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Advertising & Selling

AUGUST 28, 1920



COLOR ADVERTISING in The Chicago Tribune

The Chicago Tribune a few months ago, offered to sell the back page of its Sunday tabloid fiction section in four colors. It was immediately bought for a year in advance by four advertisers, each taking thirteen pages running on alternate Sundays.

These pages made an instant hit with agents, advertisers, retailers and consumers. One agent writes:

"We have been much pleased with the Chicago Tribune pages — they seem to improve with each issue."

The Chicago Tribune now offers the center spread of its Sunday fiction section in four colors at \$35,100 for 13 insertions in one year, or the inside back cover at \$15,600 for 13 insertions in one year.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Tribune Bldg., Chicago

512 Fifth Ave.,
New York

406 Haas Bldg.,
Los Angeles

Send for The Chicago Tribune's 1920 BOOK OF FACTS

Foldwell
Coated Book



“That Broadside Smashes Home”

“Gloves for hard work. Strength! The idea of strength is carried out clear through. Why, even the paper is strong. Not a sign of a crack where it is folded through the illustrations.”

THE idea of emphasizing basic sales points in broadside advertising is increasing sales for thousands of advertisers. To portray strength, beauty, dignity or any other feature successfully, paper must be selected as carefully as copy and illustrations. Results prove this. Send for booklet “Paper as a Factor in Modern Merchandising,” which explains.

Foldwell is peculiarly adapted to the “dominating idea” in broadsides. Its specially prepared surface and long-fibred strength can be used to your advantage. Foldwell coated Papers are made in Book, Cover and Writing.

CHICAGO PAPER CO., Manufacturers
829 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 for The Standard Market

Agriculture is the only self-sustaining industry.

Agriculture is essential to, but independent of, city life.

Agricultural wealth exceeds that of all other industries combined.

Agricultural *income* has increased more rapidly than that of any other industry.

Agriculture has **created** most of the 129,000 towns of 3,000 and under.

half the population of the United States.

In these towns, or upon farms, reside more than

The Standard Group of quality farm papers, edited by fifteen separate editorial staffs, located at important points throughout the country, goes 52 times a year to 1,150,000 farm homes—or one out of every two **better-than-average** farm homes.

*Sell a Standard Farmer and
you will sell his neighbors too.*

The Standard Farm Papers

The Ohio Farmer
Established 1848

The Wisconsin Agriculturist
Established 1877

Prairie Farmer, Chicago
Established 1841

Pennsylvania Farmer
Established 1880

The Breeder's Gazette
Established 1881

Wallaces' Farmer
Established 1895

Pacific Rural Press
Established 1870

The Farmer, St. Paul
Established 1882

Hoard's Dairyman
Established 1870

The Nebraska Farmer
Established 1859

The Progressive Farmer
Established 1886

Memphis, Dallas
Birmingham, Raleigh

The Michigan Farmer
Established 1843

Western Representatives
STANDARD FARM PAPERS, INC.
CONWAY Building, Chicago

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

30th Year

AUGUST 28, 1920

Number 10

Helping the Trade to Understand Your Merchandise

Some Examples of Effective Sales Efforts With
House Salesmen, Dealers and Ultimate Consumers

By JOHN M. SCHLACHTER

R. A. Bartley, Wholesale Grocer and Importer, Toledo, Ohio

THE national manufacturer is always interested to know just how he can improve his relations with the wholesaler and also the retailer, how he can educate jobbers' salesmen to understand his merchandise, and how he can generally strengthen his relations with the trade.

That isn't a mere statement—it is a hard fact that stands out and has puzzled more sales executives and advertisers than almost any other problem. How can I get under the skin of the distributor and the retailer and get them to believe in my goods so that they will get behind them?

Most of the old established businesses have been wrestling with this question for years and some of them have solved to a degree the perplexing situations that at first confronted them.

THE DEMONSTRATION METHOD

One of the great tobacco companies with a national organization has for some time past employed an educational campaign to acquaint the jobber, his salesmen, the retailer and even the consumer with his goods. The work is carried on through their salesmen and specialty crews. A small outfit built so that it can easily be transported in a grip or traveling bag is employed. This outfit consists mainly of an alcohol stove and two or three pans. The salesmen take the combinations and demonstrate their patent processes of curing, flavoring and finally blending their tobacco for the smoker by heating it in one of several pans to varying degrees of temperature, thus bringing out the qualities of the product. So successful is this that you actually are made to smell and almost taste the choco-

Putting Over Your Sales

THE problem of getting wholesalers and dealers to push your line, so that the route to the consumer will be the most direct is ever present with manufacturers.

The degree of success obtained in this, which is the most important phase of marketing, depends upon the comparative efficiency of the methods employed.

You know your competitor's line; you have an inkling of his methods. It is up to your advertising and sales departments to meet marketing competition, just as it is up to your production department to meet production competition.

The wholesalers and dealers who will handle your goods naturally desire the best quality of cooperation. The writer of the accompanying article has sought to point the way to a close approach in your trade—to a better relationship, through which your goods will find increased favor.

THE EDITOR.

late flavoring and the good, appetizing blending of this tobacco. The entire proceeding is interesting as well as educational and any salesman or dealer who has witnessed it cannot help but be convinced that tobacco, thus processed, is all that is claimed for it, and he will surely be in a position to talk the brands of that company as compared with others about whose processes, mode of treatment and handling he knows nothing.

But not every product lends itself to demonstration or has an appeal as universal as tobacco.

ON A PLATFORM OF COOPERATION

A corporation marketing a household accessory that is sold through the jobber and the retailer and which is widely advertised, forcefully brought his goods to the attention of his salesmen, wholesalers, dealers, and the housewives by means of sales letters that are in themselves very comprehensive. Each group is reached with a letter that has a distinctive appeal. And regarding their merchandising policy an official has this to say:

"The key-note, or first principle of our sales organization is cooperation, both to the jobber, which includes jobber salesmen, and the dealers alike. We believe in hearty cooperation. Of course we first know and believe that we are manufacturing the best product of its kind to be had and we do not feel that we are overstepping ourselves when we say that 'Tite Grip' is the leading household patch.

"Our goods are quality products, and we believe in them to the extent that we are not afraid to say so openly, and we are willing to back up what we say. With this sound and enthusiastic belief, our sales organization is able to go into sales conferences of our jobbing friends and impart this knowledge to the jobbers' salesmen. We also write the wholesalers' salesmen direct telling them of the good points of our product as well as any other selling helps that we can pass along and which we know to be effective in getting the jobbers salesmen's cooperation.

We furnish electrotypes for jobbers for listing our product in their catalog and furnish electrotypes to dealers for use in their home mediums. We furnish catalog inserts to go in the jobbers' sales catalog, and we furnish the jobber with inserts to be mailed out with their invoices and statements showing their imprint on same.

There are, of course, a good many other things that we are constantly doing. Some are of a timely nature while others have a definite purpose planned in advance.

The letter mailed to the wholesalers' salesmen is intended to create interest and impart information about our goods and its uses and our adver-

tising. We believe these letters arc read quite consistently. An example of this type of letter is this:

If the best salesman in the world would cover your territory just ahead of you, explaining the merits of your product and creating a ready-made demand by the time you arrived to take orders, wouldn't you be in luck?

Well, that is just exactly what is being done for you with Tite Grip household mender for everything rubber. Advertising—the best salesman in the world—is on the job in your territory.

The country is being flooded with Tite Grip advertisements. This campaign is the biggest ever undertaken in the patch industry.

Tite Grip is not a new article. It is a new adaptation of an old idea. The only difference is the thickness of the rubber.

There has been a long-felt want among housewives for a product for patching household rubber articles. A thorough investigation agreeably surprised us as to the market for such a product and after months of experimenting in our laboratories—sampling and investigating—we have perfected this patch for household mending.

Tite Grip is of a light weight rubber, necessary for patching the more delicate articles, such as hot water bottles, rubber gloves, ice bags, air cushions, bathing caps, rubber hose, rain coats, rubber boots and shoes. Applying Tite Grip is simple. Clean the article to be repaired, with the buffer. Apply an even coat of cement and let it dry thoroughly. Next apply the patch and press it well into place. The article is ready for immediate use, being made air-tight or water-tight. Articles which formerly were contributed to the national junk heap will be made as good as new. There are approximately 24,000,000 homes in the United States, meaning that many possible purchasers.

We know you appreciate the great market for this new product, when you take into consideration how much money it will save the purchaser. All merchants are interested in saving money for their customers. You are interested in giving your dealer friends an opportunity to do this. Your house is now ready to fill their orders.

Extensive advertising will be given this article in magazines which have a distinctive reputation for being read by the housewife—the very interested customer.

Tite Grip is packed three dozen in a handsome display case, with suitable counter advertising cards. Window display cards will be mailed upon request. The price to the dealer is \$4.80 per dozen. It sells for 60 cents a package, making the merchant's return \$7.20—a fine profit on merchandise which will save the purchaser many dollars and make friends for your house.

While this letter is by no means perfect and is somewhat long, nevertheless it tells the whole story and makes it possible for a salesman to take a sample package and, with the information acquired from the letter and a little imagination, sell his customers' first time around.

The letter to the dealer in this series is intended to pave the way for the jobbers' salesmen and does not solicit business for any particular

house but gives the retailer an opportunity to place his order with the wholesaler who first solicits him. It follows:

For months we have been experimenting in our laboratories, investigating and perfecting a rubber patch for household articles. The result is Tite Grip patch, which fills a long-felt want of the housewife for patching such articles as hot water bottles and countless other objects which have, in the past, found their way to the junk heap when a small rubber patch would have saved them.

Many dollars will be conserved each year by the use of this patch.

A can of Tite Grip contains two colors of rubber—red and black—for either red or black rubber articles. A can will make 330 ordinary patches. It costs the consumer 60 cents, two cents for each repair, (worth while, isn't it?), besides it shows you a handsome profit.

You are, of course, interested in saving money for your customers and at the same time gaining their good will and friendship and in addition you have an opportunity to cash in on a great market for this new product. It will be extensively advertised in order to let the housewife know its good qualities.

Ask your wholesaler about Tite Grip patch. Profits are good and you will make many friends by offering it to them.

This letter is intended to acquaint the dealer with the product and leaves it to the jobber to cash in on this cooperative effort. In the main it accomplishes its purpose and the fact that over 50,000 dealers carry the products of this manufacturer tends to the belief that the jobber is trying to do his part.

The other letter in the chain is mailed to the housewife on lists furnished by the retail dealer. Its purpose is to arouse interest and tell the thrifty housekeeper where she may obtain it and actually get her to ask for it. It runs thus:

THE DIRECT-MAIL EFFORT

You patch and darn your silk hose, don't you? Of course you do, for it would be sheer extravagance and wanton waste if you did not. But you, no doubt, like thousands of other women, have been forced to discard your hot water bottles, rubber gloves and numerous other articles used about your house and home, because you had no satisfactory and economical way of patching them. That is what Tite Grip patch is for. It will permanently repair any leak and make rubber articles water tight at such a small cost as to be almost infinitesimal.

A 60 cent can of Tite Grip patch will restore sixty dollars worth of rubber articles to their original usefulness. It is easy to apply and requires but a moment's time.

Buy a Can And Keep It Handy.

Please read the enclosed circular, which will tell you all about this useful household article and where you can buy it in your city.

This letter has successfully created many inquiries and has been the means of introducing this product in many homes, because, for the greater part, the retail merchants have coop-

erated by furnishing lists that were live and have aided in selling the prospect.

Cooperation of the kind that will start with the jobber and work on through to the consumer is of an unusual sort and can scarcely fail in getting the wholesaler, the retailer, and the consumer better to understand the product of that manufacturer and eventually to produce sales.

"Rub Elbows With the Buying Public" Gibbs Says

Make it a point to go out in the field once in a while to get a new perspective of the dealer and consumer attitude toward your product. This is a tip to advertising men from E. D. Gibbs, advertising director of the B. F. Goodrich Rubber Company.

Mr. Gibbs recently returned to Akron after an automobile trip to New York. On the way at numerous cities and villages he made it a point to interview tire users, without disclosing his identity, on tire performance and tire advertising and to visit dealers' stores with the aim of obtaining first hand information regarding business conditions.

"It is astonishing," said Mr. Gibbs, "how many new angles one can learn about his work when he gets several hundred miles away from his desk and rubs elbows with the buying public. You get a new slant on many phases of business which is impossible to obtain from sales and trade journal reports.

"What surprised me most was the way people are now reading tire advertising. The average motorist with whom I chatted showed that he is conversant with the talking points of the various tire advertisers. Furthermore, I noticed that many of them were real advertising critics and were able to discuss intelligently the merits of the respective companies' advertising."

Mr. Gibbs stated that he found constant use for his note book while out on his trip. After many of his conversations he jotted down live hunches for future advertising campaigns.

Paper Mills Ask for Cars

Many newspapers will have to suspend publication because production and shipment of print paper must cease unless the Interstate Commerce Commission modifies its priority orders in allocating coal and wood cars, says Philip T. Dodge, president of the International Paper Company. In a letter appealing to the commission for consideration of paper mills' needs for rail equipment to deliver fuel and pulpwood, Mr. Dodge said more than 400 newspapers of the United States directly dependent on the International Paper Company for their paper stock now are "living from hand to mouth."

"There is no accumulation of paper," Mr. Dodge said. "The newspapers are using paper daily as they receive it. There is no immediate shortage of pulp wood for our supplies. We have stocks for several months ahead piled up along railroads, with men waiting to load it into cars. Rolling stock is all that is needed to get it to the mills. Coal cars must be allocated to us to bring us fuel to run the mills."

Capitalizing the Celebrity - and Making Him Responsible for the Product

The Oldfield Tire Company Carries the Development of Testimonial Advertising a Wise Step Forward

By C. L. REELY

Advertising Director, The Oldfield Tire Company

PURVEYORS to His Majesty the King," they say over on the other side of the pond.

—And the king's name sells the goods.

"Betty Beetleboob, the bright, particular star of filmdom uses it exclusively," is a more familiar effort in the same direction that we meet here, there, and everywhere on this side.

—And "Beautiful Betty's" name sells the goods.

—But neither the king's reputation nor Betty's fame are going to suffer if the product adorned by the arms of the one and the face of the other falls short of quality promise.

IS THE "TESTIMONIAL" PLAUSIBLE?

The use of celebrities as sales arguments is "old stuff," and, to the initiated, "weak stuff"; on the other hand, because so many who read Betty's glowing testimonials supported by a reproduction of Betty's glowing beauty are uninitiated, it is—several times out of ten, even in these cynical days—"good stuff."

However, it must be admitted that our credulity has been imposed upon so often, and frequently so crudely, that the effectiveness

of this form of sales argument has been greatly reduced of late.

Is this a diatribe against the use of testimonial advertising, or confidential advice that the game is played out?

Ni l'un, ni l'autre, as we learned to say in France.

Let us revert to our initial comment on this form of advertising:

"* * * neither the king's reputation nor Betty's fame are going to suffer if the product * * * falls short of quality promise," we said.

In other words, they are irresponsible endorsers.

But suppose we set the king to work grinding and inspecting the flour that he endorses by implication and put "Beautiful Betty" in overalls turning out the cold cream that she O. K.'s with less indiscretion—make them both personally responsible for the goods: doesn't that suggest a new development in the use of the celebrity as a sales argument; wouldn't it go a long way toward restoring the testimonial to legitimacy?

This is the development sponsored by the Oldfield Tire Company of Cleveland in making the "king of the Speedway" and the "bright, particular star" of motordom its president and active business head.

WHAT OLDFIELD'S "TESTIMONIAL" MEANS

Barney Oldfield's testimonial to the quality and service of Oldfield Tires is the testimonial of the responsible agent in their production and in the maintenance of their quality and service and it is respected as such.

This step forward taken by the Oldfield Tire Company in pushing the celebrity advantage to the ultimate limit may recommend itself, or some variation of itself, to others who have been using the testimonial sales argument. Of course, all kings are not as progressive or amenable and all "stars" are not as capable as Barney Oldfield.

It didn't all "just happen" in the case of the Oldfield Company.

First there had to be the men,

the money, the desire to enter the tire industry in a big way and the vision of celebrity advantages.

Next, there had to be the celebrity—a celebrity whose name and experience would have weight with the users of tires.

Finally, the company promoters had to be assured of the willingness of the celebrity to enter actively and wholeheartedly into the production work so that there should be no "make-believe" about the statement that the Oldfield Tire was the Oldfield Tire, *de facto* as well as *de iure*.

All these essentials were fulfilled in this case. The combination worked fast. Within a month from the date of incorporation the Oldfield Tire Company had flung its banner to the breeze at the national automobile show. Its newspaper announcement appeared, its headquarters were in active operation and it was contracting with dealers and distributors.

Within two months the mails and business papers were telling the tire merchants of the world that Barney Oldfield was building tires. The third month saw the beginning of the national campaign to purchasers and the delivery of Oldfield Tires in active progress.

That was in March, 1919.



"Copy" that sells the celebrity first and makes the product of secondary importance

Bringing up old memories and accomplishments to build prestige for the product



Master Driver

1914

Over 700 miles of mud, mountains, macadam and desert sands led the route of the "Circuit Derby" of 1914. A diamond medal and the title "Master Driver of the World," rewarded Barney Oldfield, first to finish by the finish at Phoenix.

Pain and hardship were, for 70 years, cheerfully accepted by Barney Oldfield, for they served a definite purpose.

Every race was, for him, a test of tires—a laboratory in which he could add to his tire knowledge or prove tire facts he had already learned.



Master Tire Builder

1920

Today Barney Oldfield is the active head of his own tire company.

This company has broken all tire industry records for rapid growth.

And the tires developed by Barney Oldfield's study and experiment are first choice of motorists whom nothing but the best can satisfy.

At Indianapolis May 31, in the annual 500 mile "Battle of the Tires," the Oldfield Tires of Gaston Chevrolet—first driver in history to win this event without a tire change—added to Barney Oldfield's laurels this new crown "Master Tire Builder."

THE OLDFIELD TIRE CO.

BARNEY OLDFIELD

CLEVELAND

Wholesale Retail Automobile Trucks Buses Motorcycles



Borrowing racing history to drive home a "deliver-the-goods" message

Today, the Oldfield Tire Company is an established factor in the field of high quality tires, with a production running well up into the millions and a distribution through thousands of dealers, that is already reaching out into foreign lands.

Such a merchandising success implies a highly effective sales story. That story The Oldfield Tire Company acquired, ready-made, through the possession of its celebrity.

And what a celebrity it had to conjure with!

Barney Oldfield! The pioneer of automobile racing; before the public for twenty years and now the "Master Driver of the World"; a man whose name is the personification of speed; whose face is familiar to the readers of every newspaper; whose exploits are memories of almost every race, large or small!

"You know me," has been for many years the historic preface of Barney Oldfield's signature, and so we do—or believe we do at any rate.

We were, therefore, in a receptive mood to read and believe the details of the story—how Barney Oldfield had, by years of experiment, study and test, developed a tire he could confidently trust with his life; how he had put this tire into production and now offered us the same immunity from tire trouble he had enjoyed during his latter years of racing.

Plausible? Of course! As one advertising man cynically commented, "almost plausible enough to be true."

Yet the Oldfield story is not alone plausible, it is literally and absolutely true.

ADVERTISING SERVICE PROOFS

A legion of Mr. Oldfield's personal friends bear witness to his laborious tire interest and his prolific ideas on tire improvement. For years his tire advice has been sought by other race drivers, and his tire example followed. Furthermore, the new Oldfield Tire itself has long since proved its legitimacy by actual performance in the serv-

ice of others than Mr. Oldfield.

A strong advertising clincher has been inserted into the Oldfield sales story during the last few months. Many of Mr. Oldfield's old friends and associates of the speedways, acting on his recommendation, have used Oldfield tires on their cars, and these cars with Oldfield equipment have finished first in the big races at Indianapolis, Uniontown and Tacoma, making new records for tire reliability in each case.

Perhaps, after all, it is too high a compliment to other celebrities of advertising fame, to lay the Oldfield Tire success at the door of celebrity advertising. Certainly, Mr. Oldfield has become far more than the donor of a testimonial, an endorsement or a name, for he himself designed and developed the product, gave his name to the company which builds and markets it and furnished the personal good will for the initial sales campaign.

