store chains, George J. Whelan and James B. Duke, organizers of the American Tobacco Company, inaugurated and incorporated a parent organization to promote a succession of chains of retail stores intended eventually to encircle the country.

This organization, known as "The United Retail Stores Corporation" was incorporated in Delaware, with an authorized capital stock of 100,000 shares of 8 per cent cumulative preferred stock at \$100 par value

WORLD

PLEASE ADDRESS CORRESPONDENCE TO THE AMERICAN CONSULAR SERVICE AND NOT TO BELGIUM

AMERICAN CONSULAR SERVICE

AMERICAN CONSUL GENERAL
BRUSSELS, BELGIUM
September 12, 1919.

IN REPLY PLEASE REFER TO FILE NO. 000

Messrs. "The Iron Age"
239 West 39th St.,
New York.

Gentlemen -

The complimentary copy of THE IRON AGE, to which you refer in your letter of July 24th, has been received and placed in the Commercial Library here. The information regarding the annual subscription price will be given to anyone inquiring.

Every issue of THE IRON AGE received here is carefully preserved as it is found that many Belgian inquirers who call here prefer it to other publications in our files. The "Preferred List" Directory is very convenient and the publication as a whole is almost invaluable to the Commercial Department.

Yours very truly,
HENRY H. MORGAN, Consul General,
By *Carl C. Barry*
Carl C. Barry, Vice Consul.

and THE

and 1,160,000 shares of common stock with no par value.

SOME OF THE EXECUTIVES

The announcement of the organization and plan of campaign of the Retail Candy Stores Corporation as made in a recent issue of the *Retail Public Ledger* of Philadelphia tells of the selection for the executive offices of the corporation of some of the best known candy men in the United States. These include, as vice-presidents, Irvin Fuerst, senior partner of Fuerst & Kraemer, whose five model candy stores in New Orleans are known all over the south; Charles G. Guth, of the Chocolate Products Company

of Baltimore; and Edward Wadsworth, of the Wadsworth Chocolate Company, of Newark.

Mr. Fuerst will devote his particular attention to the production of the many varieties of southern candies, including the world known "Creole Pralines," essentially a product of the South.

Mr. Guth will give his entire time to the production of his famous chocolates and French bonbons and Mr. Wadsworth will cater to those who appreciate home-made candies at their best, fresh from the kettle. In order to make this possible a factory has been established at the Bush Terminal Warehouse in Brooklyn and frequent daily deliv-

eries of fresh candy will be made to all the retail stores.

BOX SALES ONLY

One interesting part of the sales program is that all candy will be boxed, wrapped and sealed at the factory, insuring a maximum of cleanliness and a quick efficiency in selling. Open boxes of all the varieties will be shown on the counters for the purpose of selection, but no trays will be shown at the stores. Profits will be on narrow margins and will depend on volume of sales.

Saleswomen will be instructed in the most up-to-date and progressive sales methods through the use of lectures, educational booklets and efficient training. It is the object of the organization to keep its sales force thoroughly instructed in the dietetic values of the different kinds of candy in order that they may be fully conversant with the goods they are selling.

Unusual window displays will be another feature that will be stressed in all the stores. In fact, the display of candy under the most attractive conditions and in every original way will be the aim of this company, which will make every effort to establish a firm foundation on which to build a large and permanent trade.

It was decided to make the introduction of the retail candy stores in New York City. The opening of the Forty-second street store will be the first step, but every week thereafter for nineteen weeks a store will be opened in the big city.

W. S. Crawford Coming to Convention

W. S. Crawford, of W. S. Crawford, Ltd., London advertising agency, will attend the convention of the Associated Advertising Clubs of the World at Indianapolis in June. Mr. Crawford, is one of England's most popular advertising men, and is well known in this country. He recently donated a beautiful trophy, known as the Crawford Cup, for the betterment of advertising competition among members of the London Publicity Club. It will be awarded at the Publicity Club Annual Dinner, which is to be held on May 10.

Chicago Agency Changes Name

The corporate name of Mallory, Mitchell & Faust, Inc., Chicago, has been changed to the Mitchell-Faust Advertising Company.

Borg Is Director of Advertising

B. B. Borg has been appointed director of advertising for *Educational Film Magazine* of New York. Dolph Eastman is editor of the publication.

Collin Armstrong Appoints Follett

George E. Follett has been made production manager of Collin Armstrong, Inc., in New York.

TRADE

THIS letter from the American Consulate General in Brussels, Belgium, tells its own story.

Here is another illustration which shows that *The Iron Age*, in fulfilling its mission as "The World's Greatest Industrial Paper," is rendering a splendid service to industrial leaders abroad, as well as at home.

The men who read *The Iron Age* in Europe, the Orient and all other parts of the world, are vitally interested in developments in the machinery, automotive, shipbuilding, railroad, farm implement, foundry, iron, steel and other metal-working fields. These men are all prospective customers of the advertisers in *The Iron Age*.

Abroad, as in America, *The Iron Age* readers are the executives charged with the problems of management involved in purchase, production, costs and sales. If you want to sell your products overseas, at the same time thoroughly cultivating home markets, advertise them in

THE IRON AGE

The World's Greatest Industrial Paper

Established 1855

239 West 39th St.

New York City

CHARTER MEMBER A.B.C. and A.B.P.

IRON AGE

The Measure of a Great Advertising Man

Frederick Arnold Farrar, Whom Indulgent
Life Has Endowed With Many Rare Qualities

By ROCKWELL HINKLEY

IN THIS DAY of restlessness and eternal looking for "fresh fields and pastures new," it is indeed gratifying to find a man, a past master in his especial line, who has been content to stay long enough with one company to become really nationally identified with it and its remarkable growth and prosperity.

We refer to that superb craftsman, Frederick Arnold Farrar, advertising manager of the firm of Adams & Elting, paints and paint specialties, Chicago. After a careful survey of what Mr. Farrar has done, both in and out of his main line of endeavor, we feel that his talents are so rarely combined that it is hard to know just how to classify him—a man of keen business acumen and gentle sentiment, a clever salesman, a versatile writer, painter, musician, and, as we are chiefly concerned with him, an advertising manager of the highest and most efficient type. It is seldom that the gods bestow so many talents upon one human soul and it is

most gratifying to see the way that Mr. Farrar has so unselfishly shared these talents with his friends individually and with a wide reading public in general. It is a fashionable complaint that the modern working man takes no interest in his work, that he does not show initiative or take responsibility. Mr. Farrar must be the exception that proves the rule. Every one of the several lines that he excels in is turned in the direction of promoting the particular business that he is engaged in, making him a human

dynamo, generating great power under careful and intelligent control.

FROM DUBUQUE TO BOSTON

Mr. Farrar was born in 1877 in Dupbuque, Iowa, as lovely and pic-

artist mother and a naturally highly developed imagination was much enriched by the close contact with a woman of such rare gifts as hers. He had a naturally sprightly wit

in writing, so that it is not strange that his first business venture was with the Chicago Newspaper Union. One year later he left to go with the Bimur Engraving Company.

After two years here he was obliged to leave on account of failing health and went into the northern Wisconsin and Michigan woods to recuperate. The inspiration of the woods, and the magic nature notes all about him, could not help but furnish endless themes for this born writer and he at once began to capitalize his ideas.

His first work was a series of prose poems that appeared with his pencil sketched illustrations in various Chicago newspapers. He also did many feature stories for the Chicago *Daily News*. He remained in the woods, writing, painting, thinking and storing up ideas

for the better part of two years.

When he returned to Chicago he was in splendid physical and mental condition, ready to do big things. Business advertising and salesmanship through brush and pencil, plate and dye, became a particular obsession with him. His first connection was with the J. W. Farrar Co. as head of the Art Department. After a little more than a year in 1907, he went to the Adams & Elting Company as advertising manager of Ad-el-ite Paint Specialties. His rise was rapid. Although he had no



FREDERICK ARNOLD FARRAR

turesque a little nestling city as one may find along the whole length of the winding Mississippi. Early in his life his family moved to Boston and it was in the East that he received his academic and college education. His mother was Agnes Whiting, a famous artist, and his grandfather was Frederick W. Farrar, Dean of Westminster Abbey, a great man in England and a writer of much note.

While he was in school Mr. Farrar traveled a great deal with his

The Biggest Need of Industry:

“A Peace of Understanding”

WITHOUT a shadow of doubt, a definite productive “Peace of Understanding” between labor and capital is the biggest need of the day.

All over the country the big men of industry, the men of vision are searching for the means of bringing this to pass.

And daily in spite of strikes and unrest, we read of some great industrial plant which has found the key to working, productive harmony.

As part of its work of building a better Americanism

The Magazine of Better America

Red Cross Magazine

The RED CROSS MAGAZINE is working and will continue to work to promote real understanding between employer and employee.

For months, its human, constructive articles have been bringing worth while thoughts to thousands of big business men who are among its readers.

The quotations reprinted here are a significant testimony to the value of this reader service.

We will be glad to mail you the current numbers. They will give you a new conception of the possibilities of a magazine.

The RED CROSS MAGAZINE

Owned and Published Exclusively by The American Red Cross

1107 BROADWAY, NEW YORK CITY

Chicago

San Francisco

Boston

“Significant Testimony”

“In your October issue there appeared an article by Mr. W. A. Wolff entitled ‘Mending Your Business.’ This article describes the working of Industrial Democracy in our organization. You may be interested to know that this article aroused considerable interest and since its publication several delegates of manufacturers have requested interviews at this office for the purpose of obtaining our experience as to the actual working of the plan. By bringing the subject of industrial democracy to the attention of your readers, you have well performed your purpose of service to them.”

B. A. Martin,
Wm. Demuth & Co., 230 Fifth Ave., New York

“We are desirous of obtaining 25 copies of the December Red Cross Magazine, containing the article entitled ‘The Valley of Fair Play.’ We want everyone of our superintendents and foremen to read this article and put its principles into practice.”

W. C. Helen, Treas.,
Russell Miller Milling Co., Minneapolis

“In the September number I read an article entitled ‘Mending Your Business,’ by Wm. A. Wolff. From this article developed the plan for our employees. We are very enthusiastic about it, and know it will work. Articles on these lines should certainly be a great help these days.”

Louis Stewart, Jr.,
James McCreery Co., 5 W. 34th St., New York

“I am very much interested in the splendid articles on Employer and Employee which you have been running. I would like very much to obtain a copy of the October, November and December issues, which I do not appear to have. This is a subject that is of vital interest to us as well as to any other employers of labor.”

Norton Mattocks, Adv. Mgr.,
Klearflax Linen Rug Co., Duluth

special training for the particular business of advertising, he had a rich accumulation of ideas to draw upon, both natural and acquired; an accumulation, in fact, that has proved to be a vein of purest gold.

His connection with the Adams & Elting Co. has developed an inspiration and esprit de corps unique in its history. Its advertising began to take on a truly literary character. As a man is known by the company he keeps, just so a product is known by the advertisement that spreads its fame—providing the product proves to be as good as its label implies. Mr. Farrar believed this so thoroughly that he at once set about to give his particular paints a reputation and distinction both creditable and characteristic. He was a pioneer in this line of truly literary advertising work. He was forever on the scent of new packages, new labels, new ways of bringing the peculiar advantages of Ad-el-ite before a discriminating and appreciative public, a public which he assumes has an artistic taste. His company, under his guidance, put out a booklet, the "Home Decorator" illustrating and explaining the benefits gained by the use of their products. It was a really usable, worthwhile manual for interior decorators, showing combinations of ceiling, side wall and border, and has proved one of the best sales-getters they have used.

All along the line the Adams & Elting Co. has generally specialized in its advertising, as it has on "Hygienic Kalsomime." Another example of their special advertising is their "Hy-Pol," which is being given a contract that runs into thousands of dollars and is to appear for five years in big space in the elevated stations of New York. Their advertising in popular magazines and trade journals is of the finest type and has developed large markets for Ad-el-ite products, and Mr. Farrar's merchandising intuition has cultivated new possibilities and new fields, firmly establishing his reputation as a business builder.

THE GENTLER SIDE OF A BUSY MAN
But Mr. Farrar is never so busy that he allows the softer, gentler side of his nature to become neglected or stagnant. He is a great lover of nature, of music, of the beaux arts in general and of his brotherman in particular. There is scarcely an organization, local or national, that is in any way allied with Mr. Farrar's vocation or avocation, of which he is not an active supporter and subscriber. He was especially interested in all the fields of Red

Cross and other war activities. For two years he was vice-president of the Chicago Advertising Association, the largest body of its kind in the States. He was chairman of their Convention Committee at the Philadelphia Convention, taking down the largest delegation ever attending a similar affair from an individual club.

He shows his love of humanity and the happy way he has with children in his interest in and work done for the "Off-the-Street Club" which is supported entirely by the Chicago advertising men. He is chairman of their publicity committee and arranged the entertainments

for these children throughout the winter.

He is also chairman of the Treadors, a club of international paint manufacturers; vice-president of the Chicago Artists' Association and Chairman of the Graphic Arts Committee.

While he was in the Northern woods in an effort to bring back his strength, he was encouraged to cultivate his voice as a means to restoring his general health. To do a thing at all was to do it painstakingly and thoroughly and Mr. Farrar studied seriously with such musicians as Francis Walker of Flor-



The
COPPER FARM PRESS
1,100,000 SUBSCRIBERS

**"Cheaper, easier, better
to create new customers
than to take them away
from the other fellow—"**

Henry L. Doherty

**A virgin market
for *your* product
in the Midwest?—**

ence, Italy; and Charles W. Clark, the most successful baritone and teacher of Paris. Since that time he has sung in many cities and has been soloist for the Tomaso orchestra and is a member and soloist for the famous Chicago Ad-Choir.

He is a member of the Atlas Club and president of the Playgoers Club.

HIS VARIED INTERESTS

To show that his interests and energies run along civic lines as well as social and business, it was Mr. Farrar who, a few years ago, started the city clean-up movement. He is largely responsible for the

sanitary condition of Chicago's alleys and streets. He wrote all the copy and helped develop the plans for these clean-up campaigns, not only in Chicago, but in many cities throughout the central and western states. The Chicago Association of Commerce sent him all over the country to address other commerce bodies upon this subject.

Mr. Farrar has other gifts that he shares with people outside the purely business world.

As an artist Mr. Farrar has become very well known indeed. Every picture that comes from his hand breathes and glows with the

same wholesome happiness and inherent beauty that characterizes the rest of his many efforts. A very attractive collection of his water color etchings was displayed at the Auditorium during the war and most of the gems sold for the benefit of the Italian Ambulance fund. Mr. Farrar has put in all an underlying human appeal that indicates his "heart for all," and many Chicago institutions, many centers of the sick and friendless have for years benefitted by the ever generous giving of his talents.

