

# Advertising & Selling

JULY 31, 1920

Largest Morning  
Circulation in U.S.A.



More than one-fourth of all morning papers printed each day in Illinois, Indiana, Iowa, Michigan and Wisconsin are Chicago Tribunes. The combined circulation of all other morning papers in this rich territory [with double the population of all Canada] was 1,117,344, according to latest reports. The Circulation of The Chicago Daily Tribune is in excess of

**450,000**

Write for The Chicago Tribune's  
1920 BOOK OF FACTS

**Foldwell**  
Coated Cover



## “This Return-Card Idea is a Winner”

“Perforated right into a corner of the broadside! Why, that’s so inviting that an examination of the broadside doesn’t seem complete until you tear off the card and mail it.”

A POST CARD perforated into the corner of a direct-mail piece has been proven unusually efficient. Besides, it cuts the cost of an extra run for separate cards.

When Foldwell is used, perforated cards do not damage the broadside, for Foldwell resists cracking even when punctured with holes.

*Its long, strong fibers make Foldwell an unusually good paper for this use. Even under the strain of double mailing it will preserve the freshness and effectiveness of your literature. Foldwell Coated Papers are made in Book, Cover, and Writing. Send for our booklet “Illustrating the Sales Letter.”*

**CHICAGO PAPER CO., Manufacturers**

838 S. WELLS STREET

CHICAGO, ILL.

*Nationally Distributed*

# FOLDWELL

COATED WRITING  
COATED BOOK  
COATED COVER

Start  
Your Southern Campaigns  
in  
New Orleans

## An Active Buying Market

Dealers alive to advantages of handling advertised products.

Residents of city responsive to advertising.

Reach the Vital  
Prosperous Field-The City Proper  
use

## New Orleans States

Large Circulation Concentrated in the City

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

The city circulation of *The New Orleans States* will produce quick, more profitable returns at a lower cost.

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

WRITE   
ADVERTISING DIRECTOR

# New Orleans STATES

**EVENING**

**SUNDAY**

# The Standard Group

Offers the advertiser a selective circulation ; it reaches *better-than-average* farm homes.

It goes to the leading breeders, the representative dairymen, and the most successful general farmers.

It has led its readers to greater production and larger earnings.

It has quickened their desire for comforts, conveniences and refinements.

It has helped them to keep their standards of living abreast of their increased income.

It permeates all agricultural America through its 1,150,000 subscribers. Their example of farm practice and farm life sets the pace for each community.

*Sell a standard farmer and you sell his neighbors, too.*

## THE STANDARD FARM PAPERS

The Breeder's Gazette  
*Established 1881*

Wallaces' Farmer  
*Established 1805*

The Ohio Farmer  
*Established 1848*

The Wisconsin Agriculturist  
*Established 1877*

Prairie Farmer, Chicago  
*Established 1841*

Pennsylvania Farmer  
*Established 1880*

*Western Representatives*  
STANDARD FARM PAPERS, INC.  
Conway Building, Chicago

Progressive Farmer  
*Established 1886*

Memphis, Dallas  
Birmingham, Raleigh

The Michigan Farmer  
*Established 1843*

Pacific Rural Press  
*Established 1870*

The Farmer, St. Paul  
*Established 1882*

Hoard's Dairyman  
*Established 1870*

The Nebraska Farmer  
*Established 1850*

*Eastern Representatives*  
WALLACE C. RICHARDSON, INC.  
381 Fourth Ave., New York City

*All Standard Farm Papers are members of the A. B. C.*

# 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 31, 1920

Number 6

## Lets Cut the Waste Out of Advertising

Not by Smaller Appropriations, But by Closer Cooperation Between Dealers and National Advertisers

By HERBERT EVERETT

**N**EARLY fifteen years ago I heard James J. Hill, the railroad king of the Northwest, give voice to one of his rough-and-ready epigrams in an address before a body of Chicago business men, that has stuck by me ever since. He said, "The big problem of business is to get it from where it is to where it ought to be." Self-evident and trite, if you will, but none-the-less pungent in expansion.

He pointed out that business divides naturally into three general groups of effort—namely, production, distribution, and consumption. He went on to show that the problem of production was practically solved; that, as a nation, we had developed industrially to the point where we could produce economically anything that the public could and would use. Also he went on to show that the public, through the efforts of salesmanship and of advertising, was on an ascendant movement in the scale of living to such a degree that the consumption of the products of industry was no problem at all.

### DISTRIBUTION FACILITIES

But, he said, it was in the distribution group where we had a real problem—where we had our work cut out to bring the manufacturer and the consumer closer together, and reduce the costs of distribution. He conceded that we know pretty well how to sell what we produce, but he would not admit that the selling was done economically. He proudly pointed to the fact that transportation was meeting the needs of production and consumption with its highly efficient net-work of railroads cov-

ering the country. (He didn't bring into this consideration the motor truck, which, since then, has developed into the highly efficient means of transportation that it is today).

He left his hearers with the feeling, however, that, while the railroads might improve, from point of view of greater economies and efficiency, salesmanship and advertising must improve greatly in order to justify their existence. That was more than ten years ago. Since then a great war has upset all calculations and plans of commercial progress; and the nearly two years that have passed since the war, have put us back practically into the same position of which James J. Hill spoke so long ago. The problem then is the problem now—only more so.

The problem "to get it from where it is to where it ought to be" is far from being solved from the economic standpoint. And economy is the need of the hour. The railroads, aided by the motor truck, will rapidly get back to the efficient condition of which James J. Hill spoke with pride. Production, too, is stepping lively and, notwithstanding the labor problem, will relatively soon be back to an approximation to normal. Overconsumption and public extravagance is but a psychological condition and is nearing adjustment. But in salesmanship and advertising there is still too much wastage—still too much precedent in practice—still too much of yesterday in today's business—with all too little effort to remedy the condition.

Moreover, it is very apparent that there is not a complete coordination between the three elements

that James J. Hill enumerated—production, distribution, and consumption—but the lost motion is unquestionably mostly in the field of distribution, and more particularly in that of salesmanship and advertising. Notwithstanding the present condition of the railroads,—which is but a transitory phase of reconstruction after the war—the railroads are not at fault for the great wastage apparent in distribution. The railroads, as well as the motor truck, which is a growing and economic factor in transportation, are meeting their share of distribution with growing success, and we can lay at their door but little of the high cost of distribution.

### WASTAGE IN SELLING

The same cannot be said of salesmanship and advertising. Here we are confronted with wastage that bears not so much relation to cost as an independent factor, as to expense resulting from inefficient and incomplete methods. These two factors have not shown the same constructive progress since the war that the importance of their positions, in relation to the supplying of the nation's needs, warrant them in developing.

Of salesmanship, considered apart from advertising, I have little to say except that it has developed its particular mode of effort with singular skill. But when it is considered as the special partner of advertising, its work is not as efficient as it might be; for its activities in relation to the activities of advertising are not fully and economically as efficient and effective as they should be.

To be specific, there is not the

close cooperation between salesmanship and advertising that economic results demand. There may be concerns—and there no doubt are isolated examples which, by contrast, make the general condition more apparent—in which salesmanship and advertising work as harmoniously and cooperatively together as the glove and hand; but these concerns, at most, are few in number and, I believe, still in just that formative period which not alone allows for large improvement, but demands a more emphatic forward progress.

The fault for this condition lies with advertising as well as salesmanship. Salesmanship is so highly specialized and individualized that even still there are salesmen (I use the word in its generic sense) who work either independently of advertising, or with it only under compulsion and not with the full, free spirit of cooperation. There are sales-managers who still look upon advertising in almost the narrow sense of 20 years ago; who use advertising—if they are in position to dictate advertising policies—but grudgingly or only indifferently.

As a result of this attitude how many concerns are there, for example, that are sporadic instead of consecutive advertisers? How many concerns load up their dealers with goods and give them as little efficient advertising and merchandising support and cooperation as they can "get away with?" How many concerns put forth any effort to make their national magazine advertising—except, perhaps, where they use little dribbles of local newspaper advertising—lead straight into the dealer's store.

#### ADVERTISING NOT ALL-SUFFICIENT

Of course, advertising itself is really at fault. The advertising man (and I use this term also in its generic sense) has chosen largely to disregard sales policies, salesmanship, and merchandising. He has come to look upon his profession and its specific art as sufficient unto itself. He has talked with great facility about advertising creating "consumer demand," when, as a matter of fact, he would be more accurate in calling the result of advertising "consumer acceptance"; for, except in very small percentages, the consumer is far too inert to express a preference, let alone a demand, for any particular trade-marked article. The advertising man has argued, and contin-

ues to argue, that this co-called consumer "demand" created by national advertising alone will move the goods from the dealer's shelves. He has chosen to ignore or has overlooked both salesmanship and merchandising in relation to advertising.

That his argument is only a half truth is apparent on analysis. Except in very rare instances among small percentages of the possible buyers of any given article, this "demand" has not risen above a mere "acceptance" of the goods. The success of any national advertising campaign cannot be attributed to national advertising alone. The real truth of the matter is that the dealer is the key to the situation. A national campaign, no matter how effectively prepared and placed, cannot be resultful without the cooperation of the dealer.

A close analysis of any successful advertising and selling campaign will disclose that "consumer acceptance" of the goods has been created—nothing more—and that the dealer has been persuaded that the advertising has created for him a new field of sales. In the past, a large amount of educational work has been put into the idea of leading the dealer to believe that national advertising—particularly if it is backed up by local newspaper advertising, and still more particularly if it is possible to add the dealer's name and address to this advertising—is the real salesman of the goods and is bringing new customers into his store. As a result, salesmanship found it relatively a simple matter to stock up the dealer, and the dealer has found it convenient and profitable to push the goods thus advertised.

It might be well here to interpellate that just as the war has upset all avenues of business, so has it upset the dealer's point of view towards national advertising. Before the war the dealer had been taught to believe in national advertising—and to a large extent he did;—and one by one the various trade-marked goods were advertised onto his shelves. Year by year he continued to remain a dealer in advertised brands of goods. To a large measure, he became a dealer proud of the fact that he pushed advertised goods.

#### DEALER DISTRIBUTION DISLOCATED

Then came the war and the utter dislocation of dealer distribution. Under-production made it impossible for any dealer to remain loyal

to the goods he had carried. Sheer necessity compelled him to sell whatever goods he could secure. The result was, when the war ended and production was being resumed, that manufacturers discovered that all the work of advertising and salesmanship had been undone and that they would have to rebuild their dealer organizations. At this point, the advertising man assured the manufacturer that national advertising, having succeeded before, could repeat the success.

We must be honest with ourselves and admit that after nearly two years of national advertising since the war, dealer organizations, as a whole, are as little re-organized as at the beginning. The reason for this is very obvious. The dealers of the country are confused by the mass of national advertising. They see that every manufacturer is trying to win them over. The dealers are not alone confused; they are slightly suspicious. They are in about the same frame of mind as labor is—sure of themselves and very independent. They believe that they can sell goods that are not nationally advertised—and they are doing it.

This new condition, brought on by the war, makes it absolutely necessary for the advertising man to find an immediate solution,—for the solution properly belongs to him. The last nearly two years has demonstrated beyond any doubt that old methods will not do. The advertising man must use all his enterprise, ingenuity, and skill to solve the problem for the manufacturers of this country—namely, the cutting out of wastage in salesmanship and advertising, the co-ordination of salesmanship and advertising, the development of dealer morale or confidence in advertising, and the introduction of merchandising methods into advertising effort.

One of the greatest faults in advertising is that it knows so little about merchandising. The word merchandising comes readily to the mind and to the speech of the advertising man, but, with few exceptions, he does not know specifically all that merchandising means and how it will make his advertising more effective. True, he knows enough of it to "merchandise" his advertising to the dealer, but he does not know merchandising from the standpoint of either the sales-manager or the retail merchant.

Now what is merchandising? In general terms, it is the application

(Continued on page 43)

# Jobbers' Coffee Advertising Wins Big Sales

## Premiums Featured In Such Manner That With 114 Per Cent Returns, the Whole Is Yet To Be Learned

By HAROLD HALSELL

Advertising Manager, Williamson-Halsell-Frasier Co., Oklahoma City

COFFEE is the product the merchandising gods forgot. Coffee looms out singularly alone, crying: "Beware—I am difficult to market—few merchandisers know me, and fewer still have given me my true place in the "sales sun."

But when you read of a wholesale grocer's advertising campaign which secured a 114 per cent gain in sales in 1919 over 1918, and which in 1920 is on the high road to even greater success, you will learn that coffee, although a thorn in the flesh of many, can be, and is being made, a cup of happiness for the privileged few. Privileged few? Yes, privileged few, for there are not many merchandising and advertising men to-day who really understand the marketing of coffee.

Hence, as a preface to the details of this wholesale grocer's campaign, the writer has some fundamental things to say about the marketing of coffee, which, for the most part, are customarily overlooked.

### SOME MARKETING FUNDAMENTALS

First of all, who should roast and market coffee? Manufacturer? Jobber? Retailer? Let us eliminate the retailer right now. With rare exceptions, he lacks the capital to finance a modern coffee plant and the subsequent marketing of its product. It is a special field, and among the multitudinous products that adorns his shelves, the retail grocer does not have time to be very special about any of them. If he "manufactured" and marketed coffee under his own brand, he would have time for nothing else. He would cease to be a retail grocer. No, the function of the retailer is to stock and sell coffee, but its production must be left to someone else.

Let us consider the manufacturer who aspires to market a brand of coffee nationally. He can do it after a fashion. It is being done after a fashion, but not in anything like the fashion of those manufacturers who make products of the "food family," such as jelly powder, syrup, breakfast food, baking powder, cocoa, pancake flour and many others which have won national repute due to right selling and advertising methods. Think this over. You will see the truth of it. There is at least

one brand (many times a half dozen) of baking powder, pancake flour, syrup—not to mention other food products which are common sights on the shelves of retail grocers in every lane and by-street of the country but there is no single brand of coffee which rests on such a firm foundation.

Coffee is a product of universal consumption. It is found on most every dining table. Why has not some great national organization put coffee where one finds syrup, pancake flour and baking powder, backed as they are by such organized selling and advertising that no ob-

stacles in the channels of distribution can obstruct them as they move from their sources of production to the pantry shelf?

Why of all the products of universal consumption in the "food family" does coffee stand peculiarly alone, tagged, so far as the national manufacturer is concerned, with a sign—"Beware—Hands Off?"

The writer feels the answer to this is that the production and marketing of trade-marked coffee belongs peculiarly to the wholesale grocer who maintains his own coffee plant, and those sectional coffee roasting plants which cover generally a territory not

*It pays to drink*  
**LOUIS COFFEE**

**Before June 1—  
Get Your Dinner Set**

THAT'S the day the cash amount required with the ten LOUIS COFFEE coupons, goes up from \$5.00 to \$6.25. Increase in cost to us makes it necessary that we, in turn, advance our price.

This announcement is for you to take advantage of—so you may get the dinner set before the price advances.

Of all LOUIS premiums this one is most popular. It is found in thousands of homes throughout the Southwest. Like all LOUIS premiums, it is fully guaranteed!

If you have just been putting off and putting off that order, don't delay longer. Send the coupons with the old price (\$5.00) before June 1.

Consider the quality of LOUIS COFFEE itself—a Santos and Bourbon blending—the premium you get with LOUIS coupons and you'll quickly realize that it does pay to drink LOUIS COFFEE.

**YOUR GROCER HAS "LOUIS"**  
*See that you get the coupons, and send LOUIS premiums and orders to merge without delay.*

Found cans have 1 coupon; three-pound cans, 2 coupons; 10 coupons and cash amount secures any premium.

If you're not acquainted with Louis Coffee, clip the coupons and mail. In return we send you free premium coupons.

**Williamson-Halsell-Frasier Co.**  
WHOLESALE GROCERS  
Premium Dept. Oklahoma City, Okla.

THE WILLIAMSON-HALSELL-FRASIER CO  
Oklahoma City, Oklahoma, Premium Dept.  
We are now having a special sale on LOUIS COFFEE. When I have sent you 10 coupons, I will send you a \$5.00 dinner set. I will also send you a \$1.00 thermos and a \$1.00 coffee pot. I will also send you a \$1.00 coffee pot. I will also send you a \$1.00 coffee pot.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
My Grocer's name is \_\_\_\_\_  
Does he sell LOUIS COFFEE? \_\_\_\_\_

Advertising copy that induces sales by featuring premiums, and provides the good old fashioned coupon to obtain direct action



**“The Loving Cup”**  
— that’s what mother always calls it! Because she loves to make LOUIS COFFEE—loves to see father’s face light up with that boyish smile—because she loves the good cheer and comfort LOUIS COFFEE brings to the household. That delightful “LOUIS” flavor is the result of a successful blending of Santos and Bourbon, two famous coffees.

It is economy twice over to drink LOUIS COFFEE. Economy first because “LOUIS” is heavier bodied, giving more cups per pound than you get from ordinary coffees.

Economy again, because you get four useful and beautiful premiums of the best quality at a tremendous saving, with coupons that come in LOUIS COFFEE cans. Every premium is guaranteed.

LOUIS COFFEE popularity in every part of the Southwest enables us to make this unusual offer. Find out how good LOUIS COFFEE really is. Order a can TODAY.

**Grocers have “Louis”**  
Due to unusual market conditions, jars of LOUIS COFFEE premiums are scarce to keep without more. Get your order in NOW.

Ten LOUIS COFFEE coupons with cash amount stated below give you the premium you want. Every pound can of LOUIS COFFEE has a coupon; 3 pound cans, three coupons.



**Clip This Coupon and Get FOUR FREE Premium Coupons**

There is no advertising charge on these coupons. You may use them at any time. They are not valid until they are used. They are not valid until they are used. They are not valid until they are used.

The Williamson-Babell-Frazier Co.  
18 National Avenue  
Premier Dept Oklahoma City, Okla.

THE WILLIAMSON-BABELL-FRAZIER CO.  
Manufacturers of Oklahoma City, Oklahoma  
Premium Dept

Send this coupon with the cash amount stated below. When I have received your order from LOUIS COFFEE cans, I will send you the four free premiums at no charge. Please do not return the coupons. Also send straight up the names and addresses of three grocers of your locality for LOUIS COFFEE cans.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
My Grocer's name is \_\_\_\_\_  
Does he sell LOUIS COFFEE? \_\_\_\_\_

Copy that appeals to “Mother and Father” with a lure of good things and something for the personal comfort

larger than five states.

The wholesale grocer and sectional roaster can easily finance a coffee plant. The outlay is not large. This is one reason why so many of them have gotten into the business of roasting coffee. Again, they can be assured of a permanent source of green coffee. They can buy it from nearby brokers or maintain importing facilities of their own. That it is practical to do either has been demonstrated. And again, at their very door lies their market. Every grocer in town and nearby towns will sell their coffee—and, in preference to coffee which has come by freight from afar. The local roasters sell it in smaller quantities thus insuring the retailer fresh coffee at all times, and it is a known fact among retailers that nothing fans the flames of a disgruntled housewife more than to be sold a package of stale coffee. Still again,

the cost of steel cutting, packing and labeling under their own private brands is well within the reach of the wholesale grocer and the sectional roaster.

**NO “HEAVY” COMPETITION TO MEET**

There is a further reason which concerns wholesale grocers. Wholesale grocers are distributors of most nationally advertised food products. But in selling private brand coffee in their own sales territories there is no conflict with the manufacturers whose products they distribute. Many wholesalers have gone into the marketing of private brand coffee for this reason more than any other. It is the line of least resistance. They know they will not have to “fight the big manufacturers” on coffee as they would on many other products. For instance, our company tried very hard to put its private brand jelly powder on the

market and failed. The quality was high, the price was lower than certain nationally advertised jelly powders and we advertised it, but we failed. With coffee it has been different. We have been successful in marketing at least one of our brands of coffee in a way, territory considered, that is very large.

We began advertising our Louis Coffee last March, but before starting this campaign we bore the following facts in mind. We knew that our business had a naturally limited territory. We could not sell widely. Few wholesale grocers can. Heavy commodities such as bulk rice, sugar and salt, forming a large part of the wholesale grocer’s sales, cannot be shipped far with profit. Freight rates to distant points give the local competing wholesaler too much of an advantage. We knew that the world was not our market, even with coffee. We knew we must sell intensively, close to home. We must realize that ours was a narrow service plate—to be “licked clean.”

We had a chain of seven houses, traveling about fifty salesmen, calling at periodic intervals among about 4,000 retailers. With the aid of hardly any advertising we had been able within the last eight years to get a very creditable distribution of Louis Coffee. We knew ours was a good blend and that it was a repeater. It was our biggest seller—not the cheapest nor the highest priced coffee we sold, but about the price that would make it popular.

Of late years the catalogue houses, and particularly the premium wagon concerns, had been steadily cutting into the retail grocer’s coffee business. The retail grocer was our only means of getting coffee to the pantry shelf. If we won a bigger Louis Coffee business it must be by helping the retailer go after the coffee business.

The backbone of the wagon coffee business had been the wise use of premiums. Of that there was no doubt. We knew then, that we must fight fire with fire. So, in planning Louis Coffee advertising we adopted a premium system.

We then began analyzing our market. We knew that the part of Oklahoma and Texas which we cover, is largely populated by farmers. About 66 per cent it has been shown by statistics. The remainder was composed for the most part of folk of the small towns, leaving a rather minor proportion living in cities, of which Oklahoma City was the largest.

Consequently, above all else, we

# The New York Globe

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## ANNOUNCES

*that on August 1, 1920, it will go to*

### THE FLAT RATE BASIS

*with exactly the same rate to all advertisers,  
foreign or local, for the same service.*

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The new rate becomes effective immediately on new business; it will become effective on all existing contracts which do not contain the quarterly adjustment clause as soon as they expire and on contracts which do contain the quarterly adjustment clause the new rate will become effective as soon as the clause will permit.

- ¶ Agent's commission 17 per cent., cash discount 2 per cent. Monthly full copy, 10 per cent.
- ¶ The Globe will accept orders and contracts for a full year's service on the basis of the flat rate, but with right to adjust rates up or down in advance of each calendar quarter year.

Member  
A. B. C.

**The New York Globe**

JASON ROGERS, Publisher

170,000  
A day.

must reach this farm population, which at all times is prosperous. We must get the small town folks and then the city people.

#### THE MEDIUMS EMPLOYED

To reach the farm population we chose two farm papers. These farm papers, with an aggregate circulation of 250,000 bi-monthly, covered perfectly this field. Country newspapers and direct mail methods were used to get the small town population, leaving daily newspapers and direct mail to look after the city people. All mediums were to be backed by educational work among the dealers, store signs, dealer "movie" slides and window displays.

This campaign was then started with copy based on the selling point of Quality of the coffee—the fact that it was Thrift coffee; for at low cost and with little saving of coupons the housewife could secure for her home beautiful and practical premiums.

The method the consumer must follow to get premiums was explained in the copy.

The easy way of getting these desirable premiums which would retail at from \$7 to \$20, was played up strongly in the copy. All the premiums were illustrated with accompanying descriptions of each, together with its comparative price at a retail store. The copy told first that Louis Coffee was good coffee, worth all it cost without any added inducement to buy it; but when linked with the valuable premiums it was indeed the coffee to buy.

The copy, too, carried a coupon in the lower right hand corner, in order on us, for four of the free coupons of the necessary ten. This coupon in the advertisement if filled out and sent to us giving the name and address of the consumer, name of grocer and whether or not he had Louis Coffee in stock, entitled the sender to four free coffee coupons. This left six more coupons which must be taken from Louis cans, to make up the ten, which with the cash sum, entitled the customer to a premium.

The campaign had run but a short time when it more than justified our expectations. The coupons which the advertisements carried, calling on us for the four free Louis Coffee coupons came back to us in goodly numbers, and as time went on their number increased. We knew what this meant. It meant that every order we received for the four free coupons meant a sure sale of at least six pounds. It meant that after this housewife had finished savin-

coupons for one premium more than likely she would start saving for another. In the event that she did no further saving of coupons, she necessarily had used our coffee long enough to be impressed with its quality and we had every reason to expect that she would continue using it. Soon it became easier and easier for our salesmen to get generous orders and all of them, seeing the campaign was a real help, began giving it their entire support.

As to the value of the premiums—and they are valuable—we uphold that by buying in large quantities, sometimes by car lots, at the lowest prices. We make no profit, but add from twelve to fifteen per cent to our cost to pay our average cost on handling the premiums.

Our premiums forestalled competition, because the housewife, desiring the premiums, would not take any other brand of coffee.

Dealers found it almost impossible to substitute another brand and one by one they lined up with the campaign. They knew that otherwise they would pass up business and that women buying other goods from them would go across the street for their Louis Coffee, if they did not stock it. Even the dealers who had the exclusive sale of some other brand, were unable to get along without a small stock of Louis Coffee at least. After a while, these dealers who at first held out against selling Louis, finally got in line, for they saw that it was building up their coffee sales in a big way. Many, who at first were most bitterly opposed to it eventually began to feature it.

Again, this coffee advertising was successful because behind it there was a follow-up system, that was a real selling aid to the salesmen.

As stated, every advertisement had a coupon, with space for the consumer to state whether or not the dealer had ours in stock. In case the dealer did not, we, of course, had this report of the fact from the consumer. The right salesman had a memorandum telling the name of the woman and the store. By showing the dealer in question that Mrs. Jones, one of his good customers, thought enough of Louis Coffee to write us about it, and that she was determined to get it at all costs—our salesman was able in nine cases out of ten to sell the dealer a case. As time went on this system worked wonders. We opened up new accounts right and left, and naturally our sales climbed accordingly.

As a further aid in widening distribution, we had all our men carry

portfolios of the advertising at the start of the campaign and we made a drive for new accounts. We got about 300 new accounts in this way before one advertisement had appeared.

We even went a step farther. In cases where coupons from our advertisements came in with the report that the grocer did not have Louis in stock, and this dealer happened to be outside our territory, we organized what we called Louis Coffee Clubs. The woman sending the coupon from outside our territory was sent a blank form. On this form she wrote the names of five women besides herself whom she had interested in our coffee and the premiums, and the names of three good grocers in her town besides the name of her own grocer, which previously had been given us.

This gave us a good opening wedge for a mail order account. The five new women were each sent four free coupons, with a letter suggesting that they call personally and ask all the four grocers to buy Louis in order that they might get the premiums. Simultaneously, we wrote the grocers telling them of our plan and why they should stock and sell our coffee. In each case the grocers were told that the one who first sent us an order would be exclusive dealer in his town. We had in this mail order selling to be reconciled to giving the exclusive sale to some one grocer.

The club idea worked well. Many clubs were organized and mail order accounts were established. This mail order plan is in its infancy, but has wonderful possibilities and we intend working it for all it's worth. We are thoroughly convinced that we are on the high road to large sales in the future.

This campaign is not yet a year old, but already we can see that it has done much that is worth while besides merely increasing the sale of the coffee. It has built up confidence and enthusiasm among all our salesmen. It has done the same for retailers, for they have quit running from the premium competition of the wagons. Also it has built up morale throughout our entire organization. The good work this advertising is doing toward increasing our general business is likewise easily apparent. All in all, it's one of the best investments our company has ever made.

#### "Last Penny Paper" Raises Price

By increasing its rate from one cent to two cents in June the Portland, Ore., *Nexus* relinquished the distinction it claimed of being the only penny paper in the United States.

# Collier's

THE NATIONAL WEEKLY

5¢ a copy



Through—

## Asbestos

and its allied products

INSULATION  
*that keeps the heat where it belongs*

CEMENTS  
*that make boiler walls leak-proof*

ROOFINGS  
*that cut down fire risks*

PACKINGS  
*that save power waste*

LININGS  
*that make brakes safe*

FIRE  
PREVENTION  
PRODUCTS

## Johns-Manville and Collier's

As in past years Collier's is one of the strongest factors in the 1920 Johns-Manville national advertising campaign.

# Watch Collier's

# Straining for "Style" in Advertising

How Some Copywriters, Desiring to Be Different, Accomplish Just the Opposite Effect  
By ARNOLD W. ROSENTHAL

ANYONE who has read D'Annunzio's "The Flame of Life" or, in fact, any of his novels and plays, can readily understand why it is necessary in Italy to have a special two-volume D'Annunzio dictionary. Without this glossary, it is next to impossible to understand his involved phrases, replete with obsolete words. His passion for the *mot juste*, the exact word, takes him back to periods which have outgrown the memories of his contemporaries. As a result, he is "infiltrated by the exuberance of his own verbosity," to use a phrase once applied to Doctor Johnson.

This extraordinary scholarship has certain, obvious merits but adapted by lesser minds, it becomes a trying spectacle, as ridiculous as it is unnecessary. For proof, one has to look only at the advertisements current in newspapers and magazines. Read the captions and the text, and what do you find? A straining for effect; a desire to be "different"; a disinclination to call a blouse a blouse, a freakish quest for the elusive synonym and the unhackneyed adjective.

## NOT WHAT THEY SOUND LIKE

A recent tire advertisement announces "ultra cords." Now I am sure that is not what the manufacturer or the copy-writer meant to say. Ultra means something altogether different than the quality which makes this tire superior, if, indeed, it possesses any point of superiority. Again, someone advertises "Popular Priced Furniture That Is Not Commercial." For the life of me, I cannot get sense out of that headline even by reading the advertisement through to the end several times. Of course, I have an idea about the thought which the advertiser meant to convey but the cumbersome headline and the non-explanatory text fail to get it over.

Another shop announces "The Suit Ultimate." Here is a perfect example of sheer affectation. The transposition of ultimate and suit is absolutely unnecessary. It does not help the sense; it does not give it a nuance lacking in the regular order of the words. It fails even to be clever.

The struggle to be different defeats itself. Otherwise there would

be no struggle. A talent for clever phraseology is just what I have called it—a talent; and it comes easily.