WHEN THE "TESTIMONIAL" IS WORTH WHILE

His intimate knowledge of tires made him invaluable as a scrutineer of production. A geographical and personal acquaintance as wide, perhaps, as that of any other American, helped him to settle wisely many problems of distribution. Twenty years' experience as a showman had taught him an advertising preception wondrously prophetic.

These qualities, promptly applied, further lifted Mr. Oldfield out of the mere celebrity class. Also, they gave added strength to the company's successful merchandising campaign in which its president is correctly presented, both as a personality and as the active head of the company.

The celebrity as a sales argument?

Yes, indeed—when the celebrity fits, when the story is true, when the article sold stands up and makes good.

—And when the giver of the testimonial is made responsible for the product!

McGraw Tire Makes Sales Changes

C. E. Pumphrey, formerly assistant sales manager of the McGraw Tire & Rubber Co., Cleveland, O., has been promoted to the position of general sales manager, succeeding H. M. Bacon, resigned. Mr. Pumphrey has been associated with the company for the past seven years. His old post will be filled by W. H. Hurlay, who has held the management of the New York branch. H. G. Courturier of the Chicago office has been transferred to general office headquarters in the capacity of sales promotion manager at the head of a newly created department.

Selling Goods Through the Human Senses

How Copy Writers May, With Deftly Handled Descriptions, Stir the Buying Impulse to Action

By RAY GILES

"YES," said my friend who long ago landed with both feet as a writer of advertising copy and sales philosophy. "One trouble with salesmen and advertisement writers is that they don't make their appeals come close enough to the five senses of the human animals."

A case in point which he recalled was that of an explosive manufacturer. This manufacturer produced, sometime ago, a new product which had all the qualities of dynamite except that when thrown violently onto the floor there could be no accidental explosion. In other words, here was dynamite plus safety.

The salesmen were handed samples and sent out to introduce the new product. Sizeable orders began to come in.

One salesman, however, began to show an upward curve in his sales line which promised to resolve itself into a perfect perpendicular that would very shortly pierce the heavens themselves. Obviously this man must be employing some special sales talk. He was questioned. It developed that in selling the new product he used the same talking points as the other men but when he came to the stage of his talk where he wanted to tell about safety, he would lift up a stick of the explosive and say, "Now I want you to see what happens when I throw this on the floor." Then he would pause a few seconds. The prospective customer would blink his eyes or open his mouth to protest. Before the protest was expressed the salesman had thrown the explosive with all his might smack onto the floor.

GETTING AWAY FROM THE ABSTRACT

Other salesmen had talked safety as an abstract quality and thus let the big selling point trickle gently and semi-efficiently into the customer's mind. This fellow let the customer see safety with his own eyes—and that explosion which they expected to hear, they heard not.

It was not mere flippancy that led Sir Joshua Reynolds to write, "There is no expedient to which

Ignoring the Abstract

Normal humans are credited with five major senses, besides any number of sub-conscious instincts which have survived the refining influences of civilization.

Through these senses they receive the varying impressions upon which their actions are predicated. Sometimes these impressions are received and recorded automatically, but when the senses are stimulated into activity by outside influences they act more strongly and the result is more satisfactory.

It is the idea of the writer of the accompanying article that the five major senses offer points of attack for advertisers, which if scientifically, or at least premeditatedly, approached, afford a very definite avenue for the advertising message. He has worked out the idea in an interesting and perhaps profitable manner.—THE EDITOR.

a man will not resort to evade the real labor of thinking."

In this imperfect state of being the average man is most concerned with the impressions he gets through his five senses.

A copy man in a big agency was given the job of introducing a new popular price underwear for men and boys. On asking about the market he was told that it lay among teamsters, mail carriers, farmers, policemen, machinists, miners and the like.

Passing through the agency's checking department one day he came on a bin of discarded magazines. He saw publications he had never dreamed of before; crude paper of raspberry tinted color, pages of hideous typography.

Here was matrimonial advertisements, novelty, hog remedy, peg-top trouser advertisements. Now, although this copy man attended art shows, haunted book stores and frequented the opera, he was not so far gone that he failed to see the point of a tack when it was centered upward so nicely on the seat of his chair.

SOME "VERY REAL" ADVERTISEMENTS

He read the advertisements in these queer papers with a curious fascination. The big city began to lose its attractions. He felt a strong sunlight burning a mist out

of his mind. What made these advertisements so appealing?

Undoubtedly they were crude. For example one said:

We show here a moving alligator, 6 inches long. He looks as natural as life. His mouth is red inside. His teeth shine like ivory. His body is the regular alligator color. But the important thing is his legs, tail and everything are hung on springs and keep moving all the time. No matter how still you hold him, they are always moving and it would require a pretty brave person to touch him.

Put him on the table or in the closet and let your mother find him and she will wake up the neighborhood screaming.

Put him in your father's dinner pal or pocket and see the fun.

A matrimonial paper hailed forth with this:

Hello, hello, girls! Here comes a young cowboy from old Wyoming. Age 27; black hair, blue eyes, dark complexion; height 5 feet 6 inches; weight 155 pounds; good looking, kind and loving; don't chew, drink or gamble. I am now firing at coal mines. Want a good honest companion soon, so will say bye-bye to all. So write me and all. Income \$3.15 a day. I am lovingly to all, Jack L. F.— See photo above.

A novelty catalogue printed:

"TRUMPET IN HANDKERCHIEF"

When some men blow their noses it sounds like a trombone. We have all got accustomed to those queer noises. But now the trumpet in the handkerchief has come to torment us. It's a starter. A small metal trumpet is ingeniously concealed in a handkerchief. On meeting your friends or at a party after chatting awhile you carelessly take out your handkerchief and proceed to blow your nose. It is like a sudden clap of thunder. The ladies scream and your male friends will think they heard the whistle of a steam engine. Everybody will put their fingers in their ears when they see you going to blow your nose again. You can blame the hideous noise to your having a very bad cold and keep the fun up as long as you like. Price 10c, 3 for 25c by mail. The handkerchief itself is worth the money we ask for both. The trumpet can be removed or attached to any handkerchief."

Modestly this message rang out to the music lover:

"ORGANOLOIA—PRICE \$1.50"

We expect this instrument to take the place of the phonograph, piano, violin, banjo and all other instruments for the following reasons:

1st—It is louder than any of them. Has been heard four miles away.

2nd—It is easier to learn to play it. Many who have an ear for music have

become expert in a week's time.

3rd—It is the sweetest music ever produced on one instrument as it resembles a full band.

4th—It is a handsome instrument, being entirely nickel plated all over and as bright as a new dollar.

5th—It will play fast dance music with bass accompaniment as well as organ solos better than all other instruments put together.

6th—The price is lower and you get a better instrument.

7th—It never gets out of tune and is always ready to operate.

8th—You can earn more money playing for dances, parties, concerts, etc., as it takes the place of violin, piano and cornet together.

Any young man or lady who will get one of these instruments and learn to play it will be all the rage in their vicinity and will be in demand at all parties, dances, musicals, etc. It is about 12 inches long; has the full scale, about 3 octaves and any tune or song can be played on it. To accompany a singer it beats any instrument ever made.

A BOSTON ADVERTISEMENT

But perhaps the greatest shock of all came when he found that a newspaper in Boston regularly carried the advertisement of a burlesque house in which sentences of the following kind were used:

"FLASH"

Just put this in your helfry: That S and F— Avenue girls who dust in this week are all fine feathers—and fine feathers, you know, make fine birds. They're flying high this week, so wise up!

Why rust away to be thrown in the scrap heap when a bunch like this will put you right with yourself?

Flash! The flashiest babes in Burlesque!

George is the clever chap with the wise chatter.

Percy J— is a dazzler with dreamy lights and a figure that makes Venus like to cover.

Laura H— is the velocity maid who is some cut up skirt and

Jennie D— is up on the warble goods.

DEALING WITH FUNDAMENTALS

When our copy man saw that such advertisements were pulling continuously in the intellectual hub of the universe, he felt that the time had come to think it out.

And then he saw—he saw why this amateur copy gripped him so. Practically every sentence had contained a direct appeal to one or more of the five senses.

It was not a "ferocious, high-grade alligator of international standing" that he had read about.

Instead of that the alligator had a mouth "red inside, his teeth shine like ivory—his legs, tail and everything—keep moving all the time—your mother—will wake up the neighborhood screaming."

The organolia was not merely

a "remarkable instrument which marked the dawn of a new era." It "resembles a full band," it was "entirely nickle plated all over and as bright as a new dollar."

In other words the writers had made him see mentally, hear mentally and touch mentally. That was why the copy got one so.

And our hero remembered how an expression "Make your skin beautiful" would sound beside "The skin you love to touch."

And the sun rose higher and higher throwing more light upon the copy problems he had before him. (I may be getting a bit poetical here but bear with me, dear friend, for I am relating actual occurrences.)

WRITING UNDERWEAR COPY

Then he began to write. He said to himself, "If I can get all the seeing, hearing, feeling, tasting and smelling into this underwear copy that I've read, I'm sure that I'll sell the goods. I have the advantage over them because I need not resort to poor English or exaggeration. But I am going to hold on to the sense appeal which made those messages strong. Of course underwear cannot be tasted or smelled or heard, but here are some sentences from what was written, and this is actual copy from actual magazines:

"There is no 'boardy' feel to the texture—it is like pure joy against your skin. Good-bye goose-flesh and chattering teeth. You will want to see this underwear and hold it in your hands. Note the soft, woolly warmth. See those laundry-proof edges and strain-proof seams. The arm is full size. The leg is shaped out at the calf, in at the knee and out again at the thigh—just like the leg that will go inside of it. Stretch these cuffs and ankles—what springiness!

Some sentences from another advertisement were:

Here comes the cold winter snow. No one knows when you will want the comfortable put over your bed. Have a nearby dealer fit you out with—underwear, etc.

Another advertisement read:

"You put on a suit of — underwear. All through your body its soft, warm fabric hugs with a velvet touch against your skin. You flex your arm. You bend your knee. You stretch and turn and stoop to touch the floor. Always—the fabric responds."

I think that is enough to indicate how the writer met his problem.

THE CAMPAIGN SOLD UNDERWEAR

Among underwear manufacturers it is recognized that the success of that underwear campaign was unusually great. Inside of a

year the standing of that trademark became nationally strong. The advertiser has increased his appropriation steadily. And would you like me to say that the copy man is progressing nicely too? He is.

In competition to get "class" and "style" into advertisements, abstracts, generalities and the third person have come more and more into the copy you see in the magazines and newspapers.

Such words as quality, purity, value and the like are as common as ever.

"Tell them," said my friend, "the secret of how your goods feel, look, taste, smell and sound. Don't talk about the remarkable tobacco in that unique cigar—tell how it tastes, smells and looks. Don't rave about the magnificent auto with the marvelous chassis, but tell how the car looks and feels when you sit in it and ride in it.

"Don't tire me with the purity and international standing of your canned goods let me smell their steam, taste their taste, and look at their appetizing color as I eat them in my imagination.

"Remember how hard it is to extract the thoughts out of essays. Remember how easy it is to enjoy jazz, Ostermoors, chicken a la King, silk shirts and a good swim—"

"That's so," I replied. "Let's call it an afternoon and go down for a swim."

Will Teach Dealers Selling

To encourage the sale of underwear, Robert Reis & Co., New York, will inaugurate for retail dealers and their salesmen an intensive course of instruction in the selling of undergarments. The first series of conferences will be held about the first week in October in New York, Brooklyn and Newark. Living models will be used to demonstrate the sales talks.

Davey Is Graham Sales Manager

Roy S. Davey, who has been identified with the Bethlehem Motors Corporation, at Allentown, Pa., has been made general sales manager of the Graham Sales Company, New York.

Solving the Newsprint Situation

Half a dozen duels among newspapermen have been arranged in consequence of the controversy over the newsprint paper question, a Madrid dispatch brings word.

Several of the newspapers demand that the authorities take action to prevent the duels, while the Press Association of Madrid has given the authorities the names of the duelists and asked them to intervene.

Press Must Educate People to Distinguish Between Real and False Economy

Trying to "Run a Sealskin Government on a Muskrat Outlay" Doesn't Make for National Saving—Economy Must Begin at Home

By the HON. WILLIAM C. REDFIELD

Formerly Secretary of the Department of Commerce

AS each session of Congress draws toward its close the leader of the dominant party in the House of Representatives or the Chairman of the Committee on Appropriations rises to state the economies which have been effected through wise vigilance in running the government. The unconscious humor of this performance is enhanced by the seriousness with which it is done. The speakers are earnest, the auditors are interested, the press is attentive, the public hear or read and to some degree believe. Few have memories long enough to tell them that a similar solemn farce is enacted each fiscal year and has so been since the mind of the political observer runneth not to the contrary. Doubtless there are discerning spirits with minds sufficiently keen to pierce between the bone and the marrow of the propositions glibly set forth. It would never do, however, for one of the party in power to throw cold water on its achievements, be they real or not, and attack from the minority is discounted in advance. So the wonders that have been wrought are confessed by those who wrought them amid party applause while those who know either smile or, with knowledge of the futile ignorance of the whole foolish business, are tempted to mourn.

THE OLD, OLD STORY

Any one of these occasions affords a reasonably correct specimen of the others. The *dramatis personae* hold the same managerial stations. The elected representatives of the whole people having at the time a mass consciousness of party know that what has been done is good or ill according to who did it and are without accurate knowledge of the thing itself done or left undone. The speakers show that they have appropriated so much less than the estimates, possibly less than was granted the previous year, or if more has been allowed it is made clear that by courage and wisdom not so much is to be spent as the extravagant estimates demanded. No one present

GOVERNMENT by indirection produces a type of long distance suppression falsely called economy which means costly waste. . . . economy must be a characteristic of our people themselves before we can expect it to become regnant in our government. The education in this vital respect of our public opinion is a task calling for the best efforts of our press, our literature, and of men of light and leading in our public life."

This message brought by the former Secretary of Commerce to the annual meeting of the National Publishers' Association on August 23 merits the widest dissemination in these days when reaction from extravagant spending threatens to take the shape of extravagant and "wasteful" saving.

THE EDITOR.

really knows much about any of the matters discussed but the majority admit they have done well, the minority deny it, the press reports it without itself knowing the basic facts and the country does the best it can under the circumstances.

Nor can even the wizards of the press be wholly relieved from a part in the discordant chorus of ignorance on this subject of economy. Inured to the ways of the world they rarely mistake oral fireworks for practical facts but they do often fall into the error of assuming that the alleged economies would be important if true. Seated on thrones of editorial state, they observe from afar the vagaries of the Congressional mind without being themselves in such contact with the facts as to grasp their full departure from reality. Specialists in politics are many; specialists on the detail workings of the government are few. Our editorial pages are long on political principles and often short on accurate knowledge of government practice. There is everywhere a keen sense of the obvious. Too many clerks, too much red tape, duplication of work, these and other bromidic phrases fall from the critical lips of some at least who have never learned the detail of administration, who have never consulted the statutes that apply or discerned that work may be on parallel

lines without duplication. The singular mental habit exists of assuming unconsciously that when a citizen of good repute enters the halls of Congress he soon becomes an authority of weight on government operations. The Senator from somewhere is quoted as if he really understood that of which he speaks. Fluency and facts are made identical. That subtle sense of superiority we all feel in criticising leads to indulgence in such perfectly safe charges as extravagance and inefficiency—safe because through the fallibility of human nature something can always be found that can be included under these broad titles.

BUT IT'S ALL ECONOMY

Now extravagance and inefficiency are twin evils against which, where they exist, the vials of wrath may properly be poured forth. Economy is a religion we all think the other fellow should exemplify. Some of us, about in proportion to our actual experience with life, fail to recognize it when we see it. Some indeed insist upon extravagance, label it economy, and cry to a waiting world, "Lo, this which I have done!"

It would be illuminating on some occasion when the prophets of economy as it is wrought were imposing themselves on the alleged Congressional mind, if there were to arise some one who had first-hand knowledge of the facts with freedom to question. If such questions as "what are you leaving undone," and "what does it mean," were then pressed home, they would often confound the orator and awaken protest amongst his colleagues. If again the cost of economy were then and there to be made plain by *one who knew*, there would be times of refreshing dissonance in legislative halls. Let us suppose for the sake of example that in the debate on an agricultural appropriation bill the man with first-hand information drew out the fact that because of its terms the work of preventing hog cholera must stop. Consider the agitation among honorable members from the middle west. A

straight vote in favor of hog cholera would not be large but so long as no one knows and we must have economy, out goes the fund and in comes the cholera. That work, to be sure, is said to have saved forty millions, but nevertheless the committee decides we can no longer afford it and so long as no member knows enough to ask about it we get both so-called economy and cholera. Some keen and stalwart spirit who would search the records of estimates and appropriations committees and could inform himself fully on the facts, might keep the chairmen and members of those committees on the rack of bitterness for many a day, developing hour by hour that these gentlemen either knew little of the consequences of their economy or coldly asserted their own arbitrary judgment over that of experts and administrators. For a record of what poses as economy, that is to say for the absence of spending, is sought of all Congressmen on behalf of their party regardless of its cost to the country or of their personal desire for appropriations.

SAVING TO LOSE

Economy of this type is most expensive luxury. It is in this respect like bad roads—cheap and costly. So is much that is called economy. The old-time farmer would not be mulcted for taxes for a good road. It most too much. So he lived along saving little and spending much. So is Congressional economy, of whichever party born. It often saves at great expense, for the mind of the legislator, like that of the old-time farmer, knows not that wise expenditure is economy and assumes it narrowly to mean the mere absence of expenditure. There seems to be a vague idea that so much is wasted in government spending in ways easily learned and readily corrected if the spirit to do so exists, as to make a serious difference in our national outlay. No evidence has ever been produced to show that such a state of facts is real. A well-known Senator has often been quoted as saying that a million dollars a day (three hundred millions yearly) could be saved. It was not said in well-digested speech but as an aside or an interjection. The remark had "punch" and so has gone far. There is no sound reason to suppose the Senator knew enough of detail to cause his words to be taken seriously or that he meant them as more than an expression of impatience at certain conditions. But even if the statement was accurate at the time, which is more than doubtful, such a saving today, while most

desirable and eagerly to be sought, would not go very far to solve our problem.

There are certain acknowledged principles of economy accepted in business and industrial life but which are conspicuous by their absence from government procedure. Work should not be undertaken at all unless conditions permit it to be done in the least costly manner. This is as commonplace in business as unusual in government. Piecemeal appropriations are made insufficient to permit continuous work or a total is fixed which is too small and a deficiency appropriation must be obtained to complete the job. Cases of government work stopped for lack of funds are frequent and costly. Other cases exist where work is done under an appropriation that does not allow the best materials or methods and replacement or maintenance costs are high. We may be able to do without a certain work; we ought never to do it save in the best—that is to say in the most economical way.

"HALE DONE" MEANS WASTE

We should have courage to undertake less but to do well what we undertake. Have we not wisdom sufficient to say, for example, "Let us have a lighthouse service or a coast survey?" Very good, we have them. Now let us see them run in the way which over a period of years is most economical for such permanent services. Let us run these services and others like them thoroughly well before we undertake new services. Let us do in the best way—that is with the wisest use of funds—the work we have in hand before we pass to new works. This simple rule states just the opposite of the present facts. We do not do one thing in the best way before taking up another. We keep on taking up new jobs and also keep on neglecting more or less the old ones. As a result, none is done quite as wisely as it should be, each is done more wastefully than it might be, and the aggregate loss is vast. We have a lot of half-supplied services, living from hand to mouth and worrying along at high cost with what they can get in a way that would destroy an industry. For example, the coast survey has in its history of over one hundred years had but one vessel specially designed for its ocean hydrography. For others it has taken such as it could get, none well suited to the work. It is like a large factory using ancient tools—it runs in an expensive way. Repeated requests have been made for adequate vessels. They have been refused on grounds of economy and the

waste goes on and will do so until proper ships are provided.

Incidentally, funds have never been given to this important service to complete the primary surveys of the United States. Such as has been done has been accomplished in bits over a century. We have not learned congressionally that it is cheapest to "follow through."

THE PRESSURE ON THE BUDGET

The lighthouse service at the important station at Portsmouth, Virginia, (Norfolk Harbor), is so limited for wharf room that three of its ships often have to lie alongside one another to load and unload. As this requires stores and cargo for the outer ship to be carried across two others the cost is obvious. The condition is chronic, the expense wasteful. Congress authorized a new yard over two years ago but does not appropriate for it and a waste goes on which the service says costs "not less than \$25,000 a year."