His management of the various affairs given by the Playgoer's Club has at all times demonstrated Mr. Farrar's resourcefulness, wit, poise and energetic personality, and one never sees the President with anything but a "cheer-o" on his lips and a word of encouragement to all.

SOME OF HIS PLEASURES

It would not be fair to fail to mention two of the biggest interests in Mr. Farrar's life—namely his two charming little daughters, Virginia and Phyllis. On many occasions they have served as models for their father's most successful pictures.

Mr. Farrar is a keen sportsman and loves to play golf and to go to Chetek, Wisconsin, and catch big fish. But, according to his own words, he thinks that advertising is the finest and the most fascinating calling in the whole world. "I love every phase of it. My blood tingles as we plan the plays and work them into winners. And it is a noble game—played cleanly it accomplishes so much more than mere dollars, though that is the visible and essential goal. Broad-minded commercial publicity is one of the greatest, most enlightening, developing and constructive forces in the world. We stand for the best advertising, as measured by the best standards, and we aim to do our share in raising these standards for the public good."

We have read many bits of characteristic Farrar philosophy and through it all one sees nothing but the optimist. For instance:

Be a bright-sider.

Establish intimacies with all good things.

Non-fading—a great quality for stains and smiles.

Enthusiasm is a big asset—it creates a purchasing atmosphere.

A good manager seeks to correct faults, not expose them.

Public confidence will serve you faithfully until you begin to abuse it.

See that your life will stand the

— One day spent in visiting a typical Midwestern farm home and its trading center would cause many a manufacturer to wonder why he had never realized the extent of this big, scarcely touched market—so amazing are its possibilities and so surprisingly lacking in competition.

This lack of competition exists because manufacturers feel that they are setting sail on uncharted seas. They do not realize the utter simplicity of reaching their farm market, so accustomed are they to the complex and varied appeals necessary to capture and hold the city trade.

As a sample of its simplicity, consider the farm market of the Midwest. One medium—THE CAPPER FARM PRESS—effectively covers this market, reaching one out of every three farm homes in this territory. It has the added power of being published in the heart of this market, its editors being part and parcel of the life of their field.

Furthermore, our Bureau of Research KNOWS this territory thoroly and a special investigation of your market will be made for the asking.

The CAPPER FARM PRESS

(MEMBERS A.B.C.)

Arthur Capper, Publisher

Marco Morrow, Asst. Publisher

TOPEKA, KANSAS

chemical test without showing yellow.

Check the loose habits of today before they become character tomorrow.

Let your handshake be an inspiration and your voice a bracer to the quitter.

One might go on indefinitely quoting Farrarisms because it is difficult to pick out just the good things he has said and to mention all of the inspirational helps he is at all times scattering along the road he travels. Likewise, it is hard to predict just how far Mr. Farrar will go in his profession. For so young

a man he has a wonderful record back of him and has indeed learned the luxury of doing good, and has found that the secret of happiness, as well as service, is never to allow his energies to stagnate or his "Adel-ite" to be hid under the proverbial bushel.

Publishers Adopt Resolutions at Atlantic City Convention

Among the many important resolutions adopted by the publishers who constituted Group Eight of the Convention of the Chamber of Commerce of the United States, at Atlantic City, last week, was the following on the dangers of a tax on advertising:

LIFE'S Foresight

One year ago when we announced our policy of arbitrarily limiting the size of Life to 52 pages and holding the circulation to 300,000 we had the future in mind.

The paper situation of today (the future) proves the wisdom of our foresight.

Our paper supply is amply provided for, subject to temporary motor truck delivery.

Our restricted circulation policy assures advertisers a non-forced circulation confined to readers who buy Life voluntarily.

The maximum of reader interest.

Our restricted size, 52 pages total, assures advertisers limited advertising competition.

The maximum of reader attention.

Geo. Bee. Are

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

"Since advertising has come to be recognized as an economic force, since it is a sales instrumentality which cuts the cost of distribution of essential raw materials and manufactured goods, since it stabilizes production through giving assurance of regular demand, since advertising is simply a form of mass marketing as opposed to individual selling, and since in the last analysis advertising is not a finished product, but the means by which taxable wealth is created.

"Resolved, That we disapprove of any measure which proposed to tax advertising, just as strongly as we could oppose the special taxation of seed wheat, fruit trees or a workman's tools, believing that the interests of government and of industry will be more wisely served by taxing the products of labor, selling and advertising rather than the processes by which taxable wealth is created."

Other resolutions which were unanimously passed were: Recommendation that the existing revenue laws be revised to permit a fair allowance for good will; a second favored the Underwood Bill now before Congress, which provides for a commission to handle the paper situation; a third resolution disapproved further advances in postal rates, and favored the Fess Bill now before the House of Representatives. Resolution four opposed the control of selling prices of commodities by labor organizations; a fifth was the resolution on the advertising tax mentioned above, and the sixth and last resolution gave the attitude of the publishers on the subject of greater production. They resolved that it was their duty to cooperate with every effort which has for its purpose the increase of production by essential industries, and advocated the curtailment of expenditures for luxuries.

In connection with increased production, H. M. Sweland, president of the United Publishers' Corporation, in his address, declared that the press of America has never fully comprehended its tremendous influence, and said that the need for economic production must be told and retold in the editorial columns before the entire country is awakened to the enormity of the task before it.

Newspapers Advance Prices

The Washington *Herald*, which has been the only penny paper in the Capital raised its price on Monday to 2 cents. The price of the morning and evening editions of the *Boston Globe* has been increased to 3 cents a copy and 10 cents on Sunday.

The advance in price of the *Detroit Journal* and the *Detroit News* to 3 cents a copy on Monday, now makes the price of all four Detroit papers the same. All daily newspapers in St. Louis have increased street prices from 2 to 3 cents and from 5 to 10 cents for Sunday.

Los Angeles morning newspapers are now 5 cents daily, and 10 cents on Sundays. The *Herald* and *Express*, Los Angeles evening papers, have risen to 3 cents and the *Record* is now 2 cents.

In Columbus, the Sunday editions of the *Ohio State Journal* and the *Columbus Dispatch* have been increased from 7 to 10 cents per copy. The *Dubuque, Ia., Telegraph Herald* has advanced to 3 cents daily and 7 cents on Sunday.

The three daily papers of Paterson, N. J., the *Morning Call*, *Evening News* and the *Press Guardian* will raise their prices to 3 cents on May 10.

National Foreign Trade Council to Hold Big Convention May 12 to 15—Special Groups to Be Devoted to Advertising, Direct Selling and the Press

Arrangements for thorough and exhaustive discussion of the foreign trade problems of the United States, especially with a view to the formulation of a foreign trade program for legislative, executive and industrial action during the year 1920-21 are shown in the program made public for the seventh National Foreign Trade Convention to take place in San Francisco, May 12 to 15, under the auspices of the National Foreign Trade Council.

Five general sessions for the discussion of the broader aspects of the general convention theme, "The Effect of Being a Creditor Nation," and thirteen group meetings are scheduled. James A. Farrell, president of the United States Steel Corporation, who is chairman, will preside. The following topics will be considered:

I.—"Fundamentals of Our Foreign Trade." 1. The relation of our productive capacity to foreign trade. 2. The financial situation.

II.—"Imports and Exports." 1. Functions of imports in our foreign trade. 2. The future of our exports. 3. The part played by our new merchant marine.

III.—"Foreign Trade Policies." 1. The need for a bargaining tariff. 2. Reorganization of the foreign service of our Government. 3. The value of American chambers of commerce abroad. 4. The machinery for foreign trade.

IV.—"The Merchant Marine." 1. American Maritime Policy. 2. American Marine Insurance. 3. Fuel Oil and Foreign Trade. 4. Marine Securities.

V.—"A National Program for Foreign Trade." 1. Reports of Group Sessions. 2. Final declarations.

The Foreign Trade Advertising group, which was organized in cooperation with the American Association of Advertising Agencies, will be presided over by Harrison Atwood, of the H. K. McCann Co., San Francisco, Cal., and Samuel P. Johnson, of the Johnson-Ayres Co., will act as secretary.

J. C. Culbertson, president of the Wichita Falls Co., will speak on "Advertising Results," and Frank A. Arnold of Frank Seaman, Inc., will make an address on "Agency Service." There will also be one on "Consumer Advertising in Marketing Abroad."

The Direct Selling group, in cooperation with the American Manufacturers Export Association, will be headed by W. L. Saunders, president of the association. Leonard S. Smith, of the American Laundry Machinery Co., will be vice-chairman and Robert F. Volentine, secretary, American Manufacturers Export Association, secretary.

W. L. Saunders, who is chairman of the board, Ingersoll-Rand Co., will speak on "Why Direct Selling." P. S. Steenstrup, General Motors Export Co., will follow with "Sales Methods Under Adverse Exchange." Burwell S. Cutler, Washington, D. C., will make "International Barter" his subject, and Frank Noxon, Railway Supply Association, will talk on "Foreign Trade in Railway Supplies."

Andrew C. Pearson, secretary of the United Publishers Corporation, will be chairman of the Foreign Trade and the Press Group. James H. McGraw, of the

McGraw-Hill Co., will make the first address, speaking on "The Service of the Business Press." A talk on "The General Press and Foreign Trade" will follow, and then G. Howard Davison, president, American Publishers' Inc., will tell about the "Agricultural Press." Franklin Johnson, publisher of the American Exporter, will explain "The Export Press."

In the other ten groups devoted to ramifications of the export business, many prominent men, authorities on their subjects, will speak.

Thirty foreign nations will send delegates to the San Francisco convention, and many national associations, among which are the Associated Advertising Clubs of the World, the American Manufacturers Export Association, the

National Association of Credit Men, the American Paper and Pulp Association, as well as the American chambers of commerce here and abroad, have cooperated with National Foreign Trade Council to bring about the convention, and the formulation of a national export policy.

Hoyt Agency Celebrates Eleventh Anniversary

The celebration of the eleventh anniversary of Hoyt's Service was held at Keen's Chop House, on Tuesday evening of last week. Seventy-five members of the organization, including those of the Cleveland and Boston offices, were present. The agency, which was founded by Charles W. Hoyt, at New Haven, Conn., in 1909, moved to New York in 1914.

Philadelphia

is the third largest market in the U. S. for
Summer Floor Coverings

At this time of the year most of the housewives in the 400,000 homes in Philadelphia, not to mention those in the suburban zone, are getting ready for the summer.

Philadelphia is also the centre of a belt of summer resorts such as Atlantic City, Cape May, Wildwood, Ocean City, Seaside Park, Delaware Water Gap, Eagle's Mere, etc., and most of these places are peopled with summer cottagers from Philadelphia.

In many thousands of homes the winter rugs and carpets are now being cleaned, packed in camphor and stowed away until cool weather comes again.

Grass rugs, light-weight carpets, art squares, oil-cloth, linoleum and other hot-weather floor coverings take their place, while the heavy curtains and hangings are also being displaced with light, filmy summer curtains.

If you sell anything that helps to make a home more comfortable, you'll find Philadelphians wonderfully receptive to it because so many of them own the home they live in.

Dominate Philadelphia

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

The Bulletin

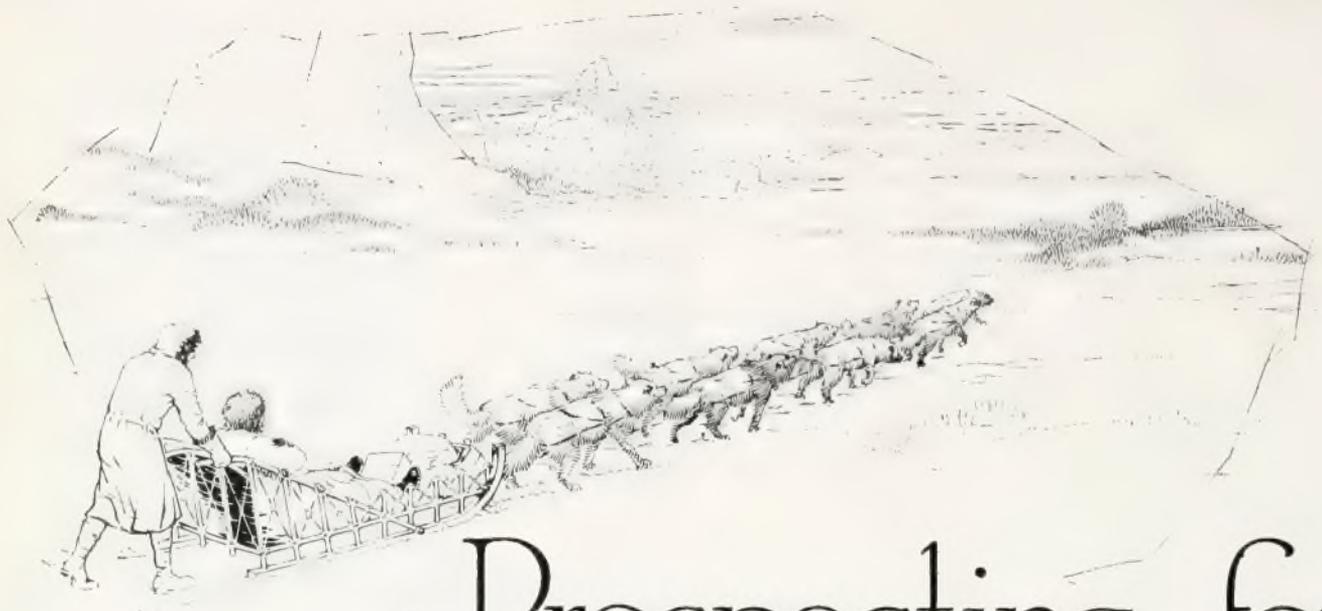
In Philadelphia nearly everybody reads the Bulletin

Net paid average circulation for six months ending April 1, 1920, as per U. S. Post office report

466,732 copies a day

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

The Bulletin's circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania, and is one of the largest in the United States.



Prospecting for buying engineers

No effort is too hazardous or too costly for a McGraw-Hill field man prospecting for buying engineers. One field man went across Alaska on a dog-sled after subscriptions of this kind—and he brought them back with him.* Another McGraw-Hill man crossed the Arizona desert. Result: **74 Engineering and Mining Journal** subscriptions and 43 signatures for **Electrical World**. And raids and ransoms failed to worry the McGraw-Hill man who went into Mexico after business. He found his buying engineers.

*109 for **Engineering and Mining Journal**, 6 for **Engineering News-Record**, 11 for **American Machinist**, 42 for **Power** and 1 for **Coal Age**.