A well known hat manufacturing firm heads its advertisement with this query: "Do You Know Why They Say 'As Mad As A Hatter'?" Not a bad caption, I will grant but the text of the announcement makes no effort to answer the question categorically. True, many people will understand it but advertisements published in magazines with several millions of readers are not written for philosophers. They are written for average folks who haven't the inclination or the time to puzzle out the hidden meanings of commercial announcements. Incidentally, the crux of the hat advertisement here mentioned is found in the paragraphs explaining why the price of hats has increased. The problem therefore, was not concerned with the anger of hatters but rather the resentment of the poor consumer.

## WHEN A MOTOR CAR SKIDDED

Another manufacturer in the same issue calls attention to his automobile which "has no bolshevistic tendencies," the implication being that the car takes pleasure in doing its work, that it possesses an extra measure of vim and endurance.

No one, not even a communist, could possibly object to the analogy if only it were a true one. Anyone who knows anything at all about bolshevik doctrine understands perfectly that its first intended function is to glorify the worker, to emphasize the laborer, to stress the creative impulse in industry. Searching for analogies is like searching for synonyms. It usually ends in complicated errors.

The whole thing arises out of an effort, in the case of synonyms, to avoid using the same word twice in a paragraph. This, of course, is pure piffle. It should be a commonplace of daily routine that repetition results in emphasis, in accent. In "Declassée," Ethel Barrymore constantly refers to the "mad Vareks" She doesn't vary her adjective by calling them the crazed Vareks, or the demented Vareks, or the cracked Vareks, or the scatter

brained Vareks. She insists on calling them the "mad Vareks" time after time, and as a consequence, there is no escaping her charge. By means of this repetition, Zoe Akins adds successfully to her drawing of the character, motivating it for the easier comprehension of her audience. What is true of the drama is true of advertising. Circumlocution will never help sales.

It has been said that simplicity is an acquired virtue. It certainly has yet to be acquired by some writers who fail in advertising.

## Wants International Trade Mark Action

According to the American Chamber of Commerce in London, the report of the Merchandise Marks Committee appointed by the British government, urges international action to effect greater uniformity of laws and procedure, and suggests that disputes should be referred to the League of Nations as a last resort.

If the recommendations of the committee are carried out, the Board of Trade will have power to make an order, requiring indication of origin to be given in the case of imported goods, and particular attention will be directed as to whether the goods are manufactured, produced or sold under circumstances constituting unfair competition. In other words, dumping will be singled out for special attention.

Much can be done by international action, says the American Chamber, and the committee evidently had this in mind when they urged that efforts should be made to effect greater uniformity of laws and procedure in the various countries concerned. If obligations under a convention are ignored, the matter can be referred to the League of Nations or to the Permanent Court of International Justice to be set up under the league, as a final court of appeal.

In the United States, the Webb-Pomerene Act, administered by the Federal Trade Commission, already deals very effectively with complaints as to improper use of trade marks in this country, and this system might well be extended to other countries.

## Canada's Population Placed at 9,000,000

Canada's population is estimated for 1920 at 9,000,000 persons her total revenue per head for 1920 is \$26.11; total expenditure per head for 1920 is \$75.01, and consolidated fund expenditure per head for 1920 is \$30, according to official estimates. The return showed that in 1801 Canada's total revenue was \$38,579,310.88. By 1919 that revenue had grown to \$312,946,747.18, and the estimated total revenue for 1920 is \$325,000,000.

# Source for Agricultural Information

When you are considering the farm market, it will pay you to talk frankly with the farm paper representatives.

If the problem is one of market possibilities, the representatives can render valuable service.

If a choice is to be made of classes of mediums—national, state or sectional, talk with **representative** representatives of each class.

If a selection of competing papers is the problem, hear the presentation of both representatives.

The farm papers represented by the E. Katz Special Advertising Agency are sold upon a basis of fact, not opinion. Part of our work is to help the publishers produce the type of papers quality advertisers and agents like to buy.

The problems of advertisers, agents, publishers and representatives are mutual in many respects, certainly in regard to success for the advertiser.

## OKLAHOMA FARMER-STOCKMAN

A. B. C. member. Semi-monthly. Oklahoma City. Line rate 80c flat. 90c after November 1st, 1920. The great farm paper of the Southwest and dominant medium in Oklahoma. This upon a basis of editorial merit, volume and quality of circulation, volume and character of advertising. Nationally recognized as one of the prominently successful state farm papers. Sponsoring the Oklahoma Farmer-Stockman is the great institution of the Oklahoma Publishing Company, owners of the daily and Sunday Oklahoman, the State's largest newspaper, and the Oklahoma City Evening Times, Oklahoma's largest evening paper. Oklahoma, the youngest of our states, is one of the most prosperous, ranking 10th in the Union in value of all farm crops for 1919.

## SOUTHLAND FARMER

Semi-monthly. Houston, Texas. Line rate 50c flat. Circulation over 71,000, practically all in Texas. From both a national and state farm paper basis Southland Farmer is essential in the Texas field. Even with every available medium it is impossible to do justice to the Texas empire. Texas, the greatest of all agricultural states, is the hardest to cover with agricultural papers. Southland Farmer is a medium of individual editorial strength and merits your consideration.

## ARKANSAS HOMESTEAD

A. B. C. member. Semi-monthly. Little Rock. Line rate 60c flat September 1st, 1920. Only farm paper in Arkansas. 80,000 circulation. Established 1899. Arkansas is one of the wealthiest southern states. There is much latent business that manufacturers have not developed. The Arkansas Homestead is practically confined to the state. No other medium offers so fine an opportunity for Arkansas development as this.

## CAROLINA FARMER & STOCKMAN

A. B. C. member. Semi-monthly. Charleston, S. C. Line rate 30c flat. The only farm paper in South Carolina. Of its 44,000 circulation, over 37,000 is right in the state. South Carolina for 1919 ranked 11th in the United States in value of all farm crops. This state represents a "seller's" market. There is no other medium through which you can do justice to the business opportunity in South Carolina as through Carolina Farmer & Stockman.

## MODERN FARMING

A. B. C. member. Semi-monthly. New Orleans. Line rate 45c flat. Confined to Louisiana and Mississippi. 60,000 circulation. Owned and published by the New Orleans Item, well-known as one of the great dailies of the South. Louisiana and Mississippi present a rejuvenated market, and Modern Farming has proved itself worthy of the opportunity. Through no other medium can you reach this concentrated territory as effectively as through Modern Farming.

## ALABAMA FARM FACTS

A. B. C. membership applied for. Published weekly. Montgomery, Ala. Line rate 30c flat. The only state farm paper in Alabama. 35,000 circulation, over 30,000 in the state. Established by the Montgomery Advertiser, known for nearly 100 years as one of the prominent papers of Alabama and of the South. Alabama is no longer a one-crop state. Diversified farming has created much new wealth. Manufacturers have not intensively cultivated Alabama, and now there is a big demand, with plenty of ready money to satisfy it. Alabama Farm Facts is the logical medium through which to reach Alabama farmers.

## WYOMING STOCKMAN-FARMER

A. B. C. member. Monthly. Cheyenne, Wyo. Line rate 15c flat. The only farm paper in Wyoming. Owned and established by the Cheyenne Tribune, which has been for years and is the leading daily of the state. This is a new undeveloped country. It is far from being over-run by salesmen. Through the Wyoming Stockman-Farmer you can make your monthly calls most effectively.

## PACIFIC HOMESTEAD

Published weekly. Salem, Oregon. Line rate 12 1/2c flat. The Pacific Homestead is one of the most substantial farm papers on the Coast. Its circulation is confined to Oregon, Washington, Idaho and northern California. The publishers are very sound and conservative. For years the circulation has been around 18,000. Though this is a comparatively small unit a study of the Pacific Homestead's files will show you what a substantial following it enjoys. You will note particularly the large volume of local and farmers' own advertising as a regular feature.

Detailed information supplied gladly upon request.

# E. KATZ SPECIAL ADVERTISING AGENCY

Established 1888

Publishers' Representatives

15 E. 26th St.  
NEW YORK

Harris Trust Bldg.  
CHICAGO

Candler Annex,  
ATLANTA

Waldheim Bldg.  
KANSAS CITY

Monadnock Bldg.  
San Francisco

# Can You Make Farm Copy Say "Truly Rural" Or Does It Come Out "Truly Ruly"?

The Columbia Graphophone Company Believes Truly Human Copy is Truly Rural—Avoids False Note of Class Appeal in Farm Paper Campaign

BY WARD GEDNEY

STORIES REACH us from Dayton and Marion these days portraying the presidential candidates of the two great parties clustered in long conferences with farmers and farm paper publishers, and knowing folk nod their heads and say:

"Aha! 'Fighting Jimmie' or 'Warren G.'—as the case may be—are getting ready to go after the farmer vote."

A third party calling itself the

"Farmer-Labor Party" projects itself into the national political melee and wise ones "callate":

"Well if it goes after the farmer vote it may make trouble for the old parties."

### GETTING THE FARMER VOTE

"Going after the farmer vote" is evidently an important, serious business in the world of politics. It is no less important and serious in the world of advertising and

selling. National advertisers who are coming to realize this are profiting more and more by close attention to their farm paper campaigns and their success is persuading more and more advertisers to extend their appropriations to cover farm paper campaigns.

But what does "going after the farmer vote" mean? How does one do it?

In politics it has meant, in the past, barraging the rural communities with a judicious mixture of flummery, flattery and blandiloquence calculated to persuade the rural voter that his name and occupation is graven on the candidate's heart. Today, it means perhaps not so much flummery, but at least a very dexterously emphasized interest in the farmer and in the economic factors that affect the farmer most closely.

In the world of advertising and selling it means adapting your appeal to the rural psychology—or does it?

The Columbia Graphophone Company is entering upon the second half year of its first annual farm paper campaign satisfied that it doesn't. Consequently, Columbia copy now circulating throughout the country in six national and twenty-seven local agricultural papers will not meet with the approval of the theorist who preaches for rural circulation a particularized style of copy that is supposed to possess a special genius for stirring up the farmer's buying impulse, but to be of no value in any other media and of no interest to any other class of buyer. To that theorist Columbia pages will seem strangely lacking in something called "rural atmosphere"; the text curiously deficient in that "homely speech, racy of the soil" which he demands of it; the illustrations all too plainly universal in their appeal.

### ARE FARMERS PEOPLE?

Yet the Columbia sales staff under George W. Hopkins, the General Sales Manager and the George Batten Company, which handles

(Continued on page 14)



*"And, oh, she dances such-a-way"*

You'll never need to leave your favorite partner in the middle of a dance. With the Columbia Grafonola you can dance to the last lingering note and step. The Non Set Automatic Stop takes care of that. This exclusive Columbia feature is at its best for dancing. Nothing to move or set or measure. Just start the Grafonola and it plays and stops itself.

The leading stars of the stage make records exclusively for Columbia

Standard Model up to \$200  
Special Model up to \$250

COLUMBIA GRAPHOPHONE CO.  
New York  
Chicago, Boston, etc.



Copy keyed to the farmer field, in which is preserved the "smart" appeal that characterizes general publications

# OKLAHOMA

## The Tenth Agricultural State

A perfect growing season for all crops! Just enough rain! Enough sunshine! A wonderful wheat crop being threshed; a bumper corn crop almost matured. Cotton, alfalfa, kaffirs and other field crops that apparently will break all records for yields! That's Oklahoma's agricultural summary for the first seven months of 1920. And the farmers have not finished spending the \$750,000,000 garnered from the 1919 harvest and livestock. What a wonderful market, ready NOW for intense sales cultivation.

### Its Dominant Farm Paper The Oklahoma Farmer-Stockman

With its editorial supremacy, its reader confidence, its dealer influence, its actual farm circulation, The Oklahoma Farmer-Stockman is the ideal medium to reach the heart of this responsive farm market.

Make an exception of Oklahoma! Advertise intensively. Set your sales quota high. Business is good in this hustling Southwest country. If you really want to get your share, let us tell you more about the market—and the medium.

## Lead For First Six Months of 1920 Greater Than For Entire Year 1919

Commercial Advertising  
Figures from Advertising Record Company

Total Oklahoma Farmer-Stockman, 1919 . . . . .	458,654 lines
Total second Oklahoma farm paper, 1919 . . . . .	351,216 lines
Oklahoma Farmer-Stockman lead, 1919 . . . . .	107,438 lines

Oklahoma Farmer-Stockman first 6 mos., 1920 . . . . .	319,917 lines
Second Oklahoma farm paper, first 6 mos., 1920 . . . . .	209,689 lines
Oklahoma Farmer-Stockman lead first 6 mos. 1920 . . . . .	110,228 lines

The Oklahoma Farmer-Stockman is recognized by National Advertisers as Oklahoma's Dominant Farm Paper

*Member A. B. C. More than 100,000 in Oklahoma*



Representatives

**E. Katz Special Advertising Agency**

New York

Chicago

Kansas City

Atlanta

San Francisco

the Columbia account in all media, are thoroughly sold on the proposition of getting across to the farmer in exactly the way they are now going at it without straining after so-called "truly rural" effects and without losing a bet to impress the farmer with the fact that he is in no sense a foreigner, but just as much "Pete" to their "Bill" as the city man. That they are getting the farmer vote for the Columbia Grafonola is the proof of their pudding.

Their problem in selling the Grafonola and Grafonola records is, first of all, selling the service of music "to soothe the savage breast of man" and having done that, to sell the prospect on the superior soothing service of the Grafonola by use of such sales clinchers as the "non set automatic stop," the "tone leaves" and other features of the Columbia machine.

The campaign in the farm field began in January when the company saw, on one hand, the approach of a peacetime big production period and, on the other, the hanging up of a new high record in farmer buying power. It was launched with a determination to accomplish in the farm field everything that had been achieved in the general periodical field by the use of large space and striking copy. The question of whether the new advertising should attempt to say "truly rural" in a way that might either come out a clear "truly rural" or a dismally muzzy "truly ruly," or whether it should appeal on the basis that the farmer's psychology is just about the same as his city brother's was threshed out at the very beginning.

#### PARAPHRASING SHYLOCK'S ARGUMENT

The argument which the George Batten Company put forth in support of the latter course reads like a paraphrase of that famous speech that Shylock made to Salarino anent his designs upon Antonio.

"Hath not a (farmer) eyes? Hath not a (farmer) hands, organs, dimensions, senses, affections, passions? Fed with the same food, hurt with the same weapons, subject to the same diseases, healed by the same means, warmed and cooled by the same winter as a (city dweller) is?"

In other words, have not a decade of rural prosperity, a decade of easy and reasonably low-priced motor transportation in the country, a decade of enlightened road

making, a generation of good rural schools, at least a lustrum of awakened community spirit in the rural districts, with the invasion of "movie" houses the extension of lecture courses, the growth of farm paper circulations and advertising

the broker and the advertising agent and the street car conductor, he may have special business interests, but why should they affect his response to so universal an appeal as the love of music?

In other words, again, is there any farmer vote as a class vote, after all, that flummery or class appeal can deliver in the 1920 advertising campaign any more than flummery or class appeal can deliver it in the 1920 political campaign?

## Columbia Grafonola

"Play this one, Mother!"



This copy breathes of out-of-doors and appeals strongly to farm paper readers

lineage and the broadening of the farm paper editorial policies, the sending of the farm boy overseas, and a thousand and one other causes all rubbed out the old class

## Columbia Grafonola

Give Them Music and Keep Everybody Happy



A farm paper advertisement that "sells" rural enjoyment

and custom lines between farm-dweller and city-dweller? Does not the farmer of today fit as snugly into the social system of the country as the broker or the advertising agent? True, like

#### SOME EXCEPTIONS TO THE RULE

The answer being in the negative, the Columbia Graphophone Company has run in the six national and twenty-seven farm papers it is using to reach 6,500,000 subscribers on the 6,300,000 farms of the country the same copy, speaking generally, that it has run in its popular magazine and newspaper schedules. "Speaking generally" would seem to intimate that there may have been some exceptions. There have been. A page featuring popular artists who "can" their talents exclusively for Columbia record user's consumption, whose names might not mean so much in the country as they do in the big cities, has been omitted. Another page has been substituted for this. Beyond that, there have been no omissions, and but two changes. One leans a little toward the farmer; the other leans way over backwards in its effort to avoid a "truly ruly" muzziness. Both examples are reproduced with this article.

The first is shown in the page depicting a group of children enjoying the family Grafonola out-of-doors. The artist has caught them in an intermission between selections when a young music enthusiast of the family is holding out a favored Columbia disc to Mrs. American Farmer with the request, "Play this one, mother." The prototype of this advertisement in the general periodical page depicted an unmistakably "citized" interior. That wasn't the objection. But in the background with the two youngsters here shown in the hammock was a "super-citized" nursemaid. Now the "hired girl" invaded the farm country several generations ago and, on not a few prosperous farms, she has already donned a cap and frilly apron and been metamorphosed into the "maid." But a nursemaid in a farm scene would be just a bit proleptic as yet and her omission will be indorsed as a wise concession to local color.

(Continued on page 42)

# TEXAS

*needs*

# SOUTHLAND FARMER

Established 1911

Paid Circulation June, 1920:

**71,087 in Texas      298 in other States**

98 per cent. on R. F. D.'s and towns under 1000

Line Rate 50c flat. Semi-Monthly, 1st and 15th. Houston

Texas, the greatest of all agricultural States, is the most difficult to cover through the agricultural press. It is impossible to cover the Texas field with one farm paper. Indeed, it is impossible to do justice to the market even though you were able to use all the farm papers in Texas, and also those outside having overlapping Texas circulation.

### Farm Wealth

Texas first state in value of all crops 1919, .....	\$1,076,163,000
Iowa second state in value of all crops 1919, .....	861,338,000

The value of the ten principal crops, led by cotton and corn, was \$882,454,000, or more than the total crop value of any other state.

(Authority—Crop Reporter, December, 1919, U. S. Dept. Agriculture).

Livestock, poultry, eggs, and other farm products, such as fruit, nuts, honey, garden truck add to this tremendous wealth.

The 1910 census gave Texas 417,770 farms or 126,743 greater than Georgia with 291,027, the second largest number.

### State Farm Paper Comparison

On a State farm paper list when the arbitrary policy is to select one State farm paper to a State, Texas is a logical exception to that rule. Texas has eight and four-fifths per cent of the land area of the entire United States. It is farther around the State of Texas than it is from New York to Liverpool. If Texas were cut up into a number of States, each having a farm paper, upon a one paper to a State advertising policy, several farm papers in this identical area would be used as a matter of course.

Exact circulation figures are not quoted. Refer to current circulation statements. The relative positions of the various papers remain about the same. Through SOUTHLAND FARMER alone you can reach about 16 per cent. of the number of farms, based upon the 1910 census. Through Farm & Ranch you can reach about 17 per cent; through Progressive Farmer about 9 per cent. Even with the two leading Texas farm papers you can but scratch the surface, reaching only about 33 per cent. of the farms.

### National Farm Paper Comparison

From a national standpoint, if the basis of advertising selection calls for national farm papers only, you will find that the Texas circulation of national farm papers is so meagre, and the Texas market so vast and profitable, as to justify an exception to the policy by supplementing with Southland Farmer.

As a specific illustration, supposing an advertiser were to use as large a national list of farm papers as this: Better Farming, Country Gentleman, Farm & Fireside, Farm & Home, Farm Journal, Farm Life, Progressive Farmer, Successful Farming, Southern Ruralist. The last two are not national, but may properly be included. Of course, you can see that the average list would not include all of the papers just named, but even with that entire list the Texas circulation, not discounting duplication, would be only about 40 per cent. of the number of farms on the basis of the 1910 census.

Obviously the inclusion of Texas State farm paper circulation is not only justifiable, but essential.

### THE READER TEST

We ask you, Mr. Advertiser, to take a few issues of SOUTHLAND FARMER and study their editorial contents very carefully. You cannot help but be impressed by the forceful, definite, understandable editorial policy. SOUTHLAND FARMER is superior editorially to a number of much larger papers. The reader may not agree with the policy, but he is always impressed. If you will take the time to study the paper itself you can appreciate that SOUTHLAND FARMER enjoys a definite, loyal following—an above-the-average reader interest. This definite following amounts to over 71,000 in Texas alone, and represents a SOUTHLAND FARMER market, which can be reached most effectively and at very reasonable cost, through SOUTHLAND FARMER. Indeed, the paper is the most economical buy in the Texas market today.

Mr. Advertiser, won't you read our paper?

Send for booklet of Texas Facts and detailed circulation statement

## E. KATZ SPECIAL ADVERTISING AGENCY

15 E. 26th St.  
NEW YORK

Harris Trust Bldg.  
CHICAGO

Candler Annex  
ATLANTA

Waldheim Bldg.  
KANSAS CITY

Monadnock Bldg.  
SAN FRANCISCO

# What Is the Matter With Advertising?

Some of It Reflects Too Much Haste, With the Consequent Loss of Care, and Some Pleases Only the Office Executive

By KENNETH GROESBECK

**T**HE TROUBLE with some advertising is that its parents are blind.

The brain child which results when an advertising man gets on the job is, in these enlightened days, almost sure to be a good looking child—well mannered and polished. Not very many misshapen children land on the pages at six thousand per, but somehow the infant mortality is high, nevertheless. What's wrong?

The parental blindness, which is making the trouble, is a sort of auto-hypnosis to speak with horn-rimmed spectacles. It is a pleasant, semi-delirious condition quite natural to humanity when confronted with its own progeny. "It's mine, so it must be right" comes close to expressing it.

After an advertising man has produced a page, or even an entire campaign, his work is criticized by only two sets of eyes, both of doubtful reliability. They are those in his own organization, and those in the organization of the client.

The eyes of his own organization are bound to be prejudiced. If the advertisement is beautiful, clever, unusual, it gets by the average advertising agency, especially in these rush days of production plus.

When it reaches the client, it reaches a set of eyes which are also prejudiced in its favor, because the article itself is the child of the client.

Parents ought never to be allowed to judge the value of their own children.

## APPRAISING THE COPY

The first thing the client sees is the name of his product, and if this is large enough and prominently enough displayed, he begins to feel friendly. He next sees a well-done picture of his product and grows perceptibly warmer. He finally reads a piece of copy which says some very complimentary things (inevitably) about himself, his product, or his ancestors—and it must be a very calm, dispassionate and keenly judging client, indeed, who can close his eyes to these external attractions, and look behind the scenes at what makes the wheels go round.

Quite naturally he does not know

## Yes, What Ails It?

*JUST then we had about concluded that Advertising in general, and National Advertising in particular, was averaging up better than fair, along came this article with its suggestive, disquieting trend of thought.*

*We had believed that a logical answer to "What's the Matter with Advertising?" might be "It's being unconcerned slightly by growing pains," or something on that order.*

*Mr. Groesbeck believes there isn't sufficient depth and vision to it, and that it lacks punch, definite direction and some other vital elements, in too many cases.*

*It would be well if some advertising man—or woman—thoroughly sold on Advertising "as is" in the major campaigns, would reassure us on this score.*

THE EDITOR

anything about the scientific construction of advertising. He leaves this to his agency. All he is interested in is beauty and the way it represents his product.

The advertising man, however, is very liable to have been hypnotized by his own creation. It is as if a painter took plenty of color and tried to make a picture that pleased his own eye; whereas the far greater work of art is the picture which is true to the object depicted.

Why, you can produce this sort of thing blindfolded!

## HOW THE MILL GRINDS IT OUT

Are we to advertise baked beans? A big can at the top in colors (if the appropriation will stand it); a nice little figure group lower and to the right, showing mother opening can and pouring out beans for hungry little tot, whose head shows just over the top of the table; lower, and slightly to the left, a square little block of fourteen point Bodoni—*Binkham's Beans Bless the Baker. Make Little Tots Strong, and Big Tots Happy*—and, of course, *Made by our Special Oven Baked Process. At Your Grocers. Get a Can Today.* Big display down at the bottom—*Binkham's Beans Baked for Better Babies* and in the lower right hand corner—*Binkham Bean Company, Minneapolis, Minn. Two Hundred Years Creators of Klever Kannings.*

Be sure your design runs in a semicircular form, so that the eye

sweeps from the big can, through the little figure group, through the block of type, and inevitably down to the big signature.

Get plenty of white space, and a spot of color, and you have produced six thousand dollars' worth of advertising in six minutes!

It is perfectly simple, and the amount of money which is spent on this kind of thing is scandalous. Of course it sells goods. Anything will sell goods if enough money is spent on it, but why the low average of efficiency? An advertisement like that, in the midst of one hundred and twenty-six others, is about 38 per cent good instead of 80 per cent good.

When Goodyear runs a double page advertisement, which has a real idea in it, illustrating a muddy road with the track of a tire, and no tire shown, the whole advertising business stands on its ear with admiration. Jim Henry runs an honest to goodness line of selling talk, and we thrill all over.

No wonder! There are too few such ideas, and too few such evidences of thought in the advertising which is produced today. Some of it is prodigiously good. But not enough of it. That's the rub. The team batting average is too low, in spite of the home-run kinds.

## TO SEE OURSELVES AS OTHERS SEE US

If every advertising agency could only maintain a corps, composed of members of the uninterested public—very uninterested! A jury, as one might say, composed of ordinary human beings, who know nothing about advertising, and care nothing about it, and whose intelligence averages about sixteen years old, as it does (according to the Binet tests) throughout the United States! Then you would see your work as others see it, and advertising would very promptly show the effect of this procedure, instead of having to stagger along, criticized only by auto-hypnotized parents and flattered clients.

One of the nicest little lessons an advertising man can have is to sit alongside of a member of said public, in the street car, and watch him go through his daily newspaper or his magazine (and if he is reading

IN THE LAND OF  
SUGAR AND RICE  
LOUISIANA

and

IN THE IMPORTANT  
COTTON STATE  
MISSISSIPPI

# Modern Farming

**P**ROVIDES the open door to most profitable trading opportunities in these two States where the crops have averaged 600 Million Dollars annually the last three years. This is a three-fold increase over prior-to-war times. And Bureau of Crop Estimates figures, based on prevailing values, indicate even heavier return in prospect this year.

Louisiana leads the South in size of plantations, boasting more extensive land operators, in proportion to total number of farms, than to be found elsewhere in our Southland. Furthermore, in this State the tenant system plays a smaller part in agriculture than in any other State where cotton is a big money crop. More than half the plantation areas in the cotton district are worked by the landlords. In other cotton States it is a case of three to four times as much land worked by tenants as by landlords. In Louisiana's sugar and rice districts, tenant operation is practically a negligible factor.

Louisiana has always led the South in power farming. There are now more than 5,500 tractors operative in the State. The rice and sugar plantation crop systems are especially adaptable to the power farming idea; and these

Modern Farming's Louisiana circulation now amounts to 60 per cent of the farm-owning farmers in the State. Its large Mississippi circulation will prove a valuable publicity auxiliary in campaigns designed to cover this part of the South.

Potentially the South's richest region, Modern Farming territory is already leading in crop value on per-acre production. Louisiana crop return per farm-owning farmer averages \$4,241 per annum for the past three years; Mississippi's average is \$3,192. Mississippi is fairly representative of the average cotton state, though raising more higher-priced and superior-grading cotton staple than anywhere else in the South.

Louisiana's increase in crop area in 1919 was 39 per cent over what it was according to the 1910 census. Mississippi's gone way up too.

*Louisiana-Mississippi farmers are freely spending their big profits for advertised goods. It is choice trading territory for progressive advertisers. Those seeking farm trade in the South cannot afford to pass up Modern Farming. It fills the gap.*

Modern Farming's constructive editorial policy has earned for the paper a substantial farmer following that ensures big results to advertisers. An instance of editorial force: Louisiana Agricultural College was in bad financial way. Modern Farming took hold and led a movement to meet the college needs. As a direct result, the Legislature last month provided an income of \$2,000,000 a year for the Agricultural College.

planting industries are heavy buyers of a wide range of other expensive farm machinery, including pumps and large type engines.

With specialized planting pursuits followed in Louisiana, the dominant circulation and influence of Modern Farming in the State is essential for successful advertising appeal to cover the rich farm field in this part of the South. Edited solely in behalf of the Louisiana and Mississippi farming interests, Modern Farming meets the needs of the farmers of the two States where other papers do not; particularly in Louisiana with its localized crops of sugar cane and rice. This is the plain matter-of-fact reason for Modern Farming's circulation being so large in Louisiana and explains why Southern farm papers of general scope have comparatively small Louisiana circulation. Look up the figures.

## Modern Farming

NEW ORLEANS

Member A. B. C.

LOUISIANA

Rate 45c per line

60,000 Net Circulation Guaranteed

Established 1870—representing a succession of Louisiana farm publications—and not an issue missed in fifty years.

anything else he is not a typical member of the public).

I had the rare experience the other day of sitting in the subway alongside a lady who was reading the Rotogravure Section of the *New York Times*. Two of my pet brain children stared her in the face from large space, on two of the pages. She passed them by without a tremor, and fastened avidly on somebody else's advertising, which she read through. I'll say the boy who wrote that advertisement had it on me a thousand per cent!

That one little woman did me more good than the compliments of a friendly agency staff, or the satisfaction of a pleased client.

#### WHERE'S THE TARGET?

I have always maintained that every advertising man should have blazoned above his desk in large letters the slogan "They don't want to read it!" It is a constant, misleading psychological condition that since we, ourselves, are so much interested in the advertising we create we think every reader is as much interested as we are.

Not on your life.

The construction of an advertisement should begin weeks before pencil is put to paper. You must load the gun and aim it before you fire it. The load and the aim in this case should both be facts.

Before any advertisement is written the writer should know:

First: Who is the typical person you are trying to reach?

Second: What are his or her habits and where does this person live?

Third: What are the conditions and the competition?

Fourth: What other similar advertising is this person reading?

Fifth: What do you want to cause—interest, action, or both?

With these facts thoroughly understood (and to acquire them means weeks of research, and the acquisition of a kind of knowledge, in which most advertising men are lamentably lacking), you have a load and an aim for your gun, which will cause your projectile to go—all things being equal—fairly straight for your bull's eye.

There is no excuse for trying to hit the bull's eye with a shot gun, shooting up into the air of publicity and trusting in the Lord. Find out what you want to do and do it as accurately as science, art and experience make possible.