A fertile source of waste, therefore, is attempting to do more at the same time than there are funds available to permit doing in the most effective way.

The source of pressure for expenditure is overlooked in most of our discussions of public economy. Congress says the departments are the source of demand for money because the present each year estimates calling for larger sums than Congress allows. Congress does not know and would not believe if it were told the extent to which the departments resist demands from the public for new or enlarged service. Congress, furthermore, has a nice little way of adding items of its own. For example, fish hatcheries. There is a new crop of bills creating them every year, demanding far more than are needed, not always placed where a natural supply of water is available. In at least two now operating water has to be continuously pumped. Parts of the country either seem to regard a fish hatchery as essential to their happiness or their Congressmen feels it one of the things to be gotten "for the district." If the department in cooperation with the proper committee did not reject many hatcheries for which bills are introduced, the hatcheries would in time stand in rows across the land. Bright light would be thrown on "public economy" by tabulating the bills introduced each session providing for new outlays, most of which fortunately fall by the wayside.

WHAT THE PEOPLE WANT

Upon both Congress and the departments, however, comes a pressure

National Advertising

In Daily Newspapers

is coming into greater vogue by manufacturers desirous of marketing their goods most effectively, at lowest cost per sale, and with greatest dealer enthusiasm and co-operation.

There was a time when dealers would stock up on representations of a heavy campaign in the so-called national mediums.

Today the dealers, realizing the failure of such advertising to create consumer demand, refuse to take on a line except on assurance of a local campaign in their newspapers.

They have found that "for sale at all dealers" has grown stale on a public which has become tired of seeking the elusive needle in the haystack.

Local storekeepers everywhere, who have found that over 50 per cent. of their own sales are dependent on local newspaper advertising, naturally prefer such help.

The manufacturer who is wide-awake uses newspaper advertising over the names of local dealers.

This is the only kind of advertising which produces sure-fire sales.

Blindly throwing away advertising dollars in the purchase of space in general mediums, with their heavy duplication and widely scattered circulation, is losing its attraction to those who know.

Every community has its local newspaper, which reaches every worth-while person every day. Local daily newspapers can be selected to cover every community at a much lower cost per line per thousand or per reader than any other medium.

Member
A. B. C.

The New York Globe

170,000
A Day

JASON ROGERS, Publisher

for which neither press nor platform makes due allowance. We add to this country every six months a population as large as that of Buffalo, and such a population, as any Buffalonian would tell you, has wants which must be supplied. Furthermore, we are constantly educating through the press this increasing population to make greater demands and public bodies bring heavy pressure on Congress to meet those demands. In 1913 the sum appropriated for promoting American commerce abroad was \$60,000. The business world has cooperated in getting that amount raised to over \$600,000. The country grows in size and in the sense of its needs and, like *Oliver Twist*, it calls for more and keeps calling. New buildings, new services, enlarged functions, new commissions, new departments are always urged. Two new departments are today being actively pressed. Meanwhile the central legislature, finding it impossible to meet all the demands, carries on its debates concerning them in the presence of the ignorant and the absence of the informed and necessarily makes more or less a mess of the whole matter. The marvel is that we get along so well.

When taxes press and the treasury squirms, orators arise suggesting remedies whose sufficiency would adorn the pages of *Alice in Wonderland*. Not long ago in connection with a proposed saving of a billion dollars, some wise one evolved the alleged fact that there were 50,000 superfluous clerks in Washington whose salaries cut off would relieve the situation. Round numbers have such an attraction for "fluid" speakers that one wonders why he did not say 100,000. It would have been just as true. The speaker really did not know anything about the subject of superfluous clerks, and had he figured the salaries of the number he mentioned at the average rate he would have found that he had fallen far below even one-tenth of the sum it was hoped to save.

A "STERN PROCESS"

Public economy is not the absence of expenditure but it is wise expenditure. Real economy looks not to the sum spent but to the results obtained. It thinks of the use of money as a toll to do certain work well. Public money is often spent and wasted by letting public plants run down. Such is today the condition of the lighthouse fleet both as to numbers and in some degree as to quality, but for it an appropriation asked of five millions has been refused. This refusal simply means the spending of

more hereafter. Public economy, furthermore, is a stern process. We can have it whenever we want it, but we should seek it with eyes open to what it means. No reduction in the force of clerks will save great sums, though, of course, any saving that does not cripple needed work ought to be made. Saving on a large scale must come from doing less work and the public have never shown a disposition yet to have less work done. Contrariwise they always cry for more. Consolidations are possible, duplications are removable, forces are reducible, but none of these or all of them go to the root. We should do away with the so-called "Official Register," which is pure waste, and either should arrange for the mid-period census of manufactures so that it can be properly published or else should abandon it. The tens of thousands this work costs are largely wasted unless a sufficient force is employed to make the information available without long delay. If, however, leaving actual war expenditures aside, we are to save a billion or more, the savings must cut very deep—so deep as to raise a wide variety of strenuous howls all over America. There is little hope for large economies save by abandoning established work, and a great deal of it. Will they abandon meat inspection, pure food laws, supervision of railways and vessels? Take a list of the government services and see which can be done away or reduced for a time to a skeleton basis and see also what will happen if this is done. Shall we cease inoculating fish with clam germs and so stop the pearl button industry? Let us refuse to finish the primary surveys of the country and hear what civil engineers have to say. Let us stop the observation of ocean currents and wreck a few more steamships in so doing. Let us shut down on the constant demand from mariners for further aids to navigation and wait for the sailor's voice to speak. Here is the plain truth—the country itself demands at the same time both more and less expenditure. It wants to run a sealskin government on a muskrat outlay. On the side of its demands it presses in countless ways for greater services and more of them. On the side of its criticism it looks at the aggregate and does not see that its own demands brought it into being. Pressure from the people is insistent and opposite—we must spend less in total, we must spend more in detail. Congress acts as a board of directors, not closely familiar with the current items of government business, touch-

ing it in high spots, knowing little and recking less at times of the costly consequences of that which in its speeches it calls economy.

SOME REFORMS SUGGESTED

Yes, we, the people, want to reduce expenditures but the main road through our country must have its share of government funds. We wish thrift but we do not like a cheaply run post office department; we think not of the millions said to be saved but of the service we do or do not get. Yes, we want economy but the army post must not be removed from our neighborhood. We believe in lessened outlay but our harbor must be improved in the interest of commerce. We want economy but do not want to pay its price. Meanwhile the men who know the details in their various bearings are not permitted, save on one or two occasions a year to tell the truth, and then only to a group of two or three committeemen who do their best, but are dealing with a problem hopeless alike in its extent, its conditions, and in its importance. What shall we do then? A budget system is good. It does not go to the root any more than a carefully prepared financial statement in any industry will do away with wise management by the directors and the staff. No industry, however, would long survive if its executive officers were excluded from direct statement to the Board of Directors. Put the members of the Cabinet or their subordinates who know the facts and who alone are in intimate daily touch with them where Congress can question them and where they can speak, so that Congress or the country, or both can hear, and a long step will be taken. Today a member of Congress may not question the man who knows save through the second-hand method of a committee. Were he present where one could ask him questions, a Congressman might find that he knew more about his daily work than Congress did, and the contact might make him both sadder and wiser. The balance between conflicting demands can only be struck by getting together.

Government by indirection produces a type of long distance supervision falsely called economy, which means costly waste. Real public economy arises in the mind and conscience of the citizen. It begins at home. It is the outcome of character plus training. We cannot successfully both want to spend and want not to spend. We can have economy when we want it enough to be content when it hits us, as it most certainly will do before it goes far. For

Revolutionary Changes in Postal Methods in New York Would Benefit Publishers

Press Should Approve Plans for Bettering Mail Handling Service in City Where Twenty Percent of Country's Second Class Mail Originates

By J. C. KOONS

First Assistant Postmaster General*

THE success of no other class of business depends so much upon the postal service as that of the publishers. They must rely on it not only for their means of communication but the transportation of their product. The efficiency of their business, therefore, depends largely upon the prompt handling and transportation of the mail. I wish that the publishers, the business men, and the public generally were better acquainted with the postal service. Notwithstanding the magnitude of its business, but little is known of it or the wonderful work it performs. Few, if any of our patrons, ever visit the post office and see for themselves the immense volume of mail handled or the operations necessary in its handling. The postal service performs a work of the utmost importance, the greatest magnitude, and with a higher standard of efficiency, we believe, than any other business or utility, be it public or private. During each hour of the day there are deposited for mailing an average of more than a million and a half letters, 200 tons of parcel post, and 75 tons of newspapers and magazines; in fact the postal service of the United States handles more than one-third the mail of the entire world. The revenues amount to more than \$450,000,000 per annum and are increasing at a rate never before known, having increased during the March quarter more than 26 per cent, while the average for the past fifteen years has been 5.88 per cent. This will give some idea of the present rapid growth.

POSTAL SERVICE BUSINESS BAROMETER

The postal service is the best known barometer of business. Any stagnation of business is reflected quicker in the postal service than any other place. Judging by this standard if any of you are apprehensive of the future of our business prosperity your fears are groundless, as the postal service is having an unprecedented era of prosperity. We

transact a money order business of a billion two hundred million dollars, handle and transport a billion and a quarter pounds of second-class matter, more than three and one-half billion pounds of parcel post, and thousands of tons of third-class matter each year.

The postal service is national in scope, and should be. No matter how remote the home may be from the beaten path of travel, postal service of some kind is provided. The function of the postal service is to serve the public regardless of the expense, but in administering the service due consideration, of course, should be given to the cost. The service should never be conducted for profit; to do so makes it an indirect form of taxation. The public is entitled to a dollar's worth of service for every dollar it pays into it. The postal service during the war, railroad and express strikes did not declare any embargoes or priorities but received and transported merchandise as well as other kinds of mail with promptness and regularity. Even during the extreme weather conditions which prevailed during the snow storms in New York last winter the postal service did a work that was not undertaken by any other business. We have at all times kept the mail moving, and in this and in no other way have we been able to bring about the wonderful results accomplished by the postal service.

THE PROBLEM IN NEW YORK

The statement has been made that if the postal service were conducted by a private corporation millions of dollars could be saved annually. This may be true, provided it were conducted along the same lines that a corporation would conduct it; that is, to make a profit for the stockholders. Few ever stop to think when this statement is made whether, if the service were conducted by a private corporation, it would spend as much as \$85,000,000 a year for rural service and many more millions for transportation of mails to almost inaccessible places at a cost of hundreds of times the revenue received from them.

The post office department finds

one of its greatest problems in New York. New York is not only the largest city but the most important from a financial and commercial standpoint of any city in the world. I want to discuss the mail system in this city and the wide effect of conditions prevailing there. The postal revenues, not of Greater New York, but of New York City proper, amounted last year to approximately \$60,000,000, an increase of 30 per cent over the previous year. At this rate of increase, within three years the postal business of this city will be double what it is today, or more than \$100,000,000. The revenues here amount to three times as much as those of the entire Dominion of Canada. New York's mail is of extreme importance. There is deposited for mailing in New York alone more than a billion and a half letters, 250 million pounds of newspapers and publications, 750 million pounds of parcel post, and hundreds of thousands of pounds of third-class matter each year. New York City is the gateway for the movement of the mail to the New England States from the South and much of the West, and vice versa. Approximately 80 per cent of our foreign mails and 90 per cent of the foreign money order business is handled through the New York office. Twenty per cent of the total weight of all the newspapers and magazines mailed in the United States is mailed in New York.

IMPORTANCE OF NEW YORK SERVICE

The efficiency of the mail service in New York City affects the entire world. Every patron of the service is interested. Any impairment of the service here affects the publishers and affects them materially; affects the financial interests and affects them materially; affects the commercial interests and affects them materially; so we must ever be on the alert to keep the service as nearly perfect as possible. We are ever ready in guarding zealously the rights of the public. We are at all times making the closest study of it and devising ways and means by which we can improve and facilitate the hand-

*From Mr. Koons address before the annual meeting of the National Publishers' Association in New York, August 23.

Unlike Any Other Community Joplin, Missouri

The Market 200,000

CALCULATING THE MARKET

The Joplin market should not be gauged merely from Joplin's city population. Rather it must be understood as a 200,000 population unit within a workable forty-mile radius. Joplin is the hub of this territory and dominates it in manufacturing, wholesaling and financial interests.

There is the sound prosperity of the city's industries, and in the outlying territory there is the natural wealth from lead, zinc and agriculture.

Although Joplin city enjoys a normal increase in commercial importance, it is not reflected necessarily in population increase in the city proper. The territorial population, however, increases, which extends the importance of Joplin without the usual reflection in city population.

CLASS OF PEOPLE

In the lead and zinc mines the miners are at least 95% American-born white. They are a substantial class of people. The average miner has grown up in the Joplin district. He owns his own home. There is no designated miners' section. Their homes are scattered wherever they wish to buy them, and there is no physical difference in their average homes from those of any class of workers. The point we wish to make is the unusual population calibre, far different from the average in most mining sections.

The fine farms are good to look upon and reflect the now well known prosperity of the American farmer.

Unlike Any Other Newspaper Joplin Globe

(A. B. C. Member)

Paid Circulation 25,709

Line Rate 8c Flat, October 1, 1920. Mornings Except Monday

EDITORIAL STIMULATION

Just as the Globe blankets this specific market of 200,000 people within a forty-mile radius, so can an advertiser under similar merchandising practice.

The Joplin Globe is merchandised in its market. It is sold upon a basis of merit—no contests, no premiums—nothing but editorial stimulation.

The Globe first, of course, is a complete metropolitan daily, but it has exceeded the service open to the average newspaper by adapting itself to the unusual opportunities of its complex market.

The Globe is a Mining Trade Paper and a Farm Paper; each department under separate and competent editorship. Many are the evidences of reader influence. Considerable class advertising has been developed and finds a responsive market from the prosperous mining and agricultural subscribers.

DELIVERY SERVICE

The Globe's delivery service in the suburban towns is in most cases equal to the service maintained in Joplin proper. As a result the Globe is the home paper, not only in the City, but way into the country, on the rural routes, and in the towns ranging in population from 200 to 12,000.

The country is webbed with good roads either of concrete or made of crushed stone from the mines. Where street cars or steam trains do not leave at proper hours in the morning, the Globe rushes agency bundles out to the various towns by its own rapid automobile truck service, starting at 3 A. M.

Most of the Globe's 25,000 circulation is delivered in the homes before early breakfast.

OPPORTUNITY

Joplin is a jobbing center. Distribution over the whole section can be secured with comparative ease. This means larger net profits.

Here is a large and prosperous market for your cultivation, and served economically, effectively, through the Globe.

Representatives

E. KATZ SPECIAL ADVERTISING AGENCY

Established 1888

15 E. 26th St.
NEW YORK

Harris Trust Bldg.
CHICAGO

Candler Annex
ATLANTA

Waldheim Bldg.
KANSAS CITY

Monadnock Bldg.
SAN FRANCISCO

ling of the mails. However, in carrying out our policies we differ from a corporation or business in this respect—we must depend upon Congress to make provision for carrying out many of our plans. Our experts have been making a close study of the postal service in New York for more than a year, studying the movement of the mails, the trend of the growth of business, and many other features which affect the service. We have made many changes which greatly facilitated the handling of the mails and improved the efficiency of the service.

However, there is one feature of the service in New York City which concerns us and concerns us deeply, as the situation is grave. That is the question of facilities for the handling of the mail. New York has a condition which is not duplicated in any other city—that is, the trains enter and leave underground; so our post offices at the Grand Central and Pennsylvania Terminal must not only serve as post offices but station platforms for the handling of the train mails as well. No one knows better than the publishers how inadequate is our platform space today. I well know the hours their trucks have stood in line waiting to unload their publications. The old General Post Office in the down-town, or financial, district was completed many years ago, and the Pennsylvania Terminal in 1912. At the time these buildings were designed the parcel post was unthought of, and the tremendous expansion and development of the postal service could not have been foreseen. I have no criticism to make of those who designed these buildings. They acted in the light of the circumstances before them, but these buildings have long since become wholly inadequate, and unless prompt action is taken the postal service in New York City will be materially affected; and I even fear it may collapse within a few years. If this occurs it will then take years to restore it to its present standard of efficiency, as buildings cannot be erected in a few weeks or months.

CANNOT DODGE THE SITUATION

There has been no Public Buildings Act since 1913, and I do not know when another one will be passed, but the conditions here are so grave and of such magnitude that they must be treated as special. The Congress has been liberal to us in its appropriations for rent, and has given us what we have asked. A part of the situation can be, and is, solved by the construction of buildings by private parties and leases to us un-

der rental contracts. Only recently, we entered into a contract for the rental of a large, new building for Times Square Station, and one for Madison Square Station.

But there are three immense problems, of the utmost importance, which can only be solved by government-owned buildings. The amount involved is too large to be financed and handled economically as rental propositions under present abnormal conditions. I refer to the Pennsylvania Terminal, the down-town post office, and the Grand Central Terminal. More mail is handled between these three points than any three points in the world. There are transported each day between the down-town post office and the Grand Central Terminal 503 tons of mail, which require 322 auto trips; between the down-town post office and the Pennsylvania Terminal 423 tons, requiring 282 auto trips; between the Grand Central and Pennsylvania Terminals 309 tons, requiring 203 auto trips. The buildings and facilities at each of these points are woefully inadequate; we should have at this time more than double the working space and many times the platform space we now have. We must provide not only for the present but for years to come; to follow any other policy would be a useless waste of funds, unsound economically and foolish. The only solution of the problem is to construct a large post office building in the down-town or financial district, one in the rear of the Pennsylvania Terminal on the square of property belonging to the Pennsylvania Railroad, and one in the vicinity of the Grand Central; these three to be connected by an underground tunnel at least fifteen feet wide and eight feet high, of sufficient size to transport all the mail for years to come, the mail to be transported through the tunnel on cars automatically and electrically operated. The advisability of constructing such a tunnel has been most carefully studied by well-known engineers and it is believed to be feasible, practical and economical and would relieve the congestion of our mailing platform and place underground the transportation of the mail between these points.

HOW THE PUBLISHERS CAN AID

Last winter we asked Congress for an appropriation for the construction of such a tunnel between the Grand Central and the Pennsylvania Terminal, because this is the shortest link, and needed most, as trains enter and leave underground at these two stations and it is necessary to unload

the transit mail, bring it to the surface, load it on trucks, transport it across the city, and then lower it to the train level to be loaded on trains again. Unfortunately the construction of this tunnel was opposed. I make no criticism of that fact, because I feel that it was done without full knowledge of what was proposed, and we may be responsible for that. The buildings to be constructed should not be monumental buildings, but of the factory type, a credit to the government, and built with a view of securing as much natural light and ventilation as possible. The use of but one floor of a post office building for handling the mails in a large city must be abandoned. The volume of mail has become so great that the handling of it on one floor is no longer possible; besides, the improved elevating and conveying machinery is such that mail can be raised to the upper floors of buildings and lowered by gravity. The buildings in each instance should be at least ten stories high. To construct the three buildings and the underground tunnel would cost approximately thirty million dollars. The expenditure of this amount should be authorized by Congress at the very earliest date possible, although the entire amount need not be appropriated immediately. This amount may seem large, but when you consider it is only one-half the gross receipts of the New York City post office for one year, and that the efficiency of such important mail service depends upon it, is it unreasonable to ask for this amount?

The publishers through your avenues of publicity can do more than any other class of people to aid us to secure this necessary relief. It is of the utmost importance not only to the post office department but to the publishers' business that our policy with regard to these facilities be carried out. There is every reason why the greatest city in the world should have the best postal service of any city in the world. We want that to be the case. All we need is the facilities to enable us to make it so. In securing these facilities we ask the publishers' cooperation and aid. I am sure they will give it to us.

Goodyear Sales Running High

Gross sales of the Goodyear Tire & Rubber Co. for July amounted to \$17,185,113, which shows a substantial increase over the same month last year, when sales totaled \$15,080,310. Every indication of the company's sales for 1920 topping those of last year is shown by the fact that sales for the first nine months of 1920 amounted to \$162,202,467, as compared with 1919 sales of \$168,014,082.

