

ADVERTISING & SELLING

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Convention to Bring a New Vision of the Advertising Future

**The Field of Usefulness of the World's Most
Potent Force for Progress Is Ever Widening;
Some Developments That Are Likely to Come**

By CHARLES F. HIGHAM

European Vice-President of the Associated Advertising Clubs of the World

WHAT KIND of a message should an advertising man who has travelled three thousand miles across the Atlantic to meet the advertising men of the world at the Indianapolis convention bring to the convention?

One might think that, having journeyed a long way, he should deliver a long message. I don't think so. I don't think that we need to seek through rhetoric the emphasis which an advertising man should lay upon the necessity of advertising men seeing with a clear vision the tremendous potency of the force which they control; seeing with a clear vision the tremendous responsibility that is theirs in unchaining that force.

NEW VISION AT INDIANAPOLIS

We are going to Indianapolis to find in each other's words, in each other's counsel, that vision and, along with it, a new, finer and more courageous conception of our duty toward each other and toward the world we serve. It is going to be a new conception because this post-war world of ours is a new world. It is going to be a finer conception because, I hope, it is a finer world than the old one. It is going to be a more courageous conception because, I believe, we are at last thoroughly awakened to the part we must play in the revised scheme of things.

You may have read that bit from H. G. Wells' "Peter and Joan" which I used as a preface to my book "Looking Forward." In it, the "Lord God" of wounded "Peter's delirium says, as you will remember:

"Don't blame me. There isn't a thing

in the whole of this concern of mine that Man can't control if only he chooses to control it. It's arranged like that. There's a lot more system here than you suspect, only its too ingenious for you to see. It's yours to command. . . . Humanity either makes or breeds or tolerates all its actions, great and small. Not my doing. Take kings and courts. Take dungheps and flies. Its astonishing you people haven't killed off all the flies in the world long ago. They do no end of mischief, and it would be perfectly easy to do. They're purely educational. Purely. Even as you lie in hospital, there they are buzzing within an inch of your nose, and landing on your poor forehead to remind you what a properly organized humanity could do for its own comfort."

You will pardon me for quoting this again, but it seems so pertinent to our mission in Indianapolis. We are meeting there in these early hours of the post-war day to determine how the great force of paid publicity shall be directed toward commanding the system in the world—and toward killing the "flies."

THE POWER OF PUBLICITY

I have, on several occasions, expressed my conviction that there is nothing that makes a man so proud of being in a given business as listening to other men in it who know more than he does, as seeing the type of men that are engaged in his industry, as rubbing shoulders with them at a convention where one is brought into contact with the human side of every man and woman engaged in a given task and where, if anywhere, one gets a broader and better outlook on one's working life.

You and I are engaged in the most wonderful business of modern times. There is no power in the world that excels publicity.

It forever builds the small business,

the great corporation, the state, the nation and the world. We have not yet begun to show how the world can get on by publicity. We are going to begin just as soon as we ourselves wake up to the real splendor of the future of that force we call advertising and soon as governments come to see our vision. I meant exactly what I said when I told the members of the Advertising Club of New York last week:

"I believe the time is coming when you men are going to sell ideas, morality and health to the world, and are going to do it through your government."

Today, we are thinking of advertising in international terms as we are thinking of politics and of economic life. That is how we should think of it. To-day, the whole world is our field; as the outdoor advertiser might express it, the whole world is our billboard. But let me emphasize this: We must not go out into this world field with the old, narrow, short-sighted policies of the days of cut-throat competition. We must stop this chauvinistic spirit that is as ridiculous as it is blind. Stop this feeling that "Great Britain got the order" or "America got the order." The more business anybody gets the more everybody is benefitted. Let us both, Britons and Americans, enter the world's market together in a spirit of friendly competition to get the business. Don't let's have any argument as to who is going to swallow up the trade. Remember that our greatest rival, just at this moment out of business, is rebuilding. If we let ourselves be

inveigled into a long and bitter argument, the day is coming when we shall suddenly turn around and find that the thing we have been arguing about has disappeared.

NEW DEVELOPMENTS IN ADVERTISING

I wonder if we shall not do a great deal more of our advertising in this world market on a cooperative basis. That kind of advertising—association advertising, you call it—seems to me to be the most distinctive development of these new times. I believe that in the future we shall have more and more of this advertising, not of the particular design or brand but of the class of products to which this design or brand belongs. We shall advertise the need to buy certain goods or services as a whole, as, for instance, the advantages of having a piano in the home, the advantages of wearing silk or woolen dresses, the need of using electricity in cooking. I feel that the day is not far distant when all classes of manufacturers will find that it is more economical to create a favorable public opinion toward the goods which all in each class make rather than toward that which each manufacturer makes individually.

An illustration of this tendency is shown in the co-operative advertising of the wall paper manufacturers of Great Britain who have just started a campaign to teach the British people the need of re-papering more often. Heretofore, the housewife thought of new covers for her furniture, new carpets, or, perhaps, new pictures. She changed her curtains from heavy to light when the spring days came. But it never occurred to her that the home could be made much more attractive and refreshed for far less money by re-papering the house, and that there is as much fashion in wall paper as there is in clothes. Now she is learning these things and the wall paper advertising is creating a new demand.

OPPORTUNITIES IN GREAT BRITAIN

The advertising situation was never better in Great Britain than it is to-day and, by the same token, there has never been such an opportunity for the sale of American goods in Great Britain as there is to-day. Whatever you may hear to the contrary, there is no anti-American feeling in that country. The best indication that I can give of the success of American methods in Great Britain is the fact that to-day a thousand British chemists are operating their shops

as Rexall pharmacies. I had the privilege of meeting several hundred of them just before I left, and I heard them enthusiastically applaud the suggestions for improving their business by American methods put before them by Mr. Liggett, president of the United Drug Company. Here you have a marvellous portent—the unprogressive British chemist suddenly changing his business habits to sell American products by American advertising methods and adding to his stock such lines as candies and stationary—which he has never be-

CHARLES F. HIGHAM

Charles F. Higham is the European vice-president of the Associated Advertising Clubs of the World. He is a member of the British Parliament and the leading agency man in Great Britain. His hobby is high grade copy and he believes that advertising, when properly written, is far mightier than the sword. Mr. Higham proved the power of his pen in the splendid copy he wrote for Britain's wartime recruiting campaigns, war loans and many war relief activities—without payment or other reward. He is president of the "Thirty" Club of London, author of "Scientific Distribution" and "Looking Forward." He is the head of Charles F. Higham, Ltd., of London, with branches in New York and Chicago and organizer and managing director of the largest film producing firm in Europe.

Mr. Higham was born in the United States. He has lived on both sides of the Atlantic. He has an international outlook on advertising and a clear vision of its future which has been decidedly inspirational to his associates. What he writes for ADVERTISING & SELLING will be read with great interest.

—THE EDITOR.

fore dreamed of as properly belonging in a "drug store," as you call it. I merely mention this to show that if you have a good line of American goods and you are willing to push them in the British market, the British shop-keepers are ready to sell them and the British public is ready to buy them.

To the American advertiser who is entering the English market, I should say that, above everything else, don't try to sell your goods by American salesmen. Teach the English commercial traveler the points in your office in London and let him go on the road and tell his story in the English way. If you are going to choose an advertising agent in England, use the same discretion and get the same amount of information in regard to his capacity to serve you as you do when you choose an American agent. Too many failures have been made because American manu-

facturers have started to advertise in Great Britain before they had their goods distributed to the retailer. That is just as great a mistake in my country as it would be in yours.

AVOID "CLEVER" ADVERTISING

You cannot make a success with so-called "clever" American advertising in Great Britain. Don't try to adapt your American copy to the English market. Have your advertisement written to the people in the country in which you want to sell your goods by those who understand the vernacular of that country. Take Great Britain seriously. If you had a piece of land tacked to the coast of California of the size of the State of New York and on this piece of land there were fifty million people and you could reach them all by rail in five hours, you would treat it as a most wonderful place to sell your goods, and it would have a big share of your advertising appropriation. Well, this is what you have got in England, with the added advantage that it is cheaper to ship goods to England than it would be to ship them to an imaginary piece of land off the coast of California.

THE PRODUCTION PROBLEM

Then, don't play with England, and don't treat it as a dumping ground. It isn't. Don't send to England a sales manager who may not like the country and who, because he fears that you may want him to stay there for a couple of years, will tell you that it isn't worth while tackling it. The only man who ought ever to go to England to study the conditions there is the president of the company himself, because he doesn't have to stay there. I like my country, but then, you see, I am acclimated to both countries, for I have lived on both sides of the water about an equal amount of time. There are lots of Englishmen who cannot stand New York during the first week because they think it is too noisy, and there are just as many Americans who find London too slow. Neither of them is right.

In every line of activity to-day men are asking themselves what their business or profession gained or lost through the war—are checking up present conditions against those existent in 1914. We can say confidently that advertising gained tremendously. I do not speak of dollars and cents. Advertisers gained in vision, advertis-

ing gained in prestige. There is no question, for example, but that it was the British Government's advertising during the war, bought and paid for, that awoke the British manufacturer to the real power of the greatest power in the world. The result in Great Britain has been that if the newspapers could take care of the advertising, there isn't an agent in the country worth his salt who couldn't easily double his turnover.

Of course, extensive advertising like that means big sales and big sales demand heavy production—and there we hit the trouble, but not, I think, trouble that cannot be mended, that is not now being mended. If we want to increase production—and we do want to increase production if we are to have lower prices—it seems to me that the first call is for the business man to look with a little more kindly feeling upon those who work for him and who help him make a profit. If you put it up to men and women in any sphere of life that you have a common job to do and are willing to share fairly with them they will be willing to put their backs to the job and no agitator on earth can stop them.

I know of factories in England where the workers love their chiefs. Their fortunes are watched over by men like a manufacturer who came to me recently and told me of a new plant he was going to build.

"Mr. Higham," he said, "I am going to have a factory where every man shall be an ex-soldier, if possible, and I am not going to have any interference from agitators. I am going to employ ex-soldiers to build the houses for their own accommodation. Then I am going to put those men into that factory and pay every man not less than a pound a day as soon as he has learned the business. I am going to say to them, "Look here, boys, I am just like you, except that circumstances, or call it what you will, have given me the command of a certain amount of capital to start this factory. I am going to capitalize the worth of your labor in exactly the same way as I show a profit. If I pay 8 per cent on my borrowed capital I will pay you 8 per cent on your average."

That man is not going to have to worry about "slackerism" in his factory.

DON'T TAX ADVERTISING

All have their parts to play in keeping clear the channels of in-



CHARLES F. HIGHAM

dustry that lead to national and world prosperity. None has a more important part than the advertising man; none operates a more potent force to that end. Anything designed to restrain that force cannot be otherwise than evil. I have been asked what I think of the proposal to tax advertising

which has been agitating this country. That is my answer. Any legislation designed to check the logical use of the most effective force known for the promotion of industry and hence for the promotion of prosperity would be a calamity.

Prominent English Advertising Manager Here

Ernest Edward Reinhold, sales and advertising manager of Sorbo Rubber-Sponge Products, Ltd., London, is now visiting New York. Mr. Reinhold is a delegate from the Aldwych Club, and comes here to attend the Indianapolis Convention of the Associated Advertising Clubs of the World, and to make a trade investigation. The advertising campaign for Sorlo Sponges in England, under Mr. Reinhold's direction, has attracted much attention because of its American qualities, and has proven highly successful.

chock full of personals, news items, humor and poetry. A Limerick Contest, now being conducted by the members of the Seaman organization, is a special feature.

Benjamin Cory Selover is Dead

Benjamin Cory Selover, connected with Abraham & Straus, in Brooklyn, and formerly in the advertising business, died on Tuesday of last week of pneumonia at his home, 27 McDonough street, Brooklyn. He is survived by his wife, a son and two grandchildren.

Frank Seaman Publishes House Organ

An internal house organ called *Seaman's Log* is now being issued every two weeks by Frank Seaman, Inc., New York. Written in a chatty style, the "Log" is

"Rural Canada" to Issue Weekly

Beginning with September, 1920, *Rural Canada* announces that it will issue a weekly edition as a news supplement to the regular monthly numbers.

The Indianapolis Convention—And What Lies Beyond It

Some of the Problems Advertisers Face and a Discussion of Methods by Which Their Solution May Be Reached

By BRUCE MAC GREGOR

BEYOND THE SLOGAN of "On to Indianapolis, 1920," members of the Associated Advertising Clubs of the World and other workers in the great field of advertising and selling will find the more urgent watchwords of "On to Greater Production, Wider Distribution, Better Merchandising—through Broader Vision."

Not within the lifetime of the convening body has there been a more momentous event than this one in the Hoosier Metropolis. Before the advertising profession today lie problems eclipsing in interest and fraught with greater consequences than, any heretofore encountered, embracing all but unexplored fields of business promotion. Conditions which have been accumulating with increasing rapidity during the last twelve-month now represent a variety of problems crying for immediate solution—before merchandising, as we know it normally, can proceed much further on its course.

There are surface signs which indicate the hidden things beneath. These signs are just as sure to be present in business as they are upon the bosom of nature. And they are quite as hard to find as are those indications which nature places. It takes the trained eye of the scientist to discern them and decipher their meaning; the skill of the expert to judge if the lode is valuable enough to warrant development.

For nearly five years there has been a healthy—in fact an enthusiastic—growth of the salesmanship idea in advertising. In that period advertising has come to be no longer considered aside from the selling force but part—a great, vital part—of it. It is true that many advertisers have permitted themselves to be, to an extent, swept off their feet; have perhaps proceeded along lines which, in calmer moments, they might not have followed so far. But because there has been much advertising done throughout the world in that time, and for many purposes, advertising, as a psychological force, has sunk deeply into the public consciousness. It is within reason to assume that its makers have at all times

A TIMELY CONVENTION

THE Sixteenth Annual Meeting of the Associated Advertising Clubs of the World could not have been arranged at a time of greater need of a get-together in the interests of scientific salesmanship through publicity.

There are problems of many natures awaiting solution. In fact, some of them are pressing heavily for answer.

In the accompanying article, which is necessarily restricted to the more important issues, the writer has discussed the probable developments in theory and practice which, as the title indicates, lie "Beyond Indianapolis, 1920."

—THE EDITOR.

gauged and recorded the effects of what they were doing. It is, in fact, highly important that they have, and thus have obtained a set of impressions vital to the planning of what is to be done in the advertising of the future. Such impressions must constitute the records upon which further efforts are to be based. The advertiser who does not understand the effect of his advertising is without the means to determine, first, the value of his advertising; second, the soundness of his policy and, third, the desirable additional steps to send his products into new markets.

A PERIOD OF READJUSTMENT

Advertising men have recognized for this long time that there is to be a period in the not very distant future, if indeed, we have not already entered upon it, during which will come changes in advertising media and in advertising methods, which will result in a decided broadening of markets. However trite this statement may seem by reason of the fact that advertising is and ever has been a constantly changing, intangible quantity, it is especially worth restating just now, when the real reaction after war-time conditions is beginning to be felt in the advertising business.

It is quite logical that readjustment in our economic life should bring about, or be brought about by, readjustment in this motivating factor. Such a transition is bound to cause some revision of plans which will redound to the benefit

of the advertising and selling profession, because it will serve to greatly stimulate activity in that field; to stir new thought, which will produce new ideas.

There has been a let-down in the nation's business. But now the low-pressure period is ending and business volume, despite possible changes in money values, is certain to increase. This because production, both of necessities and luxuries, is on the increase and workers are resuming interest in their performances as well as in their pay envelopes.

There will be found no disposition to check this growth in business, despite the likelihood that greater stimulus may be needed to move stocks in the near future. There have been statements, not long since, that much of the advertising done last year was merely to dispose of moneys which otherwise would have gone for taxes. In every ten manufacturers who spent a thousand dollars or more for this reason, there must have been at least nine who soon came to take the view that the departure was a wise investment rather than a reckless expenditure. The wise manufacturer, on the other hand, who, at the outset, invested his advertising appropriation judiciously for promotion of sales, and good will at home and abroad, today is the biggest optimist you may meet in a hundred calls.

He was one of the first to exert influence to bring about the new domestic prosperity to which all of us look forward with confidence.

There have been indications that some national advertisers have desired to reduce their investment in publicity at this time, possibly discouraged by high priced, low-producing labor, meagre transportation facilities and limited supplies of raw materials. There has been also a curtailment of advertising space allotments in some mediums because of paper scarcity. These factors have been given concern by advertising men, who have been kept busy modifying their practices to meet changing conditions. At this time the paper problem seems more



HOTEL RADISSON

SEVENTH ST. NEAR NICHOLES & ENTH
MINNEAPOLIS, MINN.

OWNER AND OPERATOR
HOTEL RADISSON COMPANY
SINCE APRIL, 1917

MAY
ONE
1920

PRIVATE OFFICE

Mr. J. M. Thorsen,
Business Manager,
Cosmopolitan Magazine,
New York, New York.

My dear Sir:-

Our records show that the sale on Cosmopolitan Magazines at the Radisson News Stand exceeds the sale of any other Magazines. It is our observation that the Cosmopolitan is usually purchased by the educated and cultured class. Frequent and favorable comments are heard on the class and quality of your Magazine.

In our opinion, you are to be congratulated on the success your Magazine has achieved.

Very truly yours,

President and Manager
Hotel Radisson Company.

**Nearly Everybody
Worth While
Reads**

Cosmopolitan

difficult of solution than either of the others which menace the business of advertising.

PSYCHOLOGICAL ELEMENT ASCENDING

The psychological element in salesmanship, steadily increasing in prominence, is so closely linked up with the advertising idea that it does not seem improbable that in the near future the advertising agent must stand prepared to go more deeply into the actual business of selling—to participate with the manufacturer as a sales promoter—than ever before. Charles F. Higham, of London, suggests this likelihood, in another article in this issue of *ADVERTISING & SELLING*, with the statement that "association advertising" is the thing of the near future—advertising done by a group of merchandisers having kindred, competing products. This getting together of interests will place at the disposal of groups the highest quality of merchandising talent, and where, if not in the perfected organization of the successful advertising agency, may this talent be found?

ADVENTURES IN PRODUCTION

Infusion of the element of psychological appeal into advertising and selling has ended the days of "it can't be done." So much of this "new thought" is "getting over" and winning sales that it is here to stay—to be developed to degrees today undreamed of. As we were taught the practicability of the uses of electricity in the last decade, so are we now to receive lessons in new uses of this great mental force. "It can be done," it is being done and it is going to continue to be done, more efficiently and more practically, as the brainy men employing it progress with their research and their performances.

It is becoming very clear to the average manufacturer that his advertising is not complete until it has been done "inside and out." The growth of this idea has led in the recent past to the institution of scores of campaigns through not only the numerous trade and consumer publications but in a vast array of house magazines, of employe's papers and kindred periodicals. How many of these publications now exist, it is almost impossible to state. The total may be seven hundred, a thousand, or maybe many more. They are springing up everywhere. They represent an awakening to the desirability to taking actual, intelligent measures to bring about an absolutely necessary realignment of industrial at-

titude. In the main these organs seem to prove out their efficiency and to justify the investment necessary to their existence, but the proving is still in progress, with actual results beginning to show in cases where the peculiarly appropriate course has been followed. Or, perhaps, this "internal" advertising has not, in many instances, gotten fairly under way. However, the thought of advertising to the employe is firmly implanted.

The proposition of widening markets is necessarily contingent upon successful enactment of the production plank in the business platform. A manufacturer who ninety days ago declared that production in his plant was scarcely fifty per cent of normal, due to low effort and dearth of interest per individual worker, has, in the last few days, indicated a slight betterment in the situation. He believes his industry is typical of a semi-necessity class, and feels decidedly encouraged over the prospect of further betterment. He believes, also, that if he had resorted earlier to employment of internal advertising he might have secured increased efficiency earlier.

"My employes," he said, "when I have approached them with the purpose in view of stimulating them to greater interest and effort, have shown decided indifference. It has not seemed important to them that I have turned away business which at one time could have been handled with exactly the equipment I now have. When I have talked matters over with them I have found them attentive, respectful, satisfied with their wages, but indifferent and determined to do no more work per day than they were doing, until it should be possible for them to obtain more than they now can for what they lay out for the necessaries of life. I have been advertising consistently in an effort to hold what prestige I have won in my field, and making every effort possible to increase production to a point where I might fill most of my orders. I have been obliged to stick to domestic markets although my products should, many months ago, have been exported to a dozen lands. As you will see, it became imperative that I focus upon getting more production. My workers have been told, in plain words, that our foreign competition already is invading markets which should be ours. The contemplation of this feature has, I think, served to stimulate, ever so slightly, their ambition to compete,

which is a distinctive, American trait. What other steps I shall take depends upon developments. Certainly I shall not attempt to export until I have obtained more normal distribution in America. But I am going ahead, right now, nevertheless, with the steps preliminary to an intelligent foreign sales campaign, which will be built from its very foundations."

TO SOLVE DEALER PROBLEMS

Dealer problems have not confronted this particular advertiser as they have some others. His products are being handled almost exclusively through large, well established department stores and drug houses. He is spared some worries that do not seem to cease for the sellers of certain lines of goods.

The troubles over dealer sales begin almost invariably at the point of contact with small town storekeepers, who are not, in most cases, to be considered merchants.

The bother of this is that the class represents an enormous total of distribution, far too important to be left out of any national merchandising campaign, and yet woefully unversed in selling practices, to the extent of being unable to move the best advertised products, without direct, skilful guidance. Here, of course, the house organ functions, but the habit of the small town storekeeper is to fail to connect himself in thought with the great campaigns, his idea being that his position is too isolated to make him a factor, when, as a matter of fact, he is, as a group, very vital to the success of any consumer-product campaign. The farm papers have worked long and faithfully, both through storekeeper and farmer-customer, to alleviate this condition, but to date they have barely scratched the surface. In thousands of stores of this class the proprietors, unskilled in merchandising, are struggling to dispose of ancient stocks, instead of clearing their shelves by regularly scheduled turnovers, and keeping pace with the output of new, attractive, branded, advertised goods.

The writer was asked, in a circular sent out from the offices of the Associated Advertising Clubs of the World, over the signature of Charles Henry Mackintosh, chairman of the Educational Committee, for assistance in preparing short courses in merchandising for these helpless small town dealers. It is quite within the province of the Associated Advertising Clubs of the World to undertake such construc-

Statistical Comparisons No. 4

Eastern States

Population - 24,910,446
Area (sq. miles) 111,966

New York, New Jersey, Pennsylvania, Maryland, Delaware, District of Columbia.

Western States

Population - 7,429,830
Area (sq. miles) 844,503

North Dakota, South Dakota, Nebraska, Kansas, Montana, Wyoming, Colorado, New Mexico, Oklahoma.

	Eastern States	Western States
Bank Clearings (year Sept. 30, 1919).....	\$202,480,000,000	\$3,835,000,000
*Individual Deposits (all banks) Nov., 1919.....	\$13,228,248,000	\$2,120,619,000
*No. Depositors in National Banks.....	5,040,210	2,090,661
Liberty and Victory Loan Subscriptions.....	\$9,656,091,150	**
†Value Manufactured Products, 1914.....	\$8,516,406,000	\$933,965,000
†Value Crop and Live Stock, 1919.....	\$1,904,915,000	\$4,419,006,000
†Number of Farms, 1919.....	527,000	881,000
†Farm Acreage, 1918.....	19,854,000	97,781,000
No. Personal Income Tax Returns, 1917.....	1,050,943	343,442
Net Income Shown on Returns, 1917.....	\$4,313,278,222	\$851,689,934
Tax Paid, Income Tax, 1917.....	\$378,131,268	\$24,812,822
Number of Families, 1910.....	4,626,789	1,526,501
Number of Illiterates, 1910.....	937,384	181,443
Number of Automobiles, 1919.....	1,379,000	998,000
Expenditures for Better Roads, 1918.....	\$49,308,307	\$27,712,542
Expenditures Public Schools, 1915.....	\$166,852,734	\$65,951,398
No. Morning Newspapers.....	104	61
No. Evening Newspapers.....	298	194
Average Circulation Daily Newspapers.....	8,646,981	1,322,680
Combined 5,000-Line Rate Daily Newspapers.....	\$20.12	\$5.06

Facts upon which campaigns to reach those with most money to buy advertised goods may be based.

Member
A. B. C.

THE NEW YORK GLOBE

180,000
A Day

JASON ROGERS, Publisher

*Report Comptroller of the Currency.....†Department of Agriculture.
 **Reported in Middle West and Pacific Federal Reserve cities.

And if ALL of Our Advertising Really Made Good



This Would, Indeed, Be a Fine Old World in Which to Tarry, Artist Stanley Shows

tive, educational work among dealers, on an association basis, and there should be at the disposal of the Clubs a vast store of ideas and financial assistance, from scores of associations of manufacturers who have goods to place in the thousands of lesser centers of population. The suggestion is made that numerous Short Courses be compiled, giving the fundamentals of retail buying, selling and accounting. The effect of this would be not only to embolden small town dealers to stock, but to employ some genuine salesman ship and the secondary result would be the prompt payment of wholesalers' and jobbers' invoices with a general stimulation all around.

I believe that in this connection *Associated Advertising*, the altogether wholesome and inspiring publication of the Associated Advertising Clubs of the World, could and should be employed to decided advantage to advertisers, to the country's thousands of dealer-merchants and to itself.

The trend of the circulation of the publication long has been in that direction. As such an organ it could do, and has been doing in-

calculable good for national advertisers. *Associated Advertising* is equipped editorially to function hand in hand with national advertising at the dealer's end of the line.

PROVIDING NEW INSPIRATION

There may be other problems needful of solution in the advertising field, but none of them should take precedence over those herein stated.

If the Indianapolis Convention speeds their solution—if it adds something to the plans for increasing production; if it directs the thought of the profession toward widened home markets; if it discloses information that will assist in the building of export campaigns for the immediate and more distant future, it will have been of vast benefit.

Hence the watchword that is beyond the slogan of "On to Indianapolis, 1920."

Northern Advertising Service Started

John McCartan, Arthur Cummings and Arthur J. Brady are now associated in the Northern Advertising Service, just organized in connection with the Northern Engraving Co., at Canton, Ohio.

John McCartan is well known through

his affiliation with the Northern Engraving Co. and from his frequent contributions to *ADVERTISING & SELLING* and other periodicals.

Arthur Cummings for the past two years has been advertising manager of the Timken Roller Bearing Company of Canton, and previously was assistant advertising manager for the B. F. Goodrich Company at Akron, Ohio.

Arthur J. Brady has been engaged in advertising work for twelve years.

Martin Joins "Globe" in Toronto

G. K. Martin, formerly business manager of the Kingston, Ont., *Daily Standard*, has joined the advertising department of the *Globe* in Toronto. He will be in charge of financial and automobile advertising.

H. J. Elder, formerly manager of the *Globe's* eastern office at Montreal, has been promoted to the home office. He is succeeded by J. R. Hamilton, a former Toronto newspaper man.

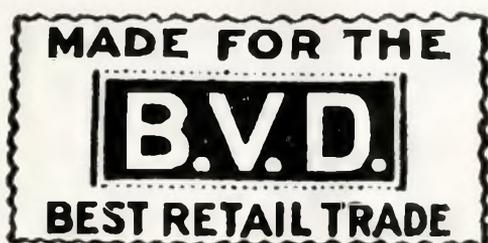
Baumgart of "Successful Farming" Heads Des Moines Advertising Club

C. A. Baumgart, of *Successful Farming*, was elected president of the Des Moines (Iowa) Advertising Club at the annual election held last week. Chester Cogswell, of the Coolidge Advertising Service, was chosen vice-president, and Ray Lockard, publishers subscription representative, was elected secretary-treasurer. Harter Hull, retiring president; E. F. Corbin, James D. LeCron, J. E. Swalley and Kenneth Smith were elected to the board of governors.

Collier's

THE NATIONAL WEEKLY

5¢ a copy



(Trade Mark Reg. U.S. Pat. Off. and Foreign Countries)

B. V. D and Collier's

As in the past 15 years,
Collier's is again a
leading factor in the
B. V. D. national
advertising campaign.

Watch Collier's

The June

25 Cents

American
Magazine

The success of The American Magazine is based on the fundamental principle that man's first interest is in himself—the legitimate desire to get more, to have more of the things that make life better and happier.

The American Magazine stands for:

A Bigger, Better Life
Greater Usefulness
Better Business

Men and women imbued with the spirit of progress read it and look for it—heads of big businesses, sales executives, merchandising men, bankers, professional men, big people and people who are growing big.

Net Circulation 1,423,342

WOMAN'S HOME COMPANION

Twenty Cents

The Woman's Home Companion is the most helpful magazine of the home. It is edited for women by a woman.

The Woman's Home Companion stands sincerely and squarely for

**Better Homes
Better Children
Greater Usefulness**

—for better clothes, for more and better comforts from the family income.

Hundreds of thousands of women each year bring to the editors every conceivable problem on children, food, dress and home. The personal attention given each of these questions is one reason for the great reader interest in the Woman's Home Companion.

Net Circulation 1,346,780

FARM & FIRESIDE

The National Farm Magazine

JUNE 1920

5¢ A COPY

Farm & Fireside is the first of the new order of farm paper. It has broken away entirely from the old fashioned academic treatise on agriculture.

Farm & Fireside is the Personal Farm Paper. It carries the message of better farming *through example*.

The articles and stories tell of things that *have been done*, money that *has been made*, better methods that *have been worked out*—naming names and giving facts.

Farm & Fireside stands for:

Better Farms

Better Farmers

Greater Usefulness

Farm & Fireside interests and inspires the alert, thoughtful, successful farmer.

