

# Advertising & Selling

JULY 10, 1920

From The Chicago Tribune of July 1, 1920

## TRIBUNE ADDS 30,000 READERS IN TWO DAYS

*Now Above 450,000;  
Leads in U. S.*

In the two days since the other Chicago morning paper, the Herald and Examiner, advanced its price to 3 cents THE TRIBUNE has experienced a remarkable increase in its daily circulation in the city. In fact, the growth in demand for this newspaper is so significant that it seems worthy of mention here as a matter of public interest.

### Gain Is Phenomenal

The total earning circulation of THE TRIBUNE yesterday was 451,829, of which the net city circulation—Chicago and immediate suburbs—was 292,850. In round numbers this is a gain of 30,000 within the two days since the 3 cent price of the other morning paper became effective. On Monday morning THE TRIBUNE'S net sales were 420,842, of which number 265,484 copies were city circulation.

With the total paid circulation of 451,829, reached yesterday morning, THE TRIBUNE has by far the largest circulation of any morning newspaper in the United States.

# Foldwell

TRADE MARK



## “Just See How It Holds at The Stitches”

“When that catalog was planned we took into account what many advertisers overlook — the strain on the center page fold. Foldwell was chosen to withstand that strain. Examine it. Not a sign of a crack there — nor on the cover.”

“Open and close it all you please. The strain will not loosen the cover and no pages will fall out. The stitches will bend before the paper breaks between the holes.”

The printer's confidence in Foldwell is well placed. For Foldwell's rag base and extra strong fibres insure it against cracking or breaking.

By using Foldwell in your catalogs you, too, can be certain that your sales messages and illustrations will do every bit of work you intend them to do. For Foldwell catalogs, though severely handled and repeatedly thumbed back and forth, always come up smiling.

Our booklet, “The High Cost of Taking a Chance,” on request.

**CHICAGO PAPER COMPANY, Manufacturers, 827 Wells St., Chicago, Ill.**

NATIONALLY DISTRIBUTED BY

Lasher & Lathrop, Inc.,  
29-31 Lafayette St., New York City.  
Whitehead & Alliger Co.,  
8 Thomas St., New York City.  
John Carter & Company, Inc.,  
100 Federal St., Boston, Mass.  
Alling & Cory, Rochester, N. Y.  
Alling & Cory, Buffalo, N. Y.  
Alling & Cory, Pittsburgh, Pa.  
D. E. Ward & Co.,  
28 S. Sixth St., Philadelphia, Pa.  
Phelps & Lasher, Bridgeport, Conn.  
McClellan Paper Company,  
706 S. Fourth St., Minneapolis, Minn.  
McClellan Paper Company,  
Duluth, Minn.  
Acme Paper Company,  
115 S. Eight St., St. Louis, Mo.

Carpenter Paper Company,  
106 Seventh St., Viaduct,  
Des Moines, Iowa.  
Cincinnati Cordage & Paper Co.,  
Cincinnati, Ohio.  
Spokane Paper & Stationery Co.,  
Spokane, Washington.  
Tacoma Paper & Stationery Co.,  
Tacoma, Washington.  
Carpenter Paper Company,  
Ninth and Harney Sts., Omaha, Neb.  
Kansas City Paper House,  
Kansas City, Mo.  
Carpenter Paper Company,  
143 State St., Salt Lake City, Utah.  
Commerce Paper Co., Toledo, Ohio.  
Commerce Paper Company,  
Columbus, Ohio.

St. Paul Paper Co., St. Paul, Minn.  
Allman-Christiansen Paper Co.,  
111 Michigan St., Milwaukee, Wis.  
Cincinnati Cordage & Paper Co.,  
235 E. Third St., Dayton, Ohio.  
John Martin Paper Co., Ltd.,  
Winnipeg and Calgary, Canada.  
Chope Stevens Paper Co.,  
Detroit, Michigan.  
Blake, Moffit & Towne,  
212 S. Los Angeles St.,  
Los Angeles, California.  
Blake, Moffit & Towne,  
43 First St., San Francisco, Calif.  
Blake, Moffit & Towne,  
Portland, Oregon.  
American Paper Company,  
Seattle, Washington.

# When You Think of New Orleans Think of New Orleans STATES

EVENING

SUNDAY

**Because:-**

**Large Circulation  
Concentrated In The City  
Proper-Your Profitable Market**

Suburban New Orleans is too limited and scattered to cover economically.

Advertise in the New Orleans States and center your efforts on the city itself. Excellent opportunities for distribution of any product. People responsive to advertising. High per capita purchasing power.

WRITE   
ADVERTISING DIRECTOR

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

*America's First Cord Tire*

THE FIRST cord tire made in America was a Goodrich. Goodrich still makes the first cord tire in America—The Silvertown Cord.

**Goodrich Tires**  
*Best in the Long Run*

FOR TARIFFAL FOR ANNUAL STUDY

**FORT WORTH STAR-TELEGRAM**

ART PICTURES OF TRUE WESTERN SCENES

# They Know

To the Wholesale Dress Buyer!

The American Promise of the American Full Dress Vogue a Forecast of Its Success

**CHORDON**

Like a powerful man who has not learned to rest

**JERGENS VIOLET SOAP**

These and many other national advertisers KNOW that Rotogravure advertising pays.

They insure results by use of media of KNOWN value like the

**Fort Worth Star-Telegram**  
First Paper in Texas

Fort Worth is located in the heart of a BILLION DOLLAR territory, where the buying power per capita is enormous.

Rotogravure advertising in The Star-Telegram produces results because it is read by people who have confidence in their paper.

**Circulation over 75,000 Daily—90,000 Sunday**  
Sunday Rotogravure—eight page super-calendered paper—closing date only 21 days in advance of date of issue.

**Fort Worth Star-Telegram**  
Charter Member A. B. C.

AMON G. CARTER Vice Pres. and Gen. Mgr.      A. L. SHUMAN Advertising Mgr.

Represented on Rotogravure ONLY by Graphic Newspapers, Inc.

27 E. 22nd St., New York.      1211 Hartford Bldg., Chicago.      638 Little Bldg., Boston.

# ADVERTISING & SELLING

The National Weekly of Modern Merchandising—Established 1891

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

ADVERTISING & SELLING CO., Inc.,  
471 Fourth Avenue, New York, N. Y.  
Telephone, Madison Square 1765

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

30th Year

JULY 10, 1920

Number 3

## Selling Your Advertising As Another Product

When a Concern Advertises It Enters a New Field of Production. How Does the Organization "Measure Up?" There Is Much to Be Gained by Scientific Operation

By HUMPHREY M. BOURNE

GENTLEMEN, what is our product?"

The words fairly crackled across the room. "And what an easy question—as if everybody didn't know what the product was! What was the old man driving at?"

"Yes, what is our product? You tell us, Mr. Wallace."

"Why, soap, of course, Mr. Parsons."

"What else?"

Such a question, when everybody knew that since '71 the concern had made soap, sold soap, thought soap, dreamed soap, and soap alone! Soap! Soap!! Soap!!!

"Gentlemen, your silence is eloquent with ignorance. Soap, of course, is our main product. But we are producing something else—and that something else should be as familiar to us as our soap, should be known to us as intimately as our soap, and in turn should be sold by us as intelligently and well. Gentlemen, the other product is our advertising. Mr. Murphy, our publicity man, will now take the floor and tell you something about it.

There's nothing extreme or far-fetched about a situation such as illustrated above. It may not take place every day in many establishments through the country; but it should. For the moment a concern decides to advertise it is planning the manufacture of another product; it is investing in a new kind of equipment; it is extending the selling force; it is capitalizing old responsibilities and assuming responsibilities that are new; and unless these factors are accepted accordingly by every member of the

### Selling Begins At Home

*I*t has come to be recognized that the way to obtain maximum distribution of either specialties or staples is, primarily to sell with them something besides the material product—a degree of service that in itself frequently, to the buyer, is as important as the goods.

The writer of this article, who has contributed many others to the columns of ADVERTISING & SELLING, has set forth in a rather vigorous style the fundamental idea of the necessity of selling one's own organization first on the service that goes with the main product.

Mr. Bourne has taken the view that advertising itself, if only by virtue of the large sums invested in it as a commodity and a selling force, is in itself a product of high importance to any concern employing it. The thought is worthy of careful analysis.—THE EDITOR.

concern, and in turn presented with the same force and intelligence as characterizes the selling of the chief product, then the advertising becomes a weakened thing—to be thought of in terms of expense rather than of profitable investment.

### HOW MUCH FOR AN "AD"?

They tell a story of an old Milwaukee brewer to whom an elaborate advertising campaign was being suggested, with samples of the proposed advertisements. After an hour or two of profound interest on his part he made the welkin ring with the enthusiastic remark: "Ain't dot pretty; how much do you charge for an ad?"

Fortunately, intelligent advertising never was in the "how much for an ad" class. The modern advertising campaign is the result of deep thought, careful planning, and continuous application on the part

of many executives and others, depending on the size of the establishment. And it means the appropriation of a certain percentage of the profits—enough in many instances to build a new factory, or to buy new operating equipment, or to add from twenty to one hundred more men to the sales force.

I never will forget the remark that my old chief, Oliver Cabana, Jr., President of Liquid Veneer, once made. It has meant many a stop, look and listen when writing an advertisement or planning a campaign to be paid for by somebody else. He said: "Good heavens, Bourne, paying for a full-page advertisement is like buying a house and lot." He was right. And the same thing holds true of any advertising campaign, which isn't something to be doled up and then sent out alone into a cruel world to meet its fate.

The responsibilities connected with an advertising campaign are tremendous. The advertising is to create new goodwill for the house. It is to win an increased preference for the main product. It is to smooth the way for every salesman. It is the expression of more than the intrinsic qualities of something that is made and sold; it is the expression of the character of the house itself, of the house's attitude toward its dealer and consumer market. It expresses the very soul of the organization.

### EQUAL TO THE MAIN PRODUCT

Being all these things, advertising is something not to be lightly planned or lightly executed. It becomes an extra product, equal in importance to the chief product it-

self—for it precedes that main product as an expert salesman, and must leave a favorable impression against the time when the moment of purchase arrives.

And, as a real product, advertising demands the right attitude of mind, and a right knowledge of its true function, on the part of every individual in the organization—an attitude and knowledge most essential to the establishment of good-will toward the advertising itself, both inside the organization and out.

Whole-souled loyalty on the part of every worker toward the advertising is as essential as loyalty toward the house and the thing it produces. Opposition, or even a lukewarm attitude toward the advertising is more often a lack of proper knowledge of what the advertising is to accomplish, due, in turn to a lack of proper education by those directly responsible for the advertising policy. A friendly working attitude on the part of everyone toward the advertising cannot be expected if those responsible for its being do not sell the advertising as painstakingly inside the organization as they expect the other product to be sold outside.

And, if the attitude of the man opposed to the house's advertising cannot be changed, change the man, for at heart he is inimical to the interests of the house, even though he does not know it. Elbert Hubbard said it—"Get out or get in line."

The ignorance of many an executive on matters pertaining to the concern's advertising is downright appalling—to say nothing of that of lesser lights in the organization.

Ask the men as they come in from the road to tell you what they know about the advertising policy of the house.

Ask them the cost of that last page.

Ask them something about the number of people the advertising is reaching monthly, and what it all means to their own particular trade.

Ask what the last advertisement was about.

See if they know anything about the message to be delivered next time.

Ask for a brief description of the selling points advanced by the last advertisement.

Ask if the selling points are being capitalized with the trade—and in just what way.

Ask how the advertising is regarded as a selling aid.

Do the men simply tolerate the advertising, or do they regard it as a valuable business producer?

Do they and their trade appreciate what the advertising is doing for them? What it costs? If they ever send in an advertising suggestion? If they sell the advertising product as carefully as they sell the other?

#### AND INSIDE THE OFFICE TOO

Then ask the people in the office what they know about the advertising. Go out into the factory and ask them. You can't expect the working force to be more than passingly interested in the advertising if they haven't an intelligent knowledge of what it is to accom-



HUMPHREY M. BOURNE

plish—and why. A worker out in the factory will accidentally come across an advertisement of the concern he works for and pass it by and up with the comment, "Bunk," simply because he has not been informed about the advertising. To him it has a fourth-dimensional aspect. The well-turned sentences are as "sounding brass and tinkling cymbal." The advertisements he sees arouse, if anything, a feeling of antagonism in his breast, which isn't at all conducive to increased loyalty, greater efficiency, or maximum production. He feels that the advertising is patronizing—and of such is the kingdom of discord.

Reverse the picture. See that every advertisement is bulletined conspicuously throughout the establishment before actual publishing date. If accompanied by a separate message signed by an offi-

cer of the company outlining the advertisement's policy, so much the better. Then, when in due course, the advertisement does make its appearance in the magazines and elsewhere, the man behind the work will read it again because he understands what it is all about, and will renew mental allegiance and loyalty to the concern which he is so proud to serve.

You wouldn't send a salesman out on the road unless he knew all about the chief product, and knew it inside out. And yet, many an organization is being kept in the dark regarding the advertising policy of the house! Seems as if a veil of mystery was intentionally draped before it. Shout the story to the hill-tops—if it's worth six thousand dollars to tell it one time, one page, one week, to folks on the outside, its worth spending a little time telling about it to the folks on the inside—for are they not the people that have made the advertising possible?

#### THE SALESMAN'S VIEWPOINT

This may seem like a lot of palaver on a very obvious subject. But the thing obvious is too often the thing disregarded. Many a salesman damns his concern's advertising with tant praise, followed by the statement that if the house would only divide the advertising appropriation among the boys their sales results would make the advertising results look like thirty cents. Take that same man and his brother salesmen into the house's advertising confidence, show them how the advertising is their royal ambassador wherever they go, and they'd threaten to resign in a body if so much as a rateholder was withheld.

Find a lot of executives, salesmen, office people, and factory people boosting for the advertising the concern is doing, and you'll find back of them an advertising policy which markets the advertising itself as a definite product.

And out on the road you will find that the salesmen are presenting the advertising in a whole-hearted way by speaking in known terms of its known quantities, instead of using it as a half-hearted prelude to a forced farewell. On a quarter million dollar appropriation basis, each salesman realizes that a quarter million dollar right hand man is working with him and for him at all times. And he keeps that man eternally busy. He'd rather lose his transportation than lose his advertising.

A concern's advertising is the dean of the selling staff, and more. It is the expression of all that the house is and represents. It can be made a tremendous factor of good will between the house and every employe. It can transform listless attitude into pulsating pride and

loyalty. It can be made a helpfully of everyone in the place from the president down to the newest red-headed office boy or apprentice. And it can be made a greater-than-ever force in increasing production and multiplying sales.

But in order to be and do these

things surpassingly well, the advertising must be preached and practised for what it is—as an actual commodity designed and built for service—and to be sold as such to and by everyone in the establishment.

## Institutional Advertising With a Specific Twist

**The Stone & Webster Company Is Making Effective Use of Weighty Testimonials to Nationalize Its Product, Which is Service**

By ROBERT VINCENT

**T**HE MERE SOUND of institutional advertising suggests something sublimely vague. That such copy, however, can be down-to-earth, practical and simple in expression is indicated in the national campaign of Stone & Webster which has been running for almost a year. What could be more definite than this?

### "FINGERS ON THE PULSE"

"Brier Hill Steel" is one of the names to conjure with among the industries of the Youngstown district signifying the great work and the ramifications of the business of the Brier Hill Steel Company.

For "Brier Hill Steel" we have carried out a large and varied assortment of work including, among other things, blast furnace foundations of concrete and the concrete walls of an ore storage yard having a capacity of 750,000 tons. We illustrate these features under construction. At the wind-up of our work the client wrote:

"We commend, especially, the expedition and dispatch of your work for us, which we believe was done with as creditable cost as possible. It is plain that your able organization keeps its fingers on the pulse of things."

This is institutional advertising, pure and simple. Its fundamental job is to advertise the organization, its accomplishments, its ability, its scope, and to inspire respect. It is institutional advertising, but expressing these various aspects of the firm with quotation from the client in connection with a single definite accomplishment as a result of which it sounds a thousand times more convincing.

To explain why Stone & Webster adopted such a style, we first must understand the reasons which impelled them to undertake this national campaign. It is puzzling to the uninitiated how such a proposition as constructive service, which, on the surface, would appear to have a concentrated market, can advertise successfully and to direct ad-

vantage in general publications like the *Saturday Evening Post*. It is easily understood that such publications are excellent for baked beans and baggage, hosiery and hats, used by everyone; but it is not so obvious in the case of building service and lines of a related nature.

### BUILT UPON A DIRECT MAIL FOUNDATION

Until 1914 the advertising of Stone & Webster was conducted by mail, all such matter being sent to selected names. A mailing list of bankers, big industrial executives, consulting engineers and others who might be considered prospects for their service had been carefully built up. It was excellent advertising. It was definite. It consisted of specialized bulletins, illustrating the previous performances of the Stone & Webster organization. When a big water power development, industrial project, or other important work was done, a special book was published describing it and the Stone & Webster part in it. This advertising, supplemented by publicity in special class mediums, brought results which helped the organization to grow.

But as it grew, extending its scope further and further from headquarters, establishing branch offices in various parts of the country, reaching out into every conceivable branch of construction project, it found men who had not heard of the wonderful Stone & Webster construction organization—knew nothing of the things it had done. The company was well known everywhere for other activities along the line of operating public utilities. The construction service is really an outgrowth of need for developing an organization to handle the physical development work of their own gas and electric lighting and traction lines. In the minds of

many, their name connoted the financing and operating of such industries.

### FORGING THE GREAT CHAIN

In short, though a tremendous organization, doing national—even international—work, on some of the greatest of modern construction problems, there were many to whom they were only a name. And even while the engineering fraternity itself might be well acquainted with their work, how about the heads of industrial plants whose business was making steel or paper or furnishing water power? It became evident that these must be sold on Stone & Webster as an institution, well in advance of any contemplated work.

The letting of construction work usually depends upon the consensus of opinion of a committee or board. While the final power sometimes may rest with a single individual, it is rare that he passes on a proposition without consulting his associates and subordinates. The decision usually is made by a group, and the question frequently comes before the members in the form of a proposition for blanket construction, the relations extending over a period of time. With such a board the matter of construction service may come up very infrequently, perhaps but once in several years. Their only knowledge of the construction firms possible for consideration may be that derived from advertising—they may have had no previous actual contact with any.

Naturally that concern with which they had become most familiar would receive the greatest confidence and attention.

To reach all the various individuals concerned in the letting of a contract by direct advertising was difficult. Despite careful building up of mailing lists, many of these

possible prospects would be missed. The evidence showed that this was what occurred. Hence the embarkation into national advertising.

The fact that individual sales are few and scattered is to a large extent offset by the number of persons entering into each sale on the side of the buyer, and that a single contract may run into millions of dollars—may equal the entire year's business of many national advertisers of everyday articles of merchandise.

#### NOT AN EXPERIMENTAL EFFORT

This is not the first national advertising in general publications of Stone & Webster, but it is the most extensive. It has been an evolution since they advertised as far back as 1914 in *World's Work*, *Review of Reviews* and *Literary Digest*. The direct advertising is still maintained. It goes to known prospects. The general advertising, however, covers that large field of unknown prospects which the most searching analysis would fall to place on a mailing list.

It deserves emphasis again that this was no new concern, trying to establish a reputation and accomplish quick expansion. It was a solid organization, established for many years, a leader in the field—the kind of organization one would remark about, "Why, everybody knows them, of course!"

The present campaign started on a once a month schedule in the *Saturday Evening Post* and a group of high-class monthlies. The problem was to advertise Stone & Webster. To decide how best to advertise it a field survey was made to find out just what they had to sell. The normal procedure was reversed. Instead of building up a list of points or series of ads upon what a construction service like theirs *should* be, they decided to advertise the points they actually possessed. To find these out an investigator was sent to interview clients for whom they had worked, to ask what it was about them that appealed.

As a result there were found to be about twenty selling points, or buying points of interest to these clients. Typical of the list upon which they worked are:

Quality of construction.

Rapidity of construction.

Close co-operation with client's representatives.

Extensive resources.

Accuracy of estimating.

Personal interest of individual

members of constructor's organization.

These points were made the basis of the advertisements. And what better way to express them than in the words of the clients themselves? Every man knows how difficult it is to sell himself, to talk about his accomplishments and abilities without seeming immodest. It is quite as difficult for an organization, too. To put the expression of these points in the words of others was to relieve the advertising of a delicate task. Another of the advertisements is quoted:

Union Switch & Signal Company employed us to construct a new plant at

### Good Advertising

"Only that can be called good advertising which keeps adding prestige to the name of the advertiser. Good, worth-while advertising produces future results just as surely as it produces immediate profits. Any advertising that does not do both of these things is not good advertising, and no amount of cleverness can make it good advertising. The future effect of any bit of advertising must be considered."—C. T. Walker, Advertising Manager of the Scott-Halliburton Co., of Oklahoma City, in the *Retail Public Ledger*.

Swissvale, Pa., to replace the former plant which was destroyed by fire. The type of structures arrangement, size, etc. were agreed upon promptly with the company and its engineers, Hunting & Davis.

