

Advertising & Selling

SEPTEMBER 18, 1920

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Why Color Ads Pay in The Chicago Tribune

Only in the Fiction Section of the Sunday paper does The Chicago Tribune sell color. What the public think of this Fiction Section is evidenced by the fact that it has been a prime factor in raising circulation from 350,000 to 750,000 during the past five years. Announcement of new serials and short stories has produced immediate circulation gains, indicating that The Sunday Tribune is purchased with the intention of reading the Fiction Section.

It has long been the practice for newspapers to print second rate or second-run fiction, but The Chicago Tribune has broken away from this tradition. It buys the best stories by the leading authors of the day bidding against the magazines for literary prizes by Chesterton, McCutcheon, Hergesheimer, Blasco-Ibanez, Walpole, etc.

Not more than three color ads can appear in any issue of The Chicago Sunday Tribune so that every one stands out conspicuously.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Tribune Bldg., Chicago 512 Fifth Ave., New York
400 Haas Bldg., Los Angeles

Write for 1920 BOOK OF FACTS



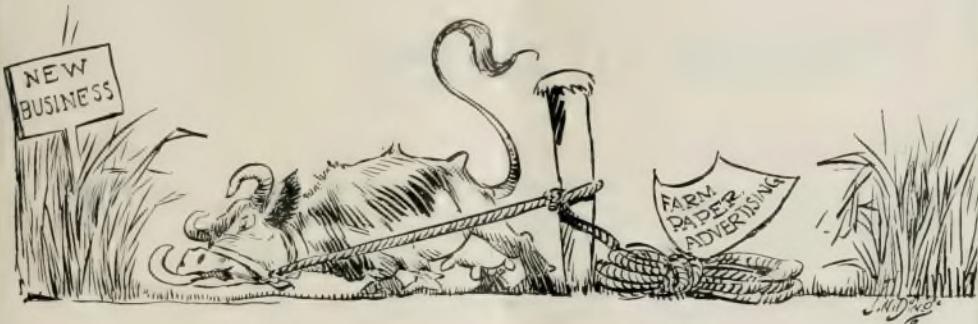
EVERYBODY EATS

NO other appeal is quite so universal as the food appeal. Real food before you on the table is most appealing of all. Next in effectiveness, in arousing hunger, is the reproduction of that food in its actual size and true colors. The very physical nature of the card provides a natural opportunity to do this, and Procter & Gamble are taking full advantage of it in presenting the tempting foods made from Crisco.

The two subjects reproduced here in miniature are interesting representatives of this year's Crisco campaign in the street cars. The cards were prepared by the Street Railways Advertising Company.



CUTS BY NEW CENTURY COLOR PLATE CO., N.Y.



GIVE YOUR BUSINESS MORE ROPE

Of course you are not starving to death on the city and town trade covered by your present advertising plans. But why confine your efforts to the cities and towns when you know the farmer has money and can use your product?

A constructive campaign in Successful Farming's advertising columns will enable you to reach the new business that awaits you outside the city limits.

More than 800,000 farm families pay us an annual fee for services which they use in their business.

SUCCESSFUL  **FARMING**
E. T. MEREDITH, Publisher
Des Moines, Iowa

T. W. LeQUATTE
Advertising Manager

-essentials:

If you were going into the retail dry goods business—

If you were going to open a good progressive dry goods store or department store in some good-sized town—

There are certain things you would need besides capital before you were in position to make a sale.

You would need a location, a building, fixtures and equipment of all kinds.

You would need a sufficient quantity of merchandise in every line that you intended to carry.

But—first of all you would need the Dry Goods Economist.

* * * *

The big stores of America are built to Economist ideals—and regulated on Economist principles.

They look to the Economist for advice on every phase of merchandising from store plans and delivery systems to accounting and advertising.

They look to the Economist for advice on merchandise—what, where and how to buy.

Their selling plans are based on Economist information.

Their store policies are Economist doctrines of merchandising.

The business messages of various manufacturers are just as much a part of the week's news in the Economist as is the editorial comment.

Remember:

The big merchant is first of all a buyer. His success is built on his ability to select merchandise that will compete in quality and value with merchandise similarly selected by his competitors.

He wants to know the merchandise facts about your product.

If the Economist is not carrying your merchandising message every week to the more than fifteen thousand buyers and store executives who read it as a business essential you are losing a great deal more than we are.

Do you really know the DRY Goods ECONOMIST?

DRY GOODS ECONOMIST
239 West 30th St.
New York

* 97%
of Dry Goods
and allied lines
are sold on the
recommendation
of the Retail
Merchant
In the eyes of
the Consumer
he is responsible

MARSHAL LAW

ADVERTISING & SELLING

The National Weekly of Modern Merchandising—Established 1891

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

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

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

30th Year

SEPTEMBER 18, 1920

Number 13

What Kind of Advertising Makes the Selling of Your Product Easiest?

Facts That Appeal to the Manufacturer May Not Be Selling Points In the Mind of the Consumer Who Judges the Appeal As a Whole

By "THE OUTSIDER"

Something Wrong?

*L*AST week Paul W. Kearney, a former associate editor of ADVERTISING & SELLING contributed to this magazine an article entitled, "Has Selling Power Gone Out of Style?" in which he declared that modern advertising, in taking on the trappings of cosmopolitanism and culture has, in many cases, divorced the old-fashioned merchandising load. In a letter to the Editor, which is reproduced herewith, a writer signing himself "Outsider" has taken issue with Mr. Kearney on the value of "direct selling points" and laid interesting emphasis on the attention-compelling feature of the advertisement and on its need of strength as a whole. In doing this he has cited, to praise, examples of advertising which Mr. Kearney criticized adversely.

Mr. Kearney says the "Outsider," has diagnosed the weakness of modern advertising from an "inside" viewpoint—and he maintains that he himself has examined it through the consumer's eye. Are you satisfied that one or the other has laid his finger on the malady, or that there is any malady? We are glad to find that Mr. Kearney's article has aroused wide discussion and hope that others will add to the fund of information as to current opinion that it is developing.

THE EDITOR.

took the wrong trail and looked over the situation from the wrong viewpoint.

Some of our modern advertisements are very weak sisters, indeed, but seldom to the degree that Mr. Kearney indicates and more seldom in the way that he insists.

I am of the opinion that he "got off on the wrong foot" when he led off with that illustration of the new

era salesmen who "fit hither and thither and yon," and his conception of the end of the advertisement as brought out here shows the wrongness of his whole viewpoint. It is a viewpoint selected very much on the "inside," back of the scenes where advertisements are made and from which the makers of advertisements are so prone to see the product as something that everybody reads in the same psychological atmosphere as that which surrounds the maker, with the same closeness of attention to mere detail, with the same analytical mind that is so apt to ignore the broad general impression of the ensemble.

It seems to me that Mr. Kearney ought to know two very essential things about the aim and the effect of the advertisement: That it is not in ninety-nine cases out of a hundred a direct selling instrument intended to get an immediate buying reaction; and that what is going to count as a selling point with the mass of readers is more readily and more accurately defined from the outside than from the inside, unless the "insider" can get outside his cubby-hole.

PRAISE OR BLAME?

I am a mere Outsider, but I do read advertisements. I am foolish enough to believe that I can call the turn on a finished advertisement—call it good or bad, successful or unsuccessful—most of the time. I believe that if modern advertising has shifted the merchandising load it has shifted it from the slow, groaning, crude old one-horse-power

BABE RUTH struck out three times and grounded out to the pitcher once on Labor Day afternoon. And good old Sir Thomas Lipton trailed the *Shamrock* in behind the *Resolute* three times in the international cup races a few weeks ago.

Yet the "Babe" faced that pitcher with a regulation bat in hand as usual and Sir Thomas competed against the fleet American with the fast yacht that he had brought across the ocean in all his gallant career.

So we don't have to "fancy Babe Ruth's coming to bat with a whisk-broom in his fist, or Tom Lipton trying to lift the cup with a canoe" to visualize the humiliation of either, as Mr. Paul W. Kearney seems to imply in his article in the September 4 issue of ADVERTISING & SELLING entitled "Has Selling Power Gone Out of Style?"

THE "INSIDE" VIEWPOINT

Mr. Paul W. Kearney owes the writer of this letter one afternoon—five hours—spent among magazine files of the last three months looking through the advertising pages for the figurative "whisk-brooms" and "canoes" that Mr. Kearney hints are so distressingly prevalent there. Thanks to him, I missed Slugger Ruth's downfall.

I don't want to bring a blanket indictment against Mr. Kearney as he does against modern advertising, but, in retaliation, I do want to question some of his premises and a little of his dogma. I think that he "got off on the wrong foot,"

truck on to a light, fleet, high-powered speedster that delivers the message in a fraction of the old time and with a fraction of the old noise and effort.

In looking through my magazine files under Mr. Kearney's prompting, instead of the "whisk-brooms" and "canoes" that he implied were so thick there, I found everywhere sturdy "bats" and dashing "cup yachts." At the same time, I found advertisers striking out and trailing in behind their competitors in spite of the perfected instruments of swat and speed which modern art and science have placed in their hands.

I found, as Mr. Kearney prophesied, motor car insertions that "could be run in *House & Garden*"; tire advertisements that "would fit in the *National Geographic*," and tailor's copy that "*Vanity Fair* could use as an editorial cut." But I found to praise and not to blame.

Let us pause over these three classes of advertising and specifically over examples of them that seek to create a strong, general, favorable impression rather than to put across certain definite, detailed selling points in accordance with Mr. Kearney's creed.