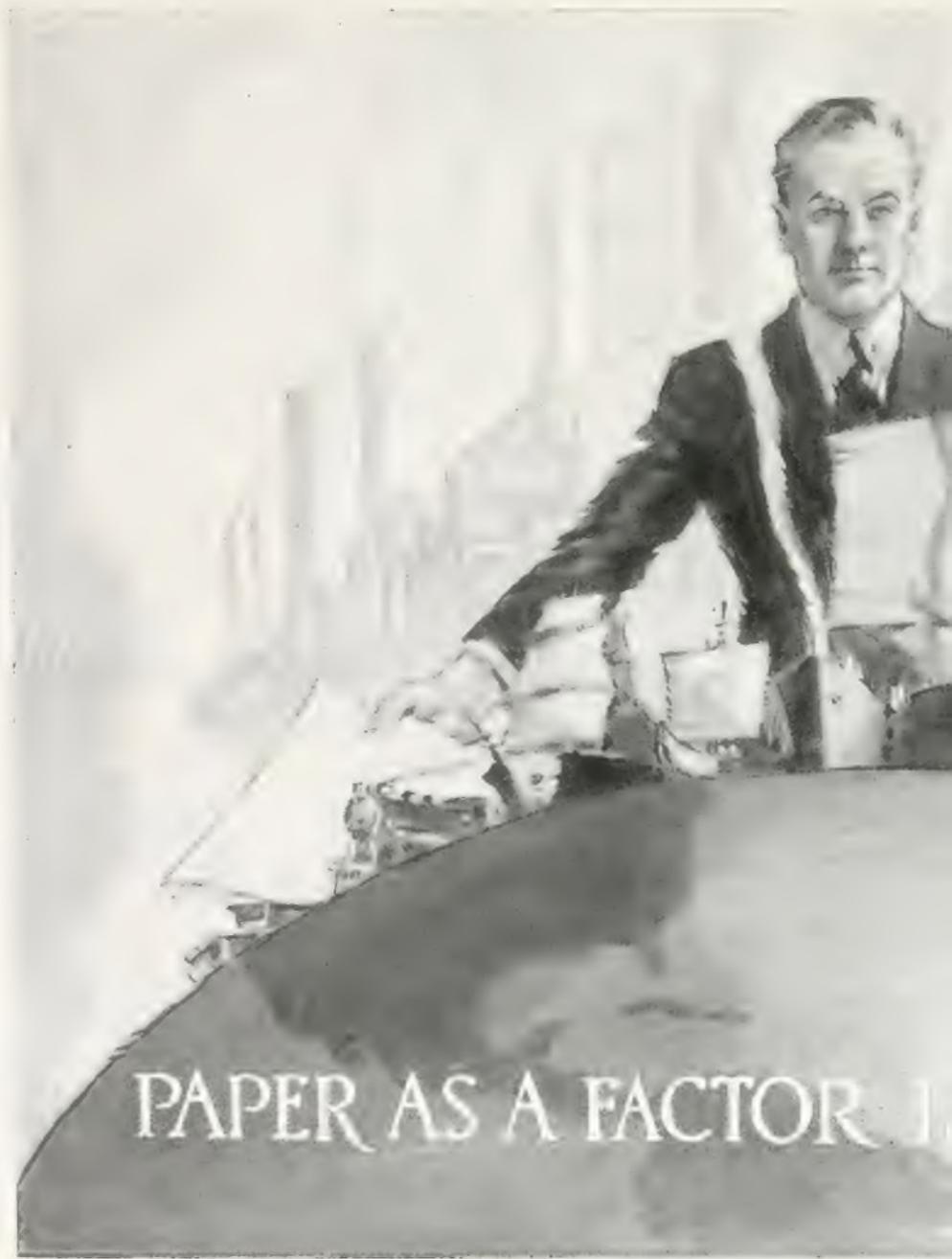
Coal Age Power
 American Machinist
 Electric Railway Journal
 Ingenieria Internacional
 Engineering News-Record

Electrical World
 Electrical Merchandising
 Journal of Electricity
 Engineering & Mining Journal
 Chemical & Metallurgical Engineering

Men who read McGraw-Hill publications are men whose training and position fit them to make real use of their technical journals. And circulation men recognize no obstacles in securing for their lists the men whose engineering opinions count.

Men whose life-work holds their interests outside of the engineering profession will never be asked to subscribe to McGraw-Hill publications. When an advertiser pens his copy for the sales pages of any one of the McGraw-Hill publications, he **knows** he is talking to a picked audience. His message has a meaning to every single listener. For McGraw-Hill readers are **buying** engineers and engineering executives!

The 11 McGraw-Hill
McGraw-Hill Co., Inc. *Publications*
Tenth Ave., at 36th St., New York



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—we give you sales increasing added paper*

Research Laboratories

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

FOREIGN TRADE

Indianapolis Convention Program All Ready

Speakers on General Program of the A. A. C. W. and on the Departmental Programs Have "Brass Tacks" Subjects

SUNDAY AFTERNOON

June 6

Inspirational Meeting, 5 p.m., University Park. Preceding the meeting will be a band concert by the famous Indianapolis Newsboys' Band, from 4 to 4:45 o'clock.

Chimes of Christ Church, 4:55 to 5 o'clock.

Temporary Chairman, Reuben H. Donnelley, president, Associated Advertising Clubs of the World.

Invocation by Dr. Owen D. O'Dell.

Song by Shrine Chanters.

Welcome to Indianapolis—Charles Coffin, president, Chamber of Commerce.

Response—Reuben H. Donnelley. Introduction of Hon. E. T. Meredith as permanent chairman.

Address—Richard H. Lee, special counsel, Associated Advertising Clubs of the World.

Music.

Benediction.

SUNDAY EVENING

Special services will be held in five downtown churches, the pulpits to be filled by the following advertising men:

First Baptist—Samuel C. Dobbs, vice-president, Coca Cola Co., Atlanta, Ga.

Second Presbyterian—Sidney S. Wilson, treasurer, Western Reserve University, Cleveland, Ohio.

Robert Park Methodist—George W. Hopkins, sales manager, Columbia Graphophone Company, New York.

Christ Church—W. Frank McClure, advertising manager, Fort Dearborn National Bank, Chicago.

Meridian St. Methodist—Speaker to be announced.

MONDAY MORNING

9:30 to 12:30

Tomlinson Hall, Market and Delaware streets. Opening precisely at 9:30. Doors open for admission or departure only between addresses.

Session Subject: "How to Make the Best Use of Advertising Now."

Chairman—Reuben H. Donnelley, president, Associated Advertising Clubs of the World.

Special Opening Ceremony—By the First Advertising Man.

"Advertising as an Economic Force"—By Joseph French Johnson, D.S.C., Dean New York University, School of Commerce, Accounts and Finance, and President Alexander Hamilton Institute.

"The How and Why of Buying Motives"—By E. G. Weir, advertising manager, The Beckwith Company, Dowagiac, Mich.

"The Economics and Economics of Product and Market Analysis"—By L. D. Weld, manager of Commercial Research Department, Swift & Company, Chicago; formerly president of Business Administration, Sheffield Scientific School, Yale University.

Presentation of Memorial in Commemoration of the late William Woodhead.

"Putting Longer Legs on the Advertising Dollar"—By A. H. Deute, advertising manager, Borden's Condensed Milk Co., New York

"How to Keep Production up to the Workers"—By Tim Thrift, advertising manager, American Multigraph Sales Company, Cleveland.

MONDAY AFTERNOON

Department Sessions and Conferences—2:00 to 5:00 o'clock.

Departments—

Agricultural Publishers' Association.
American Association of Advertising Agencies.

Associated Business Papers.

North American Directory Publishers.

Church Advertising Department.

The Daily Newspaper Department.

Direct Mail Advertising Association.

Financial Advertisers' Association.

Graphic Arts' Association.

Periodical Publishers' Association.

Poster Advertising Association.

Screen Advertisers' Association.

Conferences—

Conference of Advertising Women.

Pan-American Division.

Retail Advertisers' Conference.

Conference of Club Secretaries.

MONDAY EVENING

A wonderful historical pageant and parade, celebrating the 100th anniversary of Indianapolis, will be staged.

Arrangements have been made for the delegates to view this parade from the State House grounds.

TUESDAY MORNING

9:30 to 12:30

Tomlinson Hall, Market and Delaware streets. Opening precisely at 9:30. Doors open for admission or departure only between addresses.

Session Subject

"Advertising How and Now in Its Relation to Distribution."

Chairman—Reuben H. Donnelley, president, Associated Advertising Clubs of the World.

"The Advertising Man's Interest in the Department of Agriculture"—By Hon. E. T. Meredith, Secretary of Agriculture.

"How to Fit the Window Display Into National and Local Advertising"—Address and demonstration by C. J. Potter, "The Economist Group," New York. Former president of National Display Men's Association and chairman of their National War Service Committee.

"The Function of the Wholesaler as an Independent Advertiser and Merchant as Well as a Distributor"—By Saunders Norvell, chairman of board, McKesson & Robbins, New York.

"Advertising to Promote the Flow of Goods Into and Out of Retail Stores"—By Alfred Koch, LaSalle & Koch, Toledo.

"How Advertising Facilitates the Economic Distribution of Materials and Manufactured Goods from One Industry to Another."

"How the Better Business Movement is Enhancing the Value of All Legitimate Advertising"—By Richard H. Lee, special counsel, Associated Advertising Clubs of the World.

TUESDAY AFTERNOON

Department Sessions and Conferences—2:00 to 5:00 o'clock.

Departments—

Agricultural Publishers' Association.
American Association of Advertising Agencies.

Associated Business Papers.
North American Directory Publishers.

Church Advertising Department.

Community Advertising Department.

The Daily Newspaper Department.

Direct Mail Advertising Association.

Financial Advertisers' Association.

Graphic Art Association.

Advertising Specialty Manufacturers.

Outdoor Advertising Association.

Poster Advertising Association.

Screen Advertisers' Association.

Keeping Up With The Times

A FACT A WEEK

There are four daily newspapers in Washington — two evening and two morning.

You can cover the Washington field with The Washington Times and one other Washington newspaper. You can not cover it without The Washington Times.

Local advertisers recognize this fact.

The Washington Times,
WASHINGTON, D. C.

Conferences—

Conference of Advertising Women.
Pan-American Division.
Retail Advertisers' Association.
Conference of Club Secretaries.

TUESDAY EVENING

The Indianapolis Advertising Club will give an outdoor advertising show in which more than three hundred people will participate.

There will also be theatre parties.

6:30—Official dinner to club presidents and executive committee of Associated Advertising Clubs of the World, at Roof Garden, Severin Hotel. Invitations confined to club presidents or their representatives. Followed by business session.

WEDNESDAY MORNING

9:30 to 12:30

Tomlinson Hall, Market and Delaware streets. Open precisely at 9:30. Doors open for admission or departure only between addresses.

Session Subject: "*New and Significant Developments in Advertising.*"

Chairman—Reuben H. Donnelley, president, Associated Advertising Clubs of the World.

"Cooperative Advertising as a Social Service as Well as a Powerful Sales Force"—By Don Francisco, advertising manager of the Southern California Fruit Growers' Association, Los Angeles.

"Uncle Sam's Venture Into Paid Advertising"—By O. H. Blackman, O. H. Blackman Company, New York; also president, Advertising Agencies Corporation.

"The Clean-Up, Paint-Up Movement"—Developing a market through the cultivation of interest in civic hygiene and beauty. By Roy Soule, vice-president, A. C. Penn Company, New York.

"What Applied and Practical Psychology is Doing to Shorten the Distance Between Human Minds"—By Dr. A. I. Gates, Columbia University, New York.

"What Women Owe to Home-Making Influence of Advertising"—By Christine Terhune Frederick, Applecroft Experiment Station, Greenlawn, Long Island, New York.

WEDNESDAY NOON

12:30—Nominating Committee Luncheon at Claypool Hotel.

WEDNESDAY AFTERNOON

Interdepartment session, 2 to 5 o'clock. Tomlinson Hall, Market and Delaware streets.

Each department and conference will select in their own way the best and most helpful address delivered at its sessions on Monday and Tuesday afternoons, and from these the program will be made up for the Interdepartment Sessions.

WEDNESDAY EVENING

General exhibit session, 8 o'clock, Tomlinson Hall, Market and Delaware streets.

Chairman—Charles H. Mackintosh, chairman, National Exhibit Committee. Three speakers will explain the three complete national campaigns shown at the National Advertising Exhibit.

"Lifting the Staple Article Into the Specialty Class"—By F. H. Gale, advertising manager, General Electric Company, Schenectady, N. Y.

"Linking Advertising with Sales Effort"—By George W. Hopkins, sales manager, Columbia Graphophone Company, New York.

Third speaker to be announced.

THURSDAY MORNING

Interdepartment session, 9:30 to 12:30,

Tomlinson Hall, Market and Delaware streets.

Each department and conference will select in their own way the best and most helpful address delivered at their sessions on Monday and Tuesday afternoons, and from these the program will be made up for the Interdepartment Sessions.

THURSDAY AFTERNOON

General session, 2 to 5 o'clock, Tomlinson Hall, Market and Delaware streets.

Reports of Officers.

Reports of Committees.

Adoption of Resolutions.

Confirmation of Selection of Convention City for 1921.

Awarding of Trophies.

Election of Officers.

Final adjournment.

"Art & Archaeology" Absorbs "Art & Life"

The monthly magazine, *Art & Archaeology*, has absorbed *Art & Life*, and commencing with the May issue the two will be issued as one publication under the former title. It is announced, at their recently established New York office at 1 West 34th street, that *Art & Archaeology* will complete, commencing with the April issue, all unexpired subscriptions to *Art & Life*.

Anderson Joins American Staff

V. S. Anderson, formerly with M. D. Hunton's list of Hearst papers, and later with the eastern office of the Chicago *Herald Examiner*, has joined the foreign advertising department of the *New York American*.

Cavanagh & Bensinger Move

Cavanagh & Bensinger, Inc., general advertising service, are moving from 25 East Twenty-sixth street to 171 Madison avenue, New York, where they will occupy more commodious offices.

Wilk is Made Manager of Sales and Advertising of Crown Embroidery Works

The services of Benjamin Wilk, director of research and merchandising for the Fairchild publications, have been secured by the Crown Embroidery Works, Paris and New York. He will be their sales and advertising manager. Mr. Wilk, who was with the Fairchild organization for twelve years, formerly having been advertising manager of the concern, is said to have been one of the first to make an intensive study of scientific sales management and distribution as applied to the textile and apparel trades.

**D. PEYTON BEVANS**

Peyton Bevans came to New York from Baltimore to represent the "Baltimore American" in the East. That was twenty years ago.

He joined me ten years ago and I hope he is as proud of his association with me as I am of him.

Laurel Block

The San Antonio Light

During the first three months of 1920 the comparative figures show that the *San Antonio Light* carried 1,510,432 lines of local advertising and that the second paper carried 1,413,000 lines. The LIGHT showed a wide margin of leadership both in *local stores* and in *classified*. The local merchants in San Antonio know and appreciate that the large home-delivered city circulation of the LIGHT produces the best results.