The owner occupied the building three months after the start of construction above ground and his expression of satisfaction follows:

"You built our new plant without loss of a single unit of time. It was as though we had possessed for this emergency a construction organization of our own second to none in the country. We must mention our complete satisfaction with your purchasing both as to prices and deliveries and our appreciation of the adequacy and efficiency of your accounting system."

Let us act as your construction organization, working *with* you rather than *for* you, and beginning when *your* plans are first taking shape.

All of the advertisements were of this style. Right here is a point

worth mentioning. There is no sameness about these endorsements. Such is the inevitable result when they are written by the advertiser. These testimonials are the actual words of the client, either written by him or taken down verbatim by the investigator sent around on the original survey.

#### THE NATURE OF TESTIMONIALS

Nine times out of ten testimonials written by the advertiser for himself are obvious and lack the convincing note. It is for this reason that a certain advertiser who makes extensive use of them always insists on the user writing the endorsement himself, in his own manner and in his own words and without suggestion on the advertiser's part. Usually, when a testimonial is asked for, the reply is, "Well, write a letter and I'll sign it," but experience has taught this particular business man that such have a ring of artificiality about them and he wisely declines.

Each Stone & Webster testimonial brings out a different phase, a different selling point of the organization. Each describes a different job and a different type of work. All are consistent in style. The name of Stone & Webster is affixed in modest manner looking much like the signature on a letter. A consistent suggestion maintained throughout the series has been that contained in the last paragraph of the advertisement quoted above, which, with some variation of wording, is the climax of each insertion. To further tie the series together an identifying mark consisting of an inverted triangle containing the words "Stone & Webster Construction Service" has been used with the triskelion which is the symbol of the organization. This was adopted to emphasize the fact that it was the construction side of the organization that was being advertised.

#### COPY METHODS EMPLOYED

The copy is brief as shown and occupies perhaps a third of the entire space; the rest is illustration, which defies the generally accepted psychological dictum that anything relating to machinery or construction demands a heavy, bold style of type and illustration. These illustrations are in line, delicately strong; yet probably few would say they are not dignified and strong. The drawings are, in fact, unusual both from the standpoint of style and subject. Each shows a construction job in process.

Even to the layman an engineering job half done has a peculiar fascination, as proved by the number of people to be found at any time gazing up into the steel skeleton of an unfinished skyscraper or viewing the foundations of a bridge. In technical detail the pictures are absolutely true so that the most finical engineer might find nothing to criticize. Yet they are interpretative and idealistic rather than literal, and the combination of engineering

corrections with artistic interpretation has been skilfully carried out. The advertisements have been popular with the men in the field organization because they express perhaps the more inspiring side of their daily work.

The advertising has brought many inquiries, which are followed up by branch managers. Yet inquiries have not been the purpose of the campaign. The aim has been to impress favorably upon the eng-

ineer, or the corporation head, who may one, two, five or ten years from now, have a new mill to put up, a dam to construct, a power plant to erect. It is advertising that inspires the confidence that is the basis of all selling work—institutional advertising, with specific copy, specific illustration, and a total absence of poetic philosophy—advertising that is convincing to the hard-headed business men for whom it is designed.

## How "1900 Washer" Solved Its Problem

**An Interesting Advertising Situation, Met In a Novel Way, Gave Distinctive Identity to a Product in a Highly Competitive Field**

**I**N A RECENT interview with a representative of ADVERTISING & SELLING, H. L. Barker, General Manager of the 1900 Washer Company, of Binghamton, New York, stated that at the time when their large advertising campaign was planned, they faced a most interesting problem. This problem was whether to sell in their advertisements the idea of the washing machine or just the 1900 Cataract Washer.

This subject was discussed at great length, and it was finally determined to sell the 1900 Cataract Washer—that women all over the country were already sold on the washing machine idea, that they had been educated to believe that clothes could be washed just as well in a washer as by hand, and at a saving of time and effort.

But even after this important matter had been settled, there remained another problem — how to present the merits of the 1900 Washer so that they would be remembered in the face of the many other washing machines that were already beginning to be advertised. This the copy policy must determine.

### EVOLUTION OF AN IDEA

Now, in the 1900 Washer the movement of the tub agitates the water back and forth through the clothes in a figure 8 motion, which sends the water through the clothes about four times oftener than in the ordinary washer. While other washing machines have attempted to approximate it, this figure 8 motion remains an exclusive feature of the Cataract Washer.

This, then, seemed to be the big idea to feature. And so a preliminary campaign was launched in all

the leading national women's publications. The figure 8 was animated, given arms and legs, and made to do humorous and interesting "stunts." "It's All Plain Sailing" shows a waggish figure 8 sitting in a most ridiculous sailboat, with one arm clasped fondly about the waist of a very smug, happy housewife.

"Sing A Song On Washday" pictures a figure 8 striking an attitude, and holding a piece of sheet music, from which he is singing to the accompaniment of a diminutive piano presided over by the same pleased-looking housewife.

"The figure 8 Saves Time" shows a figure 8 in the act of stopping a masked burglar who is about to walk away with a large grandfather's clock.

### THE MEDIUMS INCREASING

Not only have those refreshing advertisements appeared in the magazines—they have also been adapted to newspaper advertising, for the 1900 dealers have received the advertising enthusiastically. Booklets and mailing cards along the same lines have also been prepared.

The result of the advertising is obvious. In spite of the many wash-

ing machines that have been advertised during the past year, the 1900 Cataract stands out from all, by virtue of the distinctive copy policy and its exclusive feature.

Now, therefore, that the 1900 Company is ready to lay advertising plans for the next fiscal year, a very much larger appropriation has been set aside. Four-color pages are to be used in many instances.

When this was decided it then became necessary to determine future copy policy. The figure 8 advertisements undoubtedly did not offer the artistic possibilities for four-color advertisements that several other subjects would. But it was felt that it was not necessary to sacrifice the artistic possibilities for the figure 8.

For over a year the distinctive figure 8 advertisements had been ploughing the ground and sowing the seeds of demand for the 1900 Washer. The new advertisements therefore would be logical growth from this.

And so the main illustrations in the new campaign shows beautiful strikingly colored pictures by a well-known artist who specializes in "woman things." Each is artistic,



## The Figure 8 to the rescue

How the Figure 8 is made to stand out in the "1900 washer" copy

pertinent to the subject of washing machines, and replete with real human interest. But always, lurking in some corner of each advertisement, and peeping out roug-

hly is a little figure 8. Mr. Barker says that the wisdom of the 1900 Company's decision is evidenced by the fact that now their problem is no longer one of copy,

nor of sales, but a production problem. Every energy is now being directed to the manufacturing of enough 1900 Cataract Washers to supply dealer and consumer demand.

## How "Tubal Bloom" Got Reader Interest

**A "Book" With a Message That is Getting Over to Both Boiler Tube Users and Copy Writers for the Parkesburg Iron Company**

**P**ONDEROUS arguments and ponderable facts, such according to the rules are the methods to be used for an advertising campaign designed to interest railway executives in such a product as locomotive boiler tubes, for example.

Advertising of such a product to such an audience must satisfy and convince the practical men who read

it, but—and right here is the rub—how many of them do read such copy? A large number no doubt, but does such copy assure a reading from as large a number of them as any slant which could be used?

The Parkesburg Iron Company officials did not think so, and hence cast about for another style, one which would eliminate the non-read-

er factor to the utmost degree, and cause their messages not only to be read, but to be looked for each issue, and here it was that "Tubal Bloom," skilled iron worker and genial philosopher, came in.

The fact is, however, Tubal did not come in, but was found busy at work in the Parkesburg Plant one day last Summer by a Simmons-Boardman Publishing Company service man who visited the Parkesburg officials to talk over their new publicity campaign.

The Parkesburg officials sat down with this Service Department man, and what is more, when he presented the germ of his idea for their advertising in the *Railway Age* and *Railway Mechanical Engineer*, they did not sit down on him. This point is important for had they done so, he would not have been invited to give the plant the "once over," and would thus have failed to secure Tubal Bloom whose "Walks and Talks" have just been issued as an attractive illustrated book of forty pages.

So you see, like Topsy, friend Tubal "just grewed," for he is a real person and no mere creation of an advertising writer's brain, which, after all, no doubt explains why "Walks and Talks" not alone rings true, but has "rung the bell" by making a hit in the technical advertising of the year.

The thread of the entire story, or series of stories, rather, as each page is complete by itself, is spun around a visit to the plant during which Tubal, by graphic tales on subjects seemingly without reference to boiler tubes, brings out the big features of Parkesburg tubes and emphasizes their ultimate economy.

What possible connection is there between baseball, near beer, the "movies," Sir Joshua Reynolds, Caesar's wife, boiled lobster, roast beef, false teeth and indigestion, for instance, and locomotive tubes? It would take a Sherlock Holmes to answer that, you say. Wrong! It



This very "human" copy is part of a hook put out by the Parkesburg Iron Company

took Tubal Bloom and by doing it, he has produced most interesting reading of real human interest, and mighty valuable publicity for the Parkesburg Iron Company.

Now a secret interests nearly everyone, so Tubal starts his book with "a talk on trade secrets" in which he explains that the only secret in the manufacture of charcoal iron boiler tubes is the heat, and then states that they regulate the heat by the same device Sir Joshua Reynolds used for mixing his paint—brains and skill.

Then follows a description of a recent boxing match in which a husky looking lad goes down and out in jig time, and when asked by his visitor what that has to do with boiler tubes, Tubal replies—"a tube may look good to you, just as that husky lad did to me, but to last and win out, it has got to stand punishment, and that is just what Parkesburg tubes do—stand extraordinary punishment."

Little Tommy Smith, the poor kid with a bad cough due to inherent weakness, who was always found quickly in the game of Hide and Seek, is used to illustrate how some steel tubes placed in a boiler without anyone knowing it gave themselves

away in less than a year, due to the same cause—inherent weakness.

And so Tubal rambles on through the plant and with his tongue—Mother Jones' kid's pants, Mike, the Bartender, and other topics far afield are discussed by him, and each brings out a strong feature of Parkesburg tube in a way that brings them right home.

Nothing escapes Tubal, and nothing of interest concerning the boiler tube service and saving assured by tubes which answer to the name of Parkesburg escapes his visitors, attention.

Even the fact that baseball news is mighty popular and that the Parkesburg Nine is a crackerjack is utilized by Tubal, and that ball match tale so well illustrates his method of scoring hits for Parkesburg that we reproduce it here.

As an example of an effective method of driving home technical facts in a way that makes them enjoyable to the reader, and what is more makes the big points stick without sticking out—"Walks and Talks with Tubal Bloom" is worthy of careful study by advertising men.

For not alone is the method unique in a way, but the whole thing, text, illustrations and charac-

ters, rings true and carry a sales' message in a way that not only gets it over, but under the skin of the readers.

The final story of the book — "Good Bye, Sir, and Don't Forget Parkesburgs are a Good Buy" in which Tubal reviews the points of his talks and clinches the arguments which he has advanced for the use of the Parkesburg tube, is mighty apt to make the reader agree with Tubal's guest who remarks at the end of the book—"Now I've never seen Tubal Bloom again but I've also never seen a man purchase boiler tubes of other than Charcoal Iron, but I've thought of the record established by the Parkesburg tubes, and wondered why he did not participate in the marked economy their use assures."

And if making readers agree with the arguments advanced, and ponder over the facts given is good publicity, then in this book of his, Tubal Bloom has proved himself as good a copywriter as he is iron worker.

**Specializes in Oil Advertising**

Eugene D. McMahon is now conducting the McMahon Advertising Agency in Fort Worth, Texas, specializing in oil advertising and promotion.

**If All of Our Internal Advertising Took Effect**



It would make a difference in the lives of some of us, Artist Stanley, of ADVERTISING & SELLING staff, believes

# Reducing Scientific Principles to Plain Sales Talk

How the General Gas Light Company  
Made a Technical Proposition Appear Very  
Easy To Grasp and What Resulted

By H. M. WADDELL

Advertising Manager, General Gas Light Company, New York

THE task of explaining clearly, simply and forcefully by picture and by word alone, in terms that can readily be grasped by the average layman, the different physical forms of heat, and why radiant heat is by far the most preferable, is in itself a problem of no small proportions. In addition to this the campaign on "Radiantfire" is of particular interest because of the inherent difficulties in the sales problem that had to be overcome.

On the one hand, as an example, the inertia of gas companies and their indifference to any new appliance, particularly to one of quality selling at a higher price; and the almost total ignorance of the principles of radiant heat on the part of gas company salesmen, had to be overcome. On the other hand, the general public had to be educated to distinguish between radiant heat and other forms of heat; to know why it was the most desirable and to prefer it. Furthermore both objects had to be obtained through the medium of the retailers—the gas companies.

## THE MANUFACTURER'S PROBLEM

The gas appliance business, the bulk of which heretofore has been done by retail establishments, was a game of price-cutting in which efficiency and quality were almost unthought of as selling arguments. The design of appliances has been along the line of meeting a price. Practically no effort was apparent to educate the public to an appreciation of a type or model of higher grade or price level than that offered by the market. Gas companies were forced into the appliance business by the necessity of self-preservation. Independent dealers do not always sell appliances, the construction of which meets with the standards established by those in the gas industry who know what is safe, what will give the most satisfactory service and avoid the least complaint.

A problem of serious import and the solution thereof is the maintenance of alert and efficient sales forces and the influence of continuous and thoughtful advertising.

Gas companies sell appliances as a means toward the end—that of in-

creasing the consumption of gas on their mains; for cooking, heating and industrial purposes. When the gas company sells an appliance its business relationship with the customer has only begun. Instead of having sold the customer an appliance, it has merely completed a sort of preliminary transaction which will enable the company to serve the customer.

Unfortunately the gas consuming public is still not as familiar as gas men would wish it to be with the merits of the good gas appliances and the demerits of poor ones. Nor does the public know where the function of good gas ceases and where the shortcomings of poor appliances begin. Complaints of poor service are not made to the dealer who sells the appliance, but laid at the door of the gas company, giving as the cause the inefficiency of gas as a fuel.

The foregoing expresses adequately the reasons which necessitate the maintenance of retail departments by gas companies.

## EDUCATING THE HOUSEHOLDER

The gas companies are going through the same process of educating the householder to the use of gas for heating the home as they did twenty or twenty-five years ago when they first introduced gas ranges for cooking purposes. At that time gas companies had to start a campaign of education among the people on the advantages of gas as a cooking fuel, and show them the ever-ready, instantaneous stove they need not light till ready, turn it low when too hot, and out when they are through with it, with the result that the public became so educated in the use of gas for cooking that it is the cheapest fuel on the market today.

I believe the same condition is going to come about in the heating business. In our advertising campaign on the Humphrey Radiantfire we have continually reminded the gas company that inasmuch as water heaters and gas ranges have become a matter of almost a necessity, the time will come when a gas heater directing radiant heat rays out into the room like sunshine will be as well known and recognized by consumers

as a matter of household necessity as the gas range.

The modern gas fire is a triumph of science and is a striking evidence of what can be accomplished by patient research and the spirit that ever strives for better things.

It is, however, just as unfair to expect the ordinary customer to know all about a gas heater or, in fact, any gas appliance, as it would be to expect him to know just what automobile would best suit his needs without attempting to acquaint himself with details regarding automobiles in general. Consumers will have to be educated to prefer gas for heating as they had to be educated to prefer gas for cooking.

## OVERCOMING THE PREJUDICE AGAINST GAS

We feel that in the past, gas, as a method of heating rooms, got very much of a black eye in the minds of the public for the reason that gas heaters of the past were inefficient and in the great majority of cases they gave off a very bad odor, and for lack of a better reason people explained their discomfort by saying the gas had burned out the oxygen in the room. Gas heaters were used only by the public when they were almost literally forced to do so for want of other means of equipment.

The prejudice against gas heating induced by the failure of the old equipment to give satisfaction has far overbalanced the advantages of convenient connection on the part of the hopeful few, willing to try again in their quest for clean, convenient and effective gas heat.

Feeling so thoroughly convinced that the problem in the gasman's way is more one of undoing the past than in proving the excellence of the present offerings, it is worth while to study briefly what has been wrong.

Numerous stories which have appeared in technical and nontechnical publications bearing the fact that gas is a highly dangerous element, especially in room heating, have been a serious drawback to the sale of gas heaters in competition with other well-known methods of heating the home.

The reader who has been "gassed!"

# Newspaper Circulation

**is most valuable to the advertiser when concentrated within the shopping zone immediately around the place of publication.**



**That is why local retail advertising goes to the evening newspapers, which have a much higher percentage of efficiency than the morning or Sunday newspapers, which go further afield**

98 Sunday newspapers published in the 42 principal cities of the United States, with 11,783,138 circulation per issue, which is 74 per cent. of all the Sunday circulation in the United States, sell over 40 per cent. in territory beyond 50 miles of the place of publication.

40%  
outside 50  
miles

68 morning newspapers published in the same cities with 6,457,506 circulation per issue, which is 65 per cent. of the total morning circulation of the United States, sell over 31 per cent. in territory beyond 50 miles of publication.

31%  
outside 50  
miles

108 evening newspapers published in the same cities with 9,652,514 circulation per issue, which is 56 per cent. of the total evening circulation of the United States, sell only 19 per cent. in territory beyond 50 miles of place of publication.

19%  
outside 50  
miles

**This is why practically every worth-while evening newspaper in New York carries more local retail advertising than all the six-day morning newspapers combined**

**National advertisers seeking maximum results for their advertising dollars are following the sign-posts established by those who advertise to-day for sales to-morrow in the evening newspapers**

Member  
A. B. C.

**The New York Globe**

170,000  
A day.

JASON ROGERS, Publisher

will simply say "never again"; the one who hasn't will probably be told by one who has. The press and public are almost one in holding gas under suspicion.

Even now, gas men are apt to think that no new form of house heating can be introduced because the central coal, coke-fired, steam or hot water plant has been the standard equipment for so many years.

Householders are also a little slow in realizing the possibilities of other fuels.

#### GAS ADVERTISING HAS NOT BEEN EFFECTIVE

A review of some of the gas appliance advertising in the past few years shows that not enough scientific facts have been lucidly presented to the public to overcome these obstacles.

Gas salesmen of insufficient calibre have been employed and who have lost many a sale of gas heaters because they do not know the different forms of gas heating well enough to put up a stiff argument in favor of gas heat and back it up by the claims of eminent scientists that gas can be made the most healthful form of heat if given off by a scientifically constructed heater.

It is not the purpose of this article to deal with the technicalities of heating appliances or the merits of gas as a heating agent, but to show what the manufacturers of "Radiantfire" had to contend with in promoting an entirely new principle in heating by gas; a heater that throws out radiant rays of heat, separating the heat and the products of combustion, and which does not affect the air, keeping it fresh for breathing purposes. The story of radiant heat is doing much to dispel the illusion that gas is an unhealthy heat.

There is still some mystery about radiant heat that even great students and writers on the subject do not seem to fully understand, much less commercial gas salesmen in the appliance room. The advertising of "Radiantfire" up to about a year ago was more or less of a general nature and we came to the conclusion we would have to put it on more of an educational line.

In calling upon gas companies we were surprised to learn how little, if anything, gas managers and salesmen knew about radiant heat. Three out of every hundred gas men or commercial gas men (much less salesmen and women) understood fully the principles of radiant heat.

It was finally agreed to start an

educational campaign in the technical gas journals, exploiting the principles of radiant heat and to supplement this advertising by public lectures and demonstrations before large bodies of gas men wherever we could get them together.

#### THE BUILDING SITUATION

The building situation after the war involving the high cost of material and labor presented an unusual opportunity for gas companies to show the builders, land development companies and architects how they could give the prospective house owner the much-desired fireplace comfort without the expense of building brick chimneys, ash pits and heavy foundations, by installing a small metal ventilating flue to carry off the products of combustion, thus creating perfect ventilation in the rooms.

Gas companies took advantage of this idea and did some personal sales work as well as local newspaper advertising to get the builders interested. A workable plan was devised which proved productive and installed thousands of gas-heating systems in new homes which business would have gone to some other form of heating apparatus. Gas companies were supplied with window hangers, street car and newspaper copy and other matter to inform the public of this innovation.

This advertising to the gas companies was coupled up with advertising in the leading building papers, showing the builder the proper method of installing the ventilating flue in the studding of the building as well as estimates on parts, and comparisons with the cost of building brick chimneys, etc.

By means of this advertising campaign which has been running throughout the year, the General Gas Light Company has not only made the name of its new heater, "Radiantfire," known wherever gas is sold for heating; but it has been the means of prompting gas appliance salesmen to use scientific arguments in selling a high priced, high quality heating device.

#### Salesmanship Is Coming Back

Salesmanship in many lines of industry has become a lost art because of the abnormal conditions of recent years, says *Forbes Magazine*. One result is that the place of the salesman and the sales manager in the structure of an organization has been lowered. Directors, presidents and leading vice presidents have been concerned almost wholly with problems of production, not distribution or consumption. The sales manager has too often

come to be looked upon as a somewhat ornamental part of the machine. The production men have towered up as the giants of the organization. The voice of the sales manager has commanded little respect or attention. Sales manager salesmen, salesmanship consequently have suffered. Their status has gone down.