How Advertising Performs a Service of Economic Importance to the Nation

Demonstrated by the Hebe Company's Campaign to Create a Market for a By-Product That Was Formerly Wasted

By S. D. ROBERTS

Special Representative, The Hebe Company, Chicago

IN few fields of merchandising has the economic value of advertising been demonstrated so thoroughly as in the marketing of formerly wasted by-products. Particularly does this apply to by-products which have been developed from practically worthless waste materials to highly valuable human foods.

The success of the animal raising and packing industry is often cited as an example of proper and economical use of by-products. It is a well-known fact that the price of meats is today kept down by the modern utilization of by-products which eliminates practically all waste in the manufacturing and packing processes. The refining of corn oil to make it available as a human food is a recent example of the development of an important food from a by-product.

But the discovery of the food value and the processes of development and refining of these by-products was not alone sufficient to cause their general adoption as a human food. Here is where advertising, with its power to create markets, played its part.

CREATING A MARKET FOR SKIMMED MILK

Cotton-seed oil, while its food value was recognized, was for many years regarded as a cheap substitute for olive oil. But when advertising taught the housewife the advantages of cotton-seed oil as a shortener, this by-product of the cotton raising industry was lifted from the class of substitutes and became a distinctive food product in a class of its own.

The United States Department of Agriculture has for many years been urging the dairy farmers to utilize a part, at least, of their skimmed milk for human food. The Department points out that skimmed milk lacks only the butter-fat to make it a perfect human food, and that skimmed milk without the butter-fat is still a highly nutritious food, having practically all of the body-building elements of whole milk, and, if properly prepared, being adaptable to human use for certain purposes.

Skimmed milk has always been re-

garded as a by-product of the dairy industry and has been used chiefly to feed to live-stock. Thirty billion pounds of this by-product are produced in this country every year—far more than is necessary for live-stock feed. Yet with all the urging of the government, only a negligible part of this vast source of food supply—about equal in protein content to all the beef eaten in this country—has been consumed as human food.

Assuming that the farmer was willing to follow the advice of the government, he could not sell much of his skimmed milk for human food because there was practically no market for it. The government had gone only as far as it could. It had suggested a more profitable use for the farmer's by-product, skimmed milk, but it could not provide the market. Here, again, is where advertising played its part.

A few years ago The Hebe Company, of Chicago and Seattle, created a new market for skimmed milk, preparing it for human consumption and marketing it along thoroughly modern merchandising lines. Preparing it for human consumption, by adding highly refined vegetable fat to replace the butter-fat removed in butter making, is accomplished with scientific accuracy. Hebe, the trade name under which the product is marketed, is an exactly proportioned compound of pure skimmed milk evaporated to double strength enriched with cocoanut fat.

The Hebe Company's big problem was to create the market for the new food product Hebe and to educate the public to its proper use. Advertising was obviously the solution.

WHERE HEBE FITS IN

In placing its product on the market, The Hebe Company recognized these fundamental requirements of a food product: It must be pure and wholesome; it must have economic value. Hebe not only fills these requirements, but by careful analysis scientists have determined that Hebe is rich in the dietary elements—protein, carbohydrates and fat.

In classifying Hebe, two classes of foods were considered: Primary,

foods which include such staples as sugar, cheese, flour, corn meal, meats, eggs, milk and most fruits and vegetables; and supplementary foods, such as condiments, seasonings, oils for cooking and salads, gelatines, baking powders, etc. As Hebe was to be used only as an ingredient for cooking, baking, etc., and not for direct feeding, it was classed as a supplementary food—serving as an auxiliary to the family milk supply.

The advertising, which is now appearing in women's magazines, national publications, newspapers, trade, professional and class publications, has a three-fold aim: To create a demand for this new product; to educate the housewife to use it properly; and to show food educators its economic importance. Hebe is recommended for use as a liquid ingredient in cooking. The copy tells the housewife how to make delicious cream gravies, cream soups, salad dressings and desserts. The advertising is creating for Hebe a special place of its own, in which it has practically no competition.

ADAPTING THE APPEAL TO THE MEDIUM

The appeal in such national magazines as *Good Housekeeping*, the *Woman's Home Companion*, and *Modern Priscilla* has been to the thrift of the housewife, stress also being laid upon the purity of Hebe and upon its food enriching qualities. Captioned as "Hebe, the food product of a thousand uses that enriches your food and cuts the cost of cooking," the copy is illustrated with photographs of dainty housewives using Hebe and with cuts, sometimes in color, of appetizing dishes prepared with Hebe. Trade paper copy assures dealers that an extensive campaign of national advertising is reaching into the homes of customers, teaching them the economy and uses of Hebe. The attention of the farmer is called, through his farm paper columns, to the fact that Hebe has come to make the dairy pay bigger profits and has come to stay. In the medical papers, the copy tells of Hebe's dietetic and economic importance, em-

phasizes the purity of the new product and the service which it is performing by utilizing skimmed milk for human food and releasing more whole milk for the important purpose of direct feeding. In the food journals, the endorsement of national authorities is called to witness the value of this service.

The mail campaign comprehends the use of booklets of food conservation recipes for the housewife, one on "The Missing Third," for dairymen, explaining how Hebe takes up the missing third of the annual milk production—the thirty million pounds that has hitherto gone back to the farmer to bring no profit after the removal of the fats in the butter-making process, and one on "Today's

Food Problem," for dieticians and others interested in Hebe's claims to economic importance in the solution of the nation's food problems. Other booklets, folders and broadsides are used extensively.

A NOVEL TIE-UP

One of the Hebe ads which has attracted wide attention is a window hanger that tells the story of how Hebe tied up with the Salvation Army drive in Chicago and carries a picture which was given wide publicity in the newspapers and later reproduced in one of our Saturday Evening Post advertisements showing Adjutant Margaret Shelton, of the "Army," baking doughnuts *made with Hebe* for a great crowd at State and Quincy streets. The Hebe container appears prominently displayed on top of Miss Shelton's field kitchen and a line on the hanger informs all concerned that Miss Shelton's recipe (which calls for half a can of Hebe per sixty doughnuts) can be had inside the store which displays the hanger.

Greatest care is taken in advertising and selling Hebe, to guard against its being confused with evaporated or condensed milk. The Hebe Company has no desire to compete with other milk products. On the contrary, it believes that success lies in the other direction—in making Hebe a distinctive product for specific uses. Hence Hebe is carefully labeled, advertised and sold for just what it is: "A Compound of Evaporated Skimmed Milk and Vegetable Fat," for cooking, baking and coffee.

In thus creating a market for Hebe, advertising is playing a big part in increasing the food supply of the nation. It is making it possible for the farmer to put to a more economic use his by-product, skimmed milk, without interfering with the already established market for whole milk. When Hebe is used in cooking, the whole milk used for this purpose is released for more important purposes, such as the feeding of infants, children, etc.

The case of Hebe is somewhat parallel to that of oats. If oats were still used merely for animal feed, the profit to the farmer would be considerably less than at present. This grain, however, has been "discovered" as a human food, and today the market for oats as a human food is vastly greater and more profitable to the farmer than it would have been had not the manufacturers of rolled oats advertised them as a breakfast food.

So Hebe is creating a greater and more profitable market for skimmed

milk and is increasing the nation's food supply.

Fertilizer Business Needs Advertising

Probably the greatest need in the fertilizer industry is—advertising. Not just the advertising of different firms' claims to merit, but the extensive advertising of commercial fertilizers, the spreading of the fertilizer truth, to awaken the world-at-large to what fertilizers can do toward increasing farm production, *Commercial Fertilizer* says:

This assertion is without any intention to reflect on the good work of the Soil Improvement Committees or the various constructive efforts of the National Association, and when it was brought out at the National Convention by H. M. Cottrell, of the Arkansas Profitable Farming Bureau, it struck a responsive chord in the minds of his hearers. Too often, as the speaker pointed out, do we see brilliant advertisements telling of the superiority of certain brands of fertilizer without first telling the most important fact—the superiority of the practice of crop fertilization. It can readily be imagined how much more effective would advertising of this nature be were more thought given to advertising that tells the farmer he must apply fertilizers to obtain the greatest concentrated yield. The average farmer cannot be expected to know much about the absorptive and retentive propensities of soils or anything about chemical and soil relations, and before manufacturing can realize the fullest possibilities in the development of trade in individual brands, the farmer must be educated as to what fertilizer is and how it can serve to his profit.

Engineering Advertisers Arrange Program

The Engineering Advertisers' Association, after a rest during July and August, will resume activities at the Hotel La Salle, Chicago, on September 14. The following program has been arranged for the year:

September 14—"The Organization of the Ideal Engineering Advertising Department."

October 12—"Analysis of Markets and Sources of Advertising Data."

November 9—"Direct Advertising;"

December 14—"Publication Advertising;"

January 11—"Letters;"

February 8—"Executives' Night;"

March 8—Annual meeting.

It is planned to have speakers of authority address the meetings on the particular subjects to be discussed, but a noteworthy feature of these meetings will be the informal interchange of ideas, among the members of the association, based on their own experiences with the subjects mentioned.

"Fire and Water Engineering" in Chicago

Western offices of *Fire and Water Engineering* have just been opened in the Continental and Commercial Bank Bldg., 208 South La Salle street, Chicago, Ill., in charge of Lync S. Metcalfe, who will serve as manager, handling editorial and circulation matters as well as advertising.

Keeping Up With The Times

A FACT A WEEK

The best buying class is always willing to pay a little more for something much better.

The Washington TIMES is the only newspaper selling in the District of Columbia for 3 cents daily.

The Washington Times

WASHINGTON, D. C.

Why Orders Were Cancelled

Most cancellations of orders are largely due either directly or indirectly to chaotic conditions arising from war times, according to a report on a survey of the manufacturing field made by the Chamber of Commerce of the United States. The percentage reporting that customers have cancelled orders because of failure to recognize the sacredness of contract, and the legal force and responsibility of an order received and accepted in good faith was comparatively small.

There is danger, however, the report declares, that unless a definite stand is taken against any tendency to regard cancellation of orders as unimportant, and unless there is cultivation of a general feeling that an order is to be considered more than a mere memorandum, this evil may assume serious proportions.

The investigation of cancellations was made by the Fabricated Production Department of the National Chamber in response to complaints from members that production was being interfered with, so much so, that plants having had sufficient orders to run for months, were curtailing their efforts and shutting down even though production of their product is below normal and stocks in the hands of wholesalers and retailers are light. The complaints protested that the sacredness of the sale contract was being disregarded and that the buyer was willing to chance its legal enforcement.

To get at the bottom of the problem, inquiry was sent to 100 leading trade associations to learn the situation.

Some of the questions were:

Is your industry being affected at this time by the so-called cancellation evil and to what extent?

State most common reason given for cancellation.

Has, or will your association take any action in this matter? State what.

If your members accept cancellation, under what conditions?

Have your members in times of large production in securing orders, inserted cancellation clauses in order or contract?

Would you cooperate in a general effort to reduce the number of cancellations by proper methods?

In analyzing replies it was found that the responsibility for many cancellations was chargeable, in part, to the seller as well as to the buyer. Some of the chief reasons for cancellations are as follows: Inability to make prompt delivery; over stock; business declining; revision of production schedule; financial embarrassment. Some replies indicated also that the public will not buy at present prices.

The survey showed that several organizations have created a bureau of contracts, to deal with all claims for cancellation of orders. These bureaus act simply in an advisory way, receiving from the complainant a statement of facts as a basis for investigation, in due time rendering an advisory report, and in some cases endeavoring to secure a settlement if desired.

E. W. McCullough, who made the investigation for the National Chamber, will hold a series of conferences with the Credit Cooperation Executive Committee of the National Association of Credit Men in New York, to try to devise, if possible, equitable means for handling cancellations.

Cancellations are not confined to this country as is shown by a report from Nottingham, England, that British lace and hosiery manufacturers and exporters have become concerned over the large number of orders cancelled by foreign firms. The Nottingham Lace Exporters' Association, which represents the lace export trade of the country, recently decided that no member of the association should hereafter accept any cancellation of orders without the special permission of a committee appointed for the purpose of investigation.

This means, according to Consul M. Hitch, that should a customer decline to accept goods, after having placed an order, he will not be permitted to purchase goods from any other member of the association until he has complied with his contracts. The hosiery trade is considering similar action. There is no disposition here to imitate these English methods, but it is believed that the time is opportune to emphasize and stabilize trade ethics which make for fundamental soundness in business.

United Agency Locates in New York

The United Advertising Agency, recently organized in New Jersey, and a subsidiary of the United Advertising Corporation, outdoor advertisers, has established executive offices at 1 West Thirty-fourth street, New York.

The new agency has taken over the Fettinger Advertising Agency in Newark, N. J., and will have branches in Paterson, N. J., New Haven, Conn., Bridgeport, Conn., and Dallas, Texas.

The officers will be Samuel Pratt, chairman; Leonard Dreyfus, president; H. C. Davel, vice-president; Theodore S. Fettinger, treasurer; and F. Forrest Fettinger, secretary.

Patterson Leaves Continental Rubber

J. C. Patterson, advertising manager of the Continental Rubber Works at Erie, Pa., resigned August 1, to become associated with the advertising department of the Lakewood Engineering Company, Cleveland.

Mr. Patterson was president of the Erie Advertising Club, and at an annual picnic July 21, the members of the club presented him with a loving cup to show their appreciation of the good work he has done.



FRED C. COLEMAN

Fred Coleman was with the Proctor & Gamble Co. when I first met him. He was nearly as popular with the advertising fraternity as "Ivory Soap," which he was selling at that time, was with the general public. Then he went with the Butterick Co., and after twelve years with that concern he joined my organization.

Today Fred Coleman is not only one of the best known advertising men in the East but is one of the most valued members of my organization.

Paul Block

Washington Post

WASHINGTON POST

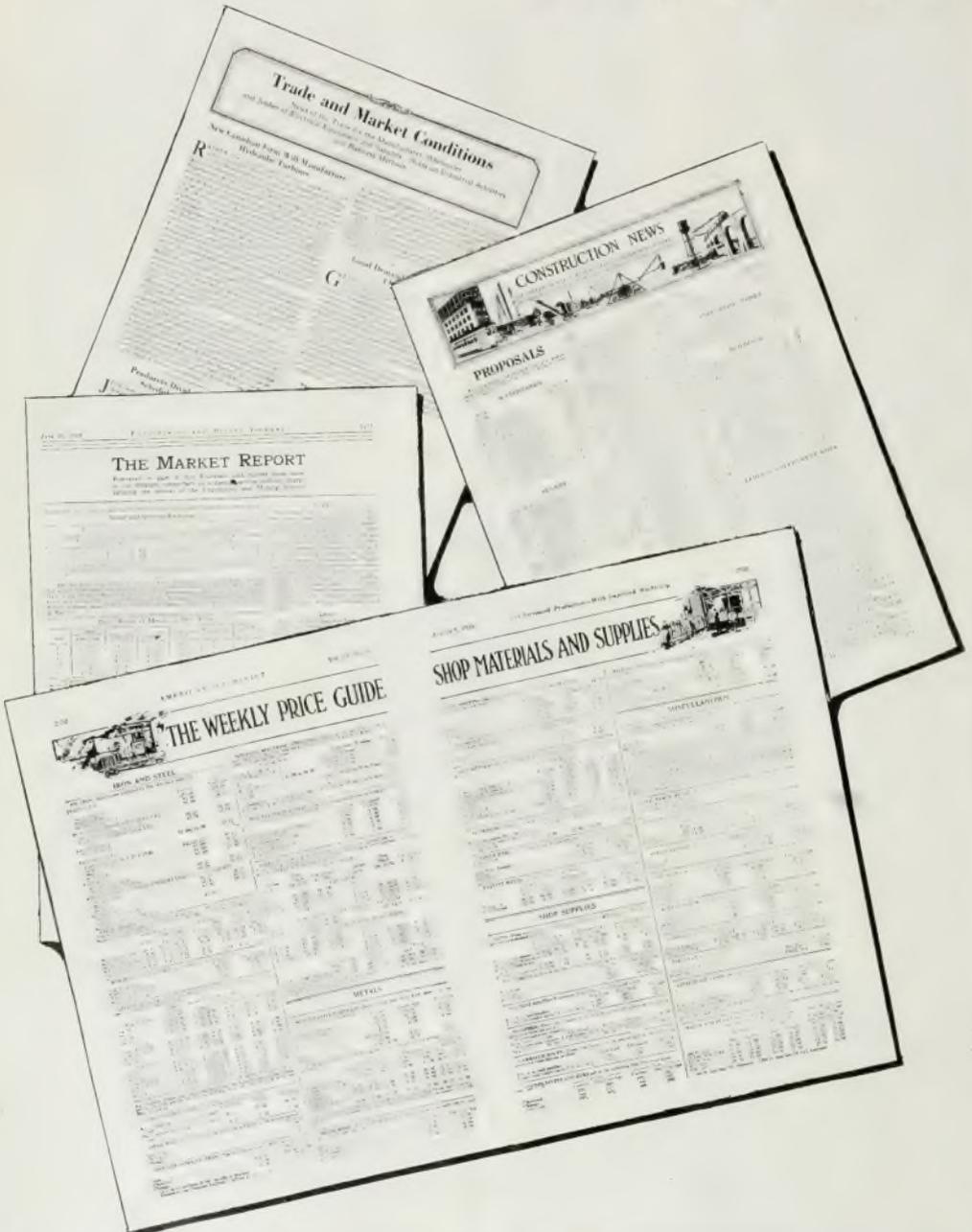
Many people think Washington has lost in population since the ending of the war. This is not true. Housing conditions in Washington are more acute today than ever before.

The WASHINGTON POST goes into every worthwhile home in the District of Columbia.

The local merchants in Washington know this. One of the largest and most successful Washington stores recently wrote: "We found that it was not necessary for us to use more than two papers to cover the local field; they being the _____, and the WASHINGTON POST." (Copy of this letter on request.)

Wise national advertisers follow the lead of the local merchants. They know they cannot cover Washington without the POST.

How to



Think Straight about Business

WHAT is going to happen tomorrow is the vital thing that affects what business men are doing today. There are five sets of facts on which business men make up their minds.

FIRST:

Credit Conditions. The average man in business gets this information from the banker personally, from Federal Reserve reports, from Bank Reviews, from his business paper.

SECOND:

The Labor Market. Facts with regard to the labor market come from the news papers, from the business papers in the basic trades.

THIRD:

Transportation. He looks for these facts in the newspapers, in his own business paper, and in specialized business papers.

FOURTH:

Conditions of His Own Market. These conditions he judges from his own salesmen's reports, from the business papers.

FIFTH:

His Own Raw Material, Machinery, and Equipment Conditions. Business Papers Only.

From six to eight pages of the fields of engineering and industry covered by the eleven McGraw-Hill publications are devoted each week to these basic facts.

SPECIAL EDITORS and a special department in the Company called the Business News Department, organized with a far-flung chain of correspondence, provide verified news. The men in this work are in intimate personal contact with the sources of information. The Engineering and Mining Journal reports, for example, are quoted as a basis for making contracts for all metals and minerals. The Engineering News-Record's Construction News is a basis for contracts running into thousands of dollars each week.

This vital contact of the business press with the industries they serve is the special reason why business men now are reading the future by studying the business papers.

McGRAW-HILL COMPANY, Inc.

TENTH AVENUE AT 36th STREET
NEW YORK CITY

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

THE

11 **McGRAW-HILL**
Publications



PAPER AS A FACTOR

The Tribes of the Himalaya Mountains Never Destroy a Picture

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

White is the mourning color of China

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

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

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

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

Research Laboratories

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

N FOREIGN TRADE

EXPORT ADVERTISING and SELLING

A Department of Foreign Trade Extension Service
Under the Direction of
CYRIL H. TRIBE

Are You Going to Be "Forced" into Foreign Trade?

Some Important Considerations for the American Manufacturers Who Desire to Trade Abroad on a Sound Basis

AT A recent conference with a high executive in a prominent firm he opened the conversation with the remark, "We have been forced into Foreign Trade." There seemed a trace of annoyance in his tones and later statements bore out the conclusion that the company resented having to take up investigation of overseas markets.

Here is an organization doing an excellent domestic business. The reputation of the house stands high so far as ability and performance are concerned. No expense has been spared in building up personnel commensurate with the volume of business handled. Suddenly, this company finds outside conditions, on which the future advancement of their interests depend, "forcing" them into Foreign Trade.