Net Circulation 715,056

The Convention at a Glance

Associated Advertising Clubs of the World,
Indianapolis, Ind., 1920

SUNDAY

5:00 p.m. Inspirational meeting, University Park. Temporary chairman, Reuben H. Donnelley, Welcome to Indianapolis. Charles Coffin, president, Chamber of Commerce. Hon. E. T. Meredith installed permanent chairman. Address, Richard H. Lee. Evening, services in churches with advertising man in each pulpit.

MONDAY

9:30 a.m. First general session, Tomlinson Hall. Special opening ceremony, followed by addresses on "How to Make the Best Use of Advertising Now."
2:00 p.m. Departmental sessions and conferences. Evening, historical pageant of one hundredth anniversary of Indianapolis.

TUESDAY

9:30 a.m. Second general session, Tomlinson Hall. Addresses on "Advertising How and Now in Its Relation to Distribution."
2:00 p.m. Departmental sessions and conferences. Evening, Outdoor Advertising Show of Indianapolis, Advertising Club. Theatre parties. Official dinner to club presidents and executive committee of A. A. C. W., Severin Hotel, 6:30.

WEDNESDAY

9:30 a.m. Third general session, Tomlinson Hall. Session subject: "New and Significant Developments in Advertising."
12:30 a.m. Nominating committee luncheon, Claypool Hotel.
2:00 p.m. First interdepartmental session. Best address of each department will be delivered.
8:00 p.m. General exhibit session. Three speakers will explain three complete national campaigns.

THURSDAY

9:30 a.m. Second interdepartmental session. Best address of each department delivered.
2:00 p.m. General business session. Reports, trophies, motion picture of A. A. C. W. headquarters offices at work, selection of convention city for 1921, and election of officers. Final adjournment.

Building. Session—Tuesday, 2:30 p. m. General subject: "Business Paper Service."

Community Advertisers—House of Representative room, State House. Sessions—Monday and Tuesday, 2:00 p. m. General subject: "Selling a Community to Itself and to the Nation."

Directory Publishers—Director's room, Chamber of Commerce. Sessions—Monday and Tuesday, 2:00 p. m. General subject: "The Place of Reference Advertising in the Campaign."

Financial Advertisers—Odd Fellows Building. Sessions—Monday and Tuesday, 1:00 p. m. General subject: "Effective Financial Advertising."

Graphic Arts—Lincoln Hotel. Sessions—Business sessions will be held at luncheons on Monday and Tuesday at 12:30 p. m.

Daily Newspapers—Assembly room, Claypool Hotel. Sessions—Monday and Tuesday, 2:00 p. m.; executive sessions Monday and Tuesday evenings; leading subject of discussion: "The Daily Newspaper as a National Advertising Medium."

Direct Mail—Odd Fellows Building. Sessions—Monday, 2:00 p. m., speech and discussion meeting; Tuesday, 2:00 p. m., presentation of a novel play entitled "Putting the Sales Story Across by Direct Advertising. This will be one of the most interesting features of convention week.

Outdoor Advertisers—Roof Garden, Severin Hotel. Session—Monday at 2:00 p. m. General subject: "Outdoor Advertising, Nationally and Locally."

Periodical Publishers—Governor's room, State House. Session—Monday, 2:00 p. m. General subject: "Modern Conditions in the Periodical Field."

Poster Advertisers—Club Room, Severin Hotel. Sessions—Monday and Tuesday, 2:00 p. m. General subject: "How Posters Get Results Now."

Screen Advertisers—Palm room, Claypool Hotel. Sessions—Monday and Tuesday, 2:00 p. m. General subject: "The Possibilities of the Motion Picture Medium."

Specialty Manufacturers—Parlor, Washington Hotel. Session—Tuesday, 2:15 p. m. General subject: "The Place of Specialties in American Advertising."

Club Secretaries (conference)—Library, Columbia Club. Session—Monday, 2:00 p. m. General subject: "The Work of the Advertising Club Secretary."

Pan-American Conference—Senate Chamber, State House. Sessions—Luncheon meeting, Monday noon, discussion meeting Tuesday noon. General subject: "From the American and from the Latin-American Points of View."

Retail Advertisers (conference)—Assembly room, Y. M. C. A. Sessions—Monday and Tuesday, 2:00 p. m. General subject: "Better Methods of Retailing."

Women's Conference—L. S. Ayres' Auditorium. Session—Tuesday, 2:00 p. m. General subject: "The Work of the Woman in the Advertising Field."

All Aboard for the Indianapolis Convention

The Departmental Sessions, Here Outlined, Will Prove of Vast Interest to Advertising Visitors

THOUSANDS of advertising men from all over the United States and from many other lands, representative of the best thought in the profession are gathering at Indianapolis to participate in the sixteenth annual convention of the Associated Advertising Clubs of the World, from June 6 to 10.

An inspirational meeting will open the convention on Sunday afternoon, and special services with an advertising man in each pulpit will be held in the city's churches in the evening. Beginning at 9:30 Monday morning the trend of the convention will follow its "brass tack" program epitomized in the slogan: "Advertising How and Now." The speakers on the general program, and their subjects, were announced in **ADVERTISING & SELLING** of May 8; our issue of May 12 will report the principal happenings of the convention as well as reproduce many of the important papers.

The first session of the fourteen departments and the four conferences will start on Monday afternoon, and the sec-

ond will be held on Tuesday afternoon. A particular feature of the convention this year will be the two big interdepartmental sessions on Wednesday afternoon and on Thursday morning. At each of these the best addresses of the various departments will be delivered, thus giving every delegate the best thoughts from each and a broad perspective of the entire situation in the advertising and business world today.

A schedule of the departmental meetings are arranged alphabetically, giving time and place, follows:

American Association of Advertising Agencies—Ballroom, Columbia Club. Sessions—Monday at 1:30 p. m. and Tuesday at 2:00 p. m. General subject of speeches and discussion: "The Service of the Advertising Agency."

Agricultural Publishers—Parlor, Lincoln Hotel. Sessions—Monday and Tuesday, 2:00 p. m. General subject: "The Influence of the Farm Paper."

Business Papers—Assembly room, United Mine Workers, Merchants' Bank

Hotchkiss Will Judge Truth Trophy Contest

Professor George Burton Hotchkiss, head of the advertising department of New York University, has been appointed chairman of the board of judges which will examine the briefs submitted in the Baltimore Truth Trophy Contest. The board will award the trophy to the Advertising Club which has done the best work to promote "Truth-in-Advertising."

The Marketing Function of Advertising

Distinct Models of Selling to Be Considered in National Campaigns and Some Methods of Causing Them to Become Active

By HOMER B. VANDERBLUE, Ph.D.

Associate Professor, Northwestern University, School of Commerce

THE MARKETING organization provides the channels through which operate the forces of demand and supply. Buying draws the goods through these channels, and the device whereby the goods are carried from original producer to final consumer is (normally) that of purchase and sale. There is a recurring passage of title, through successive enterprises or sets of enterprises, which take title solely to pass it on. The continuous movement of goods is maintained by contracts transferring ownership until title finally lodges within the consumer.

Since the device of transferring ownership is that by which marketing is carried on, the methods of purchase and sale have an important bearing upon the machinery of marketing. Five distinct methods of sale are found today in commercial practice, either in their "pure" state or in combination:

1. Sale in bulk;
2. Sale by inspection;
3. Sale by sample;
4. Sale by description;
5. Sale by symbol.

The basis of this classification is, fundamentally, the degree of standardization which has been secured through the establishment of grades, before the actual transfer of title is made. Sales in bulk are made when the purchaser buys the goods in the mass, as "mine run"; sale by inspection remains as an important basis of title transfer, (1) when units of a supply are not homogeneous in quality, (2) when the individual purchase involves a considerable sum, and (3) when goods are bought at retail. Obviously sale by inspection is a clumsy and expensive process. If each change of title is to be accompanied by inspection, someone must pay the cost. The earlier that standardization takes place in the marketing process, the more quickly and cheaply can the subsequent work of passing title be done. The services now performed by technical experts, buyers, engineers and chemists, can in considerable degree be concentrated on a single link in the marketing chain.

Sale by sample demands standardization, but a standardization for which the sample is a basis of com-

parison. Sale by description has no objective test; it is sale by specifications only. These specifications may be formal specifications, established by associations of business men or by boards operating under legislative authority. They may be specifications established by either buyer or seller. When the seller sets specifications he is laying the ground work for sale by symbol. By branding, he then seeks to put his goods in a class where common knowledge attaches specifications, especially quality specifications, to the product. This operation is thus analogous to the grading of farm products. When an entire line is branded, the quality characteristics of one article are associated in the minds of purchasers when other articles are bought. How important must be this cumulative force for a family of products! Sale by brand or trade mark is sale by symbol.

What may be termed the marketing function of Assorting, Rearrangement and Standardization must be here emphasized. Such goods as can be marketed in packages admit of ready standardization, and it is for this reason that canned goods and "package" goods, particularly, have been so effectively and generally advertised. In food stuff advertising campaigns, not alone have quality and the brand name, together with the trademark, been lined together, but an actual picture of the container has frequently been reproduced. If size, color and appearance of the package can be isolated in the customers' mind there can be little substitution. It should be clear, therefore, that the link in the chain, which brands the goods, is the one which determines the methods of sale to dominate the subsequent marketing process. The earlier in the chain that sale by symbol can be utilized the more economically will the task of carrying the goods on to the consumer be performed. On the other hand there cannot be economical branding until there is a volume of product. Where producing units produce only a small percentage of the total output, a marketing agency must brand.

The fundamental problem is one of scale of operations in relation to

overhead costs, another phase of the principle that the division of labor is limited by the extent of the market. In the salmon industry the brokers brand; in the flour industry, the large manufacturers brand their best flour, the inferior grades, produced in smaller volume, being branded by jobbers; oleomargarine is packed by a middleman. Oranges are graded and branded by the California Fruit Growers Exchange with its Sunkist brand, and there is the newer competitive Florida brand, Sealdsweet.

But advertising finds its most important place as a selling agency, in the marketing of manufactured products, rather than in the marketing of farm products, where uniformity must be secured by grading and packing. For any large scale and widespread selling campaign standardization is essential since the same selling points cannot be used to reach a large group of consumers unless the product shall uniformly correspond with the description. And in the second place, standardization is essential for sale by symbol, that all purchasers, guided by satisfaction from an original purchase, shall not be disappointed because of uncertain quality.

The factory product meets these basic requirements. For most factory products, standards are fixed before the products enter upon the marketing journey. The machine process, with the modern cutting tools, and devices for measurement, and standard work instructions and inspection, means that factory products come from the mill as substantial duplicates. One screw is like another screw; one bolt like another bolt; one yard of cloth like another yard, and even one cracker like another cracker. Uniformity is, therefore, secured by standardized production methods.

VALUE OF STANDARD BRANDS

The social importance of standardization in marketing (which is the basis of all general advertising) should be here emphasized. Its greatest advantage is that the average consumer can avoid the necessity of being an expert judge of the many articles which he purchases. Coined money is perhaps the best illustration of the application of the stand-

ardization principle to a commodity which is intended for exchange. By definition, a dollar is 25.8 grains of gold mine—nine-tenths fine—23.22 grains of fine gold; weight and quality are standardized, and guaranteed by the government stamp. It is this guarantee which enables gold coin to pass from hand to hand without testing.

In Professor Carver's phrase, it "sells on grade and reputation rather than on inspection." Professor Carver continues:

"The reasons in favor of fixing standards of quality, wherever it can be done, are identical with those in favor of fixing standards of measuring quantity. They are all summed up in the superior economy of buying on grade and reputation as compared with buying on inspection. The buyer of an unstandardized commodity may have enough confidence in the seller's system of weights and measures to avoid the necessity of weighing and measuring for himself; but he can scarcely avoid the necessity of inspecting the commodity in order to determine its quality . . . In all cases where quality can be standardized, there is economy of effort. So far as buyers can be saved the trouble of inspection, so far will they be enabled to economize the time and effort involved in making purchases, and so far also will the salability of commodities be increased."

THE FUNCTION OF ADVERTISING

Advertising is the use of printed matter to effect sale by description or sale by symbol, or to facilitate sale by any method of sale, as advertising is supplemented by inspection. Sale by description may be made either by the use of the salesman's spoken word, by use of the printed page, or by a combination of methods. Sale by symbol requires the brand (originally a mark actually burned into the articles) or trademark. These seek to establish, in the minds of purchasers, "shorthand" symbols of the standardized specifications which the goods represent. Sale by description, however, is rather the means for creating demand through explanation of the character of the goods, whereas sale by symbol seeks either (1) to prevent the leakage of this demand by affording an easy means of recognition at the time of an initial purchase, or (2) to control subsequent reorders through isolating the product in the mind of the purchaser, and utilizing his "force of habit." For these reasons, therefore, most advertisements combine a description of the goods with a trade mark.

The aim of advertising is in part, furthermore, to overcome the strategic weakness of selling through a chain of middlemen. This weakness lies in the fact that the selling points which appeal to the middlemen are not the selling points which must be

conveyed to the final consumer to induce purchase. The selling points which appeal to the middleman are based upon prospective profits, and only incidentally upon the qualities of the goods (except fundamentally, "in the long run") although the qualities of the goods represent the specifications whereby the producer has sought to meet the requirements of demand as he has analysed that demand. If the distribution chain is that of jobber to retailer there is a possible leakage because of the lack

of control over the means by which the quality ideas, especially if these quality ideas are new and "unstandardized" ideas, are transmitted in turn to the retailer. The retailer also is actuated by consideration of profit and turnover; and too frequently his vision is limited to short-time returns.

The selling points which the producer (or jobber, if the jobber is the advertiser) desires communicated to the consumer in order that demand will focus on his product may or may

FLATO

Announcing Another New Record!

"THE first two weeks of our selling and advertising campaign resulted in orders for 8 and one-half solid carloads of our product. And so far we have been able to check results only in New York."

—An advertiser's statement to A. J. K.

What is the explanation of these phenomenal returns?

not be the ideas which the retailer actually does convey. With the merchant handling a variety of goods, he cannot be expected to emphasize the particular selling points of each product. Except where individual sales are large, the actual contact with the customer is made by subordinate members of a large organization or by small shop-keepers and their forces. The difficulty of securing, training and holding an adequate sales force is everywhere a real problem.

It is competition, then, which forces the producer to take every step to ensure that the ideas about his product, which are conveyed to possible purchasers, are properly coordinated. This result is sought by communicating direct the peculiar selling points of the goods through printed appeal to the consumer. Control over the form and emphasis of the selling ideas is thus exercised, either through general advertising, the use of newspaper and magazine publicity, or through direct advertising, the transmission of ideas by mail. Which shall be used, and the exact agencies, or the combination of agencies, presents a problem of internal management, to be decided, ultimately by the test of cost. For many products, therefore (since history shows a continued advertising campaign), it may be fairly assumed that advertising furnishes the most economical (and profitable) means for selling and for transmitting selling ideas.

THE EFFICIENT TRADE MARK

The trade mark, if it is to perform its basic function, that of tying the customer to the producer, and thus to build and maintain goodwill, must carry with it an expressed or implied guarantee which goes even beyond the bare requirement of the law. The most important element in this implied guarantee is that quality will be maintained upon an even basis. The brand constitutes the consumer's protection against substitution and variation in quality. This assurance of standard quality is a part of the satisfaction which he buys. And from the seller's point of view, the brand and the trade mark are instruments for the control of demand, and the creation of goodwill—"all that good disposition which consumers entertain toward the house of business identified by the particular name or firm, and which may induce them to continue giving their custom to it." (Washburn, National Wall Paper Co., 82 Fed. 17, 20). They link up the merchandise and advertising. Their owner must, as a re-

sult, be ready to stand back of the quality specifications with which he seeks to surround them, in his advertising copy. The legal guarantees built up to protect sale by description are thus reinforced by a business policy, made essential by the further development, sale by symbol.

It has been well stated that a trade marked product is like a marked man, which may be easily avoided if the public disapproves of it. No amount of artificial stimulation of demand will alter this for long at a time. Since easy and sure recognition is the test of a good trademark, such recognition permits rejection as well as acceptance. And it is not important how the distinguishing mark is attached, whether by a special container, by a label affixed on fruit or bread, by watermark, by a band on a cigar, or by a colored thread, or wire in a rope.

Trademarks, brand names and slogans may therefore each be divided into two broad classes based upon the trademark functions: the identification of the product, and the transmission of selling qualities.

1. BRANDS

Identification Names

<i>By Firm</i>	
Parker	Elgin
Fownes	Manhattan
Ford	Kansas City
Firestone	Kodak
Ingersoll	Vaseline
<i>By Location</i>	
Detroit	Celluloid
Boston	Postum
	Cravenette

Quality Names

<i>Descriptive</i>	
Spearmint	Premium
Two-in-one	Royal
Ivory	Sterling
Waterproof	Uneda
Holeproof	Indestructo
<i>Conventional</i>	
Society	Sunkist
Fairy	Rexall
	Certain-teed

2. TRADE MARKS

Identification Symbols

Hudson Triangle	Maxwell Shield
Armour Oval	Pears Soap Bar
Hart, Schaffner & Marx Herald	Beaver Board
Baker's Chocolate Girl	Shield
Douglas Portrait	Log Cabin
	Red Crown

Quality Symbols

Gold Dust Twins	Walk-Over Man
Dutch Cleanser	and Shoe
Girl	Victor Dog
Quaker	Cream of Wheat
Keen Kutter	Chef
Whitman Sampler	Sonora Bell
	Knox Crest

3. SLOGANS

Identification Slogans

The name of Weed on every hook.
 If it isn't an Eastman, it isn't a Kodak.
 Dictate to the Dictaphone.
 If it hasn't this Red Woven Label, it isn't B. V. D.
 It floats.

Let the Gold Dust Twins do your work.
 Good Morning, have you used Pear's Soap?

Quality Slogans

Clear as a Bell.
 Built like a Skyscraper.
 Tells time in the dark.
 As easy as pointing your finger.
 No metal can touch you.
 Makes Life's Walk Easy.
 His Master's Voice.
 From Contented Cows.
 It Pours When it Rains.

Another important social gain remains for mention. Because of the essential emphasis upon quality in advertising, it is a matter of common interest to all advertisers that only "honest" copy be printed. Sale by description and sale by symbol are built upon confidence. That a code of advertising ethics, founded upon sound business principles, should develop, was inevitable. The effect of unfortunate experience with one advertised article, is to reflect doubt upon other articles in the mind of the consumer. Conspicuous and successful effort (none the less conscientious because based on business grounds) has therefore been put forward by the Associated Advertising Clubs of the World, acting through the National Commission to create a generally accepted code of professional ethics.

The strengthening of this voluntary work by the passage of general laws forbidding fraudulent advertising measures advances in advertising standards possible because of the common interest involved, and because a relatively small number of specialized business men deal with clients rather than with customers.

Collisson is Advertising Manager of Bushnell Publications

Charles F. Collisson, who joined the advertising staff of the *National Farm Power* last February, has been appointed advertising manager of *Northwest Farmer* of Minneapolis, and the *Dakota Farmer* of Aberdeen, South Dakota, published by the Bushnell Company, and a part of the *National Farm Power*. His headquarters will be at Minneapolis, 602 Oneida Building.

Mr. Collisson, who has had more than twenty years' experience in editorial and advertising work, was formerly assistant advertising manager of *Farm, Stock and Home*, Minneapolis.

James, Business Manager of "Yale Review"

William A. James, formerly at the western office at Chicago, of the *People's Home Journal*, and previously with *Harper's Bazar*, has been appointed business manager of the *Yale Review*, New Haven, Conn.

Leaves Newspaper For Magazine Field

Homer Guck, for fifteen years editor of the *Daily Mining Gazette*, at Houghton, Mich., has resigned his position to engage in magazine work.

"THE HOUSE OF TRANSPORTATION"

Chapter Four

HANDLING materials by means of machinery is transportation. Its development during the last few years has been so rapid that it is now one of the greatest single factors in both production and distribution.

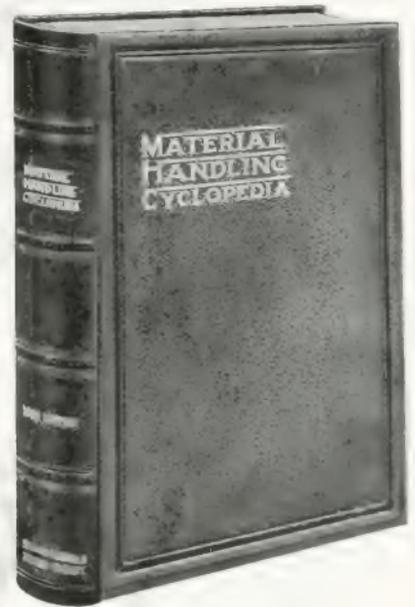
So vast are its ramifications and so flexible its application to the great economic scheme of the world of industry that we decided to gather together and classify machinery and appliances made in this country for handling material of all kinds.

The vehicle through which this will be accomplished will be known as the "MATERIAL HANDLING CYCLOPEDIA," and it will be published annually.

The data will be compiled and edited by a separate staff of experts. And while the "Material Handling Cyclopeda" has been endorsed by The Material Handling Machinery Manufacturers Association, it will in no sense be confined to the products of members of that Association. Merit alone will govern what is selected for presentation in this Cyclopeda.

And the same is true of the Catalogue Section. Space in it will be sold only to manufacturers of material handling machinery of recognized worth; and all copy will be passed on by the Editor of the Cyclopeda.

The first edition will be on sale in January next. Write for rates for the Catalogue Section now.



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.

What Advertising Means to Our Business

A Candid Testimonial to the Efficacy of a Sound Policy
of National Publicity in Promoting a Great Enterprise

By **GEORGE M. VERITY**

President, The American Rolling Mill Company

ADVERTISING is a modern means of communication between millions of individuals who are never privileged to meet in any other way.

Action or lack of action on the part of the individual is the result of his "viewpoint." Viewpoint on any subject is the sum of one's understanding of that subject through seeing, reading and hearing.

A noted writer said something to the effect that if you can make a better mouse-trap than was ever made before, all the world will make a pathway to your door.

Advertising obviates all such unnecessary travel. It carries the message that you or I wish to convey directly to the desk, or chair by the fireside at home, of the individual or individuals we may wish to reach, without loss of time or effort on the part of either.

You choose a proper medium and—presto!—your message is scattered to the ends of the earth. If it contains a "truth," the echo will come back to you in due course.

High-class advertising is a modern instrument of accomplishment that serves the masses and displaces much laborious work. We are all buyers and seller. Every human being is a purchaser of many things and his wants grow with the development of new or better things. He scans the current periodicals of the day to find what new thing has been developed for his comfort or convenience.

Every one of us has something to sell, either our service, our experi-

ence, our products, or our ideas and suggestions, so that we are all growingly interested in modern advertising, which has become so largely a work of art instead of a mass of prosy type.

both for himself, his associates and his company. He wants to work effectively.

There can be no real, effective work without the inspiration of that thing called "spirit," which is the main-spring of accomplishment.

It is for that reason that we have been so greatly interested in the development of real "Armco Spirit." As a part of our institutional advertising "Armco Spirit" can first be compared with what at school is termed "college spirit" or "class spirit" as applied to those graduating in any given year. It compares with "community spirit," or what might be described as "group spirit" as representing the combined interest and purpose of any given number of persons working together in a common cause.

Spirit is that thing which grips and holds the hearts of men and gives them the power of extraordinary accomplishment, when working for a worthy purpose. Reducing Armco Spirit to the four walls of an advertisement, we say of it:

"Armco Spirit is a comprehensive, vital force, which finds expression in the practical application of policies builded on a platform of Christian principles, in which selfish purpose has no place.

"Armco Spirit combines in proper proportion a spirit of fairness, a square deal always, both in theory and practice; a big, broad view of every problem, cutting out all narrowness and littleness; a spirit of

Continued on page 22



GEORGE M. VERITY

Another thing! Advertising has helped to bring out more than anything else the human element in business.

Work—honest labor—is one of the noblest things in life. One who can feel that he is doing his fair share of the work of the world has good reason to be happy.

No normal man can, however, be satisfied to simply work. He wants to work to some purpose and to accomplish the largest possible result,

Marketing a New Product Through a Single Great Color Page

AN ADVERTISING-MERCHANDISING CAMPAIGN THAT IN TWO WEEKS SOLD EIGHT AND ONE-HALF SOLID CARLOADS OF A NEW FOOD PRODUCT

On April 25th a great color page advertisement of a new food product (name on request) appeared in the *American Weekly*. Within two weeks the manufacturers received orders for eight and one-half solid carloads of their product. And then they had been able to check results only in New York.

*They write of their great success: "Although this advertisement was not written to secure inquiries—we have been literally inundated with requests. One of New York's largest jobbers informed us ***that they received, without solicitation on their part, thirty-five orders from their retail trade."*

What is the explanation of such phenomenal returns? Why did a single great color page in the *American Weekly* act like a blast of T.N.T. tearing wide open the gates of a difficult market?

When you analyze the facts, you cannot fail to see the reasons.

There are in the entire United States—according to latest available figures—about twenty-one million families. And the *American Weekly* going into two and a half million homes reaches, therefore, about one-eighth of all the population of the United States.

As you go to luncheon today and mingle with the crowds thronging the streets, think that one in every eight reads the *American Weekly*. As you ride home tonight, rushing past a myriad of homes, think of a publication that goes into one out of every eight of these homes that are scattered throughout the country. Think of the vast quantities of every kind of all those homes!

Call in the immutable law of averages and you will find that, according to the latest available census figures, the readers of the *American Weekly* bought \$94,033,750 worth of flour and mill products in a year. They bought \$8,520,125 worth of condensed milk and milk products and \$3,888,875 worth of canned fish.

By the same law of averages canned vegetables and fruits consumed by *American Weekly* families in that year amounted to at least \$18,647,000; chocolate and cocoa products, \$4,464,125, and confectionery, \$28,353,500.

And these figures are for the year 1914. Since then production and consumption have greatly increased. Prices in many instances have more than doubled. Take a pencil and multiply each of these figures by two, and even those tremendous sums would still be conservative estimates of the foods consumed by *American Weekly* families.

And remember that the progressive families who read the *American Weekly* buy in proportionate amounts everything from five-cent packages of chewing gum to \$10,000 ready-to-erect houses.

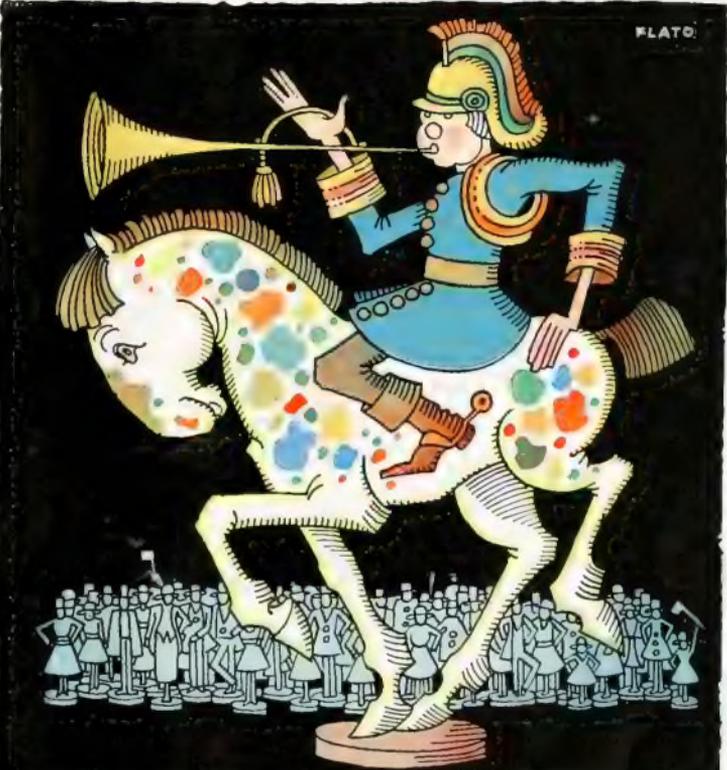
Hence, circulation—the greatest of any kind in America, entailing tremendous buying power—is one reason for the phenomenal returns gained by advertisers in the *American Weekly*. The fact that the *American Weekly* is distributed with

seven great newspapers located in seven great trading centers is another tremendous factor. Every Sunday its great color pages are one of the splendid features of the *New York American*, *Chicago Herald and Examiner*, *Boston Advertiser*, *Washington Times*, *Los Angeles Examiner*, *San Francisco Examiner* and the *Atlanta Georgian-America*. Color is the weterm detam gitan-America. COLOR is the third reason

—color—which lends vitality to the other two, which, like the general in the great parade of advertisers, commands the attention of all eyes.

Color multiplies by ten the meaning of a picture. Memories, associations, desires are instantly awakened by color. An advertisement in color stimulates the imagination, while ordinary black and white taxes the imagination.

And, in the color pages of the *American Weekly*, the largest available in any publication, you have the greatest of all opportunities to use color. No wonder—a great color page in the *American Weekly* is in itself a national advertising campaign.



LIKE the General in the great parade of advertisers COLOR commands the attention of all eyes. You missed page 17? COLOR attracted you to this! The advertiser mentioned there (name on request) used one great COLOR page in the *American Weekly*. That is the explanation of his phenomenal returns.

"TWO AND A HALF MILLION FAMILIES READ THE AMERICAN WEEKLY EVERY SUNDAY. IF YOU WANT TO SEE THE COLOR OF THEIR MONEY—USE COLOR." A. J. K.

The American Weekly

A. J. KOBLER, Manager
1834 BROADWAY NEW YORK

W. J. Griswold, Western Representative
HEARST BUILDING CHICAGO, ILL.

unselfishness, of loyalty, of courtesy to and consideration for the other fellow.

"Armed Spirit is, in fact, simply an exemplification of the highest standard of real American citizenship."