Advertisers Discuss Audits

(Continued from page 8)

est with the publisher, and honest with us. We want them to conform, as near as possible with our own ideals of how to conduct a successful business. We don't want them to take short cuts, or resort to shrewd practice at any time, no matter what the circumstances.

No advertiser, however, can expect these things in his agency if he does not adhere strictly to them himself. Of course, we expect an agency to be qualified as such, to have the recognition of every class of publishers, and to be known generally as a reputable concern and one that is able and willing to meet its obligations anywhere and at all times. We want to feel certain as to their ability to render service, and we expect them to have the proper organization to assist in planning and be able to carry out any program in connection with our advertising campaigns. We expect them to have the right men in the right places—young men of good character and honesty of purpose, the kind of men who stick through the training period and develop into valuable men. We expect them to have the proper kind of outside connections for furnishing art work, plates, composition, or anything that is prepared outside of the organization.

This looks like a set of rules, but it is about what we expect in an agency and what we always intend to get. If an advertiser places his account with an irresponsible concern, or one who offers to get something for nothing for him, or one whose organization lacks the qualifications and ability to render the right kind of service, he is sure to have an unsatisfactory campaign. In the past, there has been considerable mystery surrounding the average advertising agency, but today, with so many responsible concerns in the field, there is no reason why an advertiser, who uses ordinary business judgment, should not be able to place his account with a reliable advertising company.

Some advertisers insist on being lincloed. They want some elaborate schemes and proposals on what they can accomplish by advertising. No concern should go into an advertising campaign until its manufacturing and distribution policies have been established. Advertising follows distribution today, and they should be prepared to stick. You

cannot generally build a demand for a product over night.

By FRANK PRESBREY, President of The Frank Presbrey Company, Advertising Agency, New York:

As I understand it, there is only one class of people interested at all in the financial standing of advertising agencies and that is, the publishers who receive orders.

I believe it is up to the publishers to investigate the credit standing of any advertising agency just as it is up to the advertising agent to investigate the credit of prospective clients.

If the publishers are losing money through advertising agencies now and then, because of the failure of agencies, they have nobody but themselves to blame for it.

The indiscriminate recognition of Tom, Dick and Harry as agents in the mad scramble for business by the publishers has led to the recognition of many as agents who are not in the least qualified either from a financial or business-sense standpoint. If the publishers get stuck financially because of this, it is their own lookout, and I have no sympathy to waste on them.

By D. L. HEDGES, Advertising Manager of *Good Housekeeping*, New York:

While I appreciate that if publishers indiscriminately accepted business from every one that was termed an advertising agency, there would be a decided need for some basis of arriving at their financial status, still, it might interest you to know that last year we charged off no bad debts placed through advertising agencies and therefore the need, as we see it, is not very great so far as we are concerned.

There is, however, in my own opinion, a decided need to promote certain standards of practice among periodicals whereby the publishing business may be recognized by the manufacturers as a business very much like their own and subject to the same uncertainties. I mean particularly as it refers to giving them all of the privilege in the world in regard to ordering space at a fixed rate without a corresponding obligation on the part of the publisher to cancel such space ordered if he finds that his costs are running away with him.

Something along this line I am sure would enlist the support of many of the bigger publishers and perhaps at a later date you or some of your contemporaries may think it advisable to take up the question.

By FRANKLIN P. SHUMWAY, President of The Franklin P. Shumway Company, Advertising and Merchandising Counselers, Boston:

I must say that in my judgment you are mistaken in your statement that "advertising is a giant industry loosely operated and wrecklessly indulged in." A further statement that "manufacturers and advertising agencies alike will admit the soundness of the publishing situation" is, I think, open to question. For instance: this very day a well known trade paper published in your own city, whose back cover rate was \$600 and inside rate \$200, offered to sell us their back covers for July and August for \$300 each and I made them an offer of \$500 for the two covers, which, I think, will probably be accepted, and this is by no means an unusual circumstance, especially in the trade paper field.

Yesterday the advertising manager of a leading Western daily called and, while he was loaded with "facts" about how his papers' circulation was better, larger, etc., than the competing dailies of his city, he could not give me answers to the most simple questions regarding the different stores in his city, the possible trade in surrounding towns, etc. In fact I corrected him as to the exact firm name of one of his leading department stores.

If both statements are made as general statements, with not a few exceptions in each case, I believe they would more nearly state the facts.

For more than thirty years I know it has been the aim and the desire of the leading advertising agencies to do all in their power to make advertising expenditures entrusted to them, earn the largest possible dividends for their customers and render them a service it is impossible for them to secure in any other way.

I am also sure that with possibly a very few exceptions, every member of the American Association of Advertising Agencies is today in position to give, and is giving, a service borne of long experience and which, in nearly every case, accomplishes its purpose.

No one who has followed advertising for nearly forty years, as has

the writer, fails to recognize that most city and daily papers continually recognize in the local field so-called advertising agents, who, by reason of financial ability, business experience and advertising knowledge, are not worthy to be accredited agents and that so far as the daily papers go, the situation will never be remedied until they realize that a large majority of their losses and a great many of their advertising troubles arise from their negligence in this matter.

I think I am right in stating that no publisher has lost a dollar in the past two years through any member of the American Association of Advertising Agents and if the daily paper publishers would realize this fact and then count up the losses they have made and the advertisers they have killed by doing business with many inexperienced local agents whose offices were largely in their hats, they would realize that they are fostering in their own nest the very men who caused them most of their troubles and materially reduce their dividends.

I do not believe that the Audit Bureau of Circulations is in a position to tackle the proposed job for I am quite sure they have all they can do to attend to their present work for the publishers and are quite often criticized because they do not keep this work more closely in hand.

It is my impression, and I have so advised others, that the American Association of Advertising Agencies is probably the only organization which could undertake this work and carry it to a successful finish and at the same time win and hold the confidence of both publishers and agents.

Some publishers undertake to fully examine into the responsibility of Agencies offering them business, but in talking with them, very many of them inform me that it is practically impossible for them to give time enough to an investigation to actually determine whether they should really extend credit or not and if the agent could properly handle the proposed advertising and that in many cases they took "pot luck" expecting that in some cases they would lose money, giving the hot fight for lineage as their excuse for their unbusinesslike methods.

If ADVERTISING & SELLING would inaugurate and then support a movement which would eventually compel daily paper advertising managers to only give credit to local as well as national agents who have been investigated and approved by

some central authority, you would, I am sure, be rendering the greatest possible service to the advertising fraternity and you can always rest assured that the Franklin P. Shumway Co. will do all in their power to help bring about this result.

I have taken and read every issue of ADVERTISING & SELLING since it has been published and thoroughly appreciate the positive merits of your journal and the work you are endeavoring to do.

By C. WRIGHT, Treasurer and General Manager, The Racine Auto Tire Company, Racine, Wis.:

There is no doubt that this is a big question for any one to endeavor to answer, and, like all big questions, entails not only suggesting a means of remedy, but also what we would consider the most difficult part, that is, the organization necessary to direct this work so that it, in itself, would be efficient and pass on all cases with equal justice.

There is no doubt in our minds that two things should be done. First, to recognize as agencies only competent organizations; secondly, and which we consider more important, to make the ones which are considered competent more efficient and more capable to give service to their clients.

When we decided to enter the National field of advertising, we naturally spent a great deal of time and thought investigating the different agencies, and it was a source of great surprise to us to find that the majority of the agencies apparently are not equipped to give the service to their clients and particularly are not in a position to back up their suggestions as to the best plans to be adopted, both in advertising and merchandising, with actual data gathered from years of experience of other National advertisers. In laying out an advertising campaign or business policy, it is certainly extremely helpful to be able to have charts and information laid before you showing the results obtained by other people along similar lines and endeavor, if possible, to analyze the successes and failures of other people.

The results that we have obtained have more than strengthened in our minds the fact that the more important of the two questions referred to above is the one of making any agency more competent to render service.

From our knowledge of the present plan of recognition of agencies,

it would appear to us that it is based upon how badly the individual publications need the business, and naturally it would follow that the weaker publications would recognize the weaker agencies.

We have written you our exact feelings on this matter, as we feel that the same thing applies to any line of business, and any business to continue to be successful must keep the confidence of the public and also improve the service of that business to the public.

By JAMES KEESHEN, President of the Keeshen Advertising Agency, Oklahoma City:

It strikes me that incompetent agencies like incompetent banks, lawyers, doctors and other callings, will fall of their own accord.

Other professions have had this difficulty to overcome, and they have not made such great success of it so far.

The advertising business, of course, suffers from the general impression that anyone can write an ad. No doubt this condition will prevail a good many years to come. We also have the handicap of dealing with some business men who lack an artistic sense, and the amateur advertising man can put it over these fellows—but he can't put it over the general public, and so he is bound to fail sooner or later to deliver the goods.

Business conditions, like human nature, seem strangely alike all over the U. S. A., and we have the same problems to overcome down here that the agencies have in New York City.

I believe, for the protection of publishers, an audit by the A. B. C. would be the logical thing. But I do not know how to protect advertisers and prospective advertisers against imposition, because frequently this business is placed under varying conditions—of the last of these conditions is a hard, cold business analysis of the ability of the advertising man to deliver the goods.

If there is any way we can be of assistance in a concerted effort to remedy this condition, please be good enough to call upon us.

By J. B. HALLMAN, Treasurer, The H. K. McCann Company, advertising agency, New York:

I was much interested in reading the article on "Auditing the Advertising Agencies."

I am heartily in favor of some

To the Manufacturer Who Prefers to Look Before He Leaps

If you manufacture or intend to manufacture a worthy product which ought to be advertised:

If you want to go slow and play safe:

If you want to make sure your goods, labels and packages are 100 per cent. right:

If you want to feel out your market, get your distribution and make friends with the retailer:

If you want to find out for sure whether Mr. and Mrs. Consumer are going to line up in sufficient numbers to make extensive advertising profitable: and

If you want to do these things *before* you spend a fortune or two on costly advertising space:

Why, then, this company was organized and equipped to do those very things for you. Write us about it.

FAIRWAY ADVERTISING CORPORATION

33 WEST 42nd STREET,

NEW YORK

Telephone, Vanderbilt 4949

Leroy Fairman, *Pres.*

plan whereby publishers will be able to secure reliable information regarding the financial standing of advertising agencies, but I do not think that these reports should be furnished by the A. B. C.

There is one point I would like to bring to your attention and that is that the A. B. C. does not investigate the financial standing of publications or newspapers. It simply reports on circulation, and an auditor who might be an A1 man working on circulation might not be satisfactory in judging the financial situation of either the newspaper or an agency.

By E. E. WHALEY, Manager of *Implement and Tractor Age*, Springfield, Ohio:

Like many other publishing concerns we have suffered some losses in the past through dealings with agencies which were not financially responsible or which did not follow good business methods, and we know of agencies in business today from which we would accept business with more or less fear and trembling.

We are very much inclined to believe that some plan should be worked out whereby the financial standing of agencies and their gen-

eral policy can be made known to the advertising world generally. The big problem to solve, it seems to us, is how to prevent the advertiser who has had no agency experience tying up with an agency which lacks the qualifications necessary to an agency's success. Of course, if the publishers would refuse to accept business from an agency the advertiser soon would learn of it and ultimately would discontinue business relations. It is a process that would require more or less time and advertiser and publisher both might suffer loss in the interim. If the Audit Bureau of Circulations and the Advertising Agencies Association should make an investigation of the various agencies in the field and then compile a preferred list and give this list general publicity, we believe good would result, but we do not believe that much can be accomplished unless the interested public is given information which will permit it to separate the sheep from the goats.

By R. R. SHUMAN, President of the Shuman Advertising Company, advertising and merchandising agency, Chicago:

I am in full accord with the general proposition that the financial accountability of firms styling themselves advertising agencies should be checked up, not only for the protection of the publishers, but also for the protection of other advertising agencies who are in competition, as well as for the protection of clients who are frequently called upon to make good deficits by paying bills twice over for the sake of keeping faith with publishers.

I do not believe that the subscription investigators, now in the employ of the A. B. C., have had the necessary training in accountancy to qualify them as investigators of agency finances.

I fear that any attempt on the part of the Four A's to constitute itself a court of investigation, except as far as its own membership is concerned, would be misconstrued by agents outside of the membership as a bludgeon to force them to come across with a membership application. As the number of so-called advertising agents in the country is several times as large as the membership of the Four A's, you will see why I make this point.

Why is it necessary to create new machinery for investigating adver-

The Tenth Annual Anniversary

of

Associated Farm Papers

was appropriately observed at the Chicago office April 22nd and 23rd, 1920

We desire, at this time, to express our appreciation and thanks to

Advertisers and Advertising Agents

for the consideration and patronage which has made this ten year period one of progress and success for our members.

Our ambition and determination is for greater development in every respect, so perfecting and increasing the service of our Association, that your consideration and patronage will be continued and merited in future years.

Associated Farm Papers

NEW YORK
Fifth Avenue Building

CHICAGO
Steger Building

publishing agencies when the various publishers' associations are already covering this matter evidently to their own satisfaction by the questionnaires that they send out and the bank statements that they require. It is conceivable that these publishers' associations jointly could employ a corps of Certified Public Accountants to work under their direction. One advantage of the employment of Certified Public Accountants is that they are bound, by the ethics of their profession, to hold inviolate the information secured from their various clients. Or, if these publishers jointly do not attempt to employ a traveling crew of accountants, they could very easily secure the services of reputable accounting firms in the various centers of advertising; the agencies in such cities knowing full well the standing and reputation of these responsible auditing concerns. For my part, I would rather have a representative of any one of Chicago's leading firms of certified public accountants go through my books on behalf of such an association than to open my books to investigators who were unknown to me.

EDITOR'S NOTE—The foregoing are but a portion of the number of communications received by ADVERTISING & SELLING from publishers, national advertisers and advertising agents all over the United States and Canada. More of these excellent letters will be published next week. If you have not already expressed your views, why not do so NOW?

Lord & Thomas Direct Paint Campaign

The Enterprise Paint Co., of Chicago, is launching a very extensive advertising campaign on Noxal and Satin Finish paints in order to connect with the spring cleaning fever. The advertising is being placed through the Lord & Thomas Agency of Chicago.

Sears, Roebuck Declares Stock Dividend

A stock dividend of 40 per cent has just been authorized by the directors of Sears, Roebuck & Co., of Chicago. This dividend will be made on July 15. The par value of the dividend is \$30,000,000. The market value of the dividend is slightly in excess of \$60,000,000.

Beverage Advertising Active

Beverage advertising continues to be active. The Schlitz list of papers is now being made up by the Stack Advertising Agency of Chicago.

The Atlas Brewing Co. is placing an advertising campaign in the southwest through the Thomas Bowers Agency of Chicago.

Bartlett Elected President of Parke, Davis & Co.

