

# ADVERTISING & SELLING

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## Is Your "Live" Copy Dead Language to the Average Man?

It May Look Good to You and Go High Over Two-Thirds of Its Readers' Heads, Psychologist Says

By DR. ARTHUR I. GATES

Assistant Professor of Psychology, Columbia University

**C**COURSES in our schools and colleges which aim to equip men as advertising writers, layout men, and the like, give attention primarily to the mechanics or technique of preparing advertisements. Such courses nearly always include instruction in layout, the technical principles underlying balance and proportion, symmetry, decorative and symbolic borders, choice of type, the effective use of English, the influence of size, of color, of position, of reception and the like. And advertising men seem to be primarily interested in the technique of the art.

### GETTING REACTIONS

They are interested in producing technically perfected advertisements which meet certain standards of approved color combination, blend of type, balance, decoration and artistic language. Advertising writers strive for fine phrasing and diction. Now it may often happen that excellent products from the artistic and literary point of view, advertisements which satisfy the man of superior culture and taste, do not sell goods. At any rate, there are considerations over and above matters of technique which in my opinion are of first importance in constructing advertisements.

### WHO READS YOUR "COPY"?

We need to know something about the man who faces the advertise-

ment. How does he react to the advertisement? Do all men respond the same? Does, for example, the "average man" react as does the college graduate? We ought, in a word, to consider the advertisement not merely as a finished product of artistic perfection, but merely as a tool or means to secure certain simple reactions from men and women, and eventually it is the reaction that

that other people act, think and feel about things as we do. Advertisements are more often written, I fear, to satisfy the judgment of a skilled advertising man or to satisfy certain technical rules and principles than to really produce a desired reaction from the general public.

How are we to determine the actual effect which an advertisement has on, say, an average man? and how determine what features of the advertisement, such as the color combination, the illustration, balance, the heading, or the copy were really responsible for it. Most advertisements are a mixture of good and bad features. The advertising man often gets objective data on the effect of the advertisement as a whole by counting the coupons that are filled out, articles sold, inquiries made, and the like. But this does not enable him to tell which were the details or features that were effective and which ones, if any, were deleterious. He must, as a general rule rely

upon his own observations and reflections. It is of this subjective judgment, even in the case of expert performers, that psychology has taught us to be singularly dubious, and concerning this I should like to say much but have time to say only a little.

### HOW ARE RESULTS OBTAINED?

I should like very much to convince you that it is a matter of common knowledge in psychology

### This Thing, Psychology

**A**DVERTISING that does not embody the elements of psychological appeal, it is all but needless to say, cannot, and never could, put across its message to the public.

Psychology always has been the prime factor in advertising success, whether we knew it as such and so styled it or not.

Like much of the work done in advertising, the employment of psychology at first was without definite and fixed policy or method. To-day, when all that is being done in advertising and selling is upon scientific lines, the factor is admitted and given a name and the name is not scoffed at.

The writer of this article, which embodies the text of his address before the convention of the Associated Advertising Clubs of the World, is an eminent psychologist and he endeavors to apply that science directly to the business in hand. THE EDITOR.

shall most concern us.

It is this that I feel is largely neglected by a great many even eminent advertising men. Either it is neglect or else their judgment about it is imperfect. I expect that too often the advertising writer tests his product by his own highly specialized reaction. If it looks good to him, the advertisement is considered good. This is the commonest of all individual errors — to imagine

that it is one thing to be able to do a thing and quite another matter to be able to discover how you did it. It is one thing to write a good advertisement, or play a violin, or judge character, and quite a different thing to tell how you did it. In the psychological laboratory one of our first accomplishments is to show the student that he may often arrive at a result but arrive at it in a fashion entirely different from what he himself believes. Take such a matter of judging the distance of an object. Which of two objects is farther away? Now, no man who has not studied scientifically this matter can begin to describe this process although he may be an excellent judge of distance.

#### WHAT SCIENCE SHOWS

No man ever discovers that when he is looking at a man twenty feet away, there are actually present in the retinas of his eyes a single image of this man, but a double image of all objects nearer, those objects on the right side being seen as if actually on the left of the man at whom we are looking, and those on the left being seen as if on the right of the individual. All objects farther away than the man at whom we are looking are seen double but in uncrossed image, i. e., objects on the right are seen as on the right. Another sample—in reading a line in a newspaper or in following the circumference of a circle the eyes do not move smoothly and do not see "while in motion." The eye proceeds with very irregular and speedy movements interspersed with abrupt stops which vary in duration from 150 to five or six thousandths of a second. The eye takes a series of snapshot photographs.

Illustrations of this sort could be made by the dozens and all would prove the fact that we often do a thing with little or no knowledge as to how we did it. People lacking certain scientific training have time and again fallen into such errors and unfortunately occasionally make capital of it. I have in mind, for example, a system of judging traits of character such as initiative, perseverance, honesty, intelligence, or more general functions such as salesmanship ability or executive ability, or literary ability on the basis of color of the hair, profile of the nose, shortness or the prominence of the chin, the distance between the eyes or bumps of the head, and the like. Now it often happens that the people who advocate such systems are entirely honest people and are also very good

judges of vocational or character traits.

The trouble is that they do not do as they think they do, and when we pin them down by scientific procedure their systems fall flat. What they do usually is to judge by the person's physique, by the English he uses, by the jobs he has held, by his social habits, and the like.

We are generally fond of giving reasons for things we do, of saying that "from my experience" I know that such and such was the reason. Psychology teaches us to be extremely skeptical of all such judgments. We are free enough to admit that the individual can write a good advertisement. We will not take his explanation for it unless it can be demonstrated in something which approximates a scientific procedure.

The scientific method practically disregards the opinion of any individual but proceeds by so objectively arranged situations that the actual working of the different factors can be objectively measured. I will give briefly just one sample of such a procedure. Professor Warner Brown, at the University of California, arranged a test for certain features of street car advertisements. He took 68 cards which were carefully selected, placed them in an exposure apparatus which was placed in the same manner as the card is situated in the ordinary car, and exposed the cards for about five seconds each. The subject at the moment of exposure spoke into a dictaphone, which was connected with the time-working apparatus, the first thoughts that came into his head. Later on the subjects were asked to describe their emotion and their subsequent ideas. At an interval of about twenty-four hours or so, the subjects were asked to tell all they could about the cards that were thus exposed. A large number of college students, men of high native intelligence, acted as subjects.

Now, the different features were so controlled that it was possible to get a measure of the effectiveness of different details, and I shall cite here summarily a few of these.

The subject noticed pictures quicker and for a longer time than words. They noticed the medium-sized words as well as or better than large words. They were much more likely to notice a heading if it contained very few words or no unusual or long words than if it was long and complicated. They noticed familiar short words and remem-

bered them better than long and unfamiliar words. They were much more likely to notice a copy if it was very brief and were quite likely to disregard a large amount of copy altogether.

It was noticed that women noticed better and remembered longer advertisements containing illustrations of a well-dressed man in a popular brand of collars, whereas men were more attentive than women to illustrations of hosiery. But it is not my purpose to summarize such experimental findings. My purpose is rather to give you this one caution concerning your own judgment and to try to tell you a few things about the makeup of men who face advertisements.

#### INDIVIDUAL DIFFERENCES

The psychologist often thinks of a man as a large group of mechanisms which react to a stimulus. An advertisement may be considered as such a stimulus. The man responds by certain movements, by certain emotions, under which we would include feelings, wishes, desires, longings, and finally by certain thoughts or ideas, memories, and the like. So far as advertising is concerned we are, of course, almost wholly interested in the emotional and the intellectual reaction. How does the advertisement make a man feel? How does it affect his feelings, his desires, and how does it make him think? What are his thoughts and memories?

My chief point will be this: That while the emotional reactions of the average man are much like those of superior men, such as the men who write advertisements, their intellectual reactions, their thoughts and ideas are very, very different.

I must begin by giving you a bit of information concerning a division of psychology which is called "individual differences." We all know that people differ in their human traits, but the degree of these differences among people are different for different traits.

First, physical traits. If we take one thousand women, we will find that the shortest one will be about 55 inches tall and the tallest about 70 inches. Now the tallest is not nearly twice as tall as the shortest. If we take the chest measure of American soldiers we will find variations from 32 to 49 inches. Now all such traits fall into what is called the normal curve of distribution. That is, differences of very small amount exist, and most people are found around the average

(Continued on page 28)

# An Orphan Who Sold Himself Into the Family

The Carbon and Ribbon Department of the Ault & Wiborg Company "Just Grewed" — And Then Along Came the National Advertising Campaign

By R. S. MOORE

Manager, Carbon & Ribbon Department, The Ault & Wiborg Co.

**T**HE STORY of The Ault & Wiborg Company's advertising of Carbons and Ribbons is a story of an orphan child who sold himself into the family.

The Ault & Wiborg Company was established in 1878 for the manufacture of printing inks. From a very modest beginning, the business grew and expanded by leaps and bounds, among the many other factors responsible being the introduction of the use of carbon black made from natural gas in the place of lamp black, and coal tar dye pigments in the place of the old earth colors.

The Ault & Wiborg Company were among the first to realize that the ink industry, dependent as it had been upon the rule of thumb, could not hope to expand and succeed without the guiding hand of science, especially that of chemistry. With this idea in view, a celebrated Parisian chemist, M. Millichaux, was engaged and all manufacturing operations were guided and controlled chemically.

## SATISFYING AN OLD DEMAND

It soon became manifest that inks chemically controlled were more dependable and trustworthy, and a new standard of quality came into being.

Gradually, with the growth of the business, the demand for better ingredients led The Ault & Wiborg Company to manufacture its own pigments and varnishes, and the company expanded into the manufacture of dry colors, dyes and chemicals. It was in 1906 that a rather insignificant complaint, at least, we so regarded it at that time, led to the establishment of our ribbon and carbon division.

This was before the time of the facsimile letter printing machine, using wide ribbons in printing letters, to be filled in on the typewriter. Form letters of all kinds were then printed on various printing presses, the typewriter effect being secured by printing through silk. The printers of those form letters had a great deal of trouble in securing good matches between the form letter and the typewritten fill-in, through the fact that the typewriter ribbon manufacturer had no

particular necessity of keeping typewriter ribbons in a given shade. A printer would buy several typewriter ribbons one day, and get a pound of ink to match up those ribbons, and would get fairly satisfactory results. Two or three weeks later he would print more letters with that ink, and upon securing additional typewriter ribbons, would very likely find that the shade of color in the last ribbons secured were entirely different from those previously purchased. The complaint in question was a letter from a firm, asking us as to whether it would be possible to ink several typewriter ribbons, with the same ink that they were using in printing their form letters, so that there might be a more even match between the part filled in and the body of the letter. This we undertook to do, and after considerable experimenting, we were able to offer inks with which to print form letters and typewriter ribbons to match, which were identical in shade, and which when properly handled, turned out splendid-looking form letters.

## CREATING A NEW DEMAND

In line with the policy of The Ault & Wiborg Company, a special department was made to handle this particular branch of our business, in order that the best possible service might be furnished our customers. Inasmuch as there was a real need for these goods, this department grew in a small way, right from the start.

After a very short time, it became apparent that even though we sold all the typewriter ribbons used for filling-in work on form letters, we would have but a very small business in the way of typewriter ribbons. We realized that goods of this kind on the market were not at the time made with any special idea as to maintaining a uniform shade, and it appeared that many manufacturers were not paying any particular attention to uniformity in the ribbons that were being sold.

Realizing that there was a considerable market for goods of this type, properly and uniformly made, we put the development of these ribbons in charge of a trained chemist and the manufacture of ribbons was

placed on a scientific basis. Concerns, then, that were supplied with these chemically controlled ribbons soon found that they lasted longer and gave better type impressions, and we soon found that we were producing ribbons which we felt were superior to those on the market.

The typewriter ribbon business is highly competitive, and it then became our job to convince dealers and users of ribbons that we actually did have something exceptional worth trying.

Several salesmen were assigned to the typewriter ribbon department and after a great deal of hard work in breaking into the market, we found that our business in this line was increasing satisfactorily, and we started to make a number of connections with established dealers in various cities, to handle our line of these goods.

## THE SILK RIBBON COMES IN

In the third year after starting the manufacture of typewriter ribbons, we went into the carbon paper manufacturing business, as these sold well together, and ribbon purchasers were very willing to look into carbon papers.

Sales in the ribbon and carbon division increased satisfactorily year after year, but insofar as systematic advertising was concerned, the growth of this department was more or less similar to that of Topsy, who "just grewed."

In the Fall of 1917 we were approached by the inventor of a silk typewriting ribbon, who claimed for this fabric that it would outlast two or three ordinary cotton ribbons, and that it allowed type impressions which were so fine as to approximate the lines of engraving. Numerous tests were made in our laboratory, as to the durability of this fabric under the stress to which it would be subjected on the typewriter, and to learn whether it would hold ink satisfactorily. The result was that we closed a contract with the owner by which we became the sole licensee to manufacture and sell silk ribbons, under their patents, and started to manufacture these silk ribbons early in 1918.

The ribbon was first introduced

in some of the largest banks in the country, and met generally with enthusiastic reception. The market for the ribbon, however, remained limited, as it was necessary to charge twice as much for the silk ribbon as for the best grade of cotton ribbon, and buyers were dubious about adopting such a seemingly expensive product.

Sometime in February, 1919, one of our salesmen dropped into the office of a large advertising agency, which had been experimenting with the silk ribbon, simply as a means to obtaining better results in their letters. The ribbon had been enthusiastically accepted, not only by the stenographers, but by the executives of the company, who admired the superior character of work which it allowed.

WHY NOT ADVERTISE?

Simply by chance, the office buyer inquired why such a marked improvement in ribbon making was not advertised to the general public. The salesman caught the spark at once, inasmuch as, though he was already selling several large corporations in the city direct, he had not been successful in persuading any local dealers to stock the ribbon.

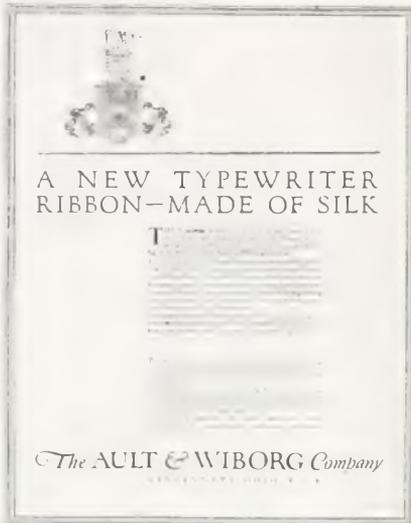
A conference at our Cincinnati factory followed, attended by our president, L. A. Ault, other officials of the company, including the manager of our ribbon and carbon division, and representatives of the advertising agency.

It was decided that the agency should make an investigation among dealers and users of all kinds of ribbons and carbons, to establish a basis for a campaign.

This investigation covered jobbers, dealers and buyers in establishments, both large and small. Sometimes a stenographer was the buyer, in which case, she was the one interviewed.

The investigation established so definitely that there was a real need for education in the buying of ribbons and carbons not on a price basis, but on a performance basis that the outline of the campaign was clearly indicated.

*The Saturday Evening Post* was selected as the medium to carry our message. The first page which appeared June 28 announced: "A New Typewriter Ribbon—Made of Silk." This was followed on July 26 by a page on the carbon paper department, which featured:



This page started the ribbon campaign

Carbon Paper Notable for Its Longer Life." The August 23 page was aimed direct at the stenographer who, it was found in the investigation, can either make or unmake a ribbon or carbon and this advertisement was headed, "Stenographers Know this Ribbon of Silk is Superior."

The page of September 27 was aimed at the buyer, and endeavored to take carbon paper

out of the price class and place it in the performance class. The page of November 1 featured "The Typewriter Ribbon of Silk—That Lasts Longer."

Other pages are planned to follow at monthly intervals.

THE DECISION FOR FULL PAGES

The decision to use only full pages was arrived at by a consideration of the force necessary to implant a new idea in the mind of the public, and with the principle in mind that "If a whisper is worth \$5.00 a shout is worth \$5,000."

Further, our agency found, through the investigation, that a number of dealers handling ribbons and carbons which were or had been advertised through the use of smaller space, were not conscious of what was or had been doing; that it would be valuable (not only from the standpoint of the pressure that these pages would bring to bear upon the dealers through the public, but from the standpoint of merchandising these pages to dealers) to use full pages. We appreciated the fact that ad-

vertising is more or less cumulative and realized that probably exceptional results could not be accomplished with comparatively few advertisements. We felt, however, that the advertising feature was worth trying out, with the idea of determining after a time, whether this particular line of business could stand the expense of national advertising.

Our copy was not built to produce inquiries and the character of most of the inquiries which have come to us from this advertising have been of the sort to convince us that this policy was well chosen, for these inquiries have been from "the bush league sections of the country" and asked for samples of our ribbons, or enclosed an insufficient sum with which to purchase one. Neither did we openly state in our national advertising that we wanted new dealers, choosing rather to create the impression that, as we stated in the copy, "Ault & Wiborg ribbons and carbons are on sale at most good office supply dealers and stationers."

MERCHANDISING THE SPREADS

Nevertheless, the advertising in the first four months brought us a total of around one hundred new dealers. Some of them in very strategic points of the country in which it had been hitherto impossible to obtain representation.

An instance of this is shown in the territory of the salesman previously mentioned in this article,



A typical "Quality" carbon paper page

who had been unable to obtain a single desirable dealer in a certain large city in the Middle West. Following the appearance of the advertising, and by persistent calls of the salesman armed with a portfolio of advertising, and undoubtedly by outside calls, created by the advertising we now have six dealers in this city. Two of these dealers opened their rela-

tions with us by installing a full window display of our products.

We merchandise each advertisement a week before it appears among practically 8,000 office supply dealers and stationers in the United States. A proof of the advertise-

ment is accompanied by a letter. Electrotypes of newspaper advertisements are furnished free to dealers who guaranteed to use them, and we have had many calls for this service.

Our volume of sales with dealers already established has shown considerable impetus.

We are very hopeful that the advertising already planned will prove

so effective that it may be employed as a continued force in marketing our various products.

Anyhow, the orphan has sold himself into the family.

## Values of Colors in Advertising

The Affective Properties of Solids, Tints and Shades Explained in Their Several Aspects to Show the Reactions to Be Expected

By M. LUCKIESH

**A**BSOLUTE color preference, as has been shown, is capable of scientific determination and analysis. In such studies of the innate appeal of colors the problem is not rendered complex by associations and past experiences. Individuals may be considered to react in the same general manner if they are capable of eliminating the influences of such factors as past experiences, associations, habit, superstition, and symbolism. The study of the affective values of colors is quite the opposite, for here are encountered all the complexities due to the conspicuous differences among individuals, because each has acquired so many and so varied emotional and sentimental attitudes toward various colors.

### EXPERIENCE GUIDES REACTION

Individual experience and temperament are very important factors which are responsible for variations among individuals. However, if viewed in a broad manner, a general consistency is usually perceptible in psychological experiments with colors provided sufficiently large groups of subjects are used. One individual may have some disgusting or sorrowful experience with which a certain color remains associated in his mind. His attitude toward this color will be quite different than that of a person who has had an experience quite opposed to his. Unless some powerful influence is superposed the different reactions of the two persons toward the same color will be confusing. In order to iron out these strongly individualistic reactions it is necessary to use a sufficiently large group of subjects in any experiments pertaining to the affective value of color.

Colors and their combinations may be agreeable, cheerful, stimulating, neutral, tranquilizing, depressing, warm, cold, stern, stately, weak, or impressive. These are factors which may well be considered in color schemes for advertising copy. With a little practice and a careful discrimination of the shades of mean-

### Values of Colors

**F**REQUENTLY it is unnecessary to calculate to an exactness the affective values of colors employed in advertising. When general effects only are to be considered, when high visibility is the first essential, as in outdoor display, it may not be important that the physiological aspects of color be understood.

But with the growth of the use of color in all advertising, as indicated not only in the spread of the outdoor field but in the ever expanding color sections of the publications, it is vital that every advertiser know the hows and whys of what he is doing. Such information, it may be considered, is in a sense insurance against mistakes of a costly nature.

This article on color is one of a series by an authority, M. Luckiesh, written especially for ADVERTISING & SELLING.

—THE EDITOR.

ing of words employed, any intelligent individual may analyze his own reactions toward different colors. A typical case might be as follows:

Crimson—vague impressions of passion or blood.

Exciting or over-stimulating.

Orange—hot, irritating, even suffocating.

Orange-yellow—warm, glowing, lively.

Yellow—joyous, gay, merry. Or upon the entrance of another association, it may be sickly and disgusting.

Green—peaceful, neutral.

Blue—sedate, sober, cool, tranquil.

Violet—stern, gloomy, melancholy.

Purple—stately, pompous, impressive.

### IN DIFFERING ASPECTS

In any study of the affective value of color it is well to recognize the various types of answers given by the subjects; that is, the general channels through which colors impress human beings. The important aspects are as follows:

(1) Objective Aspect: The purely physical characteristics of colors, such as brightness, saturation, delicacy, fadedness, muddiness, irregularity, may be the basis of their appeal or lack of appeal.

(2) Physiological Aspect: Colors may affect observers physiologically. They may be agreeable, unpleasant, sickening, etc.

(3) Associative Aspect: This represents the suggestive powers of colors and the associations aroused will indicate consistency for a large group of persons. Of course, there will be exceptional associations peculiar to an individual's exceptional past experience with the color.

(4) Character Aspect: This includes the self-expression of a color which in the case of a human being corresponds to his character, mood, or temperament. This is a complex group which is very important. It is the field that has barely been invaded by explorers. The effects of colors in this direction are free from personal factors, accidental memories, and irrational associations. This is the emotional side of the impressiveness and expressiveness of colors and this form of color appreciation is of the highest rank esthetically.

A typical experiment by N. A. Wells on the affective value of color borrowed from "The Language of Color" will illustrate certain affective values of colors. A large group of subjects of both sexes was chosen and twelve different colors were presented to the group simultaneously on a large chart.

The colors were placed in their spectral order upon a gray background and a list of twenty adjectives was displayed on a blackboard. These words, though arranged in a haphazard manner, could be grouped into three classes indicating those colors which were respectively exciting, tranquilizing, and subduing. The subjects were required to write one of these adjectives (or any other that occurred to them) which expressed the feeling or mood suggested by each color. The words were to indicate why they liked or disliked the various colors. The data obtained from a group of 63 subjects (college students) about equally divided as to sex are given in Table V.