We are facing changed conditions. Sales managers and salesmen are to have opportunity to come into their own again. Their services are to be needed. Their counsel will be sought. Their voices will be listened to. A new period is opening. Directors and chief executives are to learn that production is not the be-all and end-all of all industry. They are to learn how many of them have tended to forget, namely, that production without adequate distribution is of no avail. Production itself fills no pay envelopes. Wage money comes from sales.

#### Kansas Active for 1921 Advertising Convention

Charles "Santa" Claus, secretary of the Advertising Club of Hutchinson, Kansas has made the interesting announcement that the Hutchinson Club is making vigorous efforts to send an entire special car from that hustling city to the Atlantic convention of the A. A. C. of W. next June. The Kansas delegation at Indianapolis consisted of Hutchinson, 7; Wichita, 6; Topeka, 2, and Emporia, 1. The Hutchinson delegation was the largest from that city. The Hutchinson Advertising Club has 142 paid-up members.

#### New Activities for Chicago Advertising Council

The Advertising Council of the Chicago Association of Commerce has added two departments to its organization, one devoted to moving picture advertising and the other to foreign trade.

The following compose the moving picture committee: A. L. Erickson (chairman); Armour & Company, T. T. Maxey (vice-chairman); C. B. & O. Railroad; Gridley Adams, Floyd-Short & Partners; Frank M. Hallenbeck, Acton Film Co.; Edward S. La Bart, Wilson & Co.; W. R. Rothacker, Rothacker Film Mfg. Co., and G. R. Schaeffer, Marshall Field & Co. (wholesale).

The foreign trade committee is as follows: William G. Weidt (chairman); Critchfield & Company, F. J. Soto (vice-chairman); Soto Service; Frank Howard Tate; Francis E. St. Austell, Continentals & Commercial National Bank, and Herman Sonneborn, Class Journal Company.

#### The "Farm Journal" Editor to Make Extensive Trip

Charles F. Jenkins, editor of the *Farm Journal*, expects to sail from New York on July 10, for an extensive trip through France, Belgium, and Great Britain. Mr. Jenkins will first visit France to see some of the work which the American Friend Service Committee has accomplished, having been treasurer of the committee which has expended nearly \$6,000,000 on reconstruction. Besides visiting the devastated areas, Mr. Jenkins also plans to visit the principal agricultural and cattle raising areas of the countries, and also to attend some of the fairs devoted to these interests.

# Collier's

THE NATIONAL WEEKLY

5¢ a copy

## Columbia Dry and Storage Batteries



## Columbia Batteries and Collier's

The National Carbon Company, Inc., has chosen Collier's to head the list for the national advertising on Columbia Batteries.

## Watch Collier's

## Advertising a Big Factor in 1920 Politics

**A Goodly Share of the \$100,000,000  
for Campaigning Will Go Toward  
"Selling" the Merits of Candidates**

**T**HE DIRECT outlay on the promotion of political campaigns during this quadrennial election year may be \$100,000,000. The estimate is a moderate one. It does not include indirect costs, the effect on general business, time given by persons not on the pay-rolls, the expenditures made by newspapers and magazines in reporting the events of the campaigns.

Here are somewhat detailed estimates, and very conservative ones given by "Pym," writing in *The Nation's Business*, on how at least \$50,000,000 will be spent:

Postage .....	\$5,000,000
Telegraph and telephone service .....	2,500,000
Advertising .....	15,000,000
Publicity (not advertising) ..	2,000,000
Brass bands .....	500,000
Halls and theaters .....	2,000,000
Clerical help .....	5,000,000
Buttons and badges .....	2,000,000
Conventions and rallies ....	4,000,000
Printing .....	10,000,000
"Workers" and speakers ....	2,000,000

The operation of the election machinery, registering voters and collecting and counting the ballots will entail a direct cost to taxpayers of between \$25,000,000 and \$50,000,000.

### PRICES ARE GOING UP

And as to the summarization of

expenditures by candidates and the friends of candidates, it may be tested by the outlays incident to the national conventions of the two big parties. If we include, the personal expenses of delegates and visitors to the conventions the outlay on those two events alone will not be less than \$20,000,000. A New York newspaper estimated that for the Republican National convention of 1916 at \$7,500,000, and prices have been swelling ever since.

It will be a rare voter who doesn't receive from three to twenty letters from candidates and campaign committees. The postage alone on a single sealed letter sent to every registered voter in the country entails a cost of nearly \$500,000. Other expenses would run the gross cost of preparing and mailing the letters up to about \$5,000,000. And reaching the voter by letter—a method much elaborated in recent years—is only one of a half dozen legitimate ways of bolstering a political campaign. A side-light on increasing cost of politics is shown by the political letter. The unsealed, penny-stamp communication no longer gets results. Neither does a multigraphed form letter strike home very forcibly. Nowadays efficient campaign managers send out real letters that are

actually typed, either by hand or machinery, and carefully inscribed with the names and addresses of recipients. They find that the added expense is worth while.

And there must be printing, mountains of it, and paid advertising, at a cost of \$100 to \$1,500 a page in newspapers, and posters, and all the other costly addenda of opinion making.

### ADVERTISING THE BEST AID

Money is an inescapable item of consideration in 75 per cent of proposed adventures into campaigning politics. What will the campaign cost? How can the money be procured? Those questions confront nearly every candidate and every political committee, regardless of the belief held by many students of politics that 90 per cent or more, of all money spent on campaigns is utterly wasted in so far as affirmative results are concerned.

The politician is finding the postage stamp and the paid advertisement more efficacious than the bribe. This probably is because of the growing intelligence of voters; but is due chiefly in all likelihood to the honestly independent element of voters becoming more important than the dishonest floating element.

## How Candidates Differ on "Selling" Methods

**T**HE impending political campaigns present themselves as cold, cold selling propositions. Senator Harding has announced his intention of supervising his campaign from the home office. Governor Cox intends to "travel his line" and add personal salesmanship to the forces that would put him over. Neither will be able to inject a real emotional element—heart appeal—into the competition.

Senator Harding says the contest isn't going to be between personalities; for his part he is going to appeal to party interest—which means that he is going to rest his case on good will advertising.

Governor Cox admits that he is going to talk a little more about the specific product that the Democratic Party has to offer—which is himself—and emphasize its suitability. The Democratic Party decided not to emphasize good will when its convention sheered away from Wilsonism.

The consensus of advertising opinion is that the platform makers of both parties passed up a good many strong selling points when they decided to take middle courses on "league, liquor and labor," and other issues before the country. Advertising men will wonder whether it was wise to take for slogans only "Cox and Roosevelt" and "Harding and Coolidge" when it might have been "Cox and the League" and "Harding and Americanism."

# Presidential Candidates Confronted by a Great Selling Proposition

## An Argument for a Comprehensive National Advertising Campaign

By **GEORGE FRENCH**

**T**HE TWO major party 1920 candidates for President are newspapermen. Both know what Advertising can do. They know what it has done for them. Doubtless both of them have very decided convictions about what Advertising is able to do for any business. Both of them know that they must sell themselves to the people of the United States. They know that nothing in the line of merchandise, policy or good will can be sold without expert advertising.

It will be interesting to note what Messrs. Harding and Cox are going to do in the way of advertising their way into the White House.

The people of the country have not made up their minds about the presidency. They have got to be shown. The platforms will not convince anybody who is now unconvinced. Neither of the candidates will draw heavily from the opposite party. Something must be done to win people to one of the candidates.

The usual methods will not suffice. Speeches, whether from the porch or the observation car, are not going to suffice. People have formed the habit of discounting speeches. The ordinary brand of campaign literature cannot this year be relied upon. The public has become too sophisticated; has read too much war literature; is sick and tired of propaganda of the usual sort.

There is a straight road for one of the candidates into the White House, the one who exhibits the courage of his convictions and makes the right kind of an Advertising appeal to the people, through recognized Advertising mediums, by proved Advertising methods.

A good Advertisement in a sound medium is more effective than the best editorial its editor can write. Such an Advertisement will bring action; the editorial will get approval, but may bring no action.

A good Advertisement will induce more action than the best political speech the most accomplished orator can deliver, though less applause will greet its appearance.

Only a good article can be sold by Advertising. People have faith in Advertising be-

cause they know that frauds never succeed by Advertising. Advertising asks for definite action, and gets it. Speeches, editorials, campaign literature, ask for consideration and deliberation.

This campaign is going to be a very big sales campaign—the largest such campaign since the great European war was sold to the people of the United States, through Advertising methods. Unless one of the candidates finds some means of winning a considerable number of voters there will be a stalemate, and whoever wins the presidency will do so because his opponent had not the courage and wit to go to the people effectively.

The people of the country are in a maze of doubt. They fear they have been hoodwinked, they are hostile to the politicians. They need to be shown the great issues at stake.

The party that has the rights of the situation, and makes its appeal to the voters through expert Advertising methods, is going to win. We do not say which party has the rights of the situation. In common with the great majority of the people, we are awaiting to be shown. The speeches of acceptance will not convince anybody; nor the campaign speeches that may follow.

Cold, hard, exact, sincere statements, made in well written and well displayed Advertisements, will convince people, and will move them to definite action along the lines of the Advertising appeal. Nothing in business is more certain than this statement. It has been proved a thousand times, ten thousand times. Business men have ceased to question it. They rely upon its truth for their business success, and the success comes to them.

This is an argument for sanity in the campaign, and for careful consideration by the astute and forceful men who are going to manage it.

Give the people the facts, and ask them to act as the facts suggest—ask them through Advertising.

They will respond. That can be implicitly depended upon.

# The Attention Values of Color in Advertising

Contrast Is the Life of Every Activity and Influence; Some of the Psychological Facts of the Employment of Colors Outlined

By M. LUCKIESH

**T**HERE ARE many sources of information pertaining to the impressiveness and expressiveness of color. Many of the data garnered from these sources have been presented elsewhere,\* but some of these will be touched upon briefly here with the hope that those interested in color in advertising will form the habit of accumulating information themselves from such fields by observation and study.

Nature has influenced mankind and the colors of nature have become associated with various ideas and moods and have assumed certain attributes and symbolisms.

Green or growing vegetation has become symbolic of life and by extension is related to memory, responsible for the association with "evergreen" of the idea of memory kept alive. The browns of autumn are somber and saddening because they attend the decay of summer, the life of the year, and they prophecy its approaching death. Green is thus the symbol of youth and vigor. Contemplation of the severe months of winter and the dreary waiting for another spring perhaps adds to the saddening effect of autumn. In a similar manner, the various colors conspicuous in the different seasons have assumed certain appropriate attributes.

The blue sky is emblematic of serenity. Mythology made the sky the abode of the divine spirits and naturally the color of the heavens acquired the attribute of divine intelligence. The gray leaden sky is depressing. The sunsets — those glorious benedictions — with their variety of tints but characteristic dominating colors have contributed to the language of color.

## COLORS AND FANCY

From such sources as these, many attributes of color became woven into the more or less vague imaginings of mythology. In the early childhood of the human race, fancy was rampant. The world was peopled with supernatural beings, inanimate objects were endowed with human powers, and impossible places were the abodes of the Gods. Colors received their

share of attention and many fanciful attributes were originated. Thus glimpses are revealed of the impressions which colors made upon the intellects of the early peoples. The crystallization of these impressions into the permanent and recognized usage of the present time may be witnessed on every hand.

Doubtless, the attributes which the colors were supposed to possess were very real to many but even though they were originally bestowed through mere fancy, they have acquired by continued association and common consent some degree of signification similar to words. The attributes which colors acquired in mythology have persisted in modern literature and the fine sensibilities of the poets have added more.

Ecclesiasts in bygone centuries ruled with an iron hand. They dictated the colors to be used in their religious ceremonies and settings and chose the colors for biblical paintings. Thus there arose a further standardization in the use of colors. White became the color of virginity, chastity, and innocence. Dingy yellow as the garb of Judas comes to signify inconstancy and deceit. In various monastic orders the somber colors, usually black, brown, gray, and combinations of black and white are significant. Various colors acquired certain attributes and associations by continued usage.

The theatre began with a considerable heritage of standardized symbolism or expressiveness of color. In the centuries when the theatre was devoted to art it utilized this language of color to the extent possible by the means at hand. In modern times when commercialism has sacrificed art on the stage, the development of the effectiveness of the deeper characteristics of color has been sacrificed. The use of color on the stage is pregnant with possibilities, but in few cases are the color effects in the hands of persons possessing the necessary knowledge and sensibility from the dawn of the human race to extract from color some of its latent power. Only occasionally when a group of artists bend their efforts toward the utilization of

every expressive and impressive medium does color get its deserving opportunity.

Throughout the run of centuries colors have thus accumulated attributes which form the rudiments of a language of color. These symbolisms have their value in the use of color in advertising. It is beyond the scope of the present article to touch upon these various fields of information at length. They may suggest to the advertising specialist the extent of the importance of color and how generally color has become woven into the thoughts and activities of mankind.

## SYMBOLISM OF COLOR

The symbolism of color is extensive and cannot be discussed adequately without many qualifying and explanatory statements; however, with the understanding that these are lacking, a few of the attributes and symbolisms which colors have acquired will be represented for the principal colors.

**RED.** In pure state—tragedy, anger, fire, hatred, passion, war, cruelty, power, destruction, danger, courage, blood. Tints may symbolize health, love, etc.

**YELLOW.** Brighter colors — gaudy, gay, lustrous, enlivening, light, warmth. Gold with its additional qualities of brilliancy and metallic luster—glory, power, wealth, richness. Modifications of pure yellow—distrust, deceit, indency, morbidity, decay, cowardice, jealousy, inconstancy, sickness, disease.

**GREEN.** Life, vigor, memory, immortality, youth, inexperience, faith.

**BLUE.** Quality of coldness and its proximity to black—dignity, soothing, melancholy, subduing, cold, sedateness. Through association with sky or heaven—hope, constancy, fidelity, serenity, generosity, intelligence, truth.

**PURPLE.** Royal, stately, pompous, sedate, dignified, rich.

**WHITE.** Light, purity, chastity, innocence, peace, modesty.

**BLACK.** Opposed to white — woe, gloom, darkness, dread, death, mourning, wickedness, crime, terror, horror, severity.

**GRAY.** Humility, penance, piety,

\* The Language of Color, by M. Luckiesh.



## The Big House in the Field

“**T**HE HOUSE OF TRANSPORTATION” is the big house in the railway field—that field which now holds such certain promise of a fruitful harvest of orders.

As you must know, the railways today are in need of a vast supply of innumerable things. Also you must realize that signs indicate that the “Six Billion Dollar Customer” is getting busy and that big orders are in prospect immediately. But do you know the service which the Big House in the Field is rendering?

The Simmons-Boardman Publishing Company—known to railway officials everywhere as the Big House in the Railway Field—publishes five railway papers—five papers with a combined circulation of 40,000 copies. Five papers, each devoted to the needs of certain departments—RAILWAY AGE, RAILWAY MECHANICAL ENGINEER, RAILWAY ELECTRICAL ENGINEER, RAILWAY SIGNAL ENGINEER, RAILWAY MAINTENANCE ENGINEER. It is this *Railway Service Unit* which affords those who seek their share of the big sales’ harvest the *one way to reach railway officials*.

Remember this Service Unit was built to serve railway officials, and that *they know it*; for in that lies the fact that your sales’ message in one, or in a combination of these papers will be delivered safely.

Remember this and call on “The House of Transportation” — “The Big House in the Field” for help in gathering your share of the great harvest of orders from “the biggest single organized industry in the world—The Railways.”

*All five members of the Railway Service Unit are members of the Audit Bureau of Circulations and Associated Business Papers*

## SIMMONS--BOARDMAN PUBLISHING Co.

WOOLWORTH BUILDING, NEW YORK

CHICAGO

CLEVELAND

CINCINNATI

WASHINGTON

LONDON

Publishers also of The Marine Engineer, The Boiler Maker, Locomotive Cyclopedea, Car Builders’ Cyclopedea, Shipbuilding Cyclopedea, Material Handling Cyclopedea, Maintenance of Way Cyclopedea.

maturity, sobriety, fear, death.

**BLACK and WHITE.** Humility, melancholy, resolution, solemnity, secrecy, prudence.

There are many opportunities in selecting a color or a combination of colors for a package, for a trade-mark, for a color to be associated always with an advertisement, to utilize the symbolic meanings. These cases and many others afford opportunities for utilizing also a broad knowledge of the expressiveness and impressiveness of color. Ofttimes the company contemplating the adoption of a symbol, a trade-mark, a package, etc., would be justified in spending hundreds and even thousands of dollars in obtaining expert criticisms and suggestions. An example may emphasize this point.

**WHERE ADVERTISERS LOSE OUT**

Three very large companies selling a product whose gross sales approach fifty million dollars a year are affiliated in a certain manner so that they co-operate in developments, in advertising campaigns, and agree upon certain generalities of commercialization. The product is sold in a certain standard package which is mechanically alike in the three cases. The exteriors of the three packages, however, differ as to color, and advertising material, and of course, the name of the company.

One package contains a clever slogan and picture, and the value of which disappears when viewed at long range. The dominating color is very dark and is scarcely observed as a color.

The second package contains printed matter in large type but of very unesthetic and "short-range" colors which are really rather disagreeable shades.

The third package contains printed matter in large type but is distinct in a single color with letters in white.

The three packages display on their covers conventionalized representations of their product. The third package lives as far as it can be seen by virtue of its single color and this color is one of the most pleasing. It is sufficiently pure to be striking but is still bright by virtue of its being a deep tint. Here purity was somewhat sacrificed in order to obtain brightness, a requisite for "carrying power."

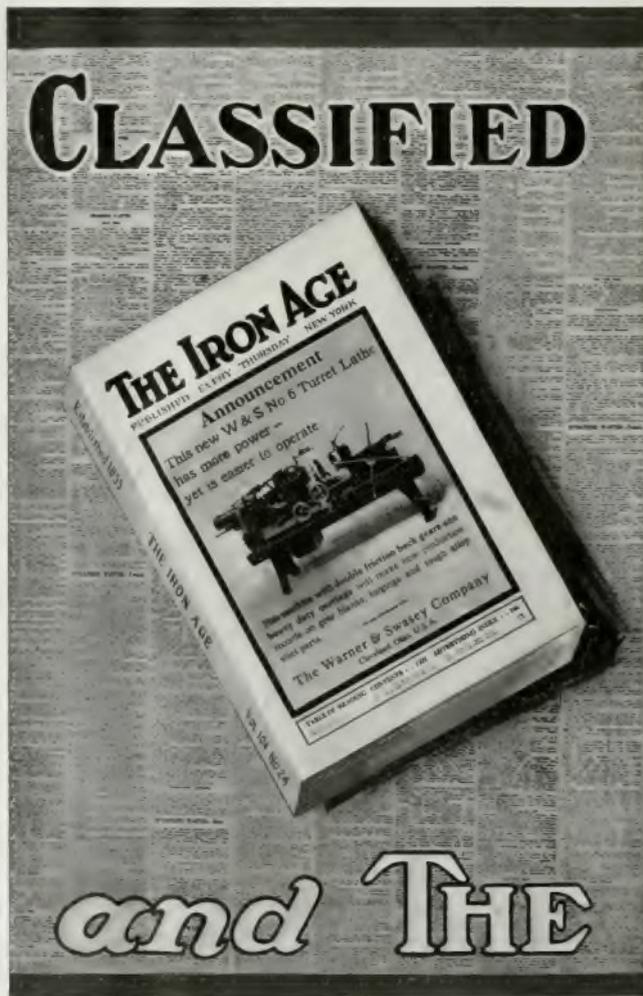
When these three packages are viewed at a distance the first two are inconspicuous and lacking in anything which distinguishes them from many other ordinary bundles. The third, however, will be recognized at distances several times fur-

ther than the first two. The third is also lacking in garishness with the result that shelves neatly filled with its kind are exceedingly attractive. This is not true of the other two.

Hundreds of thousands—perhaps millions—of dollars have been spent in advertising these packages but the first two have been handicapped from the beginning by the lack of judgment in the selection of the coloring and general make-up of the copy on it. These packages have been competing for many years and it would not be very difficult to make a rough estimate of the cost of the handicaps of the first two. Is it not possible that \$100,000 would be spent gladly if the years

could be turned backward for a moment while the handicaps of the first two packages could be removed? Will the time ever come when a most thorough consideration will be given to such an important matter at the momentous occasion of its birth?

Esthetics and harmony of color are important factors in advertising copy. The problems involved may be solved by the art departments but it should be borne in mind that the final make-up will be the result of a compromise of many factors as is true in most applications of knowledge. In many cases art must be subordinated to attention-value; that is, to vividness and novelty. The artist even must learn not to shud-



der at incongruity. There are some cases where art is of primary importance in the appeal of an advertisement. Evanescent copy can be more daring; it may even be garish if attention may be obtained best by this means. But copy that is to live for years, such as packages, trade-marks, slogans, cleverly suggestive pictures, must be of colors and technique which wear well.