To any keen observer it will be seen that the spirit of business is all and more than that: it is that spirit which is life itself. It is a distinct, vital, concrete force. It despises class distinction; it hates inferiority in men or in products, and in all things

affecting life itself. It will have nought to do with commonplace things and glories only in the highest and the best.

It is that intangible but intensely potent thing which so firmly grips the hearts of men that it inspires them with the unconquerable will to be and to do the limit of their endurance and ability.

It is that latent power which the thoroughbred draws upon when, running neck and neck with his ad-

versary clear up to the last lap, he suddenly forges ahead to victory.

It is that spirit which makes for the real brotherhood of man and the building of the highest type of Christian citizenship, which will in turn produce an indestructible democracy. As advertising helps build the great industries of today it also knits the hearts of the workers closer together for the glory of their daily toil.

Agents Adopt Business Paper Policy

The American Association of Advertising Agencies has adopted the following statement of the policy which should govern their relations with business papers:

"Each agency member of the American Association of Advertising Agencies should be guided by an earnest purpose to render adequate service and assistance to clients in the selection and use of business papers. To render such service a cordial relation should exist between publishers and agent.

"It is a recognized obligation to give courteous consideration to presentations of the merits of the business press as advertising media and to maintain at all times adequate information regarding the circulation, advertising rates and market of each business paper. The co-operation of publishers is invited in furnishing this data.

"An attitude of friendly co-operation should be maintained by the agencies toward the service and research departments of the different business papers' organizations when it is recognized that the best interests of the agencies' clients are being served by such co-operation. The practice of serving advertisers and agents with accurate statistical information and competent surveys of trade conditions is highly approved, and further development of this service will be welcomed.

"Many of the leading business papers have endorsed advertising agency service by payment of agency differential on all space used by the agencies' client. While this payment does not fully remunerate the agent for the exacting preparation of plans, copy and design, it is an appreciated recognition of the importance of agency service both to the advertiser and the publisher.

"Regardless of agency differential, however, it is the purpose of agencies to recommend business papers to clients when and if they are needed in the conduct of a campaign.

"To facilitate business between us, it is recommended that the business papers join the Audit Bureau of Circulations, adopt the flat rate and the standard rate card proposed by the American Association of advertising agencies.

"There are many advantages that would accrue to advertisers, publishers and agencies from a greater degree of standardization in page sizes among the business press, say 7 by 10. The agencies ask your serious consideration of this subject, the accomplishment of which will result in material saving in effort and useless engraving costs, and in a more effective, profitable and larger use of the business papers."

Goldwyn Sums Up the "Movies" in Figures

Samuel Goldwyn has summed up the motion picture industry in terms of figures as follows:

There are 15,000 motion picture theatres in the United States, providing 8,000,000 seats. Their gross revenues for 1919 are estimated to have been more than \$800,000,000. Producers spent over \$40,000,000 a year for film alone. At the present time almost 500,000,000 linear feet of motion pictures are being made in America annually, of which over 200,000,000, valued at close \$10,000,000, are being exported abroad. American motion pictures practically dominate the foreign motion picture market. The growth of the industry in the last six years has been so great and rapid that it exceeds in proportion the growth of any other industry. To-day the motion picture industry is the fifth in point of size and importance throughout the country.

Changes in International Money Machine Staff

George C. Tenney, general manager of the International Money Machine Company, Reading, Pa., was elected president of the company and Marshall L. Fawcett, sales manager, was elected vice-president in charge of sales at a meeting of the board of directors, held at Reading. Both Mr. Tenney and Mr. Fawcett have been with the company since the early part of 1910 and under their direction the business of the company has approximately trebled. At the same time the appointment of Samuel Frommer, formerly advertising and sales promotion manager of the McCaskey Register Company, of Alliance, O., was announced. Mr. Frommer is a graduate of Columbia University. He served for a time on the staff of the *New York Tribune*, resigning to take charge of the advertising of the United States Fidelity and Guaranty Company of Baltimore.

Bauerlein Says Prepare Advertisements With More Care

G. W. Bauerlein, manager of the New Orleans office of the Ferry-Hanly Advertising Co., in a recent issue of the *Southern Pine Salesman*, says:

To-day when there is such a volume of copy appearing in newspapers and magazines there is a very definite tendency to think of space as advertising.

Space is, of course, only the vehicle. The need for the intelligent use of space is greater to-day than ever before in the history of advertising:

Ability will determine the degree of efficiency which can be secured from space.

Publishers and advertising agents everywhere are counseling advertisers to more carefully prepare advertisements and campaigns—to put enough thought, time and brains into the copy in order that the space may pay out to the fullest degree.

Plan Co-Operative Advertising In Baltimore

The finishing touches are being put on the co-operative advertising plan which will be launched within the near future by the Victor Talking Machine Dealers' Association of Baltimore. It is promised that the campaign, which will be along educational lines, with "There Can be No Home, Sweet Home Without Music," as the slogan, will be an unique undertaking.

New Agency for Chemical Accounts

The Hazard Advertising Corporation, with offices at 17 West Forty-second st., New York City, recently organized, will specialize in accounts in the chemical and allied fields.

Mr. Hazard has for some time been identified with the chemical industry and connected with several well-known houses. He served as an officer in the Chemical Warfare Service.

Lyman O. Fiske, general manager of the corporation, was editor of the *Dramatic Mirror* for over twenty years, and is well known in publishing and advertising circles. He was for a number of years very active as an officer in the Seventh Regiment, N. Y. N. G.

Firm accounts include H. A. Metz & Co., Inc.; H. A. Metz Laboratories, Inc.; Jordan Coal Tar Products Co., Inc.; Wm. E. Jordan, Inc., and Plexo Preparations, Inc.

Let's Expel the Word "Ad"

In the May issue of *The Three Circles*, published by Evans, Winter-Hebb, Inc., Detroit, printing concern, they say: "We wish to join the movement to eliminate the terms 'ad,' and 'ad men.'" Advertising is a profession with us and these terms are as objectionable as "Doc" must be in the medical profession.

Highly Pleased With "A. & S."

Editor, ADVERTISING & SELLING:—
You have had numerous congratulations, but we can't help adding ours, too. We are highly pleased with ADVERTISING & SELLING.—F. A. Rosacio, principal, *The Silent Salesman*, Hongkong.

Two Years

THE Interstate Commerce Commission has just recently announced that the railroads will be permitted to spend 300 millions of dollars.

But the horse is stolen!

What the railroads need now is cars for transportation. Two years ago they should have had the money to buy them. For railroad cars are not built over night—orders now mean deliveries two years from now. And orders two years ago would have meant deliveries **now**. We are two years late in getting action!

Will manufacturers—will the government—learn by experience? We hope so. Today we are facing certain definite problems, but these problems of today are relatively unimportant. Advertising men ought to be thinking two years and three years ahead. Some far-sighted manufacturers are thinking ahead. We know of one great advertising campaign all planned and in

storage, ready to be released on a moment's notice to meet an anticipated economic situation.

We are just emerging from a high-price period due to inflated credit. But solid business was never in a more substantial situation. The shelves of the world are short of stocks. One of our fundamental needs is production to fill these shelves. Let us concentrate our thinking on industrial necessities. What are they?

FIRST: *Coal and power.* Our coal supply is insufficient to meet our ever-expanding needs. Our developed water power is inadequate. Our Public Utility Corporations have on order thousands of horse-power which they cannot furnish. The forces of publicity and advertising must be turned to show the need of financing and building.

SECOND: *Construction.* We need new highways, new office buildings, new homes. There are thousands of building projects that should be carried through to completion. We must concentrate our capital and thought on getting things done.

THIRD: *Productive machinery.* Our labor shortage is tremendous. Wages have been fixed at a new level. They cannot go higher. Neither will they return to where they were before this period. Automatic machinery must supplant common labor. Machine tools to build automatic machinery, and automatic machinery in its turn to do more work, are absolutely vital to the industrial supremacy of this country.

THE 11 MCGRAW-
MCGRAW HILL
Tenth Avenue at

Too Late

FOURTH: Transportation. Our transportation system has broken down. In the handling of freight, in the handling of passengers, in the handling of urban traffic, we have been short-sighted and niggardly. A great movement is on foot to increase the capacity of our track mileage, and to cut the costs of operation by huge electrical projects. This is not a dream, but a reality to be financed out of savings made possible by more efficient operation.

FIFTH: Raw materials. We must conserve and economize in the use of materials. The whole distributing channel of materials, from manufacturer to consumer, is undergoing intensive study and investigation. We must open new projects, to replace materials which were burned by the ton during each hour of the World War.

These are the high spots. There are a hundred ramifications—a hundred intensive ways in which advertising can be put to work as a great economic force to get these things done.

The men who will do them—the men who do the world's work in engineering and industry—are a comparatively small group. One way of directly and economically reaching this group is through the great business and technical journals upon which they depend for information and guidance in

the discharge of their professional duties. One organization alone, the McGraw-Hill Company, Inc., has chosen from industry two hundred thousand of these men—industrial managers, public officials, engineers, department heads—the practical men of industry. And it is these two hundred thousand men whose thought and action are influenced through the editorial and advertising pages of the 11 McGraw-Hill Publications.

Never was there a greater opportunity for manufacturers or their advertising agents to match the needs of industry with the men who can act and accomplish things. Never did advertising have a greater opportunity to function as a great force in bringing together manufacturer and man-of-action in the buying pages of the great engineering journals. Let us learn by experience. Let us not waste years.

Let us act now!

HILL PUBLICATIONS

COMPANY, Inc.

36th Street, New York

An Advertising Agency can get A. B. C. reports without belonging to the A. B. C.—*some* of them.

But not *all* of them—for obvious reasons.

No Agency can give 100% service to its clients unless it is a member of the A. B. C.

American Advertising Going 'Round the World

A Few Glimpses of What Home Manufacturers Are Doing to Promote Foreign Selling Campaigns

By CH. LECOQ

European Correspondent of ADVERTISING & SELLING in Paris

WHATEVER American or foreign advertising advertisers may say to the contrary, American advertising is making steady, intelligently accomplished gains in the European and other fields.

Which seems to tend to prove that there need not be such a great holding back upon the part of the business interests of the United States, in their efforts to invade the overseas areas with merchandising plans.

The situation in Europe today is such that almost any useful branded line of staple goods may be marketed to advantage, so far as the mere proposition of advertising and selling may enter into the consideration.

The European field is, in fact, rich in potentialities for American interests, and in nearly all of the countries there is not alone the urgent need of necessities, but an altogether favorable attitude toward United States products.

COMMON SENSE POLICY WILL WIN

The American who comes to Europe today, with an advertising campaign, needs only to follow a course of sane, conservative common sense, in his marketing methods.

For the brands of goods already somewhat well known in Europe, advertising very similar to that employed in America will serve very well. If it is expected to sell American-made goods as such in Europe, the Europeans will, logically enough, expect to be "advertised to" after the distinctive style employed by Americans. France, in particular, now is wholly accustomed to America's "punchy" ways of doing things and delighted, as well, with the many seemingly quaint mannerisms displayed by their brothers from the western world.

France is always receptively inclined to a certain kind of cleverness, and I believe that the average American advertising agent will have no difficulty whatever in reading the French popular mind and learning the manner of messages which will best sell in France.

I am sending you herewith a few brief notes about some of the advertising and selling campaigns already in progress in Europe. These are not all conducted on strictly Americanized lines but in much of

the advertising copy employed, the American flavor remains and that, the French people, at least, are inclined to feel, tends to popularize rather than the reverse.



There is No Radical Departure from the American Style in This "Copy" Used With Great Success in France

Chewing Gum Successfully "Put Over" In France

Six years ago American chewing gum was practically unknown in France; it can be found now in any shop. Grown-up people as well as school boys are taking to it.

These gratifying results were brought about by an advertising campaign conducted on American lines—attractive pictures and large spaces in the principal wailies. Of course, the advertising started at the right time, when the doughboys were still quartered in the principal towns and they contributed to the success of the campaign.

The advertisements also appealed to the children and through them the parents became interested. People who never read the advertisements, as they say, cannot fail to be attracted by the large and peculiar ads, were it only when they turn or fold up their paper. Again, at home, the children will get hold of the paper, as it often is the case, and begin to ask questions.

A French advertiser in the same line would probably have used ten-line advertisements without any results.

The American chewing gum campaign is now being extended to Belgium, Spain and other countries, and its chances for success look very good. Wrigley's Spearmint and Adam's Chiclets are two popular brands.

Pierce-Arrow Establishes In France

The Pierce Arrow Motor Co., with a capital of 2,000,000 francs, has established in France under the name of Societe des Automobiles Pierce Arrow.

Palmolive Soap After European Trade

Despite the numerous brands already on the market, Palmolive soap has launched an advertising campaign in France, Spain and in other sections of Europe.

"El Sol" Follows American Style

El Sol, a new paper in Madrid, Spain, is following, if not completely, many points which go to make up the style of American newspapers.

Polish Makers After French and Spanish Business

Through its advertising O-Cedar Mop Polish is now beginning to be known to the French. Recently the company extended its advertising to Spain. Liquid Vencer is being advertised in newspapers in the south of France by a Marseilles branch.

French Magazines Practice American Methods

The *Paris Magazine* and *La Revue d'Hygiene* of Strassburg, Alsace, are examples of magazines in Europe, which are being guided by American standards and methods. The latter, a medical paper, makes it a point to follow American style in all details.

"Drug Topics" Manager Weds

Marvin Stanley Small, business manager of *Drug Topics*, was married on June 3 to Blanche Dorothea Abrams, formerly of the advertising staff of the Goldwyn Pictures Corporation, and prior to that with the Bush Advertising Service.

Mr. Small was formerly assistant advertising manager of McKesson & Robbins, and was with the American Druggist Syndicate in the same capacity, at one time. He is president of the Triad League. Miss Abrams, who has been active in advertising work for several years, is now doing newspaper and magazine writing.

Indianapolis Delegates Will See Campaigns in the "Movies"

Industrial and educational films will be shown on the screen in the Claypool Hotel Convention Hall in Indianapolis, every afternoon and evening of the convention, June 6 to 10, from 4 to 10 o'clock. The films will show both national and local advertising campaigns.

Camels and Velvet Are Well Known

Camel cigarettes, Velvet tobacco and other American tobacco products are now familiar names in France, although no large outlay of money was used in advertising. This is due to generosity of the American doughboys who gave their smokes liberally, and to the fact that the French Government has been selling the surplus stocks which had been left in camps. In the trains one can hear youths talking of "Camel Cigarettes Americanes."

American Razor Store Opened in Paris

The Ever-Ready Safety Razor Co. has opened a store in the Rue Lafayette, near *Le Printemps* and *Les Galeries Lafayette*, the general stores well known to American visitors. The store is richly furnished in mahogany and the razors and shaving brushes, displayed in true American style, attract attention.

So far, no advertising campaign has been started, but outdoor advertising is well cared for.

The razor sells for 15 francs and is one of the cheapest on the market.

American Advertisers Active In Spain

Among the American concerns which have started advertising campaigns in Spain are: The Conklin Pen Mfg. Co., the Remington Union Metallic Arms Co., Yale & Towne Mfg. Co., and the Taylor Instruments Co. They are reaching the South American market as well as the Spanish, for the illustrated papers of Spain also circulate in the other Spanish-speaking countries.

Advertising Notes

Aluminum Manufacturers Appoint Sales Manager

L. F. Youngs, manager of the Detroit office of the Aluminum Company of America, has been appointed general sales manager of the Detroit plant of the Aluminum Manufacturers, Inc. Youngs is succeeded in the Aluminum company's office by Hardwood Byrnes, who comes from the main offices at Indianapolis.

Joins Chambers Agency

M. B. Landry, of Los Angeles, Cal., has become associated with the Chambers Agency of New Orleans.

McCoy Resigns From Olds Motor

D. B. McCoy, for the past three years connected with the Olds Motor Works, Lansing, Mich., first, as advertising manager and for the past year as assistant to the sales manager, has resigned from the company. His plans for the future have not been announced.

Theodore Phillipps Dies in Chicago

Theodore Phillipps, for years associated editor of the *Abend Post*, died Sunday at his residence, 5001 North Ashland avenue, Chicago. He was 62 years old.

Another Year of Help With "A. & S."

Editor, ADVERTISING & SELLING:

I am very glad, indeed, to enclose my subscription to ADVERTISING & SELLING for one year. I find your publication very interesting and I look forward to another year of great interest and help—William Elliott, advertising and sales promotion manager, Packard Motor Car Company of New York.

Lynn J. Arnold Dies

Judge Lynn J. Arnold, until recently editor and publisher of the *Knickerbocker Press* in Albany, N. Y., died on Friday of last week after a brief illness. He was 50 years old, and was a former president of the First National Bank at Coopers-town. Several years ago he was selected Surrogate of Otsego county.

Wilson Sales Manager of "Financial Press"

Alexander Wilson, of the *Commercial and Financial Chronicle*, has been appointed sales manager of the *Financial Press* in New York.

Will Advertise Electric Refrigerators

The Refrigeration Engineering Co., Toledo, Ohio, has engaged the Martin V.

Kelley Company to conduct its advertising campaign, which aims to promote the use of commercial and home-use models of electric refrigerators.

Miss Cooper Joins Capper Farm Press

Miss Lailah J. Cooper, who has been with the J. Walter Thompson Co. for four years, specializing in investigation and research, has become a member of the Bureau of Research of the Capper Farm Press.

Representatives Change Outing Date

The date of the thirteenth annual outing of the Representative Club, to be held at Gedney Farms, White Plains, N. Y., has been changed from June 11 to June 22.



We don't blame you for not buying the barrel when you see only one apple !

Made Advertising Manager of San Francisco

S. W. MacLewee, of the San Francisco Advertising Club, has been appointed advertising manager for the Chamber of Commerce of San Francisco.

Pump Account With Nichols-Moore

The Western Pump Company, of Davenport, Iowa, manufacturers of pumps and tankless water systems, have placed their account with the Nichols-Moore Co., Cleveland advertising agents.

Pear Growers Will Advertise

The California Pear Growers' Association is planning a nation-wide advertising campaign, along the lines followed by the raisin and citrus fruit growers, according to Frank H. Swett, manager. California's 1919 pear crop is said to have been worth more than \$8,000,000.

Balliett, Vice-President of Vick Chemical Co.

Carl J. Balliett, directing partner of the Remington Advertising Agency, Buffalo, has been made vice-president of the Vick Chemical Co., Greenshobro, S. C.

Chemical Account For Burnham & Ferris

The advertising of the Chemical Toilet Corporation, Syracuse, N. Y., manufacturers of chemical systems, tanks and solvents has been placed with Burnham & Ferris, New York.

J. M. Muir on A. B. P. Agency Committee

J. M. Muir, of the McGraw-Hill Co., has been appointed to the agency relations committee of the Associated Business Papers. The committee, which is headed by

Harry Tipper, of Automotive Industries, will soon begin the work of classifying agencies.

May Advertise Our Industrial Needs In Europe

Confronted with the problem of recruiting apprentices and relieving the shortage of labor, the National Association of Merchant Tailors is now founding its hopes on the scheme of the International Council of advertising our industrial needs in Europe. Efforts to encourage the American youth to take up tailoring has proved unsuccessful.

New England Agency Heads Are Guests of "Worcester Telegram"

More than fifty advertising men, heads of agencies doing business in New England, were entertained by the Worcester, Mass., *Telegram* on Tuesday of last week. Paul Block of Paul Block, Inc., New York, and several members of his organization assisted with the entertaining. The party lunched at the Worcester Country Club, played golf for prizes in the afternoon, and returned to Boston by motor in the evening.

U. S. Rubber Introduces New Tire

The United States Rubber Co. is introducing through the medium of an advertising campaign a solid truck tire called the Monotwin. The advertising is directed by the George L. Dyer Co., New York.

J. T. Du Bois Dead

James T. Du Bois, who from 1872 to 1877 was managing editor of the *National Republican* in Washington, D. C., and later founded the *Inventive Age*, a technical magazine, died in New York, May 27, aged 64. Mr. Du Bois spent nearly thirty years in the U. S. diplomatic service. He was minister to Colombia from 1911-1913, and was the author of several books.

Red Cross Man Joins Firestone Advertising Department

W. D. Hines, formerly with the publicity department of the American Red Cross in Paris, is now a member of the advertising department of the Firestone Tire & Rubber Co.

South African Advertising Campaign Successful

As the result of the initial six months' advertising, the campaign to sell Union Loan Savings Certificates in South Africa, has been a great success. Over two million pounds has been subscribed in small amounts, at a cost to the Treasury for advertising of approximately 1/2d for each pound, or one-fifth of one per cent—a record for sales through advertising. The South African Advertising Contractors, Ltd., of Cape Town, directed the campaign.

Greater Interest in "A. & S."

Editor, ADVERTISING & SELLING:

I have been reading ADVERTISING & SELLING lately with even a greater interest than usual. I want to compliment you on the new cover. It strikes me as being particularly effective.—S. L. Sholley, advertising manager, Babson's Statistical Organization, Inc., Wellesley Hills, Mass.

— It is worth your while to *know* whether or not you can sell your product in the world's greatest farm market.

It's too big a thing for you to overlook or pass upon lightly.

Let our Bureau of Research submit for your consideration the facts bearing especially upon your market. Our research surveys are *not* the kind that show you only the sunny side of the truth. If there is no chance for your product in the Midwest farm market we don't want your advertising.

Let's get down to brass tacks.

The
CAPPER FARM PRESS

(MEMBERS A.B.C.)

Arthur Capper, Publisher

Marco Morrow, Asst. Publisher

TOPEKA, KANSAS

- SECTIONS -

Capper's Farmer (Midwest)
Kansas Farmer and Mail and Breeze
Nebraska Farm Journal
Oklahoma Farmer
Missouri Ruralist

Keen Vision Needed to See Future Course

The Readjustments for Meeting "Prosperity"
Demand More Than Mere Good Judgment

By BERNARD A. DAVEY

IN THE LIGHT of present necessities of readjustment to the fluctuant economic conditions, for flexibility in meeting the bitter stresses occasioned by economic "faults," there is an especial applicability in Carlyle's remark "In every ship there must be a seeing pilot, as well as a hearing one—"

And casting about for some tangible illustration to "point a moral and adorn the tale" I was reminded of the aptness of Carlyle's

epigram in its relations to the voyage of Columbus.

Suppose Columbus had been just "conservative"—had displayed only the ordinary "good judgment," the normal caution which tempered the baldness of his contemporary mariners. It is all too certain that had he listened to the cautious forebodings of his own aids he never would have ventured across the dreadful leagues that ended in the New World. His daring and epochal enterprise would have "died a-borning," and some other adventurous soul would have claimed the honor of conquering the physical tumult and the mental agonies that barred the uncharted seas from all except the "seeing pilot."

And suppose that this visionary had been only a "dreamer," lacking the high courage, and vast faith to overcome the uncounted obstacles. And that once started he had only the blind convictions and dogged recklessness of the ignorantly foolhardy. The time would have come when he would have yielded to the twin perils of stormy seas and frightened sailors. But his "seeing" brought the greater glory that lay straight ahead and the greater safety that hinged upon the forward course.

TIME OF GREAT DEMANDS

So, too, in the markets of today, in every phase of the business world, every organization requires some one with more than mere "good judgment," with greater perspective than normal caution and more potent faith than comes from surface reports. There are numerous "prophets" about—each eager to spread the gospel of the pessimistic "calamity howler." There are many in business, as there were about Columbus, who can hear the danger ahead, behind, and at every side. But how few there are to whom we can give the palm for "seeing ahead" into the greater glory and sure success that lies in earnest, unremitting toil toward the objectives.

Each institution is but the lengthened shadow of a man, said the same philosopher (Carlyle) and it surely takes something more than just manufacturing facilities, more

than knowledge of market conditions, or selling ability or understanding of the labor situation to "see ahead." The future is fraught with multiple perplexities that demand there be "Seeing pilots in BUSINESS as well as hearing ones—"

The manufacturer faces changing conditions in raw materials, in shipping of the raw goods and the turning out of the finished—in getting the other fellow's goods and "getting out" his own. He needs the "seeing pilot" that he may tighten here and loosen there, and yet press onward relentlessly to success.

The warp and woof of the industrial fabric is woven by men of this type. They have it in their power to bring down upon our heads the vast, uncertain structure of economic dealings called "business." The man on the street cannot see it—he is too far away. And the greatest trouble with the men who ought to see it is that they are too close—and they are hearing instead of "seeing" ahead.

THREE ROUTES OPEN

Financial prophets point the fact that there are just three ways in which this country can get back to the normal status of equitable relationships between costs, prices and credits. They are: to stop like a suddenly braked automobile—thereby burning out the brakebands or mayhap wrecking the car; to keep on raising costs, wages, prices, profits and so on—ad infinitum—until you will have the situation which prevailed in Russia where it takes a bushel of dollar bills to buy a toothpick; to work more, spend less. And it takes the "seeing pilots" to discern where the spending leaves off and the saving commences.

I would point out the need for the "seeing pilots." We need them to steer the wise and sane course in order that we may arrive safely upon the solid lands of accomplished tasks, restored good will, productive plants and a contented nation, which after all brings to us the Alpha and the Omega of the "seer."

Keeping Up With The Times

A FACT A WEEK

"**G**IVE The Washington Times the credit for beginning the active drive for Civil Service retirement, in 1904, and fighting for it continually, in and out of season, until the victory was won."

So says Jacob W. Starr, veteran ex-president of the United States Civil Service Retirement Association.

Washington's population is made up largely of Civil Service employees of the United States Government.

The Washington Times,
WASHINGTON, D. C.

A. A. C. W.

Delegates, Advertisers and Agents

AT YOUR SERVICE

Convention Representatives

T. F. FLYNN S. W. DU BOIS J. W. COOPER P. L. HENRIQUEZ
M. P. LINN J. J. FARRELL C. O. LANGLOIS

CONVENTION HEADQUARTERS, HOTEL CLAYPOOL

Our Message

NEWSPAPERS

The Medium

Post-Dispatch, St. Louis, Mo.
Times, Seattle, Wash
Courier-Journal and Times,
Louisville, Ky.
Press, Philadelphia, Pa.
Herald, Washington, D. C.
Tribune, Salt Lake City, Utah
Journal, Kansas City, Mo.
Eagle, Wichita, Kans.
Commercial, Buffalo, N. Y.
Intelligencer and News-Journal,
Lancaster, Pa.
Times-Leader, New Haven,
Conn.
States, New Orleans, La.
Times, Shreveport, La.
Age-Herald, Birmingham, Ala.
News-Item, Mobile, Ala.
Tribune, Tampa, Fla.
Chronicle, Augusta, Ga.
Enquirer-Sun, Columbus, Ga.
American, Charleston, S. C.
Times-Herald, Dallas, Texas
Enterprise, Beaumont, Texas
Times, El Paso, Texas
Statesman, Austin, Texas
Times-Herald, Waco, Texas
Dispatch, Wilmington, N. C.
News, Jackson, Miss.
Star, Meridian, Miss.
Herald, Vicksburg, Miss.
American, Hattiesburg, Miss.
Union, Sacramento, Calif.
Courier-News, Fargo, N. Dak

**Individual Plus
Collective
Representation**

The history of this agency dates back many, many years—now forty—and just as rapidly as newspaper advertising grew in favor, just as rapidly has the Beckwith Special Agency expanded. As a matter of fact, it had a lot to do with the pace with which newspaper advertising popularity grew—for it was not only a pioneer, but its men worked along the high-ways and the by-ways talking horse sense to advertisers about the efficiency that lay back of newspaper circulation as a "teller and seller" that could prove its own efficiency in covering the distance between manufacturer and consumer. Today the Beckwith Special Agency is known from Coast to Coast as an organization that stands for the highest ideals in its business relations between buyers of space and the newspapers that the organization represents. Its policy from its early days has been to give advertisers service in its list of newspapers that would justify confidence year after year.

Sales and Promotion Department

The Beckwith Special Agency is equipped to be of real service to advertisers and agencies that require or desire trade information concerning selling conditions or distribution methods that exist in each city in which it represents a newspaper. All publishers represented are believers in the co-operative idea and are glad of the opportunity to strengthen in various ways the effect of the advertising messages placed in their columns. At your service always.

PAN AMERICA

Our Ambition Is to Again Be the Pioneer in Developing

Newspaper Advertising

Firmly believing in the future development of an extensive and ever-increasing trade with our Latin American neighbors, we have arranged for the representation of more than twenty five leading Pan-American dailies.

For further particulars, folders and rates, call at our Convention headquarters or address,

NEO LATIN DIVISION

*S. C. Beckwith Special Agency, World Bldg., N. Y. City
M. H. Rowzee, Manager*

SERVICE MEN

The Staff

J. T. BECKWITH
R. W. BECKWITH
T. F. FLYNN
J. W. COOPER
P. L. HENRIQUEZ
C. T. LOGAN
S. W. DuBOIS
R. A. FLETCHER
J. R. LISSON
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A. GROSS
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G. CINQUE
J. L. MANDABLE
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**Individual Plus
Collective
Representation**

THE S. C. BECKWITH SPECIAL AGENCY

Established 1880

World Bldg. Post-Dispatch Bldg. Tribune Bldg. Ford Bldg. Bryant Bldg. Moore Bldg.
NEW YORK ST. LOUIS, MO. CHICAGO DETROIT KANSAS CITY ATLANTA, GA.

Cooperating With the Advertising Manager

Pointed Questions Asked of Publishers Regarding the Human Side of Business News Offered to the Mediums

By WILLIAM H. WALSH

Advertising Manager of the Salada Tea Company

I PUT this question squarely up to the advertising solicitors for newspapers, the advertising managers and the city editors of newspapers as well:

"What is meant by friendly, intensive cooperation as between their newspaper and the advertising manager of a big commercial concern?"

In other words, what is meant by "team work," as between the average newspaper and the advertiser of a specific product?