James E. Bartlett has been elected president and general manager of Parke, Davis & Company, drug manufacturers, to succeed the late Frank G. Ryan. Mr. Bartlett was formerly director of sales

and advertising of the company. The place on the board of directors that was left by the death of Mr. Ryan is taken by H. B. Mason, the new director of promotion publicity and advertising.

Denny Represents "Daily Garment News"

W. B. Denny, formerly with Carson, Pirie, Scott & Co., Chicago, is to become western manager for *Daily Garment News* of New York. Mr. Denny will have offices in Chicago.

Cullison Made Advertising Head

J. A. Cullison, recently with Albert P. Hill & Co., has been made advertising manager of the National Fire Proofing Co., Pittsburgh. He succeeds Grant Davis, who resigned to form an agency with R. F. Meyer.

Strake Will Manage Standard Truck Advertising

George A. Strake, formerly connected with the Campbell-Ewald Advertising Agency, Detroit, has been appointed advertising manager of the Standard Motor Truck Company.

Craft Now With Meinsinger Studios

Fred Craft, until recently connected with the Ferry-Hanly Advertising Agency as chief of layout and director of art, has joined the staff of the Meinsinger Studios.

Popular Detroit Man to Resign

John U. Higinbotham, of the Detroit Lubricator Company, better known to advertising men as "J. U. H.," has announced that he will resign and move to California in May. The Detroit Ad-craft Club is planning a farewell dinner.

For the first six months of 1920 Delineator advertising shows a 55% Gain over the same period last year

The
Delineator

500 000 500 000 500 000 500 000 500 000



LESLIE'S editorial policy is essentially masculine. It is concerned primarily with business and politics. Sixty-five years have given it the experience of three reconstruction periods following three wars and of sixteen presidential elections. It is mature.

Today it is giving clean-cut expression to constructive opinion upon the three great emphases in the present thinking of the American public: To the nation and its institutions; to the nation in its international relationships; and to the nation in its industrial aspect.

Leslie's is thinking editorially upon those conditions of our national life which are uppermost today. Against the radicalism that is tearing at the very roots of the American structure, Leslie's sets up a program of sane, intelligent construction. It is building.

The circulation it reaches is naturally composed almost entirely of men—of business and professional men. They have been called the first 500,000 of the reading millions. They constitute a natural market for the type of advertising indicated on the opposite page.

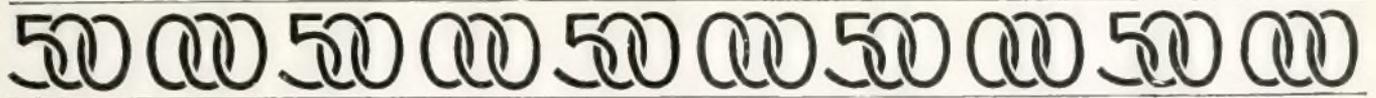
FRANK L. E. GAUSS

Advertising Director

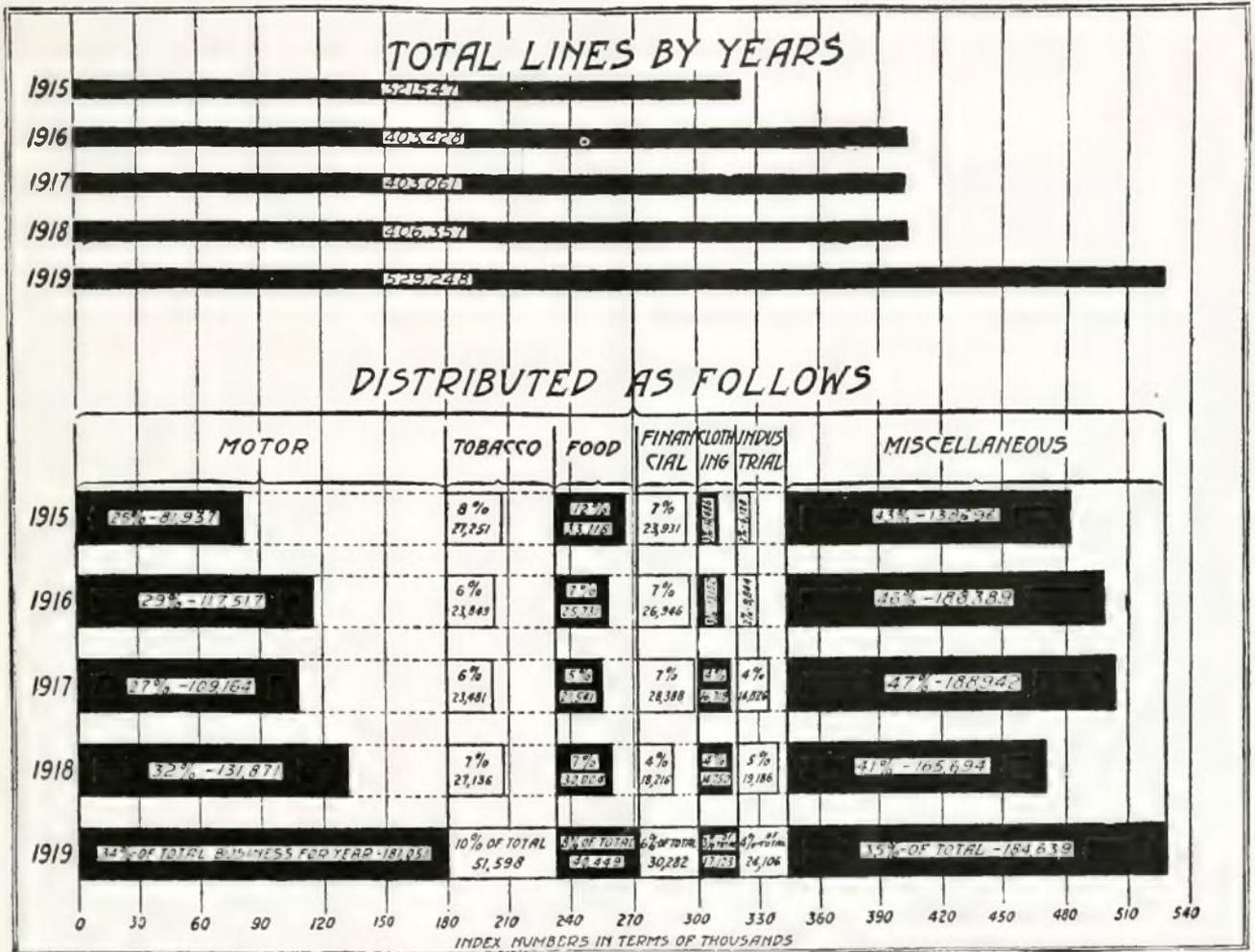
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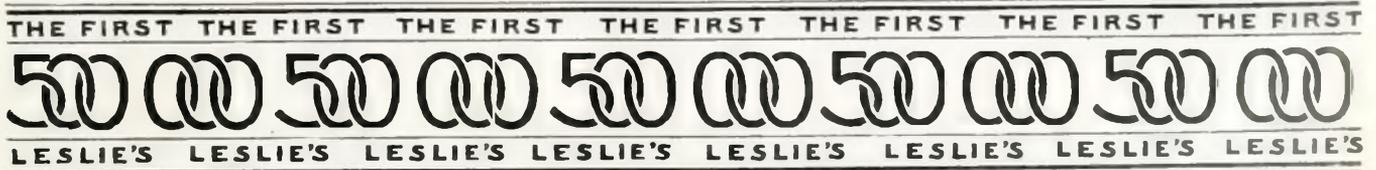
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LESLIE'S



LESLIE'S



Trade-Mark Rulings

(Continued from page 5)

Richard Hudnut, a well known advertiser, has won a victory in the Court of Appeals at Washington that will stand out as one of the high lights of the trade-mark panorama of 1920 and which is of especial significance to advertisers in that it brings out a new point—the futility of the strategy of sampling as a means of establishing a trade-mark right. A three-cornered adventure in the trade-marking of talcum, sachet and face powder was involved in this incident. Hudnut sought to register the word "Nara" for this class of goods. Thomas W.

S. Phillips had adopted "Nyra" and Heinrich Mack completed the triangle with "Myra." When a conflict of interest brought the rival branders to the Patent Office the Examiner of Interferences held that the respective marks were one and the same and after investigation this umpire awarded "priority" to Hudnut. In this award he was affirmed by the Assistant Commissioner of Patents but Phillips, unsatisfied, appealed the case to a higher authority.

In the final show-down this con-

test hinged, as do so many battles for trade-mark possession, on the question of which interest had been the first to use the coveted mark in interstate commerce. It was clearly established that Hudnut had adopted the mark in September, 1914, and used it continuously thereafter. Phillips met this proof with the contention that he had commenced use of his mark in May, 1914. He was, however, unable to demonstrate a general or extensive use of the mark from that date and so he undertook to make good his claim by the justification of sampling.

It was admitted that in the spring of 1914 Phillips had no established place of business but it was represented that he had at that time prepared some sample boxes of toilet powder, placed upon them the mark that was later to become the subject of controversy, and had forwarded them from New York, through the house for which he was then working, to three dealers in goods of that character, one in Texas, one in Philadelphia and one in New Orleans. Neither the Patent Office tribunals nor the Court of Appeals, to which this case was ultimately carried, were, however, impressed by this sampling enterprise as a means of staking a trade-mark claim.

For one thing, it did not prove reassuring of bona-fide intent to inaugurate a trade-mark that the sample boxes above referred to were sent without previous request by the consignees and that the price paid for each was five cents whereas the usual price of such an article was fifty cents. Furthermore, it appeared that no other use of the mark was made by this trader until 1916. The Assistant Commissioner of Patents, when he scrutinized this trade-mark quest, declared that it was not a bona-fide business transaction, was not in fact "doing business" but that the incident was a mere laying basis for the filing of an application for registration and created no trade-mark rights.

The Court of Appeals in upholding the oracle at the Patent Office in his denial of recognition for this trade-mark called attention to the fact that "the trade-mark recognized by the common law is generally the outgrowth of a considerable period of use rather than a sudden invention." Furthermore the Court emphasized that the exclusive right to a trade-mark grows out of its USE and not its mere adoption. There was quoted in this same connection the dictum of an eminent authority to the effect that

WORLD'S ADVERTISING CONVENTION, JUNE 6 TO 10

PUBLISHER and agency advertising in The News during Convention Week as well as advertising of cities bidding for the 1921 convention will be limited to 600 lines. This must be done as a conservation measure in fairness to our regular advertisers, both local and national, whose space has been restricted for some time. It is hardly necessary to state that we regret our inability to publish all copy offered, but we recognize our first obligation to manufacturers with distribution in this market and to retailers who depend on The News to move the merchandise they purchase.

*An exhibit in the News lobby
Convention Week will help you
visualize the possibilities of the
great Indianapolis Radius*

The Indianapolis News

* First in America in 3c Evening Circulation

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. H. LUTZ
First National Bank Building

USE NEWSPAPERS ON A THREE-YEAR BASIS

the trader who aspires to trade-mark ownership must apply the mark to a vendable commodity and must actually put the commodity, as marked, on the market. And so there comes in the wake of certain earlier decisions that have sanctioned the use of trade-marks on samples, this new decision that frowns upon sampling if it be a subterfuge.

TRADE-MARKING INVENTIONS

A new version of an old proverb directed to christeners of advertised products might be concocted from a recent experience of the Alvah Bushnell Company of Philadelphia. For some years past advertisers of patented wares have been counseled with increasing emphasis to, on no account, adopt as a trade-mark the name of the invention that is being exploited unless, mayhap, the name be coupled with other means for identification to which exclusive title can be retained after the expiration of the patent has made the designation of the invention public property. Now comes the disappointment of the well known manufacturer of envelopes, wallets, letter files and packets to admonish us that to the earlier "don't" must be added dissuasion from the use, as a trade-mark, of the name of an invention to which patents had been granted to another.

The Bushnell Company sought credentials for "SafeTseal" as a trade-mark for wallets, envelopes, etc. It did not appear that in the early stages of the fight for this trade-mark the question of patents entered to any extent. The Examiner of Trade-Marks held that "SafeTseal" was on a par with such candidates as "Sta-Tite," "Easyset," "Kantleek" and "Kling Tite" and he rejected it as "descriptive" in which verdict the head of the Patent Office concurred. When, however, effort was made to have the Court of Appeals reverse the Patent Office, the government introduced a new element of objection and one that is worthy of more than passing mention. Evidence was brought forward to show that there is, in the realm of invention, a class of envelopes known as safety envelopes and that several patents have at one time or another been granted for inventions characterized either as "safety envelopes" or "safety seals for envelopes." This disclosure sealed the fate of the Bushnell application. The Court of Appeals ruled that the designation having been established by virtue of the patents could not be available as

a trade-mark either for the inventors or anybody else.

Balked in its earlier efforts to gain trade-mark recognition for a mark which has been the subject of considerable advertising and selling effort, the Bushnell Company made a final attempt to convince the powers that be at Washington that the heart of the mark, the basis of its claim to individuality, was to be found in the letter "T" which rises above its fellows in the mark as ordinarily displayed. It was urged that this, far from being merely a capital letter T is "a distinctive character." Citing the significance of the "T" beam in structural steel and the "T" fitting in plumbing, it

was represented that an ultimate consumer, seeing a "T" employed with reference to envelopes would instinctively assume that the envelope upon which such a trade-mark was used contained a seal in the general shape of a "T." Indeed, it was hinted that the presence of the "T" would suggest "some mysterious form of fastening." However this ingenuous plea represented in the end a case of love's labor lost. The court said that the test was the impression that the mark would make upon the public and declared that it was clear that the trade would identify the goods bearing the mark as safety seal envelopes or safe seal envelopes.

Brooklyn stands
fourth in manu-
facturing of all
cities in the U. S.

Is this great in-
dustrial com-
munity buying
your goods?

The answer is
"yes" if you're a
Standard Union
advertiser.

Watch Your System for Foreign Business

There Are Some Seemingly Small but Important Forms To Be Gone Through To Expedite Matters

By Dr. E. E. PRATT

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

F. F. M. Co.

Seattle.

"If shipments leave our mill here in Seattle for an all-rail haul for New York and are shipped from there by water, what charges will we have to meet at New York; should the bill of lading be made out "lighterage free."

"This has always been handled for us through brokers, but we are now anxious to establish as close a business relationship between ourselves and our customers as possible."

With reference to the second part of your inquiry, if you refer to freight brokers or forwarders, you cannot eliminate them from the transaction. If, however, you are referring to export houses or commission houses, so-called, you can, of course, eliminate them by quoting your customer direct and shipping direct to him. This is very simple if you have an export department.