Red may be the most striking color but it does not wear as well as some other colors, for example, blue. A dominating color of an ad which, for example, is to mark the doorways which lead to counters where the product may be obtained must continue to be appealing and

be best suited for its environment. There are cases where the appropriateness of red may outweigh all other considerations. As a color for a fire extinguisher advertisement it would usually be just right and the very best.

Red signs make a street hideous and when seen against red brick buildings are not as effective as a contrasting color. If the same ad or slogan is to be transferred to calendars, red will not generally be acceptable as a color to hang against the wall. How many calendars reaching well-appointed offices and stores are relegated to the wastebasket or to the shipping-room because its color jarred? And again, how many beautiful calendars of

competing products are allowed to live because their beauty protects them from premature cremation? In such cases art pays as well as on the cover pages of the best magazines.

THE TOOLS

The physical tools are hues, tints and shades of colors. More than one hundred different spectral hues are distinguishable. Purple does not exist in the spectrum but it is just as much of a primary hue from the viewpoint of distinctiveness as the spectral hues. Therefore, adding the various "pure" purples, from violet-purple to red-purple, to the spectral hues, it is safe to consider that 150 primary hues are available. These may be modified by the addition of white to form a vast number of tints. They may be mixed with various amounts of black to form a vast number of shades. The tints may also be modified by the admixture of black. The final number of colors available then totals several hundred thousand. These are the physical tools of the advertising specialist which may be used. Of course, the range of gradations of hues, tints, and shades is limited by the refinement of the processes of color-printing.

The psychological effects of these colors and their combinations are manifold. The expressiveness and impressiveness of colors are realities. The sources of information pertaining to the effects of colors upon mankind are numerous. The available information pertaining to the psychology of color is already voluminous and a broad knowledge in this direction will aid the advertising specialist in utilizing some of the potential powers of color in attracting and in holding the attention of consumers. Much remains to be done before the application of color in advertising is reduced to simple rules but a broad knowledge of the intricacies of color will always be helpful.

The writer has not entertained the hope that he could present simplified rules for the guidance of the advertising specialist. Data have been presented which are authentic and reliable and which bear upon the subject. Certain interpretations have been presented in so far as it has appeared safe to do so. As much as possible has been compressed into this series but the subject is of a character which, in the present state of knowledge, would require a volume for a well qualified discussion. It is felt that some definite facts have been presented and that the remainder of the ma-

**ADVERTISING**

**ITS SIGNIFICANCE**

It is a recognized fact that the publication carrying the greatest volume of classified advertising is almost invariably the leader of its class in producing results from advertising in regular display pages.

The fact that The Iron Age attracts a greater volume of this voluntary, classified advertising than any other business paper is indisputable evidence that it is producing remarkable results for its advertisers.

Over 2000 firms use this medium to sell their products and services to the metal-working industries for they realize that billions of dollars worth of plant equipment, machinery, raw materials and supplies are bought every year by the men who read The Iron Age.

If you sell to the machinery, automotive, railroad, shipbuilding, farm implement, foundry, iron, steel or other metal working industries, this business-building service is something you ought to have. Send for a "Bird's-Eye View" of this field in book form.

**THE IRON AGE**  
*The World's Greatest Industrial Paper*  
 Established 1855  
 239 W. 39th Street, New York City  
 Charter Member A. B. C. and A. B. P.

**IRON AGE**

terial is suggestive. If the foregoing discussions have expanded the advertising specialist's view of the importance and possibilities of color

in advertising the chief aim has been realized. This phase of color may appear at first like a hopelessly tangled skein. But the beginning

has been found and the unravelling is well under way. Systematic study and experiment will eventually bring order out of chaos.

## The Silent Salesman and His Boss

Get the Right Kind and Give It the Right Job to Do, for Results, Says this Exponent of Advertising by Specialties

By LEWELLYN PRATT\*

**A**DVERTISING Specialties have rightly been called the personal appeal silent salesmen for the service they advertise. If we keep this definition clearly in mind we can more easily see why some specialties sell goods and others do not. When they do not it is not always the fault of the silent salesmen.

What are some of the factors which must obtain if a flesh and blood salesman is to be successful? Here are four of them:

He must have goods of merit and know who should use them.

His boss must have enthusiastic confidence in him. With all that that means.

His boss must be liberal regarding expense accounts if the salesman is to get results. He must let the salesman ride an excess fare train and use the long distance telephone if that is the cheapest way to big sales.

His firm must be well and favorably known to the trade through educational advertising, in other words, the salesman should close orders and must not be expected to spend too much of his time telling why his firm is in business and in introducing the firm and the goods to people who have never heard of either before. In other words, the salesman who gets the best results works for the house that is already fairly well and favorably known.

There may be some salesmen in the flesh who can sell goods economically without these success elements, but they are the exceptional geniuses, salesmen Heaven-sent and not halter-broke or self-made.

Having goods of merit, the flesh and blood salesman soon finds that another 40 per cent of his problem is solved when he can really find the people who can profit most by using the particular goods he has to offer. When he has discovered who these people are he has brought the mind of the man who has the goods and the man who needs them together and has proved himself a diplomat of barter and trade and a real benefactor.

### FOR CAREFULLY PICKED PROSPECTS

When a manufacturer or a jobber or a retailer employs the specialty or

silent salesman he can not expect the silent salesman to perform this service in any great degree. The silent salesman calls only upon such prospects as are picked out and listed for him by his boss, the advertiser.

Desperate indeed would be the plight of some flesh and blood salesmen if they had to call only upon the prospects their boss picked out for them to sell. Some bosses are salesmen as well as executives and know who ought to buy their goods, and some bosses know what kind of an audience to summon to listen to the silent salesmen and the silent salesmen produce, some ten-fold, some an hundred-fold and some a thousand-fold.

But, bosses there be who are so careless in picking the audience that the message of the silent salesman falls in stony places and upon deaf ears. In which case the silent salesman would as well be cast into outer-darkness and despite the loud outcries of the specialty manufacturer and the specialty salesman, it often is. Verily it would be better to admit this and lay the blame where it should rest upon the shoulders of the near-sighted advertiser and the over sanguine specialty salesman.

Have you ever seen a manufacturer, or jobber, or retailer make a practice of investing his good money in a flesh and blood salesman because his competitor has hired a salesman of the same size, weight and chest measure without ever asking if this particular salesman has the right character and punch to get names on the dotted line? Do you often hear of a steel mill hiring a flesh and blood salesman because the boss likes the color of his eyes or the fact that he can play rag-time on the piano? "Oh, yes," you say, "there's that cute story about Charlie Schwab and Carnegie." Yes, but isn't it a fact that where you hear of a man who is hired on the whim or mood or hobby of the boss, there follows in due time wild tearing of hair and gnashing of teeth.

How is it in the hiring of silent

salesmen? Does the banker ever pick out a cow calendar to send to an over-worked dairy farmer, not because he has found out, that the farmer wants it, but because the banker with his long financial training has always had a notion that he could even milk a cow and would like to try it?

### SALESMEN'S QUALIFICATIONS

The wise employer of flesh and blood salesmen picks a man because of his tried fitness and ability to reach certain kinds of people and he uses many kinds of salesmen to fit many kinds of people, or he employs a salesman because he can bring along with him a host of old friends and customers. The wise employer is not over keen about hiring the new and untried kind of salesman. He doesn't ask the employment agency to show him something new and novel in the way of a salesman every time he goes out to hire one.

When he is in doubt about what the salesman can do he doesn't sign a contract with him at a big salary, but he tries out the salesman in one or several fields and under all kinds of conditions.

In any case when the employer believes he has a real flesh and blood salesman he usually has something definite with which to back his judgment and so he has a confidence in the salesman he has hired and is impatient when somebody tries to shame or destroy it. He is ready to back his salesman to the limit.

How is it when the average advertiser hires the average silent salesman? I pause for an answer.

When the flesh and blood salesman has had his sales record searched like a land title and his princely salary determined, does the boss call him in and say to him: "We are paying you an awful salary—I hope, old man, you won't spend a cent more of our money than you can help in getting around the country and into the door of our customers travel in day coaches, they are cheaper than Pullmans, don't waste money on long distance telephone

\* Portion of an address delivered at the A. A. C. of W. Convention at Indianapolis.



calls, use a two-cent stamp or a postal card?" Does the boss do that? I trow not.

The flesh and blood salesman is worthy of his hire, the prestige of the house he represents must be maintained, the economy of a good man's time must be remembered and no item of traveling expense is too much if the sales returns per dollar of investment are to be expected.

Let us turn for a moment to the alert, well-dressed, confident silent salesman, often hired for big money. Is the boss as careful about getting the silent salesman safely on to the wall or desk or into the pocket of the prospective customer?

Very often the silent salesman is so clean in appearance, so interesting and convincing, or is so useful to the prospect that he receives a warm welcome, no matter how he comes, but sometimes he has been sent by the boss by an entirely wrong route or at a perfectly impossible time and he has a hard time of it not to make a complete failure for the careless boss after he has been a world beater for the last man who employed him.

The salesman, be he vocal or silent, can not be expected to do it all in bringing the minds of the man who has and the man who wants into accord. His efforts must be preceded by and followed up with a world of educational work to make the name and reputation of the goods or the service familiar to the busy, pre-occupied mind of the prospect.

#### DON'T OVERCLAIM YOUR METHOD

Some advertisers, and I fear some specialty manufacturers and specialty salesmen get into the habit of claiming too much for, and expecting too much of the silent salesman. The advertising specialty is a supplementary medium. Supplementary in this case means that the advertising specialty will pull its full load in the job of bringing goods to market but other mediums, the kind that have the time and the space to carry a long educational message in several chapters or the kind the motorist can read as he rides, all these other powerful market makers must do their part also.

I know some big aggressive advertisers who can use a cheap specialty and get five times the results another less well-known advertiser can get from a far better, more expensive specialty. In the first case the field is all cultivated and the silent salesman helps mightily to harvest the sales crop because it lends the ad-

ded powerful, personal appeal at just the right moment.

I believe that men in the specialty field know relatively more about other advertising mediums than the promoters of other mediums know about specialties, but men in the specialty field can never know too much about the newspaper, the magazine, the street-car card, the theatre program and the advertising film because the more these other great mediums are intelligently used by the advertisers the better the silent, personal salesman, the specialty can work for him. Many a specialty died on the job just as many a flesh and blood salesman has gone by the board because the job of making a new, unknown name famous single-handed is a big job getting bigger every day.

You read in the *Post* about "Fleeting Miles on Goodyear Cords," you see the same message upon the billboards or see it twinkling among the stars at night and then you are handed a Goodyear Road Map. It's your map—the personal appeal to you, and following all the impressions that have gone before it is all that was needed to make you a customer for Goodyear Cords.

#### SOME SPECIFIC CASES

You have heard for thirty years of the enormous popularity of Coca-Cola—ten million glasses a day. You see by the pictures in the magazines and newspapers that crowds are drinking it because it is delicious and refreshing. Perhaps you have never tasted it and then a beautiful calendar is handed you for your office wall or a pin tray for your desk—it's Coca-Cola's personal invitation to you and you are tired and warm. Now you go right down stairs to the soda fountain and ask for it by its full name.

We have heard in war times, and since, that all wealth comes out of the ground. Lately we've heard more than ever that everyone connected with *Successful Farming* makes money and deserves to. It was tipped off to me the other day that down at Atlantic City some advertiser so far forgot the dignity of a cabinet officer as to hone Secretary Meredith for one of those leather wallets he has always given out proudly with his own hand to advertise his great farm paper. The story goes that the Secretary of Agriculture instantly produced one from an apparently inexhaustible supply in his inside pocket. I cannot vouch for the accuracy of the story, but I do know that Secretary Meredith is one boss who uses specialties right

and I hope we will have more men in Washington who believe in all kinds of good advertising.

Finally, Mr. Advertiser, if you understand that personal appeal rests upon sincerity, imagination and courage, and you have them, personal appeal advertising will say the last word for you when it counts the most. When you employ the silent salesman with the powerful appeal, choose him carefully, treat him kindly, introduce him properly, and while he cannot talk to you, he will speak for you at a time and in a way that nothing else can.

#### Bankers Will Discuss Advertising

Educational work on the subjects of bank advertising and publicity has been made a feature of the Public Relations Committee of the American Bankers Association, and the results of this work will be shown at the A. B. A. convention in Washington, October 18 to 22.

The Public Relations Committee, which was introduced by President R. S. Hawes at the beginning of his term, has, it is stated, been in close touch with the work of the Financial Advertisers' Association, and the big exhibit of bank advertising which was displayed at the Indianapolis convention of that organization is to be shown at the convention of the American Bankers' Association.

In addition to this exhibit, which will be the center of activities of the Public Relations Committee, there will be a special afternoon program, to consist entirely of discussions of bank advertising subjects. This feature of bank work is to be given special attention through an address to be delivered before the general session by Fred W. Ellsworth, the retiring president of the Financial Advertisers' Association, and also a member of the Public Relations Committee of the American Bankers' Association.

#### Trade Papers Widely Used in New Zealand

The large number of trade publications sent this consulate general gratis, says Alfred W. Winslow, Consul General, Auckland, New Zealand, are very greatly appreciated, and the publishers may be assured that they are put to good use, for practically all of the 85 trade publications and 17 newspapers received at this office are put into the hands of interested parties after removal from the tables in the reading room connected with this consular office when new copies take their place. From 30 to 40 publications, including one daily paper, go regularly to the reading room in the public library in this city. Attached to each copy is a small slip printed in red, stating that late copies may be consulted at the reading room of the consular office and giving the city address. This brings many persons to the reading room connected with this office to consult the later copies of different publications.

This scheme has accomplished much, and good use could be made of additional publications and catalogues relating to sheep farming, preserved and dried milk industry, poultry raising, slaughterhouses and abattoirs, building trades, motor trucks and tractors, fertilizing industry, bromium, electrical engineering, and other lines.

# Making Six Words Build a New Trademark and Change an Old Name

**"Six Beautiful Ways of Saying Six Powerful Words About Four Good Cylinders." Describes Rochester Motors Campaign**

By WARD GEDNEY

**I**N half a dozen words," I have been told so often, "here's how it is." And then the speaker has proceeded to get some half a dozen thousand words off his chest and take up half an hour of my time.

"In half a dozen words," says the manufacturer of the Rochester-Dusenber Motor, "here is the story of the Rochester-Dusenber Motor."

And, true to the promise, in half a dozen words the essentials of that story are told.

"Six beautiful ways of saying six powerful words about four good cylinders"—was how I heard an advertising man describe the June-November, 1920, campaign of the Rochester Motors Corporation the other day.

Now that's a long way from telling the whole story of this campaign, but it's an adequate summary of the story's denouement.

## THE STORY BEHIND THE STORY

Before we come to the denouement—the production of the six pages of Rochester Motor publicity prepared by Rex W. Wadman, Inc., New York, and placed by that firm in the summer and fall numbers of five trade and class publications, one key-word to a page, let's talk about what led up to it.

Last November the Rochester Motors Company at Rochester, N. Y., an engine-building firm which, for several years previous to the war and during the war, had been turning out well-known makes of motors on a contract basis purchased the manufacturing rights to the four-cylinder Dusenber automobile motor with the intention of bringing it out under the Rochester trademark.

That intention was, in part, arrived at of necessity since the purchase of the Dusenber engine carried the right to use the name, "Dusenber," only up to July, 1921. Another factor in it was the determination to establish a "Rochester" trademark.

In March of this year the Rochester Motors Company was taken over by the powerful Symington-Hoffman interests which, soon after, purchased the Trego Motors Corporation of New Haven and put into operation

a program of expansion which will make the reorganized Rochester Motors Corporation one of the largest automotive engine-building concerns in the world.

In the meantime, Fred Dusenber, the original designer of the Dusenber motor, had formed a corporation of his own—the Dusenber Automobile & Motors Corporation—which is now preparing to bring out a Dusenber car, equipped with the eight-cylinder Dusenber motor.

## FOR A NEW TRADEMARK

In November, last, Rex W. Wadman, of New York, who handles the Rochester account, was presented with as difficult an advertising problem as ever an advertising agency solved.

Rochester Motors had decided to get out of contract work and to realize upon the power and efficiency of the organization it had built up through the war by establishing a stable trademark business of its own distributed over the whole year and independent of the precarious fortunes of contracting.

That meant DEpendant on the power of its trademark.

And that meant dependant, initially, on the power of the advertising designed to establish that trademark in the dealer's and consumer's mind and to identify it there with such ideas as Distinction, Character, Power, Precision, Production and Quality—the half-dozen words in which the story of the Rochester-Dusenber motor is being told this summer.

But that is only Aspect No. 1 of the problem that the Wadman agency tackled. Why do we say, "Rochester-Dusenber motor?" In the beginning the firm said, "Dusenber Motor"; from next November on it is going to say, "Rochester Motor"—and there we have Aspect No. 2.

## WHY THE NAME IS TO BE CHANGED

Remember, that in getting the manufacturing rights to the four-cylinder Dusenber motor, the Rochester Corporation got the right to "cash in" on the splendid reputation of the Dusenber name—established on many a famous racing track—

only up to July, 1921. The new owner very wisely decided to prepare the public mind at once for the impending change, the more so since this summer was to see the name of Dusenber advertised widely in connection with the new Dusenber eight-cylinder car, put out by an entirely distinct corporation.

Furthermore, there was a possibility that the design of the four-cylinder engine, the first of what may, perhaps, be a long line of Rochester motors, might be changed somewhat during the first year of production by the new manufacturer.

All of which meant that it would not pay to illustrate Rochester advertising with photographs or drawings of the Dusenber design, or to weigh it with emphasis on the name of Dusenber. What was sought was a complete "disassociation," as the psychologist would say, between the idea of Dusenber and the idea of the new Rochester acquisition.

That was the Rochester proposition as it was presented to Mr. Wadman—a contract to build a new trademark on a basis of material so negative that, when assembled, its dominant characteristics appeared to be those of a "don't list."

The result was that one of the best automotive advertising campaigns of the season was constructed on the "blue sky law of advertising."

## THE "BLUE SKY LAW"

The "blue sky law of advertising," if you haven't heard of it by that name, is the law that directs an advertiser suffering from a dearth of tangible materials for a projected campaign to reach up into the blue sky and pull down ideas that will put his campaign across.

It is the least bit dangerous in practice because the ideas may bear very little relation to the facts of the commodity that he is advertising. You may give publicity to a very poor quality of extremely hopeless cheese with the deft use of such forthright words as "Distinction," "Character," "Power," "Precision," "Production" and "Quality" and, it is even conceivable, make your "pile" before the advertising has sold

enough of the commodity to enough persons to make their disappointment and subsequent prejudice a formidable factor in your market survey. Of course, the chances are that you will have "met up with" certain fanatics connected with a troublesome "Truth in Advertising" movement in the A. A. C. W. long before you get a chance to make a post-introductory market survey, but the case is quite, quite conceivable.

In other words and after a manner of speaking, the legality of the law rests upon the quality of the commodity. If, for example, you do not know, as Mr. Wadman knew, that your commodity is a synonym for a half-dozen or more quality names you apply to it, then you cannot legitimately, even by inference, call it a synonym, as Mr. Wadman did.

Reaching out into the positive material in the case, the originator of this campaign laid hold of the fact that the public has come to accept the four-cylinder Dusenberg motor as a motor of distinction, character, power, precision, mastered production and inherent high quality. When he reached up into the blue sky for supplementary material it was for ideas on how to capitalize this fact for the Rochester Motors Corporation and how to present it most powerfully in his campaign.

#### WRITING AROUND THE "SIX WORDS"

The first campaign of the Rochester Motors Corporation, featuring its new acquisition, ran from last November to June and was more or less straight trade-paper copy carrying on the advertising of the "Dusenberg Motor." In the June numbers of *Motor*, *Motor Life*, *Vanity Fair*, *Spur* and *Town & Country*, the campaign now under discussion, was inaugurated. The first page sounded the note of "quality," the first of the "half-dozen words." Below a drawing of a great rainbow-radiating diamond set on a royal blue background, across the light halo of which ran, in big black letters, the word "QUALITY," appeared a banner-shaped box headed by a single line which read, "The Rochester Motor."

This was the copy:

The Mountain of Light—the Koh-i-noor Diamond—weighing 102-75 carats and originally weighing 900 carats, numbered amongst the British Crown Jewels, represents the highest quality as applied to Diamonds.

The Rochester Motor occupies a corresponding niche in the realm of motors—and logically so. It is designed so differently, built so differently and operates so much more efficiently.

It inherently possesses Quality, using

that word in its fullest possible meaning, and you will never be completely satisfied until you own a car equipped with a Rochester Motor.

The signature was that of the Rochester Motors Corporation, 120 Broadway, New York.