It is a hundred-to-one shot that if a commercial house announces an advertising campaign wherein it proposes to invest, say \$100,000, in exploiting its particular product, the publicity man, (and by this is meant the advertising manager), will be overrun by advertising solicitors, who will promise him a world of publicity in connection with his advertising. Yet, as soon as they get the contract, all friendliness, "team work," cooperation, or whatever other friendly phrase you wish to apply, ceases.

In the thirty-odd years of my experience as an all-round newspaper man and advertising manager of various commercial houses, the one thing that strikes me as wrong, emphatically, intrinsically, persistently wrong, is the lack of "team work." Far be it from me to say that autocracy flourishes in the sanctums of the publishers and advertising managers of newspapers, to the utter disregard of their largest commercial advertisers. Nevertheless, it is proverbial that a large commercial concern, investing we will say \$150,000 to \$200,000 annually in its newspaper advertising campaign, receives little or nothing in the way of publicity, aside from the plainly defined advertising.

THE VIEWPOINTS CLASH

Put the question up to the advertising manager of the newspaper and he will tell you "that is what you are paying for."

You immediately answer, "It is nothing of the sort."

If I have a product which has in it elements of news, something about it for instance of genuine human interest, then it is up to the

Co-Operation

WE ARE inclined to believe that the salesmen of advertising in real newspapers, who promised Mr. Walsh "a world of publicity," are now in some other line of business or working on newspapers which give their advertisers promises rather than circulation.

Real co-operation is being given advertisers by leading newspapers throughout the country—but that does not mean free publicity. No doubt some of the able newspapermen will write Mr. Walsh some interesting letters that will make clear to him what real co-operation means besides publishing a real newspaper that will deliver his message.

THE EDITOR.

news editor of the paper to accept it or reject it, and it should not come under the stricture of "tainted advertising news."

Suppose, for instance, that a space writer visits our establishment and sees something of news value and decides to "write it up." Does he go at once to the advertising manager with his "exclusive?" Not at all. Having got his material in shape he goes to the City Editor, or the Sunday Editor or the Magazine Editor of the newspaper and submits his idea. Ten chances to one that his article will be accepted, and paid for purely on its face value.

On the other hand, I, as advertising manager of a commercial house, take precisely the same piece of news to the editorial department of a paper, and if I am known, am at once referred to the advertising manager, who turns it down on the ground that it is "contrary to newspaper ethics," that it really should be paid for at advertising rates. If, after argument, he finally consents to use it, he makes it appear to you that it is a great and special favor, whereas all your previous experience and knowledge of newspaper work tells you different.

In fact I have often thought that it was because of the advertising done by commercial houses that the news articles were turned down, and the spirit of cooperation which should be omnipresent was lacking.

Lately I have been more than

ever impressed and nonplussed by the stupid and inexcusable policy which seems to be ingrained through custom rather than expediency.

Surely, every one knows in these days and this particular epoch, the necessity for cooperation, of co-operation in the broadest sense as a necessity in the development of enterprise.

I know that certain advertising managers of newspapers and autocratic publishers will differ from my views, on the ground that to adopt a more liberal policy would lead to the letting down of the bars; that they would be then over-run by press agents and the resulting position would become intolerable. But we know that nothing of the kind need happen. Simply submit the article without comment to the City Editor, News Editor, Sunday Editor, or Magazine Editor, and let it take its chances as news.

THE CONCRETE PROPOSITION

Now the question of beverages to take the place of alcoholic liquors is certainly one of universal interest. It so happens that the writer represents the largest tea house, dealing exclusively in that particular beverage, in America. He invests every year for his company approximately \$150,000, and advertises in all the leading papers in this country.

Here are the titles of some half dozen articles prepared with a view to their publication: "John Barleycorn's Waterloo"; "Tea Drinking During Business Hours"; "Tea the National Beverage"; "When Shall We All Take Tea?"; "Tea Culture in the United States"; and "When the Price of Tea Was High."

Every one of these articles now has or did have news value. Yet, if I had submitted them to the advertising managers of the newspapers, when prohibition was being enacted into law, I guarantee they would have been sent on their way to the capacious maw of the office waste basket.

The reason, I presume, why the advertising managers of certain newspapers persist in their policy of differentiating as between straight advertising matter and publicity, is, as I have said, that they fear if

Hearst's Magazine—a Liberal Education!



THE 10-50 EXPRESS
By MAURICE LEVEL
In Hearst's for June



THE MASTER OF MAN—By SIR HALL CAINE



MY CAREER OF CRIME
ANONYMOUS
In Hearst's for June

Is Anybody Really Honest?

Where is the dividing line between honesty and dishonesty? What would you do in the 36 delicate situations described in Edgar Mott Woolley's article "Diogenes with a Searchlight?"

In Hearst's for June

In Hearst's for June

The Economics of Bedlam

By G. BERNARD SHAW

Two Challenges to My Americanism

By SENATOR HIRAM JOHNSON

The Enemies of Women

By VICENTE BLASCO IBANEZ

I'll Try Anything Once

By WALT MASON

Ladies, Ladies, Have a Care

By EDWIN MARKHAM

Ghosts Make Good Detectives

By SIR ARTHUR CONAN DOYLE

and 18 other stories, articles and special features.

He Never Drew a Salary

He rescued the Belgian Relief Fund—he helped keep Russia in the war—he employs 100,000 men. Yet few have even heard the name of this remarkable American.

In Hearst's for June

Did You Ever Want to Be an Outlaw?

Did you ever plan to be a train-robber when you grew up? All who failed to realize this natural boyhood ambition will enjoy "My Career of Crime" which begins

In Hearst's for June

These Famous Features in Every Issue

Do you like to speak with authority of the things well informed people are discussing? You'll enjoy the ART—PLAY—BOOK—POEM—and SCIENCE of the month in every issue of Hearst's.

In Hearst's for June



GHOSTS MAKE GOOD DETECTIVES
By SIR ARTHUR CONAN DOYLE
In Hearst's for June

IF you are easily satisfied—if you aren't always on the lookout for a *better* magazine—you won't want Hearst's this month or any other. *But* if you really want the works of the world's great writers, the words of the world's great thinkers—don't fail to make sure each month—starting today with the June number—of your copy of

Hearst's

A Magazine with a Mission



SANANG—SLAYER OF SOULS
By ROBERT W. CHAMBERS
In Hearst's for June

HEARST'S. at the new 35 cent price, marks a distinct step towards the day when all magazines will ask their readers to pay editorial production costs—when the advertiser will no longer be charged the difference between these costs and the price received from the public.

they make a concession to one advertiser they will have to make it to all. Once more I repeat that this is a false premise, for it is clearly a matter which should be left to the option of the editorial departments. It is within their particular province to say what is and what is not news.

I know it will seem like an old story to say that the advertising manager or publicity promoter is a nobody. At least he is in the estimation of the heads of the other departments, whose technical knowledge may or may not be consider-

able in the particular branch of the commercial house to which they all belong. It matters not that he shall have been a thorough newspaper man and shall have climbed the rungs of the ladder all the way from the position of a "cub" reporter to that of managing editor before entering on his present occupation.

He may be an advance student in psychology.

He is still a nobody.

A mysterious personality who has the happy faculty of merely writing—that is all.

gone further nor striven more effectively than one of the foremost public schools of the vocational type in America—Commercial High School of New York.

Advertising men know this school through the high grade of the training it offers its students in advertising—and through the high grade advertising men it turns out. They are rapidly learning to what extent it practices what it teaches.

The students of Commercial High who seem to be eating beefsteak almost before they are weaned, can point with pride to several definite advertising campaigns put across by them in the last two years—each one conducted in just the same way as an advertising agency handles its accounts. The entire field has been covered each time—research analysis, copy, display, and the final placing of goods.

DIRECT MAIL USED

Much of the work has been done by direct mail. A typical example is furnished by a recent campaign which opened with an attention-nailing letter inviting business men to attend a poster exhibit at the school. The second step was the exhibit itself where thirty posters, executed by the students, showed graphically what the school is doing to prepare young men to meet the demands of the business world. The third step, to give definite point to the poster campaign, took the form of a series of sales letters and follow-ups to a selected list of office managers, advertising and sales managers and employers of boys for summer work, all of whom were canvassed for jobs for graduates or summer workers. These letters were good enough to get something like 33 1-3 per cent returns. Then a placement bureau got busy and tied up the whole campaign in a direct selling effort.

Here is a school that is putting into practice the advertising and selling principles and methods that it preaches—and is getting results. New "pep" was instilled into the work of the boys who made this campaign an integral part of their semester's task by the realization that their labors were serving a practical end. The difference between their attitude toward their problem and what would have been their attitude had they been doing mere "play advertising" was exemplified in the superiority of the specimens in the poster exhibit over the usual High School made poster. Those who came to the exhibition to scoff remained to hire.

Advertising the Brains for the Job

AFTER commencement what? That's a question that several thousand sweet girl graduates and ambitious boy graduates throughout the country have to face about this time every year.

"Brains for sale!" "Brains for sale!" So they go, crying their wares upon the highways and by-ways of the nation.

"Brains wanted!" "Brains wanted!" American business is always on the market with that demand.

How are you going to bring them together—the graduate and the bus-

iness man—young brains and the job upon which to spend them.

GETTING ON THE RIGHT PATH

Some of the business colleges, the vocational schools and the commercial high schools have struck the right path with their placement bureaus designed to keep in touch with the business world to provide their graduates with jobs immediately upon graduation. Several of them boast in their advertising, "A Job For Every Graduate."

It is safe to say that none has



ENGLISH

ENGLISH—the OIL for the MOTOR

WHAT IT COVERS	WHERE IT COUNTS
Learning to speak clearly	1 Getting a position
Writing business letters	2 Prepares for
Reading good books	Commercial traveler Lawyer
Writing advertisements	Sales Manager Reporter
Proof reading	Insurance Agent Real Estate
Writing for newspapers	Advertising Private Secretary
Writing sales letters	Bond Salesman Stenographer
Giving sales talks	3 Prepares to enter College
Public speaking	Or Professional School To Study
Writing reports on investigations	Dentistry
	Civil Engineering
	Agriculture
	Textile
	Scientific Management

A specimen of the "Brain Selling" copy employed to stimulate and market the talents of ambitious boys

Get The Facts!

About the Louisiana-Mississippi Market
Correctly Quickly Completely
Through The

TRADE EXTENSION BUREAU of THE NEW ORLEANS ITEM

AS WE SEE IT—Advertising, after all, is but one phase of Merchandising. In a general sense. Advertising is but an invitation to buy something properly made, and properly d-i-s-t-r-i-b-u-t-e-d. We cannot, of course, lend counsel concerning manufacture, but we can assuredly be of material assistance in matters relative to proper local distribution. We realize the dependency of 100% Advertising success upon smooth-running sales distribution and for that reason are sincerely concerned in selling something more than white paper and black ink. The TRADE EXTENSION BUREAU of THE NEW ORLEANS ITEM, maintained at an annual cost of something like \$50,000, is our contribution to the cause of closer contact between Merchandising and Advertising. It will pay manufacturers and agents of brands unknown and known in this market to acquaint themselves with this sincere and unusual service.

STATISTICAL SERVICE

FILE OF FACTS and figures at your finger-tips! Up-to-the-minute merchandise and industrial data regarding the great Louisiana-Mississippi market, in which live one-twenty-eighth of all of the people in the United States—not hand-picked census office dope, but accurate and complete news of commercial activities gathered day to day by the Item's investigators, and conveniently compiled by its statisticians. ❧ ❧ ❧

INTRODUCTORY SERVICE

FACILITATE the prompt and intelligent introduction of products in the New Orleans territory the Trade Extension Bureau aids agents, manufacturers and distributors in securing advantageous and adequate sales connections with jobbers, wholesalers and retailers. Letters to the trade or personal visits—anything to get the right people properly "lined up"—that's the spirit of this phase of ITEM service. ❧ ❧ ❧

PROMOTION SERVICE

EXTEND the distribution of trade-marked brands, and to preach the gospel of advertised articles, we issue effective broadsides, bulletins, letters and circulars, and publish regularly a monthly newspaper for retail New Orleans ("*Merchandising and Advertising*") read regularly by 6,000 people, who control or influence local sales.

SURVEY SERVICE

CAREFULLY PREPARED, intelligent trade reports, detailing in full the opportunities (and the opposition) for various products in or entering our market. These reports are unbiased, individual and accurate, and complete—we are told "the best issued by any newspaper in America." ❧ ❧ ❧ ❧ ❧

THE NEW ORLEANS ITEM

Published Week-day Afternoons and Sunday Mornings

JAMES M. THOMSON
Publisher

A. G. NEWMYER
Associate Publisher

National Advertising Representatives
THE JOHN BUDD COMPANY

New York Chicago St. Louis San Francisco Los Angeles Atlanta Seattle

Defining Direction in Advertising Copy

The Benefits That May Be Gained By Guiding Reader Attention Are Shown in the Campaign of Fiberloid Employing That Method

By JOSEPH D. BATES

STEER a straight course and let others do the dodging; the world is always willing to step aside for the fellow who knows where he is going."

Over ten years ago Howard Marcus Strong, then my colleague in

but all too few actually landed at the desired haven, because of the pilot's vague knowledge of the high seas of retail merchandising and the real direction in which lay the retailers' chief interests.

Obviously, there was need of a

returns; but I believed this to be the real direction which future advertising must follow, and steered my endeavors accordingly. Previously, sales had been made on a basis of price or quality. Very few salesmen were capable of merchandising good will, or launching a new line and backing it up with rich dealer help.

About this time the Association of Advertising Clubs began to attract attention by its serious efforts in behalf of better advertising. I attended its various conventions in Chicago, Toronto, St. Louis, and other large cities, spending most of my time at the sessions of the Retail Advertising Section. I was the only advertising agency representative at these conferences. Such men as Manley Gillman and Frank Black extended a warm welcome and supplied a wealth of retail information.

So interesting were these meetings that it seemed a shame for so few to benefit by the exchange of selling ideas. In order that the Retail Division might have an official organ, I subsequently published a journal known as "Practical Retail Advertising." In this endeavor I had the cooperation of Mr. Black who had had experience with both Wanamaker and Marshall Field and is now advertising manager of Filene's.

The mailing list of "Practical Re-



Every Line and Curve of the Figure Here Employed is a Guide, Directing the Reader's Gaze

advertising, wrote that sane bit of advice as the text of a sermonette in one of the house organs he was at the time editing. I looked back over those ten years, when the editor of ADVERTISING & SELLING called upon me for the purpose and plan underlying the publicity work being put out for the Fiberloid Corporation. It was back in those earlier days that the idea was "incubated" which has since given such definite direction and such tangible results to the Fiberloid advertising. A straight course has been steered, because the objective—the retail dealer has been kept constantly in view.

During my early experience as advertising manager of a popular magazine, and in general agency work, the question as to what was the "straight course" in advertising was constantly presenting itself in connection with the development of national business. The advertising field was rapidly broadening, and ever-increasing sums were being expended for the creation of pictures, copy and mediums. I saw many campaigns courageously launched;

thorough, systematic, first-hand knowledge of how to work with and for the retailer. It means specialization, years of investigation, periods of discouragement, expenditures out of all proportion to immediate



Surely Your Gaze Will Travel with Her's to That Which the Advertiser Intends to Have Read in This Copy

tail Advertising" was made up of the leading retail advertising managers of the country. The various issues still stand as evidence of the vast amount of time, thought and energy devoted to the publication. The correspondence became excessively heavy, taking much time from my regular business. The expense bills rolled up to startling proportions. The subscription price was moderate; the list of possible subscribers necessarily limited. Even the backing of some general advertising failed to make both ends meet and the approaching war terminated the career of "P. R. A." The expense was justified by being charged up to education and experience.

For several years, while following the direction of dealer requirements I issued a complete retail window and store advertising service. This was used by thousands of dealers throughout the country, many of whom I met personally, and the others I knew through correspondence. There wasn't much in the way of "what the retail dealer wants" that remained a closed book.

BRINGING EXPERIENCE TO BEAR

All this may seem to lead in quite opposite direction from Fiberloid, but in reality it explains fully just why the Fiberloid campaign got across in such a big way in so short a time. All the experience of previous years was here brought to bear, with the result that there was no experimenting, no waste of time, energy or appropriation.

The advertising managers of many of the large department stores have said that "the Fiberloid advertising shows an almost uncanny appreciation of the retailer's problem." And further, "You are certainly to be congratulated in the production of matter which shows such a sympathetic understanding of the dealer's needs and desires in an advertising way."

As a matter of fact, the Fiberloid retail service is simplicity itself, distinguished particularly by the elimination of a lot of unnecessary "ruffles." The usual bombardment of broadsides, folders and form letters is conspicuously absent. There is a clever, dainty little house organ known as "Fiberloid Facts." There is a serviceable loose leaf portfolio supplied from time to time with proof sheets of newspaper illustrations, and Facts and Phrases which may be readily combined to make up advertising for any desired space. There is a beauty booklet for the ladies, with window trim materials and photographed models, sheets of lithographed Fiberloid



One of the Most Conspicuous Full Page Advertisements of Fiberloid. In the Reduced Plate the Sweeping Body Lines, All "Guides," Do Not Appear

showing the Fiberloid girl in full colors and others with seasonable messages; also various holders and signs for exhibiting Fiberloid products in the most attractive manner.

So much for the simple and direct method of assisting "friend dealer." But the direction of Fiberloid advertising goes farther. It is used in all of the magazine illustrations with unique effect.

ILLUSTRATING DIRECTION IN FIBERLOID ILLUSTRATIONS

Shown herewith are reductions of the Fiberloid series of magazine advertisements. The pictures are "arrowed," to indicate the direction in which artist and copy man worked together. Notice how the picture, the Fiberloid articles and the copy are drawn together.

Any beautiful picture, especially the picture of a woman, will attract attention; and not infrequently it attracts the attention away from the article being advertised.

I do not mean to infer that these Fiberloid compositions are faultless. No doubt the readers of ADVERTISING & SELLING will have no difficulty in picking them to pieces, especially as their greatest attraction lay in their beautiful colorings. The fact remains, however, that these advertisements do contain a "psychological something" that catches the eye and leads it with absolute certainty to the business in hand. These advertisements made good, the campaign was a success, and that is the unanswerable argument.

Advertising men who have tried to get something more than a pretty picture from a talented artist, will appreciate the difficulty of putting direction into an illustration. The artist usually places the perfection

of his picture ahead of its commercial value as a producer of sales. The work of Charles Sheldon is a decided exception to the general rule and his Fiberloid pictures have been splendid retail salesmen—or, more correctly speaking, saleswomen. He has demonstrated that art can be successfully commercialized without detracting in any way from its æsthetic value.

Reproductions of the Fiberloid page advertisements, which appear in the leading women's magazines are reproduced in full colors and distributed among the retail dealers. This serves the double purpose of interesting the dealer, and, when placed with window displays, of tying up of the advertising campaign in each locality.

We pay hundreds of dollars these days for an advertising design, and thousands of dollars for a color page in a single magazine. Such expenditures cannot be profitably made without a definite direction in view. In the case of Fiberloid, the big objective was the retail dealer's display case; secondarily, but necessarily, the top of my lady's dressing table.

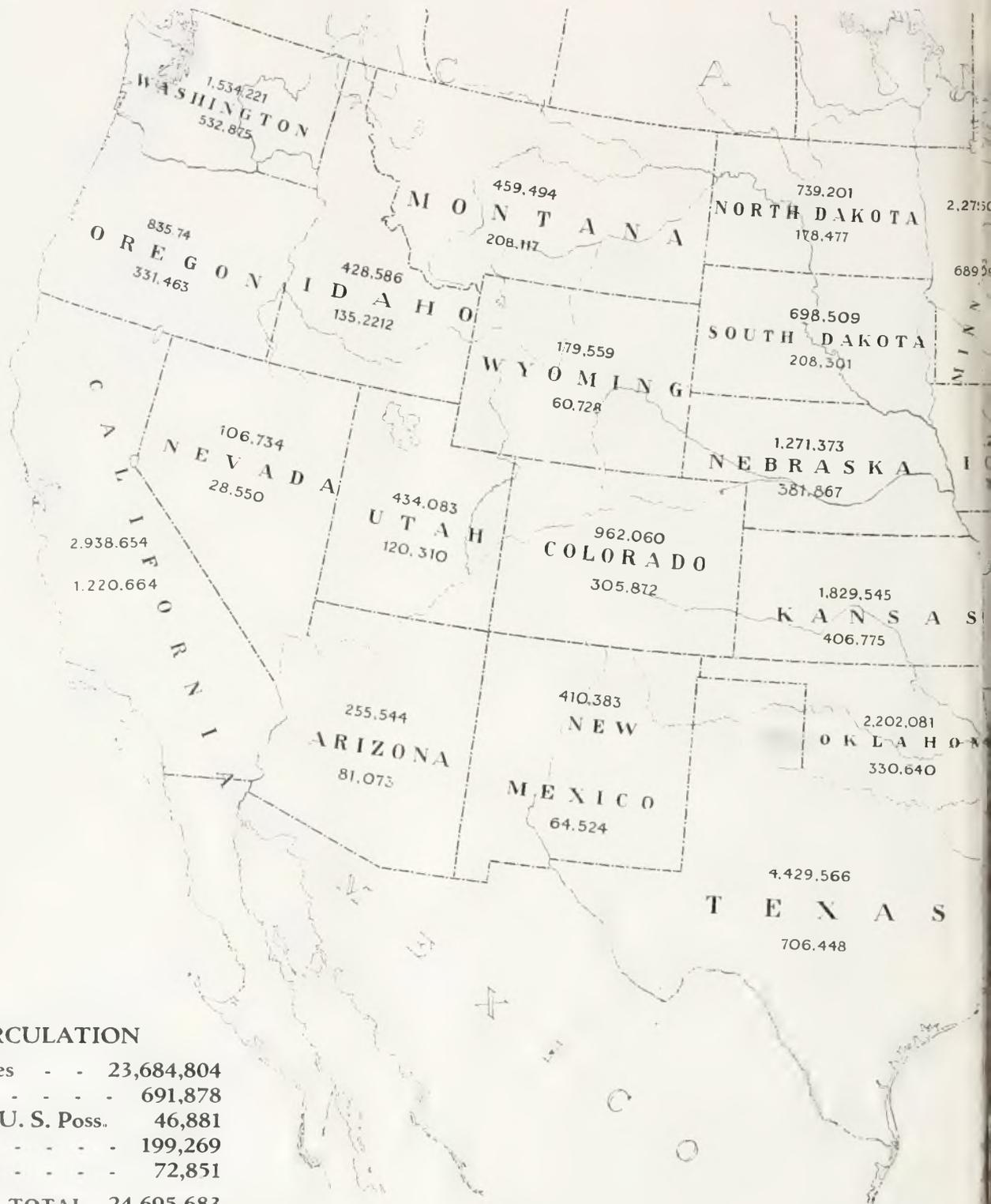
Corbett Goes With "Rural Canada"

E. V. Corbett, formerly advertising manager of the Toronto Times, and recently on the advertising staff of *Everywoman's World*, has joined the Young Canada Publishing Co., publishers of *Rural Canada*.

E. Katz Will Represent Colorado Springs "Evening Telegraph"

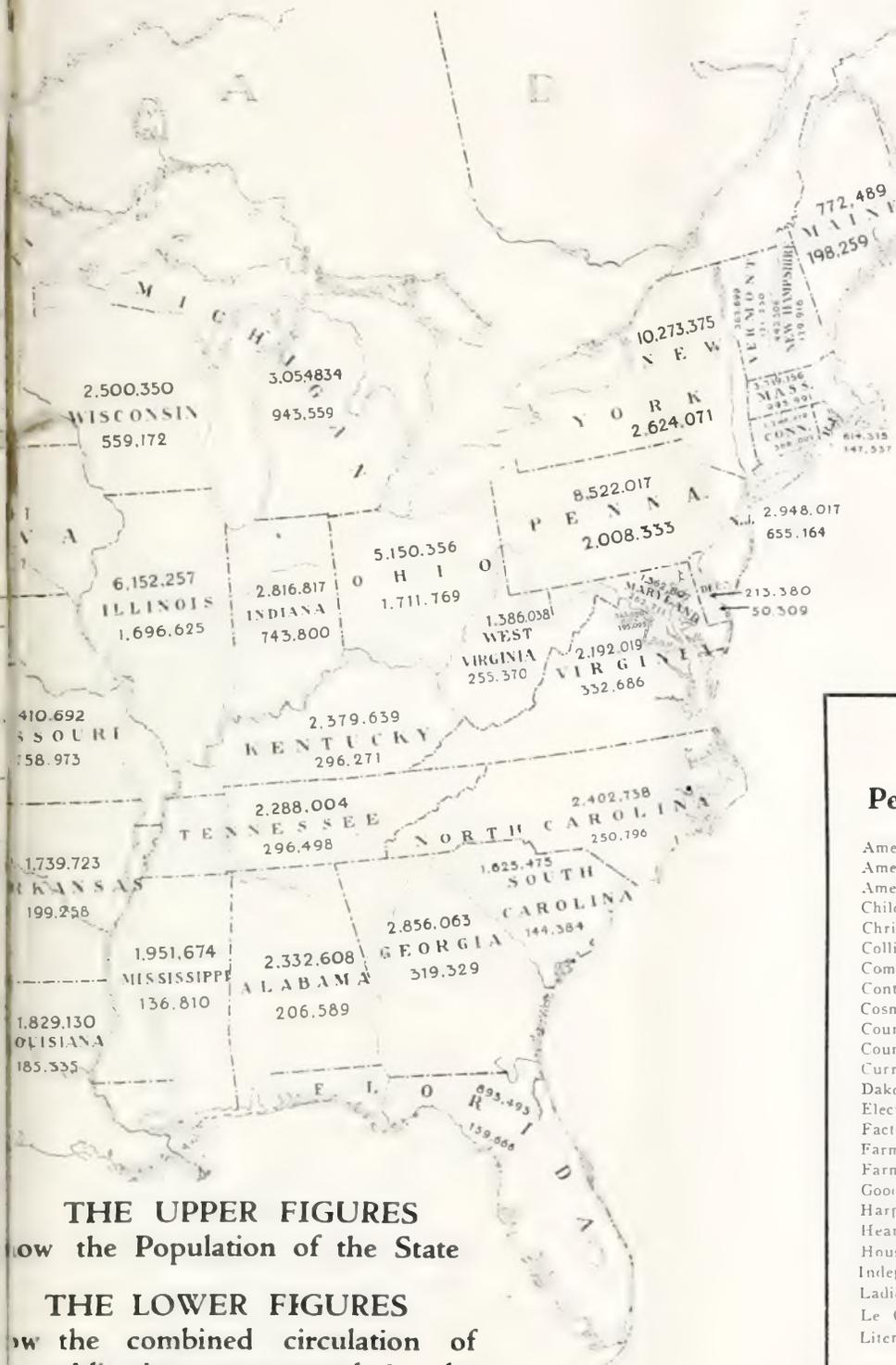
After June 1 the E. Katz Special Advertising Agency will represent the Colorado Springs *Evening Telegraph*. The *Telegraph* is now completing a modern newspaper plant with the latest equipment.

POPULATION BY STATES AND DISTRICTS



PUBLICATIONS REPRESENTED IN THE

DISTRIBUTION OF THE CIRCULATION OF THE



Publications Represented in the Periodical Publishers' Association

- | | |
|--------------------------|-------------------------|
| American Agriculturist | McCall's Magazine |
| American Boy | McClure's Magazine |
| American Magazine | Metropolitan |
| Children's Costume Royal | Modern Priscilla |
| Christian Herald | Mothers Magazine |
| Collier's Weekly | National Geographic |
| Comfort | New England Homestead |
| Continent | Northwest Farmstead |
| Cosmopolitan | Outlook |
| Country Gentleman | People's Home Journal |
| Countryside Magazine | Pictorial Review |
| Current Opinion | Popular Science Monthly |
| Dakota Farmer | Radio Amateur News |
| Electrical Experimenter | Saturday Evening Post |
| Factory | Spanish Vogue |
| Farm and Fireside | Successful Farming |
| Farm and Home | Sunset |
| Good Housekeeping | System |
| Harper's Bazar | System on the Farm |
| Hearst's Magazine | Theatre Magazine |
| House and Garden | Toilay's Housewife |
| Independent | Vanity Fair |
| Ladies' Home Journal | Vogue |
| Le Costume Royal | Woman's Home Companion |
| Literary Digest | |

GRAND TOTAL
of combined Circulation for one issue
24,695,683

THE UPPER FIGURES show the Population of the State

THE LOWER FIGURES show the combined circulation of publications represented in the Periodical Publishers' Association

PERIODICAL PUBLISHERS' ASSOCIATION

Multiplying Demand for Your Goods

To Get the Full "Pull" Advertisers Are Giving Space to Not Only Line Leaders But to Allied Merchandise As Well

By CARL EDGINGTON WIDNEY

WHEN I SHOW only a woman's shoe in one of my advertisements," said Dr. Theron Ellings, who sells orthopedic shoes for both men and women, "I reduce by one-half my logical prospects. By showing both a man's and a woman's shoe I hit them both." With that remark he laid aside a corking layout presented by the artist, wherein a woman's shoe dominated the display. There's food for thought in what he says.

The dealer who handles various products made by a manufacturer, naturally wants people to come in and ask, not for some special article that has been advertised in national publications, but for each of the products that this advertiser sells him. Suppose that he stocks the Westclox line of alarm clocks. Does a full page for "Big Ben" help to sell the America or the Sleep Meter, as easily as if all three were incorporated in one display? Not a bit of it. The fact that Westclox make the others does help, of course, but the onus of selling would be entirely up to him. The present advertising of Westclox, showing their line in company front formation seems to bear this out.

DIFFICULT TO ASSEMBLE

When we think of an advertisement in the abstract, we vision the appeal or display of a single product. It seems to be the natural thing to do. For that reason when the problem is presented to the advertising man of incorporating a group of his products, he experiences difficulty in handling its presentation.