With reference to the freight brokers or freight forwarders in New York, you would do well and notify them of your shipments. They can secure lower freight rates for you than can probably be secured in Seattle. For this service they will charge you \$2.50 (usually) for making up the export declaration, putting it through the Customs House, and making up the ocean bill of lading. They also take care of the delivery to the steamer and see to it that all of the papers in connection with the shipment are in order. Of course, they make more than \$2.50 out of the transaction, because they receive from the shipping companies a brokerage of 1¼ per cent, which brokerage cannot be secured by you or by any other shipper who is not actually a freight broker.

With reference to the first portion of your inquiry, if the shipment is sent from Seattle to New York on a through bill of lading, in carload lots, you are entitled to lighterage free of any additional charge, and if you specify to the

Foreign Trade Questions Answered by Dr. Pratt

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

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

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

carrier of the railroad bill of lading that material is for export, you will have no lighterage to pay. All of this will be taken care of by your forwarders at this end. There will be no other charges in connection with the shipment in New York except in case the steamer is not ready to take your cargo, in which case you will probably have to pay demurrage. On an export bill of lading you will be allowed fifteen days free time by the railroads for unloading your goods from the cars before demurrage commences.

* * *

W. H. D.,

Clintonville, Wis.

"We should like to have a definite statement of the steps necessary in making a through shipment from Clintonville, Wis., to Mr. G. Camaguey, Cuba, on a through bill of lading, payment to be made at port. We shall thank you for an analysis showing the steps in the process."

With reference to this shipment, I question the wisdom of shipping to Camaguey, Cuba, as it is not always practicable to make through shipments to points in the interior of Cuba. I say this on account of the expenses involved. Many of the charges made after the merchandise reaches Cuba and leaves Havana are arbitrary and uncertain. The carriers charge enough to cover themselves on any possible expense or increase in expense after the goods reach Havana and, in addition, they always allow them-

selves a very liberal excess. I strongly advise shipping from Clintonville to Havana and letting the consignee handle the shipment from Havana to the inland point, thus eliminating the excess charges over which you have little or no control.

Even if you have made a quotation c. i. f. Camaguey, I think that this manner of handling the shipment would be preferable and that the consignee could then be instructed to deduct the charges from Havana to Camaguey when he pays the invoice.

If the shipment, however, be paid for at the port of embarkation, obviously this cannot be done and a special arrangement with the consignee must be made.

There are three possible routes which you may use in shipping your material to Camaguey, Cuba:

1. Rail to New Orleans, water to Havana, rail to Camaguey.
2. Rail to Key West, water to Havana, rail to Camaguey (this is called the Cuban-All-Rail-Route).
3. Rail to New York, water to Havana and rail to Camaguey.

You should first investigate and decide which is the quickest and cheapest route. Route one is probably better than Route two, but possibly not quite as rapid. As a matter of fact, I would suggest either Route one or two because on either of these routes you could ship on a through bills of lading are practicable by way of New York, through bills of lading are practically impossible except when the steamship company has specifically agreed to honor them, which is very unusual. At the present time, congestion reigns in and around the port of New York and I would advise diverting shipments from New York at the present moment. Congestion also prevails on the ferries in Key West which will cause delay. New Orleans, therefore, is the only port left clear. Carriers do not look with favor on through bills of lading to the interior of Cuba for the reasons mentioned above. They prefer to clear the shipment to Havana only, and from there to have the material handled by the consignee or his agent.

The following are the general steps to be taken when shipping through to Cuba by routes one and three:

(a) Make your steamship booking. Can best be done through your export freight broker located in New York.

(b) Get your permit from the steamship company which will then enable you to get an export bill of lading.



AN UNNECESSARY RISK

You are taking an unnecessary risk. What you want is more rope. Tie up with the farm paper and get the new business you are after. It is the easiest and surest way.

More than 800,000 farm families pay Successful Farming an annual fee for dependable, acceptable service. The paper is welcome when it reaches their homes. If it brings your message, that is welcome too.

SUCCESSFUL

E. T. MEREDITH, Publisher
Des Moines, Iowa



FARMING

T. W. LeQUATTE
Advertising Manager

When you have secured the booking and also your permit, you have in your possession the name of the steamer, its scheduled sailing date, together with Permit N. and two dates between which the material must be put en route to make the steamer named in the booking.

(c) Deliver your material to the railroad (the initial carrier), at the same time taking out bill of lading covering shipment either through or local. If local, through bill of lading must be in the hands of the railroad not later than fifteen days after the date of the local bill of lading.

On the bill of lading must appear the following information:

1. The commodities shipped, specifying each kind of commodity.

2. Gross and net weights.
3. Cubical measurements.
4. All marks.
5. Permit number.
6. Car number.
7. Steamship number.
8. Date, place and name of railroad insuring the local bill of lading.
9. Heavy lifts, if any.
10. Route.
11. All charges properly segregated and totaled.
12. Name of consignee.
13. Party to be notified.
14. Place of origin.
15. Destination.

Besides at least 25 copies of the through bill of lading, three copies of the report declaration must be

furnished and certified packing list in triplicate.

At the time and place of exchange of the inland bill of lading for the through bill of lading, whether the latter is taken out in Chicago or at the port of shipment, all charges, including inland and ocean freight, together with arbitrary charges beyond the port of destination (Havana) also any heavy lifts, state toll or wharfage that may have to be met en route, must be prepaid.

Your question implies that the merchandise is to be paid for at the port of embarkation. If the shipment is going out of New Orleans credit will probably have been established therefor at one of the New Orleans banks, your forwarder at New Orleans, after the shipment has been put on board ship, will take the documents to the bank and the amount called for in your invoice will be credited to your account or remitted to you. This ends the transaction for you.

If, however, your question implies that payment is to be made at Havana, you would have to draw your draft on your customer at sight, documents against payment. This draft, together with a duplicate, you will send to your forwarding agent in New Orleans or New York, as the case may be. Your forwarder will attach your invoice and documents to the draft, put them through the bank, which you may designate, and forward them to Havana for collection. If you have the necessary connections with the bank, the bank will undoubtedly discount the drafts for you, thereby making a large portion of the funds immediately available at port of embarkation, although obviously, you continue to carry the risk.

* * *

MOTOR CAR Company, Detroit.

"We are right now in the midst of outlining a campaign of foreign advertising. I have interviewed a number of export advertising agencies, and my conclusions from these interviews—if I may call them conclusions—are decidedly negative.

"I find very few points of agreement in the statements and claims made by these export agencies with reference to publications in foreign countries as well as advertising and selling conditions in the various countries.

"I have about come to the conclusion that the safest plan for us to follow, in view of the fact that we are represented in something like forty countries, is to work out a plan of national advertising in



THE great majority of the 8,500 textile mills would be considered large plants in any industry, and there are few mills so small that they do not operate their own machine shop.

Lathes, planers, shapers, etc., will be found in 5,500 of the 8,500 mills. The repair department of one Massachusetts mill employs 600 men and occupies a 4 story building, 150 feet long. Many of these textile mill shops undertake the actual construction of special machinery. For the most part they are isolated from the usual channels of approach because their work is highly specialized—their men think in terms of textile machinery rather than general machine shop practice.

In addition there are over four hundred builders of textile machinery who rely upon TEXTILE WORLD for practically all trade and technical information.

Our aim is to tell you more of this highly specialized market and to show how to reach it through the TEXTILE WORLD which occupies a position of dominant importance in the field.

Textile World Journal

Associated Business Papers, Inc.
165 E. Bureau of Circulations.



BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE, NEW YORK

each of these countries using where possible, publications which approximate the Saturday Evening Post in influence and circulation, and where this is not possible to use the leading newspapers.

"I would be glad to get your opinion of this plan, and would also appreciate it if you could make any recommendations with regard to a trustworthy and constructive export advertising agency—if there is such a thing."

* * *

While I have my own ideas as to some of the points which you raise, I do not feel competent to answer your question with authority. I have, therefore, taken the matter up with others in the export business and have received two very interesting replies, which I shall give below.

In reference to this matter of an export advertising agency, let me say that those advertising agencies doing a real foreign business are very few and far between. I believe, however, that any member of the American Association of Advertising Agencies having a separate, definite foreign department will be able to handle your business.

I give you below the letters which I have received from two friends to whom I sent a copy of your inquiry:

"The fact that your correspondent refers to publications which 'approximate the Saturday Evening Post in influence and circulation' leads me to believe that he knows little of foreign publications. There are no such magazines abroad. If he means to refer to such magazines as Caras y Cetas in the Argentine and Zig Zag in Chile, they are the best mediums in those respective countries, but please don't disgrace the best American publications by any comparison with them. On the other hand, there is no publication in this country which, to the best of my knowledge and belief, compares with the two above mentioned South American magazines in having its circulation reach the entire population of their respective countries. The reason probably is that they have very little competition and are published in the local vernacular. They have a few competitors worthy of consideration but not many.

"The local daily papers in each country I believe are good mediums for the local markets but the daily newspapers of any one city do not reach the entire population as do the above mentioned magazines in their respective countries. The newspapers, I believe, however, would have greater influence on the average business man in the cities where published than would the magazines.

"Caution your friend not to standardize on any one plan for all foreign countries, different markets have different customs and characteristics which must be catered to or avoided.

"Your correspondent, however, must not feel that the reports he receives with reference to publications abroad are nec-

essarily a reflection on the sources of information which may be at hand for an advertising agency. If you take South America, it is comparatively difficult to get exact information in reference to circulation and other matters of this kind, which, of course, have been systematized and standardized in this country.

"With reference to Europe, the publishing situation in that part of the world is standing on its head. Many European publications that we regularly received before the war are just beginning publication again, and so far as circulation goes, it is practically impossible to know what conditions are. In former times, there were fairly good statistics on the subject, but I do not know of anything now.

"With industry, your correspondent

should have no trouble in informing himself in reference to selling conditions in different countries. If he will avail himself of information at hand at the Bureau of Foreign and Domestic Commerce, he will get a great deal that is valuable and useful."

The second letter:

"Your letter mentions publications 'which approximate the Saturday Evening Post in influence and circulation' in foreign countries, but if your correspondent knows of any such publication, I myself would like to have the name.

"It seems to me that if this automobile company is going to embark upon a world wide advertising campaign, it would pay them to study the situation far more carefully than they apparently have. Their reliance on an advertising

Is your outlet through the Grocery Trade

THEN we have information that will be of unique assistance in obtaining complete, national distribution in double-quick time.

We are able to put you in touch with responsible selling agents in every state in the Union through correspondence alone and at trifling expense.

Note that this information is immediately available . . . it isn't merely something we promise to GET for you. We have it here now in the shape of facts, and in a form that will enable you to pick and choose with the assurance that those you decide upon as distributing agents are financially responsible, thoroughly wide awake and efficient.

If your product is a staple, selling at a fair price, and has real merit, you will find this "Lesan Service" of infinite value in marketing it.

H. E. LESAN ADVERTISING AGENCY
Incorporated

New York
Chicago

440 Fourth Ave.
Republic Building



Write us—either office.

agency even though the advertising agency is in good working order, is certainly not going to be the most satisfactory way of going about this business.

"The whole thing is so big that it is very hard to outline or suggest anything practical in a short letter of this kind. As a matter of fact, the points brought up are the proper subjects for a report of at least fifty typewritten pages.

"I am sorry that I have not been able to give you anything more specific, but

I believe you will appreciate that such is impossible without knowing something of the plan in mind and the appropriation that is available."

I shall probably have something further to reply in answer to your questions, but as the last writer has stated, even more information is needed from you before I can answer intelligently the questions which you have propounded.

Relation of Retail Distribution to Increased Production

From an Address Before the Press Group, United States Chamber of Commerce Convention in Atlantic City

By A. C. PEARSON

Vice-President and General Manager, *Dry Goods Economist*

THE function of the retailer in the scheme of merchandise distribution is two sided. In the first place, he is a purchaser of merchandise of many sources and of many kinds, and in the second place he is a distributor of this merchandise to many people.

His profit depends on many factors: First, he must educate himself on markets, styles, values and finances; second, he must develop service, economy, management and instruction; third, he must master advertising, selling and credits. It is because of the many-sided qualities required of the retailer that so many of them are failures and that those who master the proposition rise to great importance in the scheme of distribution and its effect on production.

The retail distributor is as essential to the manufacturer as the capillaries are to the arteries. Except as the capillaries carry the blood to the remotest parts of the system the arteries would be ineffectual and soon become clogged. In the same way, the manufacturer and retailer must operate in harmony.

THE MANUFACTURER'S START

The manufacturer can stimulate the flow of merchandise in a number of ways: First, by producing a meritorious product which will get acceptance when it is presented to the consumer by the retailer; second, by placing intelligently before the retailer and jobber his wares through printed and spoken salesmanship; third, by studying the requirements of the retailer so the goods will be properly priced to enable the retailer to make a reasonable profit. Many manufactur-

ers think only of the producing problems and overlook the requirements of distribution.

The retailer, on his part, can aid increased production, especially in times like these: First, by being satisfied with a moderate profit so he may turn goods over rapidly; second, by giving preference to medium grade merchandise which will serve the consumer's needs and not lead to extravagance and high living costs; third, by holding down the amount of unnecessary service and reducing expenses so the consumer's dollar will buy the greatest possible amount; fourth, by studying the particular points of his merchandise and seeing that his sales people inform themselves so that they can present the goods intelligently. This co-operation of the retailer is possible only where the manufacturer enables him and his assistants to get most readily a knowledge of the particular features of the merchandise, which can be easily presented in the printed and spoken salesmanship of the manufacturer and by the educational material which can be included in the packaging.

PREPARE FOR NORMAL MARKETS

The inter-relation and inter-dependence of the manufacturer and retailer is well illustrated by the circulation in the body. In the average business it is just as unwise for the manufacturer to attempt his own distribution to the consumer as it is for the circulation of the body to be carried on entirely by arteries, without any capillaries. It is likewise just as unreasonable for the average retailer to seek to control his own pro-

duction as it would be to have all the myriad capillaries in the body extend themselves to the heart with the consequent enmeshing of that organ in so many thousand blood vessels that its pulsation would be made impossible.

While in the last two years the demand for merchandise has exceeded the supply and hence the manufacturer has come to feel that his problem of increased production depends entirely upon the efficiency of his workmen and his equipment, it must be borne in mind that the normal condition of business will soon return and then it will be a question of the manufacturing waiting on distribution. During this abnormal time it behooves the manufacturer so to consider the requirements and desires of his retail distributor that he will have created a good will and cordial co-operation that will help solve the problem of increased production three years from now as well as today.

Jason Rogers Gives Junior Club Some Striking Figures on Advertising

Tracing advertising back to its earliest days, in order to strike a comparison with the present abundance of publicity, Jason Rogers, publisher of the *New York Globe*, in a talk before the members of Junior Advertising Club at the Advertising Club house, April 23, produced some striking figures on increased appropriations.