#### TO ILLUSTRATE THE POINTS

The name "Dusenberg" is not included in this copy, but it bobs up in the July page where the headline calls the motor the "Rochester Motor" while the second paragraph speaks of the "Rochester-Dusenberg Motor" and two lines of italics above the signature forewarn the reader that he "will never be completely satisfied" until he owns "a car equipped

with a Rochester-Dusenberg Motor." In the same way, the name "Dusenberg" appears, very much submerged, in the subsequent four pieces of copy. After November, I am told, it will be dropped altogether. It is expected that, by that time, the enthusiast who has hitherto talked "Dusenbergs" will be talking "Rochesters."

The July copy deals with "PRODUCTION" and is illustrated by a scene from the shop of an ancient armorer to whose fine workmanship the workmanship of the Rochester plant is compared. August speaks of "PRECISION," illustrated by a



## THE CAPPER'S FARM PRESS

A "Close-up" Service to  
More Than 1,100,000  
Midwest Farm Families

#### SECTIONS

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

#### BRANCH OFFICES

Chicago.....109 N. Dearborn St  
New York.....501 Fifth Avenue  
Detroit.....Ford Building  
Kansas City.....Graphic Arts Bldg  
St. Louis.....Chemical Bldg  
Omaha.....Farnam Building  
Oklahoma City.....Farmers Nat'l Bank

drawing of the Riefler Clock, the most accurate type of clock in the world, and we are introduced to the "watch-like precision of the Rochester-Dusenber engine." September, emphasizing "POWER," shows us a picture of the U. S. destroyer *Sharkey* bowling along at 35 knots an hour, to drive home the thought of the reserve power of the Rochester-Dusenber engine. October lays hold of our attention and interest with a reproduction of the famous Joan of Arc statue on Riverside Park in New York City to say "CHARACTER" and tell us that the Rochester-Dusenber engine gives the cars in which it is built "that touch of distinction so altogether desirable."

ries with a page which snaps into life with the word "Distinction" in great staring letters, and a Victoria Cross swinging above the copy box, wherein we are told that this coveted decoration is "a supreme mark of Distinction" and that the Rochester-Dusenber engine gives the cars in which it is built "that touch of distinction so altogether desirable."

"NEWS-VALUE" MATERIAL

These descriptions may convey to us some impression of the attention-compelling power which the originator of this series has gotten into it by the use of "news-value" material and some idea of the modus oper-

andi of tying together the "half-dozen words" and the motor with which he has associated them. They do not explain, nor could reproductions of the illustrations adequately portray the distinction, the unusual rugged power of composition attained by the use of backgrounds wrought out in irregular blocks of royal blue, the primal forcefulness of illustration, the whole reason why the advertising man referred to earlier in this article described the campaign as "six beautiful ways of saying six powerful words about four good cylinders."

The copy is a little bit beside the point. The essential facts of the story of the Rochester motor are told in the "half a dozen words." The rest is a matter of dressing and presentation. Those half-dozen words, thus dressed and presented, carry the immense responsibility of establishing a new trademark.

"In half a dozen words, here's how it is."

**Campbell-Ewald Co. Makes Promotions**

H. T. Ewald, president of the Campbell-Ewald Company, announces several promotions on the executive staff. Guy C. Brown, secretary of the company, has been made assistant to the president and will be in charge of sales and promotion work. Mr. Brown, who is a graduate of Harvard University, has been with the company six years. Previous to his connection with the Campbell-Ewald Company he was engaged in newspaper work in Michigan in a reportorial and editorial capacity.

J. Fred Woodruff, treasurer of the company, has been promoted to general manager. Mr. Woodruff in his new position will relieve the president of much of his present executive duties. Mr. Woodruff, who is a Michigan University graduate, has been with the company four years. Previous to his connection with Campbell-Ewald he was with The Curtis Company.

E. G. Frank has been made head of the copy department of the Detroit office and W. H. Taylor has been made vice-president of the company in charge of the Chicago office.

**"Atlantic Monthly" In New Home**

Due to the growth of its publications the Atlantic Monthly Company, Boston, has moved from its quarters at 41 Mt. Vernon street to 8-9 Arlington street, where it will be established in two buildings.

The firm has assumed the publication of the *Living Age*, and has begun the publication of books on a considerable scale. This company was formed to publish *Atlantic Monthly* twelve years ago, and in 1918 added the *House Beautiful*.

**The only way to reach the farm families of the Midwest is thru the farm press.**

**No matter what other publications may reach the farm home, the farm family look upon the good farm paper as their special friend, the champion of their cause, their one means of contact with each other and with the rest of the world.**

**The advertiser, who ignores this direct route to the World's Greatest Market, makes a mistake.**

**Investigate - Don't guess - Know.**

**THE CAPPER FARM PRESS**

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

**Our Bureau of Research is at your service. It may be able to throw light upon your particular problem**





PAPER AS A FACTOR



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

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

### White is the mourning color of China

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

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

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

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

Research Laboratories

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

IN FOREIGN TRADE

# The "Non-Skid" Survey of House Organs

## How Eighty Editors Defined Their Duties and the Functions of the Ideal Employes' Magazine

**L**AST FEBRUARY, shortly after the conclusion of his investigation of what the house organists of the country thought of their house organs and of house organs in general, the editor of the Firestone "Non-Skid" sent this letter out to his fellow-editors in an effort to serve them by sharing the data he had brought together.

About January 14 the writer directed a letter to you and about one hundred and seventy-four other editors of internal house organs, asking eight questions about your magazine. To our inquiries exactly eighty answers were received.

"A somewhat crude summarization of the replies accompanies this letter. It is divided into three parts, each of which has a self-explanatory heading.

"As far as The Firestone 'Non-Skid' is concerned, our creed is indicated in Part Two. We try to do most of the things mentioned there and intend to attempt the rest.

"The bulk of the compilation, however, is not original. Its value is rather that which comes from authority and experience. To be specific, there is a peculiar comfort in being able to say, not only that the paper which you and I are sending out into the world at intervals should accomplish certain ends, or may be expected to bring about certain results, but actually has produced certain known effects, and is producing them in many instances.

"Possibly, then, the following report may help us, as Hamlet bade his friend Horatio, to 'represent our cause aright to the unsatisfied.' It may also cheer us 'internal house organ editors' (such a phrase by which to dignify (?) us fellows!), by bringing to us the assured knowledge that an employes' magazine is an indispensable in the well differentiated present-day industrial organization."

### A SUMMARY OF WHAT THE EIGHTY LETTERS SAID

The text of the survey opened with this summary of what the eighty replies to the questionnaire had told Mr. Reece, the expressions of opinion being divided into five classes.

1. "It pays" (quite emphatic—like)...	62
2. "We favor" (in many cases gratefully emphatic, and meaning the same as No. 1, merely a change in words).....	8
Total positive.....	70
3. "We don't know" (still implying nothing negative—can anybody form a judgment based upon dollars and cents? That's about all that any member of the "Knowing-nothing Party" meant); or, in a few cases, not answering at all (but not implying any doubt)....	6
4. Not strongly in favor of.....	1
5. Discontinued for several reasons.....	3
Total positive and negative....	80

### Canvassing the House Organists

In its May 29 issue, ADVERTISING & SELLING published "How Eighty House Organs Were Surveyed to Plot One Organist's Task," the story of the remarkable questionnaire, sent out by C. A. Reece, editor of the Firestone "Non-Skid," the house organ of the Firestone Tire and Rubber Company, of Akron, O., in an effort to find out what America's leading house organists were trying to do with their publications and how well they were sold on the effectiveness and service of those publications.

At that time we promised to print the text of the survey in a later issue. This is the fulfillment of the promise.

Our excuse for running the text at full length, if we need one, is that letters from readers have informed us that they are awaiting its appearance with keen anticipation, some to make use of it to sell their companies on the need and value of a house organ, others, in a rare case or two, to employ it to remonstrate with enthusiasm house organ editors in their firms who, because the service of the house organ never makes itself apparent in immediate, tangible results, have lost heart and "gone stale" on the job.

THE EDITOR.

### WHAT AN EMPLOYES' MAGAZINE DOES

Expanding upon these replies, the editor of the "Non-Skid" made the following outline of the functions of the employes' magazine, founded on the quoted impressions and opinions of the editors who had co-operated with him in getting up the survey.

He wrote, in explanation of the form adopted in presenting this outline:

"These points are not elaborated. Just the connection is indicated, and enough suggested to catch the thought on the wing."

#### I. HISTORY

Like a great scrap book of company's progress, picnics, department pictures, etc.

#### II. EDUCATIONAL

Tells what company does, how, where materials come from, etc.

#### III. OFFICIAL ORGAN

Announcements, policies, etc.

"We have established policies and promote a favorable opinion of those policies and a confidence in them on the part of the employe."—The New Departure Manufacturing Co., Bristol, Conn.

"We are glad we started our magazine because we are sure it is accomplishing things which could be accomplished in no other way. We have plenty of tangible evidence to prove that we are reaching the men in the shops who probably could be reached through no other medium."—Deere & Co., Moline, Ill.

#### IV. PRESENT-DAY LIFE

1. Social—Thrift, food conservation, sanitation, insurance, etc.

2. Community—Bond issues, elections, etc.

"We feel that the greatest percentage of labor unrest in the past and today is caused by the ignorance of the worker or employe as to what the employer has in mind when certain orders are issued arbitrarily. We, therefore, strive to 'sell our organization' by an explanation of the various matters pertaining to operation and manufacture, eliminating, as far as possible, 'lack of explanation.' It is the writer's opinion that any amount of money spent in gaining the confidence and the co-operation of our employes in keeping them satisfied and on the job is an investment."—Greenfield Tap & Die Corporation, Greenfield, Mass.

#### V. FAMILY

1. Women—Recipes, patterns, etc.
  2. Next Generation—Babies, etc.
  3. Print news that puts paper on living room table.
  4. Good place to work.
- "Our first effort is to make the paper 'personal' enough to interest the men, and then we have a chance to give them a full understanding of the company's efforts in their behalf."—James B. Clow & Sons, Newcomerstown, Ohio.

#### VI. COMPANY POLICIES

1. Safety.
  - (a) Prevention—Go right away to hospital; guard against cuts, colds, etc.
  - (b) Avoid accidents—Be careful about machines, carrying ladders around corners, etc.

"It pays. There is no question about it. Of course, like in other work of this type, there is no way of measuring results directly. In its influence towards the prevention of accidents alone, it pays."—American Can Company, Maywood, Ill.
2. Health.
  - (a) Medical—Examination, health talks, etc.
  - (b) Dental—Examination, work done for employes, etc.
3. Welfare.
  - (a) Work done in homes.
  - (b) Teaching employes to put proper value on things done for them by the company.
4. Recreation.
  - (a) Athletics—Boost teams, record games.
  - (b) Entertainment—Announce dances, etc., and give accounts and pictures as souvenirs of occasion.
  - (c) Clubs—Increase membership.

#### VII. ADVERTISE COMPANY

1. To mailing list—College libraries, other companies and communities, etc.
  2. Brings help.
- "The Non-Skid has brought help to Firestone from points as far apart as Winnipeg on the north, New Orleans on the south, and New York on the east."—D. S. Ross, manager of employment, Firestone Tire & Rubber Co.

"The paper represents us to the industrial world and it speaks for us by its presence everywhere; and it is always our purpose to put out a paper that will not only be of interest to the employe, but to draw the attention of people outside of the organization."—Merchant Shipbuilding Corporation, Chester, Pa.

#### VIII. MORALE. (esprit de corps)

##### 1. Individual.

- (a) Suggestion awards.
- (b) Promotions.
- (c) Sales records, production records, etc.
- (d) Faithful employes.

##### 2. Inter-relations.

- (a) Understanding between company and men.

"This tends to develop the human side of our industry."—A. G. Kirschbaum Co., Philadelphia, Pa.

"We believe it has been responsible for a large amount of the good will that exists in the organization and the healthy understanding between management and men."—The American Rolling Mill Co., Middletown, Ohio.

"It has helped in a very large manner to get members of our big family acquainted with each other, and you also realize that folks who are really acquainted with each other seldom have difficulties. We are beginning to realize that most of our troubles are just misunderstandings, and if employes and employers know and understand each other, this difficulty is reduced to a minimum."—The Jeffrey Manufacturing Co., Columbus, Ohio.

- (b) Acquainted with each other.

"It promotes mutual acquaintance by publishing news of general interest regarding individuals and regarding the activities of the group."—Kohler Company, Kohler, Wisconsin.

"The real value of the magazine, in our opinion, is the fact that it shows the workers they are regarded as human beings, and gives each one a knowledge of what the others are doing all over the plant."—A. B. Kirschbaum Company, Philadelphia, Pa.

"It forms an interesting historical record of the works' development and spirit, which is of great value in many ways, because it stimulates confidence between employes and the company, which is the backbone of industry; because it has a splendid stimulating effect and creates pride in the organization; because it is an excellent medium of talking frankly to employes and of having employes and management both like the paper and send it to all parts of the world."—General Electric Company, Pittsfield, Mass.

"We may readily assume that on a payroll of say \$—— a 1 per cent increase in efficiency arising from a particular element promoting industrial justice would be imperceptible in the individual and unnoticed in figuring costs, and yet it would repay in money any expense up to \$——. I believe it is safe to make the assumption that a properly conducted publication for employes will produce such feelings of unity throughout the organization that the willingness of the worker in whatever station will produce a much greater efficiency than a mere 1 per cent."—General Chemical Co., Pittsfield, Mass.

- (c) Parts of organization — where each fits in.

"In short, it does much toward developing an esprit de corps in the different

plants. It helps them to think more of a spirit of comradeship in the organization as a whole, the purpose of the organization and how each one's job is but a part of the whole."—By-Products Coke Corporation, South Chicago, Ill.

##### (d) Efficiency.

- (a) Pride in product.

"Ten cents per month per man means one-third of a cent per day per man. That means a small amount to be gained in increased efficiency. Yes, we think it pays well."—Semet-Solvay Company, Ashland, Kentucky.

- (b) "Decreases labor turnover."—By-Products Coke Corporation, South Chicago, Ill.

- (c) Branches and parent plant, binding together.

#### THE OPINIONS OF EDITORS

The survey of the eighty house organs concluded with a batch of excerpts from the letters received from house organists, typical of the general cast of opinion expressed by them but not directly applying to the heads listed under Part II or so good that they seemed to deserve individual emphasis.

"Consumers' Power Co., Jackson, Mich.: "Yes, we believe it does most emphatically."

The People's Gas Light & Coke Co., Chicago, Ill.: "Personally, I would say that it is now almost indispensable."

B. & O. Railroad Co., Baltimore, Md.: "Generally speaking, I think it is safe to say that a good magazine pays and



## Constructive Merchandising

In merchandising, the Lesan Agency has the individuality of Mr. James Mackay to offer. He is peculiarly fitted by training and past experience to advance sound and constructive ideas on merchandising problems connected with the marketing of goods sold through dry-goods, department, drug and general stores—articles generally considered as having a retail outlet.

For twelve years Mr. Mackay was associated with the *Dry Goods Economist*. As head of its Special Service Department for eight years he gained much valuable experience in merchandising and advertising through contact with manufacturers, wholesalers and retailers.

That his ability is thoroughly appreciated by our clients is evidenced by the years he has continuously handled the accounts whose advertising is reproduced on the opposite page.

If you are interested in this sort of individual, personal service, write us now.

a poor one does not. There is no use doing the thing in a half-hearted way; either spend money enough to make a credible publication, or keep out of the game."

The American Rolling Mill Co., Middletown Ohio: "We believe it has been responsible for a large amount of the good will that exists in the organization and the healthy understanding between management and men."

Consolidation Coal Co., Fairmont, W. Va.: "Yes, it pays by having our men and women more satisfied through knowing what their fellow workers elsewhere are doing and thinking."

Norton Company, Worcester, Mass.: "With this shop paper we can accomplish much more than could be accomplished by one or more individuals that might be employed for that amount of money along the same lines of work."

Willard Storage Battery Co., Cleveland, Ohio: "Yes, it does pay."

Yawman and Erbe Mfg. Co., Rochester, N. Y.: "We feel that our paper has brought about a closer co-operation between the workers and the management and between the different departments."

Art Metal Construction Co., Jamestown, N. Y.: "Absolutely."

Ford Motor Co., Detroit, Mich.: "We are glad we started it because of the results it has achieved in widening the Ford family spirit among the workers."

Halcomb Steel Company, Syracuse, N. Y.: "We believe that the money which has been expended has certainly been used to good advantage, for the employees' activities which have been conducted within the last year could not have been made nearly so successful and so profitable to both employer and em-

ployed if it were not for our publication."

Herbrand Company, Fremont, Ohio: "The house organ is the best medium I know of for creating a spirit of loyalty and good feeling amongst the employees, which naturally produces better results."

Ohio Cities' Gas Co., Columbus, Ohio: "We all believe it is money well spent."

Burroughs Adding Machine Co., Detroit, Mich.: "A man from one of the big automobile plants asked us, 'What would you say if you were asked to justify your house organ to the general manager?' We told him this: 'In the first place I would reply that it couldn't be justified—statistically. But I would ask him first to walk around the factory with me when the Burroughs Magazine was being distributed, and then to walk around the block half an hour later and try to find a copy that hadn't been taken home.' Then I would tell him to suspend publication for one month and see what happened."

Winchester Repeating Arms Co., New Haven, Conn.: "Above all, it has helped to create the feeling that we are one big family—an idea which we constantly strive to inculcate."

Utah Copper Co., Garfield, Utah: "It is the best investment that our management has made."

The New Departure Manufacturing Co., Bristol, Conn.: The advantages of this publication to ourselves are manifold. It has helped every organization that had already been established before the paper was issued nearly three years ago, and has enabled us to establish other organizations and accomplish other purposes along welfare lines that are of real value to the company and to the men.

To be more specific, we refer to the Mutual Relief Association that has more than doubled its membership since we published the paper; the Health Protective League, an organization working with the company to prevent tuberculosis among employees; safety-first work, which has not been so much as it should be because of the neglect of the men in charge of this work to use The News as much as they might, but even the little that has been done has decreased the number of accidents and made the men interested to report to the safety-first engineer any conditions that to him appeared hazardous; the hospital and medical aid service—through the medium of The News, the men have been constantly reminded of what this service means to them, and while we have no definite way of judging just how much of this present service is due to our paper, it is only logical to assume that continually reminding employees of the things this service can do for them, would bring results; sports—we make a great deal of sports, and by reason of our paper, enthusiasm is aroused and every athletic interest is supported with good results to both company and men; savings and housing plan—the fact that about 60 per cent of our employees are enlisted under this plan of saving money and purchasing a home on the easy payment plan, indicates the value of this feature; women's and children's department, under competent direction of a woman, gives us a standing in the homes of our employees that certainly increases the good will of the entire family for the company. Of course, we have other interests, all of which are promoted by The News, but these are the principal ones.

The anchor that holds us in the esteem



Mr. Mackay has given service to the above accounts, as follows:

- 1. Henry Tetlow Company..... 5 years
- 2. Fiber Products Company..... 1 year
- 3. Nazareth Waist Company.....15 years
- 4. Standard Textile Products Co..16 years
- 5. Swansdown Knitting Company. 3 years
- 6. Lastlong Underwear Company. 3 years

**H. E. LESAN ADVERTISING AGENCY, INC.**  
440 Fourth Avenue - - - - - New York City  
Republic Building - - - - - Chicago

of the employe and begets a real interest in the reading of the paper is the fact that we publish in each issue page after page of brief news items from each department. There is not an issue that we do not have the names of at least a thousand employes in these news item pages. It is our policy never to say anything bad about a man unless we want to make an example of some incident, but always to say something cheerful, happy, and good about him. We guard against the cheap joke or the malicious pun. This is hard, but our experience has been rather successful, possibly because the writer, who is the managing editor of the paper, had nearly twenty years training as a newspaperman, before taking up advertising.

Therefore, your question as to whether we are glad we started our paper might

be answered in this way—that it has helped every commendable thing we do and permitted us to do things we would have found it difficult to put over had we not had such a medium.

#### 20,380,350 Depositors in United States

One person in every five was a depositor in a national bank on May 4, an average higher than any heretofore recorded, statistics compiled by Comptroller of the Currency Williams show. On May 4 20,380,350 persons had accounts in national banks. The increase in depositors in ten years has been 12,689,882, or 165 per cent.

The resources of the banks on that date aggregated \$22,038,714,000, the largest total ever recorded, with one exception.

Total deposits reported on May 4 amounted to \$16,924,543,000.

#### American Woolen Company to Close Mills

The American Woolen Company will close all its mills indefinitely on July 10, except the three at Plymouth, Mass., Pittsburg and Utica. This announcement was officially made last week by William M. Wood, president of the company. The mills remaining open will also close when orders on hand are completed, probably by August 1.

This action was decided upon, it is stated, because of the heavy cancellation in orders and the curtailment of buying for next year's requirements. It has generally been the custom of the American Woolen Company to close down its plants during the hot spell of August each year, but present conditions have made it necessary to hasten the closing this year, and while in other years the closing was for only one or two weeks, the shutdown this year will be for an indefinite period.

#### "Photoplay" Offers \$11,000 for Stories

James R. Quirk, editor and publisher of *Photoplay Magazine*, announces a \$14,000 Prize Story Contest, which will be conducted during the year 1921. Prizes of \$5,000, \$2,500, \$1,000 and \$500 are offered for the four best stories submitted; and for twenty other stories \$250 each will be paid. Manuscripts can be submitted now.