There is not only safety in numbers, but there is a strong human interest. The "magic of numbers" it has been called. Numbers do grip us.

What an avalanche of conjecture has resulted from St. John's statement regarding man—"and his number is 666." The world-famous fourteen points of Woodrow Wilson is a term heard in every language. The mere designation of the number of things serves as a handle with which to hold on.

How well has Ingersoll applied his theory to his multiple advertisement for nine different watches.

"Which is you?" is a caption that cannot fail to draw your attention. And illustrated above are five per-

sons, properly labelled and numbered.

What mean these?

Farmers 1-3-7-8;

Women 5-6;

Business Men 4-7-8-9;

Boys 1-2-3-7;

Workers 1-3-7-9.

Here he takes in every logical prospect and illustrates each of the nine watches that his dealers carry in stock. Is that not a help to his dealers? Any one of these watches, featured alone, would have reduced the number of customers that would come into the dealer's store. By numbering the watches, the reader's curiosity is sufficiently aroused to want to read the descriptions of those watches listed under the person symbolizing himself.

Suppose you had 44 different kinds of paint to sell, each paint being made for an express purpose. Would it be sufficient to advertise merely your name, covering all lines, if you wanted to really influence the demands upon your dealers through national advertising?

THE DEALER "STUMPED"

"John, I want to paint my fence this spring, and Mary is planning to fix up our kitchen linoleum. What have you got?" This was one question put to a hardware dealer in Iowa. This dealer was carrying two lines of paint, but he himself did not know any more about painting than his customer. We must remember that no average dealer can name, off-hand, just which one of your paints is best adapted for every particular purpose. Yet he is stocked with your paints, that you want to move rapidly as possible. What better way either from the standpoint of the dealer or the consumer, could you do it than Lucas has done in his full page advertisement?

John Lucas & Co. make use of this catalogue idea in an advertisement showing forty-four kinds of paint in a mortise with a paint can as the border. And then in another panel forty-four products are listed, ranging from automobiles to silos, each one of which can be painted with from one to sixteen of the different paints numbered in the mortise.

From the standpoint of the dealer it is helpful advertising. All questions are answered for all time. Not

a prospect is omitted. No matter what job the customer wants paint for, he will find categorized his job and recommendations for the proper paint. He does not have to depend on what an uninformed dealer might suggest. What a help is such a page to the dealer who has to answer painting questions every day!

INDUCING OTHER SALES

"Six Little Servants of the Home" is a New York Edison advertisement that follows Dr. Ellings' advice. Your wife or mine might read a smashing ad for an electric washer, but not respond. She has one, perhaps. Such copy would ignore her entirely, although she has the money right in her hand to buy a percolator or a sewing machine, which this concern has to sell. What they have done is to multiply the number of prospects by six. The mere fact that they have elected to display the cost of operation after each device helps materially in attracting attention and in answering the mental question that invariably arises in the mind of the reader.

Daylo supplies us with another example of multiple advertising. Six lamps are shown in the centre on a black background, surrounded by thumb-nail sketches of twenty-eight different uses, ranging from ordinary household needs to signalling at night. No conceivable use of an electric torch is overlooked, so that every possible prospect is included. Fortified with this kind of advertising, the Daylo dealer no doubt is more readily sold on the complete Daylo line, and in turn he more evenly disposes of his purchases. Multiple advertisements come nearer to being genuine dealer cooperation than anything I have ever seen. It's true that multiple advertisements cannot have the artistry of a display of a single product. A full page in colors of Morris ham served with eggs on dainty china and fine napery has more beauty and charm than a variegated display of Libby's or Armour's several meats and canned dainties, but these latter advertisements simply must be greater sales helps for the dealer, upon Dr. Ellings' line of reasoning.

"Trailers" is the term applied to "me too" products that are listed as after-thoughts to the display of some

The Strongest Editorial Voice in America

HERBERT KAUFMAN

Speaks Exclusively Through

McCLURE'S MAGAZINE

EVERY issue of McClure's contains Herbert Kaufman's editorials. You who have read in recent issues of McClure's such Kaufman editorials as "The Scum of the Melting-Pot," "Servant, Not Master," "Self Defence Finance," and "Our Main Business" know that Herbert Kaufman is America's most forceful and constructive editorial voice. His editorials alone would make any magazine important, but when they are joined, as in McClure's case, to the most distinguished work of the world's foremost authors the magazine presenting them assumes a commanding position among periodicals.

McClure's Magazine has been for over a quarter-century a unifying influence in our national life; serving, and uniting in common purposes and ideals, the people of every state and territory.

The new McClure's under Herbert Kaufman's editorship has adopted a vigorous and constructive policy in the treatment of national and international situations and will continue its distinguished role as an advocate of social and economic progress,—a servant of loyal, humane and just causes. The management of McClure's is committed by tradition to keep its pages clean and wholesome and unafraid.

McCLURE'S MAGAZINE

A. S. Moore, Advertising Director.

Member of Periodical Publishers' Association

particular product. But trailers lack punch when treated as such—and the average agency man hates to mar his layout and the continuity of his copy with them.

But if a manufacturer has several styles or lines, he owes it to his dealers to distribute his advertising influence over them all. To his dealer, the harmony of a beautiful full page displaying only one of the products he has stocked, is not nearly so sweet as the chimes of the cash register

ringing up sales on all of them. Furthermore, having stocked the four Westclox, six Daylos, 44 Lucas paints, or nine Ingersolls, he does not want to confine his sales to Big Bens, Pocket type electric torches, paints for automobiles, or Watch number 7. No matter how great his sales on these may be, his money is still tied up in the rest of the line, and no advertiser is so short-sighted as to disregard the dealer's position. Their interests are too closely allied.

National Advertising of Branded Products Helps Dealers

DEALERS are coming, more and more, to appreciate the value to themselves of advertising done by manufacturers of branded products.

In fact the most foresighted of them are virtually concentrating their sales on advertised products.

They recognize the manufacturers' advertising is being used to educate their own customers.

Manufacturers' advertising is a real help to the dealer. It stimulates trade, by maintaining a healthy demand for the goods without the necessity of price cutting, a pernicious practice common in unadvertised lines to keep sales up.

The dealer has much to gain by manufacturer-advertising. In fact he may consider himself a partner in the advertising.

This partnership is worth much to the dealer who is shrewd enough to see this relationship and utilize it by keeping the advertised goods on display and otherwise backing the advertising.

Manufacturers realize that they cannot force distribution to the consumer against dealers' will. They need the hearty cooperation of dealers in getting products into the hands of the consumer, for the normal way from factory to consumer is through dealers.

The retail store may be regarded as the vital point in the channel through which trade passes from factory to consumer. All trade which passes through the channel must pass through this particular part of the channel. No more trade can pass through the channel as a whole than can pass through its narrowest point.

Any action of the manufacturer injurious to the dealer would tend to narrow the channel at this point and hence to restrict the volume of

flow from the factory. Conversely, any move which is beneficial to the dealer tends to broaden the channel at this point—tends to lessen the resistance here so that a greater volume of trade may flow from the factory.

Manufacturers realize these facts. Hence the whole purpose of manufacturer-advertising is to lessen resistance to the flow of trade—to broaden the channel at all points—to help dealers!

Advertising benefits the manufacturer by benefiting the dealer at the same time, and ONLY by benefiting the dealer.

The wise dealer links his store with the manufacturers' advertising by using the columns of his local newspaper to tell the community that he can supply right at home the products advertised. — *Building Trade with Farmers.*

Advertising and Results

RECOGNIZED authorities on foreign trade agree that advertising in reputable export journals that have substantial overseas circulation is probably the most essential part of a selling campaign.

Viewed from the side of results, there is an enormous difference between advertising for foreign trade and advertising for domestic trade which many persons, particularly those making their first bow in international business, fail to appreciate.

To those who understand advertising in foreign trade journals, the following complaint by a manufacturer who quite recently started to bid for overseas orders, will prove both interesting and amusing:

"Our advertisement has now appeared in your magazine for three

months and has yet to bring us the first reply from outside of the United States and Canada. We have received a number of inquiries from the United States, however. From this we are of the opinion that you have no great circulation outside of America. Just the same, we are going to make another attempt to get some returns."

This advertiser failed to appreciate the fact that to many countries it takes more than three months for a magazine to reach its foreign readers, an inquiry to be written and received by an American advertiser, even if the reader were immediately interested and sent a letter on the first vessel. It may be well to add that such spontaneous impressions and hasty replies are quite uncommon.

An advertisement is the embodiment of time, effort and money. The main purpose behind advertising, in fact, the biggest single word in merchandising, is results. When thinking in terms of foreign trade, the element of time, with which the element of patience should be linked, becomes the all-important factor. No firm should advertise for foreign trade and expect instant results.

The established export journal, as well as other so-called trade magazines, prides in the results it is able to bring its advertisers. And the advertising salesmen of the reputable magazines will generally refuse to accept short-time insertions because they feel that the results that will accrue therefrom will not justify the financial outlay.

When one or two-time insertions are accepted, they are generally taken on the initiative of the advertiser, not on the initiative of the salesman.

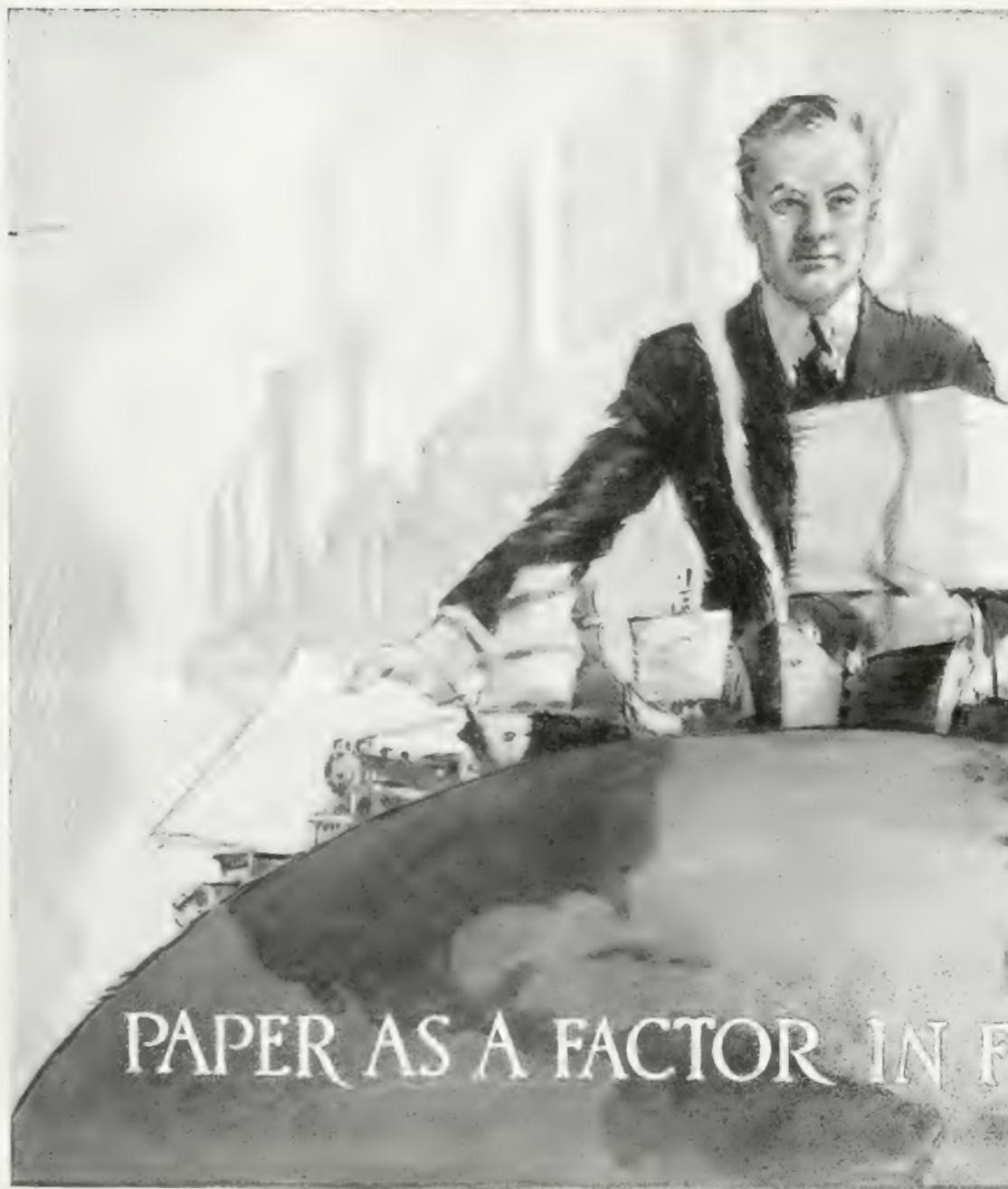
Speed only becomes a dominant factor in foreign trade after connections have been established and orders are forthcoming. — *Pacific Ports.*

Colonel Mixer Is Pierce Arrow President

Colonel George W. Mixer, who joined the Pierce Arrow Motor Car Co. as vice-president and general manager with John C. Jay, Jr., has succeeded Mr. Jay as president of the company. Mr. Jay was elected chairman of the executive committee on Tuesday. W. J. Foss is now vice-president in charge of commercial matters.

Johnson-Reed Will Advertise Talking Machine

Johnson, Read & Co., Chicago advertising agency, has secured the account of the Empire Talking Machine Co., in that city.



PAPER AS A FACTOR IN F

The Tribes of the Himalaya Mountains Never Destroy a Picture

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

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

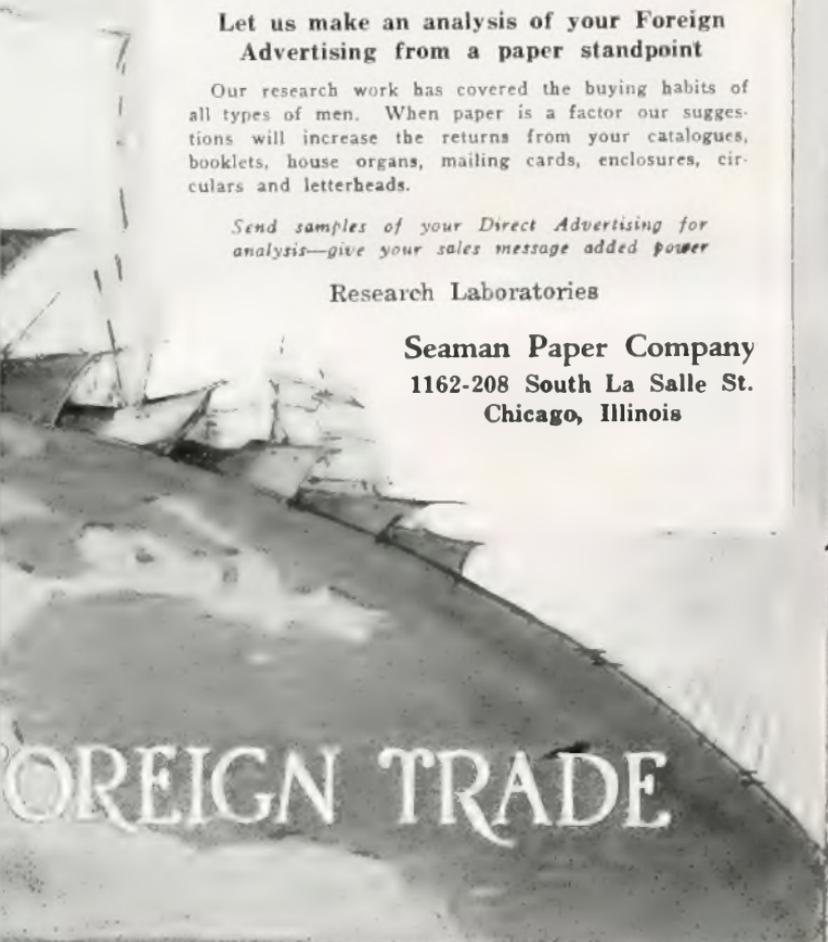
Let us make an analysis of your Foreign Advertising from a paper standpoint

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

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

Research Laboratories

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



FOREIGN TRADE

The Men and Women Who Make Our Mediums

VICTOR F. LAWSON

Publisher of the Chicago Daily News

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 JASON ROGERS

Publisher of the New York Globe

THERE ARE always to be found individuals in every great industry or line of endeavor who stand forth among their fellows either as pioneers in this or that school or method, or as latter-day leaders. It is in no spirit of flattery or exploitation that these persons may be pointed out, but for the simple purpose of indicating the principles that have been adhered to by them in the rearing of their success.

In such a spirit, it might be mentioned, is this series of articles written, on the men and women who make America's advertising mediums, the subject of this article being Victor F. Lawson, of The Chicago Daily News, who is both a pioneer in progressive journalism and a latter-day leader in the highest accepted sense.

Victor Lawson stands in a class by himself, as a great leader in independent journalism in the United States, and, for that matter, in the entire world.

It has been my great privilege to study Mr. Lawson and his methods in connection with the upbuilding of his *Daily News*, for the purpose of adapting his principles, so far as possible, to my own newspaper work. I feel highly pleased, therefore, to be able to write this brief article concerning the greatest and soundest newspaper man among us, who has permitted me to get very close to his thoughts and purposes in newspaper making, both as an appreciation and an inspiration for others who seek supreme achievement in newspaper work.

Mr. Lawson is a big man in more ways than one. He sees things in their broadest aspects, decides all questions and policies judicially, and when he determines on a thing, size and cost are mere details.

Mr. Lawson is the kindest, most human man I have ever met. Like all other truly great men, he is unassuming, not to say bashful. Fundamental honesty and upright-

ness in newspaper making are as natural to him as breathing and eating to the average man.

HIS POLICY FORMED EARLY

When we realize that as far back as 1897 he insisted on truthfulness regarding circulation, a definite one-rate-to-all, no reading matter without the "adv." label, and many other observances of sheer integrity not followed by all newspapers even today, we appreciate to what extent he has been a pioneer and leader in the best

practices of our business.

Victor F. Lawson and his partner, Melville E. Stone, now the General Manager of the Associated Press, are entitled to credit for initiating many of the essential principles which have taken the newspaper business out of the crudities of its early days to its present efficiency as a sane, independent and powerful constructive force.

To me, the greatest and most absorbing romances in life are known only to the few who, from next to nothing, by hard and persistent effort, have reared great institutions for usefulness and public good. Of these few Mr. Lawson is not the least.

It was in the summer of 1876 that Victor Fremont Lawson, a youth of only twenty-six years, entered journalism. He enjoyed no more than a high school education, ambitions for college education having been frustrated by the great Chicago fire in 1871.



VICTOR F. LAWSON

His father, like many other Chicagoans, had seen his life accumulations, except real estate, wiped out by the fire, and the young man, home from a course of preparation for college at Cambridge, by reason of ill health, was forced into the school of practical journalism.

Melville E. Stone, who had started the Chicago *Daily News* on December 23, 1875, found himself four or five months later in desperate financial straits, and was looking around for help to keep the infant sheet alive. Mr. Stone owed money, and was far behind in his rent to Mr. Lawson's father's estate in whose building the paper was printed. He had known "Fremont" Lawson at the Chicago High School and sought his assistance. Lawson hesitated. Upon the destruction of his father's fortune he had secured a temporary position in the Chicago Post Office in the money order department and was planning a trip to Europe before seriously seeking a business opening. Stone was insistent and so Victor F. Lawson bought the Chicago *Daily News*, effective on July 1, 1876, by assuming its \$4,000 of indebtedness. The young man showed he had good sense by insisting as part of the sale that Stone continue as editor, to draw one-third of any profits, and the same salary as himself.

At the time he bought the newspaper, it had just a trifle less than 4,000 circulation. Its advertising manager, on inquiry by Lawson regarding the advertising rates, stated

that he "got what he could." It was then that Mr. Lawson announced two big basic principles for the Chicago *Daily News* which were then revolutionary, and which, rigidly maintained, have made him the pathfinder of enlightened American journalism.

Mr. Lawson told the advertising manager he recognized that the first business in hand was to get some more circulation, and that when this had been accomplished to the extent of 10,000 daily net sales he would ask him to submit for consideration a scale of rates based on that amount of circulation, and that the new rates, when finally adopted, would be invariable—the law of the Medes and Persians.

By January 1, 1877, the circulation had reached 10,000. Mr. Lawson printed a sworn statement of circulation day by day, and has adhered to this policy for upwards of forty-five years, which I am sure is a record standing unequalled in the history of journalism.

In each copy of The Chicago *Daily News* Almanac is a page which shows the month by month circulation of that paper from January, 1877, to date—a statement and record which should entitle any man to the satisfaction that comes from a real achievement.

In January, 1877, the Chicago *Daily News* likewise adopted a definite and positive advertising rate under which everyone paid exactly the same price for like service, which policy has been maintained without deviation for

over forty-three years.

Viewed in the light of present conditions, the practice of these two principles means little, for, following Mr. Lawson's lead, hundreds of publishers now conduct known circulation and one-rate newspapers. But forty-three years ago such an innovation was startling.

Common honesty regarding circulation or advertising rates was almost unknown. Actual circulation facts were for the confidential study of the big boss, and advertising rates were "what could be secured."

Running along parallel with the new brand of honesty on the commercial side of the newspaper was the inspirational news and editorial policy under the guidance of Melville E. Stone.

The Chicago *Daily News* was from infancy a new sort of a newspaper. It printed all the news. Each item was considered only from the standpoint of news merit. It was a small newspaper and the space was too precious to be wasted for padding.

It was an absolutely independent newspaper. The older school of newspaper men shook their heads and concluded that it could never be made a "go." To them, all newspapers were "kept" organs serving political or industrial interests.

That they were wrong is proven by the fact that the infant industry grew with a more substantial and wholesome progress than had ever been the fortune of any newspaper and it has inspired imitation in other cities throughout the country, until today few newspapers which are not independent are considered really great.

Melville E. Stone is to be credited with the initiative in prohibiting the printing of paid reading notices unless marked "Adv." Up to that time paid readers were considered as legitimate in our newspapers as they are in France and in other European journalism.

Among the rules regulating the production of the Chicago *Daily News* in 1876, which set forth the character of this publisher, I find substantially the following:

The newspaper shall be run distinctly in the interest of the reader and the subscriber shall have chief consideration.

The editorial department has three offices to perform: (a) To print the news; (b) to strive to guide public opinion in a proper direction; and (c) to furnish entertainment.

(Continued on page 52)

Recognition

☐ That THE ROTARIAN has gained recognition is evidenced by the fact that it carries 95 columns, or 14,630 lines of paid advertising in the June issue.

☐ Our magazine has gained "a place in the Sun" thru merit and by persistently following an ideal.

☐ We are justly proud of the position taken in the advertising field by

THE ROTARIAN

The Magazine of Service

Published Monthly by the International Association of Rotary Clubs

Eastern Representative
WELLS W. CONSTANTINE
7 West 16th St., New York

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

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

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

Member Audit Bureau of Circulations

WHO READS IT? that is the question

“**W**HO reads it?” is the question discriminating purchasers of space ask of the representatives of magazines. This is of prime importance, as the readers collectively are the ones who finally determine whether a campaign will be successful.

The family as a unit are to be reckoned with as they pass judgment on the goods offered to them for sale.

The woman in the home may be the one to purchase a breakfast food originally, but unless all members of the family like it, it has little chance of lasting popularity. The family decide on what food is to be placed on the table, what talking machine they want and what automobile shall be bought.

We on Photoplay are little concerned with who brings the magazine into the thousands of homes it reaches during the month. It may be the father, the mother, the daughter or the son. It makes little difference. But *we do know* that it becomes thumb worn during its life on the library table, and read with interest by *each member of the family*, because of *each member's* interest in Moving Pictures—the chief recreation of the American People.

And doesn't the fact that Photoplay is bought by more than 500,000 people and taken into their homes make it the sort of a medium that advertisers need?

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

PHOTOPLAY

The Magazine of the Fifth Estate

JAMES R. QUIRK, PUBLISHER

W. M. HART
ADVERTISING MANAGER

350 NORTH CLARK ST., CHICAGO

NEW YORK OFFICE, 25 WEST 45TH ST.

“Mr. Sales Manager *and* Mr. Advertising Manager What are you doing for *me*?”

I AM one of your dealers. I am your contact point with the consumer. Your goods are on my shelves and frankly I like them. In fact I do my part to ‘push’ them.

YOU have told me many times about your national advertising; of millions of people who will see your advertisements, but not enough about *my own* prospects. What about them? Will *they all* see your advertisements?

MY store is over in a corner of town but there are Posters right down the street from me.

WHY don’t you try Poster Advertising? Why not do something for *me*—in *my* neighborhood? Posters will reach my people and a great big Poster in color near here certainly would do a world of good.

A FELLOW told me the other day that it would only cost three-tenths of a cent per person to use Posters in my town for 30 days. Give *me* some advertising help like that! I need it, and I need it every day.”

Hundreds of thousands of merchants have problems as personal as this man has. We make a business of placing Poster Advertising properly; we originate designs; furnish cost estimates and guide advertisers to their tie-up with dealers, and with their general advertising plans. Inquiries will always be carefully answered by us.

POSTER ADVERTISING COMPANY, Inc.

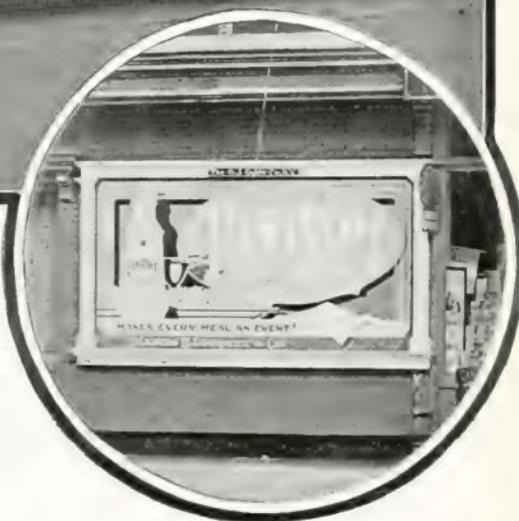
550 West 57th St., N. Y.

BRANCH OFFICES: People's Gas Bldg.
CHICAGO

Union Trust Bldg.
CINCINNATI

ST. LOUIS
PHILADELPHIA

RICHMOND
ATLANTA



MODERN OUTDOOR DISPLAY BULLETINS

TAKE particular notice of the painted outdoor displays of today. Constructed of steel with sheet metal facing, the display in its "de luxe" style frame, presents an advertisement in artistic copy and with strong merchandising value. Dignity, beauty and the appeal to buy are carried out in individual style.

Write us if there is anything about outdoor advertising you might wish to know. Our national service includes spectacular electric displays—painted display bulletins, painted walls, railroad and highway bulletins and illuminated bulletins.

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

550 West 57th Street, New York

OUTDOOR ADVERTISING EVERYWHERE

BRANCH OFFICES: PEOPLE'S GAS BUILDING, CHICAGO, ILL. PHILADELPHIA ST. LOUIS RICHMOND CINCINNATI ATLANTA

Victor F. Lawson

(Continued from page 48)

Nothing shall be printed in the columns of the paper which a young woman could not read aloud in the family circle.

Every effort shall be made to see that news printed is true and impartially presented and if at any time a misstatement is made openly acknowledge the error and correct it.

A reputation for integrity of purpose can be achieved and has enormous value, but a reputation for infallibility will never be claimed.

There are three basic rules regarding newspaper development: (a) News should have first place; (b) it should be truthful news and if not truthful there should be readiness to retract and correct, as far as possible; (c) business and editorial departments shall be absolutely divorced.

Neither of the owners of the newspaper shall own stock in any public utility corporation affecting Chicago.

The paper shall have no axe to grind, no friends to reward, and no enemies to punish.

Toward the latter part of 1877, Lawson and Stone decided to form a real partnership, Lawson taking two-thirds interest and Stone one-third, which the latter was to pay for as he could, and which he eventually paid for out of profits.

Later on a stock company capitalized at \$150,000 was organized with Mr. Lawson holding \$100,000 and Stone \$50,000. In 1888, owing to failing health, Mr. Stone retired from active duties and sold his \$50,000 interest to Mr. Lawson for \$350,000.

Nothing pleases either Mr. Stone or Mr. Lawson so much as to tell stories of various attempts of advertisers to dicker with them regarding rates. One of Mr. Stone's pet stories is that the junior partner of a leading dry goods house in Chicago called on him during Mr. Lawson's absence from the city and said that he would make a very large contract for advertising if the *Daily News* would cut its rate 10 per cent, to which Mr. Stone replied as follows: "Cutting rates is a thing we have never done and we have said that we never would do—that is, we would never discriminate between advertisers. But I recognize the importance of your house and am willing to contract with you on one condition. As a matter of fact, we have but one rule, so there is no 'lowest rate.' Our rates are printed and are uniform. Yet I will make you a 10 per cent reduction on these rates upon one condition—that you will make part of the contract that my wife may buy dry goods at your store 10 per cent cheaper than any other woman in Chicago."

"Good Heavens!" the merchant replied. "That would ruin us. We run a one-price store."

Mr. Stone likes to end the story by remarking that the merchant left in high dudgeon and within a week returned to place his advertising at the regular rates.

As typical of the manner in

which Victor F. Lawson does things when he starts out to do them I may mention the fact, known at the time only to the insiders, that during the most trying time in the history of the Associated Press fight with the old United Press in 1893 and 1894, he individually endorsed its paper at the bank for a very large amount—a sum I am not at liberty to describe.

Mr. Lawson has been comparatively indifferent to country circulation. He recognizes that newspaper advertising is local advertising, and that the greatest strength of his paper lies in producing maximum results in the territory served by the retail stores of Chicago.