SOME CURRENT MOTOR ADVERTISING

Examine the current advertising of the Paige-Detroit Motor Car Company, the Auburn Automobile Company, the Liberty Motor Car Company, the Cole Motor Car Company, the Standard Steel Car Company, among others, and you will find in a major part of their copy little attempt to sell the consumer on technical points but only a very assured disposition to create a favorable reaction in the consumer's mind. The impression of beauty, of dignity, of refinement, of dependability is achieved—not always successfully because the heavy hitters sometimes strike out—by the effect of the advertisement as a whole; and it is the unique impression, not technical selling points that a thousand competitors could reproduce, that the prospect carries to the dealer where, in the proper place, technical points are made selling points.

Tire advertisements? I have before me a double page advertisement of the Goodyear Tire and Rubber Company, one page of which shows a tinted photograph of a clearing on the 20,000 acre Goodyear estate in Sumatra—just "made" for the *National Geographic*—with the other page taken up by the story of the constructive work going on there, the character of which is said to be reflected in Goodyear

Tires. "Generalities" as Mr. Kearney says, and a simple statement that "The results of such endeavor are seen today in the capacity of Goodyear Cord Tires to deliver a kind of performance unapproached in any earlier type of tire." No mileage statements, no construction data; but who wants it? The impression got across and the impression as a whole is the real selling point.

TIRE ADVERTISEMENTS THAT IMPRESS

When I next go around to the garage in search of a new set of tires, I am going to ask my friend, Jim Jackson, about the qualities of Michelin tires. The Michelin page with its "generalities" and its picture of the "Tire Man," the Michelin trade character, has, by constant repetition of the same old theme, so burnt itself into my consciousness that I must know something about the tire's quality. The advertisement directs me to "Ask Any Dealer." I should have passed it over if it had been devoted to a list of specifications and had left to Jim the job of creating the impression.

While I am at it, I shall probably ask Jim something about General Tires, of the advertising of which Mr. Kearney speaks so slightly. But Jim will have to make the *favorable* impression in this case. The advertisements have made *an* impression on me—upon Mr. Kearney, apparently—upon every magazine reader, I'll wager. The "Signs of Friendship" series—particularly fitting copy for the *National Geographic*—has probably attracted more consistent attention from "outsiders" than any other tire advertising now running—and has been remembered longer, in general and in detail, after its medium has been laid away. The strong impression it made upon me was not a *favorable* impression simply because I find fault with Mr. K. M. Ballantyne's misty, blurred-outline art. I should have preferred harder outlines, more compelling composition, a stronger, heavier hand on the picture. If the result as it appears in black and white is the sacrifice of the effectiveness of black and white to effectiveness in color (from which I believe the black and white illustrations in the magazines are reproduced) I should not have made the sacrifice but should have had the illustrations done originally in black and white. Given really impressive strength in the picture, I should ask little more effective copy, more cal-

culated to send me inquiring of my dealer than: "The General Tire has not made friends overnight; but everywhere that its endurance has been put to the test it has shown such stamina, staying power and strength that there never has been a year in its history that hasn't doubled its sales."

Lastly, to revert to Mr. Kearney's charges, we have "tailor's copy that *Vanity Fair* could use as an editorial cut"; to wit, the Kuppenheimer and Hart, Schaffner & Marx advertisements on the inside of the front cover and on the single advertising page ahead of the editorial text in the *Saturday Evening Post*, and the double pages of Edward V. Price & Company further back. The human is a "queer critter," Mr. Kearney, and he'll find the picture news that the "lords of creation" who attend the cup races and the polo matches are wearing branded clothing a much more compelling motive to buy such branded clothing than all the so-called "selling points" that you can shoot at him.

THE HUMAN "CRITTER"

Fact is, he'll buy on the strength of pictures alone, with the added impulsion of but a minimum of selling copy. Knowledge of that "queerness" has led the New Departure Manufacturing Company to rest its case on occasions with a picture of a tractor or touring car in a landscape setting inserted within a big ring of ball-bearings; has persuaded the makers of Systems Bond to pin their faith to a photograph of a woman holding a page of Systems Bond up to the light to show the watermark; has covered pages with pictures of Gold Medal Flour bags or Gold Medal Flour products with no addenda but the signature and the familiar "Eventually. Why Not Now?"; has induced Stephen F. Whitman & Son to give us a picture of the familiar "samplar" box, supported only by the trademark, the caption, "America's most famous box of candy," and the information that "The samplar is sold by our agents everywhere"; has produced wonderful photographs and the line "Kodak as you go" to "put across," unaided, the selling message of the Eastman Kodak Company; has allowed Coles Phillips to show us a colorful depiction of a "Coles Phillips girl" with a tray of grapes and a reproduction of the package to represent the selling effort in behalf of Adams California Fruit Gum.

But I admit that this is taking a foul hold on Mr. Kearney's logic for I have chosen chiefly examples of advertising that feature old, well-established products that have been sold hard over historic years and demand of advertising today only forceful reiteration of a familiar name or a familiar service to keep themselves in the focus of the consumer eye. I do it with malice aforethought to impress upon Mr. Kearney, the strength of the illustration, as a contributing factor, and of the general impression, as a whole, in determining the long-run selling power of the advertisement. If a new product like Vivomint, the advertisement for which, Mr. Kearney points out, "isn't 'above' running a coupon and a paragraph in the text selling the sample" is going to "get across," it is going to do so as much by the power of that general pleasure-producing impression of its copy as by miscellaneous paragraphs and coupons. The

average prospect isn't a fish, but it is the bright fly, which is the general appearance of the advertising hook, that attracts him.

EMPHASIZING GENERAL EFFECT

I don't say that the advertising hook shouldn't be barbed with selling points to hold the prospect once he is caught. It usually is so barbed; sometimes barbed so thickly that one cannot see the fly for the barbs. In fact, the difficulty I had in selecting advertisements with an irreducible minimum of selling points convinces me that Mr. Kearney and his friend, the "nationally famous manufacturer" had very little excuse to get excited over the particularly "horrible condition of affairs" he pictures. I believe with him and every other advertising man, and a good many critical "outsiders" like myself, that modern advertising hasn't reached perfection; but I believe he has laid emphasis on a minor fault and one that is

not indicative of what is wrong with modern advertising. If I should attempt to illustrate what has happened in this seller's market period, this time of oversold production, this fast-waning era of effortless sales, I should have to use a figure of speech. I should perhaps say that the waxen figure of Advertising, moulded over long years by the hands of skillful advertising men, has been left for a little while under the hot rays of the golden sun of easy success, and that possibly its strength of composition, its sharp, clean-cut definiteness of outline, its square, hard, crude power of moulding its general forcefulness had been weakened and blurred and softened. This is the trouble, Mr. Kearney, if there is any trouble; and it is no matter of forgotten or omitted "selling points."

My apologies, Mr. Editor, for boring you so long, but an old man must have his grudge for a lost afternoon.

Saving The Would-Be Customer's Time

An Officer of the Northern Hardware & Supply Company Suggests How Advertisers May Help

ONE way in which a national advertiser may assist his prospective customers and reduce his selling costs is pointed out by the writer of the letter published herewith, I. Gilbert Taylor, of the Northern Hardware & Supply Co., of Menominee, Mich. Mr. Taylor recently broached this subject to the editor of *Hardware Age*, who promptly put the proposition up to ADVERTISING & SELLING.

We believe our readers will find some profit in a perusal of Mr. Taylor's letter:

"A great many times, we are confronted by an advertisement in your magazine, as well as other trade journals, of a manufacturer who asks in his advertisement to write for catalog and prices, and if you are interested, you will naturally write for further information, regarding whatever particular line you are interested in.

"For instance, you write to a manufacturer in New Britain, Conn., or Providence, R. I., or New York City, or a hundred other places in the East as the case may be. About 75 times out of a hundred, you get a reply within three or four days, asking you to address their branch

office in Chicago, or Minneapolis, or Detroit, as the case may be, and to address all communications to them in the future. Then, in three or four days, you get a reply from the branch office referred to, stating that the factory has advised them of your inquiry, and they herewith give you their proposition, but in the future, "please address all communications to this office in order to save time."

"Now, the point we are driving at is this: Why under the sun, when an advertiser advertises, why does not he put in the address of his various branch offices and warehouses. It will save about a week's time in getting a reply, and it would be surprising if you were to find out how big a saving of time it would be for the person dictating letters, for stenographers' time, not to count in the cost of postage and stationery.

"There are several of the wide-awake executives who probably realize what this means, not only to themselves, but to their many prospective customers scattered throughout this broad land, and they finish up their ad, giving the address of their various branch offices. We believe the

time is ripe for all the advertisers to indicate in their ads, their various branch offices and warehouses. This will apply, of course, to the Middle Western states, and to factories in the extreme east.

"There is a tremendous lot of advertising being done, and a tremendous lot of correspondence going on between the middle western states and the east, and you can readily appreciate the vast saving in time and money, if our views in this matter were carried out, and every advertiser, regardless of where he is located, would be benefited.

"We believe that if you were to publish our letter in your journal, it would be read by a great many of these people, and possibly would bring about a reform in the way they address themselves in their various advertisements. Would like to have your views on this matter, and if you approve of this letter being published, would kindly ask that you have it followed with the foot-note to have other publishers please copy in order that other trade journals might get this letter, thereby having it come under the eyes of a great many firms who advertise along the old method."

Selling a Higher Priced Product that Promises Ultimate Economy

How the Wyoming Shovel Works Is Overcoming the Obstacle of Increased First Cost to the User in Its "Red Edge" Campaign

By WARD GEDNEY

THREE are a million dozen shovels and scoops manufactured, sold and used in these United States every year.