Advertising men often produce too much advertising to produce good advertising. They are too rushed. They do not have time to

go into a very difficult problem as intensively as it deserves, and when they finish the job they are prejudiced by their own interest.

#### WEAK SISTERS—BEWARE!

The man who buys the advertising doesn't know a good advertisement when he sees it—of course not, it isn't his business. The only man who knows anything about advertising, and of course he is unconscious of his knowledge, is the man on the street, and too often he proves how much he knows about advertising by refusing to read it.

## Harding Plans Big Advertising Campaign

To Warren G. Harding, publisher of the *Marion Star* will go the credit of getting away first on the 1920 political advertising campaign—unless James M. Cox, of the *Dayton News*, steals a march on his opponent by breaking into the country's paid space without preliminary announcement before Senator Harding actually gets into print.

An announcement made from the Senator's home in Marion last Wednesday told of a "mammoth modern advertising campaign," along the lines prophesied by George French in the July 3 issue of *ADVERTISING & SELLING*, to be launched soon from Republican National Headquarters to "sell Harding and Coolidge to the nation." The feature of this campaign is to be a twelve-word slogan epitomizing Senator Harding's political beliefs, the wording of which is being kept secret until the politician-advertiser gets ready to "cover the country."

The announcement followed a conference which Scott C. Bone, publicity director for the National Republican Committee, William Wrigley, Jr., of Chicago, of chewing gum fame, and A. D. Lasker, of the Lord & Thomas Agency of Chicago had with Senator Harding on Tuesday.

The campaign will utilize all mediums of modern advertising, including billboard posters, newspaper and magazine advertisements and motion pictures. Tuesday's conference was to obtain Senator Harding's approval of the plan. It is understood the Senator's approval was not given until he, a newspaper and advertising man himself, had placed his O. K. on the preliminary advertising.

In demonstration of the Republican candidate's advertising sense, Mr. Bone said that Senator Harding had changed the wording of the slogan as originally devised so as to give it punch which the original phrasing did not have.

The Republican "twelve words of mystery" will be sprung simultaneously throughout the country. According to the preliminary plans, no newspaper reader can escape breakfast without being confronted by the slogan, which will meet his eyes again on billboards on the way to work. It is understood that Senator Harding called the conference to assure himself that no "trick slogan" should be sent out; that, while the phrasing should be catchy, it should express correctly the issues the Senator is fighting for.

## Alexander Hamilton Institute Expands

To meet the requirements of the Alexander Hamilton Institute, the Mercantile Library Building at No. 13 Astor Place, New York, is to be extensively remodeled. Three stories will be added to the present seven-story building. The institute intends to occupy eight floors and the Mercantile Library one—the second. The ground floor will be rented to retail firms.

Plans for the new building by the firm of McKim, Mead & White have been approved recently, and the actual remodeling will begin at once. The roof floor of the building will be devoted almost entirely to the pleasure and comfort of employes. Completed plans provide for a rest room large enough to accommodate more than 200 girls. The room will be equipped with a piano, Victrola, lounging chairs, writing tables, etc. Adjoining this room will be the office of the institute's physician, who is in attendance daily. A dispensary, supervised by a graduate nurse, will adjoin the doctor's office.

Another portion of the roof will be given over to a men's smoking room, which will be completely equipped to provide for their needs. Entirely surrounding the girls' room and the men's smoking room on the roof will be a promenade leading from a large open lobby at the elevator entrance.

## American Tobacco Co. Uses Institutional Campaign

The American Tobacco Co. is now running an institutional advertising campaign in tobacco papers. An interesting advertisement of the series is one telling how the large organization takes care of its salesmen. The advertisement is headed—"The efficiency of a business house depends on its 'morale' and the following is part of its contents:

"Every sales manager has risen from the ranks, and so has a thorough and sympathetic knowledge of the problems of the retail salesman.

"Each salesman receives thorough training in his work, is given every facility for improving his position, and is liberally rewarded for extra efforts.

"We provide for his transportation and travelling expenses. When necessary, we supply him with an automobile and accessories and carry his insurance. We also pay for his bonding.

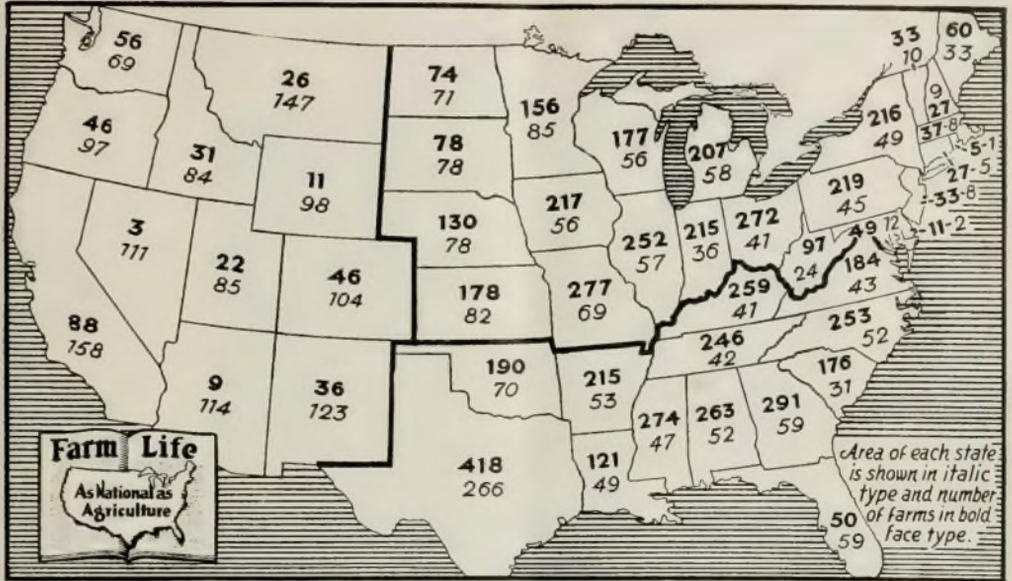
"But, best of all, we arrange for him to go home every week-end, for we believe in the home as a builder of morale."

## Raisin Growers to Hold Auction

Holgate Thomas, general sales manager of the California Associated Raisin Company, arrived in New York this week for the purpose of handling the details of an auction sale of California raisins in the New York market. Upon his arrival Mr. Thomas confirmed the report that his company will sell at auction several hundred cars of loose raisins.

"Our object in this," he said, "is to get the idea of buyers as to prices."

Mr. Thomas declared that the muscatel crop in California would be from 15 to 20 per cent short of last year's yield, due to poor irrigation but said the outlook for the Thompson seedless raisin was good, the yield being about the same as last year.



The figures represent thousands. For instance, 215,000 farms and 36,000 square miles in Indiana

## Study the Map!

There are some real surprises in a study of this map for most buyers of advertising and merchandisers in the farm field.

It shows that we have a national agriculture—that there are farms—lots of them in practically every State in the Union. There is a field for a truly national farm paper.

It shows that there are more farms in Georgia than there are in Illinois, Ohio or Iowa—more in fact than in any single northern State—and that Alabama, Mississippi, North Carolina and Tennessee are not far behind. Each has as many farms as many northern farming States whose names are synonymous with agriculture.

Farm Life is a national farm paper in the true sense. Its circulation is as national as agriculture itself. It not only covers the North, East and West, but it covers as thoroughly the wonderful, rich and fast-developing southern agricultural country, and covers that section as a whole as densely as any of the southern sectional agricultural papers. Circulation, 650,000.

We have more illuminating statistical matter which will show you that whether you use one national farm paper, two, or three, you should include Farm Life. We can show you how to combine it most effectively with a list of sectional papers.

Write for the facts

THE FARM LIFE PUBLISHING COMPANY

SPENCER, IND.  
**FarmLife**

THE JOHN M. BRANHAM CO.  
Advertising Representatives

New York :: Chicago :: Detroit  
St. Louis :: Atlanta

# As They Reap So Shall They Buy—And Farmers are Reaping Big Harvests To-day

**Bumper Crop Yield of 1920 Will Enhance Purchasing Power of Farmer and Benefit Nation and World—Some Facts and Figures As the Harvest Begins**

**By H. H. CHARLES**

President, H. H. Charles Agency

**I**F an advertiser were to ask me, "What do you think of the selling power of the farm paper today?" my reply to him would be, "What do you know of the buying power of the American farmer today?"

Turning squarely away from any discussion of the relative value of the farm paper field for the national advertiser exploiting his product in various classes of media, let us deal in very definite terms with the positive value of the farm market as it presents itself to us in this 1920 harvest season. Thus, perhaps, we may arrive inductively and without controversy at the value of the medium that reaches this market.

## HOW GOES THE HARVEST?

That set of facts in relation to the farm field which has the most interest for the advertiser at this moment has nothing to do with farm paper circulations or with past experiences of advertisers in farm papers. Its terms are not "readers" and "inquiries," but "bushels" and "pounds." They make up that most important and most reliable index to the buying power of the farmer in the last half of 1920 and the first half of 1921—the harvest season crop report. I need not go further into statement of the obvious to point out that this is also our most important and most reliable index to the prosperity of the nation—and of the world—over that period.

Here, in salient points from the July crop report of the Department of Agriculture, is the prospect for the 1920 harvest:

1. The nation's prospective harvest yield for 1920 is, in most instances, larger than the average production for the five years 1914-1918.

2. Larger crops than last year are forecast for spring wheat, oats, barley, white potatoes, flax and apples.

3. The South may rejoice in a tobacco yield of 112,000,000 pounds more than the previous largest crop and a rice yield of 11,000,000 bushels over the last high record.

4. Wheat of last year's crop remaining on the farms July 1 was reported as 47,756,000 bushels, or more than 5 per cent of the crop, compared with 10,261,000 last year and 31,923,000, the five-year average. That, added to this year's production, makes available 856,000,000 bushels of

wheat. What has peace brought to agriculture abroad that will make the American farmer any less essential a contributor to the war-world's well being no, to its very existence—than he has been in the last five

years? Did the signing of the armistice restore a tithe toward its stupendous 1913 yield of 959,818,000 bushels, Russia's blasted wheat production? How far did it carry back toward normal Britain's shrunken harvests? How much—or, rather, how little—did it quiet Central Europe's clamorings for food from outside—which means American—sources?

Only France is holding high her head so long "bloodied but unbowed." In a recent interview published in the New York papers, W. R. Ricard, French Minister of Agriculture, said:

"With their old-time energy and tenacity the French peasants are now on the right road to rebuild the riches of France which were destroyed in the war.

"The French farmer won the war and he now feels that it is his duty to win the peace, and he will do it. The results

shown already are encouraging, for the seeding this year of wheat, barley, rye and oats covers nearly 20,000,000 acres. Increases in acreage have been obtained even in the devastated regions, where, with the smallest amount of funds for the work and workers often lacking shelter, more than 1,000,000 acres have been replanted in food products, principally cereals, this year.

"It is impossible to predict what the wheat harvest will be but if the sun will only favor us we will get at least 20,000,000 hundred-weight more than we got last year, while the oat crop promises to be sufficient to enable us to meet all our needs.

"Today, there are thousands of American and French made farming machines working in various regions of France."

But even these efforts are surety rather of the undying spirit of the French farmer than of his ability to restore France immediately to her pre-war condition of agricultural self-sufficiency and to put back at once the bulge in that traditional



ONE ON THE CRAPE-HANGER

Courtesy of Newark News and Literary Digest

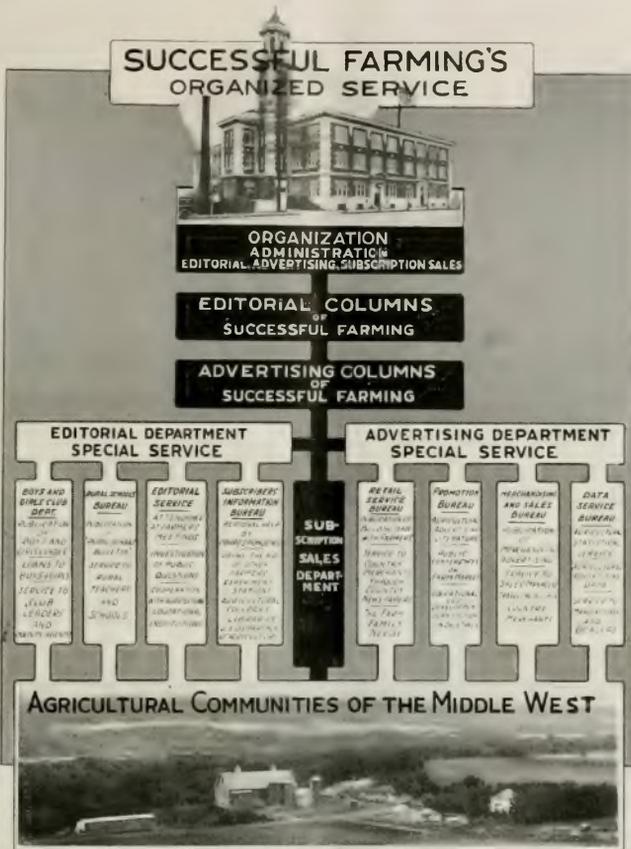
wheat, which, according to officials, will be ample to meet domestic requirements and leave a surplus for export.

5. The condition of the corn crop is reported as not so good as a year ago, but the area planted shows an increase of 671,000 acres. Indications are that the crop will be 138,000,000 bushels smaller than last year's bumper crop, but 19,000,000 larger than the five-year average.

6. Increasingly favorable weather conditions beginning in June are continually improving the output prospects of every important crop. The improvement has been reflected in a forecast of 28,000,000 bushels more in the combined winter and spring wheat crop than estimated a month ago, 7,000,000 more of oats, 8,000,000 more of barley and 2,000,000 more of rye.

## EUROPE NEEDS AMERICAN FARMERS

There is the prospect as to supply. The farmer has cause for no less optimism on the score of demand. Probing the future for information on this factor in his economic status he can look to other markets than that of his own country for assur-



## Facts About Successful Farming

Over 800,000 circulation.  
 More columns of editorial matter—more columns of advertising than any other monthly farm paper in the United States.  
 Annual pay-roll more than \$450,000.  
 Annual postage over \$175,000. It required 25,200 mail bags for our February 1920 issue.  
 Paper used annually, 8,000,000 lbs., or 266 cars of 30,000 lbs. each.  
 Maximum number of employees (Weekly): 388.  
 Have largest magazine presses west of Chicago.  
 Cafeteria in plant, serving 300 to 350 employees with hot lunches.  
 Over 1,045,719 lbs. or thirty-four 30,000 lb. cars of paper used for February 1920 issue alone.

Advertising carried during 1919, over \$1,954,710.  
 Advertising carried in February 1920 issue, over 67,000 lines for which the advertisers paid more than \$300,000.  
 February 1920 issue contained 248 pages.  
 Leads all other farm papers in the United States in Volume of cash advertising per issue  
 Volume of commercial advertising per issue  
 Number of Commercial Advertisers during year  
 Number of full page advertisements per issue  
 Number of pages of Editorial and Advertising per issue.  
 Established, 1902.

# SUCCESSFUL FARMING

E. T. MEREDITH, Pub.

T. W. LeQUATTE, Adv. Mgr.

DES MOINES, IOWA

"national bank" of France—the historic "bas de laine."

#### THE CANADIAN HARVEST PROSPECT

M. Ricard intimated as much when he pointed out that during the war the French armies were composed principally of French farmers, a million of whom gave up their lives while another million were disabled, thus creating a loss which will leave its effect on generations to come. Time alone can bring back that France that was "the only nation of western Europe where agriculture remained the greatest national industry, which produced all necessary foodstuffs for her well-being and exported a surplus of butter, eggs, wines, fruit and vegetables, while even animals were sent to her from all parts of the world for breeding purposes."

Never taking advantage of agricultural prostration abroad, the American farmer must accept the opportunity for service to the foreign con-

sumer—and the value of that service. Need we follow the logical chain to its effect on his buying power and on the volume of farm purchases in 1920-1921?

When I write here of the saviour of Europe as the "American farmer," I include in the thought the Canadian farmer. The importance to the manufacturer of advertised products in the United States of the buying power of the farmer in Canada must never be under-estimated. Frederic Hudd, of the Canadian Bureau of Information in New York, writing in a recent issue of *ADVERTISING & SELLING*, pointed out that in 1919 Canada bought from the United States goods to the value of \$740,580,225—75 per cent of her import trade with the world and nearly ten times as much as the Dominion bought from Great Britain last year. It was the Canadian farmer-buyer who ran up such totals as these in the first eleven months of the year: \$11,419,000 for automobiles, \$5,518,000 for gasoline, \$4,840,000 for binder twine, \$2,858,000 for wool clothing, \$2,272,000 for boots and shoes, \$1,986,000 for barbed wire, \$2,148,000 for other wire, \$1,228,600 for plows and cultivators and \$404,395 for mowers and reapers.

#### THE FARMER'S PRESENT BUYING POWER

Writing of the present and prospective agricultural prospects of our northern neighbor and customer, an editorial in the *Wall Street Journal* said last month:

"Europe's bread supply this coming season will depend, in large measure, upon the spring wheat crop of the United States and Canada. Also the purchasing power of Canada, one of our very best customers, will be measured by the crops which are its main source of wealth. It must be reassuring, therefore, to wheat importing countries and to the business interests of the United States to see every evidence of good crops in Canada.

Soil and weather conditions equal those of 1915 when Canada produced a mammoth (wheat) crop. Compared with last year, the acreage is reduced, but the 16,000,000 acres in wheat are sufficient for a large production with good weather.

Soil conditions now forecast a greater than average production, but even 17.27 bushels per acre (the ten-year average) would mean a crop of 300,000,000 bushels, out of which 150,000,000 or 175,000,000 bushels could be exported.

"The rye area is almost 40 per cent larger than in 1918, and the acreage of oats and barley is greater even than last year. Flax planting is not completed, but a large acreage is expected, while the grass lands cover the same area as last year. Thus, in spite of labor shortage and tight money, Canada will finish the planting period with an acreage close to that of the banner year.

Some statisticians put the value

(of the 1920 crop) equal to the country's war debt."

#### FARMERS ALREADY BUYING

Anticipating a bumper crop yield and assured that there is a demand for every bushel and pound of that yield, the American farmer and his Canadian cousin are already beginning to make their weight felt in the American market. According to a *Farm Journal* graph showing the curves for farmers' sales and purchases through the year, crop receipts on the farm are just now beginning to swing up from the rock bottom early summer level toward the big percentages of harvest months. But all through the month of July the curve of purchases has been climbing. With the crop in sight, the farmer has been "loosening up." He has known since about July 1 that he was going to be able to get that new truck, to buy that new piano, or put that long-planned wing on the old house. He has decided that last year's machinery won't take care of this year's extra-heavy harvest job—and the agricultural implement firms have shared in his anticipated prosperity. It has not mattered if, as the Department of Agriculture reports of the Illinois farmer, his July receipts have amounted to only 7 per cent of his total annual income; he has known that his August receipts would represent 14 per cent of that income. September will strike very close to the same amount and the big buying season will be on. That does not mean that the farmer's buying is concentrated around the fall months. Indeed, the latest data on farmers' purchases shows that they are pretty well spread over the year. A recent farm paper dealer investigation led to the statement that the highest concentration in any one month comes in December when, in the case of the dealers doing a large business with farmers in the Central States, 10.4 per cent of the year's sales are made, but the other months show proportions varying only slightly between 8 and 9 per cent, except for the first three months of the year, when purchases are somewhat lower. It does mean that the fall months see the beginning of buying based on the year's harvest. Then the harvest really begins to make itself felt in terms of purchasing power.

#### FARM PURCHASES IN THE CITY

The harvest yield is not a matter of concern merely for the mail order house, the cross-roads store, or the dealer in what are classed as strictly farm supplies. I sometimes

## Keeping Up With The Times

### A FACT A WEEK

### To the Editor of THE TIMES:

In behalf of the postal employees of Washington, D. C., I sincerely thank you for your splendid work in aiding us in our fight for increased compensation. The Washington Times has always stood ready to champion the cause of the deserving. I am sure you have earned the everlasting gratitude of every postal employe in the country.

JOSEPH HURWITZ,  
Sec. Local 140, N. F. P. O. C.

*Government departments are Washington's big overshadowing industry and The Washington Times is the preferred newspaper of this most important buying unit.*

### The Washington Times

WASHINGTON, D. C.

think that a good many urban retailers forget how large a proportion of their trade is supplied by the farmers of surrounding rural territory. National advertisers selling to these retailers forget in the same way; discount the farmer influence in pushing up their sales figures. These retailers and national advertisers might be interested in a series of charts that *Successful Farming* has prepared illustrating how the farmer buys in the towns. They show, for instance, that in 455 towns of more than 2,000, average 4,474, the farm trade amounts to about 93 per cent of all that puts money into the retailers' pockets and transfers some of it to the jobbers' and manufacturers'. In the trade of general stores in such towns the farmer shares on a basis of about 62 per cent, in clothing stores about 65 per cent and in hardware stores about 60 per cent. The *Farm Journal*, carrying the investigation to higher population rates, finds that the farmer contributes 56 per cent of the trade of towns between 6,000 and 10,000 population; 50 per cent in towns of between 10,000 and 25,000; and 35 per cent in towns over 25,000.

But why dwell on the importance of the harvest to the retailer from whom the farmer buys directly when everyone knows that the harvest is of transcendent importance to the welfare of the whole nation of the whole world? Our material well-being and our rate of progress in all things material and spiritual are inextricable tied up with the harvest. As the harvest goes so goes the nation—to prosperity or to depression. The farmer who supplies the world's raw material is the modern Atlas and the world rests on his shoulders. The rest of us—call ourselves by what occupational title we please—are all middlemen between him and the ultimate consumer. Woodrow Wilson referring to Theodore Roosevelt's third term ambitions in 1912 and denying the necessity of his opponent's return to the White House said: "There is no essential man." Out there in the wheat fields of Kansas, on the rice paddies of Louisiana, on the cattle ranges of Wyoming there is an essential man. He is the farmer.

THE FARM IS "BIG BUSINESS"

Now, at the end of July the "essential man" is facing a splendid harvest. The weather has favored him. He has benefited from the invaluable cooperation of the Department of Agriculture, which under

the direction of Secretary Meredith, has contributed in a large way to the solution of problems that seemed baffling last spring, and to the production of present prosperity. His labor troubles have been remedied, if not cured, by the Secretary's recruiting appeals which have sent a veritable army of harvest labor to the grainfields. His own industry and appetite for work have not deserted him. He is going to supply the world in a big way.

And then, when the harvest is over, he is going to buy in a big way; and, verily, Mr. Advertiser, his buying will be well worth your attention. According to the 1910 census—and the figures are probably far higher today—there are 50,135 farms in the United States containing more than 1,000 acres of land. In Middle and Western States like California, Iowa, Nebraska and Illinois the average value of the farmer's holding is well over \$15,000. Is this man's money

worth considering?

The American farmer makes honest profit and he pays honest cash. An implement manufacturer with a national selling organization told the *Farm Journal* that the farmer of 1918 paid for 89 per cent of his purchases in cash as compared with 19 per cent in 1913. Remember, moreover, that he is buying for a comparatively large family. The 1910 census report estimated the average city family as made up of 4.5 persons, whereas the average farm family has 5.37 persons.

I quote in conclusion from a eulogy on the American farmer, delivered by G. Howard Davison, president of the American International Publishers, Inc., at the convention of the National Foreign Trade Council at San Francisco last May.

"The 'rube' is remembered as a relic of a past day," said Mr. Davison. "The farmer of today is a great wealth producer; a leading citi-



GILBERT D. FALK

"Gil" Falk was Advertising Manager for the Spanish-American Publication *La Hacienda* before he joined my "family circle." That was a number of years ago.

I don't think there are many representatives in the Chicago Field who are more respected than Gilbert Falk, and I am "mighty" proud of this.

*Paul Block*

## The Scranton Republican

The Republican is a successful advertising medium because it reaches the substantial homes of Scranton.

It doesn't accept any objectionable Medical advertising, and in consequence its Advertising columns are kept as clean as its editorial columns.

It is the real home paper of Scranton, reaching over 30,000 well-to-do families.

zen; a banker; a man of affairs; and a power in industry and politics. The farmers of this country represent about one-third of our population and cast about one-third of our national vote. I believe that as a class they represent the best average thinking mind in our population. They are our largest property owners and represent and create a far greater wealth than any other class. They are not easily persuaded by argument, but draw sound conclusions when presented with real facts and truthful information."

REAP WITH THE FARMER

Of course, you have got to consider the American farmer in your selling campaign. Your business will benefit from the exuberance of the 1920 harvest whether you do or not, because all business prospers or languishes as the harvest is abundant or meagre. But the benefit ought to be more direct. The harvest is not only the farmer's. It is yours, because it gives the farmer the means to buy your goods. Reach the farmer with "real facts and truthful information" about your products wherewith you would serve him; do it through his paper—any unit of the American agricultural press—and you shall reap with him the harvest of 1920. The harvest is well worth the reaping.

Remember, the farmer provides for all.

**Dutch East Indies Seek Trade With United States**

Expressing his firm belief in an enormous expansion in the foreign trade of the United States and urging that the markets of the Dutch East Indies be given careful attention by American business interests, Dr. D. H. Andrae, commercial attache of the Netherlands Government Saturday discussed the situation in this country.

"Here in the United States," he said, "you have foodstuffs, raw materials, everything you need except the products of a tropical climate. We of the Dutch East Indies have those things you lack—tea, coffee, rubber. There should be no obstacle to the development of a very large business between this country and our possessions, simply on the basis of trade—of our having things you need, while you have the things we need.

"At the beginning of the war the Netherlands East Indies Government established here at New York a purchasing office for the colonies. They buy for the colonies railway equipment, telegraph and telephone poles, structural materials of various kinds, etc. Some time ago there was some discussion about discontinuing this office. I can say authoritatively that this office will not be closed. It will be maintained here. While some business from our colonies will necessarily go to Europe, the bulk of it must come to this country.

"Next month a representative of the Government from Java will arrive in this country to study the electrification of our railroads. Java wants her railroads electrified. That is simply one instance I cite to show what is going on out there. Few people here realize that those people are energetic and progressive. Europe still is more dependent upon the United States than most people realize. Europe must look to the United States for much that it needs, and the same thing is true, in exaggerated degree, of other countries of the globe which are non-manufacturing countries. It was to Europe that these countries formerly looked for many supplies which now they must come to the United States to get. South America is not manufacturing territory, neither is China nor our own East Indies. We must look to you for our needs in large measure.

"Do not think that because of the financial situation these countries are all seeking to borrow money from you to better their own condition." The Dutch East Indies do not want to borrow your money, but they do want to trade with you. They want to exchange their products which you need for your products which they need. They will pay you in goods and that is the foundation of all trade. Finance is simply a simplified form of handling those transactions.

"Holland, by itself, is not a great exporting country, although some exports of dairy products from there to Atlantic coast ports here have been made. But, exports from the Dutch East Indies are growing very rapidly and I believe are destined to grow in even larger degree in the near future. Some American industries have invested funds in plants in the East Indian colonies, notably the United

*Beyond*

Circulation  
1,100,000

Advertising  
Rates -

SECTIONS OF THE CAPPER FARM PRESS	
Capper's Farmer (Mid-West)	Monthly
Kansas Farmer and Mail and Breeze	Weekly
Missouri Ruralist	Semi-Monthly
Nebraska Farm Journal	Semi-Monthly
Oklahoma Farmer	Semi-Monthly

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	Iron Bldg.
OKLAHOMA CITY	Farmers Nat'l Bank

State Rubber Company and I believe, the Goodyear Company.

"We would like to see more American capital invested there. I believe that there is a great opportunity for American investors and American business men there and it is only a question of time when the Dutch East Indies will occupy a larger place in the mind of American business and industry than now is the case."

### India Wants Canned Goods

A profitable market for certain American agricultural products may be developed in India, according to the American Consul at Karachi. Indian importers are anxious to buy American farm products, especially canned goods. The consumption of the population is enormous, and

with proper energy devoted to building up a trade there seems to be no reason why American goods should not find a ready sale throughout India, the Consul's report continues.

"There is really but one reason why the United States does not occupy a much more prominent position than it now does in the import figures of this country," reads the consular report.

"That reason is simply this: The United States is not to-day making a consistent and consolidated effort to offer to India's importers and merchants the merchandise they want and are well able to pay for."

With a reduction in our English trade in condensed milk, for example, efforts should be made to develop a permanent market for this product in India, the Department of Agriculture points out.

### Peru Ratifies Copyright Pact

Secretary Houston has announced that word had been received from the Minister of Finance of Peru giving informal notice of the ratification by the Government of Peru of the copyright convention signed in Buenos Aires Aug. 11, 1910; and that under authority conferred by the national Congress of Peru, instructions were being given by the Minister of Finance to the persons charged with the revision of the customs tariff, not only to prepare import and export statistics on the basis of the international classification of merchandise adopted at the statistical conference at Brussels in 1913, but that so far as practicable the tariff schedules themselves were to be reorganized on that basis.

Peru is the sixth country to prepare its import and export statistics according to this schedule, and, in addition, is the first to attempt the rearrangement of its customs tariff on the basis of the Brussels classification.

The formal notice of the ratification by Peru of the Copyright Convention will be deposited, under the terms of the convention itself, with the government of Argentina, which will in turn notify the other signatory governments.

### China Wants Our Canned Goods

Consul General A. W. Pontius, Mukden, China, states there is still a demand for American canned goods in Mukden, and calls attention to the advisability of American packers and canners keeping a personal representative in Manchuria, or appointing reliable firms as their agents, as at present local dealers have to obtain their supplies of American products from Shanghai, through Chinese middlemen who obtain their goods from the foreign importers. Consequently, by the time the goods are placed on the retail market the price has become prohibitive except to the better classes. American goods should be advertised by means of attractive posters and in the daily press and periodicals, and goods should be packed securely so as to reach their destination undamaged.