TABLE V

Total number of replies from 63 college students indicating three general influences of color

Color	Exciting	Tranquilizing	Subduing
Crimson	41	0	10
Scarlet	36	0	0
Deep orange	59	0	0
Orange-yellow	55	0	0
Yellow	53	0	0
Yellow-green	14	39	5
Green	28	34	0
Blue-green	32*	3	0
Blue	11	21	30
Violet-blue	0	17	45
Violet	0	0	54
Purple	3	1	48

## SEX VARIATIONS

The general results from this experiment are substantiated by many other researches and observations. Such data establish the affective values of colors upon a scientific foundation. The results indicate no marked sex difference but seemed to show, as some other experiments do, that the development of color perception or sensibility is more complete among women than among men. In visualizing the results it is helpful to think of the "color-circle" around three-fourths of which the spectral colors are distributed in their order, the remaining gap being filled with purples. The colors in which orange and red predominate are seen to be exciting. This influence again begins to appear in purple. It reaches its greatest strength in scarlet and deep orange and begins to decrease with the deepening of the red. The tranquilizing region extends from yellow to violet reaching a maximum for yellow-green and green. The subduing influence is confined chiefly to the violet region, but begins to appear again in the deep red. It is interesting to note the uncertainty in the replies for the middle or tranquil region of the spectral colors.

The same general effect is obtained for tints and shades although the range of tranquility increases. Likewise the range of uncertainty in the replies also increases in this region. In general, the admixture of black to pure colors (shades) reduces the exciting influence and increases the subduing influence. Naturally the range of tranquility also increases. Other experiments support these various conclusions.

The influence of suggestion is readily shown by experiment. For example, a tint or weak color might be termed "faded" or "delicate." The effect of the two opposed suggestions may be detected with the result that verbal suggestion may be said to have a decided positive effect on the judgments of observers of colors.

The various affective values of colors may be judiciously employed in advertisements. Color schemes may aid in arousing the feeling of pleasantness or unpleasantness, excitement, or tranquility, brightness or gloom, etc.

If agreeableness is to be associated with the advertised product appropriate colors may be employed in depicting the product or its use. And this effect may be augmented by that universal influence—contrast—by placing the product in a depressing environment.

## USING AFFECTIVE VALUES

Knowing the powers of colors, the advertising specialist may draw upon them to depict his products in the best cloaks of color and to emphasize these by utilizing opposed colors for the environment. Paintings possess their powers largely by virtue of the choice and distribution of brightnesses and colors.

Fatigue exerts an influence upon the affective values of colors. A momentary glimpse of a pure color may be very appealing, but when sufficient time has elapsed for associations to arise, the color may become repellent or depressing. Certain colors may be very striking and appealing, but to live with them as prominent factors in decorative schemes would be unbearable. Fatigue usually plays little part in advertising, but there are kinds of advertising in which the same copy with the same color-scheme greets the public day after day. In such cases the influence of fatigue should be considered. In the ordinary "copy" which is not studied, the momentary appeal is perhaps of greatest importance. A group of pure colors is attractive and the colors are a feast for the eyes, but to live with them constantly would be like trying to live with a brass band.

## COLORS THAT WEAR

There is some indication that violet, blue, and green "wear" better than yellow, orange and red. That is, the former group is less influenced by association and adaptation than the latter group. Associations appear to be somewhat favorable to tints and shades; but mere adaptation without the arousal of associations appears to be somewhat unfavorable to them. Too definite conclusions regarding these finer points are dangerous at the present time owing to insufficient data, but the information available indicates the general trends at least.

It is interesting to note that when

a color is agreeable we occupy the center, but when it is beautiful the color occupies the focus of attention.

## Says Government Should Use Educational Advertising

Systematic and liberal use of the advertising columns of newspapers by the government in order to bring about closer contact with the people was advocated by Edward Percy Howard, president of the New York Press Club, in an address at the Public Forum in the Church of the Ascension, Fifth avenue and Tenth street, in New York, Sunday night.

"The Health Department and the Agricultural Department should use the newspapers to spread useful information among the people," Mr. Howard said. "At present they play at this by approaching the press through the back door of free publicity, instead of commanding their space in the interest of the nation.

"The accomplishments of the Agricultural Department would read like a fairy tale if they were told to the public, but half of them are buried in Washington in official pamphlets.

"Have you ever thought what the Health Department could do by talking to the people through the newspapers?"

"The time will come when the people of this country recognize the necessity of a government department whose duty it shall be to use this vehicle of contact, the newspaper, on a business-like basis. They will see the necessity of compelling the government to put its wares in the showcase to give the people knowledge of its accomplishments or admit its impotence."

## San Francisco Raising \$750,000 to Advertise

With the slogan, "San Francisco, the Million City," the Central Bureau in San Francisco has started a drive to raise \$250,000 of the \$750,000 advertising fund it has planned to raise over a three-year period. Two weeks of intensive publicity explaining the purposes of the campaign are preceding the solicitation.

## Urges Co-Operative Milk Advertising

The only way to awaken people to the great importance of the use of milk is to advertise it. No business or industry nowadays can be successful without advertising and publicity.

A forceful example of farm product advertising is given by the California citrus fruit growers. These farmers have, through an extensive advertising campaign, been able to sell their products in the eastern markets at a great profit.

There is no reason why the same principles cannot be used in placing dairy products on the market. Farmers in a dairy community can get together and cooperatively advertise their product in an intelligent manner to the profit of themselves and their customers.—*The Cherry Circle*.

## New House Organ for National Cash Register Co.

The national Cash Register Co. has started a new internal house organ called "For Progress." The first issue tells of the organization of a personnel department which is to help improve conditions in the factory and community.

# Putting the "Go" in Advertising "Lingo"

How "Human Interest" Can Replace  
Technical Jargon in Advertising a  
Technical Product in Trade Papers

By WARD GEDNEY

**T**HE older an advertising man gets the more clearly he comes to see that in this fine, broad business of ours, in which there is always room at the top for more and more genius, there are no rules that genius—if it be truly genius—cannot safely afford to disregard and break.

Now, I have no intention of embarrassing J. Maxwell Carrere, advertising manager of the Charles A. Schieren Company, tanners and belt manufacturers of New York, by proclaiming him a genius; nor do I wish to insinuate that he is getting old. However, the facts remain both that he is one who has seen more clearly than some of his associates that the rules can be broken and that he has broken them.

## WHAT THE RULES SAY

A belting advertisement in a technical trade paper should, by all the rules, be a highly technical production—something ponderous, full of grave reasoning and weighty statistical illustration. It is something to be read by that favorite character of the popular novel the "business executive," who, forsooth, has a mind differing from that of the normal man in that he must be convinced of the merit of a product by *weight* of argument, that he worships some fetish called dignity, and that he has no convolution in that massy brain of his to take care of what a normal man cherishes as a sense of humor.

Don't you believe it for a minute. A "business executive" like any other man, is a man to be convinced by *force* of argument, not ponderosity, and if humor can contribute that force, if lightness of touch can lend that essential strength of appeal, as, paradoxically, it sometimes does, then it belongs in your advertisement, however technical be the product you are advertising, however class-restricted be the medium in which you are advertising it.

Mr. Carrere is one, and is dragged into this article because he is one, who doesn't believe it for a minute.

Early last spring, Mr. Carrere, assembling his materials for a projected six months' campaign to advertise Schieren belts in general and

Duxbak belting in particular to begin this month decided that he would back his conviction with courage and stand or fall on *human* advertising.

## USING TECHNICAL LINGO

His special preoccupation was to be with Duxbak, which, in Schieren technical lingo, is called "a first quality, genuine oak-bark-tanned leather belting, made from selected center stock, which makes it particularly adapted for hard service." This is the Schieren Company's top-grade technical product, a de luxe member of the belting fraternity. Its logical medium for advertisement, a medium in which it has been widely advertised ever since it first appeared on the market, is the technical trade paper read by the man, who buys, uses or supervises belting—such journals as *Belting, American Machinist, Iron Age, Machinery, Power, Textile World Journal, etc.* Schieren technical lingo, as I have called it, had been a familiar presence in the advertising columns of these papers for a long time.

I don't know whether Mr. Carrere ever read the section on the "Lingo Advertisement" in that prophetic critique on advertising which Herbert N. Casson laconically named "Ads and Sales" and published for a quickly appreciative world back in what we already think of as the dark ages of advertising—somewhere about 1911. I take these paragraphs from what Mr. Casson wrote of the lingo advertisement:

This is the sort that belongs in a trade paper, if it belongs anywhere. It is generally not illustrated and its copy is all shop talk—the jargon of one corporation or trade. It does not belong in any popular magazine and has no interest of any kind for the general public. It has the appearance of being written by the engineer or bookkeeper. It is always prosy, technical and packed with self-praise.

The writer of the lingo ad never thinks of his audience. His aim is to satisfy the technical expert of his own firm, apparently.

Needless to say, the lingo ad is not worth its cost—usually not one-tenth of its cost. It is a misfit. It is not really an advertisement at all, but only a mess of shop talk, hashed to the proper size by men who have no conception of the nature or function of an advertisement.

## STEERING A NEW COURSE

Now, Duxbak advertisements have never been like that. I quote merely to visualize for you the rocks that

Mr. Carrere determined to steer away from.

In March he took his helm in hand and began to steer. In April—in the first April issue of each of twenty-four trade papers read where belting is used—appeared a page of Schieren publicity that made competitors realize that the advertising manager of the Charles A. Schieren Company was steering alright. Some of them may have thought that he was steering a rudderless derelict straight out into the lost wastes of the open main of advertising.

This page was taken up almost completely with the reproduction of a black and white sketch of a factory yard scene. At one side appeared a line of men formed up in front of a pay window opening on the yard. One man was just receiving his envelope. The others behind him were pointing and laughing at a fellow workman off to the other side of the picture in the foreground—and to a duck. This man held a roll of bills in his hand. The duck, with a fat wallet in his bill appeared to be strutting with flapping wings straight out of the foreground and off the page. Up in one corner appeared the Duxbak trade mark.

That was all except a line at the bottom of the page which announced that the Charles A. Schieren Company, Inc., 30 Ferry street, New York, would pay \$50 for the best title to this illustration received on or before May 15, the title suggestion "to carry conviction and selling point."

There was a new departure for belt advertising—a startling departure from the Schieren belt advertising of four years back. Here's what it accomplished.

## WHAT THE CONTEST NETTED

It provoked the study and response, by title suggestions, of more than 1,300 readers. It attracted the attention, as statistically demonstrable from these responses, of a range of men extending up and down through the whole factory, firm members, superintendent, foreman, and machine operator all appearing on the competitor list. It enabled Mr. Carrere, through his employment of keyed addresses, to place an

## As the Forecaster Sees the Salesman's Mid-Summer Day



This fits when you can't keep your thoughts off the weather, Artist Stanley believes

effective test on the pulling power of each of the twenty-four trade papers used. Since he sent out this same advertisement in circular form, it enabled him to establish the responsiveness and kick of his mailing list. Finally, as he had announced upon running the contest picture that the winning title and the name of the winner would be published in the July issue of the trade papers it focussed the attention of readers upon Schieren advertising while the campaign to be inaugurated in June was being gotten under way and assured a real reception of the first insertions, at least, by the watchful waiters whose interest had been captured back in April. It put Schieren copy "next to reading matter" in interest value.

The contest closed May 15 with the selection of a winning title from among the upwards of 5,000 suggestions sent in by the 1,300 plus contestants. The committee on awards was composed of representatives of several of the leading trade papers, including ADVERTISING & SELLING. The name of the winner and of his \$50 suggestion will be published, as promised, in July.

Judged by the magnitude of the prize, this contest was in no degree

notable; nor do its results in inquiries and in service rendered as a medium test merit extensive mention. The point that is notable and that does merit mention is the conviction of Mr. Carrere that "business executives" are human beings; that such a technical appliance as belting can be successfully advertised in trade papers along human interest lines.

## A HUMAN INTEREST CAMPAIGN

The contest was only the opening gun—really the preliminary gun. The actual test of the worth of Mr. Carrere's conviction will come with the human interest campaign now opening.

The first insertion appearing in the trade papers this month shows how the human interest appeal can be combined with the technical appeal without any loss of dignity and with what seems incontestable gain in effect. Remembering that the Republican National Convention is held this month and the Democratic Convention a few weeks off and realizing that men's minds are preoccupied with politics, Mr. Carrere has endeavored to tie his advertising up with that preoccupation by repre-

senting the duck in the guise of a political candidate addressing from a speaker's stand a large crowd of men and women representing the industries in which belting is used. Beneath the cut appears "Our Platform." Here the technical note is struck for its "planks" are the standard Duxbak selling points. "The careful selection of hides," "only center stock used for belts," "all accessories of the same grade and quality as the belts," etc., etc. Down in the corner is a compensating touch of whimsy—what the Duck says:

I care not if it be  
Wet or dry, slow or fast!  
Hot or cold, east of the sun or west of  
the moon!  
Duxbak belting insures dependable service  
and economic maintenance.

## ENLISTING THE FILM

Further monthly advertisements of Duxbak will be handled with the same light, essentially human touch which is to characterize the entire "1920 Presidential Campaign of the Charles A. Schieren Company," as it has been entitled by Mr. Carrere. In conjunction with the trade paper and direct mail advertising, there will be a film campaign, featuring a wide distribution of industrial films

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# The

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# New York Globe

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On May 21st The Globe changed its retail price from 2 to 3 cents per copy.

This was done without agreement with other newspapers and independent of them.

The Journal had gone to 3 cents all alone several weeks previously.

The result of The Globe's action was a loss of 17 per cent. in circulation from the average of the week before the change, but only 7 per cent. below the long range, standardized average of 180,000 upon which The Globe has been selling its advertising for over a year.

The first two days at 3 cents resulted in net sales of over 168,000, with a gradual come-back since then to over 172,000, with every indication of further increase.

In going to 3 cents The Globe did so for the purpose of meeting greatly increased costs of print paper and labor, and in the full expectation that such method would in all probability reduce sales from 15 to 25 per cent.

The Globe has also given notice of an advance of 20 per cent. in advertising rates, with plain statement that rates will be reduced as prices for paper and labor return to nearer normal.

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Member  
A. B. C.

**The New York Globe**

JASON ROGERS, Publisher

172,000  
A Day

# What the Advertising Agency Believes Advertising to Be

If the Agent Does Not Take the High Place in  
Marketing Held by Doctors in Medicine and  
Engineers in Building it Is His Own Fault

By MERLE SIDENER\*

President Sidener, Van Riper Advertising Company

**I**GNORANCE is the mental law of gravity exerting an ever present influence downward. Knowledge is the counteracting influence. Just as science has found the means of overcoming the physical law of gravity so has advertising been discovered as the most potent force in counteracting ignorance.

For advertising is education.

That is what the advertising agencies believe advertising to be.

No adequate definition of advertising has been formulated but we are not concerned so much about definitions as we are about the potentiality of advertising.

The advertising agency man does not necessarily have a greater interest in the development of advertising than do others engaged in the business of advertising, but because he is required to use this great business force in all of its phases, he is compelled by economic necessity to seek to find out how best to apply this force in the extension and development of distribution.

## THE DUTY OF BROAD STUDY

We who are engaged in the advertising agency business have a great responsibility upon us to study advertising in its broader and larger aspect because others look to us for dependable advice and counsel.

Perhaps all of us are working in such intimate contact with advertising that we are failing to get a true perspective of it.

Suppose we should walk down the street this afternoon and stop in front of one of these great buildings in process of erection and there watch the men engaged in dressing blocks of stone. Suppose we should ask the first man what he was doing. He would probably reply that he was chiseling off the surface of the stone to make it smooth. Possibly the next man to whom we would direct this same question would reply "I am working eight hours a day at a wage that is not adequate, in dressing this stone." and then perhaps the third man engaged in the same occupation to whom we would put the question,

might reply, as he looked toward the growing building with pride, "I am helping to build that great building."

It is possible that we men and women in the advertising business are working so hard with advertising to produce immediate sales, that we fail to see the imposing structure of good will which the material we are working with each day ought to be helping to construct.

## ADVERTISING AND ADVERTISEMENTS

In the agency business we understand that advertising and advertisements are two different things. Advertising is a force and an advertisement is a thing, and they should not be confused.

Even though we accept the usual definition that advertising is salesmanship on paper, I am sure that so long as we think of advertising in mere terms of sales, we so minimize the character of this great business force as to make it unworthy of a real man's time in these days of unlimited opportunities.

We must be constantly extending our view and broadening our vision.

The man who is devoid of vision has no business handling advertising.

Even though the electrician may not be able to define electricity, he knows that he dare not handle it carelessly. He has always in mind the tremendous power of electricity, and even though he must string wire and ply his tools, he keeps ever in mind that the ultimate purpose of the wire and the mechanism which he is installing is to transmit and apply a comparatively unknown force to the end that light, heat and power may be created.

We may not define advertising accurately, but we know that it is a powerful force and it is dangerous if handled carelessly. Our chief business in the advertising agency field is to discover new and practical uses for advertising and we will do that if we keep our eye on the whole structure of business and are ever vigilant as to the way in which advertising can best serve business by building permanent good will.

## WHERE ADVERTISING FUNCTIONS

We recognize advertising as a factor in marketing. We must be skillful enough to apply the force of advertising to the distribution machinery in such a way as to speed up the machine without wrecking it.

The flow of distribution by gravity is not adequate to the needs of to-day. Merchandise must move more rapidly and friction must be reduced to a minimum. We recognize in advertising the power to speed up distribution, which means nothing less than rendering a service to the public by placing needed merchandise in more hands.

If advertising is education, and education is the means of dispelling ignorance, then the dissemination of business news about merchandise and service, will overcome the mental law of gravity.

Advertising as a word is not comprehensive. Most people confuse advertising and advertisements. Most people regard the printed word as advertising. Some new word needs to be coined. Marketing means the distribution of merchandise or service. Advertising means the dissemination of information about merchandise or service. Therefore, we might combine the two words and make "marketizing" mean the distribution and dissemination of merchandise and information about merchandise. We men in the advertising agency business would then become "Marketizers" instead of advertising men, for except as we combine advertising and marketing we are not living up to our possibilities.

## MUST BUILD CONFIDENCE

We know that oftentimes lawyers and bankers have more to say about the formation of marketing plans and policies than do we advertising men who have the experience and the knowledge to give such counsel. That is largely because we have not created for ourselves the prestige to which we are entitled. We have not built a sufficient confidence in us and in our business.

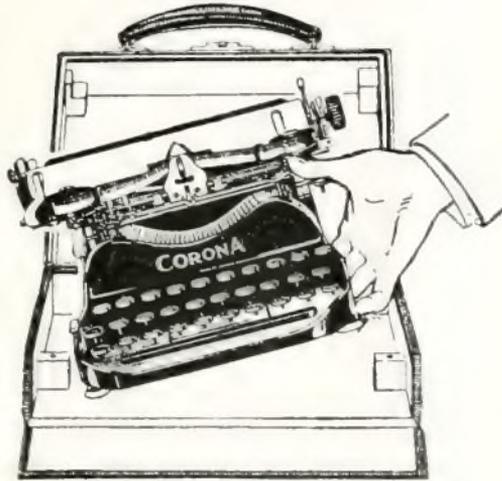
Perhaps it is because we have been so busy chipping off the surface of the advertising stone that

\* From an address before the general session of the Associated Advertising Clubs of the World Convention at Indianapolis, June 9.

# Collier's

THE NATIONAL WEEKLY

5¢ a copy



## Corona and Collier's

Collier's is again the backbone of the national advertising campaign for "The Personal Writing Machine."

## Watch Collier's

we have not been recognized as having a definite part in the building of the complete marketing structure. There are many splendid advertising agencies in this country which are actually building business. Such agencies are not devoting all their time to the writing of advertisements and the placing of them in the various media, but are studying the whole marketing plan and fitting advertising into that plan. They are proving that advertising is not an expense but an investment by showing their clients how to educate the public to a clearer recognition of the value of good will as a business asset. Such agencies are practicing advertising in its larger sense.

All of us engaged in the practice of advertising must accept our individual responsibility for improving the standards of advertising practice. Whether or not we call it a profession, we must put it on a professional plane. We may not continue to be mere workmen chiseling off the surface of the stone. We must be the architect, the engineer, the builder, who not only assumes responsibility for the preparation of the material but sees also that it is placed in the structure in correct relation to all other materials, to the end that the foundation may be sound and the superstructure may be permanent, profitable and of service to the business community.

### Estimating Film Advertising Value

Harry Levey, General Manager, Industrial and Education Department, Universal Film Mfg. Co. and President of the Screen Advertisers Association, speaking at a departmental session of the A. A. C. of W. Convention, gave his audience a highly illuminating talk on "Guaranteed Circulation with the Motion Picture Medium." Mr. Levey said in part:

"Arthur Brisbane continually states that a picture is worth a million words and quite a number of great thinkers agree with him. But, for purposes of comparison, we will become ultra-conservative, divide that by one thousand and say a picture is equivalent to a thousand words. In a one reel film there are one thousand feet. Allowing in this 800 feet of pictures with sixteen individual pictures to the foot we find in one reel 12,800 individual pictures. Each one being equal to 1,000 in a reel. Usually seven words

are allowed to a line. To keep in round figures, we get 1,800,000 lines. Even at the unusually low newspaper rate of 10 cents per line, we find one reel to be worth \$180,000 every time it is shown. Now to carry these statistics on for a comparison with the *Post* allowing 14 lines to an inch we find our film measures 128,000 inches. The *Post* carries 48 inches to the page. To further keep to round figures giving the *Post* the advantage and even considering that it is using illustrations also worth a thousand words each, we still find our one reel film is equivalent to 2,500 pages in the *Post*. At the prevailing rate, this amounts to \$15,000,000 as the worth of our film every time it is shown to an audience."

### Why Banks Should Advertise

The bank which, in the old days, would not advertise, is finding a hundred reasons for advertising today. In summing them up under the head of "Why Every Bank Should Advertise," John G. Lonsdale, President of the National Bank of Commerce of St. Louis, said in part to the Financial Advertisers' Department:

"In a former banking era, and not many years ago at that, bankers deemed advertising undignified, or unethical; but that opinion, except in isolated instances, is no longer encountered. Banks once functioned principally as depositories. Now they are financial service stations—and the increase of bank advertising has been concurrent with the growth of the service idea. The few non-advertising bankers of to-day are such because they have not been convinced that advertising for their respective institutions will pay its way and show a profit. Just why this idea should exist at all is difficult to determine. There is no bank official, I think, among the hundred thousand or so in the United States, who would question the advisability, or the *necessity* even, of advertising on the part of the merchant or manufacturer. But why not *banks* as well? The banker, too, has something to sell: It is service. Service is his stock in trade, just as truly as saws, hammers and other implements constitute the stock of the hardware merchant. And there is this additional reason for advertising on the part of the banker, as compared with the merchant

of staple articles: The modern bank offers service of many kinds which the average person *should* use, but is either unaware of the service or has not been educated to its usage. Banking is one of the oldest of all businesses, and yet the modern service banker has before him at the present time a field that is almost virgin in its possibilities."