#### Woonsocket "Call" Appoints Representative

The *Woonsocket Call*, a paper not previously represented in the foreign field, has appointed Gilman, Nicoll & Ruthman with offices in New York and Chicago as their special representatives, effective July 1, 1920.

The *Woonsocket Call* is the only English daily paper published in Woonsocket, Rhode Island.

#### Made Advertising Manager of Outlet Stores

P. J. Coughlan has been made advertising manager for the Outlet Store of the National Cloak & Suit Company in Kansas City, Mo. Mr. Coughlan was formerly advertising manager for the *Kansas Citizen*, the weekly publication of the Kansas City Chamber of Commerce.

#### New Agency In Kansas City

Allen C. Smith, for many years with the F. A. Gray Advertising Company, and later with the Southwest Advertising Company, and later with the Southwest Company, has started his own agency in the Dwight Building, Kansas City, Mo.

#### Appointed Barton Shoe Advertising Head

Arthur Majors, formerly in the advertising department of the Kansas City Auto and Tractor School, is now advertising manager of the Barton Shoe Company.

#### "American Boy" Advertising

The *American Boy*, according to Elmer P. Grierson, advertising director, will carry approximately 100,000 agate lines of advertising more in 1920 than it did in 1919. About 50,000 agate lines of this comes from new advertisers among whom are 10 nationally known concerns.

# ANNOUNCEMENT

The Directory Advertising Department  
of the  
NEW YORK TELEPHONE COMPANY

is now located at

1261 Broadway, New York City  
(at 31st Street)

TELEPHONE

P. W. ELDRIDGE, Jr.  
Sales Manager,  
Directory Advertising.

VANDERBILT OFFICIAL 130

for rates and particulars about display space in the next issues of the 54 different BELL TELEPHONE DIRECTORIES covering ALL of New York State and Northern New Jersey.



NEW YORK TELEPHONE COMPANY

**"Advertising Is Capital's Insurance"**

Advertising is a fine art, and is being conducted on a scale so vast that there is virtually no business of private or public interest which is not comprehended under its activities. The time is gone when the man who sells this form of inter-communication must defend it or prove its value. Also the time is gone forever when the man who thinks the old-time "exclusive" store is possible can conduct such a store and survive. Nowadays entire industries combine to advertise. It is not a question whether advertising should be dope, but where it should be placed. Advertising is capital's insurance. —New York Commercial.

**E. E. Reinhold Returns to England**

Ernest Edward Reinhold, sales and advertising manager of Sorbo Sponge Products, Ltd., London, who has been visiting the United States and Canada during the past month, left New York on Thursday on the *Olympic* for England.

Mr. Reinhold made many friends in the advertising profession in this country, and succeeded in establishing his line to a very satisfactory extent. He expressed the belief that increasing business would necessitate his returning to America later this year.

**Penfields Buy "The World Salesman"**

*The World Salesman*, a monthly journal devoted to international trade, has been purchased by Roderic C. Penfield and R. Kynett Penfield, of New York city, from the founder, Max Sherover, also a New York city newspaper man.

*The World Salesman*, which was established in 1917, maintains its publication offices in Yokohama, Japan. It is unique in the fact that it includes, bound within one cover, sections printed in Japanese, Chinese, Russian and Spanish, although the main body of the editorial matter and most of the advertising is printed in English.

One of the Penfields will be at the Yokohama office, while the other is in charge in New York at 182 West Fourth street.

**New Orleans Accounts Active**

The New Orleans office of the Ferry-Hanly Company is placing orders for the Utley Paint Company, New Orleans; Jackson Brewing Company, New Orleans; and making lists for the Dunbar Molasses & Syrup Company and Hotel Grunewald Caterers, Original Creole Pralines.

**Du Pont Sells Wilmington "News"**

Alfred I. du Pont has sold his newspaper, the *Morning News*, in Wilmington, Del., to a syndicate headed by Robert H. Richards of that city.

**"El Automovil Americano" a Monthly**

*El Automovil Americano*, the export publication which has been published by the Class Journal Company quarterly for the past four years, will be issued monthly, starting with the October issue.

Herman Sonneborn, Western manager for the publication, has been appointed advertising director over the Eastern and Western territories, and will hereafter make his headquarters at the New York office.

**Agency Closes Saturday During Summer**

Last summer the Wales Advertising Co., New York, tried the experiment of closing all day Saturday during August, after having announced to the members of the organization that if they maintained an excellent record for punctuality during the year, the office could close on Saturdays in July and August of this year.

The result has justified the experiment, and this summer the office is closed every Saturday from June 28 to September 1.

The gain in punctuality throughout the balance of the year is believed to more than make up for time omitted Saturdays during the hot months, and there is un-

doubtedly a gain in efficiency, due to the double holiday enjoyed by everyone every week.

**Montgomery Ward & Co. Cited for "False Advertising"**

Montgomery, Ward & Co., of Chicago, are charged with unfair competition in the sale of liquid roofing cement, in a formal complaint announced by the Federal Commission, on Tuesday. Forty days are allowed for the filing of an answer, after which time the case will be set for trial.

The commission's announcement says the company "is to answer averments that false representations were made in its catalogue when liquid roofing cement was advertised as containing no coal tar when the company knew well that such cement did contain coal tar."



MOTOR TRUCKS IN THE TEXTILE INDUSTRY is the title of a booklet now on the press. Copies will be mailed gratis to those interested enough to write a letter-head request. The booklet contains facts and figures to show the present and prospective use of motor trucks among textile mills. The information was gathered by sending a questionnaire to a selected list of 1,000 mills and to this has been added the observations of the technical editorial staff of *Textile World Journal*.

A man interested in the sale of industrial trucks would find the booklet meaty.

*Textile World Journal* is also prepared to report on the use and prospective sale of any industrial product to textile mills. Try us.

**Textile World Journal**

*Audit Bureau of Circulations  
Associated Business Papers, Inc.*



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

# The Men and Women Who Make Our Mediums

JAMES M. COX

Publisher Dayton, Ohio, *News*; Springfield, Ohio, *News*

One of a Series of Informal Visits with the Leading American Editors and Publishers with the Object of Interpreting What They Mean to Advertisers

By ALLAN DUANE

WHEN THE DUST cleared away from the embattled Democratic Convention as, on last Monday, it arrived at a presidential nomination after forty-four hard-fought ballots, the political backers of Senator Warren G. Harding, Republican nominee for the presidency found that they had been betting on a sure thing.

They had prophesied that the next President of the United States would be a newspaper publisher—meaning Warren G. Harding.

To-day, the country can be reasonably sure, d.v., that the next President of the United States will be a newspaper publisher—meaning Warren G. Harding or Governor James M. Cox, of Ohio.

## UNION WANTS A JOURNALIST

The Union, having muddled along for these 144 years of independence without a newspaper publisher in the chair of the chief executive, has at length decided to muddle no longer and, to make quite sure that a newspaper publisher does reach that chair, has named a representative of the ancient and honorable craft as standard bearer of each of the two great parties.

The issue as it stands to-day is between the Marion *Daily Star* on the one hand and the Dayton *News* and Springfield *News* on the other.

The campaign is between "the man who carries the printer's rule in his pocket" and "the man who threw the boiler plate out of the window."

"The man who threw the boiler plate out of the window," thus designated by a wily publicity staff in an effort to "see" and "raise" Senator Harding on that little story about the printer's rule that rests perennially upon the Senator's heart, is "Jimmie" Cox, consecutively farmer's boy, newsboy, printer's devil, school teacher, reporter, newspaper owner, congressman, governor and Democratic presidential nominee.

The boiler plate incident occurred during the early days of Governor

Cox's struggles to put the Dayton *News* on its feet. The Dayton *News* started its career in 1898 as a merger of two other papers on the verge of bankruptcy. The first thing that its new editor did was to lease an Associated Press wire. The second was to instruct his foreman to print local news instead of boiler plate.

"I can't get out a paper without boiler plate," the foreman protested. "You'll have to," his chief replied. "Here goes all the boiler plate we have out of the window." And out it went.

"That," as the political writers have a habit of saying, "was characteristic of the man."

## WANTED TO BE STOREKEEPER

Grandson of Gilbert Cox, who brought his family by caravan out of effete New Jersey to the open country about Jacksonburg, Butler County, Ohio, James Monroe Cox was born in the old family home-stead near the town on March 31, 1870, the youngest of seven children. His early aspirations were toward the free and easy life of the country storekeeper, but he never made a start toward realizing them. At fourteen he obtained a job as janitor at the country school house that he attended and added to it the work of sexton of the Church of the United Brethren to which his family belonged. At sixteen, after sitting for a year for instruction at the feet of his sister's husband, John Baker, editor and proprietor of the Middleton, O., *Signal*, young Cox qualified as a school teacher and won local fame as the "boy teacher of the Titus district."

Then his brother-in-law's newspaper claimed his attention and he began, first to supplement and then to supplant, his school work by work on its staff, beginning as delivery boy and subscription collector, then trying his hand at editorial writing and gradually becoming general correspondent.

This led to his big newspaper opportunity when John Baker was

sick at home on the day that a special train carrying employes of the National Cash Register Company back to Dayton from a picnic was wrecked near Middletown. Baker was local correspondent for the Cincinnati *Enquirer*. In his absence, the job of covering the story fell upon "Jimmie" Cox's shoulders.

The way in which he took it, covered the story, and tied up the only wire from Middletown to Cincinnati by giving the telegraph operator an old newspaper with instructions to keep on sending its contents to the *Enquirer* until press time arrived and the "beat" was secure, attracted the notice of the *Enquirer* people and Cox went to Cincinnati to accept a position on the *Enquirer* staff for two years, first as cub and then as first class staff man.

## GOES TO WASHINGTON

These years were followed by a political interlude when the reporter went to Washington in 1894 as secretary to Paul Sorg, a wealthy tobacco manufacturer and remained there during 1894, 1895 and 1895—as much a Congressman as Sorg, say his intimates.

In 1898, the Congressman's gratitude for his secretary's services was made manifest when Mr. Sorg backed "Jimmie" Cox in his purchase of the Dayton *News*. For the sake of local interest Sorg thought, there should be numerous Dayton men in the role of minority stockholders. The new publisher declared from the start that "a successful newspaper should be a one-minded newspaper" and, although the Sorg idea prevailed temporarily, he gradually bought out the minority interests and within a few years became the sole owner of the *News*. In 1905 he enlarged his newspaper holdings by the purchase of the Springfield *Press Republic* and the Springfield *Democrat* and consolidated them into the Springfield *News*.

The story of the early part of the Governor's newspaper career is the story of his acquisition of the non-de-guerre of "Fighting Jimmie." It has been characterized as a "crusading, lambasting period, when he was building up his enterprise, when he went after his political enemies, mismanagement in city government, private enterprises which failed to meet with his approval and whatever else he conceived as wrong and with bitter invective and vitriolic wrath attacked those who were selected for the lashings of his facile pen."

The results were, of course, libel suits—by "Doc" Lowes, the Dayton Republican boss, now dead, by the so-called Appleyard Syndicate of Philadelphia, which Cox accused of buying up Middle Western banks to promote traction ventures around Dayton and—most redoubtable of all—by John H. Patterson, head of the National Cash Register Company. If all, or even one or two, of these suits had been carried against the publisher, the Dayton *News* would probably have been wiped out of existence. The only one that ever did "stick," say Cox's editors, was one in which he had to make a small payment because a reporter made a mistake that the loss knew nothing about.

"Jimmie" Cox's fight with the president of the National Cash Register Company is now historic around Dayton. It arose over Cox's opposition to certain demands made by Mr. Patterson on the city of Dayton for transportation conveniences for the big Cash Register plant and for other facilities. Cox fought these and took the occasion to attack one of the plant's executives who had come to Dayton to look after the hygienic and physical welfare of the employes and to introduce what the editor thought were many new fads and fancies. In his suit Patterson asked for \$125,000 damages but the papers show that the suit was dismissed on April 29, 1908. The Cash Register head threatened to remove his factory from the town as a result of the attacks, but did not carry out his threat and later on the two opponents became fast friends.

In 1908, "Jimmie" Cox went to Congress from the third district of Ohio. He was re-elected in 1910 and went to the Governor's chair in 1912. He was defeated but re-elected in 1914 and won his way back to the capital in 1916 and entered upon his third term in 1918—the first man since Rutherford B. Hayes to serve for three terms as Ohio's governor.

#### HIS NEWSPAPER IS "HOME"

The story of James Monroe Cox's career as governor of Ohio belongs to the history of that state. Concerned primarily with his newspaper enterprises we have only to note that his residence at the capitol has not lessened his interest in those enterprises. Copies of the *News* are sent to him at Columbus every day and he keeps in close telephonic communication with the shop. It



JAMES M. COX

has been his policy throughout to reinvest a large share of earnings in the plant. As a consequence, that paper boasts one of the best equipped organizations in the country, housed in a building that is the pride of the Middle Western newspaper world. The Dayton *News* of later days has adopted a more measured, even tone that is consonant with its owner's official dignity.

"Jimmie" Cox's first public speech after his nomination was made to the employes of the Dayton *News* assembled in the composing room.

"Should the mandate of the people send me to the White House," he said, "I believe I will go as one of the best equipped men for the highest position the Nation offers in this respect, because I have learned from experience the part the workingman plays in the world and that his labors are indeed of the highest importance to humanity.

"If it should be decreed that I remain at home, I will be glad of the opportunity of associating with those who have always shown their loyalty in the issuance of a news-

"Many times have I returned to Dayton after an unusually hard season of public work to find that mingling with the men of the press acted as a poultice for my exhausted nerves. My week-end trips, or little excursions at odd times to my newspaper office, always brought me to a realization that there is no place like home."

#### Dallas Newspapers Form Advertising Club

A study class in advertising, known as the News-Journal Advertising Club, has been formed by the Dallas, Texas, *Morning News*, and the Dallas *Evening Journal*. The club, which is composed of members of the two papers, meets every Monday night. They are covering a course of thirteen lessons which have been written by George W. Lemons, director of advertising.

#### Employing Lithographers Elect Officers

The National Association of Employing Lithographers at their recent convention at French Lick Springs, Ind., elected the following officers: Earl H. Macoy, president; William S. Forbes, vice-president; and Thomas H. Blodgett, treasurer.

### Burnett Joins Liberty Motor Advertising Staff

Vernie Edwin Burnett, who has been editor of the National Gleaner Forum, the newspaper of the Gleaner organization, has joined the advertising department of the Liberty Motor Car Company in Detroit.

Mr. Burnett has contributed several articles to the series on the "Men and Women Who Make Our Mediums" in ADVERTISING & SELLING, and has written for a large number of other publications.

During the war he worked on *The Stars and Stripes* in Paris and edited *Trench and Camp* at Camp Custer. Before the war he was make-up editor for the *American Boy*, in Detroit.

### Fuller Will Advertise Auto School

The Toledo office of the Charles H. Fuller Company has secured the account of the Central Auto School, Detroit. Copy will appear in a list of general and farm mediums.

### Spanish and German Papers Admitted to A. N. P. A.

*La Prensa*, of New York City, and the *New Jersey Freie Zeitung*, of Newark, N. J., have been elected to active membership in the American Newspaper Publishers' Association.

### Hopper Agency Places Spray Advertising

The Hopper Advertising Agency, New York, is placing advertising for the Star Massage, Shower Spray, manufactured by the Fitzgerald Manufacturing Company, Torrington, Conn.

### Oklahoma Agency Advertises Moco Co.

The Moco Company of America, Oklahoma City, Okla., is placing its advertising through the Southwestern Agency, Oklahoma City. An appropriation for 1921 will be determined upon within the next sixty days.

### Eureka Vacuum Cleaner Account With Brooke, Smith & French

The Eureka Vacuum Cleaner Company, of Detroit, has placed its advertising with Brooke, Smith & French of the same city. Plans are under way for a national campaign.

### Penney Sales Increase \$3,126,288

J. C. Penney Company reports sales for May, 1920, \$3,714,248, an increase of \$1,414,822 over same month of 1919. Sales from January 1 to date \$12,210,860, showing a gain of \$3,126,288 over the corresponding five months last year.

### Selling Methods in Persia

Advertising and the use of catalogues are essential, in selling to Persian manufacturers, says *Commerce Reports*, but it is necessary to have the goods for inspection and immediate sale and delivery. It is important for salesmen to remember that a Persian will not accept a proposition on trust.

### New Business for Manternach

The Buffalo branch of the Manternach Company, advertising agents, is now handling the accounts of S. J. Sayers & Co., industrial engineers and accountants, and of the Syracuse Sales Company, both of Syracuse, N. Y.

### McCann Adds To Frisco Staff

Recent additions to the San Francisco office of the H. K. McCann Company include J. A. Henderson and J. E. Eastman. Henderson has been in the New York and Cleveland offices of the H. K. McCann Company for some years and is now planning accounts in San Francisco.

Mr. Eastman, formerly in the editorial department of the *San Francisco Examiner*, has joined the copy department.

### Made Hotel Advertising Manager

Harold D. Carsey, who was until recently engaged in advertising work in New York city, has been appointed manager of promotion and advertising for the Hotel St. Francis in San Francisco.

### H. Q. Hawes on Eastern Trip

H. Q. Hawes, general manager of the San Francisco office of the H. K. McCann Company, is now visiting the East. He will spend part of his time at the Cleveland office and in New York.

### Blake Will Handle Publisher's Advertising

J. W. Blake, advertising, Yonkers, N. Y., has been retained by a new publishing firm, Fairfield Publishers, Inc., 110 West Fortieth street, New York.

The new concern, capitalized at \$75,000, will market its books exclusively by mail. William G. Clifford, former editor of *International System*, is president of the company, and Emil H. Schwed, secretary and treasurer.

# CHARM



The

ETHRIDGE ASS'N of ARTISTS  
New York Studios Chicago Studios  
25 East 26<sup>th</sup> Street 140 N. Dearborn St.

**Poster Convention at St. Louis**

The thirtieth annual convention of the Poster Advertising Association at St. Louis, July 12 to 16, will have a forward-looking aspect. John Sullivan, secretary-treasurer of the Association of National Advertisers, will speak on "The Future of Advertising," Kerwin H. Fulton, of the Van Beuren and New York Bill Posting Company, will discuss "The Future of Poster Advertising"; H. E. Fisk, of the Poster Advertising Co., is to tell about "The Future of Poster Operation" and Homer J. Buckley, of Buckley-Dement & Co., will explain "The Legislative Problems Confronting Advertisers." Other speakers are scheduled to speak on vital topics. Features of the convention are a luncheon to be given by the Anheuser-Busch Company, an evening trip on the Mississippi and a dinner-dance.

**Warfield Agency Advertiser Changes Name**

William Dutton & Company, Hastings, Neb., has placed its advertising in the hands of the Warfield Advertising Company, Omaha, Neb., with an initial appropriation of \$50,000; \$30,000 of which will be used in national media and \$20,000 in local media. This same concern formerly advertised over the name of J. H. Haney Company and Frank Rose Manufacturing Company, of Hastings. The business, however, is owned by William Dutton, who with increased factory facilities has extended the firm's activities.

**Levey Opens Permanent Offices**

Harry Levey, who established in record time last week the Harry Levey Service Corporation with complete facilities for producing educational films, has opened

permanent offices at 1662 Broadway, New York. Already the company has almost completed a picture for the Woodrow Manufacturing Company, showing the evolution of laundry methods, and has begun work on a film for the Cole Motor Car Company, depicting the evolution of travel. It has also secured an order to remodel films for the Jewish Welfare Board.

**Will Place \$100,000 Appropriation Direct**

The Columbia Steel Tank Company, Kansas City, which will have an appropriation of about \$100,000 for the coming year, has decided to place all its advertising direct. Paul Sauer, advertising director, will be in charge.

**Advertises "Spring Life"**

The Merrill-Hamilton Company, Kansas City, Mo., is now advertising "Spring Life," a lubricant for springs, through the Finney agency in that city. J. G. Gamble, vice-president of the Merrill-Hamilton Company, directs the advertising.

**Colorado Springs Advertising Club Elects**

At a recent meeting the Advertising Club of Colorado Springs elected H. H. Fawcett, president; A. Vossmeier, vice-president and treasurer; and George M. Le Crone, Jr., secretary. Frank E. Little and E. A. Powell, with the officers, form the club's directorate.

**New Account for D'Arcy**

The Watters Corporation, manufacturing mechanical business systems, has placed its advertising appropriation with the D'Arcy Advertising Co. of St. Louis.

**Francis J. Best General Manager of A. A. Vantine & Co.**

Francis J. Best has been made general manager and sales manager of A. A. Vantine & Co., New York. Mr. Best was formerly advertising manager of Franklin, Simon & Co., and previous to that held that position for four years at N. H. Macy & Co.

**Campaign to Protect Investors**

The Better Business Bureau of St. Louis, in connection with the Advertising Club of St. Louis, has started a campaign to advise prospective investors regarding the merits of various financial propositions, primarily to guard the investing public against frauds and misrepresentation, and to protect legitimate advertising.