### Fewer Commercial Failures

There were 3,352 commercial failures in this country during the six months ending June 30, involving aggregate liabilities of \$86,743,876. This total was smaller than that for any corresponding period since 1881. On the other hand, the aggregate amount of liabilities was larger than it was in the first half of 1919. When examined according to occupation the half year's insolvency record discloses betterment, both numerically and otherwise, in manufacturing lines as compared with figures of the same period in 1919, but the trading aspect is adverse in each respect and the liabilities of the class designated as "other than commercial" are very much above last year's although the number of failures is smaller.

### N. Y. State Has 515,567 Autos

Figures issued by Secretary of State show 515,567 cars registered in New York State so far this year, increases of 72,070 cars over year ago. New York City zone has registered 107,426 cars for first six months of 1920, compared with 165,037 for same period last year. Secretary of State predicts 600,000 cars will be owned in state within few months.

# the Visible Facts

We welcome a comparison of our circulation figures and advertising rates with other media. But in judging the value of The Capper Farm Press as an advertising medium, you should also consider:

The wide-spread popularity and influence of its publisher and editors with the farmers of the Midwest.

The solid, substantial qualities of the Midwest farm folk and their general prosperity.

The extraordinary amount of reader-interest maintained by The Capper Farm Press on account of its practical close-up service to the farmers.

The far-reaching effects of an organization continually striving to render the best possible service to its readers and advertisers.

These things must be considered before you can fully appreciate the true value of

## The CAPPER FARM PRESS

(MEMBERS A. B. C.)

Marco Morrow, Asst. Publisher

Arthur Capper, Publisher

TOPEKA, KANSAS

# A Manual of Newspaper Advertising

An Interesting and Helpful Work in Two Sections That  
Publishers and Advertisers Will Find it Wise to Consult

**W**ITHOUT a doubt one of the most helpful and constructive works issued this year on advertising is the study called "Attainable Ideals in Newspaper Advertising." It is a revelation of the effective and artistic possibilities which await the newspaper advertiser when the proper illustration, engraving, type and layout are employed.

As told in ADVERTISING & SELLING, when the book was issued, it is the product of a dozen or more experts who have associated with them an advisory committee of eighteen well-known advertising men and a staff of thirty-four illustrators, among whom were many of the country's leaders. Carl W. Jones, advertising manager of the Minneapolis *Journal*, conceived and developed the idea and it was most successfully carried out under his direction as head of the Committee for Newspaper Research. This group consisted of, besides himself, Malcolm H. Ormsbee, Merrill Rogers, Benjamin Sherbow and Richard J. Walsh. These men worked for more than a year in preparing the book. The cost of the publication was paid by the Brooklyn *Daily Eagle*, Minneapolis *Journal*, the Des Moines *Capital*, Sacramento *Bee*, Milwaukee

*Journal*, Omaha *World-Herald*, and their national representatives, O'Mara and Ormsbee.

The book is in two sections. Part I consists of text matter which takes up comprehensively and without bias the points for and against newspapers as an advertising medium. Part II is a 40-page newspaper, printed on the usual stock, under regular newspaper conditions, in which is taken up the problem of getting satisfactory effects in illustration, reproduction and typography. It is filled with specially prepared sample advertisements which illustrate different phases of the problem. The "copy" of each advertisement, in a very clever manner, is expository of the principle involved, making this section highly illustrative and suggestive.

While some of the subjects treated may be elementary to the seasoned advertising man, there are numerous pointers for everyone to be found, especially in the article which treats on the best engraving processes.

There are five technical articles in Part II: "Effective Copy for the Newspaper Advertisement," "Layout Analysis," "The Best Use of Illustration in Newspaper Advertising," "The Best Engraving Processes for

Newspaper Advertising" and "The Effective Use of Type in Newspaper Advertising."

In the article on effective copy, the preparing of newspaper advertising is placed in interesting parallel with the game of golf. And another subdivision equally interesting is "Think of your newspaper advertisement as a picture," which tells how a professional advertising man goes about his work. "Layout Analysis" dissects the layout into its ten component parts, as follows: (1) text, (2) headline and subheads, (3) main illustrations or diagrams, (4) logotype display of name of product or company, (5) product, (6) trade mark, (7) decoration, (8) package, (9) panel (containing illustration or both). Miniature full-page advertisements are shown demonstrating layouts with from one to eight of the elements given above.

The chapter on "The Best Use of Illustration" classifies illustrations into six classes and tells where to obtain illustrations, besides a good treatment of their application. Much is to be obtained from the "Best Engraving Processes for Newspaper Advertising." The choosing of illustrations for reproduction, pointers on handling the illustrations and the technical processes of reproduction are subjects which are highly informative. Especially valuable will be the treatment of the "quarter-tone" process. Particularly in this method and in the woodcut do great possibilities exist. The "quarter-tone" is said to be the best method of making illustrations for newspapers, and the woodcut is very effective in suggesting in black and white the effects of color. As yet, however, both processes are practically untouched as a field for obtaining different effects.

"The Effective Use of Type in Newspaper Advertising" is treated here in four full-sized newspaper pages. Benjamin Sherbow, in handling this, stresses the selling value of type, rather than the attractiveness and beauty, which most people are apt to do. He compares type to a flight of stairs leading into your message. The stairs, he says, can be made easy and attractive for the public to climb or too "steep" and hence repellent to the reader. Mr. Sherbow tells how to get the right display, gives general hints on the use

SEVENTH OF A SERIES

## "Forget 'em, We've Their Money"

**I**T is a practice of The News to make a check-up on distribution and consumer attitude towards a product after the advertising has been appearing long enough to begin to have effect. The News does not want to "forget 'em" because it realizes that the proper way to use newspaper advertising is on a year-in-year-out basis.

## THE INDIANAPOLIS NEWS

New York Office  
DAN A. CARROLL  
Tribune Building

FRANK T. CARROLL  
Advertising Manager

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

USE NEWSPAPER ADVERTISING ON A THREE-YEAR BASIS

of display type and explains the typography of the body of the advertisement. Comparisons of good and bad display make the visualizing of his points easy. In the last chapter figures on the length of type lines, and the size of leading type lines are useful. The sample advertisements in the remainder of the newspaper designed by Mr. Sherbow, as throughout, bring out his principles strongly.

Ten thousand copies of this expensive work, one of the recent contributions made to newspaper advertising, have been distributed throughout the country to advertisers and advertising agencies. The books are greatly admired and the authors are being complimented on their progressive and striking contribution to the advancement of newspaper advertising.

**General Electric Sales Largest Yet**

In the first five months of 1920 the General Electric Co.'s billings to customers were at an annual rate in excess of anything in the company's previous history. Sales billed for the five months' period totaled 106,252,420, or at the rate of \$55,000,000 for a full twelve months. Prior to this year, 1919 was the record fiscal period, with sales of about \$230,000,000. It is of interest to note that no longer ago than in 1916 the company was transacting only \$134,000,000 of gross business, which indicates a rate of expansion approaching 100 per cent in four years.

**American Candy Abroad**

That American candy is becoming more and more popular abroad is shown in the figures published by the statistical department of the Bureau of Foreign Commerce in Washington. The exports of confectionery from the United States in 1919, amounted to \$12,305,082, which is ten times the amount (\$1,225,928) for 1918.

All during the war the American exports increased and imports decreased, the amount of the imports in 1918 being only \$25,081. The imports during 1919, amounted to \$195,461. A big proportion of this came from Canada and Italy. The imports from France amounted to only \$1,030.

Consular reports indicate that the American Expeditionary Forces, by giving candy to children in Europe, unconsciously conducted the greatest advertising campaign for American confectionery ever devised. The returns are apparent in the greatly increased exports to Belgium, Great Britain, Germany and other European countries.

As regards France, Spain and Switzerland, it is explained that they have highly developed confectionery industries and therefore supply their own needs, and even manufacture enough to export.

New York, Massachusetts and Illinois lead the states in the production of confectionery. The confectionery industry of the United States consumes 8 per cent of the total amount of sugar consumed normally.

**U. S. Rubber Sales \$129,000,000**

Total sales of the United States Rubber Co., for the first six months of this year, amounted to \$129,000,000, an increase of \$20,000,000 over sales for the first half of 1919.

**Page & Shaw Sales Increasing  
35 Per Cent**

Otis Emerson Dunham, president of Page & Shaw, in a recent interview said: "Our total sales over the past five or six years have shown an annual increase of about 35 per cent, and will this year exceed \$6,000,000, distributed through fifteen establishments in this country, each covering a given radius, seven in Canada, and four in England, and about 5,000 retail agencies.

**Goodyear Sales Show 60 Percent Gain**

Sales of the Goodyear Tire & Rubber Co., Akron, Ohio, for the first six months of this year show an increase of 60 per cent over those for the first half of 1919, in which year the total gross business for the twelve months was approximately \$160,000,000, comparing with less than \$100,000,000 ten years ago. Goodyear's passenger tire business so far this year has increased 70 per cent in casings and 107 per cent in tubes. Truck business shows an increase of 577 per cent over the same period last year.

**Maryville Advertising Club Has Paper**

"Ad-Talk" is the name of an eight page paper which the Maryville Advertising Club of Maryville, Mo., has started to publish as its official organ.

You Need  
**Philadelphia**

The third largest market in the United States.

National advertisers and advertising agencies who are now planning for Fall and Winter advertising campaigns in the daily newspapers will naturally think of "The Bulletin" first when they think of Philadelphia.

Practically every home, office, store and factory in Philadelphia and its vicinity is visited each day by "The Bulletin."

"The Bulletin's" reputation for the quick, careful and complete telling of the day's news makes it Philadelphia's preferred daily newspaper.

**Dominate Philadelphia**

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating our advertising in the newspaper "nearly everybody reads"—

**The Bulletin**

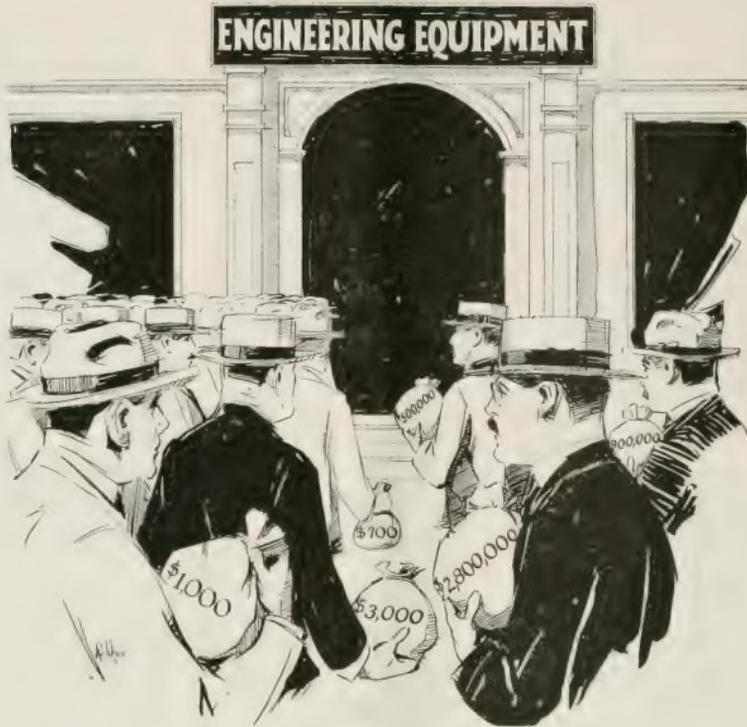
Net paid average circulation for the six months ending April 1, 1920, as per U.S. Post Office report:



**466,732**  
copies a day

424,845  
Philadelphians  
have an average  
of \$530 in the  
Savings Banks  
of Philadelphia.

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

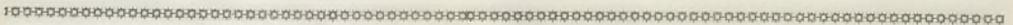


Not "How many are there?"  
*But "How much do they buy?"*

When you buy space in the general publications it is perfectly correct to lay prime stress on "quantity" circulation.

But in buying technical journal space this is only indirectly a vital consideration. Of course, you have a right to, and should have, A. B. C. audited circulation data, but there are two other questions you must consider first:

1. What is the total buying power of the field which the paper in question serves?



**2. How thoroughly does the paper cover that field?**

Take, for example, the "Electric Railway Journal." Space buyers whose first thought is quantity might not at first grasp the full value of its 6,650 circulation. Yet that modest figure is enough to reach the executives who control 99 per cent of the existing electric trackage of the country (actual count), men with a disbursing power of at least \$1,000,000,000 a year.

Measure the other ten McGraw-Hill journals by this rule and you will find that, while the circulation is there—hand-picked, A. B. C. audited—yet it is not the big thing which these dominant technical publications have to sell. What you get when you use McGraw-Hill space is direct access to the men who buy the equipment and material for the civil, electrical, mechanical, chemical and mining engineering fields.

# The 11 McGraw-Hill Publications

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

**McGraw-Hill CO., INC.,**

Tenth Ave. at 36th St., N. Y.

# The Men and Women Who Make Our Mediums

JAMES H. MCGRAW

President of the McGraw-Hill Company, Inc.

**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 E. WALTER OSBORNE

**D**EFINE publishing and you have defined James H. McGraw," says one of Mr. McGraw's editors in a tribute to his chief printed in a recent issue of the *Electrical World* to signalize the completion of thirty-five years of publishing service by the head of the McGraw-Hill Company, Inc.

It ought to work the other way around: Define James H. McGraw and you have defined publishing.

There may be some reasonable doubt as to whether the readers of ADVERTISING & SELLING would be greatly elated to find publishing reduced here to a definition. There is

no doubt but what they will be highly interested to have the publishing success that is the McGraw-Hill Company explained in terms of its dominating personality.

#### STARTED AS A TEACHER

James H. McGraw started his career as a teacher. He is still a teacher, but his class has grown from the countryside scholars of a little rural district in Chatauqua County, New York, to a loyal group two hundred thousand strong. Two hundred thousand? There are two hundred thousand and on the combined circulation list

of his eleven publications, but his "boys"—the engineers of North and South America who read McGraw-Hill journal—must number many times two hundred thousand.

The authority of a giver of service to the engineering world has been won by Mr. McGraw by what the writer of the tribute calls his "fundamental viewpoint of service that marks the true teacher," combined with what the same writer defines as "the courage and vital personality of a successful leader of men," and by thirty-five years' purposeful concentration on the task in hand.

James H. McGraw was born in Panama, Chatauqua County, N. Y., December 17, 1860. Like many another farmer's son, his tastes did not turn towards farming and, after being graduated from the State Normal School at Fredonia, N. Y. as valedictorian of his class, he went into school teaching and for two years was a rural pedagogue. But a school teacher's salary did little more to satisfy the needs of youth in those days than it does in these, so young James H. McGraw undertook to supplement his wintertime stipend by selling subscriptions during the summer vacation to *Power*, *Street Railway Journal*, and the *Journal of Railway Appliances*, three papers then being published in New York by the American Railway Publishing Company. This awakened his interest in technical journalism and led him to step wholly out of the little red school house and onto the advertising staff of this group of technical papers. When Mr. McGraw became Philadelphia representative of these publications, the *Street Railway Journal*, with which he became more closely identified later, was a horse car periodical. Its advertisers included harness manufacturers and dealers in fodder. It maintained a veterinary department. But the era of the tremendous development of street railways was at hand and Mr. McGraw's Scotch-Irish long-headedness advised him that the paper must expand with that development. In 1888, through purchase, he became active head and publisher of the *Street Railway Journal*.

Looking back at the beginnings of his career as a technical publisher, Mr. McGraw is fond of giving credit for many of the ideas and ideals that have carried him to success to James Dredge, one-time publisher of *London Engineering*, his personal friend and senior in the technical field. James Dredge, leader in British engineering journalism, is now dead.

(Continued on page 35)



JAMES H. MCGRAW

# The Farm Journal

1,050,000 This Month



## “All the Bull is On the Cover”

One of our editors is sometimes slangy—but his remark does sum up our August issue accurately! The Farm Journal was never more helpful, more genuinely valuable. It earns the largest farm audience in the world simply by giving most service. Take August as example—where else is there a definite plan offered for being sure of

enough cars to move the harvest? The whole project is outlined in less than a column, but it is practical, workable and to the point. You will be a lot more useful to your business if you know what The Farm Journal is doing every month.

Ask for August. Your copy awaits you.

## The Farm Journal

15 E. 40th Street,  
New York City.

Washington Square,  
Philadelphia.

Crocker Bldg.,  
San Francisco, Cal.

Mallers Bldg.,  
Chicago, Ill.

# Basing Your Advertising Upon Performances

The Modern Tendency to Let Claims Be Supported by Satisfied Customers Wins Results

By CLARENCE T. BARTLETT

THE demand for facts in advertising has been well responded to in the present day frankness so evident in advertising copy—especially in "commercial advertising." The banker, manufacturer and office appliance distributor have made every effort, of late, to convince prospects of their achievements rather than of their promises. And in this endeavor—what has been more successful than the "letter reproduction" copy?

In the days of early patent medicine and cosmetics publicity—it can hardly be referred to as advertising

every effort was made to impress with testimonials. Letters and more letters were reproduced. Names and pictures of "famous people" were run in batches. The flattering words of politicians, actresses and pugilists were featured—and still are. The value of testimonials has ever been known in advertising but only recently has any real, sincere effort been launched toward the publication of genuine testimony.

The very fact that Charlie Chaplin favors Eagle cigarettes may have some effect on the sales of white smokes to the men—if not the women—of our country. But the business man contemplating the installation of half a dozen new computing machines is not apt to be swayed by a signed sentence announcing that the Fairbanks' slide just adores the *Whitning Calculator*. He demands facts—substantial facts—and these are being supplied in the reproduction of "letter testimony."

## BIG CONCERNS DOING IT

The reproduction of letters in advertising not only convinces and furnishes genuine selling arguments, but also makes good advertising copy—oftimes better than can be manufactured for the popularization of the product. A full reproduction of an unsolicited, or solicited testimonial—letter-head, message and actual signature—is an evidence of truth and a direct recommendation of the product. Moreover, such letter testimony, supplies "third person" copy. The consumer is the writer of the advertisement. He furnishes the selling arguments. It

gets away from self-promise and self-praise.

Every advertiser, large and small, has a wealth of copy in his letter files—good copy, too! A conference with the sales department, the credit department and the executive correspondence department will quickly reveal the fact. When the copy is found there—and if your product is a worth while one it surely will be—it can be most attractively presented.

## SOME NOTABLE CASES

Advertisers who have shunned letter testimonial reproduction because of its stiffness should read some of the splendid Splittorf Spark Plug full page magazine advertisements wherein "the letter" is most pleasingly handled. Challenging these advertisements, the Champion Ignition Company, also played up letter testimony with a full page in the *American*. The declaration of "AC Spark Plug" merits by Roland Rohlf of the Curtis Engineering Corporation, stands out as the feature of the advertisement and reproduced at the end of their own copy, and just above Chief Mechanic Rohlf's airplane picture, clinches the selling arguments of the page with evidence of undisputable fact. The Traffic Motor Truck Company, of St. Louis has not hesitated to let the *Saturday Evening Post* introduce letter testimony to prospective buyers, while the Royal Typewriter people, in a very unique way, follows a similar plan in all periodicals.

The American Mutual Liability Insurance Company, of Boston, have for several months made testimonials their *Saturday Evening Post* feature and the evidence of their low cost insurance as substantiated by the reproduction of typewritten dictations of nationally known business men and commercial house representatives has won them much consideration. The National Safe Company of Cleveland and the Stromberg Electric Company of Chicago are other full page advocates of this convincing copy plan.

The Addressograph Company recently came out in *Life* with a full page spread in which a Burroughs Adding Machine letter was starred

with almost as much emphasis as their own name. This use of letter testimony—of one advertiser advertising the other—is doubly useful inasmuch as the reader immediately recognizes the writer of the testimonial—more so than when an unknown name is used although the unknown contributor lends sincerity in just the opposite manner.

The American Collection Service, whose advertisements offering a course in collection knowledge are known to all, have almost since their inception been made up of a combination of letter testimonials from successful respondents. C. J. Woodin, one of their star graduates and whose letter has graced the top of their full page advertisements for several years, represents the most telling character in their copy. The inquiries he answers on behalf of the American Collection Service are the best arguments possible because his letter and success is genuine.

## VALUABLE FOR MAIL PURPOSES

The success direct-by-mail advertisers have gained with the aid of letter testimony has inspired magazine advertisers to give this source of copy preparation better trial and it is evident that the same skill as applied to making other features of advertising attractive is reaping its reward in this plan.

Schools such as the Alexander Hamilton Institute are featuring letter testimony more than ever, not only in magazine and direct-by-mail advertising—but also in providing their salesmen with batches of reproduced letters for distribution and exhibition.

The columns of trade papers are well represented in letter testimony and it will not be surprising in the continued advance of advertising to find copy seekers applying this convincing method of sales arguments to bill-boards and street car advertising.

## Canada's Trade Increases \$136,000,000

During April, May and June, Canada's foreign trade increased \$136,000,000 over that for the same period in the previous year, according to trade statistics issued this week by the Department of Customs. The total trade for the three months ended June 30 was \$591,087,460. Exports of domestic goods during the three months represented a value of \$237,236,700.

# ANNOUNCING

The advent of a Business Journal devoted to the establishment of correct merchandising methods in the Tractor, Tractor-Drawn Implement, Power-Farming Field. This publication will be known as the

## **FARM-POWER Merchandiser**

*For Manufacturers, Distributors and Dealers*

### **FRED M. LOOMIS**

for over forty years connected with the Tractor and Implement Field—well known to Manufacturers, Dealers and Farmers; for several years past Tractor Editor of The Class Journal Company publications, MOTOR AGE, MOTOR WORLD; and AUTOMOTIVE INDUSTRIES—is Directing Editor of FARM-POWER MERCHANDISER.

### **ALLEN SINSHEIMER**

for five years one of the Editors on the staff of The Class Journal Company, publishers of MOTOR AGE, AUTOMOTIVE INDUSTRIES, MOTOR WORLD and the COMMERCIAL VEHICLE, and now Editor of PAPER, another publication owned by Wm. B. Curtis, will act as Consulting Editor of FARM-POWER MERCHANDISER.

### **FRANK W. MAAS**

formerly with POWER FARMING and later for several years representing the IMPLEMENT & TRACTOR TRADE JOURNAL, and now Vice-President of the Curtis Business Papers, Inc., is Western Manager of FARM-POWER MERCHANDISER, with offices in the Mallers Building, Chicago.

### **ARTHUR J. McELHONE**

for the past four years Special Service Representative and later Publicity Manager of The Class Journal Company, publishing AUTOMOTIVE INDUSTRIES, MOTOR AGE, MOTOR WORLD and five other magazines, is Business Manager of FARM-POWER MERCHANDISER.

*This publication will reach distributors and progressive dealers throughout the United States, and will be read from the start by the large number of those in the trade and industry who have been readers of Mr. Loomis' articles which have dealt with the Tractor Field in a way and with a knowledge not to be found elsewhere.*

### **FARM-POWER MERCHANDISER**

will be published by the

## **CURTIS BUSINESS PAPERS, Inc.**

**PUBLISHERS**

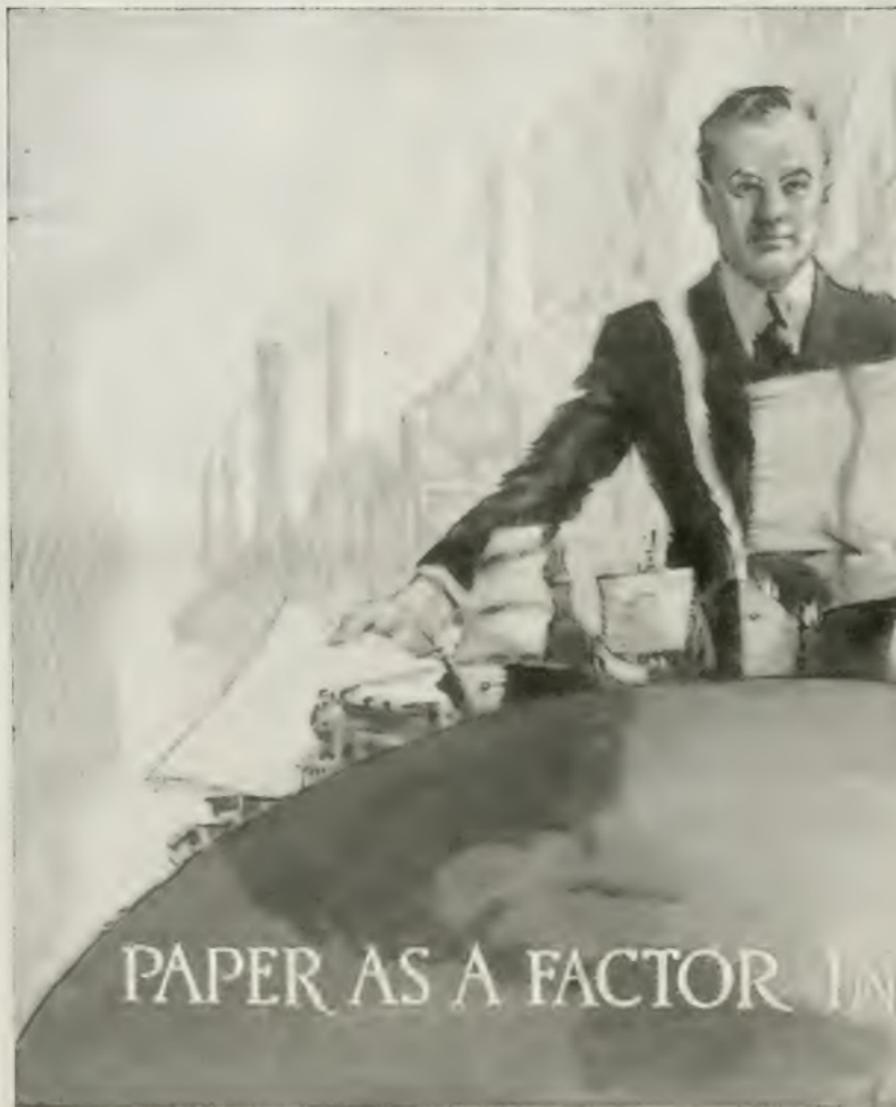
**FARM-POWER  
MERCHANDISER**

**TRACTOR AND IMPLEMENT  
EXPORTER**

**FARM-LIGHT  
AND POWER**

**471 Fourth Avenue, New York**

**CHICAGO OFFICE: 1105 MALLERS BUILDING, Frank W. Maas, Western Manager.**



PAPER AS A FACTOR IN

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

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

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

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

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

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

Research Laboratories

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



# FOREIGN TRADE

but his magazine continues as an important force in the industry abroad and his vision of the fundamental relation between the progress of engineering and the influence of engineering literature on the thinking of the men in the field lives on this side of the water in the McGraw-Hill policies.

The '90's saw Mr. McGraw venturing into new but allied technical fields. He founded the monthly *American Electrician* in 1896. In 1899, he purchased the *Electrical World* and the *Electrical Engineer*, the two leading weeklies in the electrical field. With the consolidation of these two weeklies into the *Electrical World* came the McGraw Publishing Company in 1899, and offices were established in London, Chicago, Denver and San Francisco. Later the *American Electrician* was also merged with the *Electrical World*.

From these publications the McGraw idea has come to dominate eleven technical and trade journals. It would be incorrect to say that James H. McGraw gave eleven technical and trade journals to the engineering world and Mr. McGraw would be the first to resent such a statement. Firmly "sold" on the idea that a business paper should be born out of a demand for editorial content and not out of a supply of advertising space to sell, he has carefully avoided expanding his own business at the expense of crowding the publications field. All of his publications have started with something more than a dummy. Most of them have been developments of older journals in the field. *Electrical Merchandising*, for example, in addition to being in the nature of a rib taken out of the *Electrical World* to serve the distribution end of the electrical industry, was the "McGrawizing" of *Electrical Merchandise*, a little paper with 1,200 subscribers on its circulation list. As a result of the "McGrawizing" process, that circulation has jumped to 15,000 names. *The Journal of Electricity*, published in San Francisco to cover both the manufacturing and the distributing interests of that separate and distinct field that lies west of the Rockies, a periodical requiring special advertising copy and featuring in its columns the names of the Pacific Coast branch houses of the national advertisers, was similarly built upon the foundation of a predecessor which Mr. McGraw's judgment had told him could be developed.

Mr. McGraw's sense of publishing opportunities and his vision of the possibilities of the place of a publication in engineering development is well illustrated in the case of two of his publications, *Chemical and Metallurgical Engineering* and *Ingenieria Internacional*. "Chem and Met," as it is known for short in the McGraw-Hill organization, was established long before the American industries recognized chemical control of processes in the way they now have. Mr. McGraw saw the possibilities of the great journal now bearing that name when it was a thin little sheet with relatively few prospective readers or advertisers.

HIS "PUBLISHING SENSE"

*Ingenieria Internacional*, established in 1917, similarly was founded on the idea that engineering development proceeds industrial development. The Spanish-speaking engineers wanted an engineering journal. American industry needed a publication to give these engineers a knowledge of the best of American practices in engineering. Out of this need of an engineering periodical in Spanish came *Ingenieria Internacional*—the first American-published engineering journal to circulate mainly south of the Tropic of Caveer.

One of Mr. McGraw's favorite theories is summed up in the expression, "editors first," which is another way of saying "service first." He believes that, to be successful, the

magazine must make good its pretensions of service to the field before it has a right to pretend service to the advertiser. The power of his magazines is based not only on the size and the constitution of their A. B. C. lists, but on their authoritative standings in their various fields. To achieve and hold that standing, Mr. McGraw has added to a high salary scale for his executives the inducement of an opportunity to give service that is honored wherever engineering is honored. Thus, he is able to compete successfully with the employers of engineering talent in the manufacturing and merchandising fields and to draw to his side men who are of recognized authority in their lines.