### Meredith Advertises Agriculture Department

Referring to his object as "writing an advertisement for the Department of Agriculture," Edwin T. Meredith, Secretary of Agriculture and former president of the A. A. C. W., said in introduction to his address on "The Advertising Man's Interest in the Department of Agriculture" at the second general convention session:

"This is an advertising convention and I suppose that nobody has the right to come here and talk about anything except advertising. Therefore, I am going to write an advertisement with you as my public.

"I am going to follow the orthodox tenets of advertising—that the advertisement must attract attention, must interest, and so forth.

"When I tell you that I am advertising a service department of the United States government which deals with an \$80,000,000,000 enterprise, with a yearly business of \$25,000,000,000, I believe I will get your attention.

"When I tell you that this tremendous enterprise, by all of its output, is creating business for you, if you are disposed to avail yourselves of the opportunity, I believe you will feel compelled to take an active interest in it and support it in every way.

"The purpose of this advertisement is to sell you the United States Department of Agriculture.

"The particular title given to this advertisement by the Program Committee in the subject assigned me is "The Advertising Man's Interest in the Department of Agriculture." I have the task, therefore, of pointing out to you the points of contact between the average farmer and the every-day run of advertising in the newspapers, the farm press, the magazines."

### Joins Honig-Cooper

A. F. A. Stedem, assistant manager in the Los Angeles branch of Lord & Thomas, has resigned, and is now solicitor and plan man with Honig-Cooper Company, of San Francisco.

# The Place of the Film in Advertising

**Motion Pictures of Business Have a Clearly Defined Usefulness and Their Employment Requires Brass Tacks Judgment**

By WILLIAM C. LENGEL

Author of "Showing the Way to the Photo-Playwright"

WHEN JACK BINNS, on board the *S. S. Republic*, sent into the air the first history-making wireless "C.Q.D." he unwittingly became the father of the "business" or industrial motion picture.

It was all brought about in this way: The operator of the *S. S. Florida* picked up Mr. Binns' call for help and notified the captain, who put about his ship and raced to the rescue.

The newspapers rushed out extras and one alert motion picture company made haste to release a picture entitled "Saved by Wireless." The picture was based on advance reports of the actual story and was by no means lacking in thrills.

Once ashore Mr. Binns came to know what it meant to be a hero and that heroing had a monetary value, but, being modest and unassuming, he had little desire to be exhibited in public for profit.

Then he learned that he was supposed to be appearing in a motion picture play. Nothing whatever had been said to him about it; his consent had not been asked nor given and he became filled with righteous wrath. So righteously wrathful did he become that he brought an action for damages against the offending motion picture company.

This incident taught the manufacturers of motion pictures something of a lesson. This one particular company decided to proceed more cautiously thereafter, about violating private rights.

Just about this time the "Billiken" fad swept the country. These curious, grinning little idols stared at one from shop windows, novelty counters, office desks, library tables. The "Billiken" was the fad of the day.

Some bright mind in the organization of the motion picture concern which had committed the Jack Binns trespass, conceived the idea of weaving a picture play around the little "God of Good Luck." The idea was discussed and decided upon as a good one. Then it was ordered that permission be obtained from the manufacturers to use the "Billiken" in a picture.

This pleasant duty fell to the lot of "Jim" Somerville, a publicity man, so it is almost unnecessary to add that the order did not feaze him. He found his man and blandly put the matter up to him. The manufacturer fell in with the idea at once and said so, whereupon Mr. Somerville smiled broadly, patted himself on the back, offered the manufacturer one of his big, fat cigars and made ready to take his departure.

## THE COMMERCIAL CLIMAX

"Sa-a-y," drawled the manufacturer. "Just how are we going to figure royalties?"

"Royalties! What royalties?" said Somerville. This was a turn to the negotiation that he had not anticipated. It was not in the then existing rule book for a motion picture company to pay for privileges. And here things were coming to a pretty pass.

Sure, royalties!" affirmed the manufacturer. "Everybody is paying us royalties. These little fellows," patting a "Billiken" fondly, "are being used for all sorts of things—umbrella handles, paper weights, book-racks, decorations for desks and mantels, and — and — everything. We get so much for every one, but I don't just see how we can tell how many times you show this picture, and collect."

Remember, Somerville was a publicity man, and if he had been bowled over at this strange development, it only took him a few seconds to recover. He carelessly flicked the ash from his cigar, smiled at the manufacturer and shook his head.

"You've got it all wrong," he said. "We do not expect to pay you any money."

"No?" questioned the man.

"No!" answered Somerville. "The only thing to decide is how much you will pay us."

The manufacturer's eyes took on a glassy stare, and his lower jaw fell weakly. Somerville warmed up to his subject and painted in glowing terms the value of the advertising to be had through the picture play that had been planned. The manufacturer became groggy.

"About how much do you want?" he asked.

"Ten thousand dollars," said Somerville. "It is worth a hundred thousand."

The manufacturer gasped for air. "Can't do it," he answered.

Then they dickered and traded and when Somerville left the office he not only had what he had gone after—permission to use the Billiken in a motion picture—but in addition a check from the manufacturer in his pocket.

The motion picture, when completed, was released in the regular way, and while no different from ordinary screen plays, except for its novelty, it may be termed the first "industrial" film.

## THE BEGINNINGS OF AN INDUSTRY

Somerville's success in inducing a business concern to pay real money for film publicity opened his eyes to the development of a new angle of the motion picture. He did not see it in the light of a separate and distinct branch of the industry. At that time it appealed to him as an element to be worked in connection with the usual run of releases. The resulting pictures were treated more or less skillfully as to their nature. They began in the form of a little comedy or drama and carrying suitable scenes showing the inner workings of a packing plant or a bolt and nut works.

Many of the first so-called industrial films were in the nature of advertising "stunts." Above the prize ring when Jeffries fought Johnson for the World's Heavy Weight Championship on the Fourth of July, 1910, hung a great banner, advertising a brand of smoking tobacco. That one sign cost the tobacco company \$25,000. But it appeared in every scene of the motion pictures taken of the fight.

The idea for another "stunt" picture came about when it was discovered that in one of the weekly news films, a tobacco sign stood out prominently in the foreground scene of a railroad wreck. The picture was shown to the advertising manager for the tobacco company who readily saw its value. The film organization then made arrangements

to erect a sign board with a tobacco advertisement in all train wreck views. Of course an arrangement of this kind could not last for long.

When Rodman Law, daredevil extraordinary, no longer got any thrills in jumping from Brooklyn Bridge and balloons for motion picture fans, he cast about for something that would cause his heart to flutter with the excitement of a new sensation. He hit upon the idea of being shot into the air in a giant skyrocket. Not that he was scared for a minute, but because he wanted to see how it would work; he tried the scheme out on the dog, also the cat, to be exact. Towser and Taby, equipped with automatic parachutes were placed in specially designed rockets and shot into the air. They came to earth, too, and in no way injured.

Then Rodman Law climbed into his own personal skyrocket, a cunning little device twelve feet in length and nine feet in circumference, with a four by four piece of lumber as the stick.

Between Law and a barrel and a half of powder, (the motive force), was a five-foot layer of wet earth. The fuse, twenty feet long, was lighted; the camera man cranked his camera nervously and the spectators, at a safe distance, held their breaths.

There came a terrific explosion, but Rodman Law did not soar skyward—the rocket "busted." The picture, however, was just as interesting and more exciting because of sustained interest and suspense attending the discovery of Law, who miraculously escaped injury. Of course this highly sensational film was exhibited and attracted the interest due it.

#### AND YET THE "STUNT" SUCCEEDED

But what was it the camera man focused on? Why, a sign board advertising a well-known make of a fountain pen! It was an advertising stunt.

The tobacco company in its "roll your own" advertising campaign used the motion picture to advantage. Woven into the scenarios were real honest-to-goodness movie romances of the most obvious sort. And the services of such prominent people as Maurice Costello, Jack Barrymore, and others, were enlisted.

After a while it became apparent that the business motion picture was a thing separate and apart from the ordinary run of feature films, and the motion picture came to be used as a direct sales force.

A harmful tendency in the planning of a business motion picture is to work in what the amateur author fatuously terms "human interest." He wants to take a perfectly good and respectable industry that has gone on year after year without a touch of scandal and wish a heart throbbing love story on to it. The bright young assistant must fall in love with the daughter of the president, and marry her in the last twenty feet of film. When, in rare instances, these amateur romancers can be swerved from their purpose of dragging in a puerile and unwilling love element by the hair, they insist that there must be at least some comedy, and so why can't Jack Tilden "make-up" as Charlie Chaplin and pull some stunts to get a few laughs just to keep the audience interested? But it's generally better not to.

#### BETTER STICK TO BUSINESS

If the idea for a business motion picture originates in the mind of the head of a big organization or comes to him through one of his assistants, then the responsibility for the romance rests there primarily. It should be up to the producer to put a stop to it, quickly, but does he? The average producer of industrial movies does not. It sounds good to him, and he elaborates on the idea. The picture is hurried through just to collect the money, and of course it make a hit with the boss, who thought of it, and all the employes who are shown in it. But there the value stops. Done expertly, this method may be carried out successfully, but the average business movie is rarely done with a professional histrionic touch.

Industrial film, carefully planned and filmed, have worked out advantageously in many cases. Their value in salesmanship will be readily seen, for example, as in the case of a film showing the operation of a tractor machine exhibited before a group of town councilmen, or to a body of farmers. The picture shows what a model could not, and the actual working of the machine is much more convincing than the unspported talk of the salesman. Films of this type have been used to show the erection of skyscrapers, the publishing of magazines, the manufacture of buttonhooks and many other industrial operations.

Many business films have been produced and featured on regular programs. Some have had sufficient merit to warrant this; others have not. Just why exhibitors run these

industrial films, and whether it is fair to the movie fan to include them with the regular offerings, is another story. It is certain, however, that as the great body of motion picture goers contains high percentages of both employers and workers, and as these two classes have a lively interest in industry, as well as an interest in everyday products common in their lives, the attention getting value of a business film generally, like most other forms of advertising, may be limited largely, if not solely by the excellence of the idea and the physical accomplishment.

#### Automobile Advertising Managers Protest Ban on "Auto News"—Decide to Form Association

The attitude of New York newspaper publishers, in refusing to publish "news" or "free publicity" of the automobile world, was attacked vigorously at a meeting of advertising managers of a score of the biggest plants of Detroit and Toledo, at Detroit, June 3. A committee of six, headed by H. C. Dart, of the Paige Automobile Company, was appointed to investigate the situation and to report back at a meeting June 14. Harry T. Gardner, of the New York City Dealers' Association, reported that the change meant a big loss to auto concerns. It was also decided to form an advertising managers association with members in all of the automobile centers.

#### Church Plans National Advertising Campaign

A national advertising campaign to make better known the Swedenborgian Church was advocated this week at the general convention in the New Church, 35th street, New York.

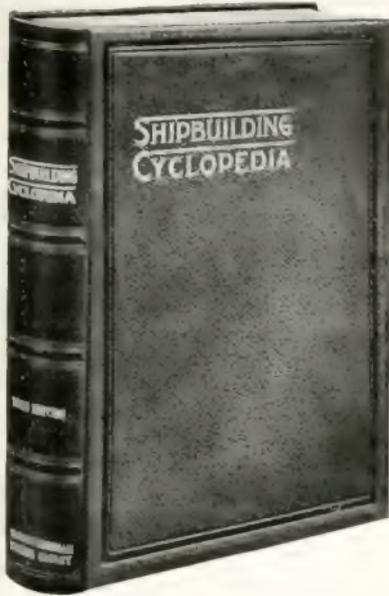
The general council was requested to appoint a special committee to make careful inquiry into the subject of coordinating the publicity work of the church and look into ways and means of organizing and financing a national advertising campaign. The Rev. John W. Stockwell, of Philadelphia, said the campaign should be national. He believed money for such a campaign would be well spent. Full page advertisements in newspapers were advocated by S. F. Hatton, Philadelphia advertising man.

#### Meyers Directs Dearborn Advertising

J. W. Meyers is now in charge of the advertising of the Dearborn Supply Co., manufacturers of "mercolized wax" and other products. J. H. Mathison was formerly advertising manager. The agencies of Roberts & MacAvineche, and Snitzler-Warner Company, of Chicago, will place the account.

#### Anderson Will Direct Army and Navy Association House Organ

Dwight S. Anderson has resigned as editor of *Tractor and Implement Topics*, to become manager of the forthcoming house organ of The Association of Army and Navy Stores, 505 Fifth avenue, New York, assuming his new duties June 14. It is expected that the first issue of the new publication will be distributed to members of the organization September 1.



# THE SHIPBUILDING UNIT of "THE HOUSE OF TRANSPORTATION"

**I**N view of the great service rendered railway officials by the "Railway Service Unit" of the Simmons-Boardman Publishing Company, what is more natural than that those who have to do with transportation by water should look to "The House of Transportation" for a service unit to meet their needs.

In answer to that demand has come the "SHIPBUILDING UNIT" of "The House of Transportation"—"Shipbuilding Cyclopaedia" and "Marine Engineering," two publications affording unequalled publicity in the marine field.

The 1920 Edition of the former publication has just been distributed to engineering and purchasing executives of companies who build and operate ships, and is full of invaluable data for determining the equipment or materials they require.

The 1921 Edition of SHIPBUILDING CYCLOPEDIA is now in preparation and the Text Section is being revised and enlarged so as to guarantee the constant use of the volume, and as the Catalog Section of this book is made an integral part of the text by the method of indexing, the insertion of a sales message in this section means the placing of your message before every man of importance here and abroad who has to do with designing and building ships.

Write us for details showing how this Cyclopaedia places your product before the Buying Power of the Shipbuilding and Ship Operating Industries.

Marine Engineering, now published by "The House of Transportation" has long been noted for its high standing. Send for a copy and let us explain our plans to still further enhance its value both to its readers, and to all who desire to reach the men who possess the buying power in the marine field.



**Get the facts on the Shipbuilding Unit—the Unit which gets results**

## SIMMONS-BOARDMAN PUBLISHING CO.

WOOLWORTH BUILDING, NEW YORK

CHICAGO

CINCINNATI

CLEVELAND

WASHINGTON

LONDON

CHARTER MEMBERS

Audit Bureau of Circulations

Associated Business Papers

Also Publishers of Locomotive Cyclopaedia, Car Builders' Cyclopaedia, Maintenance of Way Cyclopaedia (in preparation), Material Handling Cyclopaedia (in preparation), Railway Age, Railway Mechanical Engineer, Railway Electrical Engineer, Railway Signal Engineer, Railway Maintenance Engineer and The Boiler Maker.

# The Advertiser Meets the Photo Engraver

An Authority Here Shows Some of the Fundamentals  
of the Art Side of Building Good Advertising Copy

By JOHN McCARTAN

Manager of Advertising Service, Northern Engraving Company

**P**ROGRESS is the result of inventions. The invention of gun powder overthrew or at least made possible the overthrow of feudalism. The invention of steam brought about intercommunication between communities, states and nations and made our modern system of production and distribution possible. The invention of type made education democratic. These three may be called basic inventions, each in its turn changing the whole course of human life. They may be called revolutionary, or if you don't like that word, cut off their first "r" and make it respectable.

After gunpowder came other inventions of warfare. After steam came other inventions of motivity, among them the gas engine which almost started a second revolution in that field. Because of the gas engine we have automobiles, air planes, power on the farm, and a hundred other things to make life more comfortable and work more easy.

After type came other inventions of printing, among them the halftone which almost started another overthrow in that field because it has made education even more democratic and has changed or is

selling by mail and through magazines and newspapers on a large scale would be difficult.

## THE WHY OF THE DEVELOPMENT

Why has photo engraving been so important in the growth of merchandising? Because newspapers, magazines, books, catalogs and other advertising pieces are printed on typographical presses by the relief process, and photo engravings make it possible to print pictures on typographical presses.

Since photo engravings hold such a large place in the development of business it seems important that they should be better understood by the fellow who buys them and uses them. There are professional buyers who may know enough but the bulk of photo engravings are bought by the fellow who doesn't know much about them; who buys not because he wants to but because he has to; the fellow to whom buying engravings is incidental to his other duties and the advertising man of the manufacturer or merchant who is a good advertising man but has learned all he knows about photo engraving from his own experience.

The buyer of photo engravings should know enough so that he can plan his advertising with an idea of

about it that I read a number of articles but I couldn't get much out of them. Then I got to thinking that maybe advertising is a science and has fundamentals. I recalled that chemistry used to seem like a mixed up mess until I discovered it had fundamentals, and so with botany and algebra. So I started to dig into advertising to see its fundamentals and at last, when they were laid out, analyzed and classified advertising wasn't so complicated after all.

## THE "FUNDAMENTALS" CURE

There are so many kinds of illustrations and methods of reproduction and technicalities and screens and effects and combinations and different prices that I don't wonder some fellows are confused about photo engravings. But fundamentals are the best cure for confusion.

What are the fundamentals of photo engraving? From the engraver's viewpoint I would say the halftone and line negatives, because all photo engravings are made from the halftone and line negative or a combination of them. All the different kinds of drawings and photographs go through either the halftone or line negative or both and come forth into the different kinds of relief printing plates.

This question is often asked of the engraver, and it doesn't bring any discredit on the fellow who asks it either because he may know his own business thoroughly: "What will you make of this, a halftone or zinc etching?" It's a good question and I'm going to try to answer it. The answer will not, of course, cover all cases but most of them.

If the drawing, or "copy" as engravers say, is black and white (no greys) a zinc etching will be made. Pen drawings, ross board drawings, crayon drawings, prints of type compositions and such subjects can be reproduced with zinc etchings.

Instead of saying black we should say any color that has photographic value. If pen drawings were made with red ink they would reproduce because red has the same photographic value as black. If they were made in blue they would not reproduce because the camera can't see blue at all.

If the drawing or copy contains



Outline finish



Square finish



Vignette finish

changing or is destined to change the whole method of merchandising.

The halftone is the gas engine of merchandising.

It is more than a coincidence that the beginning of the modern method of merchandising and the invention of the halftone date from the same period. It is more than coincidental that in proportion as halftones have been used the volume of business has increased. It is unimportant whether halftones have made business or business made halftones—the truth is that without photo engravings,

how it is going to be reproduced and printed. He should have at least, as we say, a "fundamental knowledge."

Fundamentals are great things. I remember once upon a time advertising seemed to me like a conglomeration of billboards, newspaper pages, theories, sandwich men, magazines, results, street car cards, toy balloons, calendars, return cards, appeals, pictures, cuts, displays and a whole lot of other things. Everywhere I looked I saw advertising and I heard so many people talk



The line negative was "stripped" over the halftone negative. That's why this type is white.



This is made from combination line and halftone negatives. The type is line and the picture halftone.



The line negative was "double printed" over the halftone print. That's why this type is black.

The same picture given varying appearances by engraver's changing methods

intermediate tones then the halftone process is necessary. Wash drawings, photographs, paintings, etc. have intermediate tones and require halftone negatives for reproduction.

"Line copies" are photographed just as they are, reduced or enlarged to proper size, printed on zinc and etched and there you have a zinc etching. By using acid resisting solutions the blacks—or what is black on the drawing—is prevented from etching and therefore stands out in relief. When placed in the printing press and the ink rollers pass over the plate only that part of the plate which is in relief touches the roller and is the only part of the plate to lift ink from the roller and deposit it on the paper, the only part that prints. Of course you all know this, but fundamentals are fundamentals.

#### THE SCREEN PROCESS

Halftone copies are photographed through a screen. This screen is a double plate glass ruled with diagonal lines running in both directions. These screens break the greys into dots, speaking simply, which when etched on copper are in relief. The size of the dot determines the tone value. Large dots crowding each other make the dark colors and small dots the lights and medium sized dots the greys.

In making a halftone there are at least eight distinct operations, each operation being performed by a different workman.

First—The copy is photographed after a halftone screen is placed in the camera between the lens and photographic plate. The negative resulting is composed of dots instead of continuous tones.

Second—The film is removed from the glass (photographic plate), turned over and placed on a plate glass. A number of films are put on the same piece of plate glass in order to economize on time and la-

bor. This process is called stripping.

Third—The plate glass negative, that is the plate glass on which are the films, is printed—as a photographer prints, not as a printer prints—on sensitized copper, or rather copper coated with a sensitized enamel. Pressure is used to secure proper contact and the printing frame exposed to a powerful light. Light hardens the enamel on the copper but the parts protected by the blacks in the negative remain soft and are washed off after the printing process, leaving the dots only. What remains of the enamel is then burned in and becomes acid resisting.

Fourth—The copper is etched. It is placed in a solution of chloride of iron, etched out between the dots—leaving the dots in relief. The halftone etcher then does the real work. He takes the plate and etches it "by hand." He paints certain parts with asphaltum in order to retard the chemical action. Other parts he etches lighter. The ability of this fellow and the time he applies to the plate usually determines the quality of the halftone.

Fifth—The plate is given to the finisher. The finisher is the only real engraver, because he is the only fellow in the engraving plant who does engraving. He engraves any special "tooled" effects desired. He trims the edges and picks out defects with an engraver's tool. He prepares the plate for the routing machine.

Sixth—The superfluous metal is routed away by a fast revolving tool guided by a skilled worker.

Seventh—The plate is beveled and mounted on the block.

Eighth—A proof is made on a hand press, one man or more specializing on this kind of work. Pulling proofs in an engraving house requires "make ready" similar to make ready on a typographical press. Proving or "proofing" color plates

is quite a lot of work.

Combination plates are made by removing the film from two or more negatives, "stripping" them together and etching on the same piece of metal or by tacking halftones and zinc etchings on the same block of wood. That's the process or theory in a simple way but the actual process is more complicated. The film is stripped from the original negative onto a plate glass and on this plate glass wonderful manipulations take place. The "stripper" will insert a line negative into a halftone negative or vice versa, or put two or more negatives together, cutting out and matching up the gelatinous films like a wizard of legerdemain.

#### MORE COMPLICATED WORK

The Finish—Sticking to fundamentals, there are only four ways to "finish" a halftone. "Finish" in the engravers' terminology applies to the edge of the halftone. They are square, oval or circle, outline and vignette. Square finish means the edge is square or rectangular. Oval, of course, means oval. Outline means the edge is cut or tooled away by hand to any shape except square, oval or circular. Vignette means the edge fades away or blends into nothing. There are combinations of these finishes, such as outline and vignette or square and vignette.

Double or Sur-printing—In this case two negatives are printed on the same piece of metal, one over the other, and etched together. You have seen black lettering, maybe type, on a grey halftone background, maybe the lettering running right over the illustration. That effect was produced by double printing. You've seen pure white lettering running through a halftone illustration—that effect was obtained by stripping a line negative over a halftone negative.