The shovel, in some form, is the world's oldest tool. Cain undoubtedly used a shovel to dispose of the evidence after he had set the historic precedent for homicide.

From Garden of Eden times down to the present day shoveling has played an important part in the progress of civilization. The modern laborer shoveling away in the excavation for a skyscraper had his counterpart in the storied towns of ancient Greece and Phoenicia of the fourth millennium before Christ.

FIRST SHOVEL ADVERTISEMENT

Yet the initiation of a general public in the mysteries of shovel making and its introduction to the fine points of a shovel through the medium of paid advertising dates back only to the fourth month before the present month of September, 1920.

On May 8, in the *Saturday Evening Post*, the Wyoming Shovel Works of Wyoming, Pa., ran the first advertisement of a shovel to appear in a general magazine. That advertisement marked the beginning of a vigorous campaign to sell a trade-marked, high-priced, high-grade shovel, and, incidentally, to revolutionize the merchandising of the world's oldest tool.

To visualize the situation which the advertising of Red Edge shovels aims to change let us examine some significant figures.

Of the million dozen shovels, scoops and spades sold in the United States every year—aggregating a wholesale value of \$12,000,000—80 per cent are sold under jobbers' brands. Eighty per cent of these are sold on a price basis. Of that million dozen, again, 300,000 dozen are sold to quantity users—mines, railroads, collieries, quarries, cement mills and for national, state and municipal government jobs. The other 700,000 dozen go to dealers and, through them, to small users. Now let's interpret the figures in terms of merchandising methods.

The fact that the majority of small

*T*HE problem of overcoming the psychological obstacle of a relatively high first cost and of teaching the consumer to consider quality, adaption to service required and "lastingness" faces every manufacturer who tries to put on the market something "just a little better than the common run." It was the task of the Wyoming Shovel Works, in merchandising a tool that is certainly not of the "common," though it may be of the "garden" variety, to teach dealers and users that they couldn't call a "Red Edge" spade "just a spade" and "get away with it." The story of its educational advertising to focus attention on ultimate economy instead of initial cost should furnish inspiration to every advertiser with a similar problem.

THE EDITOR.

quantity shovel users, and some of the least far-sighted large quantity users have been accustomed to buy shovels purely on a price basis has made for the production of cheap, low-grade shovels. The contractor, buying his few dozen shovels for a single job and then throwing them away when the job is finished, has been the greatest sinner in producing this situation. The workman, buying his own shovel, has sought only cheapness of price. It has been left for the very large quantity buyer to be also a quality buyer, insistent on design and material efficiency.

A DECLINING MARKET

Another contributory factor to the development of this situation has been the increasing use of mechanical shoveling machinery, with its steam shovels, excavators, automatic plows, rip snorters, etc. Ten years ago mechanical shoveling machinery began to put the shovel business on a decline. With such a narrowing market, standards began to be abandoned. As the Wyoming Works tells it in its little booklet recounting the story of the Red Edge Shovel:

First there appeared a second-grade shovel to satisfy the demand for cheap shovels. Then, in a few short years, came a third-grade shovel to try and satisfy that cry for "cheaper shovels," and to endeavor to meet competition. The next drop was to a fourth-grade shovel to try and keep the wheels of the shovel industry going around and satisfy that call for

still cheaper shovels. And a fifth grade shovel was on its way—when—

—When the Wyoming Shovel Works made a survey of the whole situation determined "not to take anybody's word for anything or to be guided by precedents, but to really find out what were the future possibilities for shovels and the requirements for shovels."

Their Descartesian investigation developed a number of enlightening trade points which had been there to see ever since Adam but which nobody else has ever succeeded in seeing; most significantly that "a shovel is the highest cost operating tool in comparison to its cost in the world," that "a shovel absorbs at least three times its original cost in operating charges every day," and that "the cost of shovels is a mere bagatelle compared to the cost of shoveling."

If this was so, then this conclusion was inevitable: "That not only were the cheap shovels very expensive and destroying efficiency," but that, facing today's increasing labor costs, "there was needed better shovels than had ever been made before."

THE "COST OF SHOVELING"

On this basis the manufacture and advertising of Red Edge Shovels was begun in 1913. For five years the advertising was confined, like all other shovel advertising, to the trade papers where it would reach the large quantity buyer with whom, and only with whom, as we have pointed out, the quality argument had weight. This year, having obtained a share of this large quantity business, the Wyoming Works—its capacity greatly expanded by the completion of a new plant—determined to call upon the power of national advertising to put across the quality message to the small quantity user and to add this staple, 700,000 dozen a year business, to its ledgers.

Its first *Saturday Evening Post* advertisement in May, headed "Have you ever before seen an advertisement of a shovel?" simply pictured a Red Edge shovel, called attention to the distinctive red edge along the blade, and told something of the materials and construction points that

make Red Edge shovels distinctive. The second, appearing in June, talked further of the properties of chrome nickel steel, the material that goes into Red Edges, and announced that "Red Edge shovels, scoops and spades soon came to be recognized as the leaders by railroads, mines and contractors. For six years we have been going making only for these big purchasers. Now we have trebled our capacity and can put the Red Edges within the reach of every user."

But it was the July advertisement that brought out the heavy artillery among the Wyoming sales arguments. A black headline across a full page bade shovel users:

FIGURE THE COST OF SHOVELING AND FORGET THE COST OF SHOVELS

You pay your shoveler a daily wage of, say \$5. For that \$5 you figure to get certain work done.

You get what you pay for only if that shoveler throws a full shovel load of so many pounds so many times a minute. If his shovel blade is worn short, he gets less than a full load.

If it is worn unevenly, or dulled, or turned, he has to waste time working it in or pushing with his foot.

If it is bent or cut, he has to stop to rap off material caught on the projections. If it has lost its "hang," he tires sooner and has to rest often.

The waste of labor costs due to making men use shovels that are old before their time is appalling.

All shovels look and, perhaps, act alike when they are new. It is when they have been on the job for a while that the difference begins to show on the payroll.

Red Edge shovels are the highest-cost shovels made. They are the lowest in ultimate cost, because they last so much longer. But their real economy comes in the cost of shoveling. They don't wear dull or thin. They don't buckle or bend or nick. They hold their size and shape and keep their edge and "hang." They let your men take an honest shoveling every time.

The remainder of the text talked of Red Edge quality and materials and cited instances of Red Edge service and long life. Testimonial data of the same sort was presented with extensive detail in an advertisement appearing in the *Saturday Evening Post* of August 28, under the eye-catching caption, "Not all the veterans are wearing service stripes."

What has probably been one of the most striking of the advertisements which have so far appeared is that of July 31 in the form of an appeal to employers to "Give the man who swings the shovel a fair chance." Addressed to employers of shovelers, the text said:

"It is just as true of workmen as it is of baseball players that not one in a thousand naturally uses his strength to best advantage. The manager who lets players hit as they please ends the season in eighth place. The employer who lets men shovel as they please punishes both men and payroll.

"There are a few simple rules that apply to almost every kind of shoveling."

These rules, having to do with the placing of the men, provision of adequate rest periods and furnishing of proper shovels, followed. It was a simple matter for the copy writer to tie up to these rules the reasons why Red shovels are the best for all purposes—which make up the rest of the text.

Enquirers have asked the Barrows & Richardson agency, which is handling the Red Edge campaign, why more emphasis has not been laid

on what would seem to be its best selling point, the fact that, unlike all other shovels, Red Edge shovels are made of a special Chrome Nickel Alloy Steel which is said to make a product that is tougher, harder, and more resistive to abrasion and fatigue than the carbon steel which is the standard shovel material. The answer is, of course, that a steel alloy cannot be patented.

It would take a competitor perhaps a year to develop an equivalently suitable alloy and get it into production. This gives the Wyoming Works a year's start over its competitors, but, if the alloy

were made the backbone of its printed sales argument, at the end of a year or so it would find as many competitors as pleased legitimately realizing on its advertising and robbing it of all exclusiveness and distinction.

MERCHANDISING THE ADVERTISING

The merchandising of the campaign has been simplicity itself. The day after each advertisement appears in the *Saturday Evening Post*, broadsides reproducing the copy for the next month are sent out to distributor for display in their windows or on their walls. At the same time, the company begins to use on all its correspondence small stickers calling attention, in the same way, to the forthcoming advertisement. For example, directly following the appearance of the July 31 advertisement, Wyoming letters began to bear a sticker with this legend: "Read the service records of veteran Red Edge railway scoops in the *Saturday Evening Post* of Aug. 28." Incidentally—and really not so very incidentally either, because it is an important feature of this merchandising of the advertisements—the broadsides, the stickers and the booklet mentioned in the advertising telling "How Red Edge Shovels Became the Leaders," are all red-edged.

The story of the Red Edge campaign and of the forces behind it should be of service to all advertisers as demonstrating, by a particularly clean-cut example, how national advertising may be used effectively to focus consumer attention upon ultimate cost instead of on initial cost, how it may be depended upon to substitute a quality basis for a price basis where such substitution is an economic necessity.

Speaking of the success of the present campaign after the appearance of the first few advertisements, Mr. H. T. Potter, the vice-president and sales manager of the Wyoming Shovel Works, said:

"Our advertising and the efficient merchandising of it has added about forty new Red Edge distributors to

This is the first shovel copy to appear in a general magazine

Copy that focuses the reader's attention on ultimate costs

our list in about two months. Further, it has revitalized the energies of our old distributors and enabled them for the first time to lay down with confidence to present and prospective Red Edge agents the terms and conditions under which they may obtain and hold Red Edge agencies in their several localities. It has been

of great value in enlarging the horizons of our agents and giving them a broader view of the sales possibilities of our shovels. They are enthusiastic over it and they are talking to their customers in terms of carload lots instead of in terms of dozens. We are getting the trade we went after."