This serves to bring into strong outline the ghosts that are shadowing hundreds and thousands of American manufacturers, progressing nicely now in the development of domestic fields and presently to be confronted with the absolute necessity of extending their selling radius beyond the confines of the United States. The executives whose minds are large enough to look ahead but a few years will see to it that they are not FORCED into Foreign Trade but rather will they be ready to meet these new markets in a systematic and properly organized manner.

WELCOMED FOREIGN WAR TRADE

War conditions forced many American manufacturers into export markets. They went into foreign sales in spite of themselves rather than on account of any particularly keen vision or discernment of trend. Foreign purchasing agents begged them to sell their products and backed up their pleas with huge bonus payments. The

troubles of ordinary foreign shipments were reduced to a minimum owing to the willingness of the buyers to assume all risks of transportation, all details of special packing, etc. And this was called Foreign Trade!

In a previous article* attention was called to the enormous value war conditions were to American industry and to how, with markets opened without cost, the majority of those engaged in manufacturing articles for shipment abroad failed to follow them through to points of distribution. Mere inquiry to the War Department, Navy Department, Red Cross, Y. M. C. A., or any other of the score of media through which American products were placed throughout the world, would bring information from which to form a foreign selling campaign in territories where the "missionary" work has already been done.

War conditions are being eliminated rapidly now and with the gradual restoration of foreign industries to pre-war production capacity the figures of American exports show a related decline. Strong competition is developing for the American manufacturer and trader. It is not enough to sit at home and accept orders from eager buyers. If present markets are to be retained and new ones developed it is up to the seller to SELL. All of the technique that has been so highly perfected in winning domestic markets will be required in the foreign field. Rest assured that a strong and increasing flow of orders is not to be expected. Don't wait for them.

A humorist recently published a brochure on how to be successful and one of his thoughts was "Don't Read Don'ts." Here is one exception: "If you have received an order for a bill of goods for delivery

abroad and you are uncertain as to whether or not you can comply fully with specifications, *DON'T ACCEPT IT.* But if you do, then take time to gather as much information on the whole subject covered by your order as you possibly can obtain, and use it to the utmost. Do a little bit more than is called for and exhibit real interest in the details of its delivery. Keep personally in touch with that order until it is in the possession of the buyer, even if it was paid for f.o.b. factory. The greatest element of danger to the healthy growth of an export business is the improper filling of first orders and carelessness in proceeding to execute without knowledge that is easily acquired. It is better to stay out of Foreign Trade entirely than to flounder around aimlessly on the idea of "taking a chance." Every market in the world has been entered at one time or another by the improperly equipped exporter and our national reputation has suffered severely as a consequence.

Every manufacturer and businessman should know of the sources of reliable information that are "just around the corner," eager to extend every possible assistance to him in making him a success. Foremost among these is the Government of the United States. A progressive and successful nation depends upon successful component parts. The government, knowing this truism, maintains the Department of Commerce. In this Department is the Bureau of Foreign and Domestic Commerce, now under the direction of Dr. R. S. MacElwee. The bureau stands ready to serve large and small manufacturers alike. It is practical in every sense. Dr. MacElwee knows his work from per-

*"America's Foreign Trade—Past, Present and Future," in the August 21 issue of ADVERTISING & SELLING.

sonal contact and practical experience. He has specialized in various branches of Foreign Trade and is the recognized authority in America on Port Facilities of the World. The personnel of his Bureau is similarly practical. The Bureau will help you in this way:

HELPS FOR EXPORTERS

It will answer your inquiry fully on subject related to the development of your foreign trade.

It will furnish you with information such as you may require for your own particular enterprise.

It will supply you with forms as

specimens of all "paper work" usual in exporting.

It will keep you posted on opportunities offered in world markets.

Directly representing the Bureau in the capitals and trade centers of every foreign land are United States Trade Commissioners. These men are selected from among the highest trained observers of economics and are appointed to those countries where their particular abilities are given the widest range of usefulness. Commercial attaches are posted at American legations, embassies and often at consular points to observe and report upon oppor-

tunities for the extension of American trade.

Then, again, is coordinated the intelligence service of the State Department through the reports of its consuls and vice-consuls. These are located in world ports and industrial centers. One of their main duties is to watch out for possible markets. They are required to make special reports on certain subjects where specific requests for information have been received by the Bureau from American manufacturers or merchants. In addition to all this the Bureau is continually sending out special investigators with definite commissions to perform. Such is the interest of your government in Foreign Trade and this is only a skeleton outline of just how much assistance you can command from this one source.

In any city of any size in the United States there is usually to be found a Chamber of Commerce. In the larger cities and especially the Port Cities there are efficient Foreign Trade Departments. As a rule a letter to the Secretary of the Chamber, outlining your problem or interest, will bring prompt information and the assurance of a desire to assist in the important duty of securing a proper start.

In recent years the larger banks of the United States have become intensely interested in so aligning their course and policies as to serve Foreign Traders. Most of the New York banks have competent Foreign Trade Departments as have those in Boston, Philadelphia, New Orleans, Los Angeles, San Francisco, Portland, Seattle, Chicago and in fact every center of production and distribution. In many instances these banks have foreign branches established throughout the world. Branch managers are constantly sending in private information for the benefit of their customers. Correspondent banks also are engaged in the intimate interchange of trade information. Your banker is, or should be, a reliable source of information and advice in matters pertaining to Foreign Trade.

OTHER EXPORT SERVICE

Then there are the commission houses, forwarding agents and certain shipping organizations that are established for the sole purpose of developing exports and corresponding imports. Some of these institutions are of long standing in their conduct of world trade. Usually they too are entirely willing to cooperate with the manufacturer who

Announcing



Executive Offices One West 34th St., New York

SAMUEL PRATT Chairman	BRANCH OFFICES
LEONARD DREYFUSS President	NEWARK, N. J.
HERMAN C. DAYCH Vice-President	PATTERSON, N. J.
THEODORE S. FETTINGER Treasurer	DALLAS, TEX.
E. FORREST FETTINGER Secretary	NEW HAVEN, CONN.
	BRIDGEPORT, CONN.

Samuel Pratt is President of the United Advertising Corporation, and has been for forty years conspicuous in the advertising business.

Leonard Dreyfuss is Vice-President of the United Advertising Corporation, owning and operating outdoor advertising plants in several hundred cities and towns throughout the United States.

Herman Daych has for a number of years been connected with the Associated Advertising Clubs of the World. Mr. Daych will have charge of our New York office.

Theodore S. Fettinger has for seven years been head of the Fettinger Advertising Agency, of Newark, N. J., to which this company succeeds. Mr. Fettinger will continue as manager of our New Jersey business.

With an exceptional art service; copy staff; unusual facilities for the investigation and solving of merchandising problems, this agency is ready to successfully undertake advertising campaigns of any size, in all mediums.

Knowing How and Serving Well

has broadened his vision to their fields.

Here should be raised a warning signal to the neophyte exporter. And the same warning applies to the consideration of certain banks as well as commission houses and shipping companies. During the war period and immediately following it several so called export and shipping companies came into existence. Of their short life they managed to attract a certain amount of business. Most of them would take any kind of an account. They were not particular as to the reputation of the manufacturer any more so than they were to their own. In the parlance of the street they were "shooting the moon" and, as is always to be expected, they didn't hit. They did, however, give certain of their clients a post graduate course in how not to enter foreign trade and they certainly did effectively educate the foreign buyer to the necessity for great care in dealing with the American. This is unfortunate but also true and should be taken seriously when the selection of either bank, commission house or forwarding agent is contemplated.

Perhaps this last reference to banks should be amplified by pointing out that in the rush to equip for foreign trade and meet the pressing competition of the older and wiser banks—who were ready to respond—a number of less progressive banks tacked up a "Foreign Trade Department" sign over a former assistant cashier's window, transferred a few clerks and stenographers to the new "Foreign Department" and placed hurry orders for copies of Hough's "Practical Exporting" and any other standard works on foreign trade. Of course they were forced to this action by sheer necessity. They did what was best under the circumstances but the manufacturer who is going out into foreign trade hardly will feel as secure with such banking "service" behind him as with the solid, certain and demonstrated fitness of the bank that was READY.

Now, turn back to the first page of this article and read again the first three paragraphs. Surely, it is not necessary to further crash out the comparison, or analogy.

* * * *

The Foreign Trade Extension Department of ADVERTISING & SELLING is established to serve the manufacturer interested in the development of export advertising and sell-

ing. Communications related to inquiry or comment will be answered promptly by personal letter.

Shoe Publication Elects Officers

J. G. Brown, at a meeting of the directors of the Shoe and Leather Reporter Co. held in Boston last week, was elected president to fill the vacancy occasioned by the death of F. F. Cutler. For the past nineteen years Mr. Brown has been manager of the New York office of the publication and held the office of vice-president for most of that period.

F. K. Kretschmar was elected vice-president, treasurer and general manager; A. H. Lockwood, editor and vice-president, and A. C. Davenport, secretary.

Advertising in Cairo, Egypt

According to a report to the Bureau of Foreign and Domestic Commerce, the very little advertising which is done in Cairo, Egypt, is confined to the daily papers and signboards. The three most important daily papers are given as the *Egyptian Gazette*, the *Egyptian Mail* and *La Bourse*.

Advertising Man Found

Gale B. Spaulding, secretary of J. P. Muller & Co., whose disappearance was reported in New York newspapers last Saturday, has been located at the home of his sister in East Aurora, N. Y. His mysterious absence is said to have been due to a nervous breakdown. Mr. Spaulding is expected to return to this city this week, but he will not take up his work probably for some time.

**Gain
Winter issue
over 1919
150%**

Butterick Quarterlies

Women Who Serve in the Export Field

Miss Blanche G. Schwartz, of World's Products Research Company, Believes Exporting "Offers a Fascinating As Well As Lucrative Line for the Business Woman"

By MYRTLE PEARSON

IN MY opinion the characteristics which an export manager should have to attain success are a vivid business imagination coupled with the ability to work hard and intelligently, a wholesome respect for things, people, and psychological traits peculiar to other countries, and a thorough business training in work not especially identified with export activity.

"To the ambitious export manager, I would say: Learn your people and your world markets; next, learn to the utmost extent the construction and uses, the good points and the weak points, of your products. Without this knowledge to the nth degree you will lack self-confidence and your enthusiasm will not ring true."

NOT MANY WOMEN EXPORTERS

After reading over this bit of expert counsel for budding export managers, written by a well-known export manager, you will say: "There spoke a real 'he-man'—a man who has his job right under his thumb."

We can't blame you for that: women export managers are not so common that you could be expected to guess that it might have been a woman's counsel. At any rate, the spirit of your appreciation is well-taken, and what is sex among export workers?

The careers, the doings and the sayings of women like Miss Blanche G. Schwartz, assistant treasurer of the World's Products Research Company of Cleveland, Ohio, are often cited as standing confutations to the prosy depositions of psychologists on the subject of sex-differences. As you have said, here is a woman who talks like a "he-man." As you would have said had you been better acquainted with Miss Schwartz, here is a woman who manages her job like one. But as "comparisons are invidious" and as Miss Schwartz's feminine friends would probably answer that she manages her job a great deal better than one which would start more than we or you could finish—let us swing into our story.

Women export managers are not as common as women stenographers but there are enough of

them to have demonstrated already their qualifications for success in this big field. Several of the largest corporations in the country have women export managers, among these being a few concerned wholly with the production of articles used exclusively by the masculine portion of mankind. A large manufacturer of safety razors—as ADVERTISING & SELLING recently pointed out—employs a



BLANCHE G. SCHWARTZ

woman export manager. The truly feminine answer is, of course, "Why not, seeing that mere man has demonstrated how successful he can be in lines of business which serve the woman consumer. If serving the opposite sex is sauce for the gander, it's sauce for the goose." Which is good feminine logic.

A MAN'S SIZE JOB

Miss Blanche G. Schwartz has a job that's a little different and a stage more complicated than the export manager for a single firm. The organization with which she is connected is entrusted with the foreign interests of eight non-competitive Cleveland manufacturers. Furthermore, whereas the common or garden variety of male export manager generally has charge of the exporting of some commodity concerning which a man is ordinarily supposed to be well acquainted, Miss Schwartz assists in marketing to all the world such things as farming implements, cotter pins, automobile spark plugs

and plumbers' brass goods, than which there is nothing less feminine—but there we are bringing up that sex question again.

In addition to these lines enumerated above, the eight Cleveland firms represented by the World's Products Research Company manufacture such things as paints, hoisting cranes, rubber goods and foundry core oil, but Miss Schwartz is personally in charge of the first four accounts, to which may be added a special acid-resisting valve for use in handling chemicals; not very feminine either.

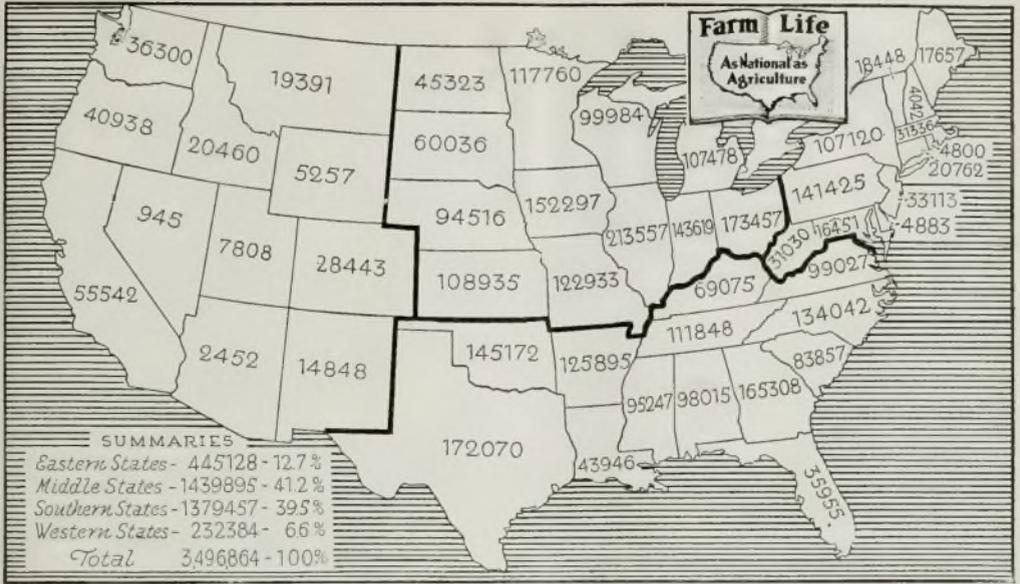
However, we have little enough excuse to harp on the non-femininity of these things. Previous to becoming identified with export work, Miss Schwartz was connected with an ice machine manufacturing company and, in order to deal intelligently with the preparation and placing of the highly technical advertising which this concern featured she made a thorough study of the machinery industry. She, at least, was determined not to be swayed by the feminine appeal. In writing of this training to a fellow-craftswoman in export work she said:

WHAT EXPORT FIELD OFFERS WOMEN

"While ordinarily I believe the feminine mind would more thoroughly enjoy delving into the intricacies of the production of things beautiful, or at least something allowing more scope for the imagination than a plumber's valve, nevertheless, by continuous concentration, there is no reason whatever why a woman should not successfully develop any account having legitimate sales possibilities exactly as would be done by a man."

Then followed a bit of counsel quoted in our first two paragraphs. Given the foundation therein demanded, Miss Schwartz believes that "the export field offers a fascinating as well as a lucrative line for the business woman."

The fact is, Miss Schwartz believes that the business woman can do more than get something—fascination and lucre—from the export field. One feels in her tone that she is confident that the business woman can give something



The figures show combined circulation of Farm Life and the leading sectional Farm Papers. Public Library, Kansas City

Use Farm Life with Sectional Farm Papers

This map shows the even coverage—and the excellent density of circulation to be obtained by using Farm Life in combination with the leading state and sectional farm papers.

Consider that you get this evenly distributed Farm Life Circulation—750,000 circulation after January 1st—for \$5.00 a line, \$2,250.00 a page.

You do not pile up excess circulation in certain territories. There are no

thin spots where you get less coverage than you want.

This map is made by combining Farm Life's circulation with the circulation of the largest state and sectional Farm Papers.

But Farm Life does not wish to express any opinion as to the relative value of state farm papers.

We have many more maps on the use of Farm Life equally interesting.

SPENCER, IND.
Farm Life

The Farm Life Publishing Co.

THE JOHN M. BRANHAM COMPANY

Special Representatives

NEW YORK CHICAGO ST. LOUIS KANSAS CITY
DETROIT CLEVELAND ATLANTA SAN FRANCISCO

to the export field—a new point of view, perhaps, or an unusual capacity for patient investigation and friendly understanding. One gains that impression from her emphasis on “a wholesome respect for things, people and psychological traits peculiar to other countries.”

For example, she says: “When I speak of a respect for things and people in other lands, I mean, for instance, that the fact that a man in India writes, ‘I have a lively emporium which I place at your honorable service’ is no reason to conclude that he may not be a keen business man, quite as shrewd, and possibly more so, than we who lack international trading experience; or because a Frenchman writes ‘I hope to read you endly on this’ when he wishes to say, ‘I await your final decision’ we must not permit our amusement to overshadow our receptive attitude toward what he can offer as a trade outlet. You know a Spanish waiter does not show even a glimmer of amusement at our American way of asking for a ‘soap sandwich’ instead of one having ham in it when we confuse the words, ‘jabon’ and ‘jamon’.”

ANALYZING MARKETS

Keeping in mind our object of learning what these contributions are which a woman can make to the new science of export direction—and if that raises the sex question, why make the most of it—let us follow this woman in her conception of the responsibilities of an export manager.

“After gaining a thorough knowledge of the product,” she says, “you must make a research of the market possibilities and peculiarities. To prove successful in export work one must have a certain degree of adaptability and maintain an open-minded attitude in all correspondence, a willingness to consider changes desired in the line as offered. If a farming implement is to be drawn by a water buffalo, see that the customers’ wishes that it have a certain type of hitch are respected; if it must go into the mountain regions of South America, it must be packed conveniently for mule back transportation. There is need of flexibility from the most unexpected angles, and if one is intolerant of these non-American peculiarities, the export field is not his or her calling.

“In searching for my legitimate market, if it is plumber’s supplies, for example, I look about for territories where Dame Nature oc-

asionally freezes the water supply, direct my efforts first to these countries and later progress to those countries less favorable to the line. Naturally, many factors enter into the diagnosis of the various markets. One does not try, for example, to sell plumbing goods to the Esquimox, notwithstanding the freezing weather.

THE ADVERTISING PROBLEM

“After gaining a clean-cut conception of the product and its possible market, the next question to suggest itself is with regard to the most efficient method of advertising to be employed. I never try to prepare an advertisement until the entire subject is clear in my own mind; generalities may fill in a prettily-turned phrase but generalities will not sell spark plugs, or plumbers’ goods or farming implements. If my advertising will not sell the goods to me there is no reason to believe that the other fellow is going to buy on the strength of it, and I, accordingly, bear down hard on the ‘reason why’ type of copy.

“I try to phrase my copy in the language of the country of my readers. In South Africa where a cotter is a ‘split pin,’ I talk about ‘split pins,’ and where, as in India, a rice field is a ‘paddy field,’ why that is the way I refer to it. I try to make my phraseology look like an intimate friend, not a stray alien garbed in strange words, to be gazed upon for its oddity, instead of for its message. Incidentally, it is to be remembered that women generally show more facility as linguists than men and, of course, the more languages one knows, the more smoothly the work can be handled and the less one is at the mercy of subordinates of varying degrees of linguistic ability. It is not an easy field of endeavor, but it is worth while, in fact tremendously so, and not the least of its compensations is the thought that one has a part, however small, in helping to carry the fair name of America to the uttermost ends of the world.”

Now that message is a “he-man” message all the way through—or what we mean when we speak of a “he-man message”; yet, it is something more and probably contradicts rather than affirms my unfriendly reference to the psychologists and their theories on sex-differences—that is, if it proves that a woman can, as a woman, give something distinct to the science of exporting. And doesn’t it?

Trade Mark Pirates Still Active

Trade mark pirates, who were stealing valuable American trade marks and patents by the score for the purpose of controlling American products or imitating them in Europe and South America, are still active at such thefts, in spite of the fact that the new Federal trade mark law affords full protection for Americans who take advantage of its provisions, according to Albert E. Parker of the firm of Marks & Clerk, 220 Broadway.