PICKING HIS EDITORS

A resumé of the editorial life histories of twenty-four men in the McGraw-Hill service shows that six came directly to editorships or associate editorships from university or college work; two were instructors in civil engineering; one was an assistant professor of electrical engineering; one was a professor of mining engineering; one was president of a school of mines; one was a professor of metallurgy. Six came up through the staffs of the papers on which they are now editors or principal associates, starting as young men taken out of the industry they now serve. One was graduated di-



Meet

WILBUR L. DAVIDSON

Advertising Manager

The Maryland Farmer

FORMERLY WITH

PIERCE'S FARM WEEKLIES

Mr. Davidson is making a survey of Maryland's farms, which produced \$205,000,000.00 in 1919, an increase of fifty per cent over 1918.

If you have an account—whether it be automobiles or tires, dairy feeds or silos, seeds or fertilizers—and want any information regarding the Maryland situation—ask Mr. Davidson and he will send you a survey based on your particular request.

THE MARYLAND FARMER

JOHN E. RAINE, Publisher.

BALTIMORE, MARYLAND

rectly from a technical school into editorial work. One was a writer in an advertising department for a manufacturing plant. Two were originally newspaper men. Three came out of government work. Four came out of positions of large experience in manufacturing companies. One was a prominent consulting engineer.

Mr. McGraw has one other theory about his editors who should interest advertisers who stand to benefit from the "closeness" of the medium to the field it serves. This is that the editors should keep outside to keep on the inside. Interpreted,

that means that Mr. McGraw has always felt that the men responsible for the service of his publications should not stand apart from the industries they cover as mere spectators—as innocent bystanders—but should be very closely in touch with what is going on everywhere within the industry. It is a part of that policy to have the principal editors spend most of their time traveling out in the field. A McGraw-Hill man is not a desk man. Mr. McGraw has achieved a reputation in his editorial circle for his willingness to O. K. any and all expense ac-

counts representing travel throughout the field.

#### BRINGS IN HILL COMPANY

In 1917, five new publications were taken under the McGraw wing "at one fell swoop." At that time, the company was publishing *Chemical and Metallurgical Engineering*, *Electrical Merchandising*, *The Electrical World*, *the Engineering Record*, *the Journal of Electricity*, and *the Electric Railway Journal*. The acquisitions were the units of the combination which had been built up by the late John Hill—the *American Machinist*, the *Engineering News*, the *Engineering and Mining Journal*, *Coal Age* and *Power*—the last named being one of the periodicals via the circulation staff of which Mr. McGraw had made his entry into the world of technical publishing in those vacation days of his early manhood. Upon Mr. Hill's death, the interests of the two powerful groups were amalgamated and the McGraw Publishing Company, Inc., became the McGraw-Hill Company, Inc. One of the changes which followed was the consolidation of the *Engineering News* and the *Engineering Record* under the title of the *Engineering News-Record*. The staff of each of these publications derived considerable satisfaction from the proof of the distinct service that each had rendered when it was shown by the McGraw-Hill circulation department that the combination of these two magazines of approximately 18,000 circulation each, had produced a resultant circulation of 34,000—the overlapping having been so small as to effect only 2,000 subscriptions.

A year later Mr. McGraw reached the completion of a third of a century in the technical publishing industry and the men and women of the McGraw-Hill Company put up a tablet to him in the New York home of his publications "to commemorate his thirty-three years of service as a publisher, to bear witness to his vision, his ideals and their influence on technical journalism and engineering thought, to testify to their pride in his accomplishments, their faith in his leadership, their admiration, respect and love."

#### HIS "OUTSIDE INTERESTS"

Mr. McGraw lives in Madison, N. J., and if he can be said to have any interest outside of engineering journalism it is in Jersey politics. He is a Republican and stands high in the councils of that party in the state. It is a fact well-known to Mr. McGraw's friends that the Republicans of the "Skeeter State" have stood

## BOYS' LIFE—

*What it is  
What it stands for*

BOYS' LIFE is the official magazine of the Boy Scouts of America, but it is in no sense a house organ or trade publication; and its general all around excellence has drawn to it thousands of readers who are not Scouts.

BOYS' LIFE is an out-of-doors, adventure magazine for boys; edited by Scout men who have made their life work the study of boys and who know what a boy likes, how a boy thinks and what a boy wants to do. It is conducted on the principle that has made possible the Boy Scout Movement's splendid effect on the character of boys.

An Editorial Board of eminent men, having a sincere interest in work for boys, examine the magazine, passing not only on the editorial matter,

but all the advertisements. No fraudulent or deceptive advertisements are accepted.

Every issue of BOYS' LIFE is packed full of the finest stories for boys—stories that have plenty of excitement in them, plenty of fun of the right sort, plenty of uplift. Articles and stories on camping, woodcraft, handicraft, scouting, natural history and nature study; hiking, photography, baseball, football, and field athletics; in fact, every sport, recreation or activity in a boys' life presented for the entertainment of all boys.

Finally, BOYS' LIFE is published by the National Council of the Boy Scouts of America not as a commercial enterprise, but as an influence for good among all boys.

# BOYS' LIFE

THE BOY SCOUTS' MAGAZINE  
BOY SCOUTS OF AMERICA. Publishers

Member A. B. C.

200 FIFTH AVENUE  
NEW YORK

203 SO. DEARBORN ST.  
CHICAGO

ready to send him to the United States Senate at any time he gave the word.

However, he hasn't given the word yet. It is extremely doubtful whether even the honors of the White House could lure James H. McGraw away from what is his vocation and avocation rolled into one—engineering journalism. A search on the part of the writer to find interruptions in the publisher's preoccupation with his chosen work—hobbies, sporting interests, propensities to travel, acquisitive fancies—were fruitless. He pays some generous attention to Y. M. C. A. work in New Jersey, some to banking in New York, has done a great deal toward the building up of the American Electric Railway Association and is an active member of the American Institute of Electrical Engineers and of the Engineers', Railroad and Republican clubs. But he is first and last and before all else an engineering publisher.

In a recent address, Mr. McGraw said of the man he has served so long, so well:

"The engineer, to a certain extent, is a romantic figure in the public mind. He appears now in the lighter works of fiction as the hero, instead of the pioneer farmer, or lawyer, or the man of business, who used to be the heroes. But the public as a whole is not conscious of the fact that the engineer is a much greater factor in our civilization today than he is given credit for. A comparatively small group believes, as H. G. Wells has expressed it, that the future mind will be the engineering mind, and that the traditionalist, as he calls the lawyer, must give way to the man who faces facts as facts—the engineer."

SELLING "SERVICE"

Therein, lies the keynote to his philosophy which has directed that his contribution to the future be a contribution to "the engineering mind." It is a philosophy which has guided his publications in the paths of service editing and clean advertising and that has made the McGraw-Hill Book Company, a power in the technical and applied engineering book field. It is faith in the continued practice of this philosophy which leads the space salesmen of the McGraw-Hill magazines to use as their strongest arguments to prospects, not circulation facts, but service facts, not that this or that McGraw paper "covers the field," but that it renders a service in the field that makes it indispensable to engineers of big purchasing power.

"Drug Topics" Represented in England

C. Harold Vernon, 38 Holborn Viaduct, London, E. C. 1, has been appointed advertising and editorial representative of Great Britain for *Drug Topics* of New York

Burke Manages "Marine Engineering"

J. E. Burke, for several years circulation manager of *Marine Engineering* and the *Boiler Maker*, has just been made business manager of these two Simmons-Boardman publications. New development plans for both magazines will be announced in the near future.

"Item" Staff Addition

L. D. Scharff, who has had considerable advertising experience in the New Orleans and Louisiana territory, has joined the Trade Extension Bureau of the *New Orleans Item*. Mr. Scharff is a graduate of Tulane University and was editor of "Tulane Weekly" the college publication, during his undergraduate days.

Strathmore To Issue Color Books

In line with its series of booklets and folders on "expressive papers," the Strathmore Paper Co. will soon produce a series of sample books showing standard color combinations. Arthur S. Allen, sales manager of the Philip Ruxton Co., New York, ink manufacturers, will direct the work. The books will show the correct colors to use with various tinted papers.

New Automotive Weekly

Two automotive fields are covered by the *Auto and Aerial News*, an eight-page weekly newspaper which has just appeared on the Pacific Coast. It is published by Ralph Lee Hyde at 253 Minna street, San Francisco.

# IDEAS *Plus* QUALITY

In its steady progress toward quality production in lithography Eison Litho Inc., has made no more important stride forward than its recent absorption of the

**Photo-Lith. Process Plate Co.,**  
*of New York*

In all the lithograph industry the personnel of this company is recognized as the leading Master Craftsmen in the production of the finest examples of photolithographic (off-set) printing done in America.

Eison Litho Inc. now offers to national advertisers a window display service that combines originality of ideas with well high perfection in lithographic reproduction.

*Our Portfolio of Selling Window Displays will be sent upon request by an executive on the Company's letterhead.*

# EINSON LITHO INCORPORATED

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

Factory & Plant  
327 East 20th St.  
New York, N. Y.

Chicago Offices  
332 So. Michigan Ave.  
Chicago, Ill.

No.	Name of Publication	Location	Frequency and Date of Issue	Last Advertising Forms Close	Title Size Entire Page	Width of Column in inches	Half-tone Screen Used	Inch Rate (Flat)	Each Title (Min.)	Line Rate (Flat)	Line Rate (Min.)	For What Territory Edited
<b>GENERAL</b>												
1	Alabama Farm Parts	Montgomery, Ala.	W. Sat.	Mondays pre	55 lines	2 1/2	65	\$2 80	\$2 80	20	20	Alabama
2	American Agriculturist	New York, N. Y.	W. Sat.	Tuesdays pre	9 x 12 1/2	80	80	10 50	10 50	75	75	No. Atl. & Ohio
3	American Bee Journal	Hamilton, Ill.	M. Sat.	20th pre	6 1/2 x 9 1/2	121	121	...	...	...	...	National
4	American Farming	Chicago, Ill.	M. Sat.	25th pre	6 1/2 x 12 1/2	85	85	25 00	25 00	...	...	National
5	American Forestry	Washington, D. C.	M. 15th.	1st pre	7 1/2 x 10 1/2	120	120	...	...	...	...	U. S. & Canada
6	American Fruit Grower	Chicago, Ill.	M. Sat.	20th pre	6 1/2 x 12 1/2	85	85	24 00	24 00	1 75	1 75	National
7	American Pheon Journal	Warrenton, Mo.	M. Sat.	15th pre	5 1/2 x 8 1/2	133	133	2 00	2 00	1 70	1 70	National
8	American Thrasherman & Farn Power	Madison, Wis.	M. Sat.	1st pre	6 1/2 x 10	120	120	...	...	...	...	40 National
9	American Homeboys	Chicago, Ill.	W.	15 x 20	...	...	85	1 00	1 00	1 00	1 00	Middle States
10	Arkansas Homestead	Little Rock, Ark.	S.M., 10th & 20th.	1st & 15th	...	...	85	7 00	7 00	...	...	Arkansas
11	Better Fruit	Portland, Ore.	W.	20th pre	7 x 10	133	133	2 20	2 20	...	...	Pacific Northwest
12	Bourbon Stock Journal	Louisville, Ky.	S.W., Mon. & Thurs	...	13 x 20	85	85	3 00	3 00	35	35	Southern
13	Breeder's Gazette	Chicago, Ill.	W.	Mon. of issue	13 x 20	110	110	11 20	11 20	...	...	National
14	Bulletin de la Ferme	Quebec, Can.	M. Sat.	15th pre	7 1/2 x 10 1/2	120	120	7 50	7 50	...	...	Quebec prin.
15	California Citigraph	Los Angeles, Cal.	M. 20th	10th	8 1/2 x 12	133	133	3 50	3 50	2 30	2 30	California
16	Canadian Countryman	Toronto, Can.	M. Sat.	10 days pre	8 1/2 x 12 1/2	100	100	3 50	3 50	...	...	U. Canada
17	Canadian Poultry Journal	Hamilton, Can.	M. Sat.	3rd pre	7 1/2 x 10	103	103	1 65	1 65	1 12	1 12	Canada
18	Canadian Poultry Review	Toronto, Can.	M. Sat.	20th pre	8 x 12	100	100	2 10	2 10	1 10	1 10	Canada
19	Capper's Farmer	Topeka, Kan.	M. Sat.	3d Thurs. mo. pre	9 x 13 1/2	85	85	49 00	49 00	...	...	Middle West
20	Carolina Farmer & Stockman	Charleston, S. C.	S.M., Monthly	10th & 20th.	...	...	80	2 80	2 80	2 00	2 00	S. C. & N. C.
21	Chester White Journal	Rochester, Ind.	M. Sat.	20th pre	7 1/2 x 10	133	133	2 80	2 80	2 00	2 00	National
22	Corn Belt Farmer	Des Moines, Ia.	M. Sat.	15th pre	9 1/2 x 12 1/2	85	85	14 00	14 00	1 00	1 00	Corn Belt
23	Country Life in U. C.	Vancouver, Can.	M. Sat.	6th pre	6 1/2 x 10	120	120	...	...	75-1	75-1	Pacific West
24	Country Apeel & Farm Bureau	Chicago, Ill.	M. Sat.	20th pre	6 1/2 x 10	120	120	2 52	2 52	...	...	National
25	Cremery Journal	Waterloo, Ia.	S.M., 1st & 15th.	10th & 25th.	...	...	75	1 10	1 10	...	...	Middle States
26	Daily Drivers Journal	Omaha, Neb.	Daily except Sun.	10 A. M.	13 1/2 x 21	65	65	1 12	1 12	1 12	1 12	Omaha
27	Daily Drivers Telegram	Kansas City, Mo.	Daily except Sun.	10 A. M.	13 1/2 x 21	65	65	1 12	1 12	1 12	1 12	Omaha
28	Daily National Live Stock Reporter	St. Louis, Mo.	Every except Sun.	10 A. M.	13 1/2 x 21	65	65	1 12	1 12	1 12	1 12	St. Louis
29	Dairy Farmer	Waterloo, Ia.	S.M., 1st & 15th.	10th & 25th.	...	...	75	1 10	1 10	...	...	Middle States
30	Dairymen's League News	New York, N. Y.	S.M., 10th & 25th.	5th & 20th.	...	...	120	6 30	6 30	...	...	N. Y. & N. Pa.
31	Dakota Farmer	Abnott, S. D.	S.M., 1st & 15th.	10 days pre	9 x 13 1/2	80	80	7 00	7 00	1 00	1 00	W. & Middle
32	Deutscher-American Farmer	Ligon, Neb.	W. Wed.	Mon.	9 1/2 x 13 1/2	65	65	4 00	4 00	...	...	N. D.
33	Detroit Journal	St. Paul, Minn.	S.M., 1st & 15th.	7 days pre	7 1/2 x 10	100	100	2 10	2 10	...	...	U. S. Eastern
34	Family Herald & Weekly Star	Montreal, Can.	W. Wed.	7 days pre	10 x 17	80	80	5 00	5 00	...	...	Canada
35	Farm & Dairy	Salem, Ohio	W. Fri.	Wed.	9 x 13 1/2	100	100	5 00	5 00	...	...	Eastern Ohio
36	Farm & Dairy	Petersburg, Can.	W. Thurs	Sat.	9 1/2 x 13 1/2	100	100	2 10	2 10	...	...	Canada
37	Farm & Home	New York, N. Y.	W. Sat.	8th pre	8 1/2 x 12 1/2	85	85	...	...	...	...	National
38	Farm & Home	Chgo. & Springfield, Mass.	M. Sat.	10th pre	9 x 12 1/2	80	80	40 00	40 00	...	...	National
39	Farm Life	Spencer, Ind.	M. Sat.	10th pre	7 x 10 1/2	55	55	6 00	6 00	4 40	4 40	National
40	Farmer	St. Paul, Minn.	M. Sat.	1 week pre	5 1/2 x 8 1/2	80	80	...	...	...	...	Middle West
41	Farmer & Breeder	Sioux Falls, S. D.	S.M., 1st & 15th.	10th & 25th.	...	...	100	8 40	8 40	...	...	Middle States
42	Farmer's Advocate & Home Journal	Winipeg, Can.	W. Wed.	Thurs. pre	12 1/2 x 4	100	100	4 20	4 20	2 00	2 00	W. Can.
43	Farmer's Advocate & Home Magazine	London, Can.	W. Thurs.	Sat. pre	9 x 12 1/2	120	120	4 20	4 20	2 00	2 00	East Canada
44	Farmer's Dispatch	St. Paul, Minn.	S.W., Thurs. & Fri.	Sat. pre	16 1/2 x 24 1/2	100	100	7 00	7 00	5 00	5 00	North Western
45	Farmer's Review	Toronto, Can.	S.M., 1st & 15th.	11th & 26th.	110	110	4 20	4 20	2 00	2 00	U. S. Eastern	
46	Farmer's Sun	Toronto, Can.	S.W.	Tues. & Fri.	11 1/2 x 12 1/2	65	65	2 80	2 80	2 10	2 10	15 Ontario
47	Farm & Ranch Review	Calgary, Can.	S.M., 5th & 20th.	8th & 15th.	8 1/2 x 12 1/2	85	85	4 50	4 50	...	...	W. Can.
48	Farm Stock & Home	Minneapolis, Minn.	S.M., 1st & 15th.	1st & 15th pre	9 1/2 x 13 1/2	80	80	...	...	...	...	North Western
49	Farm & Wife	St. Paul, Minn.	S.M., 1st & 15th.	1st & 15th pre	9 1/2 x 13 1/2	80	80	56 00	56 00	1 00	1 00	U. S. Eastern
50	Field & Farm	Dever, Colo.	W. Sat.	Wed., 10 A. M.	9 x 12 1/2	85	85	2 10	2 10	1 15	1 15	Western
51	Florida Grower	Tampa, Fla.	W. Sat.	Sat. pre	9 x 12 1/2	80	80	2 10	2 10	1 15	1 15	Florida
52	Free Press Prairie Farmer	Winipeg, Can.	W. Mon.	pre	10 1/2 x 17 1/2	60	60	2 10	2 10	1 15	1 15	Western
53	Gleaner & Bee Culture	Medina, Ohio	W. Sat.	13th pre	8 1/2 x 8	100	100	2 80	2 80	...	...	National
54	Grain Growers' Guide	Winipeg, Can.	W. Wed.	Week pre	9 1/2 x 12 1/2	100	100	7 00	7 00	5 00	5 00	Western Canada
55	Gunsley Breeder's Journal	Peterboro, N. H.	S.M., 1st & 15th.	4th & 18th pre	7 1/2 x 9 1/2	120	120	2 10	2 10	...	...	U. S. Eastern
56	Hoard's Dairyman	Ft. Atkinson, Wis.	W. Fri.	pre	9 1/2 x 13 1/2	110	110	11 20	11 20	...	...	National
57	Indiana-Frisian Register	Brattleboro, Vt.	S.M., 1st & 15th.	21st pre	11 1/2 x 13 1/2	100	100	5 00	5 00	...	...	National
58	Isle-News-Frisian World	Syracuse, N. Y.	W. Sat.	2 weeks pre	6 1/2 x 10	103	103	4 20	4 20	3 00	3 00	National
59	Hesperad	Omaha, Neb.	S.M., 1st & 15th.	6 days pre	5 1/2 x 13 1/2	133	133	2 10	2 10	1 15	1 15	Idaho
60	Idaho Farmer	Spokane, Wash.	W. Thurs	10 days pre	9 1/2 x 13 1/2	65	65	3 08	3 08	...	...	Idaho
61	Iowa Farmers' Guide	Lunington, Ind.	W. Sat.	pre	9 x 14	100	100	5 00	5 00	...	...	Indiana
62	Inland Farmer	Louisville, Ky.	S.M., 1st & 15th.	3 days pre	9 x 13 1/2	85	85	...	...	...	...	U. S. Eastern
63	International Plymouth Rock Journal	Union City, Mich.	M. Sat.	1st pre	7 x 9 1/2	120	120	2 00	2 00	...	...	U. S. & Canada
64	Interstate Farmer	Muskogee, Okla.	M. Sat.	21st pre	9 x 13 1/2	100	100	2 80	2 80	...	...	Oklahoma
65	Iowa Homestead	Des Moines, Ia.	W. Thurs	Fri. pre	9 x 13 1/2	65	65	15 40	15 40	...	...	Middle
66	Journal of Agriculture	St. Louis, Mo.	S.M., 1st & 15th.	10 days pre	9 x 13 1/2	60	60	14 00	14 00	6 00	6 00	Middle
67	Journal of Agriculture	Montreal, Can.	S.M., 1st & 15th.	15th pre	12 1/2 x 4	85	85	5 00	5 00	...	...	Quebec
68	Kansas Farmer & Mail & Beezer	Topeka, Kans.	W. Sat.	1 week pre	9 x 13 1/2	85	85	12 00	12 00	...	...	Kansas
69	Landman	Milwaukee, Wis.	W. Sat.	Tues. pre	12 1/2 x 17 1/2	65	65	8 40	8 40	...	...	U. S. Eastern
70	Long Island Agriculturist	Mattituck, N. Y.	M. 10th.	1st pre	9 1/2 x 14 1/2	100	100	4 40	4 40	...	...	U. S. Eastern
71	Maritime Farmer	Sussex, N. B.	Fortnightly, Tues.	10 days pre	9 x 12	120	120	1 40	1 40	1 00	1 00	Maritime N. W. Canada
72	Maryland Farmer	Baltimore, Md.	W. Fri.	Mon. pre	6 1/2 x 10	80	80	2 80	2 80	2 00	2 00	Maryland
73	Michigan Business Farmer	Mt. Clemens, Mich.	W. Sat.	7 days pre	6 1/2 x 13 1/2	80	80	6 00	6 00	...	...	Michigan
74	Michigan Farmer	Detroit, Mich.	W. Sat.	7 days pre	6 1/2 x 13 1/2	100	100	6 00	6 00	7 00	7 00	Michigan
75	Milk Magazine	Waterloo, Ia.	M. 10th.	1st pre	7 1/2 x 10	133	133	1 75	1 75	...	...	National
76	Missouri Ruralist	St. Louis, Mo.	S.M., 5th & 20th.	7 days pre	9 x 13 1/2	85	85	11 80	11 80	...	...	75
77	Modern Farming	New Orleans, La.	S.M., 10th & 25th.	1st & 15th.	13 1/2 x 24 1/2	200	200	6 30	6 30	45	45	La. & Miss.
78	Montana Farmer	Great Falls, Mont.	S.M., 1st & 15th.	5 days pre	8 1/2 x 15 1/2	60	60	1 40	1 40	1 10	1 10	Montana
79	Montreal Witness & Canadian Homestead	Montreal, Can.	W. Thurs	8 days pre	13 1/2 x 21 1/2	65	65	1 12	1 12	...	...	80 National
80	National Farmer & Sinek Grower	St. Louis, Mo.	M. Sat.	25th pre	9 x 12 1/2	100	100	7 20	7 20	6 00	6 00	Middle
81	National Stockman & Farmer	Pittsburg, Pa.	W. Sat.	Mon. pre	9 1/2 x 13 1/2	85	85	11 20	11 20	5 00	5 00	Ohio, Pa. & W. Va.
82	Norfolk Farmer	Lynchburg, Va.	W. Sat.	1st pre	9 1/2 x 13 1/2	85	85	...	...	...	...	75
83	New England Homestead	Springfield, Mass.	W. Sat.	7 days pre	9 x 13 1/2	80	80	6 30	6 30	...	...	New England
84	Nonpartisan Leader	Minneapolis, Minn.	W. Mon.	12 days pre	9 1/2 x 13 1/2	85	85	17 50	17 50	...	...	Northwest
85	Northwestern Farmer	Winipeg, Can.	S.M., 5th & 20th.	7 days pre	9 x 13 1/2	65	65	...	...	...	...	Man., Sask., & Alta.
86	Northwest Farmstead	Minneapolis, Minn.	S.M., 1st & 15th.	10 days pre	9 1/2 x 13 1/2	80	80	8 40	8 40	6 00	6 00	Minnesota
87	Northwest Poultry Journal	Salem, Ore.	M. 10th.	25th pre	6 1/2 x 10	100	100	2 10	2 10	...	...	Pacific Northwest
88	Ohio Farmer	Cleveland, O.	W. Sat.	10 days pre	9 1/2 x 14 1/2	100	100	9 80	9 80	...	...	Ohio
89	Ohio State Grange Monthly	Salem, O.	M. 15th.	10th pre	9 x 13 1/2	100	100	2 80	2 80	...	...	Ohio
90	Oklahoma Farmer	Oklahoma City, Okla.	S.M., 10th & 25th.	10 days pre	9 x 13 1/2	85	85	10 50	10 50	7 40	7 40	Oklahoma & Texas
91	Oklahoma Farmer Stockman	Oklahoma City, Okla.	S.M., 10th & 25th.	10 days pre	9 1/2 x 13 1/2	65	65	11 20	11 20	5 00		



# Advertising & Selling's Ninth

No	Name of Publication	Location	Frequency and Date of Issue	Last Advertising Forms Class	Type Size Entire Page	Width of Column in inches	Hilgione Screen Inset	Inch Rate "Flat"	Inch Rate "Mim"	Line Rate "Flat"	Line Rate "Mim"	For What Territory Edited
105	Prairie Farmer	Chicago, Ill	W. Sat	10 days pre	9 1/2 x 12 1/2	2 1/2	85	14 00	14 00	1 00	1 00	Middle
106	Prince Edward Island Agriculturist	Summerside, Can.	W. Sat	Thurs. pre	15 1/2 x 21 1/2	2 1/2	70			21	12	06
107	Farmer's Weekly La Presse	Montreal, Can	W. Thurs	Mon. pre	17 1/2 x 21 1/2	2 1/2	65	1 40		1 00	10	Canada
108	Progressive Farmer	Birmingham, Ala	W. Sat	9 days pre	9 x 13 1/2	2 1/2	75	14 00			1 00	Southern
109	Rabbit Magazine	Oak Park, Ill	M	20th pre	9 1/2 x 13 1/2	2 1/2	100	2 00	2 00			National
110	Rural Canada	Toronto, Can	M	10th pre	9 1/2 x 14 1/2	2 1/2	85				30	Canada
111	Rural Life	Rochester, N. Y	M	20th pre	9 1/2 x 13 1/2	2 1/2	75	4 20	4 20		30	New York
112	Rural New Yorker	New York, N. Y	W. Sat	8 days pre	9 x 13 1/2	2 1/2	100	12 00	12 00	6 00	90	North Eastern
113	Rural World	Los Angeles, Cal	W. Sat	Thurs. pre	9 1/2 x 13 1/2	2 1/2	65	4 20			30	Cal. Ariz. & New Mex.
114	Semi-Weekly Farm News	Dallas, Texas	SM, Tues & Sat	3 days pre	16 1/2 x 20 1/2	2 1/2	65	9 80			70	Tex., Okla., La. & N. M.
115	Southern Agriculturist	Nashville, Tenn	SM, 1st & 15th	10 days pre	9 1/2 x 12 1/2	2 1/2	85	16 80		1 20		Southern States
116	Southern Planter	Richmond, Va	SM, 1st & 15th	5th & 20th pre	8 1/2 x 12 1/2	2 1/2	65	7 00	7 00	50	50	South Atlantic
117	Southern Ruralist	Atlanta, Ga	SM, 1st & 15th	14 days pre	9 x 13 1/2	2 1/2	80	21 00	21 00	1 00	30	Southeastern
118	Southland Farmer	Houston, Tex	SM, 1st & 15th	10th & 25th pre	9 x 12 1/2	2 1/2	80	7 00			50	Southeast
119	Southwest Plainsman	Amarillo, Texas	W. Sat	Mon. pre	13 1/2 x 20	2 1/2	85	4 00		40		Southwest
120	Southwestern Stockman-Farmer	Phoenix, Ariz	SM, 15th & 30th	10th & 25th	9 1/2 x 14	2 1/2	80	1 96		14		14
121	Successful Farming	Des Moines, Ia	M	5th pre	6 1/2 x 10 1/2	2 1/2	85	84 00			6 00	Middle West
122	O. J. C. Swine Breeder's Guide	Montpelier, Ind	M, 5th	20th pre	6 x 10	2 1/2	120	1 00		80		National
123	System On The Farm	Chicago, Ill	M, 1st	5th pre	7 x 10 1/2	2 1/2	120	8 40		60		National
124	Utah Farmer	Lehi, Utah	W. Sat	Wed. pre	9 x 13 1/2	2 1/2	100	4 30			60	Utah & St. Idaho
125	Wallace Farmer	Des Moines, Ia	W. Fri	Mon. pre	9 1/2 x 13 1/2	2 1/2	100	7 00		50		Iowa and surr. States
126	Washington Farmer	Spokane, Wash	W, Thurs	10 days pre	9 1/2 x 13 1/2	2 1/2	65	4 20			30	Washington
127	Weekly Kansas City Star	Kansas City, Mo	W. Wed	Sat. pre	16 1/2 x 22	2 1/2	60					Middle & South West
128	Western Breeder's Journal	Portland, Ore	W, Thurs	Mon. pre	8 1/2 x 12 1/2	2 1/2	110	1 18		12		North West
129	Western Farmer	Portland, Ore	SM, 1st & 15th	10th & 25th	10 x 15 1/2	2 1/2	80	8 10		60		Pacific North West
130	Western Farm Life	Denver, Colo	SM, 1st & 15th	10 days pre	9 1/2 x 14	2 1/2	100	4 90	4 90	35	25	Western States
131	Wisconsin Agriculturist	Racine, Wis	W. Sat	Mon. pre	9 1/2 x 14	2 1/2	120	5 60		40	40	Wisconsin
132	Wisconsin Farmer	Madison, Wis	W, Thurs	Fri. pre	9 x 13 1/2	2 1/2	65	8 40		60		Wisconsin & Mian.
133	Wisconsin Horticulturist	Madison, Wis	M, 1st	25th pre	7 x 9	2 1/2	150	20		60		Wisconsin
134	Wyoming Stockman-Farmer	Cheyenne, Wyo	M, 15th	15th pre	8 1/2 x 13	2 1/2	65	2 10		15		Rocky Mt. Section

The publications mentioned below forward their data after a leave list had been calculated.