Color Work Multi-color plates are the same as those described ex-

(Continued on page 41)

# Employees Who Edit Their Own Magazine

How the Timken Roller Bearing Company  
Has Secured a Harmonious, Helpful and at  
the Same Time Interesting Internal Paper

By R. E. MacKENZIE

ABRAHAM LINCOLN laid down the principles upon which the "Timken Triangle," the employes' magazine of the Timken Roller Bearing Company, of Canton, Ohio, is founded. We have changed Lincoln's words just a trifle, more poignantly to fit our needs. The basis upon which we get out our internal magazine is "OF the employes, BY the employes, and FOR the employes."

What is better, after having established this policy for ourselves, we have continued to "hew to the line." We admit in the first place, that an employe's magazine is not a Bible; nor a text book, nor an Alexander Hamilton Institute Course; nor a fiction magazine. We also must assume that it is not a Chatter box; nor a collection of cartoons; nor a vehicle whereby Smith may take out a grudge he has against Jones. We must assume that a successful employes' magazine is a magazine in its truest sense, edited within the shop in which it finds itself, by the people whom it talks about, and for them; with an intent of disseminating pleasantries, personalities, interesting topics, hints for the betterment of the individual, and the company of which he is a part, and a dash of general educational and news matters.

To have some bewhiskered, bespectacled, Advertising Manager sitting behind a big black pipe on top of three or four morocco-bound volumes of "Heroes and Hero-worship," edit an employes' magazine seems to us as absurd as having the janitor step out to San Francisco to close the year's biggest contract.

## UNDER AN ADVISORY COUNCIL

In our opinion no one man can interpret correctly the thoughts, moods and desires of four thousand other men. One man's views, particularly if they are not from an inside vantage point, are bound to be cramped, crimped and crooked. It is for that reason we have no "paid editor" of the "Triangle." We have seventy paid editors each reflecting the thoughts and activities of the one small department in which he finds himself and so contributing to the gen-

eral scheme of the magazine by influencing the views of the group at the top who select and compile the data which each of the editors contributes. Let it be understood these seventy contributors are editors, not merely reporters. They can take it upon themselves to make reforms or changes in their own department. If production has been down in a certain department

that editor can do his best to correct it; if there has been an undue number of accidents in another department that editor makes it his business to find out why, and to offer a solution. If some certain masculine workman has been eating luncheon each day with some feminine workman, the editor may in a pleasantly serious manner inquire into the aptitude of the affair.



This, of course, would make for a highly departmentalized magazine if it were left in what may be termed its extreme. The seventy editors, however, get together once each month at a meeting, for dinner at the plant restaurant. They have elected a group out of themselves, called the Triangle Advisory Council. This group of seven advises and selects as to what in its opinion will best further the interests of the magazine. Grievances are brought before this committee, which acts also in the capacity of a Vigilance Committee. The general make-up of the magazine is determined in these big general conference meetings.

For example, one of the editors

may have had the idea that there was too much seriousness in the previous issue. The topic comes up for discussion. Every editor with a view upon the subject presents it, and the matter is thoroughly threshed out. The committee then formulates a more or less inflexible rule determining the space to be allotted to each of the special classes and character of news to be presented.

After a six-months' experiment along this line the status of the distribution of the available space is something like this:

A little less than half is given over to news of a purely personal or informal, jocular nature, all of this news being, as above mentioned, cov-

ered by separate departments.

About one-fourth is devoted to news of a purely educational nature, evenly apportioned to local educational matters and general educational matters. In explanation of this we may say that if there are four pages available for education, two may be given over to a non-technical, accurate, and interesting description of some important process of manufacture in our own shop; the other half may be devoted to an article such as, "How to tell a woolen cloth from a cotton cloth," or "what is a good house and what is it worth?"

HOW THE WRITERS ARE PAID

At all times big articles are contributed by department employes and heads of departments, and whether or not the contributor is an editor, he is paid for his contribution on an inch rate basis for material, both pictorial or reportorial.

The remaining space, or a little more than one-fourth of the magazine, is given over to review of plant happenings and anticipated activity. That is to say, sports, the several clubs, orchestra doings, picnics and the sort of news which is of more general interest to each of the employes than are the personal or informal items.

The question naturally arises, how successful is this system of internal magazine editing?

Perhaps a few figures can best prove this point. During the past year there has been but a slight increase or decrease in the number of employes at work in the Timken Roller Bearing Company, the figure has held pretty closely to forty-three hundred. One year ago, when the Triangle was being edited by three persons, we printed twenty-five hundred copies and had difficulty in having them taken off the shop premises; six months ago the editorial tentacles began to be pushed out and the circulation jumped from twenty-five hundred to thirty-five hundred almost over night. At the present time, or six months after the new system of editing had gone into effect, we are printing forty-six hundred Triangles and as a rule are "sold out" the day of issue.

CARING FOR FOREIGN BORN

We never find them in the waste basket, in the alley, or in the street cars, or, if we do find them either in the alley or in the street cars, there is always an interested reader directly behind them.

Assume that we have a message of importance which could come

## *A Type of the Midwest Farm Woman-*

**Her home is equipped with electricity,  
modern plumbing and heating.** ~

**She takes pride in furnishing it in an  
up-to-date manner.** ~ ~

**She, herself, dresses in the latest  
style and uses the very best of toilet  
articles and preparations.** ~ ~

**She is aided in the selection of her  
purchases by the Women's Department  
and the advertisements in her section of**

*The*  
**CAPPER FARM PRESS**  
(MEMBERS A.B.C.)  
**Arthur Capper, Publisher**  
Marco Morrow, Asst. Publisher  
**TOPEKA, KANSAS**

**Women in more than one of every three  
farm homes in the Midwest know the  
value of the Women's Departments of  
THE CAPPER FARM PRESS  
1,100,000 subscribers.**

only from the "big chief." We know, by means of our internal magazine, that it is going to reach every reader we desire to reach. At first thought this would sound like a broad statement, considering the fact the usual portion of our employes is foreign born. In conjunction with the Triangle activities we conduct a very big, complete, and intense Americanization campaign. For that reason it is easy to find half a dozen foreign born employes eager to learn and anxious to assist. Consequently they are full fledged members of the editorial staff and contribute monthly articles of interest, not only to the class which they represent, but articles which are new or so unusual that they are of immense general value to the magazine.

## Keeping Up With The Times

### A FACT A WEEK

"It so happened that it was not convenient for us to use any other Sunday newspaper but the Sunday Evening TIMES—and the results from that one ad brought home to us the value of the Sunday evening advertising opportunity that we had heretofore overlooked."

So said a big retail clothier, who had heretofore confined his Washington TIMES advertising to the daily issues.

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

At first there was, of course, a great deal of discussion as to the advisability of paying the editors and, because the question will probably arise in the minds of a great many of those planning changes in the policy of their editing staff, let us take a frank and open view of the question. A successful magazine editor must be a well-paid, well-educated, and broad-minded man. To edit successfully the magazine for four thousand employes he must have several assistants. Let us assume that these salaries amount to \$6,000 per year. For \$6,000 we have secured the services of an editorial staff which is not only biased, but which is narrow and altogether incomplete and incapable of reflecting the big view of the entire working body.

On the other hand let us divide the \$6,000 by seventy-five; this means a yearly payment to each of the seventy-five editors of \$80, or approximately \$6.50 per month. To have continuous and serious thought given to each one's contribution together with an interest in the general shaping of the broad policies of the magazine is certainly worth all of this; although at times it is not necessary to pay this much for it.

#### WOULD DROP TRAINED EDITORS

It so happens that any way one figures it, only better, broader work, can result from the method of "canning" the editor and getting a number of editors, probably to the proportion of one for every seventy-five employes. If we remember that the employe can get his religion from the Bible; his education from the newspapers and the magazines; and his fun from humorous papers, and that what he wants in his own shop paper is himself, reflected in a manner in which he has indicated that he wants it to be reflected, then we have more closely tied up each and every individual worker and have gone a long way toward attaining the end for which every internal house organ must be planned—that of co-operation.

#### Landis Joins Critchfield in New York

Reed G. Landis, who before the war was advertising manager for the Brunswick, Balke, Collendar Company of Chicago, has joined the eastern organization of Critchfield & Company with offices in New York. Mr. Landis, who was a major in the U. S. Air Service, has official credit for having destroyed twelve enemy aeroplanes. Following his discharge from the army and prior to his present connection Mr. Landis was vice-president of the Interallied Aircraft Corporation.

#### Lesan Agency Advertises "Denver Special"

The H. E. Lesan Advertising Agency is placing newspaper advertising for the Union Pacific System and Chicago and Northwestern Railroad in connection with the Denver Special, a new train recently put on between Chicago and Denver.

#### Greiner Will Head "Saturday Evening Post" Forces in Michigan

J. B. Greiner, who has been connected with the Curtis publications, will soon succeed George Hammer as the head of the *Saturday Evening Post* forces in Michigan. Mr. Hammer is leaving the *Saturday Evening Post* organization to join Theodore F. MacManus, Inc.

#### Packard Starts Export House Organ

The first issue of a new house organ, the "Packard International," is out. It is printed in English, French and Spanish, and will be circulated in practically every country on the globe. W. C. Chapman, advertising manager of the Packard Motors Export Corporation, New York, is sponsoring the new publication.

#### Potter & Wrightington Account With Hellwig

Potter & Wrightington, Boston, Mass., have placed their advertising with the E. W. Hellwig Company, New York. The Hellwig Company is also placing the advertising for the Finsbury Distillery Co., London, who have for their American agents, Walter Janvier, New York.

#### Boyce Represents "The Stars and Stripes"

W. D. Boyce Company, 500 North Dearborn street, Chicago, and 205 Metropolitan Tower, New York, are now the advertising representatives for the *Stars and Stripes*, Washington, D. C.

#### Atlanta Druggists Adopt Slogan

"Hitch up with the national advertiser" is a slogan which the retail druggists of Atlanta are said to be rapidly adopting.

#### Donald Douglas, Sales and Advertising Director

Donald Douglas, advertising manager of Perry-Dame & Co., is now director of sales and advertising of new consolidation, Perry-Dame & Co., the Standard Mail Order House of America.

#### Coolidge Agency Enlarges Quarters

The Coolidge Advertising Company, Des Moines, Iowa, has moved from 220 Davidson Building to larger quarters at 1216 Grand avenue. C. P. Mercer, who spent two years in the U. S. Air Service joined the selling staff of the Coolidge agency recently.

#### Bruce Daniels With Continental Auto Parts

Bruce Daniels, recently with the Russell M. Seeds agency in Indianapolis, and at one time advertising manager of the Prest-O-Lite Company, has become associated with the Continental Auto Parts Company, Columbus, Ind., and will represent the company on the Pacific Coast, Hawaii and the Orient.

**Graphic Arts Association Elects Officers and Will Make Survey**

John R. Demarest of the Wilson H. Lee Co., New Haven, Conn., was chosen chairman of the Graphic Arts Association at the last session of that body in Indianapolis last week. H. H. Cooke, of Wm. Green, Inc., New York, was elected vice-chairman; Fred W. Gage, Gage Printing Co., Battle Creek, Mich., treasurer, and Noble T. Praigg, United Typothetae of America, Chicago, secretary.

B. H. Isenberg, Corday & Cross Co., Cleveland, Earl Britt, Britt Printing Co., St. Louis, and Robert E. Ramsay, American Writing Paper Co., Holyoke, Mass., were selected as directors.

The association appointed a committee to make a survey of the printing industry with regard to its relationship to the production of advertising. The problems existing will be made part of the association's program of work.

**Williams Condemns Advertising Tax**

L. R. Williams, president of the American Newspaper Publishers Association, in writing to Indianapolis the appointment of members of the National Advertising Commission from the Newspaper Department said:

"By virtue of authority invested in me as president, I appoint Messrs. Webb, Baltimore; Newmeyer, New Orleans, and Carruthers, Denver, to represent the A. N. P. A. on National Advertising Commission. Advertising has come to be one of the most potent forces of modern times for promoting and stabilizing national prosperity. May the commission prevent further putting the brakes on the business of the country by exerting utmost effort in combatting fallacious proposal to tax advertising."

**Sweater Manufacturers Contemplate a National Campaign**

The National Association of Sweater and Knitted Textile Manufacturers is contemplating a campaign for the national advertising of sweaters. By advertising the comfort, warmth and service of sweaters and the fact that they cost only about one-fifth the price of an overcoat, the idea of wearing a sweater for an overcoat on week days, it is hoped, can be put over with the working man. The wearing of overcoats will be suggested for Sunday and "dress up" occasions in order not to harm the sale of cloth by the knitted cloth manufacturers who are members of the association.

**Georgia Would Advertise Sweet Potatoes Nationally**

Through a state organization to be formed along the lines of the Florida Citrus Growers' Exchange, it was decided at a meeting of prominent citizens held in Atlanta, June 8, to carry on a national advertising campaign in the interests of the Georgia sweet potato. The governor, the commissioner of agriculture, sweet potato growers and storage house men from all over the state were present. In popularizing the sweet potato throughout the North, the campaign is to be carried on in standard magazines, it is reported.

**Miss Wheat Heads Advertising Women's Conference**

Miss Mary H. Wheat, of St. Louis, was elected chairman of the Women's Advertising Conference at their meeting in Indianapolis last week. Miss Ida

Pines, Chicago, was chosen, vice-chairman, and Miss Jane J. Martin, New York, as woman member of the executive committee of the Associated Advertising Clubs of the World.

**Thomson is Alternate for Gov. Parker**

James M. Thomson, publisher of the New Orleans Item, has been made alternate at large to the National Democratic Convention at San Francisco for Governor John M. Parker, of Louisiana. As the Louisiana Legislature will be in session during the Convention, it will be impossible for Governor Parker to attend. Mr. Thomson will take his place.

**Starts in For Himself**

C. A. Taaffe, of the advertising department of the International Harvester Co. in Albany, has left the company to engage in the advertising business for himself. He is succeeded by Percy L. Stone.

**Package and Container Exhibit Postponed**

The exhibition of packages and containers which was to have been held under the auspices of the American Institute of Graphic Arts at the Bush Terminal Building, June 4 to 25, has been

postponed to a date in October to be announced later.

**Memorial Booklet for William Woodhead**

A memorial booklet to William Woodhead, containing the addresses made at the Advertising Club in New York, at the time of his death, together with a number of letters from advertising men, has just been completed by Sperry & Hutchinson Co. Miss Jane J. Martin, advertising manager, will be glad to send a copy to any one requesting it.

**Fruit Growers Have Organ**

Edited by Rolfe Whitnall, advertising manager, the Yakima Fruit Growers' Association in the state of Washington is now publishing monthly a four page bulletin called, "Big Y."

**Discontinues Space Buying Department**

Brooke, Smith & French, Detroit advertising agency, believing that circulation information such as presented by publishers' representatives, has an important bearing on merchandising, have eliminated their space buying department and have placed the work of that branch with an expanded merchandising department.



F. C. MERRILL

"Cap" Merrill became publisher of the Bay City Times-Press after he graduated from the University of Michigan, but he loved the advertising business even more than publishing. After spending some time with Lord & Thomas and McClure's Magazine, he joined my Western office and the years he has been with me have been very pleasant ones for both of us.

*Paul Block*

**The Worcester Telegram**

The TELEGRAM leads the next nearest Worcester newspaper in circulation by over 5,000 copies (proven by the A. B. C.)

The TELEGRAM during 1919 published 12,157,334 lines of advertising. It leads the next nearest Worcester paper by nearly 5,000,000 lines.

During the first four months of this year the figures show: TELEGRAM—3,644,343 lines, next Worcester paper 2,653,994 lines. It leads in local display, national display and classified. Enough said.



# *Reaching engineering equipment markets through McGraw-Hill Publications*

You can pick up a copy of any of the McGraw-Hill publications with the certainty that here is a technical journal that is **covering** its field.

Last year, for example, *Engineering News-Record* was a 3042-page library of current civil engineering and construction information — the equivalent of these ten substantial quarto volumes:

Roads and Highways.....	172 pages
Erection .....	169 pages
Railways .....	162 pages
Concrete and Concrete Construction.....	139 pages
Municipal Work .....	112 pages
General Structures .....	106 pages
Water and Waterworks.....	105 pages
Ships and Shipbuilding .....	104 pages
Hydraulics .....	90 pages
Docks and Dredging .....	61 pages

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Those figures, of course, do not include the news, the editorials, or the dozens of authoritative articles on administration, motor trucks, industrial layouts and kindred subjects which have all played their parts in rounding out the *News-Record* field-covering thoroughness.

And the other ten McGraw-Hill publications are delivering the same breadth of service in their respective fields. McGraw-Hill editors make it their business to know what their readers need — and to supply those needs.

It is natural then, that the men who read their McGraw-Hill publications from cover to cover are men who lead in their respective fields and whose opinions determine purchases. The men who buy engineering materials and equipment are engineers — and McGraw-Hill readers!

# The 11 McGraw-Hill Publications

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

McGraw-Hill Co., Inc.,

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# The Men and Women Who Make Our Mediums

WARREN G. HARDING

Publisher of the Marion, Ohio, Daily Star

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 RALPH BEVIN SMITH

WHEN the "fifteen perspiring men in a stuffy hotel room" of pre-convention prophecy had done their duty toward the dead-locked Republican convention in Chicago last week and Harding was "over" and everything was over, fifteen hundred—or was it a thousand—perspiring reporters, not including William Jennings Bryan, clamored around the Harding headquarters for some "personal stuff" about the senator from Ohio. Thereupon, one bright young publicity man dipped his fingers into the upper left vest pocket of the nominee, extracted therefrom an ink-stained printer's rule and—lo!—a campaign anecdote was born.

## CARRIES PRINTER'S RULE

Today all the world knows that the Republican nominee for the Presidency, carries a printer's rule as a luck-piece and everybody who read beyond the headlines knows that the rule once saw active service in the composing room; knows that Warren G. Harding was, is and will be—whether he will be President or not—a newspaper man.

The United States has had 27 presidents and umpty-seven candidates for the office of chief executive of the nation. Of the twenty-seven, there have been nineteen lawyers, two soldiers, one public official, one planter, three statesmen and one farmer.

Of the umpty-seven candidacies there have been, within memory, three from the newspaper field, all represented in the virile and versatile personality of the fore-mentioned, William Jennings Bryan.

Warren G. Harding, it is prophesied—and it must be remembered that the nominee has a first class prophecying department in his service—will be the first newspaper man to put on his calling cards, "Address—White House."

"Senator Harding has been a newspaper man from youth," runs the post-convention dope on the convention's tenth ballot choice. "He can set type, operate a linotype, make up forms, run a press,

get up local news, write editorials, and, last but not least, run for the presidency, which is coming to be part of a successful editor's duties."

## OWNS OHIO PAPER

Many candidates for many offices have been newspaper men at some period of their careers. Senator Harding goes them one better. He is a newspaper man, at the critical period of his career, being today the proud proprietor of a newspaper which boasts a substantial circulation in a city of 30,000 and points without ostentation to "a leased wire, a modern press, eight linotype machines, and fifty employes"—the *Star* of Marion, Ohio.

The Republican nominee "entered journalism" as they say in biographies of eminent newspaper men, at eighteen, when he became "devil" in the office of the *Mirror*, a Democratic weekly, in Marion, some nineteen miles west of Blooming Grove in Morrow County, where he was born November 2, 1865 and about nine miles west of Caledonia where he went to school, taught school and, as his boosters have not failed to tell us, played the cornet in the village band.

In 1884, he nearly departed his journalistic life when he joined the local Blaine club and appeared on the job wearing a Blaine high hat, such as was popular as an emblem among the supporters of the presidential aspirations of the grand old man from Maine. However, he "got by" with a reprimand from his Democratic boss—which failed to alter his political allegiance—and even won the financial aid of his employer in the same year in the venture of purchasing at a sheriff's sale and putting on its feet and almost defunct Marion *Star*.

## ENTERS POLITICS

Mr. Harding began his career as a publisher November 26, 1884. He soon paid off his debt and made the Marion *Star* a powerful and paying Republican organ in what became, thereupon, a Republican county. In the early 90's he carried his politi-

cal activities outside of the editor's sanctum to the stump, laid the foundations of a reputation as a campaign orator and commenced to receive mention as a possible candidate for various political offices. In 1898 he went to the Ohio State Senate, followed up his first term with a second and then shifted his desk to the lieutenant governor's office as under-study to Governor Myron T. Herrick. In 1910 Judson Harmon blocked him out of the governor's office by a 100,000 majority, but in 1914 he turned the tables upon the Democrats by carrying his printer's rule into the United States Senate on a 102,000 majority, 73,000 votes more than the next highest candidate on the ticket. In 1912 he nominated William Howard Taft at Chicago and in 1916 delivered the "keynote" speech at the Republican convention. In June, 1920, he won the party's nomination. In November, 1920—?

When he returned to Washington from the convention last Monday, Senator Harding announced to the reporters who will dog his footsteps for the next four months or the next four years, depending upon what happens at the end of the four months, that he was going to remain in the capital for just a few days and then was "going home to Marion." "Going home to Marion" means going home to the *Star* offices where on almost any day out of Senate session a big, broad-shouldered man with iron gray hair may be seen puttering—if a man of the Senator's stalwart frame may be said to putter—about the composing room or in the press room. He gets something more than the \$9 a week upon which he started out of the newspaper, today, but neither the success that increased his profits nor that which brought him fame succeeded in putting his printer's rule out of action and they "do say" out in Marion that the Senator still likes to fuss with a display advertisement or set up a headline.

## MRS. HARDING ALSO JOURNALIST

Nor is Senator Harding the only member of his immediate family who knows the "ins" and "outs" of a newspaper office. Since the Senator has no children to carry the Rooseveltian tradition of a big family into the White House the reference must be to Mrs. Harding. You're right. It is.

Being the daughter of one of the richest men in Marion and a social leader in the little city did not pre-

vent Florence Kling from becoming a practical helpmate to her hard-working journalist husband when she became Florence Kling Harding in 1891, against the wishes of her father who knew what a hard-working, seldom-reaping sower of scarce dollars the small town journalist of the early '90's was. The tradition of the town, vice the modest silence of the lady herself, tells us that Mrs. Harding became an active partner in her husband's enterprise, handled the problems of the business department while he labored at the burdens of the editorial side and once, when he was forced to go to a southern resort to convalesce from a long illness, took charge of the entire plant for three months. Tradition presents a picture of this courageous lady haranguing the newsboys at press time each early '90 afternoon and overseeing the distribution of precious copies of the *Star*—but tradition may exaggerate.

**NO LABOR TROUBLE**

The *Star* is a "union shop" and the Senator's backers make much capital of the fact that he has never had any labor trouble during his career as a publisher, quoting in that connection a letter written to T. J. Miller, secretary of the Baltimore and Ohio Local Federation of Newark, Ohio, in reply to some questions of the latter on the Senator's stand on the Cummins Railroad Bill. In this, Mr. Harding said:

"In my private pursuits as a newspaper publisher, I am an employer of organized labor, having never known a controversy and I believe most cordially in rational unionism."