The Employment Manager As a Selling Factor

How Your Personnel Department May Obtain Better Workers Easier, and Increase Company Good Will

By E. P. BROWN

RESULTS other than the mere obtaining of employees are obtainable for manufacturers whose personnel and employment executives will give just the average consideration and study that common sense would dictate in the preparation of copy for help-wanted advertisements.

It is possible to bring in new employees of both sexes who are glad in advance of the opportunities set before them and proud of affiliating with your company.

On the other hand it is quite possible to create a wholly negative and unfavorable impression by the wording of your help-wanted advertising, not alone in the minds of those few who might be prospects for employment, but of the whole public reading your advertisements.

The efficient way is to sell the job, your product and your policy to the potential applicant, and your product and policy to any reader whose eyes may light upon your printed announcement. This is getting full value out of the agate lines employed in service and internal and external good will, and a policy which, if adhered to, will obtain better employees at less turnover cost.

These thoughts first came to me when I read a recent car poster which asked that men whose "records can stand investigation" apply for platform jobs. Probably the writer of this card did not intend to hurt anyone's feelings, but isn't it rather tactless to assume that some of the men who might apply would have records that will not bear investigation?

THE CASE OF A TRANSIT COMPANY

Why bring up this aspect at all, inasmuch as the very first thing an applicant is asked to do is to fur-

nish satisfactory references? Every job seeker knows that. How much better it would be if the writer of this advertisement had seized upon the manshortage of his company as a means of bettering relations with passengers and employees. Assume that the wording was something like this:

"We have the cars but not enough men to give you the service to which you are entitled. If you know any high grade men to whom platform work might appeal, or if you are desirous of entering such service yourself, please get into touch with us."

The foregoing need not be the exact words, but it is believed that they would have the two-fold effect of making the public more patient with shortcomings and of causing the present employee to have a higher respect for their calling.

Splendid examples of "help-wanted" advertisements that have such influence are offered by the Bell telephone companies. Also, in the same town where the railway before mentioned is located, is a laundry which carries on its wagons the placarded statement of its exceptionally attractive labor conditions: "Girls, why not work under the pleasant conditions of the _____ Laundry?" The hours, minimum wage and other general details form part of the copy.

HOW MUNSINGWEAR WORKS IT OUT

The Northwestern Knitting Works, makers of Munsingwear, have been carrying on a very extensive campaign mainly to secure girls to work in their factory, but also taking advantage of the opportunity to sell the idea of "clean, bright factory and high grade product" to the public at large.

In the Twin Cities of St. Paul and Minneapolis much of this work

has been done with car cards attractively designed and carefully written. While telling prospective employees about the ideal working conditions which prevail in their factory the Munsingwear people have contrived to put across the idea that the conditions which make their plant a good place to work, also insure a superior product.

How different such a help-wanted appeal is from a bold statement such as this: "We require the services of strong girls to operate power machines." Such an advertisement conveys the idea of hard, grinding toil in a noisy, unattractive factory, and has a forbidding effect alike on prospective workers and possible users of the product.

It would seem to be a paying proposition for any firm, employing a considerable body of workers, to prepare their help wanted announcements with their possible effect on the general public fully as much in mind as their interest to those seeking work. In other words, every help-wanted advertisement should "sell" the plant and its product to the general public quite as much as the job to prospective employees. The good help-wanted advertisement is a double-barreled affair, hitting possible users of the product as well as those seeking employment. For that matter, the poorly conceived and carelessly prepared help-wanted appeal is double barreled, too; one barrel driving away good will and the other good help.

The help-wanted advertisements of any large firm are fully important enough to deserve the best efforts of competent advertising men, for they will not sell jobs to workers, unless they sell the product to users. "Verily," as an editorial writer recently put it, "there are indirect as well as direct ways of selling, through creating a better atmosphere for the product."

Garret P. Hynson, Warren Paper Advertising Head, Dies

Garret P. Hynson, head of the advertising department of the S. D. Warren Company, Boston, Mass., since November, 1914, died at his home in Sherborn, Mass., on August 27, following a brief illness.

Mr Hynson had a well-rounded experience in the printing, advertising and paper business. Before going with the Warren organization he had been owner of the Hynson Press in New Haven, Conn.; was with the Forbes Lithograph Manufacturing Company for several years, and then with the Strathmore Paper Company of Middletown, Mass. He was forty-nine years old.

He is survived by a wife and two sons.

How Continuous Advertising Keeps Business Firm

**Consistent Policy, Not Spasmodic Efforts,
Makes for Year-Around Stability and Pro-
tects Against the Worries of "Dull Times"**

By CHARLES L. BENJAMIN

President of the Benjamin Advertising Agency, Chicago, Ill.

THE effect of advertising may be likened to the growth of a plant. Before the leaves appear there must be a root growth—that is to say, before you get any inquiries or orders there must be created a favorable opinion of your product sufficiently strong to induce people who have been in the habit of buying some other product to give yours a trial.

Advertising, by creating this favorable opinion, nourishes the business plant at the root, and leaves (inquiries) and fruit (orders) are the result of this root growth.

The inquiries and orders you receive today are the result of past, not present, advertising. You can't head off inquiries and orders by discontinuing your advertising now. Discontinuing your advertising will have no immediate effect on inquiries or orders, but it will check the growth of the favorable opinion of your product which your advertising is creating and the result of this will be fewer inquiries and orders six months or a year hence when you may be in good shape to handle them.

MISTAKE TO DISCONTINUE

The reason why manufacturers discontinue their advertising when the factory is oversold is due to a misapprehension of the function of advertising. If every possible purchaser of the factory's product responded with an order immediately after reading the advertisement then there might be some reason for discontinuing the advertising when no more orders could be filled. But advertising does not produce any such instantaneous effect.

As a matter of fact, the effects produced by advertising are of slow growth and the orders which the factory receives today may be traced, if it is possible to trace them at all, to the cumulative effect of advertising which may have been continued for several years before the man who sends in his first order today was brought to the buying point.

We may compare the effects produced by advertising to the germination of a seed planted in the ground. When the first tiny pair

Advertising and Life

YOUR advertising is the most important advertising in the world—to you. And if you do not understand it—the hows and whys and whereabouts of it—you may not be in a position to garner its full benefits.

If we get so full of interest and enthusiasm over advertising campaigns sometimes that we think it is the present campaign, "biggest and best we ever undertook," that is building our business.

The writer of this article sees the proposition in another light. It will serve some national advertisers, who may be considering reducing or suspending their advertising, to make the right decision in that regard.—THE EDITOR.

of leaves push their way into sight through the soil we know that while this is the first visible indication we have of growth, nevertheless, long before the leaves appeared the roots had grown downward, and if we pull up the tiny plant it will be seen that the visible portion of the plant (the leaves) constitute but a very small part of the whole plant.

In the same way the orders received today constitute but a small part of the effect produced by the advertising. We are not conscious of the spread of the roots and yet, long before the leaves appeared, the roots were developed. So, long before the order appears, the advertising has been putting the readers of your announcements into that favorable attitude toward your product that will eventually result in orders.

When you are tempted to discontinue your advertising because the factory is oversold bear in mind that you are stopping the root growth and killing next year's crop of orders because you are unable to handle more orders at the present time.

LOOKING TO FUTURE STABILITY

The moment you get clearly in your mind this conception of the function of advertising, you will then realize that stopping your advertising now will not result in an immediate let-up in orders, but will result in diminishing the inquiries

and orders you receive, not today, but six months or a year hence. In other words, the inquiries and orders you receive today are the result of advertising done in the past, and, the only way to check these orders would have been to discontinue your advertising six months or a year ago.

Take yourself as typical of the average man and consider how very slowly your own opinions change. If you have been in the habit of buying a certain article—let us say a certain make of hat—you will continue to buy that hat as long as it gives satisfaction unless the continued advertising of some other hat induces you to make a change, but no single advertisement will overcome the habit which predisposes you toward the hat you are accustomed to.

There is a law of physics which says that a body at rest will tend to remain at rest and a body in motion will tend to remain in motion, and we find that the same thing is true in the world of mind as in the world of matter. A mind at rest, that is too satisfied regarding opinions already formed, will remain in that state until some force, which may be the force of advertising, produces a change.

Everyone knows that it is easier to hold a new customer than to get one, which simply means that the greatest effort is required to change opinions which have already been formed. After you have changed a man's opinion regarding a product he has been buying and got him to buy your product it is just as hard for your competitor to change his mind again as it was for you to change it in the first place.

And when you consider how very slowly public opinion changes, when you think of the many, many years that were required to change public opinion in this country regarding slavery; of the many, many years that were required to change public opinion in this country regarding woman suffrage and prohibition, you will have some conception of the long-continued effort necessary to induce a man who has been in the habit of buying one product to

buy a similar product of a different make.

Keep in mind the analogy between advertising and plant growth. Long before the leaves appear, it is necessary for the roots to grow, and the advertising you do today is stimu-

lating root growth. Discontinue your advertising today and you will not diminish to any perceptible extent the number of orders you receive at the present time, but you will diminish the number of orders you receive in the future.

the entire campaign, with instructions to call upon furnace manufacturers, furnace jobbers and so on, each salesman having been given his territory and advised to not only call upon the jobber and sell him but, if possible, to get an audience with the jobbers' traveling men, and thoroughly sell them on the proposition.

BLANKETING THE FIELD

A large, attractive circular was also gotten out, outlining this campaign; and this circular, entitled "This Man Will Be Looking for You," was mailed to something like forty thousand furnace manufacturers, hardware jobbers and retail dealers.