Twenty years ago Mr. Lawson began the organization of a special foreign news service which now ranks first in American journalism. In a recent statement to the newspapers using the Chicago *Daily News* Foreign Service Mr. Lawson announced that the cost of gathering the service in the year 1919 had been \$352,366, towards which the subscribing syndicate papers had contributed \$87,993.33, leaving the net cost to the Chicago *Daily News* \$264,372.67—a very tidy sum.

I flatter myself that I know the real Lawson, far back of that defensive armor with which great men keep off the world, and I know him to be real, honest, sincere, and game for anything that is big, wholesome, and constructive.

Outside of the newspaper office, Mr. Lawson is consistently active in every progressive movement for the well-being of Chicago and the readers of his paper. He has been a pillar of strength behind the church which he attends, for years has stood back of many big charitable enterprises and in impersonal ways does unending good.

Aside from being interested in many and varied activities such as materially assisting the Mergenthaler typesetting machine to be perfected, the promoting of a mailing machine, and perhaps a hundred other improved devices for the newspapers, Mr. Lawson is a farmer with broad, rich acres producing crops and cattle up in Wisconsin.

Mr. Lawson told me a story on himself regarding this farm. He once asked one of his farmers to do something for him, to which the farmer replied, "you can't make money that way." Whereupon Lawson replied, "I don't care; I make money in Chicago and am willing to spend it here."

THIRD OF A SERIES

Organize a Sales Crew

PART of the merchandising work of The News is to assist manufacturers perfect their sales organizations. It is not in the province of this department to sell merchandise. It is rather to show a manufacturer how to sell, and to help him organize so he can sell. Getting together the sales crew is part of this work.

THE INDIANAPOLIS NEWS

New York Office
DAN A. MERRILL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Building

USE NEWSPAPER ADVERTISING ON A THREE-YEAR BASIS

2nd in National

When NATIONAL Advertisers with their perspective and the LOCAL DRY GOODS STORES with their intimate knowledge of local conditions both put The TRIBUNE 2nd on their morning lists it is evidence that in New York City quantity of circulation is of secondary importance to character and responsiveness of circulation.

When planning to advertise in New York City remember that the combined judgment of NATIONAL ADVERTISERS and LOCAL DRY GOODS STORES is that The Tribune is 2nd in the morning field.

2nd in Local Dry Goods

Here is the line-up of New York Morning Papers arranged by the volume of NATIONAL Advertising carried during February, March and April, 1920:

	Lineage
TIMES - - -	1,152,760
TRIBUNE - - -	633,022
WORLD - - -	622,050
SUN-HERALD - -	580,710
AMERICAN - - -	541,074

— and the judgment of NATIONAL Advertisers is confirmed by the lineage LOCAL DRY GOODS STORES used during the same period:

	Lineage
TIMES - - -	971,820
TRIBUNE - - -	728,390
WORLD - - -	644,354
SUN-HERALD - -	566,340
AMERICAN - - -	481,096

Figures from Evening Post's Statistical Department

New York Tribune

First to Last—The Truth: News—Editorials—Advertisements

The Friendship Angle of Advertising

How Useful, Helpful Articles, Intelligently
Bestowed, Serve to Promote Orders

By ANNA McCARTAN

General Sales Department, American Art Works

A WAR correspondent, in commenting on the quick turn of events following the active entrance of America into the war, expressed the opinion that it was due to a considerable extent to the methods we introduced. Previously, he wrote, the method of the allied soldiers had been to pull the trigger and trust in God. But Pershing was not inclined to waste men or materials or time and his orders immediately were—"Learn to shoot the buttons off their coats; that's what we did at Lexington and Bunker Hill and that's what we have got to do now." He developed an army of sharpshooters and the morale of the enemy weakened under the treatment.

To pull the trigger and trust in God is no more certain of winning success in business than in war. But aren't you inclined to feel that is the method sometimes pursued in advertising? Concerns will very carefully guard their steps in everything else. But advertising!—oh, that's a grand experiment, and their trust is remarkable.

The object of this article is to tell a little of the directness and the economy of specialty advertising. It has never done any grandstand talking but it has quietly been winning the confidence of an army of advertisers. It shoots straight—almost literally at the buttons on the coats of those to be reached. You can't just pull the trigger and then trustfully wait. Its nature forbids any such methods. When you invest in much of the advertising of the day you invest in the circulation as well, whether it is the right circulation for you or not. When you invest in specialty advertising, you must map out your own circulation and with that situation before you, you see the utter fatuity of expending your ammunition on people who never would buy from you, probably never could buy from you, and, like the lady in the poem, "never could understand." Therefore, specialty advertising, as soon as it begins to serve you, suggests that you have a care. That, we contend, is a point worth considering.

NOT AN UNKNOWN QUANTITY

This particular advertising is not an unknown quantity to many national advertisers who have hazy ideas

about it. To them it represents something to use in an emergency, perhaps, but of no permanent value. They refer to the mediums as gifts. The designation of gift alone is harmful and is really unjust. We might say to these advertisers that magazine advertising could be so designated as well, for certainly the five or ten or twenty-five cents we pay for a copy of our favorite journal is no more than a meager contribution. In almost every case the price we pay today for a magazine does not cover the actual cost of the paper and ink used and the labor involved. We pay five cents for a certain national magazine and the one-and-one-half pounds of paper in one copy alone must cost the publisher at least double that amount. We are practically being presented with the magazine—the fiction of the best writers in the country, the political articles by able observers, and the illustrations by experts. All of this is a gift to us. And in return we read the advertising.

The national advertisers who look upon specialties as gifts only, however, may not be entirely to blame. It is possible that the permanent value of this media never has been demonstrated to them. If they really understood its value there are few who could not use it with profit in some part of their plans.

THE VARIED USES OF SPECIALTIES

A quiet but determined minority always will be misjudged as to its strength until a showdown comes. And so it is that some big advertisers have misjudged the strength of specialty advertising because it is hidden intimately about the person, desk or home of the ones to whom its appeal is directed, while newspaper advertising, magazine, street car, bill board advertising can be seen ably functioning every day. They need to test specialties. An interesting journey for some of these users of publicity would be a visit to the big institutions in this country—with hundreds of employes, big art departments, strong batteries of presses, and craftsmen of many kinds—devoting their entire facilities to creating and manufacturing

advertising specialties of every sort.

It is hard to know just where to begin to tell of the use of this advertising on a broad scale. Its use varies radically with the marketing methods of advertisers. Sometimes it is the entire campaign, again it is purely supplemental, and there are times when it about equally divides the honors with other forms.

A case of a large manufacturer in the west is typical of many specialty advertising ventures and will give you an example of broad use. The company manufactures road machinery. Specialty advertising, for a number of years, practically has been the entire campaign. The concern, following the example of others manufacturing similar products, might make use of a number of methods of advertising and corral the readers who could be interested—but that would represent needless expenditure in such a case. It sells its products to municipalities and counties, and so it secures a list of officials whose influence will decide for or against a purchase, and these men alone are the recipients of the advertising. One of the best specialties used is a leather-covered diary, which contains, in addition, from twelve to sixteen pages with copy and illustrations featuring the machinery. No man getting one of these diaries would cast it aside—it is so nicely gotten up and so attractive in appearance.

Having personal value as well, it almost immediately wins his good will and friendship, and makes him feel a sense of obligation to the manufacturer. His state of mind is reflected in his attitude later when the question of road machinery comes up. He has, through the extra pages in the diary, become familiar with the merits of the advertised machinery.

This company used about 50,000 books each year. It also uses other specialties, but the books are the backbone of the campaign.

The above reminds us of another national advertiser, one of the largest rubber products companies in the country, which also has something to sell municipalities—rub-

The Farm Journal

1,050,000
This Month



Speaking of Gumption—

We would like to say that the June issue is worth reading. It tells why The Farm Journal wants 2,000,000 circulation, what we recently saw out West, takes a whack at bellwether cir-

culations, elucidates some ideas as to the farmer's future, and makes a few Gumption-like remarks on things in general and advertising in particular. However, don't try to buy Gumption—borrow it!

The Farm Journal

15 E. 40th Street,
New York City.

Washington Square,
Philadelphia.

Crocker Bldg.,
San Francisco, Cal.

Mallers Bldg.,
Chicago, Ill.

ber hose. It has learned that the man whose judgment is most important in the purchase in the purchase of fire hose is the fire chief. How to keep him constantly reminded of the advertiser's particular brand of fire hose, and get and retain his good will, required some thought. A little study disclosed the fact that most fire chiefs find a game of cards the best way to break the monotony of the long compulsory hours of their employment. It was also learned that a national convention of fire chiefs was scheduled. The rubber products company had a representative

at that convention and he had a supply of gold-edge playing cards for everybody in attendance. These cards were done up in nice leather cases—with a line of greeting stamped on in gold, and a reference to the fire hose. It so happened that the sales manager of the specialty company which furnished the cards and cases was in the convention city when the chiefs met. He asked a few at his hotel if they had gotten the cards. They were enthusiastic about the thoughtfulness of the advertiser, and said that the cards had done more for the social side of the convention

than any effort that had been made. The chiefs were old friends very quickly, and at home with each other, when they were at their favorite game.

In the first case mentioned specialty advertising was the entire campaign. In the second case it was supplemental.

Another large advertiser uses specialties as supplemental advertising in a way that has won many friends and boosters for his product. He manufactures overalls, and in the pocket of every pair of overalls he tucks a little specialty for the purchaser. Naturally when the purchaser finds that convenient little article as he slips his hands into his pocket, he is very pleasantly surprised—he is getting more than he expected—and he is immediately inclined to think well of the manufacturer. The specialty urges him to boost for the overalls—and when friends discuss the subject of overalls, isn't it reasonable to suppose that he follows the suggestion made? Everyone concedes that the best salesman any product can have is the man who uses it. What he says in regard to it carries weight. So the overall manufacturer is wise in his understanding of human nature. This plan might profitably be emulated by a great many advertisers.

THE FRIENDSHIP FEATURE

A plan for the use of advertising specialties which to our mind has tremendous possibilities is the plan of advertising the salesman of a company. Whenever tried, the results have been most satisfactory. Usually a contest feature has been injected into it, which makes the campaign self-supporting from the start. A buyer, whether he be dealer or consumer, seldom comes in contact with the personnel of the manufacturer's organization. He sees only the salesman, does business with the salesman, and bases his prejudices for or against the house very, very frequently by the manner in which he is treated by the salesman. Therefore why not try to strengthen the position of the salesman by advertising his desire to be friendly and to serve the best interests of the consumer?

The plan is very simple. The manufacturer purchases advertising specialties. He may limit himself to one article, or he may decide on three or four to give salesmen a choice. These specialties carry some reference to the product or products of the manufacturer—also

(Continued on page 68)

The Periodical of the People Who Love the Theatre



FOURTEEN MILLION DOLLARS
was spent for theatre tickets—in two
months—in New York alone!

The people who go to the theatre are
those who have the money to buy things.

When advertising talks to this audience
from the THEATRE MAGAZINE'S
exquisite pages, advertising secures results

The Theatre Magazine

SIX EAST THIRTY-NINTH STREET

NEW YORK

Some Views on "Auditing" Agencies

Continuing a Discussion of Methods for Putting Advertising Agencies Upon a Standardized Basis of Operation

EDITOR'S NOTE—The following views concern an article, "Auditing the Advertising Agencies," published in ADVERTISING & SELLING on April 17th.

By KARL M. MANN, vice-president and advertising manager, *Fire and Water Engineering*, New York:

Speaking for myself and for *Fire and Water Engineering*, we heartily approve of standardization of advertising agencies.

It has often been our experience, as it has been of most publications, that advertising accounts are handled by so called agencies in a manner satisfactory neither to the advertiser nor to the publisher. The business of advertising is often discredited as the result of immature judgment and careless handling by agencies which should never have been given matches to play with around high explosives.

Publications are supervised and audited, willingly. We feel that it is for the mutual good. Why not the advertising agencies?

By GRANT WRIGHT, president and editor, *The Eastern Dealer*, Philadelphia, Pa.:

The movement to have the advertising agency checked up is fine and your first article states many truths, for at the present time we are going through a very riot of advertising expense, and the men posted know that much of this is wasted effort and will react on advertising when times get normal or when the need for spending the surplus to avoid taxes is not apparent.

The publishers of the Business Press have been placed in the wrong light by the average agency, and our experience is the same as many others who are forced to accept agency business and pay commissions when the business was secured entirely by the publisher and would never have been placed in the business paper had not the advertiser insisted.

The agency has asked an audit of the inside of the publisher's business. It would be interesting and illuminating if it were possible to have the business of an agency audited to show the percentage of some appropriations that were spent in certain general publications. My paper has charged that much of this business has been attracted not by the worth

of the papers for advertising, but by the increased and secret commissions paid to agencies by these publishers, and of course the advertiser pays the bill.

Again, the agencies have claimed to have created much advertising that can be traced first of all to the business press, and many of the agencies when going after any particular line of business take first the business press to see the advertising and this furnishes them with their prospect list.

We are in the same boat with nearly 100 percent of business paper publishers who feel that the agency has rendered no service to us in the

shape of increasing business, but we do appreciate that the copy service of the average agency is an improvement and for this we often pay the commission.

By J. T. MITCHELL, *The Western Home Monthly*, Winnipeg:

It would appear to us that The Audit Bureau of Circulations would in the very nature of things, be the most acceptable people to publishers to take the task. As was the case with newspapers, we presume that the Agencies would welcome such investigation.

It is but fair to state, however, that in recent years our own losses



JOHN M. HERTEL

John Hertel has managed some newspapers and edited others, but for over 12 years now, he has been associated with me. He is manager of my Detroit office, but beyond that, he is one of my closest friends.

Laue Block

Syracuse Post Standard

The SYRACUSE POST STANDARD is the leading newspaper of central and northern New York. Its daily circulation is at least 5,000 more than any other Syracuse newspaper. Both local and national advertisers pay the POST STANDARD a considerably higher rate than to any other Syracuse paper, which fact becomes doubly significant when you remember that it also carries the largest volume of advertising.

In Syracuse it's the POST STANDARD.

through Advertising Agencies have been comparatively small, and we do not think that any of them in Canada at least, can now stay long in the game, unless they render real service to their clients, as well as discharge their obligations to the publishers.

By F. R. WHITTEN, Secretary,
Automobile Dealer and Repairer,
New York:

We have never looked into this matter with any degree of fullness, but we do feel that something along this line ought to be done.

The advertising agency business has never really been conducted on a proper basis, because the service of an agency is really given to the advertiser and not to the publisher, and it is, and always has been perfectly ridiculous to expect the publishers to pay a commission to advertising agencies, although we admit that we are doing this right along; we are obliged to take conditions as we find them.

It is true that there are many unreliable advertising agencies and if a systematic audit could be made this would be a great benefit to the publishers.

By CLAY C. COOPER, Mgr.,
Mill Supplies, Chicago:

We believe that the question of passing on the reliability of agencies could best be handled by the Audit Bureau of Circulations. We believe that publishers, generally, would support such an effort. As far as we are individually concerned, we lost practically nothing by taking accounts from irresponsible agencies.

By MALCOLM McALLISTER,
advertising, Salt Lake City, Utah:

We are in favor of any procedure that will correct abuses in the advertising profession. Personally, we court any investigation that has for its purpose the protection of the legitimate agent, the publisher, and the advertiser.

As to who should supervise the audit of agencies, we are of the opinion that the A. A. A. would function in this capacity better than any other known organization. It is nearer advertising and the advertiser than is the A. B. C. or the publishers, and the maintenance of dependability in service and finance is just as much a part of the ethical standards cherished by the A. A. A. as are its other principles of conduct.

I also endorse the suggestion of William H. Rankin that the publishers submit to an audit of their advertising rates by the same organization that may audit the credited agencies.

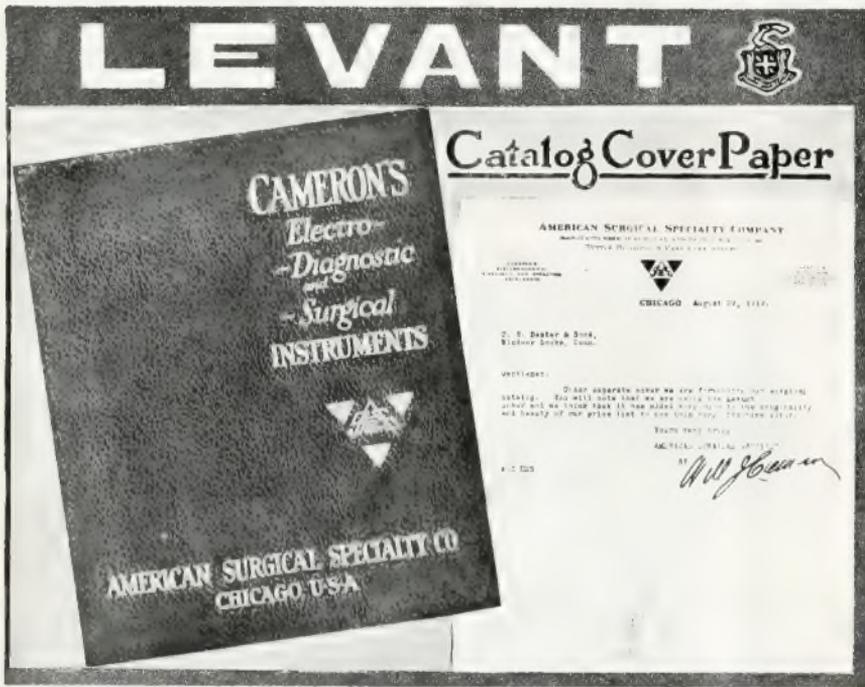
By GEORGE W. DANIELSON,
president, Danielson & Son, Providence, R. I.:

Thank you for your letter of April 20 covering a reprint from your April 17 issue on "Auditing the Advertising Agencies."

Mr. Smith's recounting of the Wall street broker reminds me of a young man who called on me recently to get into the "advertising game." I was so vexed that, without much parley, I advised him on his next approach for a position to characterize advertising as a business. The interview was closed by his brusque admonition to me to "never mind that business college stuff."

Another application we had recently was from a practicing attorney who, being hard of hearing, is unable to conduct court cases and, on the strength of having written some jingles which have been published, expected to be considered seriously as an applicant for a position as an agency copy and layout man.

I have occasion quite frequently to



"A Successful Operation"

"UNDER Separate cover," writes the American Surgical Specialty Co., "we are forwarding our surgical catalog. You will note that we are using the Levant cover and we think it has added very much to the originality and value of our price list to use this very effective cover."

THESE specialists have diagnosed Levant correctly. It always adds originality and beauty to a catalog. Looking like leather—and in a range of seven colors—and being particularly adapted to embossing, the most impressive effects are easily secured.

Let us send you a Sample Book of Levant Cover Paper, made to fit in your letter file. Also ask for a copy of XTRA, the "different" house organ edited by "Marcus."

C. H. DEXTER & SONS, Inc.

WINDSOR LOCKS

CONNECTICUT

address small groups on the subject of "Advertising and Selling." I always make it a point to decry the use of the word "game" as it concerns both of these interwoven activities.

I mention these incidents merely to bear out what Mr. Smith says as to the common view of advertising as a game and the still too general belief that kindergarteners can qualify.

The subject of advertising agency auditing is bound to be the air-clearing process that will separate the sheep from the goats, and it might be well to class as goats those agencies that try to live up to the standards and ideals of the profession in the face of a belief that many agencies do not live up to these standards and ideals, and that by refraining from so doing acquire business which they do not meritoriously deserve.

Personally, I believe that the four A's, so called, has the making of an ideal auditing arrangement, in that, to my mind, such an auditing should not comprise merely a verification of the maintenance of the association's expectations as to financial strength and profit retention, but that such an auditing activity can well include the placing of agencies upon a standardized basis of office routine and accounting practices.

Undoubtedly many agencies, and I am quite willing to believe that ours may be one, are not employing the most scientific methods of internal routine, and I believe that no group is better qualified to improve this situation than the American Association of Advertising Agencies, which embraces in its personnel several agencies which are said to employ comparatively model methods, not merely as it concerns the keeping of the multitudinous detail that is of the multitudinous detail that is more and more becoming part and parcel of agency activity.

Farm Implement Manufacturers Combine

Advertising men will be interested in the news that several large farm implement companies in the East interested in the domestic and export fields and known as extensive national advertisers have consolidated and incorporated under the names of Bateman & Co., Inc. The companies entering the consolidation are the Bateman Mfg. Co., Grenloch, N. Y.; the Bateman-Wilkinson Co., Ltd., Toronto; Belcher & Taylor Agricultural Tool Co., Chicopee Falls, Mass.; the McWhorter Mfg. Co., Riverton, N. J.; Duane H. Nash, Inc., Millington, N. J.; the Outaway Harrow Co., Higganum, Conn.; and the Richardson Mfg. Co.,

Worcester, Mass. The average age of the units is over fifty years.

Spending Hysteria on the Wane, Says Chicago Reserve Report

The Middle West sounds an optimistic note this week in the report of the Seventh Federal Reserve District, embracing the Chicago territory, which says that country is witnessing a growing tendency towards thrift, a general revision downward of prices of all commodities except food and improvement of the labor situation.

"Ever since the armistice was signed," the report reads, "people have been indulging in a wild spending orgy, buying only the highest priced goods and satis-

fyng extravagance almost to an extreme. This spending hysteria now seems to be waning, although the change is not yet pronounced."

A. F. Lorenzen Leaves Firm

A. F. Lorenzen, member of the firm of Cone, Lorenzen & Woodman, daily newspaper representatives, with offices in New York, Chicago, Detroit, Kansas City, and Atlanta, has retired from the firm, his stock being purchased by the other two members, Edward S. Cone and J. E. Woodman. For the present the old firm name will be retained. Mr. Lorenzen had been with the organization for seven years, making his headquarters in the Chicago offices.

Choose
Philadelphia
for your Advertising Campaign

There's something fine and steady and staunch about Philadelphia.

It's a fine old American city, in traditions, in manners, in habits and customs and in population.

It's a steady thorough-going community rarely affected by sinister or disturbing influences, is a city of workers and for many years has been proud of the appellation, "The Workshop of America."

Its staunchness is proverbial in many ways. For instance, one-seventh of the home building and loan associations in the United States are here, and many of its four hundred thousand homes are owned by their occupants.

There's also something fine and steady and staunch about consumer demand here in Philadelphia, once you get it established in favor of your line of goods.

About three million consumers, about 48,000 wholesale and retail stores, about 16,000 manufacturing places, plenty of rail and tide-water and ocean-going traffic, make Philadelphia the third largest market in the United States.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "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.

Training American Youth for Foreign Trade

Our Representatives in Distant Countries Must Possess Certain Qualifications Which Require Careful Development Early

By CLAYTON SEDGWICK COOPER

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

"They go! They go! I know that they go, but I know not where they go, But I know that they go toward the best—toward something great."—Walt Whitman.

IT was about 10 years ago that during a sojourn in Holland a Dutch lady asked me if we were troubled much with the Indians around New York City. To many a stay-at-home European, America is still synonymous with prairies and pioneers, if not with cowboys and Indians, so recently, comparatively speaking, has the United States sprung into world-wide attention. This has occurred largely through her expanding industries and her virile manufacturing achievements.

We are still, as nations go, quite young. A wise old Chinese Mandarin a number of years before the European war, said to me while in the city of Nanking, "You Americans cannot expect much culture for several hundreds of years yet. It took China more than 3,000 years to become highly civilized. This condescending and somewhat discouraging statement made me smile at first, but a comparative study of our life and institutions with the old nations of the world is thought-producing. It is a very good thing for prospective world traders not to be too cocksure of success. As a wise general measures carefully the strength of his army, so the foreign trader loses time by stopping to size up the character and the force of his competition abroad.

Only in the last two decades has the world at large become really acquainted with Americans. The war with Spain that drove us out almost against our will into the West Indies and to those far-flung island

possessions in the Eastern seas was almost our first great colonizing trip abroad as a nation. It was only during the last great war that before the eyes of our home-staying people the curtain of the wide world was lifted, making us conscious, in part at least, of lands and

shipping and banking houses for positions that would align them with activities abroad. The sea and ship have caught the imagination of thousands of young Americans for the first time and South America, South Africa, China and East India already contain men who have been sent freshly forth during the past two years by American firms to represent them in foreign offices. Never has there been such a demand for men or for information regarding overseas trade, never so many questions asked relative to opportunities abroad. Men come to our foreign trade houses from schools, from the professions, doctors, lawyers, preachers, writers, and even women, asking for places in this new activity that reaches around the world.

There is evident reason for the belief of these men, in our country's opportunity in trade overseas, for recent statistics gathered by the Department of Commerce at Washington show that, while before the war, the United States ranked second to the United Kingdom as an export nation, we now have the largest foreign commerce of any nation in the world. We have the authority of the Bureau of Foreign and Domestic Commerce for the fact that for the fiscal year 1919 the exports of the United States more than doubled those of the United Kingdom.

Since 1914, our South American trade has more than doubled, while our exports to the Orient and Australia show an even greater gain for this period. With our expanding resources and with the new alertness on the part of our business men relative to overseas trade in general, there is no reason why foreign commerce as a vocation should not open one of the most fascinat-

United States Exports to Pacific Countries

	Fiscal Year, 1914	Calendar Year, 1919
Costa Rica	\$3,501,386	\$4,020,724
Nicaragua	2,620,034	6,694,407
Guatemala	3,601,813	8,391,404
Panama	22,678,234	22,009,925
Salvador	2,155,138	5,934,418
Mexico	38,748,793	131,451,001
Chile	17,432,392	53,471,688
Colombia	6,786,153	24,143,640
Ecuador	2,067,759	7,500,703
Peru	7,141,252	26,945,191
China	24,698,734	105,519,662
China (leased)	1,047,350	12,759,528
Hong Kong	10,666,214	22,092,880
British Indies	15,625,195	81,514,358
Dutch East Indies	3,676,895	46,576,480
French East Indies	101,234	1,474,953
Portuguese India		7,492
Japan	52,471,783	369,698,064
Russia in Asia	1,214,506	54,678,672
Siam	836,870	1,937,977
Australia	45,775,216	95,084,059
New Zealand	8,950,124	28,171,585
Other British Oceania	201,295	725,354
French Ocean	1,057,303	1,280,193
German Ocean	219,892	313,717
Philippine Islands	27,304,587	70,310,262
Total	\$303,384,587	\$1,188,474,870
Total U. S. exports	\$2,364,579,148	\$7,022,150,592
		Per Cent
Gain in U. S. exports to Pacific countries total		291
Gain in total U. S. exports in same period		235
(From Pacific Ports)		

people beyond the oceans.

It is, however, a national American characteristic to do everything excessively and not do anything by halves. Of late this trait of enthusiastic acceptance of opportunity in foreign commerce has captured a considerable and growing portion of our population. Our youth has returned from France with a new vision of world races and world possibilities in their eyes. They have besieged our great export,



THE HIND TEATS ARE FULL

Just because advertising to city and town people has yielded you a pailful of profits is no reason why you should leave the farm market untouched.

You can't get the milk out of the hind teats of a cow by pulling on the front ones, and you can't get the farm trade by advertising to city people.

The farmers of the Great Food Producing Heart of the Country have faith in Successful Farming. They make use of our service. More than 800,000 of them pay us an annual fee for the help we have to offer.

SUCCESSFUL

E. T. MEREDITH, Publisher
Des Moines, Iowa



FARMING

T. W. LeQUATTE
Advertising Manager

ing and lucrative fields for American trading.

An instance of this natural sweep of opportunity is given in the fact that we in the United States have over one-half the known coal of the world and two-thirds of the world's cotton. While we have only 7% of the world's land and only 8% of the world's population, our production of the world's supply of basic raw materials and grains is 50%. We produce approximately 25% of the world wheat, 40% of the world's iron and steel, 40% of the world's lead, 50% of the world's zinc, 50% of the world's coal, 60% of the world's aluminum, 60% of the world's copper, 65% of the world's cotton, 65% of the world's oil and 75% of the world's corn.

Since we are unable to consume at home the total of these vast products, export trade is becoming a necessity for us and if we have the men properly trained to enter this open door we ought to be able to do the manufacturing and carrying of the foreign commerce for fully one-half of the world, but we must have men trained to launch our new ships and an ever-increasing flow of workers for shipyards else our American Merchant Marine becomes a danger rather than a great promise. We also must have men who will accept the opportunity for preparation if we expect to go out with success along the highways of world commerce.

OUR FOREIGN TRADE JUST BEGUN

For, after all, this game of trade with other nations is just beginning for us. It is to us largely a new game, and it is highly specialized. As a nation, we do not yet know the rules. Our competitors are seasoned traders with scores of years of experience behind them, and what is more vital, they feel the urge of necessity for seeking trade outside their own borders if they are to survive in the family of nations. There is no doubt that we, as a people, have the imagination, the energy, and the practical genius to enter into this competitive struggle for world markets, but, unless we give attention to our training, we shall come off as badly as many an upstart trading house that began to seek markets during the war, all unprepared, and even yet is wondering why it lost its money and its time.

The Duke of Wellington said that the battles of England were won on the playing fields of Eton and Rugby where English youth were trained to play the game of life and to play

it fair. Likewise, foreign trade, partially at least, is won at home before the youth go forth. It is here that they must imbibe the elements of success which will enable them to "fall on their feet" amidst alien peoples and to hold their own against the mighty trade veterans who have weathered many a business battle on foreign shores.

THINGS THAT WIN IN FOREIGN TRADE

First of all let no one deceive himself into thinking that the characteristics that win in foreign trade are a kind of mysterious sleight-of-hand,

something that goes along with learning Spanish or Chinese. Foreign trade is not an exercise in legerdemain. The fundamentals are the same traits that make a man succeed at home. It is the spirit of the man that wins quite as much as his knowledge of method. It is the quality of the man quite as much as the export quotations that determine the result.