If they meant this for propa-

ganda purposes they might have added that the fact that, as the *Star* has prospered, its publisher has invited his employes to become stockholders, selling them stock and permitting the dividends to accrue to help pay for it until a

quarter of the ownership of the *Star* has passed into the hands of the employes.

Is Senator Harding an up-to-date newspaper employer? The vote seems to be unanimously in the affirmative.



WARREN G. HARDING

**Hearst Buys New Home for Atlanta Press**

Following a recent conference in New York City with William Randolph Hearst, owner of the Atlanta *Georgian* and Sunday *American*, Buford Goodwin, publisher of Mr. Hearst's Atlanta paper, has purchased for \$300,000 the Kontz building on Marietta Street, in the downtown section of the city, which will be used as a permanent home by the newspaper. The building will be completely remodeled, new presses and machinery will be installed, and it will be made one of the finest newspaper plants in the South.

**Koether Promoted — Eason Becomes Hyatt Sales Manager**

B. G. Koether, vice-president of the Hyatt Roller Bearing Co. in charge of sales and advertising, has been made assistant general manager of Hyatt Division of the General Motors Corpor-

ation. Mr. Koether will devote his efforts to boosting Hyatt production at the Harrison, N. J., plant

C. M. Eason, recently general manager of the Engineering Development Company, Moline, Ill., and formerly with the Hyatt organization, has returned to the company and will take over the sales work formerly handled by Mr. Koether.

**Awards for Financial Advertising Exhibit**

The Guaranty Trust Company of New York was awarded the first prize for the best general exhibit of financial advertising, at the annual convention of the A. A. C. of W., held at Indianapolis. With this award was given the silver cup presented by Lewis E. Pierson for the best display of financial advertising. For the best single piece of literature a second prize was awarded to the National City Company, which showed a comprehensive display.

**"Illustrated Review" Will Combine July and August Issues**

Like many other periodicals the *Illustrated Review*, published by the Woman's National Publishing Co. at Atascadero, California, will combine its July and August issues into one. This enables the company to give its entire force their summer holidays all at once and save about 100,000 pounds of paper.

**Ralph Starr Butler, Advertising Manager, United States Rubber Company**

Ralph Starr Butler, for three years director of commercial research for the United States Rubber Company, has been appointed advertising manager.

Mr. Butler succeeds R. W. Ashcroft who resigned at the first of the year. Since then, R. S. Willis, general purchasing agent of the company, has been acting as advertising manager. H. V. Strawn is assistant advertising manager.

## Is Your "Live" Copy Dead Language?

(Continued from page 4)

or the middle, and that as you run up toward the extremes fewer and fewer people are found.

In the case of all physical tests—height, chest measure, girth of head, length of the forearm, and such things as bodily strength, speed of running, and the original sensitiveness of the eyes or ears, of the organism of smell, people are not tremendously different. The ratios here between greatest and least are as, say, 10 to 7 or 10 to 8.

### WHENCE THE ERROR SPRINGS

Second, fundamental instinctive capacities. When we consider such fundamental capacities as courage, tendency to anger and pugnacity, the strength of sex instincts, the amount of sleep required, the amount of food required, the desire for social approval, our desires for mastery, too boss, or to have pride, our desires for rest and leisure, our desires for social intercourse, our instincts to collect and hoard, i.e., to secure wealth, our natural parental love, our sympathies, our generosity, our cooperativeness, we find again that people differ from each other according to a symmetrical curve.

All people have very much the same emotions, desires, longings, are satisfied by very much the same kind of goods and approval. Moreover,

our interests are considerably alike. We are interested in our family, in our clothes, in our advancement, in securing rest and recreation, and so on. Now these are the things that we can usually observe in people and it is due to the fact that we have observed that the so-called average man is much like us in all these traits, that we have fallen into the very important error, namely, the belief that all people are much alike in intelligence.

During the last twenty years, and especially during the last five or six years, measurements of several millions of school children, measurements of two million men drafted into the army, and measurements of thousands of people from all walks of life have resulted in the perfection of a variety of so-called intelligence tests whose reliability is now established beyond question.

The most significant thing we have found is that people are tremendously different in intelligence. While the body and the emotions of the average man is like that of the man of the professional class, his mind operates in an extremely different fashion.

### FINDING THE "AVERAGE MAN"

The measurements are given in terms of "intelligence quotients" which means approximately the in-

tellectual or mental brightness of an individual. It is now established beyond any doubt that this degree of brightness is inherited, that it can be measured as early as four or five years, that it remains constant throughout life, that it cannot be improved by any system of education or training, and that it fixes the complexity of an intellectual task that an individual can do.

For example, an individual whose I. Q. is 60 can never do the intellectual tasks of higher than the fourth grade in grammar school no matter how long that individual may go to school. An individual whose I. Q. is 70 can just about finish the work of the fifth grade, but can do no more in school. Whereas, a child whose I. Q. is found to be 130 can probably finish under favorable conditions work of eight grades in four or five years.

The average individual has an I. Q. of 100 and his ability corresponds to the average rate at which children go through eight grades in eight years. A glance at the accompanying chart and table will show that an extremely large number of people are clustered about the middle I. Q., ranging from 95 to 105. One-third of the general population are in this group. One-third of the population have I. Q.'s of less than 95. The other third are the superior people whose I. Q.'s run from 105 upward. Observe, then, that two-thirds of the general population have an I. Q. of 105 or less, one-third of them being measured by 100, and it is of this group that I wish in particular to speak—the average person, found in larger numbers than any other people.

I shall describe now something of the intellectual capacity of the average people, and it should always be kept in mind that one-third of our total population are less intelligent than these.

The mental development of the average adult is about equivalent to that found by school children in the seventh grade. Of course many of them, especially those whose I. Q. are from 100 to 105, do complete the work of the grammar school and occasionally finish high school, but, for the most of our average people, high school work is too difficult. It has been found, for example, that of children with I. Q.'s of 95 or less who enter the first year of high school, 75 per cent fail in half or more of their subjects in the first year. Very, very few ever finish high school. The average individual and those

FOURTH OF A SERIES

## Non-Cancelable Campaigns

**THE News realizes its obligation to jobber and retailer as well as to manufacturer. It cannot therefore give its support to any campaign that is not absolutely set. Portfolios and letters of introduction, of course, cannot be furnished salesmen unless the advertising has been scheduled through a dependable source on a non-cancelable basis. The News owes that much to its many friends in the retail and jobbing trade in the Indianapolis Radius.**

## THE INDIANAPOLIS NEWS

New York Office  
DAN A. CARROLL  
Tribune Building

FRANK T. CARROLL  
Advertising Manager

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

USE NEWSPAPER ADVERTISING ON A THREE YEAR BASIS

below him has practically no chance of ever completing an up-to-date college course. The average I. Q.'s for the freshman students in Stanford University, for example, is 113.

CLASSIFYING BY "I. Q.'S"

Just a few words about the general intelligence of people from different walks of life. Most of our unskilled labor will be found with I. Q.'s ranging from 60 to something less than 90. The semi-skilled labor begins with an I. Q. of 74; some are found with I. Q.'s as high as 95. Skilled labor begins with an I. Q. of about 85 and runs up. Of policemen, or a group of applicants for police or fire department of a city in California, 95 per cent were found to have I. Q.'s of less than 100. A large number of clerks in a prominent express company, accounting clerks, C.O.D. clerks, waybill clerks, settlement clerks, chief routers, and the like, 80 per cent had I. Q.'s less than 100. The average intelligence quota of street car conductors and motor-men is 85. The average I. Q. of sales girls in certain department stores was found to be 84. The average I. Q.'s of small shop keepers and business men in small stores, managers of small draying businesses, and the like, is less than 100. On the other hand, the I. Q.'s of buyers of department stores, business men with wider investments, runs above 100. An I. Q. of at least 115 or 120 is required for even medium success in professions of medicine, law, and engineering. The average intelligence of freshmen in a university is at least 113.

The average man does not clearly understand the difference between evolution and revolution, or laziness and idleness, misery and poverty. Ordinary words such as priceless, disproportionate, tolerable, artless, depredation, frustrate, dilapidated, avarice, are words which are not understood by the average man. Now it does often happen that he reads the editorials but he reads and uses the words mechanically, not understandingly.

I cannot take time to multiply these samples. If the reader will give careful attention to the samples listed he will get some notion of the basis for my main theories, which is simply that we cannot expect the average man to be much interested in fine English, in complicated diction, and the danger of exceeding his comprehension is exceedingly great.

In the realm of information we tremendously overestimate the ca-

capacity of the average man. He can scarcely tell you, for example, the difference between a president and a king. The ordinary facts that you advertising men have picked up concerning politics, economics and sociological questions are lacking in him, first, because he does not read widely and, second, because the ideas involved are simply beyond his comprehension. Here is a test which just meets the ability of the average man. "My neighbor has been having queer visits. First a doctor came to his house; then a lawyer, then a minister. What do you think happened

there?" This involves an intellectual process which is just about the limit of the average man.

THE NEED OF SIMPLICITY

My time permits me to draw but few conclusions from these facts, but I think they will be obvious without much embellishment. First, then, we must strive for a simplification of ideas as a content of advertisements. I could pick up any newspaper or magazine and read you dozens of samples of assumed information of historical events and the like which does not exist in the average man. Secondly, we

*Nordhem Service*

POSTER ADVERTISING

**Worth thinking about**

*For Adequate Service - consult*

**IVAN B. NORDHEM COMPANY**

Phone Advertising Bureau 5-1, National Display in the United States and Canada

1201 4th Street, New York City • Lancaster, Pa. • Pittsburgh, Pa.

need a great simplification of language. The average man does not care much nor appreciate "high-flown English." Moreover, our efforts to write novel and attractive English almost invariably lead us to the use of words and phrases and a complicated sentence structure which baffles the intellect of the average man. A third matter is that we ought to cut down on the amount of verbal material in advertisements. The average man is not interested in language and verbally expressed ideas as is the superior man, and certainly he is not inter-

ested in anything like the degree that an advertising man is.

My plea is for the use of pictorial appeal, basing the appeal primarily upon the instincts and emotions, those things which make an immediate appeal to one's desires and wishes. That is a long story into which I cannot go here. If uses of an article are to be demonstrated, it should be done wherever possible by pictorial presentation.

There is much information concerning the use of clear-cut, graphic presentation, from which the advertising man might profit. One

should use very little arithmetic, very few tables of statistics. These are particularly difficult for the average man to grasp.

Finally, appeals should be directed rather to the obvious and instinctive wants and not to subtle reasoning processes, and the more perfect the appeal is the less it is involved with clever verbal devices to attract attention, the less it relies on analogy, the less it is likely to mislead the intellectual bent of the reader and generally speaking, the more effective it will be in the end.

#### Two New Accounts for Rosenberg

The Lehigh Tire and Rubber Co., Newcastle, Pa., and the Art Metal Radiator Cover Co. have placed their advertising accounts with the Irwin L. Rosenberg Company, Cunard Building, Chicago. An institutional campaign for the former concern will be carried on in magazines and newspapers. Newspapers, magazines and class publications will be used for the latter account.

George F. Rubin has been appointed art director of the Rosenberg agency, and other additions to the personnel are also being made.

#### Another Railroad Account with Kelley

The New York, Chicago & St. Louis Railroad has put its advertising under the direction of the Martin V. Kelley Co. which will handle the account through its Chicago office.

#### Berry To Be Stevens Duryea Manager

On July 1, George M. Berry will become vice-president and general manager of Stevens Duryea, Inc., Chicopee Falls, Mass. Mr. Berry, who resigned as assistant commercial manager of Willys-Overland, Inc., last week, was at one time sales manager of the old Thomas E. Jeffrey Co., now the Nash Motors Co.

#### Agency Increases Capital

Horatio Camps Advertising Agency, New York, has increased its capital from \$10,000 to \$25,000.

#### Engineering Advertisers Adourn for Summer

At the close of their meeting on Tuesday of last week, at which Louis Flader, Commissioner of the American Photo Engraving Association, gave an interesting talk on photo engraving, the Engineering Advertisers' Association, Chicago, adjourned for the months of July and August, the next regular meeting being scheduled for September 14.

#### New Officers for San Diego Advertising Club

Harry Folsom, manager of the Brunswick Drug Company, has been elected president of the San Diego Advertising Club. Leslie Mills of the Lyman-Mills Onyx and Marble Company was chosen vice-president, and the following were elected directors: Arthur Morse, Winfield Barkley, Dick Dawson, Harry Fraser, A. J. Hansen, R. Holbrook, Charles Small and Ed. Davidson, the retiring president. The new president appointed Ted Lannon club secretary.

#### Young Advertising Agency Moves

The Lloyd W. Young advertising agency of Cleveland has moved to larger quarters in the Sloan Building, 815 Prospect Avenue, having outgrown the offices at 1000 Euclid Avenue which it occupied during the past three and a half years.

#### "The Review" Now "The Weekly Review"

Because newspaper references to the New York magazine known as the *Review* have in many instances proved confusing, the publishers have changed the name of the periodical to the *Weekly Review*.

#### Getting the Wrong Kind of Attention

## Buy 'Em and Weep

EVERY time you get outside the city and a tire goes "bloody," what do you say?

We'll bet it's "No more of those cheap tires for me"—but do you stick to that when you buy again? The chances are you go back and buy some other kind at about the same price.

If you'd come to us and let us sell you a Goodyear for a few dollars more you'd have no cause to weep.

And you'd get from us a helpful service that cuts tire bills. Drive around—we're very convenient.

**JAMES A. TRAVERS CO.**

64 Brookline Ave. Tel. B. B. 8850

See Them in Our Window on  
Your Way to the Ball Game

An advertising man sends in the above advertisement from a New England newspaper as an example of "how not to write a headline." The impression that the reader gets, he says, is that if we buy Travers' tires we'll weep. It takes careful reading to see that the advertiser means the very opposite. The question to be decided here is: Can we risk letting our advertising give a wrong impression at first glance for the sake of getting attention?

#### Spends \$1,000,000 for Propaganda

The American Federation of Labor spends nearly \$1,000,000 a year in the United States for propaganda it was shown at the annual convention of that body recently held in Montreal. This amount does not include the expenditures of individual unions whose accounts total millions more, it was said.

#### California Grape Growers Organize

To develop, if possible, new markets for wine grapes, the Grape Growers' Exchange is being organized in San Francisco. The growers, according to E. M. Sheehan, former secretary of the State Viticultural Commission, have staked \$12,000,000, the value of the vintage, on the hope that the eighteenth amendment will be modified to permit the manufacture of "light" wines formerly manufactured in California.

#### Albodon Tooth Paste Account With James Agency

The advertising of Albodon Tooth Paste for the Walter-William Therapeutic Laboratories and Hamilton-Wade, Inc., New York, will hereafter be handled by the James Advertising Agency.

#### Don Francisco Head Los Angeles Club

Don Francisco, advertising director of the California Fruit Growers' Exchange, was elected president of the Advertising Club of Los Angeles at a recent meeting. Bert Butterworth, Publishers' Coast agency, was made first vice-president; A. W. Loomis, general manager, Accountants Educational Institute, second vice-president; A. Carman Smith, Smith Advertising Agency, third vice-president; and Alan T. Tarbell, general manager Keaton Tire and Rubber Company, secretary-treasurer.

The board of directors is as follows: W. L. Frost, assistant general agent, Southern California Edison Company; Grover I. Jacoby, assistant general manager Jacoby Bros.; John H. Mason, Kingsley, Mason and Collins Co.; D. G. Keeler, advertising director, Evening Herald; Ross Welch, advertising, J. W. Robinson Company, and Ray E. Nimmo, attorney.

#### Bonniwell, Advertising Director of S. W. Strauss & Company

Charles A. Bonniwell has been appointed advertising director of S. W. Strauss & Co., investment bankers in New York. Mr. Bonniwell was formerly advertising manager of Moxley Buterine

# Strengthening American Trade With China

A Discussion of Principles, Policies and Methods That May Be Followed to Build Profitable Business in Far Eastern Markets

By CLAYTON SEDGWICK COOPER

Author of "The Brazilians and Their Country," "Modernizing the Orient," etc.

OUR trade with China, like our commerce with certain other far away countries, has suffered because of wrong conceptions or perhaps from false traditional ideas which are usually hard to dislodge. I once asked a theatrical producer why he persisted in making his Chinese characters wear queues or pigtails when the Chinese men have long ago discarded these in China, also why he made Japanese men wear bright kimonos on the stage, when, as a rule, only Japanese children wear such bright colors in the Sunrise Kingdom, the men being clothed in garments of sober hues. He answered, "Why, the American public always think of Chinamen as having pigtails and the Japanese in bright-hued kimonos. They wouldn't like it, wouldn't be satisfied unless we did it on the stage, any more than the public would recognize a preacher before the footlights without a clerical waistcoat, a flat hat and carrying a prayer book."

### MISUNDERSTANDING THE EAST

In other words, custom has worked against a true understanding of foreign countries. This has been true not only on the stage, but also in our literature and often in our conversation. Foreign countries are far away in thought to the average American. The result is that when we come to the opening of the great trade routes to the Orient, as at present, we find ourselves lamentably lacking in information concerning actual conditions in the Far East. Nor have these misconceptions been dissipated greatly by our usual American travelers who have gone to the East in a band of tourists, personally conducted by one or more superficially informed American dragoons. These guides, outside of a knowledge of steamer and train schedules and certain details of port bargaining, are usually blissfully ignorant of the intent, motives, history and race characteristics of the Oriental.

To understand an Easterner requires more than a globe-trotting journey in a Cook party; it means something beyond and other than living in European hotels, or gathering up souvenirs, or talking with donkey boys or coolie servants. To un-

derstand an Easterner enough to be able to do business with him, a man must set his attention upon the history, language, customs, trade marks, together with the laws, religion, and predilections generally of a foreign nation. Such attention we have not yet given to China. Until we can really seize this truth, and take definite steps as a nation to mend our ways, we shall see our possible trade go to other countries, better equip-



This well-to-do Chinese family could use an American motor car

ped with method as well as with knowledge than we are.

### PROGRESS OF AMERICAN TRADE

Although our commerce with the Far East has made only a beginning, there has been certain notable progress especially in the port cities of China during very recent years. It is estimated that more than 70 American firms have established branches in China the last year. During the fiscal year, 1919, American merchandise to the value of \$117,000,000 was shipped to China as against \$57,000,000 in 1914. This is significant in view of the history of American trade with the Chinese in the past decade. In 1860 the United States possessed nearly as many cargo ships as Great Britain and we then controlled 47 per cent of Chinese trade; in 1914, this trade had decreased to 6½ per cent; at the end of the great war our trade with China had increased to 16 per cent. It must be remembered, however, that a certain percentage of this trade which we had China during wartime was due in part to the lack of competition on the part of European nations.

The American Chamber of Commerce in China has prepared statistics showing the volume of trade which came to America in 1918:

Articles	Value	% From United States
Automobiles	\$1,518,666	48
Cigarettes	28,612,390	47
Coffee	1,072,288	49
Cotton, raw	7,242,120	6½
Cotton, gray shirtings	12,157,359	4
Dyes; Paint and paint oil	1,205,331	13½
Electrical materials and fittings	4,930,900	20
Furniture & materials for	1,338,981	23
Iron and mild Steel:		
Bars, new	3,739,522	37
Nails and rivets	2,114,502	27
Pipes and tubes	3,444,921	64
Sheets and plates	3,619,987	48
Galvanized sheets	1,209,203	43½
Galvanized wire	1,100,906	45
Steel, bars, hoops, sheets, plates, etc.	3,094,833	58
Tinned plates	5,039,511	49½
Machinery textile	1,968,538	9
Medicines	6,105,717	5
Oil:		
Kerosene	33,690,351	35
Lubricating	2,180,351	61
Railway materials		
Paper	8,641,572	17
(excluding sleepers)	1,093,754	49½
Shoes and boots, leather	3,020,015	66½
Tobacco	6,739,182	47
Wax, paraffin	1,344,212	35

### POSSIBILITIES OF EXPANSION

It will be seen that a notable item in the above list is for electrical supplies, and when it is appreciated that there are 1,500 walled cities in China which are not furnished with electricity, gas, street railways or waterworks, the opportunity for the advancement of trade along this line is apparent. Furthermore, coal and water are plentiful in China. It has been estimated that China has enough coal in her vast reaches of territory to supply the world for one million years.

The open door for American machinery is also significant. Since the invention of the cotton gin, China's clothing has been revolutionized, while farming machinery and the use of all kinds of agricultural implements will have an increasing market as soon as our manufacturers and exporters have been able to create a market among the conservative Chinese cultivators for these western appliances.

While transportation in China is naturally slow, the country has river navigation that is important for trade, the Yangtze, for example, being navigable for ships for 600 miles to Hankow and from this city many of the railways radiate and Chinese highways find their center. It is significant to note that a company has been organized recently in the north



One American motor truck could move all of this merchandise

of Shantung to operate a fleet of 50 American motor trucks to carry produce to the seaboard.

One needs only to appreciate these vast populations numbering more than 400,000,000 closely concentrated along the rivers and coastal regions with an excellent climate, a tremendous coast line, and not to mention others—the Yangtze River, 3,200 miles long; the Yellow River, 2,600 miles long; and the West River, 1,200 miles in length—furnishing vast opportunities both for transportation and water power.

In order to make China, which is manifestly one of the greatest potential buyers among the nations, a present opportunity for the largest American trade, it is necessary that our manufacturers and exporters appreciate the definite things that China needs at present such as machinery, to develop her industries, and financial assistance such as is being rendered through certain banks, notably the Sino-American Bank. There is need of a trade policy that will be continuous regardless of political changes at home or in China, also regardless of international politics, delays, and the difficulties attendant upon experimenting in business with a foreign land. Trade with China as with other foreign nations has been too much inclined to be a tem-

porary thing to be taken up for a trial rather than entered into as a policy of the house, strongly backed by capital and able leadership.

#### LEGISLATION NEEDED

A necessity of legislation is also required to make it possible for American traders to do business in China in competition with foreign firms; it is especially needful that our laws relative to immigration be modified in such a way as to admit at least Chinese students who are

eager to come to this country to study our machines, our factories and to get technical knowledge in our schools. At present these students cannot come to us easily; the requirement of \$500 on landing being a bar in many cases and these young Chinese are looked upon as laborers by the law. No such rules keep Chinese students out of other nations. France, for example, is inviting earnestly Chinese students to come to that country to learn to use French machines and, instead of making travel to France difficult, plans are being made for cheaper rates of travel for Chinese students. Nearly 1,000 Chinese students are already in France, and it is estimated that between 5,000 and 6,000 Chinese students will pour into France within the next two or three years. The German and Japanese colleges are being avoided by the Chinese at present and it is a very opportune moment for the United States to take action that will make possible a larger influx of Chinese students into this country for the purpose of preparing themselves for Chinese industries. Such youth will carry back from this country, not only good will, but a knowledge of our scientific and mechanical appliances such as will naturally cause the Chinese to look to the United States for an industrial market. Great Britain has seen the successful result of donating machinery to Hongkong University, since it is natural for a country to follow their knowledge and acquaintance of imported products with follow-up orders.