The results of this campaign have been astonishing. With no market at all for the Little Draft-Man Furnace Regulator, in three months' time we created a market. Today, the device is well and favorably known; several manufacturers are selling it as standard equipment upon their furnaces; many jobbers have been given restricted territory; and we have bona fide orders for many thousands of the "Little Draft-Man" furnace regulators. There is no reason to doubt that sales will keep up, for we have so devised the merchandising of our advertising and selling campaign that success is assured.

IT might have been a vacuum sweeper, a playerpiano or a self-adjustable burglar alarm, but it wasn't. Instead of these it was a simple device for controlling the activities of home heating plants, manufactured by the Sahlin Manufacturing Company, of the Furniture City.

When the promise of a successful product in the form of the "Little Draft-Man Furnace Regulator" came, the Sahlin Company commenced at once to inquire into marketing facts. This case well illustrates the Napoleonic snap with which any sales department should act once it has been given a well-tested something to sell.

COSTS AND MARKETS SURVEYED

Investigation revealed the fact that the cheapest electrical or thermostatic heat control that was satisfactory was retailing at about \$50. Investigation also revealed the fact that there was not on the market a good mechanical heat controlling device, so we thought that there was a natural market for our "Little Draft-Man Furnace Regulator."

We knew from tests and tryouts that the "Little Draft-Man" was mechanically correct, that it would stand up under months of hard service, and that people interviewed thought that such a device would be of a great deal of benefit to them.

Dealers called upon felt the same way about the "Little Draft-Man" and that such a device had a place already made for it. It was simply a question of getting the matter before the public and telling them about our product.

Jobbers were also interviewed, and had the same story to tell. So, with this in mind, and feeling sure that the market was there, and knowing that

the device was right, our first thought was to go out and obtain a distribution.

THE NATIONAL ADVERTISING APPEAL

In deciding upon the *Saturday Evening Post* we felt that this publication was the logical medium for us to use. So an advertising campaign consisting of five one-half pages in that medium, as far as national publicity is concerned, was outlined.

The next thing was to get our message in behalf of the "Little Draft-Man" before the people in the right way, and copy making an appeal to the home owner and telling the home owner that the "Little Draft-Man" helped the furnace do its work, that it enabled one to get up in the morning in a warm house, was prepared. Copy illustrations were drawn up, text prepared, and these advertisements were made ready.

GETTING DEALERS TO ACT

The next question was what we would give the dealer to enable him better to sell heat regulating device. We felt that advertisements in his local papers should be used in connection with this national advertising. We devised attractive window trims and folders with his imprint upon them for his distribution. These were prepared and gotten out in attractive form. Then the question of properly getting this before the manufacturer of furnace and standard equipment came up. We decided to devote a half-page advertisement in the same publication to getting the good will of furnace manufacturers and, incidentally advising the public that certain furnace manufacturers were using the "Little Draft-Man" as standard equipment.

Salesmen were employed and were provided with a portfolio containing

Raymond Welch Becomes Promotion Manager for Crowell Publishing Co.

Raymond Welch, secretary and managing director of *Printers' Ink Monthly*, from which magazine he resigned a few weeks ago, has been appointed sales promotion manager for the Crowell Publishing Company. Mr. Welch joined that splendid publication, *Printers' Ink*, six years ago. After winning a commission at the first Plattsburgh camp, Mr. Welch went overseas in August, 1917. He was gassed while in action in Somme with a division of British Guards, and upon his return to the United States in 1919, he was commissioned a captain of infantry.

Haynes Heads Douglas Motors Sales

E. C. Haynes has been made sales manager of the Douglas Motors Company, Omaha, Nebraska, and has also been given the title of assistant to president. The firm has cancelled its contracts with the two advertising agencies who have been placing the account, and for the present advertising is being placed direct.

Dry Goods Account With Federal Agency

M. E. Smith & Company, manufacturers and wholesale merchants, Omaha, Neb., is planning a national advertising campaign to be placed through the Federal Advertising Agency, New York. The Darlow Agency of Omaha, however, will continue to place a portion of the advertising.

The Print Paper Situation

To Newspaper Publishers:

Manufacturers have given notice of a reduction in supply to customers for 1921 exceeding 200,000 tons.

Foreign print paper is quoted at from 9 to 10 cents alongside dock, New York, C. I. F.

Domestic and Canadian spot paper is quoted from 10 to 12½ cents F. O. B. mill.

There is every reason to believe that the manufacturers are going to try to make 8 cents a pound the minimum price for 1921.

There is no shortage of stumpage.

There is and will be an artificial shortage of mechanical equipment to make paper.

Present prices are absolutely unjustified.

I am going forward with new mill construction plans as providing the only way out.

I have now on hand and am assured ten year contracts for upwards of 200 tons a day.

Publishers who realize the seriousness of the hour will do well to send along their contracts and thus secure independence a few months hence.

I am working entirely independent of associations or corporations for the well being of the newspaper industry.

I will protect all signers from exposure to any possible reprisal by keeping identities absolutely confidential.

JASON ROGERS,
Publisher, New York Globe

New York, Sept. 15, 1920.

The Advertising Value of Paper Packages

Nearly Every Line of Merchandise Now Has Found
It Beneficial to Adopt Some Form of Container

By J. B. LAWRAZON

Of the Lawson-Doughty Co., Toronto, Ont.*

IN using the words "Paper Package," I mean all the receptacles that are made from paper for the purpose of packing goods. To deal with paper packages as an advertising medium, one will need to make a short historical review of advertising as a whole, for the two are so linked together, it is hard to deal with one without at least touching the other.

Back in early days when trade was in its primitive stages, and there were few articles to be sold, men lived in caves, their wants and needs were few, and were generally got by hunting but, as tribe intermingled with tribe, and trade grew, then there started a crude system of exchange. Gradually this expanded, as certain tribes would have articles to barter, and there the first system of advertising must have started.

One tribe would tell the other of the goods it had to exchange, and through this beginning, we have from the very earliest of civilization the beginning and growth of advertising, and may trace it down to those two outstanding nations that advertised, and did it well, Greece and Rome. Their laws, their customs, and their national doings, have been impressed upon minds through the written word and picture.

Has there been anything more widely known or more lasting even in modern times? The municipal crier, a very important person, was used in the early days, to let people know what was going on, the old-time market had its place, which links the past up with the advertising of today.

CONTRIBUTIONS TO PROGRESS

Another outstanding fact in the world, was the discovery and application of steam. Before this, were days of small tradesmen—cobblers, blacksmiths, the spinning wheel, etc., whose wares were generally sold by the quality of the goods, and the good word of their friends, being passed from neighbor to neighbor, but this all changed with the introduction of steam. Steam power, instead of man power, introduced the making of many articles and

bringing together of many workmen under one roof, and from this has gradually grown the great system of modern commerce. With this factory growth, new systems of distribution were needed; first, travelers were sent out with a certain amount of limited advertising, largely local, and then we find advertising campaigns undertaken; until today, we have the growth of business with its combinations, and find, side by side with this tremendous growth, plans and schemes of national and international propaganda being used.

The package has had its place from the very beginning wherever there were goods to be packed and shipped. It had its use, whether made from wood, grass, paper or iron. These were the forerunners of the great number of packages that are used today. With all this growth, there have been certain fundamental principles at work, that have, within the last few years, brought a new industry into being: first the desire to improve the manufactured product, second the improvement of its appearance, or I might put it another way, the desire to dress a large part of the goods of the world in an attractive manner. With this as a background, we can appreciate all the more the value of the package, not only as a piece of commerce, but as part of the great system of advertising, along with its selling power.

THE SCOPE OF THE PACKAGE

It is a very practical proposition, and you and I as manufacturers, are keenly interested in its possibilities.

In nearly every line of business, new sources of application of the package, are being opened up. One needs to but look around and see the many ways which package is being used, and to my mind, it is just at the beginning of the development. It has grown and expanded since ten or fifteen years ago, when only a few articles were put up this way, till we find now that almost every kind of marketable goods is being put up in packages. We find that in this country, there has grown an industry which has

become very important to the manufacturer and his product.

Need I draw your attention to the advantages of paper boxes, their sanitary qualities, their convenience, their individuality, eliminating chance of substitute, guaranteeing the makers' goods, increasing its selling power and ease of handling? In fact, they put well-dressed goods as well as well-dressed salesmen on the selling end of the manufactured product and, skillfully handled, these mean increased sales and larger turnover for the buyer.

SELLING POWER

The distinctive paper box will give life and expression to what might be, otherwise, one of many articles of the same kind, which have the disadvantage of being bulk goods. To make myself clear, let me tell the experience of one of our customers who told me he had been selling his goods in packages for a long time, and through the increased cost of cartons, thought he would try and sell them again in bulk, which he did, but his experience was that his sales fell off nearly 50 per cent in six months. He is now convinced more than ever that packages pay.

When placing on the market a package, many details must be taken into consideration, art, design, size, shape, strength, color, simplicity, and to whom it is going to appeal—men or women. To look at packages from their wide application, makes them something more than so much cardboard, to try and incorporate into them the possibilities of design, advertising and selling powers, makes an unlimited field for development.

Probably this in one side to which we have given very little thought,—but if we stop to think for a moment, we see here a splendid opportunity of telling the public the merits of the goods that are enclosed, in a few sentences to tell the prospective buyer the story of the enclosed product, and, as a rule, it can be done in a short, concise way, that the buyer can read at a glance, and will leave a lasting impression.

This is one point that has been given a good deal of consideration, during the recent past. I think it

*Portion of a paper read by Mr. Lawrason before the Toronto, Ont., Carton Club.