A cabled list of trade marks and trade names, alleged to have been recently pirated in European countries and made public by Mr. Parler through the New York *Times*, includes “Briscoe,” “Auburn,” “Mailholm” and “Delco,” which have been registered by pirates in Sweden; “Chevrolet,” “Saxon,” “Cleveland,” “Chandler,” “Ace,” “Case,” “Continental,” “Buick,” “Premier,” “Mohawk” and “es-senckay,” which have been registered by foreigners in Portugal, the most flourishing field for patent pirates; “Columbia” and “Fenestra” in Austria; “Lysol” in the Dutch East Indies; “The Hanan Shoe” in Czechoslovakia; “Ivory Soap ‘Universal’” and “Howell” in Brazil.

Under the new trade mark act, which was passed on March 3 of this year and is now effective, American owners may now register in the United States Patent Office any trade mark which has been in exclusive use for a year or more. This affords protection for the American who registers the trade mark in all important foreign countries, though it is still necessary to make further applications in a few small foreign countries in order to control the use of the name and trade mark there. While thousands of American manufacturers have taken advantage of this act, enough have failed to do so, according to Mr. Parker, to make piracy still profitable.

The new act has recently been interpreted in an opinion by the Solicitor of the Department of the Interior, who holds that the marks which were not registerable under the act of 1905 are now registerable, provided they are not scandalous or immoral and do not copy the flag of the United States or any State or fraternal society.

The most important patent piracy on record was that of Manuel Silva de Carmo of Portugal. Carmo pirated the trade marks of forty-three leading automobile manufacturers and the owners were recently compelled to reach a compromise with him. This case showed the difficulty of fighting patent pirates in the foreign courts and indicated that there was little remedy for the American manufacturer who had neglected to protect himself, except to reach a settlement with the pirate or refrain from attempting to do business in the countries where the pirated patents were valid.

Export Editor in Insurance Work

Harry E. Olsen, formerly editor of the *Export Recorder*, has been appointed New England manager of the American Manufacturers’ Foreign Credit Insurance Exchange, with offices in the Old South Building, Boston, Mass.

A. N. P. A. Admits Lewiston “Journal”

The Lewiston, Maine, *Journal* has been elected to active membership in the American Newspaper Publishers’ Association.

American World Trade Increasing

Imports and exports for the year ending June, 1920, show substantial increases over previous years, according to figures announced by the Department of Foreign and Domestic Commerce. For the 12 months ending June, 1920, merchandise imports amounted to \$5,238,621,000, as against \$3,095,720,068 in 1919, and \$2,945,655,403 in 1918. Exports for the year ending June, 1920, totalled \$8,111,039,733, as compared with \$7,232,282,686 for the same period in 1919, and \$5,919,711,371 in 1918.

Asia and Oceania, grouped as one, lead the list of continents from which we enjoy the largest import trade, and strangely enough North America is a good second, with the rest of the continents finishing Europe, South America and Africa in the order named. In exports we shipped the bulk of our goods to Europe, while our next best customers were North America, Asia and Oceania, South America and Africa, in the order named.

Commerce with the non-contiguous territories including Alaska, Hawaii, Porto Rico, Guam and American Samoa, but not including the Philippine Islands, which is included in the figures above, for the year ending June, 1920, amounted to \$184,312,351 for imports, as against \$137,419,028 the year previous, and exports to the United States from the territories totalled \$341,952,383 in 1920, as compared with \$236,101,014. These comparisons show the territories produce nearly twice as much as they consume in goods from the United States. Alaskan gold and silver exported for the year ending June, 1920, amounted to \$8,282,112, of which \$8,793,085 came to the United States.

Chief among imports from foreign countries to the United States, classified in the order of their importance, are: Sugar, \$688,127,380; raw silk, \$454,573,638; furs, hides and skins, \$370,802,462; rubber, \$280,358,788; wool, \$212,848,568; oils, \$195,141,657; chemicals, \$177,960,526; raw cotton, \$156,918,719; cloth, \$141,389,218; wood and manufacturing thereof, \$157,367,368; nuts, \$124,773,197; precious stones, \$114,019,472; and seeds, \$111,032,112.

The chief articles and commodities of export from the United States were: Total manufacturings of iron and steel, \$932,675,866; oils, \$925,322,445; wheat and flour, \$808,471,226; meat products, \$771,006,760; cotton and cotton goods, \$364,036,786; tobacco, \$323,402,682; leather goods, \$201,828,413; autos and parts, \$233,252,376, and in addition to tires to the amount of \$69,226,716; wood and manufacturings, \$168,574,578; chemicals, \$159,000,927; copper, \$150,497,042; and sugar, \$131,771,308.

Uruguay to Protect Trade Marks

Uruguay, one of the smallest, but one of the most progressive of Latin American nations, has taken a step which might well be followed by every Central and South American Republic. She has appointed a commission to draft new trade-mark regulations, designed particularly to prevent trade-mark

piracy, so common in all parts of Latin America.

On the recommendations of this body, now made public for the first time, says Dr. W. E. Auginbaugh, of the New York Commercial, a bill has been drafted and presented to the general assembly, and will undoubtedly within the next few weeks become a law. In accordance with the provisions of this bill now before Congress registration of a trade-mark in Uruguay hereafter will be based on a legitimate property right to the same. In addition to this the owner of a domestic or foreign trade-mark which has been in use in the country or abroad, but not registered, or the owner of one which has expired may legally oppose the registration of a similar trade-mark by a third party

or apply for its annulment if registered.

Few formalities are provided for as a preliminary to registration, the chief requirement being that the applicant must assert that he is the legitimate owner of the mark and file four copies of the same. The use of portraits as a part of a trade-mark can only be done with the consent of the person whose picture is presented, and if that person be deceased, then the consent of the nearest living relative must be obtained and filed, a competent judge being provided to establish the veracity of the documents.

If every country in the world would adopt a similar law one of the greatest commercial evils, namely the stealing of established trade-marks, would be done away with and Uruguay is to be congratulated in showing the way to solve this problem which has been the cause of so much litigation and loss of trade throughout the universe.



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

S Goodrich
Silvertown

America's First CORD TIRE

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

Foreign Trade Struggle Ahead

The steadily rising tide of imports into the United States—an untailing measure of the extent of Europe's economic and industrial recovery from the effects of the war—presages an unprecedented struggle for world markets, for which this country must prepare, thoroughly and without delay, if we expect to hold our pre-eminent position in foreign trade. Of our thirteen billion dollar foreign trade for the fiscal year just ended, more than five billions represented imports, an increase of more than two billion dollars over 1919, and our excess of exports over imports for the year ended June 30 was approximately 30 per cent less than that for the preceding fiscal year. This report, coming at a time when our prosperity is more dependent on our foreign trade than ever before, says the Guaranty Trust Co., reminds us again that the rest of the world is hard at work, steadily striving to release itself from a burdensome commercial vassalage to the United States for supplies of food, raw materials and manufactured articles, and at the same time girding itself for commercial achievement when normality will have been restored.

The situation invites the United States to make a great contribution to the world, and in so doing to seek leadership, not by force, but in fair and generous efforts to aid in the development of other countries, both by the investment of capital where lack of it is retarding progress and by stimulation of trade through a greater interchange of commodities. The Government must give full support and co-operation if we are to retain our present trade pre-eminence. Every American manufacturer and every investor must broaden his vision to include the world horizon, to look beyond the domestic market, which may seem adequate for the moment, and plan to share to the limit of his ability the development of our foreign trade and investment overseas. The time has arrived for abandonment of the traditional American indifference to foreign conditions and opportunities and for the establishment of a broader and more permanent trade foundation.

Getting a "Ready" Sale

Sir Arthur Conan Doyle, who shrewdly maneuvered Sherlock Holmes through the mystifying mazes of "The Red-Headed League," would have revealed in the idea used by the Chester Clothes Shop, in Boston, to attract attention to its recent opening. The "Retail Adviser" of the Worcester, Mass., *Telegram* relates why as follows:

In Boston, as in other cities, new stores are no novelty. They blossom forth almost every day and the public, as a rule, goes it way unheeding until time and a reputation for the excellence of materials gives the young organization the hallmark of reliability. But Chester Clothes Shop didn't care to wait for time to turn the trick. They knew they had the goods the public wanted, and they were determined to lose nothing by a watchful-waiting policy. So they advertised one of the most unusual offers ever made in Boston.

"The reddest red-haired man who presents himself at our new store on the opening day will receive a suit of our best clothes without charge," was the an-

nouncement which appeared in the local papers for some days previous to the commencement of business at 340 Washington street. And, on the day appointed, it was all that people in the vicinity could do to refrain from turning in a fire alarm!

Men with red hair of a brick-dust shade; strawberry blondes; thatches of the tone which Titian immortalized; hair that was carrot and hair that was sorrel; rufous, rosy rubicund hair; hair that ranged all the way from a mild and inoffensive red-gold to hair that was a flaming danger signal—all these and more presented themselves for inspection, while crowds struggled for a closer glimpse of the hirsute display. Officer M. F. Flynn, of the Boston traffic squad, was finally adjudged the winner and awarded the suit—while the Chester Clothes Shop started off with a day's business of a remarkable size.

New Field for U. S. Razors

American razor makers are wondering at the sudden increase in the demand for their product from France. Before the war the sales of American cutlery in France were insignificant. Every month now sees large shipments of American cutlery go to France, and there is every reason to believe that the total sales to that country this year will amount to \$4,000,000. Several explanations are put forward by French cutlery men for this sudden popularity of the American razor and American cutlery in general. One is, according to Charles H. Paine, editor of the *American Cutler*, that the Frenchman is not as proud of his beard as he used to be and has taken to the American and British custom of shaving.

The war has induced many Frenchmen to shave, and the mustache instead of the beard is becoming more and more the fashion with young Frenchmen, says the *New York Times*. As French barbering is often quite as "barbarous" as in this country, self-shaving is on the increase, and American razors are in vogue for that reason. Naturally, the dropping out of German competition in the French market and the decline of English supplies have had something to do with the present large sales of American cutlery, but it is stated that where the American razor has been tried it usually makes good.

Cheap German Clocks Imported

Importations of German-made clocks, mostly of the cheap variety, are increasing in volume and are being seriously considered from the competitive angle by domestic clock manufacturers. The domestic producers admit that some of the German importations, especially of alarm clocks, are offered at attractive prices. However, the German competition has not reached a serious point in the minds of manufacturers here, largely because the latter are sold up on their forward production anywhere from six months to a year ahead.

There has been some falling off in new orders for clocks, but this is attributed to the fact that jobbers and retailers still have considerable quantities owing to them by manufacturers on back orders

and nothing can be gained by placing new orders.

In some quarters on the clock trade a stronger demand is manifesting itself for the eight-day alarm clocks, a feature introduced about three years ago. The generally well sold condition of the clock trade has prevented the "pushing" of the eight-day alarm timepieces, and the success of such clocks is only becoming known to retailers now.

Executive Should Sign Export Mail

Those who are familiar with commercial practices abroad understand that all correspondence addressed to foreign business houses should be signed by someone in authority—a member of the firm in the case of a partnership, or an officer of the company, or at least the expert manager in the case of a corporation, writes Trade Commissioner MacLean. It appears, however, that there are many American firms who use a rubber stamp, or the signing is done by some clerk occupying no position of authority.

In a number of cases this has been unfavorably commented upon by Italian business men, who quite naturally wish to deal directly with the principals and to be assured that the firms with which they are dealing are prepared to stand by the statements made in their letters.

Norway Bars Luxuries

Importation into Norway of articles of luxury, such as automobiles, diamonds, laces, paintings, pianos and phonographs, has been forbidden by a Government order. The list of forbidden imports includes silk, jewelry, watches, furniture, furs, patent leather shoes and motor cycles.

The action was taken in order to halt the decreasing value of Norwegian money, largely caused by overwhelming imports, while exports declined. American trade is thereby restricted, as the greater part of the articles named have been imported from America.

The high dollar value had already restricted the purchase of American goods. The rate today was 667 kroner to the dollar, as against the normal rate of 3.72.

Morocco Wants Publications

The Chamber of Commerce in Melilla, Morocco, Rafael Fernandez de Castro y Pedera, secretary, is anxious to secure American commercial publications for its library. This Chamber of Commerce has over 400 members and is a very active association. Melilla is the chief port of entry for Spanish East Morocco.

The chief lines of imports in which United States exporters might be interested at the port are flour, textiles, gasoline, soap, candles, matches and preserved meats.

Advertising American Trade-Marks

Through the sale of United States army surplus supplies in France the French people have become familiar with many American trade marks, says *Geyer's Stationer*. Fountain pens intended for the A. E. F., but not issued, are included in the American trade-marked items which are being made familiar to the French.

Canada's Pulp Exports Grows

A statement issued from Montreal this week showed that the exports of pulp and paper from Canada for the month of April last reached a total value of \$8,172,356 as compared with \$4,958,939 for April, 1919, an increase of more than \$3,000,000, or approximately 64.5 per cent.

The distribution of the output was as follows: United States, \$6,958,248; United Kingdom, \$859,085; other countries, \$1,075,664.

Cincinnati Starts Export Paper

Through the enterprise of the Division of Manufacturers of the Chamber of Commerce, Cincinnati has a new trade publication whose influence is expected to be felt around the world. The new magazine is called the *Cincinnati Manufacturer and Exporter*, and is devoted to information concerning Cincinnati manufactures, together with a complete indexed list of all the products manufactured in the city. Extensive advertising by several hundred Cincinnati firms will tend further to spread the prestige of the Queen City by means of the magazine. The circulation will reach all the markets of the world. Publication will be on a monthly basis.

International Samples Fair at Trieste

An exhibition, to be known as the International Samples Fair, will be held at Trieste from Sept. 26 to Oct. 17, under direction of the Trieste Chamber of Commerce and Industry. Application for exhibition space should be made to that body through the Italian Chamber of Commerce of New York City, 99 Hudson street. The exhibition offers an excellent opportunity for American exporters to study industrial conditions and to learn the need of the nations trading through Trieste.

Traffic Truck Appoints Export Head

The appointment of Herbert R. Small to the position of manager of the export division of the Traffic Motor Truck Corporation of St. Louis, Mo., has just been announced by Harry H. Hawke, general sales manager of the company. Prior to his joining the traffic organization, Mr. Small was assistant export manager of the Republic Motor Truck Company of Alma, Mich.

Baron Beaverbrook Coming Here

Baron Beaverbrook, owner of London *Daily Express*, Minister of Propaganda during the war, and at present interested in the Anglo-Persian Oil Co., will sail for New York on the *Aquitania*, according to a *World* copyright London cable.

Spanish Newspaper Owner Dead

Miguel Moya, former president of the Association Press of Madrid, is dead at San Sebastian. He was owner of the Madrid newspapers *El Liberal* and *El Heraldo*.

International Advertising Exhibition

The International Advertising Exhibition, promoted by the members of the Thirty Club of London, has been scheduled to be held at White City, England, from November 29 to December 4.



The Lands that Caesar Trod—

THE more you look into the matter the more you will be surprised at the number and variety of maps published by RAND McNALLY.

It seems as if you could not possibly wish for a map that isn't issued at Map Headquarters.

Here, for instance, is a map of Ancient Gaul, showing the lands that Caesar trod—marking the lines of his advance into Britain and the dates at which certain points were reached.

You say that you may never use such a map? Quite true. But someone will. And therefore RAND McNALLY make it.

So it is that every conceivable map for every conceivable purpose is published by RAND McNALLY. These maps are not only accurate when first printed, but they are regularly and continually revised to date, the result of new surveys, of research, and of travel being carefully recorded year by year in the plates.

We believe that you should know that no other house in this country has equal facilities for securing and handling such data. No matter what kind of map you may need, be it a map of New York City or of Ancient Gaul, you will find it to your advantage to get a RAND McNALLY. Fifty years of experience means something in the map business.



RAND McNALLY
BLACK and WHITE
MILEAGE MAPS

A new series of State Maps featuring steam and electric railroads and railroad mileage between cities, towns and junctions. Made unusually distinct through elimination of other detail. Each map folded to convenient pocket size with index giving location and population of cities and towns, their principal industries and products, telegraph and mail service, hotels and rates.

Other features which will appeal to the progressive business man, salesman and tourist.

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A New Order in Sales Conferences

A Reversal of the Usual Program for the Sales Conventions Puts New Life Into a Selling Force

By F. J. BLASCHKE

Advertising Manager, Ivanhoe-Regent Works, Cleveland, Ohio

WHAT salesman's or sales manager's delightful anticipation of sales conferences isn't somewhat marred by the thought that some things are necessary evils? And what salesman or sales manager hasn't returned to his duties after the yearly or semi-annual sales session with a sort of "now I'm glad that's over" feeling? What group of home-office officials hasn't been seriously puzzled when laying plans for "putting the pep" into the coming sales force gathering? The answer to all of these questions is the same: Few!

Periodical gatherings of the men on the road, branch office and home headquarters officials are absolutely necessary in a large majority of businesses. Branch offices of some manufacturing organizations having men working in local territories hold weekly or bi-weekly meetings. Such conferences are almost absolutely necessary to the efficient and harmonious management of the business.

BUILDING SALES EFFICIENCY

Many would agree that annual gatherings of an entire sales force are beneficial, though of short duration and devoted almost entirely to fraternizing and getting acquainted, for personal contact is almost absolutely necessary to cooperation. No doubt there are conventions planned with very little else as their purpose than to provide opportunities for an expression of the jolly-good-fellow feeling. But these gatherings grow fewer.

The dollars-and-cents value of conferences must be given careful consideration by convention committees, as it rightly should be. How to put the punch into necessary gatherings of the sales force and insure their value from a commercial standpoint as well as from the standpoint of maintaining organization morale has puzzled many an overburdened sales executive.

After several sessions of annual

and semi-annual conferences conducted according to the usual order, which, in its final analysis, no matter how well camouflaged, amounts to nothing more nor less than a presentation of home-office ideas by home-office officials and perhaps some invited talent, with men from the territories as listeners, expected and expecting to absorb something of value, a feeling begins to develop that a new order is necessary. A

idea. Announcement was made to the sales force that there would be no sales conference but that the next meeting would be a "Salesmen's Conference."

REVERSING THE ORDER

Instead of a program which featured home-office officials as the stars, the schedule called for the presentation by salesmen of subjects involving practically every angle of the firm's business. Instead of telling his men how to train jobbers' salesmen to push their goods, the sales manager assigned this subject to Arthur, a salesman who had a good record for doing that very thing. Henry, another salesman, was on the program to tell how to meet certain active competition. His paper, which he rightly felt would be considered by his fellows and the company officials as a measure of his capability, was a revelation. Other salesmen talked about advertising, mail campaigns, stock distribution, relations with dealers, and other subjects.

Henry's analysis of the advantages and disadvantages of the competitor's products, in comparison with the company's prod-

ucts, both of which are articles requiring not a little technical knowledge, indicated earnest study and served as an incentive to his fellows to put themselves on the same plane with the conference star.

Each salesman's paper was discussed in detail by another salesman who had the opportunity to study it before its presentation, and was afterward subjected to the general discussion of the entire conference. This plan served to bring up practically every point of any importance in connection with every subject on the program.

The first three days of a four-day business session were devoted to this order of procedure. The salesmen had the opportunity to voice their ideas freely, not as comments on policy and practice as first

The New Order in Sales Conferences

This is the working schedule of the Salesmen's Conference, outlined by F. J. Blaschke, Advertising Manager of the Ivanhoe-Regent Works, which offers possibilities for application by manufacturers who find their salesmen "going stale" on the old order of conferences:

Have the salesmen conduct the conference, with the home office executives in the background.

Devote the first meetings to having the salesmen voice their ideas freely, as culled from practical experience.

Bring about studied discussions of the ideas thus put forth.

Devote the closing meeting or meetings to the home office, when the department heads will present plans and coordinate managerial ideas with those of the men who meet prospects and customers.

new system for creating inspiration and getting across the much-sought-for and much needed ideas is necessary.

After several years of similar programs with only minor variations a feeling of monotony as to sales conferences naturally develops. The older men in the organization weary of the lack of variety in the program, and the newer men receive a poor impression because of the apparent lack of interest among their seniors.