One of the first necessities for a successful foreign trader is a wide vision. It is easier to do a big thing than a small thing, but only providing the man can visualize an enterprise of great proportion. John Rus-



SO much is being said these days about "service" and such emphasis placed upon the word and what lies behind it that a few facts about what the **AMERICAN EXPORTER service** is may prove interesting to you.

"Serving the Export Department," a book just published by us, gives an idea as to the scope of the **AMERICAN EXPORTER** and what its various departments do for our 1400 clients who are America's leading manufacturers and exporters, and who are sharing in the seven billion dollars worth of export trade of the United States. To help them in their campaign for foreign trade is our aim.

kin once said, "The greatest thing that any man can do in this world is to see something and then go and tell his vision in a plain way."

The foreign trade business has no fixed horizon. It is written upon the skies as upon the seas; the airplanes and the ships are to be the carriers of food as well as of products in the next generation to the earth's farthest lands.

I know an American manufacturer who was able to visualize practically all the inhabitants of Asia using his carriages and rickshaws that he would make in a town out in New

Jersey. As a result today the American traveler rides in these American conveyances in nearly every country in the Orient.

World trade is not for the narrow-
visioned. It means a map of the world on one's desk. Beginnings may be small and slow, but the foundations must be laid both in the mind of the manufacturer and his agents whom he inspires for a structure of business world-wide in its reach. Such a merchandising and shipping firm as that of W. R. Grace & Co., which now counts its 25,000 employees, with 17 branches in 26 dif-

ferent nations, began in the vision of one man, W. R. Grace, the founder, who, although he began the firm in a small ship chandlery on the Coast of Peru more than 50 years ago, laid its structure upon principles that he felt sure could include a wide world of trade.

Let a man feel that he is bracing himself against a world task; let him lay patiently and deeply the groundwork of his training and confidence, for it is here trading companies win or lose even at the very beginning. The first principle of success is a world eyesight; a short vision is suicide in world commerce.

PERSEVERANCE AMID FAILURES

There is, furthermore, no realm of business in which perseverance and dogged determination, even despite many failures and losses, are more essential than in foreign commerce. The trader must add to a big vision—Resolution. Nothing short of a cast-iron purpose will weather the vicissitudes consequent upon getting on with a new language, new customs, strange peoples, homesickness, unusual temptations and the onslaughts of his competitors. A man may be trained to a nicety in the regulation methods of trade, language, shipping rules and selling arguments, but, if he cannot brook failure and discouragement, let him not enter here. The need in foreign trade is not merely for able men, but it is always for determined men, men who are not afraid to work and who will "never say die."

Mr. Edison was asked once to define genius and he answered "Two per cent inspiration and ninety-eight per cent perspiration." "It is dogged as does it," said Charles Darwin.

I met a man, a southern youth, in a flourishing town of South Brazil. He was the only American in the place. He had been trained in railroading in a good school of experience in the States and he knew how to manage an American road. In Brazil, however, with indifferent labor, with a strange climate, amid people whose manners and methods and laws were new to him and offered many obstructions, the railroad game took on different proportions. I watched him working at the complicated task in that section of securing proper cars and trains to get a large shipment of Parana lumber from a saw mill on the edge of the jungle down to the sea coast. Being impressed with his efforts, I

The Foreign Trade Service of the AMERICAN EXPORTER

What it is and what it means to our advertisers is told in an interesting way in the following chapters written by the department heads themselves:

Service—The Keynote of the AMERICAN EXPORTER—
Franklin Johnston, Publisher.

Helping to Solve Your Export Problems—*B. Olney Hough, Editor.*

Editorial Makeup of an Export Paper—*A. J. Barnett, Associate Editor.*

Securing Productive Circulation—*S. W. Keyte, Circulation Manager.*

Credit Reports and Rated Lists of Merchants—*J. C. Evans, Foreign Trade Service.*

Reporting on Foreign Buyers Visiting the United States—*C. K. Clarke, Foreign Trade Service.*

Foreign Trade Opportunities—*Norton Webb, Foreign Trade Service.*

Gathering Data on Foreign Market Possibilities—*L. R. Morris, Research Editor.*

Getting Correct Technical Nomenclature into Translations—*Stephen Naft, Technical Editor.*

Translating Sixty Thousand Words a Day—*R. Bowman, Translation Bureau.*

The Elements of Good Advertising Copy—*C. Z. Offin, Copy and Art Department.*

Direct Contact with the Foreign Buyer—*Edwin C. Johnston, Publisher.*

The book is illustrated with thirty sketches of foreign scenes.

We know that you will agree with us that "Serving the Export Department" is an unique and in many ways instructive book. If you are doing an export trade, or are interested in the subject, we should like to place a copy in your hands. Simply drop us a line and we will send this book to you by return mail.

There is no obligation in any way.

AMERICAN EXPORTER

THE WORLD'S LARGEST EXPORT JOURNAL

Battery Place

New York

asked him what trait was most essential for a young American to possess who went railroading in South America. He thought a moment and then answered: "The grit to hang on." As I followed that man for several weeks through the forest and over the newly laid railway trail of Southern Brazil, watched him adapt himself to foreign labor that included Hollandaise, Portuguese, Hungarians, Swedes, Italians and Brazilians, always finding him personally on the job both night and day, restoring washouts on his roads, devising new lines, haggling with native officials for concessions, drinking maté with his laboring men in the jungle, foregoing comforts and spending wakeful nights figuring his way through difficult and well-nigh insurmountable problems, I became convinced that his key to the things that succeed in foreign lands was worth considering. I thought of Napoleon's famous dictum to his soldiers in his Alpine campaign when he said, "There are no Alps!" and his other trenchant phrase, "Difficulties are just things to be overcome."

A foreign trade pioneer must be a fighter in spirit. As Kipling would put it, "He must go up and occupy." The foreign field is no place for the indolent, the spender or the idler. He must train for conflict and not for an easy job.

It is this fighting opportunity which helps to make the field attractive to the American who is not accustomed to stop at hindrances when his ambition is fired. The Yankee love of enterprise, coupled with business daring, is usually successful.

Apart from these general essentials which we are too likely to take for granted and omit in our training plans, there are other more concrete but none the less important elements in which we must train men for foreign commerce. These men must be in a position to know where they can get authoritative answers to such questions as the following:

"What are the conditions in foreign markets for particular products?"

"Where can I get details of customs duties in foreign countries?"

"Who can tell me relative to the regulations as to commercial travellers, taxes imposed upon them, etc?"

"Where can I get such details in foreign countries as advertising rates and the credit standing of prospective foreign customers?"

"What are the best books on packing, consular requisites, standard weight and measure, patent and trademark laws?"

"Where can I get up-to-date lists of foreign buyers for my goods?"

"Where can the information be found concerning shipping conditions, forward-

ing goods and financing my shipments?"

"How can I learn about foreign contracts and the particular needs of the dealers who handle my products in other lands?"

"What about marine insurance?"

"Is there an authoritative bureau for the translation of foreign correspondence?"

"What are some of the most worth while periodicals relative to foreign shipping and trade?"

The man who is to become a specialist in his field must know something at least of all the above subjects for specialists in foreign trade require something more than the definition which one man has given to a specialist—"a crank on the thing in which you are not interested." He must have a general education to be sure of success.

While I wish to take up a number of these subjects in detail in later articles I would make a few suggestions for prospective foreign traders.

A BUREAU THAT BUILDS TRADE

Among the agencies which are devoting a vast amount of time, attention and money to the answering of the above questions is the Bureau of Foreign and Domestic Commerce of the United States Department of Commerce in Washington, of which the officer who is the present head is Philip B. Kennedy. This Bureau employs scores of men constantly to make digests of consular reports, together with the findings of their travelling trade advisers and commercial attachés of the United States, as well as gathering trade information from many other sources. In connection with this bureau there are specialists connected with such matters as foreign tariffs, foreign customs rates, commercial treaties, trade-marks, patent laws, and almost every kind of service connected with exporting, importing, and shipping. Their information has brought millions of dollars of trade to the American manufacturer and a letter to this bureau concerning any of the above questions will bring the latest information for the price of a pamphlet, and usually free of charge. The Exporters' Index of this bureau lists 17,000 firms in the United States known to be interested in exporting. The bureau has permanent offices in a number of the large cities in which lists of foreign dealers may be found, which lists are continually in the process of revision. We have found the members of the Bureau of Foreign and Domestic Commerce extremely courteous in promptly answering requests for information and the fact that the United States government is

behind this bureau and is expending a large amount of money for its extensive operations makes authoritative the information. It also establishes the fact that the United States has come into the foreign trade field to stay.

For a small sum the weekly Commerce Reports of this bureau, which give a sweep of the world's trade and will be found invaluable, are sent to anyone who is interested.

Other important information for training purposes may be secured from the reports of the National Foreign Trade Council. These may be secured by writing to O. K. Davis, secretary, India House, 1 Hanover square, New York City. This council is composed of the leading men engaged in foreign trade and shipping and its reports cover virtually every phase of world-wide commerce.

Trade and export papers such as those published by the McGraw-Hill Co., *Dun's Review*, the *American Exporter* and *La Nacion*, will be found of help in such training, for these take up special branches of foreign enterprise and are edited by specialists, many times men who have devoted years of their lives in practical and experimental touch with their specialties in foreign lands.

For class study the *Course in Foreign Trade*, issued by the Business Training Corporation, 185 Madison avenue, New York City, composed of twelve books is to be heartily recommended. The director of this corporation is Dr. Edward Ewing Pratt, who for a long time was chief of the Bureau of Foreign and Domestic Commerce, Washington.

The Pan-American Union issues literature upon all Latin-American countries which has been of very great assistance in showing the political as well as the commercial condition of these republics and outlining the open doors for commerce with the United States. This literature may be had by applying to the Pan-American Union, Washington, D. C.

I also recommend the books published by Isaac Pitman & Sons, 2 West 45th street, New York City, such as the Pitman Commercial Encyclopedia and Dictionary of Business (in four volumes), and the publication of the Gresham Publishing Co., London (British compilation); *Modern Business Practice* (in eight volumes).

FOR STUDENT READING

There are also many sources of in-

The new CURRENT OPINION has added more than 25,000 quality readers to its list since January 1, 1920.

This new circulation is growing at the rate of more than 1,200 per week and every new reader added to this quality list is being put on at a profit.

Dr. Frank Crane, one of the best known writers of today, has recently joined Edward J. Wheeler as Co-editor of CURRENT OPINION. With its new editorial staff (one of the ablest ever gathered into one organization) CURRENT OPINION will not only maintain its established position in the magazine field but it will occupy a higher position in the estimation of its patrons.

An early adjustment in advertising rates is inevitable.

A contract made now will reserve space for one year from this date at the prevailing low rate.

On June 15th Current Opinion will move into its new quarters, the Current Opinion Building, at 48-50 West 47th Street, where the new management hopes to be of continued service to the many friends of the publication.

CURRENT LITERATURE PUBLISHING COMPANY

Current Opinion Building

48-50 West 47th Street
New York City



Current Opinion Building

formation available to the foreign trade student in the United States, such as the reports of the American Chamber of Commerce, the wide information gathered by the Philadelphia Commercial Museum and the more or less regular statements and bulletins of information issued by such organizations as the National City Bank, Guaranty Trust Co. and W. R. Grace & Co. In nearly all of the large cities there are Chambers of Commerce or Boards of Trade whose secretaries are able to give information through their foreign trade departments or industrial bureaus. In some cases, as the Merchants' Association in New York, an active foreign trade information service publishes this material in weekly bulletins, and while local matters are included, foreign trade problems and opportunities are not neglected. There are also American Chambers of Commerce abroad from which important information can be gained. In Paris, Berlin, Constantinople, Naples, Barcelona and Rio de Janeiro these American Chambers of Commerce have been of great service not only in producing a better trade understanding, but in assisting American manufacturers and business men with particular information.

It must also be remembered that our American Consuls, located now in nearly every great city in foreign lands, will be glad to answer questions and secure information when these questions state definitely what is desired.

In another article I shall give a list of books, with suggestions for their use, and suggested reading upon world trade subjects, also hints for course of study, and the experience of certain business houses offering courses for their employees, which may be found useful in classes in schools and business houses as well as for individuals who desire to master this vital, complex, and all-important topic.

EQUIPMENT IN SOCIAL GRACES

It has been stated that, while the North American takes the shortest road between two points, the Latin American uses always the prettiest road. To disregard the usual custom of social or business etiquette in a country simply because we do not follow such custom at home has been the death-knell of too many of our otherwise well-equipped business pioneers. The social life is a great business factor in foreign lands. It

is a means to an end and should be considered in training as well as knowledge of merchandising and banking.

It is probably true that the majority of successful Americans who have gone to South America and built up trade for their American houses have not been college men. Nevertheless, everything else being equal, the man who has a background of collegiate knowledge is more likely to succeed with the type of mind found in South America than the man who is "all business," with no ability to lighten his conversation with thoughts in the realm of what is known as "general knowledge." I happen to think of a young man who devoted much of his thought in college to architectural study, who claims that this one department of knowledge concerning which he knew something definite, has helped him more than any other one qualification in securing a foothold in one of the large South American cities. Avenues of business often come through entrances in which the arts play an important part. The South Americans love music and painting and among them there are most excellent architects, musicians, and artists. They like to talk upon these subjects and the educated man who interests them and is likeable, gains a hold naturally that reflects profitably upon his business success.

A qualification which is undeniably important for men, young or old, in going abroad to learn is that of habits of life sufficiently well grounded as to insure straight-forward and upright living in a foreign land. While it is true that most business houses rightfully demand practical results from their employees, both at home and abroad, and do not inquire too strictly into a man's personal habits, it is important in choosing men for foreign positions to be reasonably sure that these men are not going to make shipwrecks of themselves and their company by losing their heads, simply because they are far away from home and placed among people whose points of view, both moral and social are often different from our own. Take for example the matter of gambling. While the Latin gambles almost as naturally as he breathes and does it for amusement in most of the large cities, the young American who starts in at this sort of thing is quite likely to make a mess of his life and business. No definite rules can be laid down more than the necessity of be-

ing fairly well assured that the man is sufficiently sensible and self-controlled to act in a foreign land as honorably as he would at home.

Furthermore, the American business man is often located in more or less lonely posts and for a time, at least, may be deprived of the society and amusement to which he has been accustomed at home. Therefore, the man with a trained mind, who has some mental resources of his own, who can endure spending an evening alone with a book or with a friend, and who is not dependent upon the stimulations of Broadway or the like, is much more likely to succeed abroad than the one who depends upon external environment rather than upon his own inner resources for satisfaction.

A CASE IN POINT

There is no doubt that by vocational study a man must greatly advance in this new provision of foreign trade. To this end, we quote a paragraph taken from a very important and suggestive pamphlet issued by the Department of Commerce under the title of "Training for Foreign Trade," which can be secured from that body by referring to Miscellaneous Series 97.

"For argument, we may say that a young man enters an export office at 16, is a salesman at 26, and a manager at 36. It is usually a 20-year pull to the position of manager. Yet it is possible to cut down the 20 years by substituting vocational teaching for some of the slowly acquired experience. For example, by studying until 19 or 20 the managerial rank may be reached at 30—a gain of 6 years in a young man's life, in addition to greatly increased efficiency in the work done along the line of progression. The young man on the job may likewise reduce his term of apprenticeship by supplementing actual working experience with systematic vocational study."

Finally, then, we would urge the increasing use of our schools (night schools, commercial and technical schools, and colleges). Our business houses, which in many cases have already begun to train their men in classes for work abroad, also our press and our trade periodicals should emphasize the need of getting ready for American foreign commerce. Men are needed on all sides for foreign branch managers, for salesmen, for office workers, as well as on board our new merchant marine.



THESE Boys of today will be the Leaders of tomorrow. Right now they have a buying capacity and influence of their own. This will increase as they grow older.

Are you advertising consistently enough to incline them favorably toward you and your product, at this, their most impressionable age?

BOYS' LIFE

200 Fifth Ave.
New York

THE BOY SCOUTS' MAGAZINE

203 So. Dearborn St.
Chicago

MEMBER A. B. C.

The Friendship Angle in Advertising

(Continued from page 56)

the well wishes or compliments of the salesman. The article may be a pretty art calendar, or it may be a pocket rule, or a pencil—or one of a dozen different articles. But whatever it is, it gives the salesman in personally presenting it a feeling that he is an important part in the business of his company, and this has a most stabilizing effect on him while encouraging him exceedingly. The customer develops a warmer feeling for the salesman, and thereafter usually feels it discourteous to turn him down without an opportunity for an interview.

Usually salesmen are asked to qualify for this advertising by making an increase of a stated percentage over the previous month's sales, or over the sales of the same month in the preceding year.

DIRECT MAIL ADVERTISING

There are few national advertisers not making use of direct-by-mail advertising in some form. It may be educational literature to send to dealers, or dealers and their clerks—it may be follow-up literature in response to inquiries of prospective buyers—it may be literature to develop interest in an undeveloped field. This direct advertising may be sent in the form of circular letters, or in mailing cards or folders of many shapes and sizes. To get it read is the constant aim of those who prepare it and put their money in it. In appearance and phraseology this literature may be the last word in pulling power, but the recipient's temperament and interests on the day of its receipt may cause him to ignore that fact entirely and discard the message with no more than a glance. When a little advertising specialty is enclosed—a stamp case, a rule, a blotter, calendar card for the year, or something similar—the busiest, grouchiest man in the world isn't going to flip the entire mailing into the waste paper basket without some attention. The letter or circular may look impersonal or detached, but the insert causes a mental shock that is decidedly pleasant and it stays the destructive hand until the literature gets the once-over at least. The message is pretty apt to be recalled every time the little enclosure is used. We have watched test cases—without the enclosure and with it. In every case the inquiries or results have been vastly better where the circular matter

carried a little "Stop, look and listen!" in the way of an insert. These inserts seldom add to the postage—in fact they enable the advertiser to get full value for his postage. The distribution of the inserts costs nothing, as it was already existing.

Replies to magazine advertising are helped very much, the right class of readers segregated and a fine mailing list secured for future intensive solicitation by offering in the advertisement to send a valuable little article to "carpenters," for example, who answer the advertisement. What an opportunity there is here for many more national advertisers than use the plan to tie up interested readers with their magazine advertising for a long time to come. If stenographers, for example, are being told how "Big Ben" can help them increase their chances for advancement by helping them to be punctual, why not hold that thought in the minds of these particular readers by presenting them with a little specialty for personal use. Below the advertisement proper in the magazine this line could appear "Are you a stenographer? Then put your name and address on a post card and send to Dept. D., etc., and we will present you with something very pretty and convenient for your personal use to remind you of Big Ben." We recall in particular a large manufacturing company doing a national business which among other products had one for architects, and it got a valuable list of architects in this way from which a splendid volume of business year after year was secured. The plan is always profitable.

It is impossible in this article to give more than a few representative examples of the use of specialty advertising on a big scale. Many and varied are the plans it enters into. We have not much more than opened the subject, but it is plain to be seen from the experiences touched on that specialty advertising is a form which is very direct, and therefore must be economical. And because, when intelligently distributed, it reaches only the best possible sources of trade, the results naturally are usually most satisfactory. The manufacturer who buys it need not also buy a circulation, which may represent waste to him. He must devise his own circulation, and he is, therefore, careful to see that it is as suit-

able and satisfactory as the information at hand will permit.

Specialty advertising never has and never will claim that it should be used exclusively by a company doing a national business—although it is actually being so used. Those who know it most intimately feel that it serves best these advertisers when it is given the place in a campaign where it seems to peculiarly fit. If thought and care are used to suit the medium to its place, specialty advertising seldom fails to respond in a manner that is most gratifying to those who have put their money in it.

Floating Exhibit to Advertise American Products

An ocean liner, showing the choicest products of American factories, will leave New York about the first of October for a trip that will include the principal markets of the world. Headquarters were opened in New York recently, at 50 Broad street, for the necessary arrangements.

The American Manufacturers' Export Association and other prominent organizations interested in foreign trade approve of the idea as a practical and unique way of selling America to the world. England and Japan have adopted the idea, so that American exporters exhibiting their goods on this vessel will not be placed at a disadvantage when it comes to competing with the merchants of these countries.

W. P. Brawley, manager of the First American Foreign Trade Floating Exposition, Inc., issued last week the following statement:

"The world war has upset all previous trade routes and customs. New fields and vistas are opening up. The foreign buyer has been forced to come to us for some things during the war. We gave him what we had, not what he needed. The war is over now, and unless we give him what he wants others will do so. By no other method than the touch of personal contact and by giving him the satisfaction of seeing our products can we completely satisfy him. This once done, the trade is ours as long as we merit it. American prices may be a trifle higher, but American goods are vastly superior.

"A floating exposition will leave New York about October 1, showing the choicest products of American factories. It will be in charge of a competent director of exhibits, who will have under him competent salesmen, interpreters and instructors, a traffic manager who is thoroughly acquainted with foreign ports and customs regulations, a physician and trained nurse to protect the health of participants, an orchestra, camera men to display motion pictures of American life and industry, a first class cuisine on board ship and everything that can add to the attraction of buyers or the comfort of guests and patrons will be included."

Collier Service New Advertising Firm

Collier Service Corporation has been incorporated in New York, with a capital of \$100,000, to engage in advertising. B. B. Schoonover, T. J. Mazza and L. A. Edwards, 220 West Forty-second street, are the organizers.

Making Advertisements Hold the Attention

Too Many Advertisements are Announcements Without Reader-interest

By C. F. HYLTON

IT was said in an earlier article in these columns that there should be no "padding" in advertisements. For one thing, space is too valuable to permit it. For another, readers will have none of it; the "padded" advertisement is uninteresting; it is avoided.

The necessity for eliminating "padding" is important for other reasons, too. Advertisements are not read like editorial matter. A reader buys a journal usually with the specific purpose of reading its literary contents; any advertisements it may contain are, to use an American term, "butters in." They "butt in" because they do not usually form part of the reader's intended purchase. The interest in the literary matter exists before the cover is opened, but an interest in advertisements has to be created.

This may be done first by some headline or picture that appeals to the reader; then by the copy. Therefore, when the interest has been created, the attention must be led on, and must not be allowed to slack for a second until the last line has been reached. If, through an uninteresting sentence or paragraph, the reader's attention is lost, and he turns from the advertisement to some other feature of the journal, he may not return; and the advertiser has lost him. Multiply this action thousands of times, according to the circulation of the journal, and it is easy to see that a few careless words may make a serious difference in resulting inquiries and a possible loss of hundreds of orders.

Then, as already hinted, an advertisement costs money for every bit of space it occupies, and space costs anything from two shillings to five pounds an inch.

DON'T EXAGGERATE

To make an advertisement contain nothing but that which is essential for its purpose, the writer must see that every paragraph has its distinct idea or central thought. A paragraph that does not contain a central thought has no right to be in an advertisement. This does not necessarily mean that the first sentence of the paragraph should con-

tain the central thought, because, in order to hold the attention of the reader or to lead up gradually to a striking statement, the topic sentence of the paragraph may be in the middle, or even at the end; indeed, sometimes the topic is so well distributed over the sentences of the paragraph that it is impossible to indicate exactly the topic sentence, but, nevertheless, the topic is there.

Simplicity is important in writing interesting advertising copy. Some advertisers make the mistake of thinking that the most effective language is that containing the longest words. But if a short word will convey exactly the same meaning as a long one, the short word is the one to use. A study of good literature will show that the most beautiful works are those written in the simplest manner. Of course, when writing to a special class of people, it is correct to use phraseology that will especially appeal to that class. But the unnecessary indulgence in high-sounding, unusual words and quotations from foreign languages, etc., is to sacrifice interest. If one has occasion to say that a certain statement is an untruth, it is more emphatic to say so; don't say, "It is a fabrication."

AVOID ABRUPT CHANGES IN STYLE

Abrupt changes in style of expression weaken copy. It should be decided beforehand what is the style to be used in any particular advertisement, and that style maintained to the end. The style to be adopted is governed by the nature of the subject and character of the people to whom the advertisement is addressed. The business man is interested only in a practical common-sense style; to suddenly change to artistic rhetoric or to try to appeal to the sentimental side drives away his interest. Such abrupt changes create a different atmosphere for the reader, and the distraction so caused will cause an appeal to fail entirely owing to the mental disturbance created.

For instance, a motor car advertiser published an advertisement, two paragraphs of which read as follows:

"You could get a better car than this—but you would have to pay at least £200 more for it. These cars are constructed on sound mechanical principles that enable the manufacturer, by means of mass production, to place them on the market—backed with a four years' guarantee.

"Who could over-estimate the joy of spring with one of these cars? Away for the week-ends, over hills and down valleys, by babbling brooks and trickling streams—away from the smoke and care of city life. . ."

Here you have an abrupt change of style that is quite inappropriate for the subject. Both of these paragraphs are good, and each, used in appropriate context, would produce an excellent advertisement. But in this case the writer of the advertisement started with a well-reasoned logical argument on the reason for the low price and the high quality of the car. This, we are justified in assuming, will have created a business atmosphere, and the reader begins to think it over. Then, with that train of thought in his mind, he is abruptly switched on to a psychological appeal to the natural love of recreation and pleasure. A distinct mental effort is required to change the thought atmosphere from logic to sentiment. The result of the clashing of the two appeals is an unconvincing advertisement. The two appeals should have been made in separate announcements, and in each case rounded off so that the reader is left with something definite on which to cogitate. The interest should have been sustained, instead of which it was divided and lost.

DON'T EXAGGERATE

Exaggeration is another form of diminishing reader-interest. Unfortunately, there have been advertisement writers in the past so prone to indulge in this folly that many people still regard all advertising as open to suspicion. Nothing can be gained by making exaggerated claims. Successful merchandising can only be built on a foundation of truth. To use flamboyant expressions like "Our prices are staggering," "Prices simply slaughtered," "Enormous reductions," "Finest on earth," "Absolutely the best in the world" is to sacrifice interest to unimpressive sensation. The public, at any rate, is reasonably educated, and such "gas" simply makes people smile, lose interest, and—buy somewhere else! — *Advertiser's Weekly*, London.

The Value of Monthly Advertising Service

How Some Lines of Specialties Help to Promote Continuity of Contact With the Dealer and the Customer

By THEODORE R. GERLACH

President of the Gerlach-Barklow Company

THE INTEREST of the American people in art and their appreciation of reproductions of famous paintings, is scarcely realized by the average advertiser. Landscapes, marine subjects, historical paintings are seized upon and conspicuously exhibited in homes and offices all over the land, and in these days when color printing has so nearly reached perfection and hand-colored reproductions are so exquisite, it is no wonder that advertisers are more and more tying up their message, sales talk or even their notifications to the trade, with an art reproduction in a mount-de-luxe, the free space in front and back being utilized as pre-eminently advantageous advertising space.

Pictures from the most noted living artists, and canvasses of special studies, by acknowledged interpreters of color and design, are eagerly sought for and reproduced in order to make an appeal to the temperament and aesthetic tastes of the American people.

Such Monthly Calendars, House Organs, Folders and Blotters all carry a tipped-on reproduction of some painting or series of pictures, either in water color, process or offset, and the type used in setting up the advertiser's name and business, as well as the calendar pad, is selected to blend and harmonize with the general artistic effect of the whole, so as not to stand out glaringly or conspicuously.

Thus avoiding the appearance of commercialism, the advertiser places in the home or office of his prospect, a high-grade mounted picture for which every home or office is glad to find conspicuous space—above the desk in the private office or over the mantel shelf in the living room, where all business associates and friends may see and admire it.

A FIELD OF GREAT POSSIBILITIES

The inconspicuousness of the advertising is its strong pulling power, for anything glaring would not have preferred space, while anything artistic and not marred or vandalized by blatant and assertive advertising will be treasured for itself, and its sender will have created and established good will wherever Uncle Sam carries his calendars.

The American business man has

not fully wakened up to the value of associating and tying up his advertising with art pictures. When I say he has not wakened up to it, do not misunderstand me, for many business men have—witness the marvelous colored art reproductions and



THEODORE R. GERLACH
President of the Gerlach-Barklow Company

advertising in all of our magazines, on the billboards and in the street cars.

Not so long ago, boys and girls used to leave school as soon as they could get into the potato field or harness a team or milk a cow, but today it is very different and the boy or girl of very ordinary circumstances stays in school until eighteen. The result is a greater general dissemination through America of the love of art and literature—an appreciation of the beautiful and aesthetic in life.

The Monthly Calendar in its simplest form is a reminder that a certain business is being conducted by a certain person at a certain address. In its more extended form, with special copy, it is all that, plus an advertising campaign enlarging on the merit of what the advertiser has to sell. In addition, of course, it has the art reproduction and calendar feature for a month which gives it a permanent value for at least a month and causes it to command a conspicuous position in the home or office where it is sent.

Monthly Calendars are sent out twelve times a year which gives them the admitted value of reiteration, repetition and continual pounding in of the advertiser's message. They go to a selected group of prospects who are logical buyers of the ar-

ticle advertised, and there is no waste, sending to people not interested, consequently, the advertiser's message is pounded into the consciousness of prospects who are in the market for what the advertiser has to sell. By reaching out in this way to the people the advertiser wants to reach, there is not a cent of wasted effort as is frequently the case with certain forms of general publicity.

THE SALES MESSAGE

The message written on the back of the Monthly Calendar carries the selling and appealing points of the product after an analysis has been made of each man's problem, and the most effective copy is short, snappy, attractive and typographically appealing to the eye, so that prospects can quickly visualize the product, service or goods featured each month.

Simplicity and brevity should characterize all copy for every unnecessary word bores the reader and the direct appeal combined with the use of good, common, everyday words, is more effective than the striving after academic and literary effect.