Collier's

THE NATIONAL WEEKLY

5¢ a copy

American Radiator Company and Collier's

The American Radiator Company has used more space in Collier's than in any other general publication.

The new product of the American Radiator Company, the New Ideal Type "A" Heat Machine announced in Collier's for September 18, frees new livable space in the modern home. It is an important innovation.

Read Collier's

is one of the most important subjects that has to be considered, and the very best thought of this organization should be given to its working out. We find that the paper box will become more useful, and will become a better paying proposition than it has been in the past, through eliminating what may be a good deal of duplication and waste. Another thought comes to my mind: if ever the time comes when the present rush of business eases off, we should keep in mind the all-around advantages of the package to the prospective customer to create new business.

I believe it would be well for the Toronto Carton Club to keep in mind some way of keeping the industry before the public, in an effective and practical way, by exhibits of finished products, actual operations of the goods being manufactured, which would have a fascinating and educative value for the public.

Allow me to ask again: is there any industry that has greater possibilities of future expansion, that has more power to draw upon the very best there is in us, and by its continued development and expansion to be of real service to the world of business, and by keeping the higher ideals ever before our minds, to contribute to the convenience and betterment of the human race?

Starts Agency in Greenville, S. C.

Capt. N. C. Remsen, who has been advertising manager of the Greenville, S. C., *Daily News* since his return from France, has resigned and will open an advertising agency in Greenville, to be known as the Remsen Advertising Agency.

Cigarette Exports Gain

Exports of cigarettes in June were 1,718,026,000, a gain of 93 per cent over June, 1919. For the twelve months ended with June, cigarette exports amounted to 17,547,371,000, 28 per cent above preceding twelve months and 92 per cent above two years ago. Cigar and cheroot exports in June were 40,325,000, a decrease of 47 per cent from June, 1919.

Mrs. Oakley With Pennsylvania Hotel

Mrs. Grace C. Oakley, New York, is now assistant to the advertising manager of the Pennsylvania Hotel. Mrs. Oakley is identified with the Women's Advertising League.

Colver Quits Trade Commission

W. B. Colver of the Federal Trade Commission has notified President Wilson that he does not wish his name considered for reappointment to the commission at the expiration of his term, September 25. In his letter to the President, Colver said he desired to engage in private business.

Walter F. Zimmer Co. Changes Name

The advertising agency known as the Walter F. Zimmer Company, Detroit, on September 1, changed its name to Zimmer-Thien, Inc. Walter F. Zimmer is president and treasurer, Robert R. Thien is vice-president and Kenneth H. MacQueen, secretary.

Besides the former accounts of the Walter F. Zimmer Company, the new firm is now handling the advertising of L. A. Young Industries, Detroit; Crosby Products Company, Wyandotte, Mich.; Hayes Mfg. Co., Detroit, and C. A. S. Engineering Co., also of Detroit.

United Cigar Sales Increase 30 Percent

Sales of the United Cigar Stores Co. of America in August were \$6,508,036, an increase of \$1,410,655, or 27 per cent over August last year. Sales for the eight months were \$40,762,374, an increase of \$11,608,229, or 30 per cent.

German Publisher Dies

Rudolph Mosse, well known as a publisher, died at Berlin, Germany, late last week. He was publisher of the *Berliner Tageblatt*, the *Berliner Volks-Zeitung* and the *Morgen Zeitung*.

Hartford Parts Sales \$851,585

For the six months ended June 30, 1920, net sales of the Hartford Automotive Parts Co., Hartford, Conn., were \$851,585, an increase of \$257,407 over those of the corresponding period of 1919.

Lott Candy Sales Up

Lott, Inc., reports sales for three months ended June 30 last of \$1,724,323 compared with \$1,286,705 in the corresponding period of 1919.

New Alumni Magazine

The New York University *Alumnus*, the first regular monthly alumni magazine of New York University, will make its appearance in October. The first issue will contain sixty-four pages and will be edited by Dr. Charles S. Benedict. Bernard Lichtenberg, secretary of the General Alumni Association, will be business manager.

Callahan and Kingston Join W. W. Sharpe & Co.

George J. Callahan and Frank W. Kingston, both formerly identified with the New York *Herald* and New York *Tribune*, on September 27, will join the executive staff of W. W. Sharpe & Co., New York advertising agency.

Indianapolis Club Appoints Manager

The Indianapolis Advertising Club has appointed Edward W. Hunter, formerly of the advertising staff of the Indiana *Daily Times*, Indianapolis, its business manager. The club is planning to have advertising displays each week, an advertising school and to send speakers out to organize clubs in other cities.

Nation's Drink Bill \$2,000,000,000

The Nation's drink bill foots up a cost of \$1,578,650,000 for alcoholic stimulants, as the annual average for three years. The total drink bill for all beverages in 1919 was \$2,108,270,583, against \$1,745,283,141 in 1918 and \$1,085,031,552 in 1917. The trend of the National habit, says the *American Grocer*, continues toward a more liberal use of mild stimulants, greatly enlarged use of mineral waters and so-called soft drinks.

French Language Publishers Meet

Merchandising service and cooperation with the national advertisers were among the chief topics of discussion at the annual convention of the Associated French Language Newspapers of New England held at Fall River, Mass., on Monday and Tuesday, August 30 and 31. William M. Hewitt, of the William M. Hewitt Company of New York, national advertising representative of the association, attended the convention and addressed the delegates.

The convention closed with a banquet given by *L'Indépendant* of Fall River, the publication of Jean B. Paradis, president of the association and host to the convention, at Riverside Inn, Portsmouth, on the evening of the 31st. Mayor James H. Kay of Fall River welcomed the delegates to his city.

The annual election resulted in the reelection of all officers for the coming year. Officers and directors are: Jean B. Paradis, of *L'Indépendant*, Fall River, Mass., president; Philippe Boucher, *La Tribune*, Woonsocket, R. I., vice president; Ernest A. Bourinot, *L'Avenir National*, Manchester, N. H., secretary-treasurer; and (with the foregoing officers) J. A. Desaulniers, *L'Indépendant*, New Bedford, Mass., and J. E. Bernier, *L'Avenir National*, Manchester, N. H., directors. All members of the Associated French Language Newspapers of New England are also members of the Audit Bureau of Circulations, such membership being made compulsory by the constitution.

Claude Miller Joins Hoyt's Service

Claude H. Miller, formerly special writer for Doubleday Page & Co., on *Country Life* and *World's Work* and, more recently editor-in-chief for Thomas A. Edison in charge of Edison house organs and publicity, has joined the staff of Hoyt's Service, Inc., advertising agency, as a member of the copy department.

American Tobacco Sales Doubled

Apparently the dissolution nine years ago of the Tobacco "Trust" acted as a tonic to the American Tobacco Company, says the *Business Digest and Investment Weekly*, for its business has shown a tremendous growth since then. In 1912 sales were \$67,950,257; in 1919 they were \$1,462,233,730, an increase of over 114 per cent, and this year they will probably be over \$150,000,000.

Made Tillotson Sales Engineer

C. W. McKinley, lately identified with the Willys-Overland Co., has been appointed sales engineer of the Tillotson Manufacturing Co., Toledo, Ohio.

Dunn Lectures on Salesmanship

A course in bond salesmanship will be given in the Wall Street division of New York University School of Commerce, beginning the first week in October, by Arthur Dunn, author of "Scientific Selling and Advertising," and "The New World."

Pease & Elliman Account With World Wide Agency

The advertising account of Pease & Elliman, New York real estate concern, has been secured by the World Wide Advertising Corporation, New York. Newspapers and magazines will be used.

Farmers Want More Illustrations

Should Be Full of Real Life, Too. Such As the Camera Alone Can Produce, Says This Observer

By A FARM PAPER CRITIC

NOTHING, not even an affidavit," observed my friend, Will Ladner, "will sell a fish story so quickly as a picture of the fish. The feeling is that pictures are real life things, exact, truthful and the feeling is universal.

"That is why, in my opinion, pictures should be used more in advertisements, especially in farm paper advertisements. Many times I have found a copy-writer will fling language right and left, striving for an effect he doesn't get, when all that is needed is a good, newsy picture, a few lines suggested by it, and the address of the firm. Words can't take the place of a picture. The right sort of a picture, in addition to catching attention, acts naturally as a topic for the word matter, guaranteeing specific, interesting copy, and leading the reader, caught by the picture, naturally on.

"If a Goliath tractor should arrive in this neighborhood, and start plowing in neighbor Jones' field, every farmer hereabouts who heard of it, and who could, without a bit of advertising or persuasion, would rush to the Jones field to see the tractor operate. No farmer would require urging. And having watched the tractor do its stunts, nobody would feel he had been swindled out of his time.

MULTIPLYING SPACE VALUE

"A picture—good, of course, and selected with some skill—occupies the same unique position in a farm paper advertisement that a Goliath tractor, demonstrating, would in Jones' field. We haven't the feeling about it that we are giving time to a manufacturer trying to sell us something. Instead, we are seeing real life stuff—mighty appealing, with the inimitable tang of actuality in it.

"Then there is another side to the matter. I think we all should realize that the size of an advertisement is not necessarily measured by inches. A news story isn't. The advertisement is as big, judged by power, as the advertiser makes it, regardless of the space occupied. And pictures have a wonderful way of multiplying space value, not merely because they tell a great deal in little space, but because they make the advertisement stand out from others.

"Can advertisers serve up too many photographs to farmers? I doubt it, so long as they use some skill in selection. The growth of the moving pictures I think, is a valuable commentary on the appetite of the general public for pictures.