**Diagraph Co. Places Account**

The Diagraph Company, manufacturer of stencil machines, has placed its advertising appropriation with the Anteger-Jacobson Company, St. Louis.

**Advertises for Sunday School Teachers**

The Reverend S. A. Coile, pastor of the McCausland Avenue Presbyterian Church, St. Louis, is advertising in the daily papers for Sunday school teachers, and states that training for this work will be given. Classes are being conducted under the supervision of the International Association in connection with the Church Federation of St. Louis.

**Girls, girls, girls—with here and there the workaday housewife, or the dear little grandmother who has grown old gracefully. Modern advertising must appeal to woman, the great purchasing agent of the home, and Mr. Albert Farrell's charming types have given his work a wide vogue.**



# Rotogravure, Endorsed by Tire Advertiser, Has Now Really "Arrived" As a Medium

That Is the Significance of the Big "Roto" Campaign In Which the B. F. Goodrich Company Is Covering the Country for Silvertown Tires

An Authorized Interview with  
E. D. GIBBS

Director of Advertising, B. F. Goodrich Rubber Co.

By RALPH BEVIN SMITH

**G**OODRICH has endorsed rotogravure!"

That word, going the rounds of the newspaper offices a couple of months ago, brought to the publishers and to the advertising world what was probably one of the best bits of news that had come to them since the price of print paper had begun to climb and Representative Thompson has launched his project to tax advertising.

"Goodrich has endorsed rotogravure!" What did it mean?

In the first—and least important—place, that practically every newspaper in the country having a Sunday rotogravure section was to get a full-page contract to carry the Silvertown Cord Tire advertising of the B. F. Goodrich Rubber Company.

More significantly, that the rotogravure publishers had found a bell-weather advertiser to lead other advertisers into the rich rotogravure field.

Most momentously, that rotogravure had "arrived" as a medium for the biggest and best in national advertising.

Today, everyone interested in advertising knows that the B. F. Goodrich Rubber Company is covering the country with rotogravure, carrying full pages of copy and illustration that stick out of the Sunday newspaper like the proverbial sore thumb.

Perhaps all of those interested do not realize just how literally "covering the country" means "covering the country," do not know that the Silvertown pages have gone into not merely the most important rotogravure sections in key cities, but into every rotogravure section in every city that boasts one. There are just two or three exceptions to that rule where two or three papers have been left out of the schedule to avoid obvious and useless duplication.

When the B. F. Goodrich Company took on the job of playing bell-weather to national advertisers who have been watching and waiting at the door of the rotogravure department—hesitating, dubious of the power of rotogravure advertising—looking for some sign to tell them that the "roto" section could be ac-

cepted at the value the optimistic publisher placed upon it—it went into the lead with its eyes wide open and with its convictions clung by the findings of a long period of observation and test. The venture was not an "adventure." It was the outgrowth of two years of experimentation and the product of an investment of some \$10,000 in anticipatory study and copy preparation.

It is the knowledge that this fact stands back of the venture that should give value, in the eyes of other advertisers, to Goodrich's endorsement of rotogravure; not the mere fact that Goodrich has placed a campaign that, for power and proportions, has never before been remotely approached in rotogravure.

## NO TIRE ADVERTISER IN THE FIELD

Rotogravure since its adoption by the first pioneers among the American newspapers has been largely a "no man's land" in the sense that no man has gone into the advertising columns of the various Sunday "roto" sections with anything like the conviction as to service and the



Goodrich SILVERTOWN

Your Goodrich Dealer offers you a Silvertown Cord Tire with the conscious pride that a good merchant has in a good product.

**Goodrich Tires**  
Best in the Long Run



Goodrich SILVERTOWN

Silvertown Cord Tires have added a brand new word to the language of motoring  
Silvertown  
—which stands for service.

**Goodrich Tires**  
Best in the Long Run



Goodrich SILVERTOWN

THE FIRST cord tire made in America was a Goodrich.  
Goodrich still makes the first cord tire in America—  
The Silvertown Cord

**Goodrich Tires**  
Best in the Long Run

Three excellent specimens of the rotogravure "copy" being employed in an extensive campaign now under way for the "Silvertown" Cord Tires.

# Los Angeles Biggest City of the West!

*From an editorial in the New York Times of June 13, 1920:*

"Los Angeles (present population 575,000) may look forward confidently to a whole million in another decade and a few years.

"Nowhere is there more luxury which the eyes of everybody may feast upon, and nowhere is cultivated nature more beautiful. It might be called the City of Flowers, the City of Palms, the Fairyland City.

"It is not usually thought of as a manufacturing city, but the investments in meat packing, foundries, machine shops, flour and grist mills, lumber, car construction, furniture, canning, confectionery and scores of other industries are vast. Oil and salt fields are not far off. With San Pedro as its port, Los Angeles dreams of a growing foreign commerce, the foundations of which have already been laid. Furthermore, all Southern California is its market."

## The Los Angeles Examiner is the Biggest Morning and Sunday Paper in the Biggest City West of St. Louis

Los Angeles industries and the neighboring agricultural region received for products last year

**\$1,143,000,000**

The Examiner's weekday circulation is 10,000 copies more than its weekday contemporary's, and

**70,000 copies more than its Sunday contemporary's**

**Los Angeles Examiner**  
The Great Newspaper of The Great Southwest

M. D. HUNTON,  
1834 E'way, New York, N. Y.

M. F. IHMSEN,  
Publisher

WM. H. WILSON,  
900 Hearst Bldg., Chicago, Ill.

confidence as to results with which he approaches the field of black and white and the field of color. "Roto" section advertising in the newspaper represents an investment of considerably more money than is called for by the use of black and white space of the same proportions in other sections and there has been much doubt as to whether the difference in cost was justified by the difference in results. Advertisers have not, except in a few notable instances, been thoroughly "sold" on the superiority of the next-to-picture-matter position over the next-

reading-matter place. They have gone out into this no man's land for a while, and hung on somewhat loosely, unsystematically, without "digging in," and sometimes have gone back to their old entrenched positions in black and white with no very definite convictions arrived at and having made no adequate survey of possibilities or results. Advertisers of luxuries, toilet articles, commodities that appeal to women, have been the most consistent users of rotogravure. Another full-page close to a Silver-town page in a metropolitan rotogravure section lying on my desk at

this moment advertises a well-known soap to improve the complexion.

When, some time ago, William H. Rankin, who handles the Goodrich advertising account, and I together arrived at the conviction that rotogravure was an appropriate medium for the advertising of automobile tires, particularly of Silvertown Cord Tires, our thought was, in effect, this:

Silvertown ought to be in rotogravure. Rotogravure seemed to offer a field of tremendous possibilities for a tire advertiser like the B. F. Goodrich Company, a field that no tire advertiser had yet taken advantage of. Silvertown is America's first and best-known cord tire. Its name means character, superior materials, and superior workmanship to every user of automobile tires in the United States. We did not want to "gild the lily" by starting a campaign with "quality" as our copy appeal. It wasn't necessary. It would not even be wise—just as it would not be wise for Tiffany suddenly to begin to run advertising Tiffany quality. The name has long been guarantee enough in both cases. To "too much protest" would be to weaken the strength of that guarantee.

#### A PLUS EFFORT

On the other hand, Silvertown ought to get the benefit of the distinction, the unspoken quality appeal, that would come from a place in the country's rotogravure sections. A distinguished tire advertised in a distinguished medium that's what we wanted to see. It seemed to us something that, when seen by tire users, would carry its own message as to quality, as to the position of Silvertowns among tires and would lift us right out of the ruck and up above the common level of tire advertising.

So Silvertowns went into rotogravure. Not right away. Not for many months and not, as I have intimated, until we had spent \$10,000 in preparation for its entry into this new and—by tire manufacturers—untried field. Another very important point is that it did not make the venture at the expense of advertising in other media. Our rotogravure publicity represents a plus effort. It is a superstructure on the well-constructed edifice of Goodrich advertising and, as such, follows the established principles upon which we have built that advertising.

I shall not say that we have achieved the perfect rotogravure advertisement. Advertising is always progressing and always setting its goal further ahead. I am satisfied

## SYSTEMS BOND

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



**T**HERE are many jobs on which a paper of pleasing color is desired. In addition to the whitest white, SYSTEMS BOND is made in these attractive colors—pink, blue, green, canary, buff, goldenrod.

Whatever color you choose, you can always depend on the **character** of this paper.

A request will bring samples.

## Eastern Manufacturing Company

General Sales Offices:

501 Fifth Avenue

New York

Mills at Bangor and Lincoln, Maine

that our rotogravure copy is following along the lines that we have found most resultful.

Naturally, in the rotogravure section we are hitching our wagon to pictures. I am a firm believer in the pulling power of the picture wherever it appears and so the appeal of the rotogravure to me has been an especially strong one. Every Sunday I see Mr. Ordinary Citizen and Mrs. Ordinary Citizen reach first for the "roto" when the Sunday paper arrives on their table. This appetite for "pictures first" ties up with the thought back of our rotogravure advertising: advertising in the picture section, the dominating section of the paper, the advertising itself dominated by a picture. Our pages average just about thirty words of copy—no more. Typical of the series is the copy that appears in the initial page:

The first cord tire made in America was a Goodrich.

Goodrich still makes the first cord tire in America—the Silvertown Cord.

Each layout conveys a single thought to the tire user. Another says to him:

On the same road with your new Silvertown Cord Tires, you will find a lot of Silvertown Cords of last year, and the year before, still delivering the miles.

A third seeks to put across the sound, healthy self-confidence of the Goodrich Company, not with superlatives, but with the simple statement that:

If a better tire than the Silvertown Cord is ever made it will still be a Silvertown Cord and Goodrich will make it.

Tube advertising, which is also going into this series, follows identical lines:

You have only to use a Goodrich Red Tube to realize that Goodrich knows how to put long life into rubber and keep it there. Goodrich has THE tube.

So much for the copy, which is, as I have said, the least important part of the ensemble. Our problem was not with the copy, but with the picture. What type of pictures would serve us best? The type we selected might seem at first glance to have offered us no problem whatever. But the "seeming" doesn't outlast that first glance. We decided to show in our advertisements one man—or woman—and one Silvertown tire—or inner tube. If you have had any experience with posing models for advertising purposes you know some-

thing of our problems. In the series as planned we required such characters as a typical chauffeur, a golfer, a dealer, a garage worker and several types of men and women who looked like average American men and women whom you might expect to find riding on Silvertown tires. There were to be fourteen of these characters in all. To find that fourteen we had to pose 250 models, to pose several of them many times and to pose many times the tire on which they lean in the pictures, the upper half sweeping in an arc across the page. That accounted for some of the \$10,000 spent in preparing the series.

We went to this trouble, tried, changed, and tried again, because we were determined that the series in completion should correspond with the series in projection; that it should faithfully represent our ideals in rotogravure advertising and that in going into this new field we should go into it right. We think the results—the pictures of the men and women who look like real "regular" men and women, the strong, dominating impression of the tire, the short, epigrammatic copy that clinches the appeal of the illustration—particularly adapted to rotogravure. To get exactly what we wanted we were will-

**"The Way I Figure It  
The Theatre Magazine  
Ranks Third. Congratulations!"**

The business Manager of one of to-day's leading magazines wrote this to the publisher of the

# Theatre Magazine

FOR pastime on a railroad journey he was figuring increases in advertising gained by prominent magazines. "To my amazement he says, "I found eight out of fifty-eight publications showed better than 100% increase."

**[The increase shown by  
THE THEATRE MAGAZINE  
is over two hundred per cent!]**

What does this mean? It means that progressive advertisers who want to address a purchasing public appreciate the fact that the Theatre Magazine is reaching an interested, cultured, acquisitive audience.

*Advertising in the Theatre Magazine builds prestige and brings results. A campaign without it is incomplete.*

## Theatre Magazine

LOUIS MEYER  
PAUL MEYER Publishers

6 East 39th St., New York

ing to take the same amount of trouble that we took with our famous illuminated sign at Forty-second street and Fifth avenue, New York, the busiest corner in the world, which, as I remember, was repainted six times, and the flood lights of which were changed ten times before we O.K.'d that representation of the mythical town of Silvertown.

The first picture of the Goodrich rotogravure series appeared on Sunday, May 30. This advertising marks, beyond question, one of the most radical departures and progressive steps ever made in the history of tire advertising. It is estimated that each picture will be read by not less than 5,000,000 persons each week. The series will continue throughout the months of June, July and August. The publishers of the newspapers in which this advertising will appear have assured us of their heartiest cooperation to make the campaign the biggest kind of a success. Is it not to their interests as well as to ours that it should succeed? I may say, not as advertising director for Silvertown tires, but as an advertising man watching the progress of advertising in America, that the day upon which Mr. Rankin and I called thirty-two newspaper representatives together in Chicago and announced to them that the B. F. Goodrich Company was going to cover the country with a full-page rotogravure advertising campaign was a red-letter day for rotogravure.

#### Stanley Balmer Knox

Stanley Balmer Knox, sales engineer and member of a prominent family of Brooklyn, died Wednesday at his home in Wantagh, L. I.

#### Douglas Motors Uses Two Agencies

The Douglas Motors Company, Omaha, Neb., is placing part of its advertising through the Southwestern Advertising Company, Oklahoma City, and part through the Omaha office of the Post-Turnbull Company.

#### Griffith Incorporates Film Company

The motion picture production business which has been conducted by David W. Griffith has been incorporated under Maryland laws as D. W. Griffith, Inc. The new company acquires all the assets of the business, including 48½ acres of land at Mamaroneck, N. Y., with the Griffith studio and equipment, ownership of a large number of productions already released, productions in process, contracts with distributing companies, stars and specialists in each branch of the industry.

The new corporation will have 500,000 shares of stock, of which 125,000 shares will be Class A and 375,000 shares Class B, both without par value. In payment for the assets of his business Mr. Griffith will receive all of the Class B stock.

#### Tire Sales Will Exceed a Billion Dollars

Remarkable growth of the automobile industry during the last four years and especially since the close of the war is reflected in the expanding production and growing prosperity of the rubber companies, says the *Wall Street Journal*.

Total sales of rubber tires in the United States this year will exceed \$1,000,000,000. In 1916 they were less than \$500,000,000. In the current year approximately 40,000,000 tires will be produced, compared with 18,500,000 in 1916. In addition, millions of dollars' worth of rubber footwear, clothing and mechanical goods will be turned out.

Net sales of the United States Rubber Company for 1920 is estimated at \$300,000,000; for the Goodyear Tire & Rubber Company, \$225,000,000, and \$210,000,000 for the B. F. Goodrich Company.

#### Newspaper Advertising Man Resigns

Charles N. Fleming, who until recently was advertising manager of *La Capitale*, an Italian newspaper published at Sacramento, Cal., has been made manager of the printing and bookbinding department of the H. S. Crocker Company, Inc., in that city.

#### A Novel Sale Advertisement

Hale's of Sacramento, in a recent advertising, offered free tickets to the performance of "Keep Her Smiling" to the first seventy-five people who turned into the store the greatest number of corrections to typographical errors purposely left in a full-page newspaper advertisement. The advertisement called attention to numerous articles contemplated to keep various members of the family "smiling" and made the subjects of a sale event.

#### How Henry Ford Advertises

Henry Ford is always advertising in an unconventional way, says *Minnesota Advertising*. He seems to be prejudiced against the accepted mediums, such as the magazines, newspapers, billboards and card cards, and yet each year his advertising bill is fully as large as any of our leading national advertisers.

One year it was his \$5 a day minimum wage. At another time it was his peace ship.

Last year it was his libel suit. Again it was his candidacy for the Senate of the United States. Whether or not these forms of advertising produces results is a question, but Mr. Ford seems to like them.

His latest departure in the realm of advertising, of a unique nature, is the Ford Educational Weekly. Most patrons of the movie theaters have seen one or more editions of this weekly. Each one is on some subject widely at variance with the previous subject, and none of them have anything to do with Ford cars.

The only place where the Ford comes into it, is in the title which reads, "Distributed by the Ford Motor Company." This is certainly indirect advertising, but the distribution of it costs Mr. Ford nothing. The only expense is the preparation. The theaters that contract for this service pay \$1 a month or 25 cents a film.

If the preparation of each film costs \$10,000, fifty-two films would cost \$520,000, which is not a large appropriation for a concern doing the volume of business that the Ford Motor Company is. This is an odd form of advertising, but as we stated above, Mr. Ford does not seem to care to use the accepted mediums.

#### Sam Brown Hated Advertising

Sam Brown hated advertising! He despised the circular that was placed on his disk, and he disliked the ads in the street cars. He detested the newspapers that shrieked "Bargains to-day" and he wished all advertising houses, advertisers and advertising solicitors were in Hades. Sam Brown was an ordinary man, but he was obstinate. He abhorred publicity and he knew it. But one night he saw a great light. He had a dream. And this is what he dreamed:

That he awoke one morning in a world that was free from advertising. He went to the grocer to purchase some breakfast food for his wife. All the grocer's goods were put up in plain packages. Sam looked around. He couldn't remember the name of the stuff, took the first thing handed him and got the deuce from his wife. Out on the street the cars shot by, with no names on them. Sam took a chance and boarded the wrong one. Got off at the wrong street, because the conductor did not shout out the street names.

In his office building he enters a manicure shop instead of his own. There were no signs on the doors. He had to walk from the second to the tenth floor, as it was against the rules of the elevator boy to call floors.

At his desk he fumed. Where was the mail man? Oh! There was only one mail a day, as the mail was very light since advertising was prohibited. Where's the phone book? Not allowed; its advertising. Bring in the letter from Smith & Co. The poor stenographer could not find it. There were no names on any of the letterheads.

Sam Brown started to kick. No advertising? How could he tell what show was in town. How could he pick out his favorite brand of cigars without the bands around them?

And where was his little cigar cutter? Sam started to figure it out. Where was that little silver pencil that the jeweler presented to him? It was a little souvenir when he made some purchase. Gone, too. All those little desk blotters, match stands, pin trays and rulers, those little useful gifts from his business friends had been prohibited by the Non-Ad-Society. What day was it? No calendar? Of course not, that was advertising.

That was too much, it intruded on Sam's personal affairs. Sam thought. Maybe there was some good in advertising. Perhaps he was wrong and the rest of the world was right. Those little gifts that he treasured so were gone. He had never thought of those as advertising. They always come under the head of gifts from appreciative folks to whom he had always given his business. It's a shame! There ought to be a law against advertising. Something ought to be done.

Then Big Ben, the alarm clock, and Sam Brown awoke again upon a world full of advertising. But he had seen a great light, and he had learned to appreciate advertising—*Record, Potomac, Ill*

#### United States Clocks Are in Demand

Cuba, South American countries, Japan and India continue as fruitful export fields for the manufacturers of American clocks. Japan, however, is taking only high grade timepieces, according to importers, as she produces cheap clocks in her own factories. Exporters to Japan are careful whom they sell now, as some Japanese buyers have turned out to be prolific imitators of the American product.



**“Yes, A Present From My Grocer—Came Last Week  
With A Sack of Snowflake.”**

Achieving a friendly intimacy forbidden less generous forms of sales effort, Remembrance Advertising sturdily builds business by quietly building Good Will.

It deftly avoids the wearing, self-centered appeal “Buy, buy of me.” Instead it says quite simply, “Thank you so much. Please come again;” thus awakening a warm sense of gratitude more powerful than the most vigorous sales argument; and if the choice of the gift be intelligently made—measuring its life, not in moments, but in months, even years.

In the world’s largest institution of its kind, Brown and Bigelow design and produce a worthy line of Good Will gifts—the Dust Cap here shown and other useful Cloth specialties—warm-hearted Holiday Business Greetings—worth-while desk and pocket articles of rich Mission Leather—choice Calendars of rare harmony and beauty.

They have enlisted a thousand skilled workers in the pleasant task of making business relations more friendly. For sixty-five thousand appreciative clients they are building the Good Will that makes next year’s business more than an accident.

*Remembrance*  
Trade  
Mark  
*Advertising*



“The House of Quality”

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

were supplied to the Junior club as well as the school. The Juniors take part in the programs themselves for the most part.

Besides this co-operation, the Senior club helps place the students when they graduate. Calls are received from newspapers, and from many businesses desiring young men trained in advertising and salesmanship.

#### ALLIED WITH CHAMBER OF COMMERCE

Many of the boys, like their three delegates to the convention, are also members of the Junior Chamber of Commerce. There, as members of the Junior Advertising Club, they form the first of four bureaus which is known as the Advertising and Selling Bureau. This group makes trips through publishing houses and other places of industrial activity where it listens to talks and demonstrations along many lines.

These trips, lectures and club meetings are helpful and interesting, they vitalize the school class work, and the juniors are very grateful. Commenting on a lecture which the club had heard, the youthful Mr. Lebowitz in his paper on "The Benefits of the Junior Advertising Club Movement," says: "Our textbook also discussed these three classes of advertising and the relation between the buyer and the advertising but I am sure that we got more from Mr. Hargrave than from Mr. Starch, the author of our textbook."