Such were the symptoms recognized by the management of a Cleveland manufacturing concern when plans for a recent sales convention were started. Considerable thought and a happy inspiration suggested a reversal of the old order--and results proved the value of the

suggested and presented by home-office officials, but as developed by themselves through experience and observation. The fourth day was home-office day, the time for department heads to present plans and coordinate managerial ideas with ideas of the men who meet the prospects and customers.

The plan was a huge success, so much so that it has been adopted for the next conference. It helped headquarters officials see the salesmen's viewpoint a little more clearly and gave the salesmen a feeling of more intimate contact with the managerial functionaries. A change from sales conferences to salesmen's conferences has possibilities of putting new life into sales organizations and lessening the woes of many a sales manager.

New Publications

"The Picture Press"

A new motion picture magazine is now being published in Los Angeles called the *Picture Press*. David Swing Ricker is advertising manager.

"American Christian Daily"

Chicago is to have a new daily newspaper soon, to be known as the *American Christian Daily*. Dr. J. A. Musma, former editor of the *Daily Press* of Grand Rapids, Mich., will be the editor.

"The Colombian Review"

The Information Bureau established by the Colombian Government in New York is now publishing, under the editorship of Ernesto Ponce de Leon, the *Colombian Review*.

New Magazine for Coast

A new magazine, the first issue of which will appear in November, is to be published by the California Industries Association, of San Francisco. The directors of the association are to be the sole owners, and the first issue will have a circulation of 5,000.

Japan's Imports Are Larger

Japan's foreign trade for first seven months of 1920 resulted in unfavorable trade balance of nearly \$250,000,000. Imports totaled approximately \$885,000,000 with exports \$636,000,000.

Auto Advertising Heads to Meet

The Advertising Council of the Motor & Accessory Manufacturers' Association will meet at the Statler Hotel in Cleveland, September 17 and 18. On September 16 and 17 the Association's Credit Convention will be held.

Page Direct Saxon Sales and Advertising

Carl H. Page, well known in automobile circles through his connections as New York manager for the White Company, Chalmers Motor Car Company and others, has been appointed director of sales and advertising for the Saxon Motor Corporation. At the same time Charles P. Hennessy was made Saxon sales manager to succeed C. L. Fox, resigned.

Dodge Brothers Make Appointments

George H. Phelps, advertising manager of Dodge Brothers, Detroit, Mich., has been given the title of director of advertising, and O. E. Mittelstaedt, for more than five years associated with the advertising department, has been made assistant director of advertising. H. M. Robins is now director of foreign sales, and J. J. Palmer becomes his assistant.

National Association of Book Publishers

The National Association of Book Publishers, which was organized on July 21, has for one of its important aims the purpose of spreading more widely the knowledge and love of books and so creating a larger book-buying and book-reading public. For the remainder of the current year the following officers were elected: president, J. W. Hilton of D. Appleton & Co.; first vice president, John Macrae of E. P. Dutton & Co.; second vice president, C. C. Shoemaker of the Penn Publishing Company; third vice president, J. E. Bray of A. C. McClurg & Co.; fourth vice president, Alfred R. McIntyre of Little, Brown & Co.; secretary, Frank C. Dodd of Dodd, Head & Co.; treasurer, George Palmer Putnam of G. P. Putnam's Sons. There was also chosen a Board of eight directors, representing as many publishing houses. A week later there was organized a National Board, which has opened headquarters offices for the association at 334 Fifth avenue, New York. The executive secretary of the board is Frederic G. Melcher, editor of the *Publishers' Weekly*. The National Board expects to devise and initiate very soon a series of efforts aiming to produce a wider diffusion of interest in books.

Joins San Francisco Agency

Morton Bachrach, formerly of the Merchandise Service Bureau of the Boston Post, has joined the copy department of Emil Bratscher and Staff, San Francisco.

Love Letters Sell Stoves

The Ruentiss-Wabers Stove Co., Grand Rapids, Wis., in advertising its Auto-Kamp-Kook-Kit in outdoor publications this summer has used an unusual form of advertisement. Under the page heading of "Lucille's Letters to Larry," three personal letters from Lucille to her beau tell of a delightful camping trip, and, of course, of how the little stove worked. The letters are accompanied by several snapshots, including one of Lucille, herself, playing the role of cook. The Irwin L. Rosenberg Co., Chicago, which places the advertising, reports that the advertisement has "pulled splendidly."

Advertising Literature Wanted

The recent proposal of the mayor of Buenos Aires to inaugurate a municipal library of books, maps, guides, and technical data relating to progressive cities of the world offers to the chambers of commerce and manufacturers' associations of American communities an especially good opportunity to place their advertising literature in the proper hands. The purpose of the library is to have for consulting purposes as much information as possible on municipal works, sanitation, streets and parks, as well as the laws and regulations of the chief cities of the world. Views of municipal works, parks, etc., are also desired for the archives. All books, maps, etc., which, by the way, need not be in Spanish, should be sent to the Ar-

chivo y Biblioteca Municipal, Buenos Aires, or to the Argentine consuls in the United States.

Certain-teed Buys Oilcloth Firm

The Certain-teed Products Corporation has purchased the entire capital stock of Thomas Potter Sons Company, Inc., of Philadelphia, according to an announcement made by George M. Brown, president of the purchasing company. The deal involves more than \$3,000,000, and it is understood that the purchase plan is of particular advantage to the Certain-teed Products Corporation.

The acquired company is a manufacturer of well-known linoleums, felt base floor coverings, oilcloth and the like, and has been in business since 1837. William Potter, former United States ambassador to Italy, will, under the new arrangement, become a member of the Board of Directors of the Certain-teed Corporation and Joseph W. Wear, treasurer of the Potter Company, will be vice president of the Certain-teed Corporation in charge of that department of the business. Annual sales of the Potter company have been in the neighborhood of \$6,000,000.

"Exide" Sales \$2,918,495

Gross sales of the Electric Storage Battery Company for five months ended May 31, 1920, were \$2,918,495. Net earnings from sales were \$2,094,681 and other income \$205,151.

Aetna Explosives Net \$1,510,930

The annual report of the Aetna Explosive Company for the year ended June 30 shows net profits, after charges, of \$1,510,930.

American Writing Paper Sales

The American Writing Paper Co. reports gross sales of \$15,619,684 in the six months ended June 30. The net balance before deduction of Federal income taxes was \$1,421,559.

Tide Water Oil Business Grows

Business of the Tide Water Oil Company for the six months ended June 30, 1920, was \$10,487,936, as compared with \$9,062,768 during the same period in 1919, and \$8,818,763 in 1918.

Sweater Trade Raising Appropriation

In a letter to manufacturers of knitted goods, S. S. Sampliner, chairman of the Publicity Campaign Committee of the National Association of the Sweater and Knitted Textile Industry, explains that over \$27,000 has been pledged for the work of keeping up consumer and buying interest in knit goods. The campaign will not be launched until \$50,000 has been pledged. The payment is made of one-tenth of one per cent of the sales of the manufacturers who contribute. The trade is being asked to cooperate more fully with the movement.

New Yorkers Pay More

Government investigation shows New Yorkers are paying \$18,000,000 more a week for living necessities than six months ago, prices having increased 15 per cent between December and June. Increase 119 per cent from December, 1914, to June, 1920. Women's clothing increase 258 per cent and men's 220 per cent. Food advance 105 per cent and fuel and light 60 per cent in same period. All other expenses show gain of 111 per cent. At present rate New York's weekly expenditures for necessities is about \$138,000,000.

The Men and Women Who Make Our Mediums

IRVING CRUMP

Managing Editor of *Boys' Life*

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 OBSORNE

WE RESIST the temptation offered by the facility of the phrase to call him "the man who put the life in *Boys' Life*"; for the liveliness of his charge antedates his editorial career. We can, however, "without fear of successful contradiction," say that he is the man who put a good deal of the "boy" in *Boys' Life*.

Putting the "Boy" in *Boys' Life* might imply either that he had swollen the bulk of juvenile contributions to his paper or that he had himself contributed to charging the atmosphere of the magazine with the electricity of boyhood. Irving Crump, managing editor of *Boys' Life*, interests us because of

the success with which he has done the latter.

THE IDEAL BOYS' EDITOR

From the by-stander's point of view, the ideal editor of a publication for boys would be a boy—a sort of super-boy who, with the fresh mentality of youth, could combine the executive ability of the matured mind trained in the school of experience in which the boy, in the boyhood stage, is still a primary scholar. Man, facing the insuperable, resorts to compromise. Hence, Irving Crump.

Irving Crump is our candidate for the ideal editor for boys—one of our candidates, for there are others in the uncrowded arena. At thirty-two he has managed, by some "divine alchemy," to keep, or, at least, to understand, the freshness of contact with which the boy in the years in which he subscribes to *Boys' Life* approaches the natural, the super-natural and the unnatural—and approves, wonders and damns. At thirty-two he is much the same boy as the youngster who went fishing in the streams around Saugerties, N. Y., and read in books, and confirmed along the banks of running brooks, the bird-lore and animal-lore upon which he has since built fascinating stories for boys and which plays such an important part in the text matter of his publication.

But the editorship of a successful boys' magazine demands other attributes than an understanding of boys, though that is the first and most important. An editor is an editor whatever his clientele and must hold his position by his executive ability. Irving Crump came to the executive desk of *Boys' Life* by way of the newspaper, than which there is no better training school for editors. He was for several years a member of Mr. Hearst's staff on the *New York American*. Then he went to the head of the "Edison Weekly," the house magazine of the Edison Company. It is important to stress this fact for we are firmly persuaded that there is no better key to a man's breadth of understanding than his ability to edit successfully a house organ—to "get across" to a diversified mass of employes, to personify so abstract a thing as "the organization" in a way which will promote loyalty based on other things than the pay envelope. These two periods and a third—which overlaps the others—in which he was writing many stories for boys and some for grown-ups form



IRVING CRUMP

epochs of outstanding significance in the history of Irving Crump.

TALKS "WITH"; NOT "TO"

Having established his executive qualifications, let us return to our main thesis which is concerned with the "boy" that he put into *Boys' Life*. This is an inquiry not without very great interest in an investigation which narrowly seeks to examine an editor's value to his advertisers. An advertising medium must do more than supply space: it must guarantee readers; more—it must guarantee an intimate reader interest. Now you cannot get a boy intimately interested in any medium in which you talk to him: you must talk with him. Irving Crump, who has nothing whatever to do with shaping the advertising policies of his magazine, serves its advertisers by his capacity to talk with and not to the boy.

Boys' Life is the official publication of the Boy Scouts of America. It is essentially an out-of-door magazine as the Boy Scout movement is an out-of-door movement. Its editor is an out-of-door man. We pictured him fishing along the streams that descend the storied Catskills back of Saugerties. Now, we defy anyone to go and look at the blue loom of the Catskills massed above the Hudson in the neighborhood of Saugerties—to look, perhaps, with Washington Irving's introduction to the story of Rip Van Winkle in mind—and declare that here is not the power to develop in the mind of a boy a sense of romance and an awe of nature strong enough to last over far beyond the traditional years of boyhood. With a love of nature developed against this background, which not so long ago tempted the famous "Hudson River School" of painters to attempt the impossible in depicting it—an attempt which today we regard with pity mingled with admiration at their daring—Irving Crump combined an active curiosity to learn the secrets of out-of-door life. So he grew up to be what we like to call an out-of-door man. Today, he succeeds in the midst of an editorial life, in inbibing the stimulating spirit of the out-of-door by living at Oradell, N. J., where, forty minutes away from New York, he says: "The chipmunk runs down the stone wall along my road to the train every morning, the rabbits skip off my lawn into the underbrush when my arrival home startles them at even-

ing; the whip-poor-will cries around my back door; the woodpecker drums reville to wake me up when I would lie abed Sunday mornings; the woodcock pays me periodical visits; and I have all the feathered and furred life of the district as neighbors in the woodland that encroaches upon my domain.

HIS TRAIL GUIDES

Mr. Crump came to *Boys' Life* in April, 1918, recommended to the publishers by his personal acquaintance with the big-hearted men who write for boys and by his own

literary productions along the same lines. He came with, as we have done a good deal more than intimate, a wide understanding of boys and a very few maxims for guidance. Among these, was a wise admonition, which said: "Say 'do' in talking to a boy; not 'don't.'" Another bade him to appeal to a boy through his senses—through direct primary circuits, not through the abstractions of moralization and preaching. Another said: "Teach a boy to be clean, curious, and sympathetic in his relations with nature and he is going to be clean,



RUNNING AHEAD

THAT is what Paper did in a recent investigation; ran ahead of the rest of the field.

At our request "Advertising & Selling" sent out a questionnaire to the pulp and paper mills to find out just what publication in this industry was considered first by the mill men.

Of the five leading questions that had to do with production PAPER leads its next nearest competitor by 69 to 44 preferences, which is somewhat over 55%.

The results of this analysis of the trade papers covering the pulp and paper industry are of interest to every advertiser who sells this steadily growing market.

A copy cheerfully sent on request.

PAPER

The Production Journal of the Industry.

471 FOURTH AVE., NEW YORK CITY

curious, sympathetic, and efficient in his relations with his fellow-men. Another said: "Stimulate a boy's healthy interests in life and he won't have time or inclination for unhealthy ones." Perhaps there were one or two others, but we have cited enough to indicate what they were: simple, elementary, straight-forward and as old as the hills, yet new enough to make them appear novel when carried into the editorial sanctum.

Another maxim driving along another angle bade the editor devote an appreciable amount of his time and energy to the important task of developing the trained writer of adult fiction in the specialized art of writing fiction for boys. It may be said, not altogether as an aside, that *Boys' Life* does not flinch from the "thriller." It has no aspirations to ape the much-maligned and now defunct "dime novel" but it has an editor who believes in clean red-blooded stories and believes that, rightly written, the average boy will get more good out of them than he could, or would, out of the familiar innocuous juvenile tale that bears the imprint of the preacher's personality and in which the moral overshadows the story.

IMPORTANCE TO ADVERTISERS

Irving Crump conceives his mission as making boys curious and keeping them curious about the good things of life; training them to be observant of nature's ways and to observe nature's rules; keeping them simple of heart and active of mind; but of all the time doing it not as a preacher who has heard a call to spread a dogma but as a boy retailing casually for the benefit of his comrades the signs which he has found guide straight along the trail. Tell the boy that this notch points to the way around the heaver pond, that that cairn marks the spot where the redskin camped and you won't have to rhapsodize over the beauties, or the dangers of the trail. He'll be watching for them and will learn them for himself.

It goes without saying that the advertising policy of *Boys' Life* is consistent with this editorial policy. A close watch is kept on the commodities advertised in the magazine's pages and on the copy that introduces them to its juvenile subscribers. Recently bearing in mind the Scout law that commands the conservation of animal life, the publishers announced that they would thereafter carry no fur advertising.

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 aeronautical 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 8,519. 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 shoestore 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 84x11 1/4. Published Saturdays—forms close Wednesday preceding. Member of the Associated Business Papers, Inc. The Dry Goods Economist, 231 West 39th 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 Mfrs. 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, 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

Iron Age Publishing Company, 230 West 30th Street, New York City; established 1855; published weekly on Thursday; forms close ten days preceding; type page, 7x10; one time rate, \$145; 52 pages a year \$36; subscription price \$300; charter member A. B. C. and A. B. P. The national market report paper of the hardware industry and for 65 years an inspiration to better hardware methods in anticipating the changes, recording the achievements and cooperating in the successes of hardware merchants from the Atlantic area to the Pacific coast. Read on paid subscription as a business service, by practically every worth-while hardware retailer and wholesaler, North, South, East and West, as well as their traveling salesmen, retail clerks, department managers, etc. Branch offices: Chicago, Boston, Philadelphia, Cleveland, Pittsburgh, and San Francisco.

THE IRON AGE, New York

"The World's Greatest Industrial Paper" established 1855; published every Thursday; forms close eight days preceding; type page, 6 1/2 x 11 1/2; one-time page rate, \$108; 52-pages a year, \$80; subscription price, \$5; 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 an important feature. Member Associated Business Papers, Inc.

MOTOR AGE, Chicago

The Weekly News and Service magazine of the automotive trade. Editorially, it specializes on the maintenance is devoted to 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.

Certified Circulations

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

CLASS TRADE AND TECHNICAL

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 \$5 a year. Member Associated Business Papers, Inc. Ask for A. B. C. Report.

THE SHOE RETAILER,

with which is consolidated THE SHOEMAN and Boots & Shoes Weekly; circulates exclusively in the retail shoe field, in well-rated 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.

Irving Crump

(Continued from preceding page)

The advertising staff is anxious so to apportion the space at its command so that it may be a complement to the editorial as in the work of stimulating the boy's interest in lines of healthful, gainful activity.

Irving Crump lives, as we have said, out at Oradell, N. J. He is married and has a nine-years-old daughter. There is also a boy in the family.

He is Irving Crump himself.

New Motor Body Concern

Hale & Killburn and the Wadsworth Manufacturing Company have merged into a new concern to be known as the American Body Corporation. Edward G. Budd will be president of the new company, and voting control will be vested in trustees two-thirds of whom are to be named by the American Can Company, which will have a substantial interest. The new capitalization is \$20,000,000. Unfilled orders of the new organization are reported to amount to approximately \$15,000,000.

AGRICULTURAL

NATIONAL STOCKMAN & FARMER,

Pittsburgh, Pa.

"130,000 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 womanhood. 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."

A Correction

Through an error on the part of ADVERTISING & SELLING, the line "New York's Picture Newspaper" was left out of the News advertisement appearing on the front cover under date of August 14. The advertisement should have read:

"The net paid circulation of the News, 'New York's Picture Newspaper,' now exceeds one-quarter of a million daily. Of this 98 per cent is in Greater New York and Suburbs."

Leave "Eagle" for Business

Two members of the Brooklyn Daily Eagle reportorial staff, Joseph A. Frederickson and Joseph Applegate, Jr. left the staff last week to enter new business. Frederickson, who has been a member of the staff for more than seven years, has accepted a very good and official position with the Brooklyn Rapid Transit and Mr. Applegate is to be associated with fiction writers connected with a large New

York Syndicate. Mr. Frederickson wrote the transit news for the Eagle and was an all around star reporter, as was Mr. Applegate, who covered the Federal Building for the Eagle. Last Friday afternoon both men were presented with tountain pens, gifts of the staff.

New Editor for "Geyer's Stationer"

Charles B. Rosengren has been named as the new editor for Geyer's Stationer. Mr. Rosengren during the war was in the administrative branch of the General Supplies Division.

Williams, Handley-Knight Advertising Head

D. B. Williams has been appointed advertising manager of the Handley-Knight Motors Co., Kalamazoo, Mich. He has been connected with the Stoddard-Dayton Co., the American Motors Co., Mutual Motors Co. and Chevrolet Motors Co.

Kip Heads Bailey Organization

Frank C. Kip has been made general manager of the George D. Bailey Co., Chicago, operating as a service organization for Shafer roller bearings. Mr. Kip will have entire charge of sales and advertising for his new connection.

Larisey Heads N. B. Tractor Sales

H. Leon Larisey has joined the New Britain Machine Co., New Britain, Conn., as sales manager of the tractor division. In the last five years Larisey has been associated with the Smith Motor Truck Corporation as sales manager; the Knickerbocker Motors, Inc., of New York and Poughkeepsie, as general manager; and with the Short Turn Tractor Co. of Minneapolis as general manager. He is now engaged in directing a national merchandising campaign for the N. B. tractor.

Fields Promoted at Liberty Motor

J. E. Fields, director of sales, advertising and service for the Liberty Motor Car Co., Detroit, Mich., has been made assistant general manager of the company.

R. M. McCormick, formerly eastern district manager in charge of sales, has been promoted to the position of director of sales, advertising and service. While Mr. Fields assumes new duties he does not give up his interest or responsibilities in the departments which he has headed.

Miss Pilney in Educational Advertising

Miss Agnes F. Pilney, formerly of the Woman's World, has taken over the western territory, with headquarters in Chicago, for the Educational Advertising Co., New York. This company is introducing the new plan of advertising in school books.

Arrested for False Advertising

David Libel and C. A. Saellon, proprietors of a tailoring company in San Francisco, were arrested as the result of a complaint made by T. Knorr of the San Francisco Advertising Club, who charged that the company had used false advertising. The objectionable advertising had been placed in newspapers and it implied that the company had bought \$10,000 worth of woolsens from a manufacturer, although the quantity bought actually amounted to only \$800.