"If I have been talking facts, and I suggest that all my points can be verified, then we might logically expect general use of pictures in farm paper advertising columns. We would expect them to be the rule, rather than the exception. But they aren't the rule. Sketches rather than real pictures are the rule—and sketches at best focus an advertisement at a distance from real life. Come, let's look at this week's farm papers, and see what we find along this line."

So we tackled Will's current receipts of farm papers. We searched long and hard, through Eastern papers, Pacific Coast papers, Middle West papers, Canadian papers.

As Will had intimated, we found these periodicals flooded with adver-

tisement sketches, machine-like things done to a formula, dead sketches for the most part.

WHEN THE PHOTOGRAPH IS IMPRACTICAL

As attention-getters, these sketch-ed pictures of tractors, silos, haying machinery, incubators, peopled by masculine dummies, were plain duds. They couldn't even be expected to snatch interest, because they weren't even loaded. As index-tabs, indicating what the subject matter of the advertisement was about, they possibly had some value.

We dug deep into this subject in discussion, and some real reasons suggested themselves why the done-to-a-formula sketch shouldn't appeal, doesn't, is out of tune with conditions. In the newspapers and magazines, we find sketches illustrating fictional story material. Where do we find photos? Illustrating news material—fact.

From association we logically tend to associate the sketch with the unreality of fiction. Even in fiction, except when the work of genuine artists, many Americans are reconciled to the sketch only because there are reasons which make the photograph impractical. The reader always has appreciated the fact that it is difficult to photograph fictional characters. At that, we note a definite tendency to employ moving picture companies to obtain real photographs for fiction.

What sane newspaper editor would attempt to illustrate his real life, fact, news stories with sketches when photos could be obtained? Then why illustrate real-life facts, news advertisements, aimed to sell real articles made by living men, with inadequate sketches, when photographs can be obtained?

"You know what a vogue Jim Talkso's advertising method has had," said my friend. "A real life picture of Jim, and an 'I' advertising message addressed to his farmer friends. What countless millions in merchandise have been sold by that type of advertisement! The man-to-man style unquestionably helps to pull enquiries and sell goods. But consult Jim Talkso's face, and you will agree with me that its sales value in itself doesn't look very great. Jim's physiognomy isn't even prepossessing.

"In fairness, I think a lot of credit

Farms and Incomes

"The average income of the farm families is \$3,434 while the average income of all families in the United States is \$1,494," says an advertisement of the farm market. These figures look a little doubtful as, at that rate, except for the farmers and the millionaires, nobody has any income. Presumably the rendering should be \$1,494 for each non-agricultural family in the United States. Notwithstanding any error in stating it, however, the possibilities of the rural buying power in America are almost inconceivable, and advertisers are more than ever learning to take advantage of them.

Triples Garden Yields

To get the maximum a third of the labor, time and attention is saved, and your child can help you. This is the Skinner System of Irrigation for every place and purpose.

Send for the booklet

The Skinner Irrigation Co.

229 Water Street Dayton, Ohio

SKINNER SYSTEM OF IRRIGATION

This illustration catches the eye, strikes a familiar note and wins inquiries.

should be given to the mere photograph. The photograph—nearly any face would have done—stamped the advertisement as genuine and real."

Poring over those farm papers, we came across one tractor company which used photographs tellingly. It was the Minneapolis Steel & Machinery Company, selling the Twin City. It was a page showing seven snapshots of the Twin City caught in actual farm work of seven different kinds, from plowing land to running a threshing machine. The subject matter developed some of the superior technical features of this make. The advertisement carried a list of branches and distributors. At the top of the page was a panorama of the immense Twin City plant.

SOME SPECIFIC CASES

In making an advertisement strike home to a definite class of prospects, the wheat farmers of Washington, the Eldridge-Buick Company of Seattle and Spokane used a large photo of a GMC truck hauling grain in the field from the Hickman Ranches, Colfax. The advertisement was addressed "Wheat Farmers of Washington," and particulars of the special hauling job, involving many thousands of bushels, were given, including one portion of the work which a GMC truck did in 12 days, though a 4-horse team would have taken 88 days to do it.

We found two advertisements of the "telling photo" kind in fertilizers

One was in a magazine devoted to the potato industry. The American Agricultural Chemical Company used a half page to show a record potato crop at Presque Isle, Me., in famous Aroostook, 551 bushels grown on one acre, A. A. C. fertilizer being used. In word advertising this essentially news information was supplemented by a bare statement of the offices where particulars concerning A. A. C. agencies and prices could be obtained.

A second advertisement, in an Ontario, Canada, farm paper, was of the Cross Fertilizer Co., Ltd., Sydney, Nova Scotia. It was a photograph of a field of wheat which the company's product had saved. Below the photo appeared a customer's letter describing in exact detail this farm crop adventure, full of news interest for any farmer.

The advertisement of the American Hampshire Record Association, organized to promote Hampshire pigs, was a crack-a-jack. It was just a photo of a star bunch of rooters, the lot which won the 1918 championship at Chicago, taken as they contentedly hunted for food in a pen. No farmer who read that farm paper passed that advertisement without a start of interest, followed by concentrated attention. In many cases, it's a sure thing, the advertisement was saved and shown to neighbors.

The word matter of the advertisement told in plain language what the

pigs were, and where detailed information about the breed could be obtained.

ART AND "REAL LIFE" IN ONE

As a genuine attention-getter, the advertisement of the Skinner Irrigation Co. was pretty close to the Hampshire pigs. This Skinner photo-made advertisement would attract any reader. It was just the photograph of an attractive child operating a Skinner system in a pretty garden, the water spraying in a beautiful curve from the elevated pipeline. The short word-message invited a request for an explanatory booklet about the Skinner method, which "triples garden yields."

"Farm paper advertisers," resumed Will Ladner, "ought to say it with photos. Why don't they? Why do they ask a weary commercial artist to attempt what a camera can do a thousand times better? The camera is the obvious instrument. Why is it ignored?"

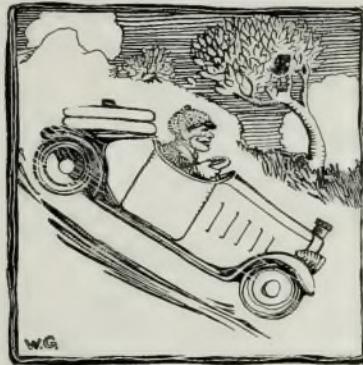
"Important principles are usually simple ones. Sometimes, I think the photo-made advertisement is not used because it is so easy. Pick a good photo, combine it with some actual experience stuff bearing on it, sometimes in the customers' own words, and you have a first-class advertisement, the kind in a majority of cases which will go home. In the farm papers to one of that kind there are a hundred of the others. The worse thing about the latter is that they look and taste like advertisements. The best thing about the photo-illustrated advertisement is that it doesn't."

"I'll hazard a prediction. We are going to have an upheaval in farm paper advertisement writing methods. In the evolution of the advertisement for farmers, the photographer is going to be the star performer, not the commercial artist of even high calibre. The farmer is a business man. He knows more about buying and selling, from actual experience, than nineteen out of twenty city consumers. And like most business men, he wants fact stuff. The newsy word message will help a lot. But there is something even newswier than news. It is photos!"

"Feed the farmer photos. And put all the art into them you like. Because the photo is a real, brass-tacks' affair, doesn't prevent it being highly artistic. Haven't our Eastman friends demonstrated that about as conclusively as anything can be demonstrated, in their own advertisements?"

A Six Cylinder Parable

THREE once was an Automobile Driver who used all Six Cylinders going Down Grade, but when he came to a Hill he took the wires off two Spark Plugs and tried to negotiate the hill on Four Cylinders. You will agree that he was a Pretty Foolish Driver.



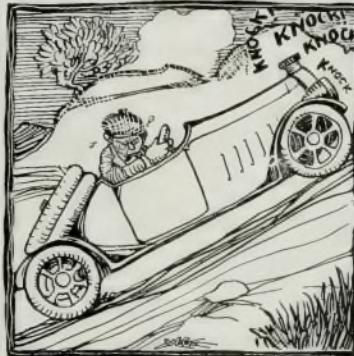
Going down hill he Used all Six Cylinders.

Yet a Lot of automobile advertisers and other advertisers are Just Like Him. Last fall and winter when they couldn't supply their Customers' Demands (the Going was Good) they advertised on a very Large Scale (used Six Cylinders). Now that they have Struck the Upgrade, quite a Few of them are Deliberately getting out and taking the Wires off two of their Spark Plugs. Just like the Grocer who Pulled Down the Curtains in his store because his groceries Weren't Selling.

Another automobile company Took

an Opposite View. They ran on Six Cylinders in good times; now they are running on Six and Giving her a lot of Extra Gas. When others are Dropping Out they are going Strong. Here's what they say:

"With summer coming on and the market slowing up we've started advertising big. We are running more and larger copy than we used last winter. Our business is brisk. We sold more cars in August than in June."



When he struck the Upgrade he deliberately took the Wires off two Spark Plugs.

A lot of Pessimists say we are in for a business depression This Winter. Those who Discharge their Best Salesmen doubtless will find business slow. But think—how much Better it would be for Everyone to keep On His Toes and when business shows Signs of Slowing Down, step on the Gas, keep Hitting on All Six—and take the Hill on High!

MORAL:—The purpose of Advertising is to Sell Goods and the time to Push Advertising is when Sales Don't Come Easy.