"Twenty-five years ago," said Mr. Rogers, "even a half-page department store advertisement in a daily newspaper would cause a furor in advertising circles. In those days the one-inch single column advertisement was a normal size, and when an advertiser went above that, he really began to attract attention.

"Things, of course, got better as years passed, but it was not until the last four or five years that the real growth in advertising took place, and even at that, the year 1919 so far outstripped the four preceding years as to make it stand out alone by the comparison.

"From 1913 to 1919 annual advertising appropriations averaged from ninety to one hundred million dollars. In 1919 this advanced to one hundred and forty-five million, which is an increase of 47 per cent over the expenditures of five years previous. In 1920 estimates point to a rise of 45 per cent above 1919, or just about double the amount of money spent on advertising in 1913.

"This stupendous increase in 1919 and 1920, almost an overnight growth, is as I see it, due not to "tax-dodging" as some outside of the profession would have us believe, but rather is it due to the fact that the various war drives, Liberty Loans, and other activities, educated the public to the enormous powers of advertising.

"However, this tremendous volume of advertising provides a real test for the maker of advertisements. His utmost hope should be to make his appeal so simple that his idea will be apparent at a glance."

"Paper" Puts Out Excellent Number

The 332-page convention number of *Paper*, the technical journal of the paper industry, which records the convention of the American Paper and Pulp Association, sets a new standard for special numbers in the field of industrial journalism. Beautifully printed in color, besides, containing an excellent report of the convention with abundant illustrations, the edition has numerous authoritative articles on the latest developments in the field, and a comprehensive bibliography on the art, technology and economics of paper which was compiled from the Library of Congress Index. The number shows splendid work on the part of the magazine's editor, of its advertising manager, S. Hoffman, and of Hugh Hoffman and N. P. Winchell, Jr.

"Dramatic Mirror" Adds Roy Barnhill, Ralston and Patjens to Staff

W. Roy Barnhill, James G. Ralston and W. S. Patjens have been added to the staff of the *Dramatic Mirror*, New York.

Mr. Ralston, who is to be advertising manager, was formerly with the Butterick publications, serving on *Everybody's*. He succeeds Otto H. Harris, who is going to the Pacific Coast for *Variety*.

W. Roy Barnhill, well known representative, leaves the staff of *Munsey's Magazine* to join the *Dramatic Mirror*.

W. S. Patjens, who has also joined this magazine, was formerly with the Philip Ritter Co. He is organizing a research and service department for advertisers.

This expansion by the *Dramatic Mirror* is part of broad policy which aims to bring the magazine from the field of the trade paper into that of the general magazine.

Many New Members for A. N. P. A.

The following newspapers have been elected to active membership in the American Newspaper Publishers' Association: Jackson, Miss., *Daily News*; New York City, *New York Commercial*; Gary, Ind., *Evening Post*; Batavia, N. Y., *Daily News*; Fairmont, W. Va., *Times*; Sharon, Pa., *Telegraph*.

The following have been elected to associate membership: Lancaster, Pa., *Examiner*; Anniston, Ala., *Star*; New Britain, Conn., *Herald*; Logansport, Ind., *Pharos-Tribune*; Madison, Wis., *Democrat*; Ashtabula, O., *Star and Beacon*; Lebanon, Pa., *Daily News*, and the Athens, Ohio, *Messenger*.

The Lewiston, Me., *Daily Sun* has been transferred from the associate to the active class.

Organizing a Post of the American Legion Composed of Advertising Men

The organization of Ad-Men's Post of the American Legion in New York City is now under way through the efforts of Edward Haubrich. All ex-service men identified with the advertising business are especially invited to join. Those interested should communicate with Mr. Haubrich at 110 West 34th street. It is planned to have a "get-together" meeting at the West Side Y. M. C. A. on Thursday evening, May 13, but as yet it has not been definitely announced.

American Motors Appoint Nadler

H. Nadler has been appointed advertising manager of the American Motors Corporation, Plainfield, N. J. S. J. Colopy was formerly in this position.

Cigarmakers to Advertise Hand-made Smokes

An extensive street car advertising campaign, state-wide in its application, will shortly be undertaken by the Cigarmakers' International Union in New Hampshire to set forth the merits of hand-made cigars. The claim is made that machine-made cigars are considerably below the usual standard for a good cigar and that hand-made cigars alone possess the ingredients and proper kneading to make them an enjoyable smoke.

Grand Rapids "Herald" Manager Dies

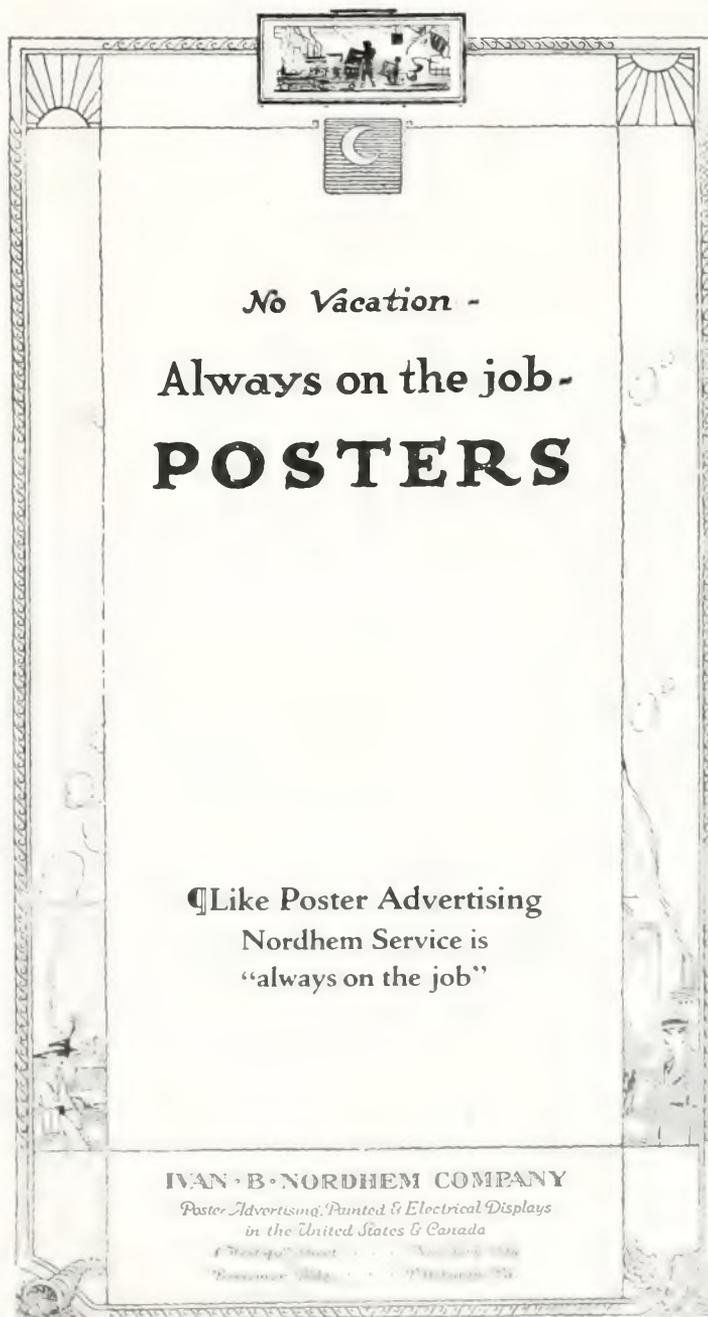
William Alden Smith, Jr., general manager of the Grand Rapids *Herald*, and only son of former Senator William Alden Smith, died on Thursday of last week, following an operation several days previous. He was 27 years of age. During the war he served in the Aviation Corps.

Henry L. Berdan Dies

Henry L. Berdan, formerly publisher of the *Guardian*, died in his sixty-second year at his home in Paterson, N. J., on Wednesday of last week, after three months' illness of a complication of diseases. He was a member of the City Finance Commission and a director of the United States Trust Company.

Safety First Campaign in Frisco

A Safety First Campaign, conducted under the general supervision of the San Francisco Advertising Club, has been carried through very successfully, the idea having been well driven home to the people of the city. Posters in every street car, posters in factories, letters to employees, and several innovations were used, together with newspaper support, in "getting the idea across."



No Vacation -

**Always on the job-
POSTERS**

☞ Like Poster Advertising
Nordhem Service is
"always on the job"

IVAN B. NORDHEM COMPANY
Poster, Advertisina, Painted & Electrical Displays
in the United States & Canada

Your Letters Deserve Closest Supervision

Large Corporations Are Finding It
Profitable to Employ An Expert Director

By C. H. BAKER, Jr.

The Norton Company, Worcester, Mass.

IN A LARGE concern a correspondence supervisor is a mighty fine investment, not only through the business that would otherwise be lost due to errors, phrasing which could be wrongly interpreted, etc., but through the business which he will gain and hold by constructive criticism of the dictators whose work he censors. Naturally, he will not hold up many letters written by the president of his concern, but can cover correspondence pretty high up the scale.

Such a man, in order to give his opinions weight, must be broad himself—a man who will not cause any just or unjust feeling due to resentment of any such criticisms that he may make. He, as well as the dictators, must realize that the word "criticism" does not always mean fault-finding. He must not seek to model the style of his dictators after his own, nor after any other set form, but rather encourage and develop each one so that the individual personality will appear in his work once the basic foundation of courtesy, clearness, etc., is attained. Such criticism

must be confidential and given in a spirit of friendly helpfulness.

If the points brought up are much involved, or very important, or any difference of opinion arises, it is settled finally and satisfactorily by a personal conference between correspondence supervisor and dictator.

How small a concern's correspondence may be before such a supervisor is unnecessary or impracticable can only be determined by individual circumstances. Roughly speaking around 350 or 400 dictated letters per day should be fairly close to the mark. A man doing such work can't make it a side issue and do good work or hold the respect of his dictators. A concern doing a small business can't afford to pay such a man what he is worth and get results which would justify the added expense. All the concerns where this system is in force are medium or large in size and every one has found to be an unqualified success. The total number is close to twenty now and the value of the idea is rapidly spreading.

One of the results of the great war will be the adoption of the English language as the language of business or commerce. This will be the result of three main forces: The dominating position the United States now holds in international finance, and her new-born merchant marine; the campaign for world-commerce which England is planning; and finally the fact that the English language is best adapted to business. It has around 500,000 words to choose from—a word for every possible shade of meaning, making fewer chances for misunderstandings and misinterpretations. Things can be said in English in a much shorter space. French is admittedly elaborate and flowery; the German tongue while not likely to trouble anyone for a while, is clumsy, full of unwieldy words of many syllables, and misplaced verbs. The reports written in parallel columns covering important subjects at the peace conference, English, French, German, show this conclu-

sively. English always takes less space and expresses the desired meaning without any confusion of ideas through words being interpreted in more than one way.

It is up to the manufacturers of the United States to put aside any outworn prejudice they may have had against letter reforms, and realizing the good in the new gospel of better correspondence, adapt all the worth-while ideas possible—each to his own particular business. The era of big things and new things is already here—let's not be weighed in the balance and found wanting because of old-fashioned involved phrasing, and worn-out methods of business letter—Sales Letter—writing.

Brooks Secures Three Accounts

Robert H. Brooks, advertising agent in Chicago, has secured the accounts of the Monitor Motor Car Co., Columbus, Ohio, the W. R. Pickering Lumber Co., Kansas City, and the Willcox & Gibbs Sewing Machine Co., New York.

Federal Trade Book Now Ready

The Federal Trade Commission has published the first volume of its decisions, findings, orders and conference rulings. It includes all cases passed on by the Commission from March 16, 1915, to June 30, 1919. Bound copies may be obtained from the Superintendent of Public Documents for \$1.50. Subsequent volumes will follow.

Publishers Erect Building

About June 1, the Fred L. Kimball Co., publishers of the *Dairy Farmer*, *Milk Magazine*, *Egg Reporter*, *Creamery Journal* and *Iowa Magazine* in Waterloo, Ia., will occupy a new, modern plant which is now nearing completion.

A "Review-of-the-Year" Meeting

A dinner meeting of the New York Business Publishing Association, to be held on the evening of May 10, at the Automobile Club, will be the review of the year meeting. Wm. Buxman, of the *News-Record*, will speak on "Research," R. B. Lockwood, of the McGraw Hill Co., will tell about "Service," F. J. Rockwell, of *Playthings*, will take care of "Circulation," and E. J. Bittenheim, of the *American City*, will handle "Sales and Business Management."

Farrah is Advertising Manager of "Motorship"

George Farrah, for the past two and half years with the advertising department of the New York *Times* has joined the Miller Freeman publications, trade and technical magazines. Mr Farrah will be advertising manager of *Motorship*, a marine paper devoted to the interests of the internal-combustion engine.

Baker Buys Rogers-Baker Agency

Effective May 1, William Henry Baker, of the Rogers-Baker Co., Cleveland advertising agency, assumes all the going business of the Rogers-Baker Co., and will conduct a general advertising business under his own name at the same offices.

Col. Arthur C. Rogers, the founder of the agency, has retired.

Paper for Letterheads

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

BERKSHIRE TYPEWRITER PAPERS

A Business Paper For Every Business Use

EATON, CRANE & PIKE COMPANY

New York Pittsfield Boston
San Francisco Chicago

Blotters

"To make Better Letters
Use Our Better Blotters"

Famous World and Reliance Brands

THE ALBEMARLE PAPER MFG. CO.
Richmond, Va.

Mailing Lists

Mailing Lists

Commercial, Automobile, Investors or
any classification wanted

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

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

The Men and Women Who Make Our Mediums

CHARLES GATCHELL

Editor of *Picture-Play Magazine*

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 FRANK H. WILLIAMS

THE CAMERA flickers, then the light steadies on the white sheet that suddenly darkens as the film comes on. The scene is set somewhere deep in the woods that the caption tells you stretch back over the plateau atop the Palisades. It is the time of year when the leaves crackle under foot, or, still clinging to the trees, form a glorious facade in reds and golds on the high wall of the Hudson's west bank opposite New York. A thin column of smoke wavering up among the branches leads the eye to a campfire and you can almost smell the appetizing odor of broiling steak as a man with his back toward you bends over the coals with a big jack knife in his hand.

Then the man, taking his cue, swings about to face the camera and you and if the caption doesn't say: "Here's a hundred per cent he-man," your thoughts supply the deficiency. Five feet ten in height, with an appearance of lankiness that belies his really splendid physique; slow moving, calm but keen, he stands before you in his favorite setting, engaged in his favorite form of recreation, meeting you on terms of intimacy that never could be attained in his office. Who? Wait, the caption is coming at last.

INTRODUCING THE EDITOR

"Charles Gatchell."

Thus let me introduce to you as if in the medium about which he writes, with the informality which he puts on in his beloved woods, the editor of *Picture-Play Magazine*.