135	Agricultural Review	Kansas City, Mo	M, 1st	25th pre	6 1/2 x 9 1/2	2 1/2	110	3 50		25		Western
136	Arkansas Homestead	Little Rock, Ark	SM, 10th & 25th	1st & 15th pre	4 1/2 x 13 1/2	2 1/2	100	8 40		66		Arkansas
137	Farm Journal	Philadelphia, Pa	M	15th pre	6 1/2 x 10 1/2	2 1/2	100	64 00		6 00		National
138	Field Illustrated	New York, N. Y	M, 1st	5th pre	7 x 10 1/2	2 1/2	133	6 00		6 00	48	National

**New Community Magazine in Northwest**  
Tacoma and Pierce Counties, Wash., are to have a new monthly magazine to be known as *Tacoma and Pierce County Community Development*. This will be published in Tacoma under the management of Frank Wilson of that city with the support of an advisory committee of fifty business men of the two counties.

**Engineering and Contracting Joins A. B. C.**  
*Engineering and Contracting*, published in Chicago, has announced its membership in the Audit Bureau of Circulations. Statements based on the June distribution show a weekly average of 9,840 paid circulation for the four separate issues published by the company to reach four classes of engineers.

**Pacific Rice Growers Organize**  
The Pacific Rice Growers' Association has been incorporated in California with headquarters at Sacramento.

**Women Buy Portland (Ore.) Agency**  
Mrs. Hazel F. Linney and Mrs. Helen Campbell Jeselson have purchased the agency in this city formerly known as the Florence Prevost Advertising Agency and will carry on its service under the name of the Ad-Craft Agency.

## Waddell Teaches Advertising at Los Angeles

Harry M. Waddell, well known among advertising men through the work of his agency in New York and through his connections with several large eastern publishers, has been placed in charge of the new course in advertising art and copy service just added to the curriculum of the Los Angeles Business College, Los Angeles, Calif.

Lincoln and Omaha, did a business of \$500,000 in his home town of 2,500 inhabitants last year, celebrated the thirty-fifth anniversary of his establishment recently by distributing slices of a 2,004 pound cake among thousands of patrons. The cake was eighteen feet in circumference and three feet in depth. Farmers from all parts of the district within a radius of thirty miles of Holdredge drove into town to help Mr. Johnson celebrate.

## Kelley Advertises Pilot Car

The Pilot Motor Company of Richmond, Ind., has placed its advertising in the hands of the Martin V. Kelley Company. This account will be handled through the agency's office at Toledo, O.

## Redfield & Fisher Add to Staff

Clifford J. Culbert and Walter H. Bamford are new additions to the personnel of the Redfield & Fisher agency of 105 West Fortieth Street, New York. Mr. Culbert will take charge of the research department while Mr. Bamford will head the direct mail department.

## American Bosch May Sell for Gray & Davis

Negotiations now going on between the Gray & Davis Company and American Bosch Magneto are concerned chiefly in the selling end of the former, it is understood. If the plans now being discussed go through, American Bosch will be the selling agent of Gray & Davis for the automobile products manufactured by that company, under a long term contract.

## Haase Leaves Redfield Agency

Fredrick Haase, production manager of the Redfield Advertising Agency of New York, has announced his resignation effective September 1. Prior to his present connection Mr. Haase was associated with the Bush Terminal Building project. Before coming East he was director of service and promotion of the St. Louis *Post-Dispatch* and for several years conducted a service bureau for retailers at St. Joseph, Mo.

## He "Takes the Cake" and Cuts It, Too

Frank Johnson of Holdredge, Neb., who, because he is the heaviest retail store advertiser in Nebraska outside of





## Cut Waste From Advertising

(Continued from page 4)

of the principles of both salesmanship and advertising to the sale of goods. It is that connecting link between salesmanship and advertising which has been, if not overlooked, at least seriously neglected, and which, if developed and put to use by the advertising man, will bring about the coordination in distribution that is so obviously missing. It will result in cutting out a great deal of waste. Because merchandising is undeveloped, except among the great retail merchants, dealers, as a whole, are not better merchants, and the cost of sales have not been materially reduced in the last decade or two.

### WHAT MERCHANDISING MEANS

Specifically, in relation to any nationally advertised article, merchandising is the close cooperation between the national advertising of the goods in question and the dealer's potential of salesmanship. We call it "tying the dealer up with the advertising," a phrase which is more fluent in speech than real in results. What actually is called for is something which will induce the dealer himself to apply salesmanship and advertising to his business in general and to the particular nationally advertised article in question. This "something" is the one means of transmuting an order-taking dealer into a salesmanlike merchant.

The element of the wastage in this matter of distribution (which lies really at the door of salesmanship and advertising) gives the advertising man the opportunity of doing the biggest constructive work of this day and age. James J. Hill said of the three factors of business that production as a problem was solved; that consumption as a problem was solved; and that, of the problem of distribution, the railroads had satisfactorily met the need. We cannot help but admit that there is a lack of coordination between salesmanship and advertising, which are the other elements of the factor of distribution. Furthermore, we cannot help but admit that national advertising alone does not fully meet the need of the hour to link itself closely with the dealer, the merchandise, and the consumer.

What could be more apparent than that the lack of applied knowledge of salesmanship and merchandising by the advertising man has left to happenchance this important element of contact with the dealer?

National advertising alone does not carry close enough to the dealer—is not strong enough alone to restore the former dealer morale. Newspaper advertising, even where it is possible to use in the advertising the names of the several dealers in a community carrying the advertised goods, is not wholly effective. "Posting" and "paint" cannot do the work. Yet something must be done that will restore dealer morale.

By the process of measuring and weighing the possibilities of every

avenue of advertising, and discarding, for the moment, each one that is not wholly satisfactory, you come at last to a great advertising medium, old as the hills, and just as neglected—the dealer's window. His window is next to the dealer's heart. It is his natural advertising medium. It is the face of his business—and it is the face with a smile that wins, the smile that brings to the customer the light reflected from the major advertising effort of national selling.

(Continued on page 58)

# Are you Making the Most of Your Opportunity in Iowa?

Many advertisers tell us that their circulation charts show they are either reaching only about 60% or over 200% of the Iowa farms—that Iowa is the hardest state in which to strike a correct balance on circulation. In either case there is a loss. In the first a loss of opportunity. In the second a loss of time, effort and money.

## YOUR EXPERIENCE SHOULD PROVE THIS

As long as advertising campaigns are brewed to a line set by state and national publications it will be practically impossible to strike the right ratio between the available circulation in a given territory and the number of farms or rural population. This is especially true of Iowa because so many agricultural publishers, far and wide, have aimed their circulation guns out this way, realizing, of course, that Iowa is perhaps the very best farming state. We do believe sales possibilities in Iowa will justify a more intensive advertising effort than in any other state, but to realize the greatest benefit from an advertising investment we believe that Iowa should be considered as something more than a state, for her state lines do not determine anything but her geographical boundary.

Recall your trips through the middle west. Could you distinguish between Eastern Iowa and Northern Illinois, Northern Iowa and Southern Minnesota, Western Iowa and Eastern Nebraska, Southern Iowa and Northern Missouri? Then consider the facilities for distribution. This "Greater Iowa" is immediately accessible to distributors in Chicago, St. Louis, Kansas City, Omaha, Sioux City, Minneapolis and St. Paul, Milwaukee and Des Moines—the bull's eye. Call this a section or a zone or anything you please but the fact remains that this is the way to consider Iowa, and the way to reach the farmers in this territory most effectively is to pick the papers that are published for them and have the greatest immediate and most direct influence on them.

## NINE YEARS OF WORK HAVE BROUGHT CORN BELT FARMER TO THIS POINT

Less than 1% of our circulation is outside of the Corn Belt. 91.1% is west of the Mississippi River. 52.6% is Iowa circulation; in fact, of all farm papers published or circulating in Iowa there is only one with more circulation than Corn Belt Farmer. 25.9% is located in Eastern Nebraska. It will pay you to study Corn Belt Farmer's relation to this situation. We believe you can save money and increase the effectiveness of your advertising by including

## THE CORN BELT FARMER

Published Monthly at Des Moines, Iowa

PAUL B. TALBOT, Publisher

M. A. COVERDELL, Editor

Advertising Representatives

CONE & WOODMAN, Inc., New York, Chicago, Detroit, Kansas City

# Tabulation of Number of Agate Lines in Advertising in Leading Farm

	Nebraska Farmer	Nebraska Farm Journal	Nebraska Florist	Farm and Ranch	Oklahoma Farmer	Oklahoma Farmer and Stockman	Journal of Agriculture	Missouri Florist	Missouri and Kansas Farmer	National Farmer	Stock Grower	Progressive Farmer
<b>Automobiles</b>												
Auto Tires	40,473	4,236	575	49,097	17,507	35,911	14,439	14,893	148	1,080	36,389	
Motor Trucks	30,707	12,645	1,725	39,614	19,051	33,385	7,088	16,463	2,257	363	48,107	
Auto Accessories (Exclusive of Tires)	18,780	11,967	13,004	9,376	5,056	2,296	5,414	1,135			11,325	
Auto Attachments	23,889	6,836	384	31,485	9,773	27,129	9,200	7,323	823	740	29,623	
	1,204	788	168	1,944	435	1,797	7	177	42	170	1,266	
<b>Motorcycles and Bicycles</b>												
Motorcycle and Bicycle Accessories	900	389		536	266	700	492	336	244	162	1,280	
Building Material	300	120										
Portable Houses, Grain Bins, Tanks, etc	15,939	3,746	292	20,091	7,398	21,378	3,509	5,893	294	3,650	36,373	
Concrete Machinery and Molds	7,030	3,542	84	2,250	60	925	111	2,362	140	504	5,488	
	2,093	5,022							280	140	803	
<b>Clothing (General)</b>												
Men's Clothing	12,658	6,398	188	4,429	1,956	3,576	866	8,102		1,974	15,894	
Women's Clothing	22,101	3,784	296	23,122	12,901	18,024	6,576	9,485	886	1,399	24,634	
Children's Clothing	728	72	53	933	124	77	862	227	316	534	4,160	
Cream Separators	182	2		182							182	
	14,392	5,616	440	6,432	7,109	12,912	10,145	5,895	4,752	2,743	8,299	
<b>Cream Separator Accessories</b>												
Dairy Supplies and Barn Equipment												
Educational	6,126	1,832	790	920	40	12,171	789	717	119	226	7,150	
Engines	6,620	5,241	262	12,155	12,829	12,171	2,575	7,290	3,001	1,353	8,188	
Engine Accessories	8,673	8,865	1,095	10,549	5,341	7,646	3,610	7,831	1,721	1,589	16,910	
	19,293	14,400		15,255	2,954	14,389	3,268	6,046				
<b>Tractors</b>												
Farm Implements and Machinery	78,513	21,864		69,169	67,692	58,369	12,991	28,468	768	3,192	33,760	
Pumps	70,919	27,978	1,459	69,711	33,299	44,370	15,488	36,574	3,954	9,797	92,560	
Farm Supplies	223	168		224	224	224	112	140			140	
Fencing	7,775	5,340	476	11,82	2,300	1,438	2,932	1,957	857	740	6,681	
	12,153	2,400	14	2,410	2,785	4,092	3,470	2,852	1,488	1,196	7,683	
<b>Fertilizers</b>												
Financial	826	992	836	2,581	210	2,966	2,876	1,684		824	23,013	
Food Products	1,740	5,636	1,472	1,212	850	144	456	1,434	193		4,768	
General Merchandise (Mail Order Houses)	9,647	11,589	440	21,099	28,503	22,088	5,200	8,330	2,033	1,024	13,100	
Hardware and Cutlery	5,734	4,833	13,009	1,654	2,676	3,776	2,688	908	2,260	3,336		
	2,800	1,139		3,672	639	1,644	344	964	290		5,316	
<b>Household, Miscellaneous</b>												
Incubators and Poultry Supplies	6,877	4,469		15,887	9,230	7,230	2,148	3,644	1,782	1,040	26,238	
Jewelry and Poultry Supplies	9,507	11,267	641	9,435	13,759	5,167	8,051	17,426	6,356	3,953	3,736	
Lighting Devices	4,205	115		1,837	828	1,436	1,851	860	84	2,607	8,607	
Lighting and Water Systems	669	2,482	212	1,735	4,568	4,344	2,129	2,898	1,847	28	4,969	
	19,951	9,316		3,596	2,990	4,662	663	4,906	4,218		10,362	
<b>Electric Lighting Systems</b>												
Medical and Toilet Preparations	12,858	9,757	832	6,316	3,293	6,307	2,300	5,890			10,874	
Musical Instruments	1,347	1,840	76	1,456	5,139	1,131	1,060	1,260	4,057	2,936	8,737	
Paints and Varnishes	9,128	2,558	90	6,820	3,318	3,480	3,300	3,065	1,072	1,072	9,617	
Publishers and Booksellers	3,197	2,022			455	674	1,257	2,160	418	70	6,057	
	6,110	1,567	104	5,150	2,768	839	7,782	3,129	2,136	1,732	11,114	
<b>Raw Furs</b>												
Seeds and Nursery Stock	13,002	17,912	1,755	9,923	10,806	9,131	3,256	14,093	4,245	1,591	6,565	
Silos, Fencing Cutters and Filters	11,365	8,906	1,680	10,063	12,850	9,403	3,124	4,790	2,545	2,682	19,035	
Sprayers and Spray Material	2,729	2,454		3,108	1,948	573	997	4,683		89	3,203	
Stock Foods and Remedies	90	90		1,056	162			2,360		398	3,055	
	29,221	12,948	600	21,773	10,532	13,707	5,994	13,604	5,612	4,444	11,309	
<b>Tobacco</b>												
Transportation		1,792		1,840	1,882	7,392	4,769	1,879	1,498	1,792	8,888	
Vehicles	2,838	300		800	343			1,134			294	
Wares Accessories	300	1,238		8,834	378	1,324	1,610	2,252	54	394	38,180	
Miscellaneous	1,009	1,820	582	868	1,136	112	555	1,588			5,292	
	19,070	13,316	2,116	39,265	14,005	19,741	8,131	11,316	3,164	7,330	44,785	
<b>Canvases Outlets</b>												
Firearms and Ammunition	140	140		1,596	578	487	80	20			1,842	
Novelties	4,392	26		4,226	2,302	3,500	2,178	2,243	22	44	5,048	
Oil	17	17									247	
Typewriters	23,231	6,730	13,314	10,511	12,277	16,729	8,847	21,840		2,340	11,600	
Want Ads	252	156		16	100	252	292	282	496	280	308	
Land and Real Estate		14			42	28						49
	6,076	15,348	1,747	2,365	13,081	8,332	1,801	11,884	2,110	1,392	9,609	
<b>Commercial Advertising Total</b>												
Auctions	622,707	204,137	35,018	579,459	351,216	458,654	186,078	320,950	67,959	69,087	601,511	
Live Stock Advertising	7,559	1,587		835	343	639		351			182	
Poultry Advertising	100,807	45,227	50,200	73,734	62,097	74,168	14,556	42,085	620	2,701	82,732	
Classified Advertising	305	479	129	15,012	182	160	197	429	162	220	1,173	
	53,917	9,303	6,651	17,292	19,304	21,627	12,863	18,494	6,183	1,351	42,524	
<b>Grand Total</b>	1,015,325	351,038	101,604	746,833	433,274	553,168	214,094	482,335	74,924	73,368	818,265	

### Find New Sources of Newsprint

Florida saw grass and cotton linters are being loomed in the South as bases for newsprint paper, and the announcement comes that two big corporations are being organized in Florida and Texas, respectively, to manufacture newsprint from these materials. According to the Leesburg, Fla., Commercial, the promoters of the Grass Fiber Pulp and Paper Corporation are planning to build a saw grass pulp mill in Florida within four months and eventually to have ten mills in operation in various parts of the State. The report says that there are millions of acres of saw grass in Florida and that the company has control of enough of this raw material to run many mills the size of the ten now contemplated.

In Dallas, Tex., J. Y. Webb and asso-

ciates are said to be organizing a company, with a million dollar capitalization, to make paper from cotton linters. The new company, to be known as the Trinity Paper Mills, Inc., expects to begin the production of twenty tons of paper a day within ten months, the report adds.

### Tel-U-Where Places Account

Edward M. Carney, formerly with Carney & Kerr, advertising agents, New York, has been made advertising and business manager of the Tel-U-Where Company of America, Inc., New York and Boston, the president of which is Earle G. Knight, formerly New England manager of the Butterick Publishing Company. Oscar R. Graham, of the New York advertising staff of the Curtis Publishing Company and the Butterick Pub-

lishing Company becomes New York manager for the Tel-U-Where Company.

The Tel-U-Where Company has placed its advertising account with N. W. Ayer & Son.

### "Oil News" Moves

The Shaw Publishing Company, publisher of the Oil News and the Daily Oil News Report, has moved its offices from Chicago to Galesburg, Ill. Howard F. Weeks has been appointed eastern representative of these publications with headquarters at Brooklyn, N. Y.

### Chatham Agency Opens Offices

The Chatham Agency, a newscenter in New York advertising field, has opened offices at No. 3 West Twenty-ninth St. and is starting business with several good accounts.

Papers from January 1 to December 31, 1919, Shown by Commodities

Pennsylvania Farmer	National Stockman & Farmer	Practical Farmer	Michigan Farmer	Indiana Farmers' Guide	Practical Farmer	Orange Juice Farmer	Wisconsin Agriculturist	Wisconsin Farmer	Iowa Homestead	Walden's Farmer & Breeder	Iowa Farmer	The Farmer	Farm, Stock & Home	North-West Farmer	North-West Farmstead	Farmer's Mail & Breeds	Minnesota Farmer	
7,034	37,618	1,408	24,873	37,517	34,009	29,288	23,256	9,319	21,036	35,122	1,584	88	38,686	10,927	31,080	12,794	30,409	6,636
20,267	38,107	1,427	37,014	38,550	36,464	29,128	13,880	48,998	34,573	6,980	1,666	38,343	11,395	30,370	24,199	43,682	1,911	736
29,403	7,118		7,407	10,451	9,642	4,724	7,152	1,924	13,068	5,361	4,200	14,637	4,334	19,544	1,844	15,065	736	84
7,403	15,604	14	24,539	19,685	24,810	14,271	27,905	11,766	25,153	15,905	1,372	27,594	10,998	24,022	7,011	26,876	126	126
2,393	2,077	84	3,837	1,413	1,180	524	576	852	1,579	1,404	242	2,424	436	1,036	364	1,306	126	126
894	736	246	857	562	435	765	1,082	392	800	728	196	1,216	630	600	305	861	210	210
7,202	10,917	3,782	16,431	17,200	35,651	16,082	15,007	6,150	22,642	31,785	7,670	1,596	28,040	6,498	16,470	1,506	18,918	2,307
2,424	2,227	220	536	2,306	3,579	3,802	1,774	1,271	5,682	7,729	5,497	410	13,778	4,386	12,305	801	5,837	60
553	784	70	399	735	1,012	138	3,359	1,071	1,408	2,322	2,054	1,714	2,800	1,802	470	36	1,364	210
12,533	7,805	8,982	9,151	9,280	17,206	15,924	13,819	11,578	9,444	10,358	1,146	1,512	10,610	2,794	8,462	6,814	9,401	610
9,995	6,643	8,800	15,993	16,357	17,648	5,978	11,054	6,272	29,434	19,323	353	980	19,592	7,292	10,970	12,097	20,240	2,622
454	226	360	313	799	182	28	378	560	265	79	774	1,085	411	434	414	434	1,141	610
6,626	12,192	1,119	14,842	13,475	13,761	12,450	11,402	8,714	11,056	8,223	3,829	1,954	15,685	13,220	13,368	9,217	13,512	5,420
3,914	14,459	3,012	14,674	3,560	11,498	1,659	30,423	13,216	8,913	6,554	3,018	43,369	5,437	13,522	4,122	4,492	416	416
517	2,867	408	9,932	3,301	2,165	6,397	9,459	4,297	5,494	9,683	6,480	345	17,293	6,799	11,793	12,929	13,179	2,038
3,183	9,910	1,893	8,086	8,272	9,136	6,145	1,141	4,492	10,170	11,138	1,823	337	15,114	4,199	9,963	7,435	13,589	2,664
168	7,134	10,705	13,793	26,042	4,768	10,424	4,324	23,072	12,315	168	22,602	36,305	24,713	306	21,904	692	692	692
20,615	28,648	59,286	34,627	55,272	75,321	47,750	52,678	33,284	53,018	79,515	18,330	3,906	80,275	36,290	85,252	37,240	70,831	2,994
34,291	48,292	10,760	33,477	69,882	83,422	61,413	42,297	33,481	59,502	85,181	25,269	6,613	101,693	41,147	76,543	28,780	61,343	3,017
105	105		679	675	504		504	140	140	140		804	168	168	168	154	154	154
5,379	6,216	220	5,273	7,764	6,067	6,671	7,588	4,970	11,839	16,905	5,983	23	11,254	4,031	8,860	2,637	6,193	876
984	7,138	451	5,292	7,446	9,095	7,637	3,146	7,310	14,722	10,899	3,780	140	12,469	3,332	9,536	2,064	5,089	258
25,720	24,351	11,309	18,225	17,123	4,309	6,622	4,290	4,280	2,141	1,901	840	1,148	840	1,130	1,130	1,130	1,130	1,826
927	464		859	16,988	5,615		353	1,619	5,125	1,771	843	3,731	1,917	298	1,757	1,120	3,720	416
1,484	17,731	41	21,586	9,676	11,484	9,736	11,884	7,828	16,825	6,778	1,882	174	20,958	9,128	9,462	6,715	16,001	4,080
1,063	8,423	4,686	3,470	3,248	7,600	8,480	4,307	4,374	3,301	5,307	296	10,477	6,435	10,363	6,446	6,201	1,171	1,171
1,135	5,480	48	3,540	3,710	5,248	4,981	3,720	1,806	1,406	2,065	42	7,256	2,187	3,263	1,938	3,620	3,620	3,620
8,665	7,191	6,243	9,046	7,318	10,170	4,860	9,218	3,288	4,994	9,398	2,206	1,647	13,586	4,774	13,685	5,054	8,921	270
7,844	15,675	2,200	7,317	12,544	12,622	11,027	11,431	11,431	10,075	7,737	7,667	1,647	13,269	5,315	14,337	10,303	19,645	1,122
888	3,294		1,888	4,448	2,544	1,892	1,344	1,805	3,132	1,200	280		5,320	3,926	3,440	4,474	4,474	4,474
3,826	3,866	500	4,224	3,124	3,412	2,402	4,126	1,502	4,312	3,317	780	60	2,398	1,486	1,474	1,474	1,474	1,474
18,302	23,172	2,584	24,238	22,728	22,114	16,647	20,611	18,131	19,308	17,251	5,394	28,547	14,593	22,691	7,320	10,042	13,312	13,312
5,538	7,379	750	9,328	8,419	13,329	4,112	10,920	10,831	12,976	16,233	5,955	420	18,586	10,698	19,056	6,267	17,302	112
84	2,866	352	1,942	1,112	876	1,708	628	1,368	2,260	888	1,978	1,354	848	624	1,092	2,212	1,596	112
3,392	7,934	328	9,882	10,134	8,286	5,616	4,902	7,000	10,895	8,022	292	1,313	13,012	3,538	8,961	5,676	10,380	990
7,663	5,867	30	9,199	17,167	17,402	13,907	7,530	6,635	12,131	8,696	42	9,069	2,400	8,539	1,950	4,473	4,473	4,473
2,011	3,031	1,192	2,184	5,610	7,044	4,739	3,608	9,701	7,431	4,778	2,478	1,436	8,945	1,255	6,026	1,203	7,594	50
7,609	9,414	3,201	15,336	9,428	7,958	15,705	11,017	19,061	25,619	12,099	11,696	1,439	21,198	13,688	16,062	6,553	21,099	3,999
10,421	18,429	3,232	15,980	9,266	6,576	9,860	11,168	4,589	11,133	17,548	9,475	6,541	14,227	10,271	20,744	17,221	9,503	1,509
10,210	12,839	2,300	13,942	15,276	9,174	10,349	23,413	13,566	13,743	14,737	2,154	5,837	17,343	5,531	5,037	1,784	6,514	733
9,567	3,675	819	4,761	3,797	1,880	1,118	2,872	30	116	363		2,888		672	25			
4,322	46,287	2,420	38,701	32,966	32,164	29,199	29,512	24,763	49,488	57,623	17,372	2,312	21,531	7,268	23,987	11,614	21,535	1,922
792	1,792	1,792	1,808		1,792		7,669	7,616	1,795		3,136		7,672		2,912	7,616	1,576	1,576
1,322	410		2,136	1,464	1,628	2,400	2,002	1,688	1,822	1,492	1,688		2,552	3,261	2,352	1,678	3,308	
410	3,272	672	640	2,064	1,502	7,790	994	1,166	1,048	1,198	150		3,882	280	382	708	894	900
280	1,902		1,114	1,940	1,362	1,324	1,898	1,861	3,718	1,428	1,220		5,003	1,774	1,937	3,182	2,199	
10,535	16,825	6,260	22,676	16,794	20,414	16,429	16,881	15,271	20,109	24,082	20,338	5,605	30,355	16,607	23,493	16,854	16,457	9,233
558	149		473	168		182												
2,880	2,234	14	5,184	4,032	5,169	2,444	5,439	2,244	2,244	5,204	244	14	5,302	2,374	4,074	50	4,437	
4,569	10,010		31,927	35,015	35,053	32,219	27,117	23,883	37,282	34,236	14,364	2,720	28,736	20,906	33,380	9,088	30,261	24,945
	286		84	196	212	268	212	212	212	224	188	224	210	212	266	270	196	298
550	1,782	52	898	59		91	19	19	217	295					46	7	14	8
3,780	7,202	2,222	6,110	6,236	5,912	6,703	2,623	2,990	18,886	24,567	4,169	4,300	3,980	2,629	4,438	3,805	84,222	5,631
	546,717	94,899	586,413	596,750	688,635	491,945	584,924	389,211	695,125	695,767	228,261	68,200	841,785	343,548	682,076	298,487	692,086	99,261
	33		4,640	1,794	2,448	232	1,044	7,597	2,774	2,265			1,953		2,886	660	2,401	366
5,987	71,701	1,470	58,407	281,207	264,171	280,311	148,356	163,732	330,838	448,761	156,684	1,339	301,721	20,369	294,067	61,761	168,223	73,723
6,441	16,342	2,002	11,828	24,212	779	3,250	416	862	32,860	1,269	372	83	8,701	2,293	2,035	356	833	87
			29,475	28,307	26,387	30,212	12,928				11,472	3,849	38,984					

# Tabulation of Number of Agate Lines of Advertising in Leading Farm

	Farm Journal	Successful Farming	Country Gentleman	Farm & Home	Farm & Fireside	Farm Life	Better Farming	Rural New Yorker	Ohio Farmer	New England Homestead	American Agriculturist
<b>Automobiles</b>	6,050	13,905	57,460	30,873	19,886	350	1,694	31,012	21,098	11,476	16,108
Auto Tires	15,428	22,456	90,128	17,602	9,942	2,502	1,470	37,708	38,100	24,622	23,319
Motor Trucks	828	4,505	23,800	1,844	1,462		709	9,974	10,544	5,234	6,798
Auto Accessories (Exclusive of Tires)	11,519	39,089	60,108	10,980	16,256	2,991	3,047	17,853	29,914	8,214	7,305
Auto Attachments	2,503	1,335	3,626	440	330	223	126	3,063	3,749	3,559	930
<b>Motorcycles and Bicycles</b>	621	2,120	835	490	242	170	340	3,204	758	737	737
Motorcycle and Bicycle Accessories	14	146						500	500		
Building Material	20,644	36,724	51,066	13,239	16,920	3,648	4,247	23,912	17,770	7,373	3,548
Portable Houses, Grain Bins, Tanks, etc	485	1,069	5,340	100	149	478	328	3,764	3,185	1,025	882
Concrete Machinery and Molds	70	483				35	149	980	287		
<b>Clothing (General)</b>	8,281	14,191	10,880	9,913	7,738	2,808	756	7,804	5,116	8,979	7,214
Men's Clothing	11,183	15,243	11,231	7,428	5,714	3,047	18,290	10,003	23,002	14,495	19,857
Women's Clothing	1,100	3,436	2,119	1,155	4,771	2,411	922	640	2,986	1,162	1,162
Children's Clothing											
Cream Separators	5,771	10,162	9,229	7,121	4,402	1,667	1,430	13,742	11,288	10,358	11,900
<b>Cream Separator Accessories</b>											
Dairy Supplies and Barn Equipment	880	2,103	29,948	340	226	106	63	24,008	10,719	17,584	9,282
Educational	3,273	10,493	5,410	4,394	1,982	5,111	2,611	94	1,758	1,351	1,947
Engines	6,848	12,116	36,225	7,926	5,509	5,089	1,164	9,302	19,782	12,307	16,645
Engine Accessories	1,368	2,352	14,196	63	824			9,161	10,092	386	907
<b>Tractors</b>	4,955	26,190	74,096	14,922	9,556	873	2,162	35,003	61,882	32,360	23,331
Farm Implements and Machinery	17,342	34,650	19,545	27,166	18,853	9,336	7,260	67,521	69,620	36,612	32,741
Pumps	2,770	1,418	9,846	100	70	70	70	614	100	1,094	1,087
Farm Supplies	810	1,607	14,397	1,252	204	166	316	8,704	6,317	3,352	2,528
Fencing	1,356	4,421	10,643	2,106	1,275	1,498	1,208	3,370	8,710	2,430	2,416
<b>Fertilizers</b>	916	168	8,830	208	503	1,063	31,406	30,627	27,302	13,663	13,663
Financial		17	920		140		168	2,868	1,160	806	1,036
Food Products	5,173	7,263	2,101	5,901	5,099	388	2,330	15,090	12,333	16,678	10,857
General Merchandise (Mail Order Houses)	3,521	4,712	11,434	2,435	3,324	4,373	12,658	7,200	10,509	7,000	6,535
Hardware and Cutlery	4,757	5,717	5,646	2,874	957	1,669	139	3,930	2,135	6,673	3,091
<b>Household, Miscellaneous</b>	18,059	17,733	29,276	13,869	6,256	4,464	4,325	14,005	11,101	10,767	12,203
Incubators and Poultry Supplies	10,079	14,678	23,789	22,521	4,904	3,237	4,843	9,178	9,022	11,812	19,617
Jewelry and Silverware	3,791	6,108	12,260	134	1,481	1,190	2,066	4,302	2,088	1,189	1,180
Lighting Devices	2,564	3,316	11,914	448	2,203	269	54	3,140	4,190	2,014	280
Heating and Water Systems	2,321	10,778	51,373	4,605	1,258			29,638	24,078	16,728	13,436
<b>Electric Lighting Systems</b>	450	6,579	32,150	5,412	70	200		8,477	8,830	9,254	400
Medical and Toilet Preparations	10,326	8,924	1,138	7,592	4,293	6,328	3,039	3,441	2,396	1,670	1,708
Musical Instruments	8,512	7,915	8,852	10,882	8,006	3,996	886	9,747	9,743	5,365	3,346
Paints and Varnishes	5,096	6,316	7,797	153	2,225	104	102	4,322	10,628	687	316
Publishers and Booksellers	2,645	2,289	11,394	3,272	1,797	4,223	1,561	2,448	4,728	590	396
<b>Fur Furs</b>	8,246	10,580	534	7,816	4,439	8,629	2,581	8,871	10,254	8,452	9,614
Seeds and Nursery Stock	5,611	10,010	30,863	9,290	4,531	1,797	339	31,464	15,981	14,233	18,868
Silos, Ensilage Cutters and Fillers	1,967	2,652	10,859	866	220	84	325	14,003	15,421	30,411	8,849
Sprayers and Spray Material	1,227	2,020	13,213	487	440	447	25	22,375	5,049	9,433	4,747
Stock Foods and Remedies	4,436	7,800	19,550	6,196	2,444	1,398	967	52,050	51,873	49,854	38,293
<b>Tobacco</b>			4,251	448	2,022	124	5,040			1,792	
Transportation	602	2,490	5,282	1,200	1,010		1,656	2,612	1,668	506	1,268
Vehicles	406	382	5,970	316	158	240	50	782	1,302	1,510	720
Wares, Appliances	528	1,706	4,022	800	884	300	300	997	1,176	722	442
Miscellaneous	20,161	26,917	68,630	14,791	16,363	6,157	6,119	20,295	18,239	17,596	11,132
<b>Canning Outfits</b>	115	500	3,075	138	210	72	72	1,304	671	300	311
Firearms and Ammunition	2,572	2,572	7,064	160	2,188	31		4,288	5,384	84	1,628
Novels	330	191	30	304	153	361	250	300	987	1,176	439
Olds	423	2,214	8,500	400	440	844	420	10,914	17,722	5,369	972
Typewriters	140	295	392	280	282	260	260	252	162	252	210
<b>Want Ads</b>	10	17	163		21	7		242	916	111	101
Land and Real Estate	1,199	2,946	4,945	2,228	1,368	1,143	1,657	3,709	10,968	2,469	2,436
<b>Commercial Advertising Total</b>	252,617	434,380	1,128,245	292,171	205,027	97,811	79,796	657,378	632,166	590,191	364,103
<b>Auctioneers</b>											
Live Stock Advertising	1,097	511	15,290	690	58	320	491	60,666	42,489	71,006	54,537
Poultry Advertising	856	1,061	14,702	1,070	274	285	167	28,002	12,375	1,230	5,20
Classified Advertising			3,064					1,739	33,336		70,837
<b>Grand Total</b>	254,570	434,957	1,158,237	297,595	205,359	100,844	82,183	779,980	687,230	599,900	438,643

### Long-Costello Officers Announced

The executive officers of the Long-Costello advertising agency, recently opened in Chicago, will be F. E. Long, president and treasurer, formerly publisher of the *Farmer's Review*; T. D. Costello, vice president, for several years western manager of the *Associate Farm Papers*; E. J. O'Sullivan, secretary, formerly connected with the advertising departments of the Hudson and of the Maxwell motor companies.