#### FOR AN AMERICAN EXHIBIT

A suggestion has been given recently in an address before the



Activity on the native section of a Chinese city

American Manufacturers' Export Association by Commercial Attaché, Julian Arnold, of Peking, who advances a definite suggestion to American exporters seeking connection with Chinese market:

"Let us have in Shanghai," said Mr. Arnold, "an American industrial exhibit, not a permanent exhibit, not a thing that will be a dues collector, but an exhibit that will last for a period of three or four months. These people want to see our materials. It is true that our merchants in Shanghai—we have two hundred American firms in Shanghai, and two thousand Americans in the population there, and an American Chamber of Commerce there—it is true that the organizations have their showrooms and exhibit rooms and they exhibit certain American machinery and the other materials they have to sell, but that has to be duplicated around all over the place and the Chinese don't know where it is and they can't find it.

"Now, it would be well for us if we created in Shanghai an exhibition hall where we could put for a period of three or four months certain manufactured articles which would commend themselves to the Chinese today, as Shanghai is the great trading center of China, and the Chinese come from all over China down there, the same as people here come to New York, only that we find Shanghai is the Chicago and New York of China combined into one, and 60 per cent of China's import and export trade goes through Shanghai. It is a very strategic center.

"If the American Manufacturers' Export Association want to do something for their future in China, it will be a splendid thing for them if they will try to develop an exposition of American products. It probably would be well to do it with the organization in China so that if you are giving an exhibition of American toilet articles or building materials or hardware, there is somebody on the ground who can explain it to these people and who can follow up a possible order for goods and can cash in on it. We want it there for business purposes, not for academic purposes.

WHAT CHINA WANTS

"I will give you a few lines that would be very effectively exhibited in that place. There is high-class cotton goods, but our finer grades of American cotton goods will command a better market in China when there is a better selling organization there for the exploiting of the possibilities in that direction. Then certain clothing, shoes, hosiery, garters and hats and articles of that sort. Recently, the Chinese Industrial Guilds, a new organization in China, came together, and I read a Chinese paper the other day showing they wanted to know if it was possible to get American hats at less than eight dollars apiece, having them made in two or three lots and getting them cheaply enough so that they could buy them. The trouble today is that a great many firms are more or less profiteering on this exchange rate, so that it ought to be possible to get American hats for less than eight dollars.

"Then again, there is a demand in hardware, the building hardware. The Chinese are going to rebuild their cities. In Shanghai today there are new stores going up

and they are built in a modern fashion and they want American hardware and fittings and plate glass windows. Shanghai is to be rebuilt in the next few years. Already they have about ten million dollars' worth of building contracts to let. When a man puts up a building of a modern sort in China, the other man is chased into it. One of them gets started and then all the people on the street follow suit.

"In notions and toilet articles and dyes the market is open. The Chinese people don't realize that we can manufacture dyes. People have told them that we could not make dyes. It is up to us to put up an exhibition and show them we can make dyes. Then there are such things as graphophones and motor cars;

also modern plumbing materials, knitting machines, modern looms. They are putting in cotton mills and buying them faster than we can make them; grinding machines, flour mills, agricultural implements of a certain sort; a plow adapted to the Chinese conditions would be very successful. The purchasing power of the Chinese is higher than that of the Philippines. We can give the Chinese a plow which they will use largely, if we investigate and make a plow that will fit their conditions.

"There are larger possibilities in trade in modern furniture, beds and things of that sort; also tinned fruits, and clocks and watches and candies and school and laboratory apparatus. The people are

(Continued on page 36)

# A Successful Campaign



in the boy-field is the one that resultfully reaches the most boys—and more advertisers are finding out that boys are decidedly worth their advertising while.

**Over 400,000 live boys—average age 14 years—are subscribers to THE BOYS' WORLD, representing half the total available circulation of the four better-known publications in the boy-field.**

For the first five months of 1920 THE BOYS' WORLD has exceeded all past records. Its volume of advertising has practically doubled—more high-class publicity accounts and more increased schedules than ever before—as more advertisers have come to know and understand THE BOYS' WORLD, the importance of its place and the significance of its success in the boy-field.

## THE BOYS' WORLD

David C. Cook Publishing Co., Elgin, Ill.

WESLEY F. FARMLOE, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York  
 Chas. H. Shattuck, People's Gas Building, Chicago  
 Sam Dennis, Globe-Democrat Building, St. Louis

**COOK'S WEEKLY TRIO: A MILLION BOYS AND GIRLS**

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

500 000 500 000 500 000 500 000 500 000



# LESLIE'S

*Illustrated Weekly Newspaper*

Half a Million Guaranteed

THE FIRST 500,000

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

500 000 500 000 500 000 500 000 500 000

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



# ASK LESLIE'S

**F**INANCIAL and automotive advertisers recognize the highly developed reader-interest built by Leslie's financial and motor departments. The volume of advertising carried in these two fields is a most significant by-product of the information service to Leslie's 500,000 readers.

## TEN TYPICAL QUESTIONS

What kind of a bonus system can I install to get greater efficiency from my truck drivers?

Will it pay to buy adding machines for use in my wholesale hardware business?

What are the different kinds of sprinklers and how do they affect insurance rates?

Will a furnace regulator reduce my coal consumption this winter?

The masons are on strike here. How can I make a necessary addition to my factory?

Is the individual drive more economical than the larger power unit in a large machine shop?

In view of the high price of coal, should I install an oil burner under my boilers?

What is the best kind of roofing for my summer camp in Canada?

Can paint intended for interior work be used for porch floors?

Would it pay me to install my own water pump and electric lighting system at my home located ten miles from the city?

The announcement is now made that Leslie's is ready to extend the scope of this service to include the entire field of business generally—Leslie's readers are being invited to ask Leslie's for helpful information upon any business problem—office equipment, for instance, building materials, transportation systems.

The advertising profession is herewith cordially invited to avail itself also of this service. Ask Leslie's.

**FRANK L. E. GAUSS**

*Advertising Director*

225 Fifth Ave., New York

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



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

## Strengthening American Trade with the Orient

(Continued from page 33)

building their schools very rapidly and they want all appliances in that direction."

### THE TASK BEFORE US

Certain large American business concerns like the Singer Sewing Machine Company, The Standard Oil, and the American Tobacco Companies, together with a few of our American banks have penetrated somewhat into the interior cities and towns of China, but as for American trade generally having reached the vast populations pressed closely into their 4,300,000 square miles, an area 1½ times that of the United States, excluding Alaska, a population with only 6,000 miles of railway, as against our 260,000 miles, only a slight beginning has been made. It is a huge task that confronts us—the capturing of the thought as well as the trade life of this vast, conservative, superstitious, slow-moving and sensitive, frugal and industrious nation—Orientals with all the subtlety and mystery embodied in that term.

We would commend, for those particularly interested in American trade with China, the two articles appearing in the May, 1920, issue of *Asia*. One of these articles is by Prof. John Dewey, who has traveled recently in China and presents thoughtfully his reasons for the great conservatism of these people. One of the main reasons, he states to be the closely packed communities in which even a slight innovation or change is inclined to dislocate life, cause trouble, and disarrange business, for which the Chinese care more than for almost anything else: the other article is by H. K. Richardson, an engineer, who narrates concrete examples of successful American business in inland China gained from a somewhat unusual experience investigating mining and river conditions in that country.

### SHOULD TEACH CHINA ADVERTISING

Mr. Richardson speaks of the possibilities of American-Chinese business partnerships and declares that American selling methods will find the Chinese mind ready to act at present and that there is a great need in China of education along modern methods of keeping books, financial procedure, and the proper balancing of stock and choosing proper locations for business. To such causes

are attributed the fact of 70 per cent of the Chinese failures in business. The article is composed of a narration of incidents relative to Chinese shopkeepers and mechanics by one who is evidently acquainted with the detail of Chinese daily business procedure, especially from the native point of view. He shows the signs of progressiveness of the Chinese as they have followed American and European methods, the manner of displaying foreign

## CHINA

*Many regard China as a far-distant land, with an immense population, but so wanting in all that others possess as to be ready to purchase, in unlimited quantities, whatever is offered for sale; whereas what is true is this: China needs neither import nor export, and can do without foreign intercourse. A fertile soil, producing every kind of food, a climate which favors every variety of fruit, and a population which for tens of centuries has put agriculture—the productive industry which feeds and clothes—above all other occupations, China has all these and more, and foreign traders can only hope to dispose of their merchandise in proportion to the new tastes they introduce, the new wants they create, and the care they take to supply the demand.—SIR ROBERT HART.*

importations in line with western advertising methods, etc. He emphasizes the great need to teach the Chinese proper advertising methods since much of their stock is unknown to the foreign communities of the larger cities. He suggests that American manufacturers form an association to place good advertising men in the field to guide the Chinese merchant along new paths, backing up these promoters in the interior provinces with a store of goods which the Chinese merchant could buy for cash and obtain delivery in a short time.

Among the most profitable things for American to stock and sell, the author states would be goods usually sold in 5 and 10 cent stores in the United States, such as, cheap tools, shears, perfumes, soaps, and jewelry. All these remarks refer to inland Chinese cities. The mo-

tion pictures are of great use in such a campaign of education.

### SMALL INDUSTRIAL UNITS FIRST

Another American opportunity presented is the modernization of the older Chinese industries by the introduction of American machinery in the factories to make Chinese products like silk, for example, conform to the standards of the rest of the world. The author suggests that such industry should be followed along the line of the family system so strongly entrenched in China—small industrial units being formed in the control of a single clan.

The author believes that the great industries will have to be financed by foreign capital or a combination of Chinese and foreign capital—the Chinese being given a large share in the operation, since a strictly foreign corporation is looked upon with suspicion in such sections as Szechuan. He illustrates how American big business has shown the way in the establishment of the American-Chinese Bank at Peking, financed and backed by a combination of the Pacific Development Corporation interests of New York; Hayden, Stone & Company, bankers, Boston, and the Chase National Bank of New York. This is only a beginning of great things in the American-Chinese joint capitalistic development of China.

It has been my privilege to make two somewhat extended visits to China. While no one can pretend really to know the Chinese by visits of a few months duration even if these months are thoughtfully and carefully spent in investigation, one becomes convinced that these people are among the steadiest, the most intelligent and the most promising commercially of all Easterners. The Chinese are worth our study and American trade with China is worth sacrifice. It will repay all the costs to get our salemen, our representatives who are to live in China, well-grounded in the Chinese language, as do other nations, and to learn of the many differences between ways of doing business in the antipodes and the manner in which we carry it on in New York and Chicago. One trouble with our American trade in the East lies in the fact that we have tried to get our fitting and equipment for it at a bound. Infinite pains and dogged determination and perseverance are required to learn the Oriental, the motions of his spirit, and his manner of trade. As Kipling said in his notable verse regarding the Anglo-Saxon in India:

*It is not good for the Christian race  
To hurry the Aryan brown  
For the white man riles and the  
brown man smiles  
And it weareth the Christian  
down.*

*And the end of the fight is a tomb-  
stone white  
With the name of the late de-  
ceased,  
And an epitaph clear "a fool lies  
here  
Who thought he could hustle the  
beast."*

THE "SLOW SIEGE" PLAN

It is true of China as of India that "slow siege" is the better plan. In an interview with Dr. Wu Ting Fang, former minister to the United States, in his spacious home in Shanghai, he said to me shortly before the war: "You Americans want to go too quick for us." On another occasion this Chinese diplomat and astute student of things East and West is reported to have said:

"An American is apt to be in too much of a hurry. He should make up his mind that if he has an article that the Chinese want they will buy it eventually but, that it will take a little longer to introduce his goods in China than in the United States; but he should also remember that once he gets his article established it will continue to sell for a long time and indeed will never be displaced until another article of the same kind, but of conspicuously higher merit, and cheaper, is introduced."

"The Chinese nature is not much different from that of other human beings. What at first is a luxury soon becomes a necessity in China as elsewhere. I have seen this demonstrated in Shanghai. A young merchant from the interior comes to Shanghai for the first time. He is taken about and entertained by the local merchants. He is introduced to some of the delights of the modern civilization. After that he is never the same man. He longs for luxury once he has tasted it. He likes the cigarettes; he likes the scented soaps, the wines, perfumery, foreign clothes, automobiles, upholstered furniture. It is largely beyond his reach because of its cost, but as he begins to feel better financially he adds to his stock of foreign introduced luxuries, and enjoys them."

THIS THE PSYCHOLOGICAL MOMENT

How are we to go to work to capture more completely a trade with a country where our imports are still far in excess of our exports, in fact nearly three to one? That our trade has increased rapidly within the last ten years, nearly 100 per cent in fact, until it now amounts to one billion gold dollars a year, is encouraging—if you do not consider the greater trade of Britain and Germany. But to-day is the acceptable time for the pro-

motion of Chinese trade. This old country is rapidly becoming a new land in her westernization and the progressive spirit of her youth educated abroad. China is at the threshold of her modernization. Her industrial development is at hand. The field is tremendous. One-half of the population even now are without wheeled vehicles. China requires railway materials and mining equipment on a vast scale. She wants public utilities, electrical plants, agricultural machinery, factory equipment and all kinds of

metal products. As Sir Robert Hart says, "China may not know she wants these things, but it is part of our task to create the desire for these manufactured products that belong to the psychological moment in Chinese history."

China is for us in a peculiar way a field of unique and rich possibilities because of our past relationships with her. It was our country, through the efforts of John Hay, that brought in the emancipating trade idea of the "open door" for China.

## Show Windows vs. Sales Windows

The conversion of your dealers' windows from *show* windows into *sales* windows is grounded in practical merchandising, sound advertising and a perfect adaptation of definite art principles.

To sell goods is the preconceived object and the *test* of an Einson Litho window display.

To the creation of selling windows and other lithograph material the Einson Litho brings an organization of thoroughly schooled merchandising men and experienced advertising men who express themselves through the medium of a completely equipped art studio and a modern lithograph plant.

National advertisers who desire to capitalize their dealer opportunities will find food for thought in our "Portfolio of Selling Windows"—sent upon request of an executive.

# EINSON LITHO

## INCORPORATED

Executive Offices  
and Art Studios:  
71 W. 23rd St., N. Y.

Chicago Office:  
McCormick Bldg.,  
332 S. Michigan Ave.

# Interest In Agency "Audits" Continues

**Advertisers Discuss the Proposal to Have Advertising Practices Standardized and a Wide Divergence of Opinions Is Seen to Exist**

**I**NTEREST in the discussion of the proposition to "audit" advertising agencies, heightened by an address delivered by T. W., Le Quatte, of Des Moines, at the Indianapolis convention of the Associated Advertising Clubs of the World, continues unabated, as shown in the several illuminating letters received by ADVERTISING & SELLING following publication of many others along the same lines of thought since the subject was brought out in an article in this publication on April 17.

That it would be highly desirable to standardize advertising agency practices seems to be the view of many, although there have been many persons and firms decidedly opposed to the idea, and widely varying plans put forward.

Following are the more recent expressions:

By BYRON G. MOON, the Byron G. Moon Selling & Advertising Company, Troy, N. Y.:

Some time ago you brought up the subject of advertising agency methods and advertising agency recognition, and in this connection the question of whether or not a publication such as ADVERTISING & SELLING should audit advertising agencies or should determine whether or not they have proper ability and proper resources to whom it accepts orders.

It is my belief that you are not in a position to handle either or would be a proper judge of either. Both Dun and Bradstreet have proper facilities for obtaining the financial responsibility of any individual or corporation in this country. Any publication worthy of the name with the right kind of a credit report in front of it should be able to determine the financial responsibility of an agency from whom it accepts orders.

I do not believe you have the proper facilities, or could obtain them, as the means of determining agency recognition because of the fact that you are a disinterested party, and because if you attempt to handle a job of this kind intelligently it would require an enormous investment in proportion to the obtaining of this information by other agency organizations who have day to day dealings that give them the necessary information without excessive cost. The organizations

which are in a position to determine this subject of agency recognition are the classes of publishers who depend upon the agency for the business.

The publishers of farm journals should, as an organization, be in a very excellent position to know the facilities of the agency from whom they accept, or should accept, business. An association with the various national magazines as members should be able to determine this same thing in their interests. The American Newspaper Publishers Association have the facilities for determining this same kind of information as far as it relates to newspapers. An advertising agency might render excellent service to newspapers and be a poor agency for magazines, so it stands to reason that one central organization cannot determine this subject for all types of advertising.

It seems to me that the thing that is needed most is a stronger organization of the leading advertising agencies of this country so that some of these publications will either have to change their policies of disregarding agencies and getting their business direct, or else consistently support the agency that will develop business for them. There are entirely too many publications in this country who talk nice to the agency when they are in the office of the agency and then on the next call talk nice to the manufacturer and tell him that they will accept his business direct at some different rate, and, with it all, there are too many agencies who are seeking recognition and who have not had proper experience.

Take it all together, I would say that the best method for overcoming these shortcomings is the better organization of publications on the one hand and the better organization of the agencies themselves as an association on the other.

EDITOR'S NOTE—The writer evidently followed the impression that this publication desired to do the auditing. Such was not the case, as the undertaking is one calling for highly specialized training and if such standardization should be decided upon the duty must fall to an organization formed for and perfectly equipped to function accurately and thoroughly without connection with any other business enterprise.

By BERNARD LICHTENBERG, assistant director of advertising, Alexander Hamilton Institute, New York:

I have been very much interested in the discussion in ADVERTISING & SELLING on the advisability of auditing advertising agencies.

There is no question at all in my mind that it would benefit the advertising business as a whole if every agency were audited to determine the soundness of its financial standing as well as to determine the soundness, the ability and the character of its personnel. But I certainly do not think that the A. B. C. should do it. It is not organized for that purpose and has no facilities for doing it properly.

One of the chief defects in the organization of the advertising business to-day, it seems to me, is that there is no single definite standard for the recognition of an advertising agent by all publishers' associations. There is no recognized measure by which one can gauge whether an organization may be considered as a member in good standing of the profession of advertising agencies. The American Newspaper Publishers' Association may grant recognition to an agent while the Periodical Publishers' Association will refuse to grant recognition to the same agent.

Would it not be possible to have one joint board, whose members would consist of the secretaries of all the publishers' associations and the secretary of the American Association of Advertising Agencies—this board presupposes, of course, that all the publishers, who are members of these associations, will deal and allow commissions only to such agents as are approved by this Joint Board for Agency Recognition.

One other very significant thing that stands out in this whole discussion is the fact that out of over 1,000 recognized agencies, only 120 of them are members of the American Association of Advertising Agencies. It seems to me that if it is true that this A. A. A. A. is an association of the finest, best and the most ethical agencies in the business, then they are missing a great opportunity in not telling the business world about it. In other words, they should advertise as an association. Not only are they missing a great opportunity, but they are not living up to their responsibility to the business world in

general, because it is up to this association to spread broadcast among business men the information as to what an advertising agency really is, what are its functions, what the A. A. A. is, and the fact that any agent who is a member of that association can be accepted at par value for honesty, integrity and ability.

When I say that the association should take its own medicine and practice what its members preach, to advertise, I am aware of the fact that several advertisements have already appeared in the past year or two. But is there an agent in the A. A. A. who will challenge my statement that such sporadic efforts are not really constructive advertising?

It is my firm belief that the association would render a distinct service to present advertisers, to publishers, to themselves and to possible future advertisers by a steady, consistent, wide-spread and constructive advertising campaign telling the facts about the A. A. A. and about its membership concerns.

By L. A. SAFFORD, second vice-president of the McQuay-Norris Manufacturing Company, St. Louis:

Naturally every man's opinion on this subject must be based upon personal experience and observation. And, frankly, the experience this company with one advertising agency for eight years, the D'Arcy Advertising Company of this city, makes us feel that an audit of advertising agencies is not more necessary than an audit of salesmen. Possibly this is because we have a very unusual agency and client arrangement.

In this organization advertising has never been regarded as a thing apart from other sales effort; as a mysterious force understood by only a few elect minds and bought only because there was a feeling that it was necessary. Advertising with this organization has never been subject to whims or impulses. Marketing has always divided itself into two branches—one advertising, the other the personal work of the sales force.

Therefore, our advertising has always been a definite, organized, appreciated part of our marketing expense. It has never been merely a place to spend excess profits. Therefore, our advertising agency has seemed to us as definitely a part of our marketing force as any salesman or branch manager in our organization.

We feel always that we have an

investment in any man who comes into our organization. It is with reluctance that we ever change men because of this investment. We have the same feeling toward our advertising agents. We have an investment in them.

But, before making this investment in an advertising agency, we tried to be sure that we had selected one which could be a part of our marketing force permanently; one that we would not have to change. And, in planning our marketing, we have used our advertising agency in such a way that their effective-

### Sold Out? Keep On Advertising

Just because a company, or dealer, or branch house is sold out is no reason why it should quit advertising. When you stop advertising, all that you have done before begins to crumble and the time will come when you are not sold out and when you will need the power that is built up by advertising. A continuation of advertising continues this force and keeps it ready for emergencies.

If you are sold out it merely means that you can be more careful about your advertising and direct your aim better than when you are in a hurry and greatly need its immediate effects. If you haven't anything to sell you can continue to sell the public on your name and keep it from forgetting what a fine company or dealer you are, what good products you handle and how honestly and efficiently you do business. You can use the over-sold period to sell the public on your policies and purposes in being in business.

—*The Harvester World.*

ness to us had increased just as we feel the individuals in our sales organization have increased in effectiveness.

In this connection, it may be interesting to comment that we have never had a written contract of any sort with our advertising agency.

We do not feel the need of an auditing bureau to check them over and be sure that some other client is not getting a better rate than we are, or that we are being billed at correct circulation rates, any

more than we feel the necessity of a similar body to audit the various individuals in our selling force.

We feel that one of the big contributory elements in this situation is the fact that we have purposely avoided the creation of an advertising overhead and personnel in our office by using our advertising agency to the limit of our mutual ability. We have not felt and do not feel that they are merely writers of copy and placers of it for us. If we did, then doubtless we would welcome an audit of them. But since they are a definite part of our marketing force, and as such growing in strength, we cannot feel that our own peculiar agency relations would improve any by an outside audit.

The whole situation seems to me to resolve itself down to a relation between individuals; if the agency is honest and able, an audit is unnecessary; if it is not honest and able, I would not want to use it even though it had been audited. And, if there are agencies, in the field that need auditing to keep them square in their relations with clients, it seems to me that this is the fault of the client. Because I feel so strongly that no thoughtful man in marketing work could bring into his effort an advertising agency which he had not sold himself could grow with the work and be a permanent part of it. If it is otherwise, and a client regards his agency as just a temporary connection to be changed without expense or loss at a whim or when some clever chap offers some copy that is better liked, then I do not believe an audit will be of any real benefit.