"Let's lose ourselves in the woods," is one of Gatchell's favorite expressions. And when he says that he means just that. Losing yourself in the woods with Gatchell means a long hike along the Palisades or on Long Island or in Westchester county; a fire in the woods over which a juicy steak is broiled to a turn; the baking of potatoes in the coals—and the forgetting that there is a tumultuous New York, straining and fretting

and champing nearby. It means a return to nature, which is possible within a short distance of New York, no matter what other folk may believe to the contrary.

I dare say that Gatchell knows all the ferry systems in New York—not only the busier ones that ply between Manhattan and New Jersey and Brooklyn but the ones farther up the sound and the Hudson—those that cross from Greenwich, Conn., to Long Island, or that go from Hastings-on-the-Hudson to Nyack, across the river, and all the others between. He knows where Inter-State park begins on the Palisades and, during the summer time, is quite often lost somewhere within its almost primeval depths on

Saturday afternoons and Sundays. He knows all the ins and outs and twistings and turnings of the Jersey hills—some of which are still so tangled with underbrush and covered with trees and so altogether wild in aspect that it seems as if man had hardly ever penetrated them. It might surprise many persons to see just how primitive some sections of New Jersey are, within a very short distance of New York. And Gatchell knows all the bathing beaches around New York, Staten Island, and along both shores of the Sound.

That's one very interesting thing about Gatchell—although he loves the country so much—as he naturally would since he was born in Benton Harbor, Mich., and spent the greater part of his early life there—he still loves New York, too. He loves New York because, as I say, he knows it so thoroughly. And he knows it so thoroughly because he is always exploring it—peering into the Yiddish theatres, rambling through the parks, exploring the railroad stations and traveling out of them; eating at all sorts of quaint restaurants and at the hotels, patronizing the playhouses and making friends with all the new



The Only Kind of Picture That Fits CHARLES GATCHELL.

and interesting people he meets.

Though Gatchell is slow in movement he is a man of quick decision. The manner in which he happened to come to New York is illustrative of this.

PAPER

The Manufacturer's Journal

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

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

PAPER, 471 Fourth Ave., N. Y.

Some years ago Gatchell was employed on a newspaper in Kansas City. One of his particular "pals" at that time was Charles Phelps Cushing, who within recent years has made quite a name for himself as a writer. While employed on the Kansas City paper Cushing sold a number of articles to New York magazines.

"I'm going to New York—that's where my big opportunity is!" suddenly exclaimed Cushing one day.

"I'll go with you!" just as suddenly declared Gatchell.

The two young men left for New York at once. And it is certainly interesting to know that they both made good within a very short time after "hitting" the metropolis. Gatchell within a few weeks after arriving in New York was doing a daily comic "strip" for the *New York Journal*.

I suppose that if Gatchell should be carefully catalogued and classified by some efficiency expert he would be placed in the class of the semi-Bohemian although his frequent presence at up-town social functions rather lets him out of that class. The pleasure he finds in poking into queer places is an indication of his Bohemian tendency, however. So, too, is his lack of that everlasting neatness which says that there must always be a place for everything and everything must always be in its place. Gatchell always has a place for everything, that place being the handiest spot in which he can put the article. But despite this lack of a 100 per cent efficiency in the matter of orderliness, he always—at least, usually—knows where to find everything, probably because he is blessed with a splendid memory.

His very excellent memory serves him to good purpose whenever the matter of theatrical entertainment is under discussion. Gatchell always remembers what So-and-So has done in other plays, just who the author of the production is and just what sort of plays the particular producer has been in the habit of unfolding to the public. Having this knowledge of producers, authors and actors, Gatchell is always able to pick the good from the poor, in the vast number of theatrical productions of every season. His taste for the best, too, is unerring. When it comes to a choice between two attractions, one flashy and the

other "classy," Gatchell invariably picks the latter. I never knew his taste in this particular to fail.

But by this I don't want to convey the impression that he is a "high-brow." He certainly is not, in the unfavorable sense in which that term is usually used. He is an all-around good fellow with a taste for the better things of life and this taste, as might be expected, shows itself most forcefully in the way he picks and chooses theatrical entertainment.

This good taste of his and proper perspective shows itself, too, in the way he conducts his magazine. Although Gatchell has absorbed an amazing amount of information about the movies since he began his present work and has written several articles on different phases of the industry which have been widely quoted, he still retains an aloof point of view—the true newspaperman's viewpoint—that of the observer. Instead of being a motion picture man getting out a magazine, he is a journalist dealing with the material of the screen and the studios.

Another outstanding characteristic is his ability to engage in an endless number of unrelated details during the day's work—to pass on each almost instantly and to shift from one to another, giving to each the same full concentration.

THIS EDITOR A MUSICIAN

Like the true journalist, also, he seldom displays personally the enthusiasm which he puts into his work. One of the exceptions to this rule is when he is outlining a story to a staff writer and giving instructions as to how the story should be written. Those who work thus swear by him because he knows exactly what he wants, and they value his criticisms. To a staff writer living in another city he seldom dictates a letter, but prefers to hammer it out himself, in a most informal manner. He takes a keen personal interest in all those who work for him and is always ready to exert himself in every possible way to aid them in their work. He has made the collection of friendships a hobby and he has gained many friends through his present occupation.

His philosophy of life includes getting the most out of what the time and place offer and forgetting,

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

In every large institution THE SALES MANAGER—Monthly will be found on the desks of "Sales Managers"—because it makes them better sellers. Better selling means better pay.
25c a copy—\$3 a year
The William Edward Ross Service, Inc.
1414 Sun Bldg., New York City, N. Y.

POSTAGE
The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 months \$1.00; 1 year \$2.00.
POSTAGE • 13 E-st 13 h St., New York C 7

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

"GIBBONS KNOWS CANADA"

MONTREAL

TORONTO

WINNIPEG

CLYDE A. CRISWELL: *former Art Director of the Richard A. Foley Advertising Agency, Philadelphia; late Sales Manager of The Ledger Art Service; previously with N. W. Ayer & Son. Now directing the Sales of Gotham Studios Inc.*



“Cris” is with Gotham!

Let me give you his full name in introducing him—Clyde A. Criswell. (*Cris, this reader of A. & S. is a possible present or future friend of ours!*)

For two years I wanted Cris to come with us—to help us give you the kind of advertising art and art service you wanted. I knew what he had done and was doing. That made me believe that he **belonged** here at Gotham.

So we have him; and you and all advertisers will find him a likeable chap, brimful of ideas, with an almost uncanny way of seeing your point of view and looking at your advertising art problems with a sincere sympathy that is distinctly refreshing.

Phone Cris to see you.

Martin Ullman
Managing Artist

GOTHAM STUDIOS INC - 111 EAST 24th STREET - NEW YORK

Calendar of Coming Events

May 12-15—Seventh National Foreign Trade Convention, National Foreign Trade Council, San Francisco, California.

May 14-15—Meeting of the National Cloak & Suit & Skirt Manufacturers' Association, Hollenden Hotel, Cleveland.

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 19-21—Annual Convention, Industrial Relations Association of America, Chicago.

May 24-27—Thirty-first Annual Convention of the Heating and Piping Contractors' National Association, Cleveland.

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—Sixteenth 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 Greenbier, White Sulphur Springs, W. Va.

for the time being, the things which are precluded. He has a taste for music. At college he was a member of the oratorio society. In Cleveland he played with a mandolin orchestra. He admits that his favorite indoor sport is playing the piano.

It is interesting to know that when Gatchell became connected with *Picture-Play Magazine* he knew almost nothing about motion pictures—he never had been a devotee of the cinema and he knew less about editing, never having even read a line of "copy" or written a "head" on a newspaper. But at the very start he outlined a policy from which he has never deviated. This policy was to deal with his subject-matter in as broad a way as possible, to strive at all times for novelty, to keep faith with his readers by the utmost sincerity, to encourage the best achievements of the screen and to present his material in the most human manner possible and with as many touches of humor as could be packed into the publication.

It might be added, right here, that Gatchell is a rather deep thinker on the more important problems of life.

It is noteworthy that Gatchell is a graduate of the University of Michigan and that, after his graduation, he picked the career he wanted to enter, that of journalism. He has clung to journalism ever since and feels that it is his life work. His talent with the drawing pen was developed during his work on newspapers. Since becoming editor of *Picture-Play* he has put this talent to good use on several occasions by

creating the illustrations which have appeared with some of the departments in the magazine.

POUNDS HIS OWN TYPEWRITER

Like other newspaper men Gatchell has the ability to think and write rapidly on the typewriter. He seldom does any work in longhand, preferring the machine. Seemingly the older and more battered the machine is, the better he likes it and the more rapidly he can work. Also he has the ability of concentrating on his work no matter what may be going on around him or what interruptions may occur during the course of his work. A dozen persons may be in the room chatting and laughing; doors may be opened and slammed and all other kinds of rattles and noises may be going on, but Gatchell keeps on writing as if there was never a sound in the world. And, he may be called to the phone and kept there for ten or fifteen minutes, but the moment he is through he can return to his typewriter and start right in again as if there hadn't been the slightest interruption.

At every angle from which I view Gatchell, he strikes me as being an all-around, "regular" fellow. He is a firm friend, a hard worker, a clear thinker and an enthusiast. He is idealistic in a sense but there's no "bunk" about him—he's mighty firmly grounded in good, hard common sense.

For several years he lived at the 23rd Street Y. M. C. A., at about the time that Bruce Barton lived there. Recently, Mr. Gatchell mar-

ried Miss Fannie Kilbourne, whose short stories have been making quite a "hit" in the *Delincator* and other publications.

A magazine is most assuredly the reflection of its editor. That is undoubtedly why *Picture-Play* is always entertaining, human, lively, timely and invariably interesting.

Peach Growers to Advertise

The California Peach Growers, Inc., at a board of directors meeting voted a sales and advertising budget of \$130,000. The sales policy will be similar to that of last year.

New Haven Advertisises for Policemen

Newspaper advertisements for the first time in the history of the New Haven Police Department were used this week in an effort to secure 100 young men with whom to recruit its strength up to the protective needs of the city.

Leaves Kansas City Agency

Allen C. Smith, long associated with the F. A. Gray Advertising Co., Kansas City, Mo., has resigned to go with the Southwest Advertising Co., whose headquarters are in Oklahoma City.

Funnell Joins Simmons-Boardman

C. L. Funnell, who has been assistant promotion manager of the McGraw-Hill Company, has resigned, effective May 15, to become assistant business manager of the Material Handling Cyclopedia, published by the Simmons-Boardman Publishing Company, New York.

Schaeffer Succeeds Raugh as Editor

W. L. Schaeffer, advertising manager of the National Tube Co., has succeeded Richard S. Raugh, head of the agency bearing his name, as editor of "Ad-vents," the weekly bulletin of the Pittsburgh Advertising Club.

Francis J. Best Resigns

Francis J. Best, advertising manager of Franklin Simon & Co., New York, has resigned his position. Mr. Best was formerly advertising manager for R. H. Macy & Co. He has made no announcement regarding his future connections.

Brothers Join Martin V. Kelley Co.

Tom and George Wallace, both recently connected with the Seelye & Brown advertising agency, Detroit, the former as vice-president and the latter as sales representative, have announced their association, beginning in May, with the Martin V. Kelley Co., Toledo, Ohio.

Tom Wallace was formerly with the Campbell-Ewald Co., handling several important accounts, and previous to that was assistant advertising manager of the Detroit City Gas Co., and in the advertising department of Butler Bros. George Wallace, who became associated with Seelye & Brown, after his discharge from the Intelligence Department of the U. S. Navy, previously spent ten years in the investment business.

Bradshaw Secretary of Monotype Co.

On May 1, Frank W. Bradshaw became associated with the New York Monotype Composition Co. He will act as secretary and outside representative.



The Thumbprint of Goliath

A THUMBPRINT, whether done with ink against a smooth sheet of glass or outlined in jam upon a baby's bib, contains the simpler elements of catalog printing.

The bigger the thumbprint, the bigger the detail. The smoother the surface against which the thumb is pressed, the clearer the impression becomes.

The relation of surface to clear impressions is the basic reason for the difference between ordinary printing and Better Printing.

To you, the reader, paper is but the body of a book, magazine, or catalog; but to the printer, paper is a surface, upon which his types and plates must print, or his work is disappointing.

Two sheets of paper may look

alike and feel alike, but print differently. Standardization of printing paper quality is simply the production of a standardized surface upon which a standardized printing impression may be produced.

The Warren Standard Printing Papers are divided into a dozen grades, each developed for a particular field of book paper printing. Your printer can show printing specimens on the Warren Standard Printing Papers.

Most catalog printers possess books that we have prepared containing much constructive material for users of commercial printing who are serious students of better printing.

S. D. WARREN COMPANY
BOSTON, MASS.

Briefly classified, the Warren Standard Printing Papers are

- | | | |
|--|---|---|
| <p>Warren's Cameo
Dull coated for artistic half-tone printing</p> <p>Warren's Lustro
The highest refinement of surface in glossy coated paper</p> <p>Warren's Warrentown Coated Book
Smooth surface for fine half-tone and process color work</p> <p>Warren's Cumberland Coated Book
A recognized standard glossy-coated paper</p> | <p>Warren's Silkote
Semi-finished surface, useful for practical printing qualities</p> <p>Warren's Printone
Semi-coated. Better than super, cheaper than coated</p> <p>Warren's Library Text
English finish for medium screen half-tones</p> <p>Warren's Olde Style
A watermarked antique finish for type and line illustration</p> | <p>Warren's Cumberland Super Book
Super-calendered paper of standard uniform quality</p> <p>Warren's Cumberland Machine Book
A dependable, hand-sorted, machine finish paper</p> <p>Warren's Artogravure
Developed especially for offset printing</p> <p>Warren's India
For thin editions</p> |
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Printing Papers

EFFICIENT SERVICE

The proper presentation of outdoor advertising requires unusual care in space selection, design, execution, construction and maintenance. That advertisers may be assured of efficient country-wide service, plants are maintained at

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MINNEAPOLIS
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ATLANTA

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NASHVILLE
YOUNGSTOWN
DULUTH
SUPERIOR

ST. JOSEPH
OKLAHOMA CITY
HARRISBURG
PUEBLO
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ASHTABULA
ALTOONA
LORAIN

SOUTH BEND

NEW YORK
ST. LOUIS
PITTSBURGH
WASHINGTON
MILWAUKEE

KANSAS CITY
INDIANAPOLIS
ROCHESTER
TOLEDO
OMAHA
COUNCIL BLUFFS
DAYTON
HARTFORD
SPRINGFIELD
WILMINGTON

CAMDEN
AKRON
JACKSONVILLE
ST. AUGUSTINE
DAVENPORT

ROCK ISLAND
MOLINE
BALTIMORE

ELKHART

CHICAGO

Thos. Cusack Co.

NEW YORK