### To Advertise Mops and Polishes

The Harzee Manufacturing Co., Cleveland, is about to inaugurate a national advertising campaign for Harzee Reversible floor mops, Harzee polishes and other

home essentials. The House of Hubbell Cleveland, has been appointed the company's advertising agency.

### Lion Account With King

The Lion Knitting Mills of Cleveland, Ohio, have placed their account in the hands of the John S. King Company, Inc., Cleveland. "Ace" knitted caps and other knit wear will be advertised in boys' magazines and newspapers.

### Shaffer Heads Hutchinson Advertising Club

Fred Shaffer has been elected president of the Hutchinson, Kan., Advertising Club. Other officers for the 1920-21 term will be George Hippel, vice-president; Ralph Henderson, secretary; and Bert

Mitchner, treasurer. The executive committee will be composed of Harry Smith, George Hausam, C. O. Hitchcock, William H. Schrader and Richard Hall.

### Dyer Gets Weyerhaeuser Lumber Account

The George L. Dyer Company of New York has obtained the advertising account of the Weyerhaeuser Lumber Company of St. Paul and Tacoma. Newspaper and periodical space will be used.

### Battery Contracts Placed

Contracts have been placed with an Indiana list of daily newspapers for 50,000 lines to appear this week by the McCutcheon-Gerson Service of Chicago for the O. K. Giant Battery Corporation of Gary, Ind.

Papers from January 1 to December 31, 1919, Shown by Commodities

Farmer and Stockman	Southern Planter	Arkansas Homestead	Southern Ruralist	Inland Farmer	Southern Agriculturist	Southern Cultivator	Brenner's Gazette	Hoar's Dairyman	Kitchell's Dairy Farmer	Green's American Fruit Grower	Pacific Rural Press	California Cultivator	Orchard and Farm	Washington Farmer	Western Farmer	Oregon Farmer	Wagon Wheel	Idaho Farmer
8,295	5,421	5,066	27,247	4,704	29,372	3,987	45,374	38,410	33,015	13,859	17,690	31,184	3,508	3,798	5,668	37,997	11,414	17,335
10,732	8,715	1,337	22,062	5,297	13,101	5,807	38,187	34,020	21,558	14,715	41,762	39,554	5,555	30,578	17,582	29,853	7,208	20,248
2,992	2,112		7,072	2,268	5,676		17,340	15,106	8,347	16,567	10,864	9,161	5,884	19,351	6,625	8,336	6,846	9,708
7,711		4,093	10,840	3,788	6,125	4,187	27,570	25,483	8,761	7,251	18,919	15,381	9,853	17,358	4,714	17,136	146	10,400
210	818		21	1,751	319	1,106	2,630	1,644	1,614	3,095	5,359	2,318	218	2,114	718	1,378	176	1,457
754	279	375	888	459	379		646	196	442	220	150	200	216					220
1,734	4,409	825	15,130	2,967	9,037	8,141	28,201	43,390	7,900	9,858	11,376	9,708	2,378	12,978	6,004	7,236	2,268	10,160
185	2,311	84	810	688	946	1,452	3,591	2,409	700	334	27,006	1,907	2,954	3,140	1,022	1,608	379	70
189	348			35	35		761	1,160	1,399	14	210		84	928	567	744	224	928
6,240	6,445	5,094	13,265	8,039	7,618	4,334	5,262	4,328	2,938	3,758	934	1,202	2,500	7,791	2,021	7,791	3,670	7,791
4,084	8,837	11,241	10,124	11,880	4,247	8,196	13,944	14,344	4,436	1,386	7,140	8,838	3,038	15,114	3,100	14,980	1,144	10,346
65	1,327	3,040	6,530	4,538	5,839	400				108				518	428	749	126	500
8,436	4,992	489	2,812	182	182		168	6,812	36,638	23,016	1,556	10,220	1,748	9,421	10,362	10,248	12,695	11,313
118	388	110	1,466	204	1,580		691	11,511	86,479	2,814		10,957	2,472	1,120	6,334	7,093	6,002	4,523
2,912	1,580	3,739	5,042	3,089	1,983		969	3,801	2,292	1,862		553	842	112	142	18,434	3,041	18,346
3,532	2,818	2,658	9,159	7,711	7,944		3,817	11,611	13,800	5,335		4,071	14,525	14,618	6,679	9,013	4,879	8,565
28	56				1,063		266	423	196	524	19,300	8,725	3,270	10,316	180	10,316	2,314	10,716
16,640	10,137	19,198	16,707	12,906	25,569	6,565	34,703	35,538	11,857	18,096	70,526	70,296	22,078	54,240	38,787	45,455	38,060	50,323
15,195	28,380	29,563	44,456	29,410	16,203	33,610	46,408	42,918	16,873	9,418	56,262	52,057	16,441	57,945	56,154	48,013	19,730	33,300
3,670	3,205	2,428	4,561	603	3,730	2,450	11,898	11,758	2,344	3,972	15,756	15,844	2,364	1,610	862	1,037	476	76
3,729	1,667	1,226	3,343	2,658	2,738	3,687	7,873	5,545	1,624	1,147				28		28	1,566	140
764	10,688	2,977	8,645	4,385	7,710	8,443	4,669	3,975	1,061	4,026	18,516	18,307	1,753	2,948	1,618	1,314		1,370
29	2,504	326	254	644	326	74	1,715	437	670		2,636	2,536	1,742	8,063	2,688	725	560	7,101
3,268	2,525	3,840	5,262	4,824	6,365	4,904	30	3,842	1,274	16	10,149	10,295	6,853	33,771	20,074	25,495	3,384	24,294
3,117	7,347	758	4,874	1,674	4,048	3,713	2,433	2,607	2,197	1,463	2,764	2,702	1,156	1,486	112	280	3,130	1,024
2,222	143	564	2,568	1,548	1,650	758	1,643	2,781	383	1,464	2,014	322	1,353	3,560	2,874	3,560	185	3,856
1,349	7,094	6,413	10,311	10,598	9,677	3,889	4,710	2,736	2,223	2,694	5,572	1,768	753	6,293	2,307	6,076	3,385	6,569
10,402	5,477	2,656	11,013	8,027	4,789	2,853	2,245	1,137	1,658	4,266	15,151	12,783	6,806	5,461	6,713	3,755	2,222	5,487
3,762	3,414	2,808	2,980	2,002	3,178	36	3,254	3,881	3,366	1,448	1,830	868	28	612	1,260	3,668	408	3,788
8,413	2,632		730	3,026	8,266		7,438	11,910	1,388	928	11,535	14,460	1,204	7,424	5,836	8,729	6,928	8,755
1,598	4,504	2,912	10,331	4,071	2,929	2,482	5,273	7,554	4,266	5,536	8,574	9,218	2,920	23,858	3,100	22,782	5,502	22,782
1,972	8,512	776	9,078	3,748	4,040	2,788	600	1,166	2,453	4,736	432	1,288	1,358	2,728	3,258	2,728	728	2,728
2,740	2,876	575	5,220	2,885	5,115	270	11,466	10,856	6,090	5,386	3,928	2,770	1,766	11,702	4,032	4,670	3,059	8,530
28	2,212	1,206	1,228	2,188	2,764	2,726	10,468	13,898	6,029	265	793	333	1,764	1,156	999	1,782	973	
2,012	943	3,222	2,007	4,629	2,635	112	3,480	5,332	1,798	150	238	265	764	451	519	75	139	263
12,859	2,272	4,191	9,749	9,383	5,077	2,282	1,900	1,279	1,167	358	2,638	2,646	857	22,715	10,180	18,629	8,074	21,889
4,173	3,738	10,134	23,674	3,372	6,022	34,126	7,788	5,376	2,284	12,143	33,395	36,351	9,825	14,908	11,791	9,966	3,135	14,529
1,510	1,710	216	802	3,053	3,953	224	15,421	23,098	5,573	21,417	16,471	1,754	12,583	11,567	7,803	9,226	10,876	
10,890	15,251	9,103	17,763	14,199	19,025	7,266	40,725	77,325	33,572	25,300	24,083	25,785	3,332	22,846	17,512	20,763	6,019	16,012
1,792	9,594	1,862	9,344	6,230	5,132	3,710	1,820	7,616	1,792	5,040	1,792	1,792	3,360	10,120	6,048	10,120	3,360	10,120
1,272	5,426	4,844	10,940	8,234	11,157	4,287	2,486	726	526	56	2,848	1,200	3,880	3,024	3,880	3,880	4,804	
126	1,434		556	30	3,074	1,928	2,326	1,680	860	1,168	2,028	936	944	698	580	1,156	580	
9,789	12,411	8,801	13,091	9,936	13,106	6,158	69,889	27,354	9,183	6,061	23,496	21,910	8,710	35,312	23,681	26,535	10,906	33,225
			910	1,143	721	726					1,894	2,764	470	356	8,226	526		386
	1,030	3,107	1,214	925	3,618	1,436	1,214	3,384	2,198	2,123	5,544	2,748	1,008	3,948	3,948	2,580		3,948
			94	50	44	42	7,042	684	1,072	1,226	1,532			28	28			
14,212	1,456	5,236	4,420	7,924	6,748	4,028	20,556	11,536	4,984		9,500	8,568	3,888	10,254	7,944	10,170	3,764	2,694
212	274	168	340	252	288		560	560	406	112	252			294	104	154	272	266
			23	11	12		410	4,233	1,040	308	56	140						
2,175	2,489	367	284	2,987	252		1,461	22,759	5,711	2,224	2,424	3,436	4,350	3,062	9,551	3,550	8,675	6,134
201,487	231,304	172,287	373,767	221,463	319,762	196,273	572,083	669,261	282,091	197,038	587,639	522,661	158,719	579,025	357,249	486,322	199,058	520,482
2,336	30	70					42	7,042	684	1,072	1,226	1,532		28	28			119
18,404	25,206	9,452	24,719	4,892	13,471	11,410	747,375	358,572	171,725	88	148,711	122,988	703	71,145	10,671	71,252	26,028	70,466
962	539	671	2,462	1,900	1,993	3,581	8,420	35	24	104	11,177	133	2,567	77	2,562	495	495	2,533
3,930	30,170		15,225	6,881	7,730		57,616	14,297	1,988	9,074	51,368	11,177	30,112	14,284	30,112	12,074	30,112	
328,119	257,230	182,510	421,169	235,298	342,263	244,014	1,335,120	1,086,168	469,206	199,218	757,827	698,982	170,590	682,968	382,467	590,429	238,082	623,706

Goodyear Advertising Man Marries

A. Ewald Bodecker, who is in charge of the art work of the advertising department of the Goodyear Tire & Rubber Company, Akron, O., entered the ranks of the benedicts recently, marrying Miss Madeline McClure of Akron. Mr. Bodecker has been with the Goodyear Company for the last five years except for about a year of war service.

Pate, Managing Editor, "Progressive Farmer"

H O. Pate, of Memphis, Tenn., formerly secretary of the Dixie National Stock Yards, has been elected managing editor of the Progressive Farmer, of Birmingham, Ala., largest agricultural publication in the Southern field. Mr. Pate has already taken over his new work

Advertising Helps Stationer

"Just what advertising means to the stationery trade was well emphasized by Ross P. Andrews in his speech before the St. Louis Convention of the Wholesale Stationers," says a recent issue of the Book-seller.

"We all know," Mr. Andrews told the convention, "that for every line of advertising, there must be a certain amount of follow-up, which means the use of writing paper and envelopes. I have heard the statement made that for every display line in such publications as the Saturday Evening Post, there are 500 pounds of writing paper used for the follow-up. The production of writing paper has not been up to the capacity of the mills since late in 1919. This has been due to several causes, principally to the severity of the

# Foreign Fields Call American Farm Papers

Our Agricultural Journals, Venturing Over National Boundary Lines, Should Carry Their Message of Progress to the Food Producers of all Lands

By G. HOWARD DAVISON

President, American International Publishers, Inc.

IT IS no exaggeration to state that the agricultural papers of the United States are responsible for the agricultural methods we are following to-day.

These weeklies and monthlies from their very beginning have preached the gospel of better live-

stock and better methods for tilling the soil. Every improvement in method and every improvement in machinery has been carried to the farmers of the land through the agricultural papers. No factor in this country has been so important in developing the sale of our multi-

tude of constantly increasing improved machinery for saving manual labor and for efficiency and economy of production.

#### TURNING TO FOREIGN SERVICE

The farmer owes a debt of gratitude for the information that his publications have brought to him and the manufacturer owes a debt of gratitude to the publishers far beyond what he pays for in advertising.

What the agricultural press in general has done for the manufacturers of machinery at home, it can do also for them abroad and this brings me to my subject—foreign trade promotion through the agricultural press.

There are two points of view from which the importance of the agricultural journal in international economics may be considered—the point of view of political relations between different countries, and the point of view of their effect on trade relations. The subject is made easier to handle because there is no essential difference between those two phases of our problem. The political result follows the economic as surely as iron filings follow the magnet. The essence of international friendship has been the balance of power: statesmen have attempted to bind it into permanence by treaties; but the war has taught us that national friendship resides in trade, and nothing else. In individual human life, business relations are the best foundation for social intercourse and friendship. That is equally true of nations. The difference is purely one of method; in the case of individuals, the result follows naturally, without conscious effort, whereas in the case of nations it is the reward of painstaking effort. What place can the agricultural journals play in this work?

#### THE FARM PAPER'S ROLE

My answer is, that they take a leading role, for the simple reason that agriculture itself is the foundation of human well-being the world over. Nothing goes deeper than the food problem. We are living in an age of stress and strain, a period of difficult readjustment that has always followed great wars. The



The Nebraska Farmer

is now a member of the

Standard Farm Paper Association

and is represented

in Chicago by the

Standard Farm Papers, Inc.,

and in New York by

Wallace C. Richardson, Inc.

reason is not hard to find. When for five years the world has been intensively wasting raw materials, the finished product, the means of production and the sources of supply, it must find itself at the end of that time in a condition of world wide poverty which breeds discontent and unrest. Bolshevism and revolution are not to be fought with the sword nor with the pen of the legislator; they can be met successfully only by restoring to the world the prosperity and plenty it has wasted. Good food at reasonable prices will stifle agitators more quickly than the hangman's noose; the cornucopia of plentifulness will disarm the revolutionist more effectively than the policeman's club or the soldier's rifle. And to all this, food is fundamental and food means agriculture, neither more nor less.

We should be making a most serious mistake to think that the food problem is only national. It is an international issue of the most urgent character. Solving the problem in the United States without solving it in Central Europe, Russia, France, and England will not safeguard our own country. The virus of unrest is potent and infectious. No degree of care at the ports of immigration will keep it out of the United States so long as it flourishes anywhere else on the face of the earth. And no degree of local effort will solve it anywhere. The only solution is co-operation. It is one in which America—no, the Americans—must lead, because the Americans are to-day the most prosperous, and the wealthiest. Out of our plenty we must assist the world to its feet. The path is one of economic reconstruction.

When we increase the prosperity of any nation, we increase its purchasing power and, therefore, increase our own prosperity. A chain is only as strong as its weakest link and the countries of the world to-day are so interdependent that unrest and lack of prosperity in any one effects all others.

#### SHOULD UNITE FOOD PRODUCERS

The place of the agricultural press in this work is clear. It must act as a clearing house of information, a universal point of contact, a stimulus to production in old fields and to effort in new ones. The agricultural press must be a good trade press, a combination of consular reports, international bulletins, technically sound and economically progressive. It should bind the food producers of all nations to close cooperation by the ties of com-

## Play Fair With Farm Women *Shorten Their Hours of Work and Make Farm Life More Attractive*

In a recent survey, by the U. S. Department of Agriculture, 10,015 typical farm homes, in the 33 Northern and Western States, were visited. Among other things these facts were disclosed:

Forty-eight per cent of the farms were equipped with power for operating farm machinery, but only 22 per cent had any sort of mechanical power in the home.

Forty per cent of the women had running water in their kitchens. The other 60 per cent had to go to the spring or pump.

Ninety-two per cent of the women do some of or all the family sewing; 94 per cent make part of or all the family bread; 60 per cent have churning to do.

These duties of farm women are in addition to cooking meals, doing washing, caring for the children and countless other tasks.

The average farm woman works 13 hours a day in Summer and 10½ hours a day in Winter.

The farm woman is eager for and should have more leisure. Farmers know the value of labor-saving machinery in field and barn. Point out to them the worth of similar equipment in the home.

## **A Big and Profitable Market**

Agricultural advertising in all its branches, as conducted by The Charles Advertising Service, carries its convincing message to the farmer and his family. In this potential market there is an almost virgin field for the manufacturer of labor-saving devices in the rural home.

If your product will lighten the burden or shorten the hours of work of the farm women, or add to the comfort and pleasure of the farm home, a big and profitable market awaits your properly planned advertising message.

We shall be pleased to consult with you and give you the benefit of our advice, based on twelve years experience in the agricultural advertising field, talking business to business farmers and their families.

## **The CHARLES ADVERTISING SERVICE**

**H. H. Charles, President**

**23 East 26th St.**

**New York City**

mon humanity, opportunity and duty. It should blaze the path for new departures which will increase the productivity of well-established fields. It should, by developing old markets and opening new ones, create the opportunity for legitimate profit which is the fundamental stimulus to economic effort. By doing these things, it will not only help to solve the food problem through the medium of international cooperation and improved technique of production, but will also help the food producer of each nation to find outlets to new markets abroad and to create in his own territory an absorbing market for foreign products. In doing this, the agricultural press works effectively towards the establishment and maintenance of sound international trade balances.

Of all possible fields of development, it is easily an ultra-conservative statement that the greatest is South America. South America is to-day agriculturally the heir of the centuries. Its resources still over-balance its population by a tremendous disproportion.

Rich in all natural food sources, it enjoys this natural wealth at a time when mechanical efficiency has reached an unprecedented height of development. In the days of our forefathers, when the North American continent was being opened, the world's industrial development was rudimentary. Travel was by foot, horseback or wagon train. Cultivation was possible only by man and horsepower. The ground that could be covered was limited by the fighting strength of the bands of pioneers who reached ever outward from the more civilized centers; it was limited by their marching ability, by the carrying capacity of their pack animals, by their muscular ability in ploughing and planting. To-day, the only limit to agricultural production is the constructive imagination and intellectual energy of the producing nation. Machinery, to use the colloquial figure, has made "the sky the limit."

The United States can play a great role in this development. It is no exaggeration, in fact, to say that the United States can play the leading role. The agricultural press, journals of standing and importance, should carry the message of the progressive North American farmer to our neighbors in South America. The world is the pulpit of the agricultural press. It should carry the message of improved machinery and of a better type of breeding stock. It should tell the

story of more successful planting and harvesting methods. It should publish the romance of new lines of departure—new crops in old places, and staple crops where hitherto there has been thought to be a desert. The real source and motive power of human education is the interchange of experience between man and man; this is the function which the agricultural press of the world should perform for the most important world citizen of to-day, the farmer and food producer.

**Display Men Hold Convention**

Two thousand delegates and visitors attended the twenty-third annual convention of the International Association of Display Men held in Detroit last week. Charles F. Wendel, display manager of the J. L. Hudson Company, Detroit, was elected president, and L. A. Rogers, advertising manager of the John D. Mabley Company, treasurer. St. Paul was chosen for the 1921 convention.

**French Magazine With Nast**

Conde Nast, head of the Nast Publications has recently taken over the exclusive rights for the circulation in America of the *Gazette du Bon Genre*, published in Paris by Lucien Vogel.

**The BLACK SHEEP**

THE JULY issue comes bleating from the press, and if you have not seen this little publication, you must surely write in for it. Readers of past issues tell us that it brims over with joyous burlesques of all the problems of Advertising. It has been a success from the very first number.

The ETHRIDGE  
New York Studios  
25 East 26th Street

### A. A. C. of W. Committee Meets

Important business taken up at a special meeting of the Executive Committee of the Associated Advertising Clubs of the World held at the New York headquarters on Monday included the election of Frank E. Lowenstein, Advertising Manager of Norris, Inc., Atlanta, Ga., to succeed Edgar M. Foster of Nashville, who had resigned the vice presidency of District No. 4, and the appointment of sub-committees to assume supervision of the work of several branches of organization activity. Six sub-committees of three members of the executive committee each, to be appointed by the president, will have

charge of associated advertising, vigilance work, education and club contact work, finance, the annual convention, and headquarters management.

The budget presented by Secretary Florea was approved with the understanding that the appropriations for club contact and vigilance work are to be increased during the year as increased revenue permits.

The resignation of President Otis will not be acted upon until the meeting of the Executive Committee to be held at Cleveland, August, 12, at which Mr. Otis will be present.

Frank A. Black of Boston, vice-president of the first district presided over Monday's meeting. Others present included Miss Jane J. Martin, representing

women's clubs, John E. Raine, Baltimore, vice president for the third district; Rowe Stewart, Philadelphia, vice president for the second district; Bert N. Garstein, Louisville, vice president for the fifth district; William J. Betting, St. Paul, vice president for the eighth district, and P. S. Florea, secretary-treasurer of the A. A. C. of W.

### Newsprint Production Increases

Total newsprint production of ninety leading mills of the country for the first six months of 1920 was 759,624 tons, according to a report of the Federal Trade Commission, just made public. During a similar period last year seventy-four mills produced 671,141 tons. The report says that of this year's production 679,290 was standard newsprint.

Stocks of standard print on hand at the mills June 30 amounted to 20,076 tons, as compared with 20,023 tons last year. Mill stocks of standard newsprint increased during June, although eleven machines in eight mills were idle a total of over 1,400 hours during the month, due to lack of labor, breakdowns, lack of coal and pulp shortage.

The average price of contract deliveries from domestic mills to publishers in carload lots for standard newsprint during June was \$4.752 per 100 pounds, based on deliveries of approximately 51,000 tons on contracts involving a total of about 500,000 tons of undelivered domestic production.

The average market price for June in carload lots was approximately \$10.072 per 100 pounds, the report said. The contract price of Canadian standard newsprint was placed at \$4.55 per 100 pounds.

### Kansas City "Journal" Head Dies

Charles S. Glead, one of the owners of the Kansas City *Journal* and a director of the Atchison, Topeka and Santa Fe Railroad died at his home in Topeka last Sunday. Mr. Glead was born in Morrisville, Vt. in 1856. He was graduated from the University of Kansas in 1880 and admitted to the bar in 1884. In the same year, turning to journalism, he became editor of the *Denver Daily Tribune*, and later president of the Kansas City *Journal*. He was the author of many legal, political and descriptive articles and participated, as director, in several important Kansas financial enterprises.

### New Rankin Accounts

Among several new accounts recently placed with the William H. Rankin Company, of Chicago, are those of the Montana Flour Mills, of Lewiston, Mont., newspaper campaign for flour and cereals; Southern Spring Bed Company, Atlanta, newspaper campaign for "Land o' Cotton" mattresses; Thompson Phosphat Company, Mid-City Trust and Savings Bank, Chicago, Collins Canning Company, Lakeland, Fla., bottlers of "Southland" Grape Juice; and Dwinell-Wright Company, Boston, western account for "White City" coffee, advertising now being placed in Indiana newspapers.

### Ward, "Farm Journal" Circulation Head

P. E. Ward, on August 1, will become circulation manager of the *Farm Journal*, Philadelphia. Mr. Ward had previous circulation experience with the Orange Judd Company, and recently has been with the *People's Home Journal*, New York.

## To the Advertising Agency

Published by the Ethelidge Company in behalf of Advertising Men Generally and to Promote Constructive Interest in Commercial Art

Number 2 Chicago Studio - 160 N. Dearborn St.

### "KIDS"

Y... kids have... (text continues)



### Hot Competition

T... (text continues)

### Pictures of Real Men

W... (text continues)

Divorcing the Artist from the copy-writer ends many a happy marriage

### TO THE ADVERTISING AGENCY

ANOTHER of our publications, this one issued every other week. It treats of various phases of Advertising in what we feel to be an entirely new vein. But it is a message to Agencies only. We believe in Advertising and practice a great many of the things we preach.

**ASS'N of ARTISTS**  
**Chicago Studios**  
 140 N. Dearborn St.

### Scranton Club Announces Speakers

The Scranton Advertising Club, in announcing its fall and winter program, gives out the names of eight big business men who will speak on subjects germane to advertising and selling at club dinner meetings to be held on the first Tuesday of each month from September to April. The first of these speakers will be Frank E. Fehlman, president of Churchill-Hall, Inc., of New York who will speak on retail sales problems. Others on the list are George W. Hopkins, sales manager of the Columbia Phonograph Company; E. B. Moon of the Merchants Service Bureau, Chicago; Tom Beck, vice president of the Crowell Publishing Company; Douglas Malloch, Mrs. Christine Frederick, Dr. Frank Alvah Parsons, and Bruce Barton.

In order to cover the expense of the fall and winter program the club has decided to issue sustaining memberships at ten dollars each, giving the holder all the privileges of the club for a year.

### Ready for Direct Mail Convention

Officials of the Direct Mail Advertising Association will meet with members of the Detroit Aderaft Club in Detroit on September 3, to draw up preliminary plans for the association convention, which is to be held in Detroit October 27-29. The association's convention committee will include William Feather, of William Feather & Co., Cleveland; Robert E. Ramsey, of the American Writing Paper Company, Holyoke, Mass.; and Homer J. Buckley, of the Buckley-Dement Company, Chicago. More than 1,500 delegates are expected at the convention.

### Liberty Motor Has House Organ

Employees in the factories and offices of the Liberty Motor Company, headquarters at Detroit, Mich., have started their own house magazine and will write, edit, make up and distribute each issue co-operatively. The first issue appearing this month bore the title, "The Liberty?" This is to be replaced by a permanent title to be chosen as the result of a title contest now in progress.