By ROY B. SIMPSON, Simpson Advertising Service Co., St. Louis:

As a general business proposition I think something should be done to protect both publishers and advertisers against unscrupulous advertising agents as well as those who are inexperienced. An audit might do it, but I have my doubts about it.

I do not agree with the suggestion of Mr. Smith that the American Association of Advertising Agents or the Audit Bureau of Circulations should undertake a general audit of all the advertising agents in the country.

The four A's consists of less than twenty per cent of the total number of authorized advertising agents in the United States. The other eighty per cent would object

to having their books audited by their competitors.

The A. B. C. is already overburdened with work and, in my judgment, should not undertake the task of auditing all the advertising agencies in the country.

A considerable number of publishers contend—and rightly so—that if advertising agencies demand an audit of their circulation records and methods, they have the same right to know something about the methods of the agency, but they are right only up to a certain point.

I believe that recognition should be granted an advertising agency on the following qualifications:

1. Its ability to bring to a successful conclusion any campaign it undertakes.

2. Financial strength which warrants the extension of credit.

3. Moral strength which assures the publisher that his rates will be maintained.

No publisher has any right to demand that the advertising agent tell him what his volume of business is, nor should this be an essential point in determining the strength of any advertising organization.

Nearly all publishers are doing a certain amount of business direct with the advertiser. First they want to know whether the advertiser has an article that will repeat. The second thing the publisher wants to know is whether the advertiser can pay his bills promptly. He gets a report from Dun or Bradstreet or in some cases has his bank make a special investigation. The advertiser's volume of business in dollars and cents is not a determining factor in the deal.

The purpose of this audit of advertising agencies, as I understand it, is to stop rate cutting. A number of publishers' representatives have told me that they are strongly in favor of this idea because they regard it as the only means of eliminating the scalper. Two out of seven of these representatives professed to maintain their rates, yet I know positively that they accept cut-rate business from advertising agents, and in the last two years have been known to give advertisers the benefit of the commission which they are supposed to grant only to advertising agents.

The advertiser has a right to know what the publishers' circulation is. The Audit Bureau of Circulations was established to meet the demand for an honest report and analysis of circulations. The man who buys 100,000 circulation

which is supposed to have been paid for by 100,000 potential buyers has a right to know he is getting what he ordered, but until the advent of the A. B. C. the purchase of circulation was in many instances like buying a pig in a poke.

The necessity for an audit of the publishers' circulation records has no equal in our present discussion. We advertising agents do not care what the publishers' business is in dollars and cents, but the publishers want to know all about our business; how much money we are making, how many advertisers we are serving, how much money they are spending with us, how much they can possibly spend in the future, and everything else of a confidential nature. I do not believe the advertising agents of the country will stand for this deep probe into their business.

I am willing to take the lid off and show my contracts with our clients to any authorized committee. We are willing to make a financial statement for any authorized committee, and we make these statements to the publishing associations once or twice every year as all advertising agents are required to do.

I am willing to go as far as any other advertising agent will go in this matter. If an audit of advertising agents is vital to the publishing interests of the country as well as to the advertisers, I would suggest that this work be undertaken by a board or a commission, composed of one man from each of the publishing associations and an equal number of men selected from the membership of the Association of National Advertisers. The advertising agents of the country should have absolutely no voice in this audit scheme. It is the advertiser and the publishers who are most concerned in the ability, character, and strength of the advertising agents of America.

#### Elected a Director of "McClure's"

Charles E. Brickley of the firm of Charles E. Brickley & Co., New York, has been elected a director of *McClure's Magazine, Inc.*

#### Raleigh "Times" an A. N. P. A. Member

The Raleigh, N. C., *Times* has been elected to active membership in the American Newspaper Publishers Association.

#### Advertising Rates Fixed in Spain

A royal decree has fixed the maximum prices for the insertion of advertisements in newspapers in Spain and the maximum price per copy. From June 16 the price for newspapers will

be 10 centavos until the price of paper rises beyond a certain figure after which the price will go to 15 centavos. Except for extra advertising pages the surface size of newspapers may not exceed 13,000 square centimeters. The maximum advertising rates vary for city and country newspapers.

#### Will Advertising Decrease When Business Slackens? "Paper" Says "No"

Concerning the present paper shortage many theories have been advanced concerning the reasons for the great increase in advertising and the consequent additional consumption of book and bond papers, says *Paper* in its editorial columns.

Desire to avoid paying the government too large a percentage of profits, increased production facilities demanding larger sales, reaction from the the depression of the late war—these and many other ideas have been advanced as the reason for the tremendous growth of newspaper, magazine and direct mail advertising.

One point seems to have been overlooked. That is the fact that advertising is primarily a cheaper way of selling—sometimes the only way of selling. While business in general is good, and there is no denying that fact—the markets of this country, and of the world, have been what is popularly termed "sellers' markets."

The demand in all lines far exceeds the supply. What will happen when conditions are reversed, as they will be one day? If the makers of goods can afford to advertise to such an extent now, *while goods do not need to be sold*, what about the volume of advertising when the "buyers' market" becomes a fact; when goods will have to be sold, and products pushed instead of doled out to the favored customer?

Is there any question that space will be sold in even larger amounts; that as the need for good advertising increases, the use of mediums will increase, and consequently the consumption of paper?

As long as business is good, advertising shows a steady normal increase—and paper manufacturers can be assured that there will be more advertising than ever, when business slackens in general commodities. The demand for paper to supply this advertising need will not decrease surely.

#### New York "News" an A. N. P. A. Member

The New York *News* has been elected to active membership in the American Newspaper Publishers' Association.

#### Former Editor Directs Export and Import News Bureau

J. V. Knight, managing editor of the *World's Business*, has resigned and is now editorial director of the Export and Import News Bureau, New York.

#### Stivers Goes With Wales Agency

Harley E. Stivers, formerly with Murray Howe, Inc., New York, and Barnes-Crosby Company, Chicago, has joined the plan visualization department of the Wales Advertising Company, New York.

## The Advertiser Meets the Photo-Engraver

(Continued from page 19)

cept that they are made in sets, and making a halftone for each of the three supposedly primary colors, red, blue and yellow.

Make a green mark and a red mark on a piece of white paper. Then take a piece of green glass or celluloid and cover the paper. The red mark will appear black and the green mark entirely disappears. Cover the paper with a red glass and the red mark will disappear while the green becomes black. Separating colors by using ray filters is following the same principle.

Four-color halftones are made by adding a fourth plate and fourth color, black. The black gives depth of color.

### HOW TO HOLD THE ADVANTAGE

This elementary knowledge the buyer of engravings should have in order that he may transfer his ideas to the engraver. Too often the buyer will say to the seller "Make it the way you think is best," which puts the seller in an unfair position. There may be a dozen ways to make it—all of them good. Deciding which method to use may be only a matter of opinion or taste or likes or prejudice and the seller's opinion, taste, likes or prejudice will vary likely differ from the buyer's. Remember there is always more than one way to do a thing right, or to be more accurate, there is always more than one way to approximate perfection, perhaps only one way to reach it. No one has reached it yet.

I wouldn't buy meat if I didn't know the difference between pork chop and sirloin steak. I wouldn't tell the butcher to give me what he thought was best. I don't care to know all about the butcher business, but if I have to buy meat I want to know a few of the fundamentals, such as pork is pig and beef is bull and sausage is a trade secret and if I bought sausage I believe I'd even try to find the fundamentals of it too. A little knowledge is better than no knowledge at all.

The buyer of photo engravings should really understand these few fundamentals and then the other details will come easy.

### Montgomery Ward Sales Increase 36%

May sales of Montgomery Ward & Co. were \$8,300,000 as compared with \$8,700,000 a year ago, an increase of 22 per cent. Five months sales totaled \$50,800,000 against \$36,500,000, an increase of 36 per cent.

## Silk Mills Start Mail Order Campaigns

Manufacturers of broad silks, having grown tired of waiting for buyers to come to New York and believing that the jobbers and wholesalers scattered throughout the country are not putting forth their best efforts to encourage sales of silk piece goods, this week started a mail order campaign direct to retail stores.

### Goes With Crowell Publishing Co.

Philip E. Zelter, for several years connected with the circulation department of the San Francisco *Chronicle*, has accepted a position with the Crowell Publishing Company as assistant manager of their Detroit office.

### German Newspapers In Paris Again

German newspapers have made their reappearance at the kiosques on Paris boulevards where the display begins to resemble prewar days. These include the *Frankfurter Zeitung*, *Lokalanzeiger*, *Die Woche*, *Der Tag*, *Tageblatt*, *Morgenpost*, *Simplicissimus*, and others.

### Pease & Elliman Advertising With Sherman & Bryan

Pease & Elliman, real estate, New York, have appointed Sherman & Bryan, New York, as their advertising agents.

### Atlanta Publisher Expands

The W. R. C. Smith Publishing Company, publishers of *Cotton*, the *Southern Engineer*, and the *Southern Hardware and Implement Journal*, has filed a petition requesting permission to increase its capital stock from \$50,000 to \$500,000. The company, which was originally incorporated for \$30,000 in 1905, later increased this to \$50,000.

### Charles A. Otis Elected Chairman

Charles A. Otis of Cleveland, the new President of The Associated Advertising Clubs of the World, and a director and founder of the *Field Illustrated*, was last week elected chairman and director of the American International Publishers, Inc., succeeding the late Theodore N. Vail in this organization which publishes the Spanish and Portuguese editions of *The Field Illustrated*—*El Campo Internacional* and *O Campo Internacional*.

### Made Assistant Sales Manager

E. A. Samels, who less than a year ago entered the sales department of the Four Wheel Drive Auto Company, Clintonville, Wis., has been appointed assistant sales manager.

### Bloch Heads Tobacco Merchants Association

The Hon. Jesse A. Bloch, Senator in the Virginia Legislature, and of the Bloch Bros. Tobacco Co., Wheeling, W. Va., at a recent meeting of directors of the Tobacco Merchants Association of the United States was elected president to succeed Charles J. Eisenlohr, president of Otto Eisenlohr & Bros., Philadelphia.

### Places "Icy-Hot" Advertising

The advertising of the Icy-Hot Bottle Company, Cincinnati, Ohio, is now being placed by the Procter & Collier Company in that city. The account was formerly placed direct.

# 1¢ a Page for the actual HOW on foreign trade

There is now available for your desk the most complete manual on Pacific Ocean Commerce ever offered manufacturers and exporters—a 750-page

### 59 page index

To index the subjects covered requires 59 pages. Here is a hint of how complete this book is.

Financing—Foreign Trade—Cable Rates to Pacific Countries—Table of Amounts, Calculation of Cargo—Ports of the Pacific Ocean—Treaty Ports and Parts of Call—Packing for Export—Principal Sources of Pacific Products—Important Trade Maps—Pacific Markets for U. S. Goods—How L. S. Bureau Aids Exporters—Money Conversion Tables—Coins of the World—Index to Directory of Exporters and Importers—Directory of Exporters and Importers.

book covering step by step the very facts that foreign traders must know, revealing not merely what ought to be done, but HOW to do it. This manual is the only work that makes any pretense of supplying the detailed information about what each Pacific Port produces—what cargoes go through them—what the countries back of them require and can use—what sellers, buyers, and transportation companies must do to do business with such ports. The information is accurate, dependable—the editors of PACIFIC PORTS searched the whole field for the best facts—associate editors abroad supplied the latest data on all subjects covered. No need to guess—no excuse for great expense—no need to search, for here in the 1920 PACIFIC PORTS MANUAL you will find the facts in language you can understand. Each edition of this great work has been the most complete and authoritative of its kind—this is the sixth and greatest edition—a commercial dictionary—a description of the products and wants of the Pacific Ocean countries—the trade possibilities for American industries in each country. You are shown how to ascertain the field for your product—the freight rates to Pacific ports—given tables covering international trade, furnished important "hows" all exporters should know—shown custom procedure—provided page after page of specific help, timely suggestions and advice that will greatly aid you in getting a firmer hold on foreign trade opportunities. The best way to determine the value of this 750 page manual is to examine a copy. This you may do with the distinct understanding that if after reviewing the book, you are not more than satisfied you need merely notify us and we will cancel all obligations. The coupon is ready for your signature. Sign it now.



750 pages of boiled down facts, Maps, Figures and Other Data

## TO BE MAILED TODAY

PACIFIC PORTS, Inc.  
428 Central Building, Seattle, Washington

I would like to examine a copy of the 1920 750 Pacific Ports Foreign Trade Manual, so send me a copy and bill in the usual way for \$7.50. If after ten days' examination I am not satisfied I may return the book and you are to cancel all obligations.

Name .....

Street and No. ....

City and State .....

(5% discount cash with order)  
money refunded if dissatisfied



A flashlight of the smiling vanguard of New York's big delegation to the Indianapolis Advertising Convention "snapped" at Grand Central station. Note the "Let's go" expression on the ladies' faces

#### Michael Gross With Usokin Litho

Michael Gross, who is a frequent contributor to advertising periodicals, has severed his connection with the Seiter & Kopper Company, to become vice-president and sales manager of Usokin Litho, Inc., makers of lithographed advertising display specialties at 230 West 17th street, New York.

#### Agnew and Opydycke to Teach Advertising at New York University

Hugh Agnew, editor of *Western Advertising*, and former professor of Advertising and Journalism at Washington University, has become a member of the Department of Advertising and Marketing at New York University.

John B. Opydycke, author of *Advertising and Selling Practice*, has also joined the department as an instructor. Mr. Opydycke, who is a contributor to *ADVERTISING & SELLING*, has lectured on advertising for many years.

#### Cambridge Special Agency Organized

The Cambridge Special Agency, Manhattan, has been organized in New York with a capital of \$10,000 by J. Curtiss, W. L. Harris and L. H. Healy, 2 Virginia place, Brooklyn.

#### Italy's Newspapers Cost Four Cents

Italian newspapers, which until about a year ago were sold for 1 cent and were then increased to 2 cents, on May 10 were advanced to 4 cents.

#### Barber Becomes Overland Sales Manager

A. C. Barber, who for the past three years has been division manager of Willys-Overland, Inc., has been called to Toledo to assume the duties of sales manager under vice-president E. B.

Jackson. Barber left the Moline Plow Company, of which he was sales manager, to join the Overland forces in 1916.

#### Nemeyer & Company Will Sell Victrolas by Mail

Paul Nemeyer & Company, Cleveland, Ohio, have started a campaign through farm papers to sell Victor Victrolas by mail for their client, the Clifton Furniture Company, also of Cleveland.

#### Firestone Goes with Fuller Company

Le Roy M. Firestone, recently with the Shuman Advertising Co., Chicago, has become associated with the Charles H. Fuller Company in that city.

#### Graner Is Fort Wayne Tire Sales Head

F. R. Graner, identified with the Pennsylvania Rubber Company during the past seven years, has been made sales manager of the Fort Wayne Tire & Rubber Co., Fort Wayne, Ind.

#### Randall Gets Tire Account

The Hydro-United Tire Company, Philadelphia, Pa., have appointed the Fred M. Randall Company in Chicago, as their advertising agency. Orders are being sent to the larger agricultural publications.

#### Montgomery Ward to Open Business in California

Montgomery, Ward & Co., of Chicago, have filed articles of incorporation in California to manufacture and sell goods, wares and merchandise at Oakland. The directors are Christian Miller of San Rafael, Cabell Kenny of Berkeley, and W. Q. Bateman of Oakland.

#### Parelda Advertising Corporation Formed

Parelda Advertising Corporation has been formed in New York with a capital of \$10,000 by H. Ascher, L. Lasko, and A. Gittes, 1123 Simpson St., Bronx.

#### Woolworth Sales Keep Increasing

F. W. Woolworth Co. reports sales for May aggregating \$11,320,307, an increase of 10.06%, and for the five months ended May 31, \$49,557,506, an increase of 16.63% over the same months of last year.

#### Summers, Association Publicity Director

Snowden H. Summers, formerly managing editor of the *New York Telegram*, has been appointed director of publicity of the emergency committee of the American Gas Association.

#### Bryan Directs Delpark Advertising

The advertising of Delpark, Inc. of New York, manufacturers of Delpark collars and athletic underwear, is now being directed by Alfred Stephen Bryan. Newspapers in the larger cities will be used.

#### V. H. Power is A. B. P. Treasurer

The Associated Business Papers, Inc., announces the election of V. H. Power, of the *Manufacturers' Record*, Baltimore, as treasurer. Mr. Power succeeds H. L. Aldrich, who resigned because of the recent disposal of his publications to the Simmons-Boardman Publishing Co.

#### Agency Changes Name

The firm name of C. R. Larson & Staff, 229 West Forty-second street, New York, has been changed to Larsen & Crouch.

# A Glimpse at the History of the A. A. C. of W.

**How the World-Organization of Advertising Clubs Came Into Being and Where Its Conventions Have Been Held, With the Officers Presiding**

**By BYRON W. ORR**

Former Secretary of the Associated Advertising Clubs of the World

THERE was nothing out of the ordinary connected with the formation of the Associated Advertising Clubs of the World and no veil of mystery attached to its beginning. It wasn't even an accident, but a natural development of the needs and growth of advertising and its importance to the business world.

The conclusions of its present attainment as a national organization are absolute and obvious. It has enjoyed a large success from year to year because it has put into practice what it has preached and advertised.

The Advertising Clubs of the World have concerned their activities with all problems of advertising with efficiency, economy and utility as related to human progress and prosperity. The importance of their annual conventions, as held in different cities throughout the United States, have been too broad to be weighed by the scales of money and too important to be determined by anything short of manhood development.

The business man, the manufacturer, the publisher, the newspaper man, men at the head of large commercial enterprises and other organizations, men who buy, sell and create advertising have attended and participated in these conventions from all sections of the union from year to year with increased interest and returned to their homes and places of business fully satisfied with the information and knowledge gained thereby.

## FIRST ORGANIZED IN 1905

The idea of this organization was planned out by Charles H. Jones, at that time, a St. Louis man, editor and publisher of an advertising journal called *The Ad-Writer*. Before Mr. Jones left St. Louis and removed his paper to Chicago, I was called into his office one day, when he proceeded to read to me an outline of his plan for the proposed Federation of Advertising Clubs of America.

Being secretary of the St. Louis Advertising League at that time, Mr.

Jones was anxious to know what I thought of the plan and desired to know if it would be possible to enlist the support of the members of the St. Louis Club in helping to organize the association as soon as he was located in Chicago, and could also enlist the support of the Chicago Club in the movement.

The call went out from Chicago. It was a clarion call to arms to defend and promote good advertising, and on October 12 to 14, 1905, the first convention and organization of the Federation of Advertising Clubs of America was held in Chicago, at the time of the first big Advertising Show and Exhibition, put on at the Coliseum building, during the same week, and where several hundred advertising men from different cities over the country were in attendance.

The St. Louis Advertising Club was represented at the first convention and organization with twenty-five delegates and stood second in number to the Chicago delegation. Cincinnati, Indianapolis and Detroit had promised to send good sized delegations, but were quite limited in numbers. There also were scattering delegates from Peoria, Cleveland, Pittsburgh, Minneapolis, Davenport, Milwaukee, Quincy, Elkhart and New York.

Mr. Jones served as chairman for the preliminary organization and appointed me, then secretary of the St. Louis Advertising League as secretary *pro tem*. As the organization was perfected, Charles H. Jones was elected as the first president and Seth Brown, of Chicago, as secretary, who served only a few months, when I was appointed to fill out the term of that year. John Phillips, of St. Louis, was elected treasurer, and St. Louis was voted as the city for the second annual convention for 1916.

Following is a list of presidents serving since the organization: W. N. Aubuchon, St. Louis, 1906; Smith B. Queal, Cincinnati, 1907; E. D. Gibbs, Chicago, 1908; S. C. Dobbs, Atlanta, 1909-10; George W. Coleman, Boston, 1911-12; William Woodhead, San Francisco, 1913-

14; Herbert S. Houston, New York, 1915-16; W. C. D'Arcy, St. Louis, 1917-18; E. T. Meredith, Des Moines, 1919-20, who recently resigned, and Reuben H. Donnelly, of Chicago, appointed to serve for the unexpired term. Charles A. Otis, Cleveland, elected at Indianapolis for 1920-21.

At the time of the vacancy of the first president, Hugh Montgomery, of the Chicago *Tribune*, was delegated to serve for the unexpired term of that year.

At the Cincinnati convention in 1907, with Smith B. Queal as president, the principal work of this administration for that year was the addition of 25 or more new Advertising clubs to the membership of the Associated Advertising clubs movement.

At the St. Louis convention in 1906, the name of the Federated Advertising Clubs of America was changed to the Associated Advertising Clubs of America. At the convention in Toronto, in 1914, the Associated Advertising Clubs of the World received its present title. At the Louisville convention in 1909, P. S. Florea, of Indianapolis, was elected as secretary and has continued in that office up to the present year.

Since the organization in 1905, conventions have been held in cities as follows: Chicago, 1905; St. Louis, 1906; Cincinnati, 1907; Kansas City, 1908; Louisville, 1909; Omaha, 1910; Boston, 1911; Dallas, 1912; Baltimore, 1913; Toronto, 1914; Chicago, 1915; Philadelphia, 1916; St. Louis, 1917; San Francisco, 1918; New Orleans, 1919; Indianapolis, 1920; and Atlanta has the convention for 1921.

There are now more than 300 advertising clubs included in the membership of the Associated Advertising Clubs of the World, with a total membership of 20,000 advertising men, newspaper men, agency men and business men in all lines interested in the problems and occupations connected with advertising in all of its legitimate forms and methods.

## Barron G. Collier Acquires New York Car Advertising

The New York City Car Advertising Company, of which Jesse A. Winburn is president, has been taken over by the Barron G. Collier interests.

This sale is the second that has been made to the Collier interests by the Winburns. It will be recalled that some time ago the New England Street Car Advertising Company, of which Michael Winburn was president, was taken over by the Collier interests.

# The "Sensible" Use of Specialty Advertising

Employing the "Direct Utility" for Maximum Results: How, When and Where to Do It

By ERNEST ACKERMAN

Manager, Philadelphia Branch Whitehead & Hoag Company

THE most satisfactory definition of Specialty Advertising is to say that it is Direct Utility advertising, the utility feature added to cheat the waste paper basket and assure the advertiser that his message will remain before the prospect over a period of time during which his desire for the article or service advertised may reach the stage of prompting action. Specialty Advertising takes no chances. The utility feature of specialty advertising remains frequently to remind the prospect of the product or service advertised and is on the job to deliver the punch when the mood to buy arrives.

The functions of Specialty Advertising are many and can best be described by citing definite cases. Not all concerns referred to are identified but I will gladly give the names of the firms mentioned to anyone having a legitimate interest in their experiences.