The "Globe's" Rate

Contrary to printed announcements, which were erroneous, the new advertising rate of the New York Globe, regardless of space and with full copy, will be 36 cents a line.

Test Drug Campaign in New York

The American Druggist Syndicate of New York is launching a citywide test advertising campaign featuring its four leaders in the dry field—Peredixio vanishing cream, Peredixio tooth paste, A. D. S. milk of magnesia and A. D. S. aspirin. The campaign is to be institutional in character in so far as general effect is concerned. On the other hand, lively reader interest will be created by the distinctive selling points of the four products.

S. H. Kress July Sales Increase

S. H. Kress & Co. report sales of \$2,084,524 for July, 1920, an increase of \$200,837 over July of last year. For the seven months of this year total sales were \$14,909,721, a gain of \$2,636,323 above the 1919 period.

Advertises Free Oil for Shoes

A Kansas general store publishes this advertisement:

"A pair of shoes needs lubrication the same as a Ford does. We have a can of 'leather light' out in the back room all the time. We want all our friends to come in and oil their shoes, no matter whether they came from here or some other store. Regular attention to oiling the shoes means longer shoe life, and we want to help our customers to get all that is coming to them, especially now while shoes are so high."

"Trucks" a New Magazine

Trucks, a magazine dealing with motor truck transportation, made its initial appearance in Des Moines, Iowa, with the August issue. Clifford D. Pev,

publisher of the *Northwestern Banker and Underwriters Review*, Des Moines, and *Mid-Continent Banker*, St. Louis, heads the Motor Truck Publishing Company. R. Fullerton Place is vice president. B. H. Dawson is treasurer and business manager. Ralph Moorhead is editor.

Many Autos in New York City

In New York city there are 138,758 automobiles, in Chicago 68,100, in Philadelphia 46,782, in Detroit 80,000, in Los Angeles 63,249. In Des Moines, Ia., with a population of 104,052, there are 15,000 automobiles, indicating one automobile for seven persons.

The United States is said to have one automobile for every sixteen persons.

Spooner Advanced with "Chem. and Met."

Chemical and Metallurgical Engineering, New York has appointed Wm. B. Spooner, Jr., assistant advertising representative in the New York metropolitan district. Spooner, who is a chemical engineer, was previously chief of this publication's advertising service staff.

Universal Film Appoints Hartman

X. E. Hartman, of Chicago, has been made head of the industrial department of the Universal Film Manufacturing Co. Mr. Hartman, for the duration of the war and for six months immediately after, was in charge of the Surplus Property Bureau at Washington.

National Publishers Meeting

The second annual meeting of the National Publishers' Association was held last Monday afternoon at the Waldorf-Astoria, New York city. Addresses which were made by First Assistant Postmaster General J. C. Koons and by William C. Redfield, former Secretary of Commerce, are reproduced in this issue. H. M. Swetland, president of the United Publishers' Corporation, presided at the business meeting and at the luncheon which preceded it.

Lincoln Will Leave the "World"

C. M. Lincoln, managing editor of the New York *World*, will join the *Sun* and *New York Herald* in an executive editorial capacity about the middle of September. Keats Speed is to continue as managing editor of the *Mansey* paper.

Four New Accounts for Rauh

The Richard S. Rauh Company, Pittsburgh, has just secured the following accounts: The Jennings Corporation, Pittsburgh, Pa., manufacturers of Omac carburetors; the Peerless Food Manufacturing Co., Roscoe, Pa., manufacturers of branded vinegars and other food products; the Kleber Trunk Co., Pittsburgh, Pa., manufacturers of "Steelco" trunks, and Liberty Rehmig Co., Pittsburgh, Pa., refiners of gold and silver.

Popini With Charles Daniel Frey

Alexander Popini, who is known nationally among magazine readers and advertisers, has joined the Charles Daniel Frey Company's staff of illustrators.

Meulendyke Joins Dorland Agency

S. L. Meulendyke, formerly with the *Green Book* magazine, has become office manager for the Dorland Agency, New York.

Bearings Sales Manager Promoted

Dana H. Torrey, sales manager of the Bearings Service Company, Detroit, Mich., has been elected secretary and treasurer of the company. Mr. Torrey is succeeded as sales head by W. J. Onge, formerly with the Wire Wheel Corporation.

Einson Litho Increases Western Staff

Einson Litho, Inc., has appointed Leo Einson, recently in charge of sales and promotion in the New York office, to join C. M. Veazey, manager in Chicago, where he will expand the present force and organize a complete service for the firm's western customers.

Advertising Woman Dies Suddenly

Frances M. Stephan, secretary of the Geo. D. Bailey Co., Chicago, manufacturer of bearings, died suddenly last week at Excelsior Spring, Mo. Miss Stephan had been active in advertising and sales promotion work for her company.

Austin Healy with Kobbe

Austin Healy has become associated with Philip Kobbe Company, Inc., 208 Fifth avenue, New York. Mr. Healy has been associated with several agencies, among which are N. W. Ayer & Son and Frank Seaman, Inc.

Wholesale Coal Dealers Advertise

To explain their position, its functions and importance in the industry, wholesale dealers of soft coal are now employing advertising space in New York newspapers.

Cook Publications Increase Commission

The David C. Cook Publishing Co. has increased advertising agency commissions to 15 per cent and 2 per cent cash discount on the *Boys' World*, *Girls' Companion*, *Young People's Weekly* and the *New Century Teachers' Monthly*, effective with the October, 1920, issues.

Hopkins Succeeds Allured

E. G. Hopkins, promotion manager of *Confectionery Merchandising*, Chicago, has been promoted to position of advertising manager, succeeding Earl R. Allured.

Van Wyck Made Mitchell Advertising Head

H. L. Van Wyck has joined the Mitchell Motors Company, Racine, Wis., in the capacity of advertising manager. G. L. Moskovics, formerly held that position.

"Farm Journal" Adds Belcher

H. D. Belcher, recently with the Housing Corporation, with headquarters at Washington, D. C., has joined the *Farm Journal's* western office. Previous to the war, Mr. Belcher was a practicing architect in Kansas City, and previously was with building material manufacturers in charge of their sales departments.

What we sell is Col-
lege a and School
papers space. How-
ever, the advertiser
gets also, without
extra charge, the most ef-
ficient college town mer-
chandising service that
possibly can be devised.

CSAA

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

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

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."

"GIBBONS KNOWS CANADA"

MONTREAL

TORONTO

WINNIPEG

"Dog Days" --- "Days When I Work 'Like a Dog'"

Dog Days—a period of from four to six weeks, variously placed between the early part of July and the early part of September; canicular days—so-called because reckoned in ancient times from the heliacal rising of the Dog Star (Sirius). Popularly, the sultry, close part of summer, when dogs are supposed to be specially liable to go mad.

That's how Noah Webster defines Dog Days; but the young advertising solicitor of a well-known trade paper whom I meet at lunch in my favorite cafeteria every day had another definition for them.

"They're the days when I work 'like a dog,'" he said.

"They're the days when I make hay whether the sun shines or not. You can talk to me all you want about 'the tonic effect of good, brisk, snappy weather,' but not for me. Give me the hot, close, sultry days when a man who has to stick to his desk sticks to his chair, too; when his clothes stick to him, ideas stick just outside his mind, and the greatest stickler for the well-known 'strict concentration and fixed application to the work in hand' theory finds his principles wilted and chucks them out of the window.

"These are the days when I can really 'get to' my prospect with my proposition. Oh, of course, I can always talk to my man 'whether the weather or not.' He'll 'see' me, he sends out word—and he does see me, sees me 'out of courtesy' and makes his 'courtesy' so painfully patent that I feel like an intruder no matter how thoroughly convinced I am that he ought to see me for the sake of his business. Consequently, I hurry through my errand—out of courtesy—don't convince him of anything, and hurry out with my prospect decidedly unsold and my temper decidedly unsettled. The atmosphere has been, as you would say, unfavorable. This happens often enough any other time of the year.

"But the Dog Days—ah, the Dog Days! I find my man tired before the day's work has begun; sweltering, bored, disgusted. He can't get away from his desk. He's got to stick—and stick. But he *can* let me in. He *does* let me in and welcomes the break in what he's beginning to call 'the damned routine' with open arms. He listens as long as I want to talk; in fact, he makes it difficult for me to get away courteously.

"Of course, the Dog Days atmosphere presents its own peculiar problems. Friend Stick-to-the-Desk-and-Stuck-to-the-Chair is apt to be disinclined to stick to the proposition in

hand, which is the advantage to be derived from advertising in our paper. His talk, with his thoughts, will wander off to golf and what the fishing must be like these days. Again, he may be difficult to rouse to the point of making a decision. But what if I don't get decisions—contracts signed on the dotted line? I *do* get acquainted with my prospect. I *do* get him acquainted with my paper. I *do* get the time to 'put across' all those telling arguments that I have on tap to convince him that he ought to come into our space. I can get a decision out of him quickly enough in the days coming when he will see me 'out of courtesy,' and on which I'll never get a chance to tell him a tenth of the reasons why the decision ought to be favorable. I'm doing the important job now—the real selling work.

"Of course, I'm getting contracts now, too. My proposition's too good to miss fire many times given the chance to 'shoot' it that the Dog Days do give. But what I'm most concerned with is the thing they sing about in the old hymn: something about 'laying up riches for the days to come.' Say, pass the horse radish over this way, will you?"

I didn't tell him that the old hymn dealt with riches in the *world* to come. I was too busy thinking over the implications of his revised definition of the Dog Days. "A period of from four to six weeks, etc., etc.," Noah Webster declares, but he's too prosy. "The days when I work like a dog," my "mess partner" had said. "The days of 'nothing doing,' when I lay off," every other salesman I had ever questioned had answered.

I believe I know which definition I should act on if I were a salesman.

F. R. Barnard Becomes National Advertising Manager of Street Railways Co.

The Street Railways Advertising Company has advanced F. R. Barnard, its Western advertising manager, to the position of national advertising manager.

Mr. Barnard began his service in national advertising, with which he has been connected for the last twenty years, with the Butterick Trio, as assistant to the advertising manager. He held this position for five years. From 1906 to 1915 he was in the sales department of the Street Railways Advertising Company, and, during the latter part of that period, was Eastern advertising manager.

Then came four years in other connections, three of which he spent as vice president of the George L. Dyer Company, and the fourth, as advertising director of the Hearst newspapers.

Mr. Barnard rejoined the Street Railways Advertising Company a little over a

year ago, going to the Western office. In his new capacity he will divide his time between the New York and Chicago offices.

That Record Radium Sale

The recent phenomenal \$25,000 sale of radium to the State of New York was made by the Radio Chemical Company of New York city, it has been disclosed. The Radio Chemical Company is affiliated with the Radium Luminous Materials Company, owners of the nationally advertised product known as "Undark."

Baker Gets Skirt Account

William Henry Baker, successor to the Rogers Company, Cleveland, has acquired the account of the Bloomfield Company, Cleveland, manufacturers of skirts. Trade papers and direct mail will be used.

"Clothier and Furnisher" Appoints Condict

H. N. Condict, lately eastern manager for the *National Buyer*, of Chicago, has been named advertising manager for the *Clothier and Furnisher* of New York. Mr. Condict will begin his new work Sept. 1.

Scientific Buying of Printing

A series of articles on the "Scientific Purchasing of Printed Matter" which appeared in the *Purchasing Agent* about a year ago has been issued in booklet form by the Russell A. Pettengill Co. of Chicago.

American Tobacco Sales

As compared with the same period last year, the volume of business of the American Tobacco Company from the first of the present year to July 1 increased \$12,500,000, or more than 20 per cent.

Store Sales of the Jones Bros. Tea Co.

The Jones Bros. Tea Co. store sales for July were \$1,860,261, as against \$1,479,962 for the same month a year ago. Business for the year to date amounts to \$11,796,609, as against \$9,009,315, this marking an increase of 29.64 per cent, while the monthly gain is at the rate of 28.93 per cent.

Telephone Income Increases

Operating income of seventy telephone companies for the three months ending with March, 1920, amounted to \$22,600,597, an increase of \$4,803,763 for the corresponding period of 1919.

Willys Company to Expand

The Curtiss airplane plant at Buffalo, which suspended operations and moved its equipment to Garden City, L. I., will be taken over by the Willys automobile interests shortly for the manufacture of motors and storage batteries.

American Cyanamid Sales Rise

Net sales of the American Cyanamid Company for the fiscal year ended June 30 were \$8,584,685, compared with \$6,295,385 in 1919. Sales in the present report includes sales of the Amalgamated Phosphate Company. Net income, after charges and Federal taxes, amounted to \$1,525,877 as against \$1,048,751 in the preceding year.

ADVERTISING & SELLING

The National Weekly of Modern Merchandising—Established 1891

Features in this Number

August 28, 1920

- HELPING THE TRADE TO UNDERSTAND YOUR MERCHANDISE, *J. M. Schlachter* 3
 Some examples of effective sales efforts with house salesmen, dealers and ultimate consumers.
- CAPITALIZING THE CELEBRITY AND MAKING HIM RESPONSIBLE, *C. L. Reely* 5
 The Oilfield Tire Company carries the development of testimonial advertising a wise step forward.
- SELLING GOODS THROUGH THE HUMAN SENSES, *Ray Giles* 7
 How copywriters may, with deftly handled descriptions, create the buying impulse.
- PRESS MUST EDUCATE PEOPLE TO REAL ECONOMY, *Hon. W. C. Redfield* 9
 Trying to "Run a Seal-skin Government on a Muskrat Outlay" does not make for national saving.
- POSTAL CHANGES TO BENEFIT PUBLISHERS, *J. C. Koons* 14
 Press should approve plans for improving mail handling in New York City.
- HOW ADVERTISING PERFORMS AN ECONOMIC SERVICE, *S. D. Roberts* 17
 Demonstrated by the Hele Company's Campaign to create a market for a by-product formerly wasted.
- WOMEN WHO SERVE IN THE EXPORT FIELD, *Myrtle Pearson* 20
 Miss Blanche G. Schwartz, of World's Products Research Company, believes foreign trade suited to business women.
- A NEW ORDER IN SALES CONFERENCES, *F. J. Blaschke* 32
 A reversal of the usual program of sales conventions puts new life into the selling force.
- IRVING CRUMP, MANAGING EDITOR OF BOYS' LIFE, *E. Walter Osborne* 34
 An informal visit with the man who has found building a juvenile publication contains man-size enjoyment.

Clearance Sales Stimulate Trade

Seasonable weather and clearance sales stimulated many lines of retail trade in the Second Federal Reserve District during June, says the *Federal Reserve Agent* in his monthly review of business conditions. Purchases by individuals for their vacation needs and by summer tourists in New York city have been large. Figures compiled for department stores in this district show the value of sales in New York city 25 per cent higher, and in other cities 35 per cent higher, than June of a year ago.

But buying of the higher-priced merchandise has fallen off during the month, and conservatism has been the rule. The public has benefited by sales of shoes and clothing at prices often below replacement cost because retail stocks were larger than stores could afford to carry. A competent authority estimates the average reduction in the price of clothing since April 1 to be about 33 per cent.

There have been reductions in the manufacturers' prices of gingham, which may be passed on to the retail consumer. But the run of wholesale prices in other lines, as in knit underwear and other knit goods, and retail prices of high-grade furniture, musical instruments, and electrical specialties, has been fairly steady. Retailers are buying cautiously and with a view to securing only articles of a staple nature. They have reduced their stocks materially since the high levels of March, but show now a disposition to increase their outstanding orders to meet future needs.

Woolworth July Sales Gain 30 Per Cent

Sales of the F. W. Woolworth Co. for the month of July broke all records for that month since the formation of the company and have exceeded this year only by May sales. Business last month increased about 30% over July, 1919.

Sales for July, 1920, were \$11,282,810, a \$2,565,017 gain over that month last year, and for the first seven months, \$71,677,410 was the sales total, an increase of \$11,900,548 in the figure for that period in 1919.

With business continuing at the present rate, it is safe to estimate that turnover for 1920 will equal if not exceed the \$140,000,000 mark fixed by some people as the total for this year as the seven months' figures can usually be gauged as representing one-half of the year's business. Sales in 1919 were slightly less than \$120,000,000.

With sales of the volume reported for July, Woolworth has had five consecutive months this year in which its volume of business has exceeded the \$10,000,000 mark. This indicates the expansion that has occurred in the business inasmuch as there were but three such months in all of 1919, two in 1918, and only one in 1917.

Motor Car Sales Falling Off

A canvass of some of the principal motor car sales agencies in New York and reports from Chicago, Indianapolis, Lansing and other automobile centers, indicates that there has been a noticeable let up in the demand for both low-priced and expensive automobiles during the past two months. In most cases this is attributed to the season, July and August usually being the slowest months of the year.

Calendar of Coming Events

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| <p>September 14-16—Annual Convention, Outdoor Advertising Association, Cleveland, Ohio.</p> <p>Sept. 20-25—Sixth National Exposition of Chemical Industries, Grand Central Palace, New York.</p> <p>Sept. 20-30—Annual Convention Bakery and Confectionary International Association, Cincinnati, Ohio.</p> <p>September 22-24—Annual convention, National Petroleum Association, Hotel Traymore, Atlantic City, N. J.</p> <p>September 27-30—Annual Convention, National Association of Advertising Specialty Manufacturers, Hotel Sherman, Chicago.</p> <p>October 6—Annual Convention National Association of Electrical Contractors and Dealers, Baltimore, Md.</p> | <p>October 11-13—Annual Convention National Association of Purchasing Agents, Chicago.</p> <p>October 11-14—Annual Convention, National Association of Stationers and Manufacturers, St. Louis, Md.</p> <p>October 11-16—Annual convention, American Association of Advertising Agencies, Chicago, Ill.</p> <p>October 13-15—Annual Convention, National Implement and Vehicle Association, Atlantic City, N. J.</p> <p>October 15—Annual convention, Audit Bureau of Circulations, Chicago, Ill.</p> <p>October 18-22—Annual Convention, American Bankers' Association, Washington, D. C.</p> |
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AGAIN!

*"How about
the Stymie"*

In the June Metropolitan, H. J. Whigham urged:

"Pass a rule that when both players are on the putting green, the player may always give his opponent his next putt and remove his ball from the green."

*Stymie
Rule*

The St. Andrews Committee recommends (in August) that if an opponent lay you a stymie, you may concede him the putt and remove his ball; with the proviso that if you lay yourself the stymie you must take the consequences.

*Being right
ahead of
time*

This is another example of the Metropolitan's faculty for "being right ahead of time" on every issue it touches. This faculty was the real reason why Roosevelt joined the Metropolitan when he could have written his own contract with any publication in the United States.

*Wins the
reader's
confidence*

It is this faculty for clear judgment which has won and held the confidence of the active American citizen.

He has confidence in the Metropolitan's opinions. He will have confidence in your opinions and your product when advertised in the

Metropolitan

Last advertising forms for the November issue close September 10th

“Dragon’s Blood”

Do you know what it is — and do you need to know?



TIME was when an advertising man was required to have a wide knowledge of the *mechanics* of printing and engraving.

Today the development of advertising as scientific selling has brought forth the man who knows *markets* and merchandising.

This man demands of his engraver a standard, reliable, and progressive service that assures not merely the swift and perfect reproduction of drawings, but an authoritative craftsmanship that can be depended upon to *know* the right thing to do, and to do it with the utmost technical skill.

THE STERLING ENGRAVING COMPANY renders such service—



THE LARGEST ENGRAVING HOUSE in America, its great volume of business permits the installation of the most up to-date equipment and the maintenance of a great force of the most expert men.

TWIN PLANTS—one uptown, the other downtown—work day and night, assuring real speed, when a job is wanted quick!

A SYSTEM, the development of 17 years of progress, guarantees the same careful attention to small orders as to large ones.

CALL A STERLING REPRESENTATIVE, when you have a hard job and learn the meaning of “Sterling Results.”

*Dragon's Blood is a red powder, made from the sap of a tree found only in China. Used over the parts about to be etched to prevent "under-cutting."

PROCESS COLOR—BLACK AND WHITE—BEN DAY—LINE

The STERLING ENGRAVING CO. NEW YORK
Twin Plants: 200 William St. & 10th Ave. at 36th St.