So successful has the Des Moines Junior Advertising Club proved that, since the early part of the year, E. N. Hopkins and his committee have been engaged in spreading the movement nationally. The idea has received the approval of E. T. Meredith, who said he was for it, "from the word 'go,'" and of C. A. Baumgart, who as president of the Associated Advertiser Clubs of Iowa, has co-operated with the movement. These endorsements and a plan for the organization of a High School Junior Advertising Club has been put in booklet form. When explained to the Club Secretaries Conference at Indianapolis during the convention the secretaries were greatly impressed. They assured co-operation and passed a motion asked that matter giving details of the work be mailed to them. At Shenandoah and Fort Dodge, Ia., the advertising clubs have already joined the movement.

#### Ellis Succeeds Millis In Indianapolis "News" Advertising Office

Tracy W. Ellis has been appointed assistant advertising manager of the Indianapolis News by Frank T. Carroll, manager of advertising.



TRACY W. ELLIS

Mr. Ellis will have charge of the local display advertising. This is a position which he has been filling during the past few months while Fred Millis, formerly a assistant advertising manager, was on a leave of absence to act as executive secretary of the Convention Board in charge of the World's Advertising Convention which was held in Indianapolis in June. Mr. Millis has resigned from the News to become director of promotion for the Indianapolis Chamber of Commerce.

Mr. Ellis has been a member of the display staff of the News for five years. Previous to that he was a classified solicitor on the paper, having come there from the Indianapolis Sun.

#### Wales Adds Conlin to Staff

Edward C. Conlin, for fifteen years with the advertising department of the Frank A. Munsey Company, has become a member of the Wales Advertising Company staff and will specialize in the development of new campaigns.

#### William H. Muldoon Dies at 73

William H. Muldoon, veteran New York newspaperman, died at his home in Brooklyn on July 1, at the age of seventy-three.

Mr. Muldoon began his long journalistic career in 1860. When only twenty-three years of age he was made city editor of the Brooklyn Standard Union, the youngest holder of that position in the paper's history. Later he became city editor of the Brooklyn Daily Eagle. From 1893 to 1896 he served as city editor of the New York Times, and then returned to the Eagle to write special articles. He continued his writing for various papers until last winter.

About two years ago Mr. Muldoon was appointed secretary of the Brooklyn Park Department and has held that position ever since.

#### One More Railroad Account for Kelley

The Chicago, Rock Island & Pacific Railroad has engaged the services of the Martin V. Kelley Company to conduct its advertising campaign. The account will be handled through the agency's Chicago office.

#### Standard Advertising Company Expands

At a recent meeting of the stockholders of the Standard Advertising Company, Chicago, it was voted to increase the capital stock from \$150,000 to \$450,000. The majority of the stockholders are said to be merchant-customers of the concern.

#### H. C. Daych Resigns

H. C. Daych has resigned as eastern advertising manager of Associated Advertisers to join an advertising agency now being organized.

#### Poster Company Increases Capital

The Poster Advertising Company, New York city, has increased its capital from \$98,000 to \$250,000.

#### Atlantic and Pacific Sales Increase Nearly \$23,000,000

Sales of the Great Atlantic and Pacific Tea Company for the first three months of the current fiscal year were \$65,884,741, against \$43,055,584 for the corresponding months of last year.

#### Kansas City "Star" Goes Up

The Kansas City Star has increased its subscription rates in local and suburban territory to 20 cents a week and to 30 cents for all outside territory. Rapidly mounting costs in newspaper production, paper, and the new advance in the postage rate are the reasons given for the increase.

#### Del Monte Advertising Wins Prize

The cup offered by the Pacific Coast Division of the Associated Advertising Clubs of the World for the best individual exhibit of advertising each year has been awarded to the advertising display for Del Monte products. This is the second year that this advertiser has won the cup.

#### Walter Campbell Taylor

Walter Campbell Taylor, journalist and economist, died on Sunday at his home in Wellesley Hills, Mass. He had been editor of the Portsmouth, Ohio, Blade, the Columbus Dispatch, the Shoe and Leather Gazette of St. Louis; the Shoe Department of the Dry Goods Economist, New York, and later of the Boot and Shoe Recorder of Boston.

#### Breitwieser, Editor, "Western Advertising"

Joseph V. Breitwieser, professor of advertising at the University of California, has been made editor of Western Advertising to succeed Hugo E. Agnew. Mr. Agnew has joined the Department of Advertising and Marketing at New York University.

#### Advertising Man Made Secretary

Paul N. White, director of publicity for Hamilton B. Mills, New York, has been made secretary of Hamilton B. Mills & Co., which has taken over Mr. Wills' business and assets.

#### McCrorry Sales Increase 20 Percent

The McCrorry Stores Corporation reports sales as follows: For May, 1920, \$1,009,200, against \$913,707 in 1919, an increase of 20.30 per cent. For the year to May 30, the sales were \$5,063,704, against \$4,192,684 in 1919, or 20.78 per cent more.

#### International Advertiser Changes Name

The Inland Machine Works of St. Louis, large international advertiser, has changed its name to the Stark Inland Machine Works, taking the name of its president and principal stockholder, Ottmar Stark.

#### New Campaign for Charms

The Charms Company, Newark, N. J., through the media of car advertising in practically every state, will soon introduce a new size of their fruit tablets to be known as Banquet Charms.

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

Copyright



MARTIN ULLMAN  
*Managing Artist*

CLYDE A. CRISWELL  
*Sales Manager*

EDWARD V. JOHNSON  
*Art Director*

**GOTHAM STUDIOS INC., 111 East 24th Street New York**

"We desire to employ a high grade salesman in the capacity of assistant sales manager. We want a man of pleasing personality, initiative and constructive ability. In fact, quite generally experienced, preferably in canned goods and dried fruit, he must be able to equip and handle retail salesmen; be a good correspondent, not too old to adjust himself to new surroundings and be willing to work hard. To such a man the possibilities in this position are limited only by his ability. We are willing to pay the price for a man who can qualify. We offer congenial surroundings with a growing organization. If you can stand the acid test, address PICKERELL & CRAIG CO., INC., Louisville, Ky."



**The Woman's Viewpoint**

backed by a long experience

in all branches of

**ADVERTISING**

ADVERTISING COPY SERVICE BOOKLETS

**MINNA HALL SIMMONS**

15 West 38th Street

Room 1205

PHONE GREELEY 5596

**POSTAGE**

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collections, 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

We specialize in house to house distributing of **Advertising Literature and Advertising Samples**. We solicit your account **JAMES T. CASSIDY** 306 No. Front St., PHILADELPHIA, PA. Write for our paper "FACTS"

**Cordage Companies Form Association**

A number of prominent cordage companies have organized a cordage institute, with headquarters at 52 Broadway, New York. In announcing the new organization, J. S. McDaniel, secretary, said that it was modeled on the lines of the American Iron and Steel Institute, the Textile Alliance, the Rubber Association of America, and similar trade groups, one purpose being to make the association national in scope.

Among the companies affiliated with the institute are the Plymouth Cordage Company, the Whitlock Cordage Company, the New Bedford Cordage Company, the Columbian Rope Company, the Wall Rope Works, Inc., the Consumers' Cordage Company, Ltd., the R. A. Kelly Company and the Hoover & Allison Company.

Officers elected at a meeting on June 17 are: F. C. Holmes, of the Plymouth Company, president; H. A. Whitlock, vice-president. These men, with F. A. Bryant, of the New Bedford Cordage Company, compose the executive committee. Mr. McDaniel was formerly with the National Terra Cotta Society. Gilbert H. Montague will act as attorney for the institute.

**World Press Congress Postponed**

Dean Walter Williams, of the School of Journalism of the University of Missouri, president of the Press Congress of the World, has announced that the executive committee of congress, in conference with the New South Wales Government, has reset the date of the congress to March-April, 1921. Various conflicting world meetings and other apparently unavoidable conditions for the present year made the postponement of the congress session appear desirable to the host Government and the executive committee. Appointments of delegates heretofore made will hold for the 1921 session. Particulars of the new program will be issued in the July congress bulletin.

**Sample Fair at Prague in September**

The city of Prague has established an institution for commercial fairs, corresponding to the fairs held in Leipzig, Germany, and Lyons, France, the Czecho-Slovak Legation at Washington has announced. Every spring and fall sample exhibits will be held, and manufacturers and business men from all parts of the world will participate.

The next fair will be held September 5 to 28 of this year, and the Czecho-Slovak Government is particularly desirous of interesting American business interests in the event.

**English International Exhibit in Fall**

The twenty-fourth international exhibition and market of the grocery, provisions, oil and Italian warehouse and allied trades will open on September 18, 1920, in Royal Agricultural Hall, London, England, and continue for one week. The exhibition covers fittings, fixtures, machinery, food products, raw materials, general equipments and accessories for use in the trades named and all their allied industries, and is, as stated, international in character.

A copy of the application blank used and a diagram of the exhibition floor have

been supplied by Consul General W. Stanley Hollis, of London, and may be seen at the district offices of the Bureau of Foreign and Domestic Commerce upon referring to file No. 3754.

**Catalogues Wanted in Armenia**

A chamber of commerce and industry has recently been organized in Erivan, the capital of Armenia. This body is especially desirous of encouraging in every way possible close trade relations between the United States and Armenia. As a means to that end it is requested that catalogues of American machinery and products be sent it. These may be sent in care of Mr. G. Zakharian, Chamber of Commerce and Industry of Armenia, Erivan, Armenia.

**Plans "House Organ" Exhibit**

An exhibit of house organs, the publications of firms and corporations for circulation among their employees and patrons, will be held in San Francisco in August under the direction of the Extension Division of the University of California. The exhibition is being arranged for by Louis Franklin Overstreet, instructor in advertising, and will open on August 12, at the Emanu-El School Building, 1337 Sutter street.

Editors of house organs are invited to send current numbers of their publications to Mr. Overstreet, Room 301, California Hall, Berkeley, Cal.

**Frowert Agency's Business Makes Big Gain**

The business of the Percival K. Frowert Co., New York advertising agency, for the first six months of this year is reported to have been greater than any one year's business since the company established in New York.

# PAPER

*The Manufacturer's Journal*

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

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

**PAPER, 471 Fourth Ave., N. Y.**

**"GIBBONS KNOWS CANADA"**

MONTREALTORONTOWINNIPEG

# New Publications

## "Anglo-Swiss Review"

A new magazine, called the *Anglo-Swiss Review*, has appeared in Switzerland. This publication is printed in English and its avowed purpose is to foster closer commercial relations between England and Switzerland.

## "National Safety News"

On July 5, the first issue of the *National Safety News* made its appearance. This magazine has heretofore been published as a weekly news-letter for the executives of 7,500 industrial plants making up the National Safety Council. It is devoted to the interests of accident prevention and the health of industrial workers. Louis Resnick, who has been director of publicity for the council, is the editor of the new publication, and John W. Bready, formerly of the advertising department of Marshall, Field & Co., has been appointed advertising manager. The magazine will accept only advertisements of merchandise and services that can be used for the conservation of human life or the promotion of health of industrial workers.

## "American Mine Reporter"

The *American Mine Reporter*, devoted to mining and oil, is a new weekly published in San Francisco by the Reporter Publishing Company. Joseph F. Nenzel is president and Fred L. Miner is editor.

## Selling a Chinaman American Advertising

J. A. Hyndman, who travels the Far East for the *World Salesman*, put over a new stunt in advertising on his last trip to China. It seems that he "brezzed" into the office of a Chinese firm in Hankow; but couldn't converse fluently with the head of the house because he couldn't speak Chinese and the Chinaman couldn't speak English!

But Hyndman was not to be stumped by any such simple situation as that. He hauled out a copy of his magazine and opened to the section printed in Chinese. His prospect sat up and took notice. Hyndman proceeded to indicate on his fingers how many times a year the magazine appeared. He pointed to the various sizes of space and indicated in Japanese numerals, which are said to be somewhat like the Chinese, the cost of each space.

The Chinaman didn't ask about A. B. C. membership, circulation, reader influence, distribution, editorial policy, etc. He couldn't. But he liked the looks of the paper, the articles in Chinese, the advertisers—and the price. So he put his "hong" on a contract for twelve halipages!

That wasn't all, however. Hyndman had the contract—and the check, too, in a few minutes—but he had no copy. He couldn't make his new client understand what under the Celestial sun he wanted more; so they both repaired to the Hankow Chamber of Commerce (whatever it is in Chinese) and there Hyndman finally got his copy.

## "The National Traveler"

The *National Traveler* is an attractive monthly periodical published for traveling salesmen by the Littlehale Publishing Company, New York. It is the official organ of the National Council of Traveling Salesmen's Associations which now includes eleven salesmen's organizations.

## "Edict"

In Chicago there is now being published each month a magazine by and for women of Illinois. It is called *Edict* and is the official magazine of the Illinois Federation of Women's Clubs. The June issue, which was the art and convention number, had forty-eight pages, with a good proportion of advertising.

## Oregon Fruit Growers Organized

Fruit growers in the Northwest are following the lead of the California growers in co-operative growing and marketing of their products. Several small organizations of growers have been in existence for some time past, but an organization which controls effectually the drying and canning fruit production in the State of Oregon and in Clark County, Washington, has just been perfected.

The new association, known as the Oregon Growers' Cooperative Association, has been formed by growers of prunes, berries and other fruits, and will market their products along the lines adopted by the California growers. The association will begin operations this season, operating extensively in the dried fruit market, and doing as much with canned fruits as the can situation will allow. The association now has under construction a number of canneries, but does not expect to get this branch of its business functioning to any great extent this year because of the inability to obtain containers, tin can manufacturers being behind in their deliveries even to their regular trade.

Robert C. Paulus, former manager of the Salem, Ore., Fruit Union, is acting as general sales manager of the new organization, while J. O. Holt is managing the packing end of the business. Professor C. I. Lewis is organization manager of the association. The Washington section of the association goes under the name of the Washington Growers' Packing Corporation, growers in that state wishing to preserve their own identity in the organization. The entire association is a non-profit organization, modeled directly after the large California lodges.

## "Trade Ambassadors" to Aid English Commerce

With a view to developing British overseas markets, a bill is to be shortly introduced into Parliament providing a fund of £100,000 for the maintenance by the Government of the British Empire Exhibition, according to the American Chamber of Commerce in London.

The exhibition is aimed to demonstrate the resources and manufacturing possibilities of the British Empire and will be organized in London on a large scale.

The enterprising policy adopted by the Federation of British Industries in appointing Trade Ambassadors in the principal markets of the world to safeguard the interests of British manufacturers and to develop, wherever possible, the consumption and sale of British commodities, is also assisting the development of new markets, says the American Chamber. Representatives of wide experience, and experts in foreign trade who are paid good salaries, have already been appointed in many countries, while special arrangements have been made for honorary correspondents in the United States, Denmark, Finland, Cuba, Mexico, Egypt, France and China.

# 1<sup>c</sup> 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—

### 59 page index

To index the subjects covered requires 59 pages. There is a hint of how complete this book is. *Financing Foreign Trade—Cable Rates to Pacific Countries—A Table of Amounts, Calculation of Cargo Space—Ports of the Pacific Ocean—Treaty Ports and Ports of Call—Packing for Export—Principal Sources of Pacific Products—Important Trade Maps—Pacific Markets for U. S. Goods—How U. S. Bureau Aids Exporters—Money Conversion Tables—Coins of the World—Index to 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 lack 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 "bombs" 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 firm 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 bound down Facts, Maps, Figures, Tables 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 page 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. (A. S.)  
Name .....  
Street and No. ....  
City and State .....  
(5% discount cash with order)  
Money refunded if dissatisfied

# ADVERTISING & SELLING

The National Weekly of Modern Merchandising—Established 1891

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July 10, 1920

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### Italy Limits Sale of Motors

According to the American Chamber of Commerce in London, British and American motor manufacturers are likely to be seriously affected by the decree of the Italian Government, recently issued, prohibiting manufacturers of motor vehicles in Italy from selling more than 10 per cent of their products in the home market, thus releasing 90 per cent for export to other markets.

As a result of this decree, and in order to prevent her markets from being flooded, France has prohibited the importation of all foreign cars, and it is stated that Switzerland is contemplating a similar restriction.

Great Britain at present, says the American Chamber, imposes a duty of 33 1/3 per cent on all pleasure vehicles imported, but agricultural and commercial motors are free of import duty and therefore British manufacturers are thoroughly alarmed at the possibility of the home market becoming swamped by various foreign makes of business vehicles. The F. I. A. T. Company of Turin, aided by the Italian Government, recently transported from Leghorn to London a large cargo of their motor cars, motor lorries and agricultural tractors.

Realizing that competition will be very severe, and in view of the fact that America is reported to be making two million cars this year, of which one million are for export, and that France, Italy and Switzerland also aim at producing a large number of cars for export, British manufacturers are making strenuous efforts to meet the demand for British motors in South America, United States of America, and the British Empire. Some companies are already setting aside a regular proportion of output for export, and the Austin Company of Birmingham states that at present their policy is to set aside one-third of their total output in this way and later on they hope to increase the proportion to one-half.

The tendency to big amalgamations in the motor industry is again shown, says the American Chamber, by the announcement that Sir H. McGowan, managing director of Nobel's and Explosives Trades Ltd., and A. Chamberlain, chairman of Messrs. Kynoch's, Ltd., have completed the purchase of £5,000,000 worth of stock of General Motors Corporation, which is taken by many to mean the manufacture in England of certain products of General Motors.

### Wadman Will Place New Auto Account

Advertising for a new Duesenberg automobile to be manufactured by the Duesenberg Automobile & Motors Co., Indianapolis, and to be known as the "Eight-in-a-Row," will be placed through Rex W. Wadman, Inc., New York. Trade and class papers will be used this year with a national campaign planned for 1921.

### Army Has New Sales Plan

A new sales program for the disposing of surplus war materials was put into operation by the United States Army on July 1. Sales have been placed under the direction of officers in charge of six "control depots," which have been established at Atlanta, Boston, New York, Chicago, San Antonio, Texas, and San Francisco.

## Calendar of Coming Events

<p>July 12-14—Annual Convention and Style Show, the Retail Shoe Dealers of New York State, Onondaga Hotel, Syracuse, N. Y.</p> <p>July 12-15—Twenty-third Annual Convention, Georgia Press Association, Carrollton, Ga.</p> <p>July 12-16—Annual Convention Poster Advertising Association, Hotel Statler, St. Louis, Mo.</p> <p>July 14—National Garment Retailers' Association Convention, New York</p>	<p>July 14—Manufacturers' Aircraft Association Convention, New York</p> <p>July 19-26—Convention Wall Paper Manufacturers' Association, New York.</p> <p>July 19-21—Southern Publishers' Association Meeting, Asheville, N. C.</p> <p>July 19-21—Thirty-Fourth Annual Convention, International Association of Display Men, Detroit, Mich.</p> <p>July 26-31—Merchandise Exhibit, Grand Central Palace, New York.</p>
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better  
paper  
better  
printing



HERE is logic in the connection between Better Paper and Better Printing.

But we do not want to proclaim Better Paper as the *only* thing necessary to Better Printing.

Into every job of work well done there enters a moral question of men and methods.

Do you know how to deal with a printer? Do you demand that he "sell you" on suggestions that he makes for your benefit? Do you help him to understand just what your catalog or your booklet is to mean to you, your salesmen, your distributors, and your customers?

Did you ever hear of a man calling up a printer and telling him that circumstances permitted him more time to finish a particular job?

These things, as well as Better Paper, affect the production of Better Printing.

The reason for the standardization of Warren's Standard Printing Papers and the reason for each of the dozen different Warren Standards are that we understand just what blank paper means to a printer. Also we understand just what printing means to a man who has merchandise to sell.

S. D. WARREN COMPANY, BOSTON, MASS.

*Examples of printing on Warren's Standard Printing Papers are to be seen in Warren Service Pieces, Suggestion Books, and Brochures, which the larger print shops have on exhibit. These books are also in the offices of leading paper merchants, and in those clubs whose libraries are devoted to the examples and lore of printing.*

*Warren's Standard Printing Papers are*

**Warren's Cameo**  
Dull coated for artistic half-tone printing

**Warren's Lustró**  
The highest refinement of surface in glossy coated paper

**Warren's Warrentown Coated Book**  
Glossy surface for fine half-tone and process color work

**Warren's Cumberland Coated Book**  
A recognized standard glossy-coated paper

**Warren's Silkote**  
Semi-dull surface, noted for practical printing qualities

**Warren's Printone**  
Semi-coated. Better than super, cheaper than coated

**Warren's Library Text**  
English finish for medium screen half-tones

**Warren's Olde Style**  
A watermarked antique finish for type and line illustration

**Warren's Cumberland Super Book**  
Super-calendered paper of standard, uniform quality

**Warren's Cumberland Machine Book**  
Adjustable, hand-sorted, machine finish paper

**Warren's Artogravure**  
Developed especially for offset printing

**Warren's India**  
For fine editions

**Warren's**

STANDARD

Printing Papers

# *Let's Go!*

The only people who are "not ready" for Outdoor Advertising are those who are not ready for more business.