### Joins King-Lee-Redmond

Arthur Lee, formerly with the Los Angeles Grocery Co., has become a member of the King-Lee-Redmond Co., advertising agency specializing in food products advertising.

## Southern Farmers Summer Readers

THE southern farmer rises to deny that he allows his reading habits to hibernate during the summer, if it can be put in that way. More specifically, it's the *Southern Agriculturalist* that makes the denial.

After reading the article on the *Farm Journal's* analysis of how and why the northern farmer reads advertisements in summer, written by J. H. Lewis, in the May 29 issue of *ADVERTISING & SELLING*, B. Kirk Rankin, publisher of the *Southern Agriculturalist*, sent off post-haste to this magazine a copy of the little pamphlet called "Farmers Read in Busy Times" published by his paper last spring in anticipation of the periodical dog-day timidity of farm paper advertisers.

### SUMMER READING GETS REACTION

Probably what readers will find the most impressive conclusion of the investigation which the *Southern Agriculturalist* carried through its territory to obtain a definite answer to the old question of whether the farmer reads in his busy season is this: "Winter reading helps formulate plans—summer reading draws immediate reaction."

That is how one of the farmers "investigated" expressed it. Others, replying to the *Southern Agriculturalist* questionnaire, made the point similarly when they said that, while they read more closely during the winter in planning operations for the coming season, they benefited most during the spring and summer because they were "most likely then to try out things that were fresh on their minds."

Another farmer said that he benefited most from his reading "at the time when I can put it into practice. I always like to study my lessons just before I go to recite. When I

## UNKNOWN IN 1916 FOREMOST IN 1920

*That is the brief history of the*

# STANDARD ADVERTISING REGISTER

The most complete service of its kind in the advertising field.

Used daily by hundreds of publishers, agencies, special representatives, lithographers, sign and novelty manufacturers, commercial art studios, printers and engravers, advertising solicitors.

Over 50 FARM PAPERS use it, some in five or six offices. Names on request.

Let us show how we can be helpful to you.

*Our First Subscribers are still with us*

**NATIONAL REGISTER PUBLISHING CO., Inc.**

1901 TIMES BLDG

NEW YORK CITY

have a piece of work to do, I like to know as much about how to do it as I can, then go do it."

This throws an interesting light not only on the true value of summer advertising to the farmer but on the distinctive function of busy season advertising and the peculiar qualities demanded of the copy used at that period. It suggests that while winter advertising can work for good will and place leisurely, measured emphasis upon the service value of the advertised product, busy season advertising should be written with the aim of getting an immediate reaction, should call attention to the possibilities of application of that product to the solution of the problem actually in hand and pressing; moreover, that it should be short, definite and to the point—"brass tacks."

The percentages arrived at in the investigation which covered farmers in all parts of the *Southern Agriculturalist* territory, "some in the blue-grass country, some in the mountains, some in the plateau country, some in the levee country; general farming sections, live stock sections, poultry sections, and fruit sections," are these:

HOW PERCENTAGES RUN

Fifty-one per cent read more closely in winter. Nine per cent read more closely in summer. Forty per cent read consistently all the year through.

"The same old story," the careless commentator will say—"the obvious fact. The farmer does the bulk of his reading in the winter."

Now neither southern nor northern farmer has risen to deny that. It is an obvious fact, but it is just as obvious that one cannot give a complete interpretation to the statistics quoted here unless one supplements them with two comments brought forth by the questionnaire which developed them:

One farmer replied: "Farmers read less extensively in summer, but read with greater interest what they do read."

Another said that it was his experience that farmers read less in summer than in winter, but added as to the summer issues, "I really believe the farm paper is of more value then, because we read only articles that suit our special needs and put them into immediate practice."

And as it is with the articles, thinks the convinced farm paper publisher, so it is with the advertisements.

Before drawing final conclusions

on the investigation of the old question in the south there is one more comment, coming in response to the *Southern Agriculturalist's* invitation to its farmer to express general views on the subject, that the advertiser cannot afford to overlook. It's just this:

"The man that needs the papers the most, I find, reads them in winter, but the fellow that's got the 'fire' started in him reads them all the time.

And the live advertiser is "all the time" after "the fellow that's got the 'fire' started in him."

**Kansas Publishers Unite**

A publishers' buying corporation which ultimately will act for about 400 newspapers in the buying of news-print paper has been authorized by twenty-eight members of the Midwest Newspaper League, in conference recently. The league includes publishers in Kansas, Missouri, Arkansas, Colorado and Nebraska. Newspapers which, according to plans, will be served by the buying corporation require from 75,000 to 100,000 tons of news-print a year.

**Sunnycorn Account with Utica Agency**

Moser & Cotins, advertising agents of Utica, N. Y., have obtained the advertising account of the Patent Cereals Company, Geneya, N. Y., manufacturers of "Sunnycorn."

**Nordhem Service**

**POSTER ADVERTISING**

**Worth thinking about**

*For Adequate Service - consult*

**IVAN - B - NORDHEM COMPANY**

Post-Advertising Material & Electrical Supplies in the United States & Canada

420 1/2 St. Paul Ave. New York City 17, Telephone W-42, Washington, Pa.

**Johnson Joins "Nebraska Farmer"**

Marshall Johnson, Western representative of *System-on-the-Farm* for the past three years, has joined the advertising staff of the *Nebraska Farmer*, Lincoln, Neb. Previous to his connection with *System-on-the-Farm*, Mr. Johnson was manager of Mooschart Farm, a 1,052-acre stock and grain farm at Mooshart, Ill.

# A House Organ that Links Far-Flung Workers

"Our News and Views" of the Central Leather Company Accomplishes a Unifying Influence

By THOMAS R. ELCOCK, JR.

**We represent all Student Publications**

OUR intimate knowledge of the vast student buying power is expressed in various copy-righted publications. Entitled "The Collegiate Salesman," these booklets are designed to attract merchandise interest in student towns and to acquaint advertisers with our unique merchandising service. Copies will be sent on application.



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

We specialize in house to house distributing of

**Advertising Literature and Advertising Samples**

We solicit your account.

**JAMES T. CASSIDY**  
206 No. Front St., PHILADELPHIA, PA.  
Write for our paper "FACTS."

**POSTAGE**

The 25c monthly magazine that tells how to transact business by mail. Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 months \$1.00; 1 year \$2.00.

POSTAGE - 18 East 18th St., New York City

Paper for Letterheads

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

**BERKSHIRE TYPEWRITER PAPERS**  
*A Business Paper For Every Business Use*

EATON, CRANE & PIKE COMPANY  
New York Pittsfield Boston  
San Francisco Chicago

Blotters

**"To make Better Letters  
Use Our Better Blotters"**

Famous World and Reliance Brands  
**THE ALBEMARLE PAPER MFG. CO.**  
Richmond, Va.

Mailing Lists

### Mailing Lists

Commercial, Automobile, Investors or any classification wanted

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

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

A DESIRE to get out a company publication came, not from the officials of the company, but more particularly from the men in the ranks. It was felt that our particular industry contained many stories well worth telling. There is a romantic background to the making of leather; it takes us back to the pampas and the plains, to the Western ranges and to the far-off lands from which we secure our raw material. The making of leather also includes affiliated industries which must originate interesting stories, as the gathering of bark and the marketing of lumber; the vast tracts of virgin forests in which the woodsman works, the making of glue and all the interesting sidelights that come from the marketing of these by-products. Joined with these activities also are the rather unusual modes of transportation, such as tramways from mountain tops, tractors that hauled sleds on frozen railless railways, the logging in water courses and other pictures of life in the great out-doors.

Our proposition is slightly different, perhaps, from most corporations, in that our 10,000 or more employees are scattered throughout this country and abroad, mostly in small units. There are few places where we can assemble 100 of them and only several where approximately 1,000 are engaged. Our activities are also of a diverse nature. We are collectors of hides, tanners of leather, gatherers of bark, lumbermen, glue manufacturers and operators of railways.

**GETTING ACQUAINTED ALL AROUND**

Our corporate family presumably was one in name only. It was the desire of the men at the tanneries or at the factories or in the woods or on the railroads to know more than the men directly around them and to have a more general knowledge of the activities of the company. It can be seen that the men who bought and collected hides from

the farms or elsewhere wished to visualize what became of this hide which they bought and which they passed on to the tannery. It would be interesting for them to know the course that this hide took after it left their hands, how it was made into leather that came from a certain hide, the process of selling this leather and how, in its finished state, it reached the shoe factory or the maker of leather belting and finally came into the hands of the ultimate consumer.

Similarly the man on the railroad knew that he hauled bark and logs and knew for what purpose he did it, but could not picture in his mind the various processes that his commodity went through before it became a piece of merchandise.

It would be interesting for the tanner to know that the fleshings and skivings from the hide that he handled would be turned into glue and how this glue would be marketed and used. It was the thought of the men in the ranks that if a worker knew, when he was finishing a fine piece of sole leather, that the result of his work would add to the value of the company's product, he would take more pride and interest in what he was doing. He would like to be shown that this piece of leather would ultimately become a finely finished sole of a high-class shoe turned out from the Brooklyn or Massachusetts factories or would go into a piece of belting that would become an integral part of some complicated machinery.

The magazine, therefore, was designed to be educational and instructive as well as interesting and to be effective in bringing the men together and make them understand each other's problems and the problems of the management and to induce a co-operative feeling among all.

**WHAT THE PRESIDENT THINKS**

I quote from the letter of Walter S. Hoyt, President, as shown in the first issue of "Our Views and

**"GIBBONS KNOWS CANADA"**

MONTREAL TORONTO WINNIPEG

News," where he says, after reviewing the progress made by the company and its success in the past, which has been due to a constant endeavor to improve products, honest workmanship on the part of the employees, fair dealings with the customers and an aggressive policy in obtaining new business:

"The men and the management have worked out these policies together. The loyalty of our employes has been a matter of pride. If any criticism can be recognized, it is, perhaps, that all of us have remained too much within our work. The activities of our co-workers have interested us only to the extent of how much their work came in contact with ours. This is not as it should be. The main purpose of this little house organ, therefore, will be to bring us all closer together, so that the man in New York or Philadelphia, or Boston, or Chicago, or St. Louis; at the tanneries, warehouses, mills, woods, or in fact, located at any of our works or offices in this country or abroad, will have a general knowledge of what the company is doing, and know of the work, the problems and the successes of his coworkers."

And I again quote from the letter from a vice-president of the company, William McAdoo, Jr., in the second issue, where he says: "It will be by bringing us all closer in touch; in making us see the scope of our company's business; by understanding each other and taking pride in our work; by co-operating and helping to give us imagination and initiative; that "Our Views and News will prove its value."

HOW THE MAGAZINE GREW

Our first number was sixteen pages with self cover, printed in one color but it was quickly seen that this size would be insufficient and all subsequent numbers have been thirty-two pages with self cover. We have endeavored to maintain a high class in illustrations, typography and paper stock. We do not consider our magazine extravagantly gotten up but we have not attempted to save where we could accomplish some certain result.

The matter of handling the publication was thought out and it was decided that its policies should be governed entirely by the employees. The assembling of the news and the views of the men, the editing of contributions and the arranging for art work and negotiations with the printer are carried on by the Advertising Department of the company. There is no specially ap-

pointed editor, but there is a board of editors which controls and guides the publication. The officials of the company enter into its preparation only in so far as reviewing matter submitted which may contain some question of company policy.

When the publication was decided upon it was necessary to introduce it to all of the employees and have it looked for and an interest taken in seeing the first number. A competition was therefore arranged and a twenty-dollar gold piece given to the employe submitting the best name for the house organ. Out of the 10,000

employees we received over 1,400 suggestions and a committee of employes decided that "Our Views and News" was the best name submitted. The winner was the superintendent at one of our smaller tanneries in Pennsylvania. This contest created a great deal of interest throughout the entire organization and was a good way of introducing the house organ.

We are now printing our eighth number and have enough material at hand for several additional numbers, all of it contributed by employes of the company. We have received complimentary letters from many of



**EVER** walk on a deep, velvety carpet? Ever ride on a *Goodrich Silvertown Cord Tire*?

**The feeling is just the same.**

**Goodrich Silvertown**  
*America's First CORD TIRE*

*The Goodrich Adjustment Basis - Silvertown Cords, 8000 Miles; Fabric Tires, 6000 Miles*

the employes telling us of their interest in the publication and the aid it has given them in knowing more of the company's activities and the enjoyment they have gotten out of becoming acquainted with their co-workers. The men feel that the publication is theirs and they are anxious to contribute to its pages. It is looked for each month and asked for and demanded should it be a day or so late in delivery.

A case in point occurred recently at one of our tanneries, where one employe said to another: "You can't read. What do you want with it?" to which the other man replied in a very emphatic manner: "I know I can't read, but my kids can and I want the book."

We have endeavored to keep the publication popular, we have tried to avoid having it on too high a scale for the average workman and we believe in not making it too dry. We inject humor in the way we tell the news of our friends and we illustrate articles by cartoons which appear to us to contain humor. As reflecting the opinions of our employes I would like to quote again, this time from the manager of one of our hide stations in Pennsylvania:

"I read 'Our Views and News' from cover to cover and enjoy every bit of it, and am sure that all our employes here look forward to its arrival every month with the same appreciation. I am of the opinion that one of the principal functions of 'Our Views and News' should be to awaken keener interest among those employes who are far removed from the executive forces. Our organ should point out the wisdom of whole-hearted cooperation all along the line—from the officials who manage the finances, direct the manufacture and sale of leather and by-products, down to the men in the forests who fell the trees for bark. Every man must be made to see that his work—every operation—should be done faithfully, efficiently and economically. That it is his duty to see that the operations he does are done to the best of his ability before passing it on to his fellow worker for the next operation. He should be shown that a hitch at one place; carelessness at another, not only interferes with the results sought, but that indifference by only one fellow worker may often hinder the success of his following co-workers; that ultimate success and resultant prosperity to the organization can only come about through united effort; that prosperity and success for the organization spells success and prosperity

# Certified Circulations

Some Mediums in Several Classes Whose Audits are Made by the  
**AUDIT BUREAU OF CIRCULATION**

## CLASS TRADE AND TECHNICAL

### AERIAL AGE WEEKLY, New York

The National Technical, Engineering, and Trade Authority of the aeronautic industry. The foremost aeronautical magazine in America in point of quality, circulation, and authoritative editorial contents.

### THE AMERICAN ARCHITECT, Member A. B. P. Inc. New York

The weekly business newspaper of the architectural profession subscribed to at \$10.00 per year by practically every worthwhile architect. Published every week since 1876.

### AMERICAN EXPORTER, New York

The world's largest export journal. Carries 1,400 continuous advertisers. Circulates every month through English, Spanish, Portuguese and French editions among leading firms abroad that buy American manufactured goods. Member Associated Business Papers, Inc.

### THE ARCHITECTURAL RECORD, New York

National professional monthly established 1891. Average net paid circulation exceeds 9,500. Member Associated Business Papers, Inc.

### AUTOMOTIVE INDUSTRIES, New York

The only journal dealing with engineering and industrial problems in the third largest industry. Published weekly. Subscribed to by manufacturers, engineers and other industrial officials, allied industries, foreign manufacturers, etc. Net paid circulation 8,510. Member Associated Business Papers, Inc.

### BAKERS WEEKLY, New York City

Leading paper in the baking industry. Member A. B. C. and Associated Business Papers, Inc.

### BOOT AND SHOE RECORDER, Boston

"The Great National Shoe Weekly." The indispensable advisor on shoe styles and shoe merchandising of the best rated retail shoe merchants in this country. Circulation 10,000 copies weekly. First choice of the advertiser of shoes, leathers or shoe-store goods. Member Associated Business Papers, Inc.

### BUILDING AGE, New York

Established 1879. Published monthly. Subscribed to by the men who do the building construction of the country. Circulation almost exclusively among those who purchase materials as well as tools.

### THE DRY GOODS ECONOMIST, New York

The Dry Goods Economist, a national dry goods weekly for retailers and jobbers, is the accepted authority of the dry goods trade. Eight issues of each year are World Wide numbers with over three thousand added foreign circulation. Type page 8 1/2 x 2 1/4. Published Saturdays—forms close Wednesday preceding. Member of the Associated Business Papers, Inc. The Dry Goods Economist, 231 West 30th Street, New York City.

### EXPORT AMER. INDUSTRIES, New York

Monthly English, French, Spanish and Portuguese editions reaching foreign business men interested in the United States as a source of supply for their industrial and mercantile requirements. Official International Organ of the Nat. Assn. of Mrs. 60,000 circulation guaranteed.

## THE GAS RECORD, Chicago

Semi-Monthly. Edited by practical gas men. Reaches builders and operators of artificial and natural gas plants, and makers and sellers of gas-consuming appliances. Member A. B. C. and A. B. P. Eastern office 56 W. 45th St. New York Telephone Vanderbilt 3605.

## HARDWARE AGE, New York City

Established 1855; published weekly; the market report paper of the hardware trade thoroughly saturating the national hardware field. Editorially devoted to the better merchandising of every sort of hardware and read on paid subscription by progressive hardware retailers and wholesalers as well as their traveling salesmen, buyers and department managers. Circulation exceeds 18,500 copies weekly. Member, Associated Business Papers, Inc.

## THE IRON AGE, New York

"The World's Greatest Industrial Paper." Established 1855; published every Thursday; forms close eight days preceding; type page 6 7/8 x 11"; one-time page rate, \$108; 52-pages a year, \$80; subscription price, \$6; charter member, A. B. C. and A. B. P. The Iron Age serves buyers and sellers in the machinery, automotive, shipbuilding, railroad, farm implement, foundry, iron, steel and other metal-working industries. Its circulation is world-wide and is composed almost entirely of manufacturing plants. Its readers therein are the executives charged with the problems of management involved in purchase, production, costs and sales. Branch offices in Chicago, Pittsburgh, Boston, Philadelphia, Cleveland, Cincinnati, Washington and San Francisco.

## MARINE ENGINEERING, New York

Guarantees more paid individual subscribers among shipbuilding companies and their officials, also among steamship and steamboat companies and their officials, than all other marine publications in the country combined. Member Associated Business Papers, Inc.

## MERCHANTS' TRADE JOURNAL, Des Moines, Chicago, New York, Boston

Published monthly—subscription price \$3.00 per year. Sworn paid national circulation among retail merchants, exceeds 24,000 (rate based on 16,000). Maintains trade investigation bureau.

## METAL WORKER, PLUMBER & STEAM FITTER, New York

Established 1874. Published weekly. Recognized authority on heating, plumbing, roofing and sheet metal work. Devoted particularly to the interests of the buyers of materials in the above lines—the combination shops. Market Report on the status of the trade. Member Associated Business Papers, Inc.

## MOTOR AGE, Chicago

The Weekly News and Service magazine of the automotive trade. Editorially, it specializes on the maintenance of the interests of the interests of motor car, truck and tractor dealers who make up over 50% of its more than of motor cars, trucks and tractors and 30,000 paid subscribers. Member Associated Business Papers, Inc.

## MOTOR WORLD, New York

Subscribed for and read by the big percentage of dealers, jobbers and garage owners who study merchandising and are interested in the profit side of their business. Net paid circulation in excess of 22,000 per week. Member Associated Business Papers, Inc.

for the individual worker."

Here also is an expression by our editorial board as to what it is hoped could be accomplished by this magazine:

"We hope to show just where our raw material originates. We must

trace the progress of the animal from the plains, from the farms and from distant lands, through packing house or frigorifico, and carry our view of the hide to the tanneries and on to the finished leather. We must show the scope and reason of our bark and

lumber interest, why our railroads exist and how they join in the general scheme of operation. The story of our by-products must be instructive, how it occurs that we sell glue and where goes the hair and the diverse channels it follows in supplying other and distinct industries. In the case of leather we hope to trace its progress from the tannery through to the hands of the maker of belting and the manufacturer of shoes. We hope to tell our fellow-worker just what becomes of the side, or back or bend that he fashions with such care and such pride, so that all may know why our famous tannages enter so largely into the making of the finest shoes and belting that the world produces. It is fine to have the news and views of our fellow-workers. Let us never be dry or too serious in what we may say of each other, but let us not forget that our magazine is intended to be a help to us and it must also be instructive."

# Certified Circulations

Some Mediums in Several Classes Whose Audits are Made by the  
**AUDIT BUREAU OF CIRCULATION**

## CLASS TRADE AND TECHNICAL

**RAILWAY AGE, New York**  
Founded in 1856. Read by executive officers and heads of the operating, traffic, financial, legal, purchasing, mechanical, engineering and maintenance departments. It reaches direct the final buying power of railway supplies and equipment. Weekly. Average circulation 9,250 copies. Members Associated Business Papers, Inc.

**RAILWAY ELECTRICAL ENGINEER, New York**  
Founded in 1908. The only paper devoted exclusively to steam railway electrical problems. Of special interest to mechanical and electrical engineers, heads of electrical departments and their staffs, electric welders, third rail men, power house, sub-station and car lighting men. Monthly. Average circulation 4,300 copies. Member Associated Business Papers, Inc.

**RAILWAY MAINTENANCE ENGINEER, Chicago**  
The only publication devoted to the problems of track, bridges, buildings, terminals, water and steam heat service of the steam railways. Reaches all railway officers concerned with maintenance of way problems. Monthly. Average circulation 8,600 copies. Member Associated Business Papers, Inc.

**RAILWAY MECHANICAL ENGINEER, New York**  
Established in 1832. Devoted to subjects pertaining to motive power, rolling stock, power house, shop and roundhouse problems. Read by all officials interested in the repairs or renewals to motive power and rolling stock. Monthly. Average circulation 11,400 copies. Member Associated Business Papers, Inc.

**RAILWAY SIGNAL ENGINEER, Chicago**  
Founded 1908. Read by signal engineers and their staffs, signal supervisors, inspectors, maintainers, foremen, battery men, wiremen, towermen, lampmen and grade crossing engineers. Monthly. Average circulation 5,500 copies. Member Associated Business Papers, Inc.

**THE RETAIL LUMBERMAN, Kansas City, Mo.**  
The dominant trade paper in the retail lumber and building material field. It furnishes lumber dealers with building, advertising and sales service, and is a high class advertising medium. Total net paid circulation in excess of 5,000. Ask for statement. Member Associated Business Papers, Inc.

**SHOE AND LEATHER REPORTER, Boston**  
For 63 years the most influential and intensive paper in an industry rated as fourth in the country's business. During 1919 the REPORTER carried 4,000 pages of paid advertising, which is 454 more pages than its chief contemporary. Published each Thursday. World-wide circulation at \$6 a year. Member Associated Business Papers, Inc. Ask for A. B. C. Report.

**THE SHOE RETAILER, New York**  
with which is consolidated THE SHOEMAN and Boots & Shoes Weekly; circulates exclusively in the retail shoe field, in well-traded stores and departments among those who are interested in matter of style, trade situation and store management. Members of A. B. C. and Associated Business Press.

**TEXTILE WORLD JOURNAL, New York**  
The Dominating publication of the textile industries. Its readers are mill men who control purchasing of supplies for this country's second largest industry. Over 750 industrial advertisers using space under yearly contract. Member Associated Business Papers, Inc. One Time Page rate, \$100.

## AGRICULTURAL

**NATIONAL STOCKMAN & FARMER, Pittsburgh, Pa.**  
100,000 guaranteed. Covers Ohio, Pennsylvania, West Virginia. \$1.00 per year cash. It does not believe in the advertisers bearing all the expenses of a publication.

**FARMER AND BREEDER, Sioux City, Iowa**  
Devoted to the interests of the capitalistic farmers and breeders of the Golden Egg Territory—southeastern South Dakota, northwestern Iowa, northeastern Nebraska and southwestern Minnesota. Circulation 90,000. Rate 50 cents an agate line.

## MAGAZINES

**THE MODERN PRISCILLA,**  
A magazine designed for thrifty woman-kind. Devoted to the three important topics of Needlework, Clothes and Housekeeping. A practical magazine for practical women. 97% of its readers are housekeepers; 83% are mothers. Over 90% of its readers keep back numbers indefinitely for reference. Rate \$4.00 per line.

## NEWSPAPERS

**THE COURIER NEWS, Fargo, N. Dak.**  
Published in the heart of the famous Red River Valley wheat growing section, has the largest circulation of any daily newspaper in the state. Advertising rates 4 cents a line. Government wheat guarantee makes North Dakota the best field for advertisers in the nation this year.

**THE BRITISH WHIG, Kingston, Ontario**  
Only A. B. C. paper in city of 25,000. April average 6,424. City circulation 3,950; country, 2,474. Carries many exclusive news features. 14 to 22 pages, something unique in newspaper annals, daily. Write for house organ, "More Pep."

## VIEWS OF EMPLOYEES TAKEN SERIOUSLY

"Another feature is the importance that we place upon the views of our men and news of steps taken to insure safety to the employes. I quote from a letter from our hazard inspector: "I find that this magazine is thoroughly read by all employes or that it is read to them by some one. What little that has been published on 'Safety' in this magazine is producing an awakening among many employes to think along this line. At one tannery recently visited, workmen have made suggestions to the superintendent to make conditions safer. The superintendents are beginning to take an inquiring interest in the subject which I know is due to the publication, 'Our Views and News.' If this can be done in the Safety movement, it can be done along other lines. The superintendents, foremen and workmen have many good ideas for safe-guarding the industry from accidents, and wish to express themselves in the magazine. I have encouraged this desire and I expect in the future to have their co-operation in making the safety column one of greater interest."

Inspired by this magazine, there have been started several employes' clubs, which in turn have formed baseball teams and athletic contests. We are planning for theatricals, minstrel shows, lectures, etc., for the coming winter and also arranging for a beneficial association under the auspices of the club.

We feel very optimistic in regard to the future of "Our Views and News" and we know that it has proved its worth so far.



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## Calendar of Coming Events

August 4-5—Convention, Washington State Retailers' Association, Spokane, Wash.	September 14-16—Annual Convention, Outdoor Advertising Association, Cleveland, Ohio.
August 9-13—Convention, Inter-State Exhibitors' Corporation, New York.	October 6—Annual Convention National Association of Electrical Contractors and Dealers, Baltimore, Md.
August 12—Convention, Wool Stock Graders' Association, New York.	October 11-13—Annual Convention National Association of Purchasing Agents, Chicago.
August 12-14—Convention, National Cigar Box Manufacturers' Association, New York.	October 27-29—Annual Convention, Direct Mail Advertising Association, Detroit, Mich.

## Cut Waste From Advertising

(Continued from page 43)

Except in rare instance, most particularly among department stores and specialty shops, advertisers have not appreciated the value of their dealers' windows. For the most part they have piled merchandise and price tickets indiscriminately into the window without much regard for pleasing effect. If the dealer could know the value of harmonious typography and illustration in advertising, and also know how to apply this advertising skill to his window, he might develop the great medium which he possesses. The dealer is incapable of giving his window the attractiveness, dignity, and effectiveness that is its latent possibility. This is some of the work that must be done by the advertising man—by advertising men who know salesmanship and merchandising from the dealer's or the retail standpoint, which is, in the last analysis, the salesmanship that clinches the whole transaction of distribution, by selling to the consumer.

When one will bear in mind that the average retail merchant, of whatever kind, has his own customers—that the bulk of his business is "regular" trade—and that transitory business is relatively a small part of the total business done, one will recognize that the retailer, if he can be made a salesman, a merchant, and an advertiser in one is a highly desirable ally to any advertising campaign. As a means of tying up the retail merchant with any given national advertising campaign, what is more obvious than to repeat, in a broad way, and with amplification, if necessary, the general advertising theme and display used in national advertising? The advertising man certainly cannot do better than to concentrate on the problem of development of the dealer.

The dealer's place of business is the point where salesmanship and advertising should logically meet. To develop dealer advertising window display and other branches, would be to bring both salesmanship and advertising closer together—to establish a contact between them that must inevitably travel through the individual efforts of both. Advertising will thus learn much from salesmanship—particularly in regard to sales viewpoint. Also salesmanship will learn much from advertising—particularly as to how to use this great force in intimate connection with its own work.

# Farm Motors Were First Used in the Northwest!

It was here that the value of big mechanical power units in farm operation was first demonstrated

It was here that the first extensive sales of tractors for farm uses were made.

It was here that the farm tractor industry first took definite form.

From its first beginnings, power farming has developed in this territory logically and steadily.

Both as an exponent of power farming and as a medium for the sale of power-farming equipment, "The Farmer" has kept pace, steadily and consistently, with the growth of the industry. It has from the first been one of the leading mediums in America for the advertising of automobiles, tractors and allied power-farming tools.

The opportunities of this Northwestern sales field are shown in four booklets which we have published. They are:

**The Northwestern Tractor Market**, a survey of tractor sales possibilities in this territory.

**The Motorized Farm**, a compilation of a year's editorial discussions of power farming from the pages of "The Farmer."

**The Motor Truck on the Farm**, a county census of motor trucks in Minnesota.

**Automobiles in Minnesota**, a county count of automobiles in this state.

Any one or all of these booklets will be sent to any applicant who is interested in the power-farming market of the central Northwest.

The Farmer maintains the same leadership in the development of the market for all other farm products that it does in the market for farm power equipment. For years it has been one of the leading papers in the United States in volume of advertising in all lines of merchandise sold to farmers.

**THE FARMER**

A Journal of Agriculture

WEBB PUBLISHING CO., PUBLISHERS  
ST. PAUL, MINN.

Western Representative  
**STANDARD FARM PAPERS,  
Inc.**

1341 Conway Bldg.  
CHICAGO, ILL.



Eastern Representative  
**WALLACE C. RICHARDSON,  
Inc.**

381 Fourth Avenue  
NEW YORK CITY

MEMBERS AUDIT BUREAU OF CIRCULATIONS



Send for Copies of These Books if You Want Information on the Market for Farm Motors or Equipment

# "MAXIM-UM" PUBLICITY

*Early to bed  
early to rise,  
work like sixty  
and Advertise*

*Outdoors*