The president of a million-dollar furniture corporation, who is a big user of monthly calendars, recently said that in his opinion monthly calendars were an improved elaboration of the idea upon which he had built up his business, for he developed his business originally by sending out form letters twice, three times or four times a month to dealers, then next month, twice or three times again to the same group of dealers, and so on, but he found monthly calendars, because of their beautiful art reproductions, remained a whole month before the eyes of dealers instead of being relegated to the waste basket as his form letters had been. Furthermore, he added that attractive type and ability to express in a word what it often takes a manufacturer a sentence to say, makes the message better remembered and more strongly impressed on the dealers' minds than a long typed letter.

Care must always be taken in securing the mailing list, the right pictures, the snappy, impulse-giving copy and the good typography that are essential, and then, as William



“Harrison certainly must appreciate my business”

AMID clamorous selling effort that obtrudes ruthlessly and argues interminably, Remembrance Advertising quietly makes its subtle appeal—not to sheer reason, but to the heart.

By deed—not word—it acknowledges the debt of gratitude to those whose patronage makes business successful; injecting a fine spirit of appreciation into a selfish commercial world; warming cold business relations with the genial glow of friendship.

Remembrance Advertising builds Good Will. And Good Will is the greatest asset any firm may have. So through twenty-four years of thoughtful service Brown & Bigelow have prospered by helping others prosper. They have shown sixty-five thousand grateful clients how to say “Thank You” sincerely—with welcomed articles of discriminating design and certain permanence—the silver Redipoint Pencil here shown—useful desk and pocket specialties of rich Mission Leather—worthy Calendars of rare harmony and beauty.

Today, for an ever-increasing clientele of far-seeing advertisers Brown & Bigelow are devoting the skill and labor of a thousand ingenious workers to the intelligent business principle of warm-hearted remembrance.

*Remembrance
Advertising*



“The House of Quality”

Brown & Bigelow – Quality Park – Saint Paul – Minnesota
SAULT STE. MARIE, ONTARIO

Wrigley says, "There is only one thing needed, and that is, tell 'em quick and tell 'em often."

Fold-over Cards, Business Announcements and Artistic Blotters all have their useful function in promoting business, and their use is greatly extending, especially in the high-grade classes where water colors and hand-tinted pictures are used.

House Organs with art reproductions, but containing in addition, magazine features, with short, snappy sayings, are wonderful business builders. The inspirational character of the copy, the business maxims, the

pointers on business conduct, all reflect the policy and attitude of the advertiser.

THE HOUSE ORGAN FIELD

The field for these House Organs has scarcely been scratched, but they mark a new era in a better understanding between manufacturer and dealer, dealer and consumer, employer and employe. They inject the human personal touch between interests irrevocably intertwined which heretofore have been coldly impersonal and even sometimes dangerously hostile.

Whatever will make for coopera-

tion and create goodwill and mutual confidence is something every employer is seeking, because, with the production problem on his hands, it is necessary to avoid disputes, discontent or strikes in his factory and the House Organ gives the employe often for the first time, a real personal contact with the human side of his employer.

Broader Obligations of Business Editors

By Richard H. Edmonds*

Editor of the *Manufacturers' Record*

The subject upon which you have asked me to speak cannot, I think, be too strongly stressed at the present time. To a very large extent the daily papers of the country are so completely tied to party politics that they commend or condemn any measure before the public or before Congress according to their party interests. The country is therefore constantly misinformed. It does not get a fair chance to know the real truth unbiased by party affiliations.

There was never a time in the history of this country, or of the world, when absolutely unbiased, non-partisan newspaper work was so sadly needed as at present. I do not see how any great change can develop for a long time to come in the management of daily newspapers, since they, necessarily, by virtue of their character, are, with few exceptions, partisan in the presentation of the great issues of the day. In the rush and hurry of daily newspaper life there is but little time for the thorough investigation which should be given to every important question.

I believe, therefore, that the responsibility rests upon the business papers of the country to a far larger extent than ever before to deal broadly, fairly and from an absolutely independent point of view with every question that affects the welfare of this country and of the world.

In former years, it was felt that the business paper should discuss only the questions that particularly affected the business represented. The farm paper was supposed to deal only with agricultural questions; the coal paper with coal; the iron and steel paper with iron and steel; the textile paper with cotton and wool. But it seems to me that it would be a very narrow view to hold that this condition should any longer continue. Every business paper, it seems to me, should study with the utmost care every question affecting finance, commerce, industry of every kind, as well as the broad agricultural conditions of the country. It should be absolutely unbiased in the expression of its convictions upon these questions; unmoved by friendship or enmity; by political or financial affiliations.

The business papers have a responsibility to the public many times greater than in the past. They are no longer vehicles of thought or of news upon the particular industry which they represent. They have been called to a new mission, to a higher work than in former years, and indeed to a higher work than that of the daily papers. Their editors have more time in which to

The New Advertising Medium

THE development of the window display into the first of rank of advertising media finds the Einson Litho, Inc., fully prepared to work shoulder to shoulder with progressive advertising agencies.

A COMPLETELY equipped lithograph plant, a carefully selected studio of artists, and a capable merchandising and copy department furnish the personnel of the Einson Litho Organization with the well nigh perfect tools for high class production of window displays and other lithograph material.

AN organization that pools the diverse abilities and extensive experiences of Morris M. Einson, Arthur Freeman, Gus Hutaf, Herbert Everett and Joseph Ellner, may confidently submit itself to measurement by the highest standards.

EINSON LITHO INCORPORATED

Executive Offices
and Art Studios
71 W. 23rd St., N. Y.

Chicago Office:
McCormick Bldg.,
332 S. Michigan Ave

Production Plant:
Bush Building, 327 East 20th Street, New York City

Specialty Advertising

Is the selling force
That seeks out and works
On the particular people
Whose attention it is desired to attract.



FLANGE SIGN to mark the store where the advertised product is on sale



METAL MERCHANDISE DISPLAY
The efficient counter salesman



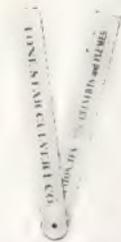
INDOOR METAL SIGN
Which influences the choice of shopper's purchases



LEATHER SPECIALTIES
Coming in the nature of gifts, never fail to build friendships for the advertiser



BEAUTIFUL ART CALENDARS
Carrying an advertising message, hold for a year valuable wall space in homes which money could not buy



Vast quantities of Celluloid Specialties are used by advertisers

SPECIALTY ADVERTISING makes a definite, personal and direct appeal to the individual—and it is the individual who buys.

It is the human equation in advertising.

It quickly develops good will.

Above are specimens of successful specialties. There are many others. These specialties have a place in the publicity plans of hundreds of national advertisers. Every method of general publicity used becomes more productive when harnessed to the advertising that makes the personal appeal. We solicit inquiries from national advertisers.

THE AMERICAN ART WORKS
COSHOCKTON, OHIO
THE BIRTHPLACE OF ADVERTISING SPECIALTIES

study the problems of the hour to dig out the facts which relate to the problems of the nation in legislation and in finance. No man can intelligently study the situation of the country today without being forced to a realization of the fact that the agricultural conditions of the United States are in a very dangerous position, that the farms are being drained of laborers, that the supply of foodstuff is steadily decreasing in proportion to population. It will not do to leave the discussion of these facts to the editors of agricultural papers because they only reach the farmer, and the farmer knows his troubles to the full extent. The manufacturer, the capitalist, the man in public life, must, through the business papers, be made fully aware of the difficulties which confront the agricultural interests, for a

decreasing food supply with steadily advancing prices will endanger every industry in the land and the existence of the government itself. In continued food shortage with increasing prices might be born a revolution which would shake the foundation of our government.

On the other hand, the farmers through their agricultural papers, should have presented to them intelligently and honestly, whether the statements agree with their preconceived notions or not, the difficulties which the manufacturer and the general business man must face while the world is passing through the turmoil of the hour.

Everything which affects the welfare of the whole country, whether it be the development of a dye industry, the pro-

tection of our infant potash business, our merchant marine upon which the foreign trade of this country will so largely depend, the League of Nations viewed from every possible angle, are questions which vitally affect not merely the individual interests represented, but the future progress and safety of America.

I feel very deeply, therefore, that the business papers of the country must, with sincere desire to save the nation, to safeguard its future, and absolutely without any personal political bias, tell the truth as God has given them the power to see the truth, whether they condemn or commend their closest friends or their bitterest enemies.

In the development of the business papers along lines such as I have taken the liberty of suggesting, though I know that the editors of most of the business papers of the country appreciate these facts, is to be found I believe the largest opportunity for service to the country and to every industry which they represent.

* A letter written by Mr. Edmonds to E. T. Howson, chairman of the program committee of the convention of Business Paper Editors, in Chicago, and forming a resume of his address before that body.

Summer Advertising to the Farmer

By Howard W. Harrington

Advertising Manager, Moline Plow Company

The Moline Plow Company is a firm believer in advertising its tractor and farm implements in farm papers in the summer.

The argument that the farmer does not have time for much reading during the summer months, when his peak load work is on, has some weight, but is more than overbalanced by the distinct advantage that we feel is gained by talking to him right at his busiest time. This advantage is, that we call his attention to his need for better implements and machinery to do faster and more work, just at a time when the needs of the work are the greatest.

The average man does not buy a suit of tropical-weight clothes until he has had some days of sweltering experience in wearing heavier garments. The advertiser who does not advertise tropicals during the sizzling hot season is undoubtedly losing a big share of the tropical business. Naturally, he should advertise tropicals in advance of midsummer weather, but if he contents himself with that only, he misses an appeal to the big immediate market, that comes at the last minute when the purchaser's need for tropicals is great.

We apply the same reasoning, and we feel with entire correctness, to the advertising of farm implements and farm machinery.

Our observations and inquiries show pretty clearly, however, that



IF A BETTER tire than the *Silvertown Cord* is ever made, it will still be a *Silvertown Tire*, and *Goodrich* will make it

Goodrich Silvertown

America's First CORD TIRE

The Goodrich Adjustment Base:
Silvertown Cords, 8000 Miles
Fabric Tires, 6000 Miles

the farmer has more chance to read during the winter months than in the summer and that, in the main, he starts in to read most intensively, if at all, shortly after the holidays. We, therefore, slant our national copy during the winter months, more into the "reasons why" of our products and send out our larger literature to the farmer at that time.

Then, as the season advances, we make our copy shorter and more to the point and our literature more brief—a sort of summing-up of what we have said before, knowing that during the summer months the ex-

perience the farmer has with anything less than the latest in labor-saving machinery will create a strong desire to make his next purchase the best that he can get. Thus, we strike the most telling blows while the iron is the hottest and, we might say, while the weather is the hottest.

We are, therefore, practically all-the-year-around advertisers with a definite plan of release of advertisements and the distribution of literature and our experience with this plan dating over a number of years, is that it is the most satisfactory of any that we have yet worked out.

Handling Advertised Goods

Standardization and Advertising Put the Stamp of Reliability on Good Products

THERE is a similarity between well-advertised goods and "coin of the realm." They are both standardized and therein is to be found the peculiar and chief value of each of them. To illustrate: A silver dollar is just so much metal plus the insignia of the United States Government. A lump of silver has an intrinsic value, to be sure, only you cannot spend it. Put the insignia on it and everybody will recognize its value and accept it in payment of debts.

So it is with a package of merchandise. An advertised commodity must first be of uniform quality, else it would be the height of folly to advertise it; for there would be no repeat orders to pay for the advertising. Now add a trade-mark to this uniform quality. Then make the meaning of the trade-mark well known by advertising and you have a standardized product. This is what makes a good seller for the merchant. Everybody accepts the product on its face value, just as a person accepts a silver dollar on its face value. There is no uncertainty as to the worth of either.

On the other hand, take your unadvertised product. Its quality, to begin with, is an unknown factor. It may be very good or it may be very bad. In any event there is not the compelling motive to put uniform high grade quality into such a product, for no advertising investment is at stake.

Profits depend directly upon rapidity of turnover. Some merchants are deluded by the long margins offered them as special inducements to handle non-standard brands. Long margins are inconsequential compared to the absorbingly mo-

mentous stream of turnover. It takes but little mathematics to make plain that three profits of 2c each are better than one profit of 4c. Standardized, advertised brands are quick movers. They are the ones that put the profits into the cash till—the hustlers, the real workers, that make a business successful.—*Retail Grocers' Advocate.*

Publishers to Fight Express Rate Increases

Facing threatened increases in express rates and a change in classifications on magazines which will aggregate a jump in the cost of shipping by express amounting, in some instances, to nearly 100 per cent, periodical publishers represented in the National Publishers' Association are preparing a strong case for submission to the Interstate Commerce Commission at Washington on June 28 when they will be given a chance to argue their case against the American Railway Express Company before the commission.

According to the facts brought out at the hearing granted by the Interstate Commerce Commission in New York this month at which the publishers asked, and were granted, a postponement, the express company, which is now forwarding magazines at one-half of the first class rate asks permission to charge the full first class rate. Interpreting the company's exhibits at that hearing, the National Publishers' Association finds that an increase in first class rates is also intended which, even with the zone system proposed, will nearly double present costs.

SOME INCREASES PLANNED

For instance, the express company submitted at the hearing a compilation of the shipments of one large publishing house to towns all over the United States during June, 1919. For this the express company charged \$4,471.24. The company asks permission now to charge for this same service \$8,439.00, an increase of nearly 80 per cent.

The company submitted another compilation of the express periodical business of the American News Company and six "independent" magazines as of the month of May, 1919, showing a charge of \$7,585.77. The company would now like to charge \$13,878.03 for the same service, an increase of over 82 per cent.

The new schedule asked for will figure still higher percentages on shipments under 100 pounds.

As soon as this matter came to its attention, The National Publishers' Association submitted a protest to the Interstate Commerce Commission's examiners, asking that nothing be done until the National Publishers' Association had time to collect evidence in defense of its contention that the increases are out of all reason.

This was granted, June 28 being set as the date for the continuation of the hearing which will be held in Washington.

A conference will be called in a few days to formulate a plan of action to demonstrate to the commission that the proposed rate increases are unjustified and confiscatory.

Douglas Motors Appoint Smith

The Douglas Motors Co. Inc., Omaha, Neb., has appointed C. A. Smith as director of publicity.

Remby Association New Agency

The Remby Association, an advertising agency, has been organized with an active capital of \$50,000 by W. G. Bixby, H. C. Davidson and F. Tieleke, 402 Fifty-sixth street, Brooklyn.

Prizes Awarded for Artistic Advertisements

A gold medal has been awarded to the Franklin Printing Co., Philadelphia, by the American Institute of Graphic Arts, for their excellent typographic work in an advertisement entitled: "How Packard Balance Reduces Transportation Costs." The Marchbanks Press received a silver medal for the advertisement of the Irving National Bank, called: "Matching the Growth of American Business." A bronze medal was given William A. Kittridge, Philadelphia, Pa., for the artistic display of an advertisement of "Art." These advertisements, together with the prize winning posters, display cards and other printing, were on exhibition at the galleries of the National Arts Club.

O'Neill Is Vantine Vice-President

J. F. O'Neill, advertising manager and general manager of the wholesale department of A. A. Vantine & Co., New York, has been elected vice-president of the company.

Moore Conducts Cincinnati Agency

Thomas J. Moore, former advertising manager of the Rudolph Wurlitzer Co., Cincinnati, is now conducting an advertising agency under the name of the Srafe-Moore Co., in that city.

Victor Lawson Gives 100 Tons of Newsprint

Victor F. Lawson, publisher of the Chicago Daily News, has released 100 tons of newsprint to be distributed to smaller newspapers in need of supplies.

Urge \$40,000,000 Tax on Gold to Keep Mines Open

Immediate passage by Congress of a bill levying an excise tax of \$10 an ounce on the gold used by the jewelry and other trades, the money so raised to be used as a subsidy for the country's gold mining companies, said to be in need of speedy financial relief, was urged this week before the House Committee on Ways and Means by H. W. Seaman, of Chicago, president of the Trojan Mining Company. Every ounce of gold now produced costs the companies \$8 to \$10 more than the government price of \$20.67, Mr. Seaman said, warning the committee that the country's gold production, already greatly reduced, will practically cease, unless some such subsidy is provided. H. N. Lawrie, economist for the American Mining Congress, said that a

\$10 an ounce tax on the trade use of gold would raise \$40,000,000 a year, giving the government a net revenue of \$10,000,000 after the payment of an adequate subsidy.

Publishers Commend Second Class Mail Rate Bill

A resolution commending the "wisdom and justice" of the House Committee on Post-offices and Post-roads in reporting the bill continuing present second class mail rates on newspaper until July 1, 1921, submitted by Louis Wiley, business manager of the New York Times, was adopted by the Publishers' Association of New York City at its meeting, May 25. Copies of this resolution, which declared that "the enactment of the impending bill into law will materially aid in stabilizing the newspaper industry, avoid increase in sub-

scription rates and give the relief of delay in the enforcement of additional postal rates, the wisdom and justice of which is a matter of grave doubt" were sent to the members of the committee and to New York Senators and Representatives.

Congratulations to Associated Advertising

ADVERTISING & SELLING wishes to congratulate Mr. Sammis, editor of the *Associated Advertising*, on the editorial contents of the June issue of the publication, and also Mr. Daych, eastern advertising manager, and Mr. Ikerd, western advertising manager, on securing for that issue the largest volume of advertising ever carried in any one issue of an advertising journal, amounting to \$23,000.

Willson Directs Gas Engine Sales and Advertising

Harry S. Wilson, for the past eight years on the Chicago staff of Nelson Chesman & Co., advertising agents, has been placed in charge of the sales and advertising of the Nelson Brothers' Co., manufacturers of the Jumbo line of gas engines.

Ridley is Southern Motors Advertising Head

Brow Ridley, formerly advertising manager of the *Houston Chronicle*, is now advertising manager of the Southern Motor Manufacturing Co., Houston, Tex. It is understood that a advertising campaign for Ranger products, which include tractor, trucks, trailers and a light four automobile will be instituted soon.

Figures on Newspaper Rate Increases

Thirty-six representative newspapers, according to a bulletin of the A. B. P., recently announced increases in advertising rates. The new minimum average rate per agate line was \$1.37 as against the old rate of \$1.12, a net increase of 25 cents per agate line, or 22.23 per cent. These changes affected a total daily circulation of 327,292, and was the second advance since October on nineteen of the papers.

Frank Seaman Gets New Accounts

The Indian Packing Co. of Chicago, which is entering into a large newspaper campaign, principally in the Southern States, to advertise Council Brand Meats, has placed its account with Frank Seaman, Inc., New York.

The advertising for the Clydesdale Motor Truck Co., of Clyde, Ohio, and for the American Tobacco Co. on Riz la Croix Cigarette papers, is also being handled by the Seaman agency now.

"Southern Picture News"

The *Southern Picture News* is the name of a new weekly magazine which is to be devoted to the film industry in the South. It will be published at Atlanta, Ga., and will be edited by Nat. L. Royster, managing editor. Charles Franz, one of the owners, will be temporarily in charge of a New York branch.

Albert Smith Will Place New National Advertising

A newspaper campaign, to be followed by advertising in national mediums, is now being placed for the Equitable Trust Co. by Albert Frank & Co., New York. The Queen Insurance Co. of America has also placed its advertising account with Albert Frank & Co. Business papers, to be followed later, by other national mediums, are being used.

Build Your Business on Poster Advertising

IVAN R. NORDHEM COMPANY
 Posters, Advertising, Mounted & Electrical Displays
 in the United States & Canada
 11 West 40th Street, New York City • Bessemer Bldg., Pittsburgh, Pa.

Short Talks to Advertisers



NUMBER
ONE

Getting Your Message Across

To induce reading and assimilation of "copy" is the ultimate of all advertising effort.

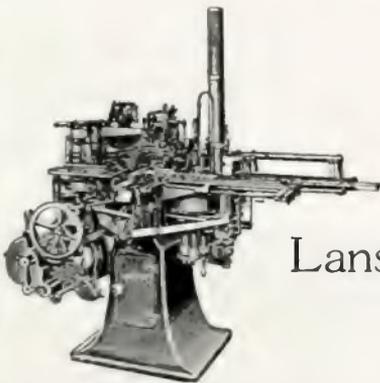
To that end, the best thought is employed in preparing argument, thousands of dollars are spent in illustration, and yet—many do not achieve *hoped-for* returns.

One of the most potent aids to attractive, readable sales promotion is frequently overlooked—the *kind of type* used.

In impressive and effective pieces of advertising the type is in *single* letters. The reasons for this will be explained in this series of short talks.

In the mean time, ask your printer about "Monotype."

- Talk No. 1.—Getting Your Message Across
- Talk No. 2.—Single Types
- Talk No. 3.—"Motor Habits" in Reading
- Talk No. 4.—Alignment
- Talk No. 5.—The "Art" of Composing Type
- Talk No. 6.—Ben Franklin and the Monotype



Lanston Monotype Machine Company

PHILADELPHIA

NEW YORK BOSTON
CHICAGO TORONTO

Monotype Company of California, SAN FRANCISCO

245

Building Supply Association Will Advertise

The National Building Supply Association, meeting in Indianapolis recently, voted to assess members one-tenth of one per cent of the total net business in 1919 to provide a \$50,000 fund for a national advertising campaign. An agency will be selected and details decided upon at a meeting to be held in Cleveland soon.

Epstein Is Ever-Tight Sales Manager

H. E. Epstein is the new sales manager of the Ever-Tight Piston Ring Co., St. Louis, Mo.

Glenn Buck Directs Phoenix Advertising

Glenn Buck, of Chicago, has started an advertising campaign for the Phoenix Knitting Works, Milwaukee, Wis.

Whitehead & Kales Appoint Campbell-Ewald

To handle their advertising of tractor wheels, started on June 1, Whitehead & Kales have appointed the Campbell-Ewald agency of Detroit.

Keyes Directs Aberthaw Advertising

H. E. Keyes is now advertising manager of the Aberthaw Construction Co., Boston. G. W. Maker formerly held that position.

Cut Out Poster "Sniping" in St. Louis

Recently representatives of all the down-town theaters and a majority of the out-lying moving picture houses of St. Louis met with the Chief of Police O'Brien, of St. Louis, and agreed to eliminate all advertising on trees, poles, and on windows of vacant houses.

Miss Atwater Is Turner Advertising Manager

Miss Frances E. Atwater is now advertising manager for the Turner Construction Co., New York. Charles Chidsey, former advertising manager, is now acting in that capacity for James W. Elliott, sales counsellor.

Calkens & Holden Handle Globe Advertising

Calkens & Holden, New York, are now handling the account of the Globe Rubber Tire Mfg. Co., New York.

Moore-Shafer Appoint Geerer

S. E. Geerer has been appointed sales and advertising manager of the Moore-Shafer Shoe Mfg. Co., Brockport, N. Y. The advertising of the company is placed direct.

Prout, Jr., Directs Hoist Advertising

C. E. Prout, Jr., formerly with the E. A. Strout Farm Agency, is now advertising manager of Gillis & Geohagan, makers of telescopic hoists in New York. Philip Vyle was formerly advertising manager. Advertising for this company which is placed through Redfield & Fisher will be made up this month.

New Packard Advertising Head Selects Assistants

William Elliot, whose appointment to the position of advertising and sales promotion manager of the Packard Motor Car Co. of New York, was an-

nounced in this magazine last week, has chosen as his assistants William H. Walling and Bert C. Chambers. Mr. Walling will have direct charge of direct-by-mail advertising and Mr. Chambers will have charge of publicity and display advertising.

English Advertising Men Guests of Honor

Charles F. Higham, M.P., of C. F. Higham, Ltd., London, and W. S. Crawford, head of W. S. Crawford, Ltd., London, secretary of the Thirty Club of London, were the guests of honor at a luncheon held at the Advertising Club of New York on Thursday of last week.

"I believe the time is coming," Mr. Higham said, "when you men are going to sell ideas, morality and health to the world."

Declaring that both America and England are "going out to get the export trade of the world," Mr. Crawford spoke of London as the natural advertising and business center to which Americans must resort.

Frank Presbrey, the new vice-president of the Advertising Club presided. Among the other guests were: Cyrus H. K. Curtis, R. E. Rinchart, O. J. Gude and D. Fitzgibbon.

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

BATON, 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.

Topeka Daily Capital
Sworn government report for 6 months ending Apr. 1, 1919 **35,247**
Arthur Capper Publisher TOPEKA, KANSAS
Member Audit Bureau of Circulations

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

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.
SALES MANAGER
25c a copy—\$3 a year
The William Edward Ross Service, Inc.
1414 Sun Bldg., New York City, N. Y.

POSTAGE
The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 months \$1.00; 1 year \$2.00.
POSTAGE · 18 East 18th St., New York City

"GIBBONS KNOWS CANADA"
MONTREAL TORONTO WINNIPEG

COMPLETE ADVERTISING and MERCHANDISING SERVICE in ALL FOREIGN LANGUAGES & ADVERTISING AGENCIES
H. L. Winer Special Agency
PUBLISHERS' REPRESENTATIVES
The Leading American Foreign Language Newspapers
TRIBUNE BLDG. NEW YORK, N. Y.
25 YEARS of SPECIALIZATION and EXPERIENCE with FOREIGN LANGUAGE ADVERTISING in THE UNITED STATES



\$9,000 SOFA. REGENCE PERIOD, WITH YELLOW POINT
Reproduced from an advertisement in Arts & Decoration

Marketing The Exclusive

YOU will find advertised in a current number of Arts & Decoration:

- one pair of small candlesticks at \$1,200;
- a sofa at \$500 and another at \$9,000;
- a mantle piece at \$3,000;
- a tapestry at \$350 and also one at \$17,000;
- painting at \$12,000 and another at \$125,000.

Page after page advertising the costliest merchandise that enters into fine homes—furniture, rugs, tapestries, wall-hangings, paintings and related accessories—show the power and influence of Arts & Decoration in selling these things.

The character of this advertising is an index to the wealth and position of the readers of Arts & Decoration.

For nine years some of its advertisers have used every issue to help sell their merchandise.

The significant thing is not the price of the articles advertised in Arts & Decoration, but the proven capacity of the magazine to establish selling contacts with those able and willing to pay these prices to gratify their love of beauty and luxury.

Whether the merchandise is for the equipment of America's most luxurious homes, or enters into any part of the activities of their occupants, Arts & Decoration offers one of the most certain methods for delivering your message to those of position and wealth.

In the past six months the circulation of Arts & Decoration has trebled, and its advertising volume increased six-fold

ARTS & DECORATION

Published by

The Joseph A. Judd Publishing Company

Incorporated

25 WEST 43d STREET, NEW YORK CITY

ADVERTISING & SELLING

The National Weekly of Modern Merchandising—Established 1891

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Calendar of Coming Events

June 6-10—Sixteenth Annual Convention of the Associated Advertising Clubs of the World, Indianapolis.	June 18—Meeting of the Folding Box Manufacturers National Association, Hotel Traymore, Atlantic City.
June 6-10—Annual Convention, Association of North American Directory Publishers, Indianapolis, Ind.	June 20-25—International Association of Rotary Clubs Convention, Atlantic City.
June 7-12—Annual Convention, National Association Sheet Metal Contractors, Peoria, Ill.	June 21-26—Annual Convention, National Fertilizer Association, The Greenbrier, White Sulphur Springs, W. Va.
June 12-15—Semi-annual Meeting, Association of National Advertisers, Bedford Springs, Pa.	July 12-16—Annual Convention Poster Advertising Association, Hotel Statler, St. Louis, Mo.

McIntock Joins Reuter Agency

Frederick S. McIntock, recently with Gornay, Inc., has joined the staff of the Reuter Advertising Agency, New York.

Quincy "Journal" Consolidated with "Whig"

On June 1, the Quincy, Ill., *Journal* was sold to the Quincy *Whig* for \$150,000. Under the name of the Quincy *Journal-Whig*, the paper will be issued every evening except Sunday and every morning except Monday. Lindsay Brothers, who purchased the newspaper from John R. Wheeler, are the owners of Decatur, Ill., *Herald*, also.

Hirsch Becomes Promotion Manager for Landay Bros.

Louis J. Hirsch has resigned from the advertising managership of Bloomingdale Bros., New York, to take charge of advertising and sales promotion work of Landay Bros. chain of piano and Victrola stores.

Prior to coming to Bloomingdale Mr. Hirsch was assistant advertising manager of Gimbel Bros., New York, and advertising manager of Park & Tilford.

Old Advertising Brings a \$17,000 Order

To a small 56 line advertisement, inserted in a technical magazine several years ago, the Ottawa Manufacturing Co., Ottawa, Kansas, manufacturers of drag saws for cutting up timber and wood, now trace directly a \$17,000 export order, "cash with order or bank credit guaranteed." This case is an interesting example of the power of advertising, and more proof that it lives on long after its insertion.

New York Convention Delegation Numbers 150

New York advertising men and women to the number of over 150 are scheduled to leave on special train over the New York Central at 4.30 P. M. Saturday, June 5th, to attend the Convention of the Associated Advertising Clubs of the World, Indianapolis, June 6th to 10th.

Dan A. Carrell, chairman of the "Onto-Indianapolis" Committee, says this is the largest delegation of New York advertising people that has ever attended a convention of the Associated Advertising Clubs. The special train will comprise two dining cars, an observation car, and seven Pullman sleeping cars. Special entertainment will be provided for the party en route.

The New York delegation will be quartered at the Hotel Claypool, Convention Headquarters.

Touzalin Gets Forge Account

C. H. Touzalin Co., Chicago, has secured the account of the John Obenberger Forge Co., West Allis, Wis. The company formerly placed its advertising direct.

Critchfield Has Russell Milling Account

Critchfield & Co., Chicago, has obtained the account of the Russell Milling Co., Minneapolis.

Overall Account With Potts-Turnbull

The Miller Manufacturing Co., Kansas City, Mo., has appointed the Potts-Turnbull agency in that city as their advertising representative.