## NOT A "SOUVENIR"

I am fast becoming a veteran in Specialty Advertising, having been with the concern I am genuinely proud to represent for approximately ten years, with experiences in the impulsive Middle West and nearly four years in the more conservative East. During that time, I have heard buyers of national advertising declare their indifference to "advertising souvenirs" or "gifts," and during that same time I have helped just as large buyers of national advertisers develop and operate exceedingly successful specialty advertising plans. The former is opinionated, refuses to learn; the latter is wide open for ideas, and applies his gained knowledge.

There is no one prejudiced more than I against the use of advertising souvenirs, as souvenirs; or "gifts." Unless a plan surrounds the specialty with an objective, functioning in a way that no other medium can function—at least, so economically—I cannot recommend the outlay. The advertising specialty is simply the vehicle for the plan of campaign. It is the last and least important factor to consider in the work of cooperating with the advertising buyer. The modern and useful specialty advertising man carries

trained advertising brains, not a sample case.

Possibly, the largest manufacturers of laces employ a shopping tablet, carrying their modest advertising on one of the celluloid covers, and liberal space for the dealer's imprint on the other cover. A sampling quantity of these tablets is ordered to accompany a letter and convenient order form to every retailer handling its product, with a price placed upon the tablets including the imprints, that induces the merchant to purchase a quantity sufficient for local distribution, realizing that, independent of all other retailer handling the product, with the tablets to the lace manufacturer, he would need to pay three times as much for a tablet of the same quality. The retailer is advised how to surround the distribution of the tablet with a plan of advertising, announcing in the local newspaper that the tablets will be handed out in the lace department to every shopper filling out an index card which asks two or three questions leading to future sales either of lace or any other article in the store. These could be vacuum cleaners. The lace company is satisfied that the unwasteful circulation of the tablet carrying their message will be profitable to them. Note the unselfishness of the plan. The retailer's interests are foremost. Incidentally, observe a self-supporting specialty advertising plan to the consumer, with the dealer's enthusiastic co-operation.

Unquestionably, the world's biggest meat packer believes in specialty advertising and knows how to use it. He invites the help of sellers who know. One of his standard, annual plans is the distribution of the celluloid calendar card through the meat markets to the consumer, an individual billboard referred to daily by every recipient.

A middle western underwear manufacturer of national prominence, with annual sales exceeding ten million garments, uses specialty advertising sensibly. The advertising manager is receptive. He annually resells the wall calendar and the celluloid calendar card, and the demands from his dealers increase each year, until the quan-

ties ordered are now running into seven figures. This is a wonderful direct advertising plan, with no waste circulation, operating 365 days of the year, and tying up national magazine and newspaper advertising to the local distributor.

Did you ever try to buy a Slidewell collar in Philadelphia? It's a hard struggle. Up and down Chestnut and Market Streets I went one day, calling at every men's furnishing store, but no Slidewells. At least some people would know where they could be bought, if the distributor was provided with the celluloid calendar card, advertising Slidewell collars and carrying the dealer's imprint, and the cards were wisely distributed. There are several plans for distribution of dealer's helps to the consumer, which is an article or talk in itself.

## DEALER GOOD WILL

One of the most elaborate uses of specialty advertising for consumer advertising is in operation now by a national yarn manufacturer. Demonstration weeks are announced by dealers with the inducement of a registered key tag to every woman calling at the yarn department and filling out an indexed card. The tags are resold at cost to the dealer, and carry his imprint. The dealer wisely measures the value of the plan of giving key insurance to the shoppers and the opportunity of restoring lost keys to their rightful owners. Good will is a priceless asset to any concern. Incidentally, without expense to the national advertiser, many thousands of these key tags are in daily use all over the United States, and by their shape and message pyramid the inclination to use this particular yarn. It's a whale of a plan, going over big, with everyone concerned—the manufacturer, the dealer, the consumer—well pleased. Naturally, the dealer is not averse to quickening the turnover of the yarn in his store.

A world famous manufacturer of heavy and household electrical specialties employs the dealer resale plan in connection with demonstrations of household labor-saving devices at dealer stores. Through local mediums the housewives are informed that during Demonstration

week, they will be presented with a tape measure, for example. A space is provided on the tape measure for the dealer's imprint. To get the tape measure, the recipient is required to fill out a card answering certain questions which naturally develop definite and abundant leads for the sale of their several household devices. Every keen merchandiser present will recognize the common sense opportunities such a plan creates.

So far, I have only referred to national advertiser's use of specialty advertising to the consumer—dealer's helps. I shall now point out a few experiences of the local advertiser. One of the largest department stores in the world, located in a Middle Western city, employs specialty advertising to good advantage. Shopping tablets bring the shopper to certain departments for certain objectives.

#### FOR HOME BUILDERS

A progressive real estate firm wanted to obtain an up-to-date list of newlyweds who could be interested in the purchase of love nests on the pay-as-you-earn basis. They were advised by a specialty advertising man to induce the stenographers in stores and factories to send them a typewritten list of newly married men in the selling and office forces, and to keep them informed. For their courtesy, they were presented with very high class and extremely intimate advertising specialties. This real estate operator will testify that the plan has minimized lost motion, and developed more sales, at a low cost. Furniture, piano and talking machine houses can use adaptations of this plan very profitably.

A large Pennsylvania clothing store, the liveliest in its trade territory, continuously uses specialty advertising. At style shows, this firm distributes, with a plan, sensible and high class specialties, and at definite times of the year, men, young men and boys visit the store to receive, by habit, their customary specialty. There is a tie-up in every case. Go to that town, ask, as a stranger would ask, for the leading clothing store. Everyone except their competitor will direct you to the store I have mentioned. Good will is a precious gem.

Out in Iowa, a certain department store dominates in its trade territory, a radius of fifty miles. Here is one of the reasons: The Masonic and Eastern Star lodges met in state convention in that city about nine years ago. Enclosed

with every Eastern Star delegate badge, was a warm invitation to visit this store with the notice that a tape measure would be presented to every woman presenting the card at the information booth, centrally located. The public facilities of the store were placed at the customers' disposal. The owner of that store will tell you that their sales took a great jump during that convention and developed mail orders, exceeding their highest expectations. Almost an endless chain of advantages could be mentioned. When the Eastern Star visitor

went back home, whose store did she boost, in conversation at cards or at sewing circle? The tape measure was a well-made article, with release spring, in a celluloid case, carrying the emblem of the lodge on one side, with a picture of the store and modest advertising on the other.

#### A BANK'S PLAN

A certain bank in Cleveland, Ohio, dominates, and one of its tried and proven methods of building up good will and deposits is the use of specialty advertising. At one



## Trucks—and Paper

From wood yard to mill, from rags to beater, from factory to freight car, trucks of all sorts and descriptions are the vital connecting links in the chain that turns pulp into paper. Hand haul or motor driven; little industrial platforms carrying 50 lbs. from machine to shipping room, or great goliaths of freight carriers handling 5 tons over rough roads—all are essential to the manufacture and distribution of the product of this important industry.

More than one thousand pulp and paper mills are exerting every effort and straining every industrial sinew to meet the urgent demand for production and more production. Speed is the order of the day.

And—the orders for the day from the purchasing department are likely to include trucks, too. So, if you sell motor trucks, hand trucks, elevating trucks, tractors, trailers or accessories, right now is the time to tell your message to the men who make paper and read

# PAPER

*The Production Journal of the Industry.*

471 FOURTH AVE., NEW YORK CITY

time, they invited everyone in Cleveland to call at the bank and secure a registered key tag; on the registration card were included certain questions which gave the bank information that was tactfully followed up and materialized commercial and savings deposits in extremely large proportions. I will take a minute to emphasize one of the opportunities in this plan. Assume that a wealthy manufacturer, not banking as a firm or individual with this bank, should lose his tag carrying valuable keys to his home, business house, and vaults. And assume the keys were found and returned to the bank, owner identified, and his keys restored. He might become both an individual and firm depositor and patron of that bank. Well, he did, and many of them did, not only with the

Cleveland bank, but several other banks which have operated the same plan.

There is no larger exclusive house furnishings store anywhere than is located in a certain Middle West city, and its proprietor, a man of national reputation, bases his success upon the slogan: "Make friends of children and your success is assured." Every child in his trade territory watches his advertising for announcement of specialty advertising plans and takes full advantage of the invitations extended. Mother or father, or both, must go along to the store. They see something they need, had no thought of buying until they entered the store, and a habit of trading at this friendly store is formed. And, how about the child who, in a few years, becomes the mother? She remembers her childhood experiences and remains loyal to her business friend. It's an example in geometrical progression—grandparents, parents, children, all trade at this store from the habit formed when, as children, they called to receive the advertising specialty. And every distribution was tied up to a certain objective.

Charles Errett, of Lily Cup fame, is a firm believer in specialty advertising. When a chauffeur drives in from Long Island City to the plant for a supply of Lily Cups, he is presented with a neat leather case in which to keep his license card. Bookkeepers from the Wall Street offices send over for a ruler, and stenographers write a note asking for another pair of cuff protectors. "And the funny thing," relates Mr. Errett, "is the fact that a bank president seems to attach more value to a note book or a telephone guide than he would to a twenty-five dollar gift. An order came from a large down-town corporation, and with it a note. 'One thing that impressed me about your saleswoman, was the fact that when she came into the office she didn't say she had come to sell me Lily cups. She greeted me courteously and merely left on my desk a pencil, or a Thrift Stamp case or a cute little turtle paper weight on which was printed: "Give your people Lily Cups." She left me to sell myself and I did.' The woman who sells newspapers at a corner on Broadway makes her change from a Lily cash apron, and when the file clerk

in the office puts a dab of powder on her nose, she studies her reflection in a Lily Cup mirror."

Concerns advertising to classified trades realize that specialty advertising is direct and un wasteful. They know whom they want to reach, why and when. Specialty advertising is the uniformed messenger. A western wall paper jobber wanted to intensify its distribution to secure more business at the same or lower selling expense. They used specialty advertising to secure vital information from sources in towns where they had no dealer connection. The information was obtained, dealer connections made, without the expense of personal visits, which in many cases would have been extravagant, if not prohibitive.

#### BEATING OUT A "SLUMP"

An eastern thread manufacturer anticipated a slump and saw an opportunity to open up new markets. A plan in which form letter and specialty advertising was employed was worked out, the plan put into operation about three months ago, and they haven't caught up yet with the new sales. On the morning after the campaign was mailed, a \$750 order for thread was telephoned in from a source from which they have never before secured a dollar of business. Citations in this case could be made almost without end.

A manufacturer of milling machinery opposes the handing out of souvenirs at a trade convention. But he swears by specialty advertising of the better sort. Every trade convention means an opportunity for business. He has a display and indexed fill-in-cards, and the delegate has been informed by large posters in the exhibit hall that a high class advertising specialty will be mailed to his home address if he will step to the booth and fill out a card. Some of the questions asked on the card get answers which keeps the company salesman hopping for the rest of the year on definite leads for business.

A leading New York newspaper wanted certain information from buyers of advertising and got it by the use of a high class celluloid top blotter, with an inquiry form which produced the desired results.

One of the leading, if not the leading cream separator manufacturer, distributes thousands of cal-

#### 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

PATON, 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.

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"

## 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

endars every year to consumers. They are in great demand and are cleared through the local dealer. With the calendar is sent an acknowledgment card which asks in part the following:

- Number of cows?
- Have you a cream separator?
- If so, what make is it and how long have you had it?
- Are you in the market for a separator? When?
- What is your favorite newspaper?

Their average returns, for a period of years, in sales, not inquiries, exceeds ten per cent.

For the export manager, specialty advertising becomes a necessity, authorities on export advertising will tell you. The South American is very receptive of specialty advertising and influences by the spirit of distribution.

The very largest manufacturer of talking machines resold celluloid calendar cards to their South American and Cuban distributors who were instructed on how to secure checkable results from the distribution. Letters of appreciation are coming in yet, and no doubt, the plan will be included as a perennial asset to the export sales department.

A dental supply house produces for the Spanish and Portuguese consumer in South America, advertising specialties, and secure definitely traced results that could be obtained in no other way so inexpensively.

Specialty advertising is easily checked for results. The destination of your advertising pieces is recorded, inquiries marked up and sales credited, or whatever results you are striving for.

A Boston proprietary medicine house, distributing almanacs through a national distributing agency placed a coupon on the last page of the almanac, which entitled the person filling it out to a celluloid tatting needle. Returns came in from all parts of the country and in numbers sufficient to convince them that the distributing agency had done its work well.

EDITOR'S NOTE—From an address delivered recently before the Poor Richard Club, Philadelphia.

**William P. Spurgeon Dead**

William P. Spurgeon, for nearly thirty years connected with the Washington Post, the last fifteen years as its managing editor, died from typhoid fever late last week at his home in Washington.

Born in Norwich, England in 1865, he entered the newspaper profession as a young man in England. He came to this country in his early twenties and worked on New York newspapers until he left for Washington in 1890. Not long after

he joined the Post's editorial staff he was made news editor and served in that capacity until 1905 when he was appointed managing editor.

When the Washington Herald was founded, Mr. Spurgeon left the Post to become managing editor of the paper under Scott C. Bone. Later he returned to the Post as managing editor. He was one of the organizers of the National Press Club and its first president.

Mr. Spurgeon is survived by a son, a daughter, his mother and a brother, John I. Spurgeon, managing editor of the Philadelphia Public Ledger. Mrs. Spurgeon died three years ago.

**Crawford Appointed to Bond Committee**

W. S. Crawford, the London advertising agent now visiting this country, has been appointed as one of a committee of three by the British Ministry of Health to co-ordinate and assist in the various local housing bond campaigns in England.

**Weill-Biow-Weill Now the Biow Company**

Effective June 1, Weill-Biow-Weill, Inc., New York, changed its corporate name to the Biow Company. The officers and corporate members remain unchanged.

**Two Accounts for Wood, Putnam & Wood**

The Baltimore office of the Wood, Putnam & Wood Company, advertising agents in Boston, has obtained the accounts of the Paramount Drug Company, manufacturing chemists in Washington, D. C., who makes Maltogen; and Wallace & Gale, manufacturers of asbestos cement singles, Baltimore, Md.

**Wible Succeeds Hewitt**

Elmer T. Wible, formerly with the Albert P. Hill Company, Pittsburgh, and the Mitchell Advertising Agency, Minneapolis, has succeeded J. M. Hewitt as advertising manager of the Pittsburgh Steel Company.

**Barr Is Billings-Chapin Advertising Head**

J. H. Barr is now advertising manager of the Billings-Chapin Company, Cleveland, Ohio, succeeding Oliver M. Byerly, resigned.

**Wilberding Affiliated With Storm & Sons**

J. C. Wilberding, formerly vice-president of Van Patten, Inc., New York, has acquired an interest in Jules P. Storm & Sons, Inc., and has been made vice-president and a director.

**Sales Executives Hold Important Three Day Convention**

The American Society of Sales Executives held its semi-annual meeting at the Edgewater Beach Hotel, Chicago, May 24 to 26.

Professor Walter Dill Scott, George W. Hinman, former editor and publisher of the Chicago Inter-Ocean and Norval Hawkins, author of the "Selling Process," were among those who delivered addresses. Administration, Research and Promotion, Trade Practices, Foreign Trade and Business Adjustment were discussed.

The next meeting, it was decided, would be held October 4, 5 and 6, at Atlantic City or Lakewood, N. J.

*"Gotham for Art Work"*



O

ur new  
telephone  
numbers  
are

Madison  
Square  
8517  
8518

GOTHAM STUDIOS INC.  
111 East 24<sup>th</sup> Street  
New York  
MARTIN ULLMAN, Managing Artist

G

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

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# ADVERTISING & SELLING

The National Weekly of Modern Merchandising - Established 1891

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## Calendar of Coming Events

June 20-25—International Association of Rotary Clubs Convention, Atlantic City.	White Sulphur Springs, W. Va.
June 21-26—Annual Convention, National Fertilizer Association, The Greenbrier,	July 12-16—Annual Convention Poster Advertising Association, Hotel Statler, St. Louis, Mo.

### Gray Agency Advertises Smoke

The Gray Advertising Company, Kansas City, Mo., has obtained the account of the Admiral Hay Press Company in that city. Trade papers are being used. This agency is also handling the account of Wright's Smoke, a prepared product for the curing of pork products at home.

### Will Use Foreign Newspapers

The Brown Shoe Company, St. Louis, which is carrying on a foreign advertising campaign through the J. Roland Kay Company, Chicago, is now planning to increase its appropriation to include newspapers in South America, Spain and Australia.

### Auto Editor To Be Advertising Manager

D. M. Roberts, automobile editor of several southern newspapers, is to be advertising manager of the new Simms Motor Car Corporation, of Atlanta, Ga., which plans to manufacture a new four cylinder, \$1,200 car.

### Plan Campaign for Napoleon Trucks

The Napoleon Motors Company, of Traverse City, Mich., has decided on a program of expansion, a big point of which is to be an extensive advertising campaign. The company increased its capital stock from \$500,000 to \$2,500,000 and will considerably increase the output of Napoleon Trucks.

## International Advertising Exhibition in England

An International Advertising Exhibition, at which the United States is expected to be strongly represented, is to open at the White City in London, England, on Monday, November 29.

### Gets a Peanut Butter Account

The Freeman Advertising Agency, Richmond, Va., has secured the advertising account of the Bosman & Lohman Company, Norfolk, Va., large manufacturers of peanut butter for commercial purposes.

### Whitfield Price Pressinger Dead

Whitfield Price Pressinger, vice-president and general manager of the Chicago Pneumatic Tool Company, died in the Roosevelt Hospital, New York, Thursday of last week in his forty-ninth year. He was an authority on compressed air and a protege of Charles M. Schwab.

### National Biscuit Company Vice-President Dies

Thomas S. Ollive, vice-president and director of the National Biscuit Company, died suddenly in New York last week at the age of eighty-five. He was born in Liverpool, England, and came to this country as a child. He was president of the Brinckerhoff Company, that later became the New York Biscuit Company, before the formation of the National.

### Omaha Agency Has Two New Accounts

The Warfield Advertising Company, Omaha, Nebraska, is now handling the advertising of the Henry Field Seed Company, Shenandoah, Iowa, and the Frank Rose Tire Pump Company, Hastings, Nebraska.

### Former Presidents Were at Convention

Among the early presidents of the Associated Advertising Clubs of the World present at the Indianapolis Convention were Hugh Montgomery, Smith B. Queal and E. D. Gibbs. Samuel C. Dobbs wired his regrets at not being able to attend, having been detained elsewhere.

### Kodak Earnings More Than \$180,000,000

Net profits of the Eastman Kodak Co. and its subsidiaries for the past seventeen years and six months have been \$179,512,613.44. This figure was made public in a recent report compiled by the directors of the company for the benefit of the stockholders.

The business of the company reached its greatest proportions in 1919 when the Eastman Kodak Co. of New Jersey, the parent company, including subsidiaries such as Kodak, Ltd., of England, made net earnings of \$18,326,002.00 after excess profits and income taxes had been deducted. The figure in 1918 was \$14,951,969.17. A surplus of more than \$57,000,000 and a reserve fund of \$5,250,000 has been created during the past seventeen years. Fifteen million of the surplus is charged off on the book value of patents and good will. Real assets of the company are valued at \$88,718,112.58, and an estimate by people in a position to know places the good will and patents at a figure as large as the real valuation.



# Where were you on August 25, 1914?

“ON August 25, 1914, I came to New York, owing money, to take a position at \$35 a week,” says Charles C. Nicholls, Jr., in a letter to the Alexander Hamilton Institute.

“That was a little over five years ago. I have recently been elected Vice President of the Schulte Retail Stores Corporation, the second largest retail cigar company in America, having stores in more than fifty cities.

“The definite, practical guidance furnished by your Modern Business Course and Service has been one of the most important factors in my progress. I wish I could speak personally to every young man in America and urge him to accept your help.

“Why should any man waste years of his life in getting a working knowledge of the various departments of modern business, when you can give it to him in a few months of thoroly practical training?”

**Men from every line of business  
are enrolled**

IF Mr. Nicholls were an isolated example his testimony would mean little. But the Alexander

---

**And how has your progress in the intervening five years compared with the progress this man has made?**

---

Hamilton Institute has, for ten years, been doing for a great many men what its training helped him to do.

Thousands of men, representing every department and position in business, have decided that the years of their business life are too precious to be wasted in learning for themselves what the experience of successful men in business can teach them.

They have found in the Modern Business Course and Service a more direct, more effective route to positions of larger responsibility or to businesses of their own.

### *The men behind the Institute*

**T**HERE is no guess-work about the Institute's training; no theory.

It has gathered the experience and methods of the most successful men in business. Behind it stands an Advisory Council representing the best educational and business authority. That Council consists of:

Frank A. Vanderlip, the financier; General Coleman du Pont, the well-known business execu-

tive; John Hayes Hammond, the eminent engineer; Jeremiah W. Jenks, the statistician and economist; and Joseph French Johnson, Dean of the New York University School of Commerce.

**What are the next five years worth to you?**

**Y**OU know better than anyone else what a year of your life is worth.

On August 25, 1914, you may have been in a position similar to that of Mr. Nicholls. Have the intervening five years meant as much in progress to you as they meant to him?

Will the next five years yield you merely a few small increases in salary and position? Or will they lift you up into the class of men for whom the demand always exceeds the supply?

### **“Forging Ahead in Business”**

**J**UST what the Modern Business Course and Service is; just how it is fitted to your need; just what it has done for other men in positions similar to yours—all this is explained in a 110-page book entitled “Forging Ahead in Business.” You may have it without obligation. Send for your copy now.

**Alexander Hamilton Institute**

301 Astor Place New York City

Send me “Forging Ahead in Business” without obligation.

Name  *Print here*

Business Address

Business Position



# EFFICIENT SERVICE

---

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

CHICAGO  
PHILADELPHIA  
CLEVELAND  
NEW ORLEANS  
BUFFALO

MINNEAPOLIS  
ST. PAUL  
DENVER  
LOUISVILLE  
ATLANTA

MEMPHIS  
NASHVILLE  
YOUNGSTOWN  
DULUTH  
SUPERIOR

ST. JOSEPH  
OKLAHOMA CITY  
HARRISBURG  
PUEBLO  
LINCOLN

ASHTABULA  
ALTOONA  
LORAIN

SOUTH BEND

NEW YORK  
ST. LOUIS  
PITTSBURGH  
WASHINGTON  
MILWAUKEE

KANSAS CITY  
INDIANAPOLIS  
ROCHESTER  
TOLEDO  
OMAHA

COUNCIL BLUFFS  
DAYTON  
HARTFORD  
SPRINGFIELD  
WILMINGTON

CAMDEN  
AKRON  
JACKSONVILLE  
ST. AUGUSTINE  
DAVENPORT

ROCK ISLAND  
MOLINE  
BALTIMORE

ELKHART

CHICAGO

Johns. G. Sack ©

NEW YORK