The Business Manager,
NEW YORK EVENING POST

Facts and Figures Convince the Farmer

What the Officials of the Wisconsin Live Stock Association Learned in Selling the Farmer a New Idea

By W. T. COMSTOCK

IDON'T believe our advertising gets across," said the tractor salesman. "There are thousands of farmers right here in this county who haven't been educated to the power farming idea. But our advertising is gripping and full of life."

And that was just the trouble. It was gripping, vivid, or even trenchant. And yet it wasn't selling tractors. Since there are thousands of other manufacturers who are advertising to farmers, the successful experience of the Wisconsin Live Stock Association in selling them a new idea may be interesting.

To begin with we'll have to assume that you have a vivid imagination. If you have, it will be easy to make you see how a clever idea or brilliant offer may never interest Mr. Farmer.

Now suppose you have a tractor to distribute.

Suppose it is better than any other on the market. And suppose you go out to put on a trial campaign in a county that you consider typical of your market.

SELLING A "GOOD IDEA"

You want to get your tractor on 100 of the best farms in that community and to do so you send circulars to that number of farmers and make them such an offer as this, even though it seems ridiculous:

"Will you accept a John Doe tractor? There will be no obligation whatever on your part. We merely want too get them on the market. You surely have heard what the John Doe can do; we want to prove it to thousands of others. You will make your first payment only after you have found that the John Doe more than pays its way."

Naturally you would expect almost 100 per cent returns on such an offer. But suppose you got only one answer. You'd say the farmer is impossible, or words to that effect. Wouldn't you?

It all sounds like fiction, of course, and yet it is very similar to the experience of the Wisconsin Live Stock Association when it opened "The Wisconsin Pure Bred Sire Campaign." In spite of this, however, the association sold the farmers of Wisconsin a great idea. And the methods that were used

might well be adopted by every manufacturer who has a good product to market to farmers.

The trial effort in this campaign was made in Fond du Lac County, Wisconsin, in February, 1918. D. S. Bullock, the association's field agent, first enlisted the support of the local pure bred stock associations. These organizations were so enthusiastic over the movement that they offered to exchange pure bred bull calves for scrub sires. Then circulars making this offer were sent to 1,100 farmers of that county, and four took enough interest to answer these letters.

The campaign, nevertheless, continued. Enough farmers were finally interested to warrant a meeting, and then Mr. Bullock got under their skins with good dollars and cents arguments. The trial campaign finally proved to be such a success that plans for the first state wide pure bred sire campaign in the United States were made and the campaign launched a little less than a year later.

This is the sort of argument that Mr. Bullock used at these first meetings. Perhaps our machinery distributors could sell goods with such copy:

A smashing effect was made with such a chart as this at the opening of the meeting:

RESULTS OF A SURVEY OF 673 FARMS

124 used pure bred sires at the heads of their herds

Average Cash Profit	\$1,102
---------------------	---------

366 used grade sires at the heads of their herds

Average Cash Profit	\$734
---------------------	-------

83 used scrub sires

I. O. U. Dead Loss	\$234
--------------------	-------

This caught the farmers attention and put them in a receptive mood. And this is the reason why argument that followed:

"Now suppose you have 10 common scrub cows. You can't expect to get more than 4,000 pounds of milk or 160 pounds of butter fat per cow per year. Now then put a pure bred bull with that herd. In two years you should have 20 half blood calves, and we'll say that 10 are heifers.

"Now wouldn't it be a low estimate to say that these grades will produce over 1000 pounds more milk per year, and 40 pounds more butter fat? Yet even at that a pure bred bull would add \$20 profit a year per head, or \$200 profit on your herd per year."

"At this rate your pure bred bull should add \$1200 in profit in his six year life. Now let's add to this the increased selling value of your herd. We'll make a low estimate, say \$30 per head, although you know that the law of averages would make it higher. This would total \$1,500 profit from a single bull."

THE TELLING STROKE

That is the argument that sold the farmers.

And what is to prevent the manufacturer from applying the same method in his own sales efforts? If he has a commodity which will mean more dollars profit to the farmer, why not use this same sort of copy in his advertising? Perhaps our tractor manufacturer might get results with such copy as this:

"Suppose you have three teams on your farm. Now you'll admit that a John Doe light tractor will do the work of two teams. What does it cost to keep two teams? Averages show: \$— for feed, \$— for harness; \$— for stable; \$— for interest on the investment; and \$— for risk in loss of life."

"The average life of a John Doe tractor is 8 years, but we'll reduce this to 5 years to be sure. The initial cost of a John Doe would be \$—. The upkeep determined from an average of 100 acre farms would be \$—; depreciation and interest on the investment \$—."

"Then in ten years this tractor would cost you \$—. In the same time two teams could cost \$—."

MACHINERY FOR A SURVEY

The farmer couldn't get away from such figures—that is if they looked reasonable and were based upon a careful survey. They would educate him, or sell him the new idea. This sort of copy can be used by the distributor of any machinery which means a saving or greater profit to the farmer. For no farmer can neglect this greatest appeal, namely that of dollars and cents.

After a careful market investigation and complete organization of the state, the pure bred sire campaign was begun in earnest in January 1919. The machinery created or rather discovered in this survey is now at the disposal of every manufacturer in the country.

County agents, editors, county superintendents of schools and teachers, farmers' organizations, and bankers—these were the persons upon whom the association depended for most of its support. Committees were formed headed by such persons who thus became the dealers of the pure bred sire idea.

To these county committees and all workers in the campaign a little house organ was sent entitled, "Boost Better Bulls." This little publication does not differ greatly from any manufacturer's house organ. Its purpose is to inspire and instruct committee members. It tells the workers how to arrange county fair exhibits, when and where to get good blooded sires at reasonable prices, and what some other committees of the state are doing.

The county agent, naturally, was found to be the most effective and active unit in the entire sales organization. And national distributors might also find him valuable in selling their products.

The county agent, however, must never advocate the introduction of a specific commodity to the disadvantage of others. If he does so, his influence in his community will soon be lost. The county agent, by the way, is usually a representative of the state college of agriculture placed in the community to educate the farmer to more up-to-date methods of farming.

Educational material he always finds acceptable so long as that material does not refer too pointedly to the manufacturer.

WINNING THE COUNTY AGENT

Almost any county agent, for example, will respond to such a letter as this:

"Our interests are identical, to educate the farmer to more up-to-date methods. We feel that our product has certain merit, that its general use will mean better farms.

"Therefore, we are sending you a series of posters and booklets on tractor farming (or any similar, educational material) for which you may find some use at community fairs, and other similar gatherings. The only reference to ourselves is to be found at the bottoms of these posters in small type: 'These posters furnished at the courtesy of the John Doe Tractor Co.'"

The county agent would take an interest. He would work with you to create demand by education, one of the great problems of the man who is trying to sell to farmers. This influence should not be overlooked.

After his support has once been secured, it will be possible to conduct an investigation of the terri-

tory through him. He would willingly tell whether or not his community is adapted to the general use of four-wheel or caterpillar tractors. Or what sort of fertilizer the land in his county needs. He might also give the manufacturer much information as to distribution in the county; that is, what dealers are best fitted to market his product.

Rural school systems might also be used by national distributors as sources for information. They were used as agencies for the distribution of literature and the collection of census information by the live stock

association.

On the walls of the office of any wide awake county school superintendent charts can be found showing the number of silos in the county, the number of model barns, and the location of truck and tractor owners. Wouldn't some of this information mean much to our tractor distributor? The more he knows about the market the more directly he can shoot with his advertising.

After the organization of the campaign, figures based upon surveys and reports of cow testing associations were compiled, and their

A Circulation Is No Larger Than Its Value Is to You

If you are in possession of some commodity for which you have no real use, your first thought is to sell it to the best advantage.

In order best to do this you go over in your mind your list of acquaintances and their possibilities as buyers.

Mentally you eliminate Jones—because he cannot afford it; Brown—because he would not appreciate it; Smith—because he could neither afford nor appreciate it, and so on down the line.

Then to those whom your good judgment tells you are selling possibilities you tell your story.

In other words, you use your selling strength on your known possibilities and eliminate the known wastage.

A successful merchant conducts his selling plan in the same manner, the difference being in the size of the proposition.

The personal acquaintance being an impossibility on account of the magnitude of the proposition involved, and selling, as he must, through the printed word, his sole method of judging the readers of the various media is by the tone of the various media.

Given a newspaper that is freakish, sensational in its news features, careless in the advertising it publishes, and it is not difficult to visualize its readers. Such newspapers cannot obtain and hold the respect of the better-class reader.

Given a newspaper that is sane, whose editorial policy makes an appeal to people of intelligence and whose advertising columns are as clean as are its news columns and you instinctively know that this paper is bound to attract and hold the intelligent and better-class reader.

For your advertising, which newspaper makes the greatest appeal? Which will bring you the greatest results?

"You cannot make a silk purse out of a sow's ear." By the same token you cannot make customers out of people who have neither the intelligence to appreciate your offerings nor the ability to purchase them.

As we said in the beginning of this advertisement, "a circulation is no larger than its value is to you."

The majority of the people of Chicago and vicinity who have both appreciation of better-class goods and the ability to buy them are readers of

The Chicago Evening Post
One of the Shaffer Group of Newspapers

Eastern Representative:
Kelly-Smith Co., Marbridge Building, New York.

Western Representative:
John Glass, Peoples Gas Building, Chicago.

Mr. Bullock was able to go before the farmers with absolute testimonials. The following is typical of these later arguments:

"Here is the report of the Amherst Nelsonville cow testing association, right over here in your neighboring county. They found that the difference in favor of herds headed by pure bred bulls was 1,341 pounds of milk and 80 pounds of butter fat per year.

"At 70 cents per pound for butter fat, that meant an addition in profit of \$56 per cow per year.

"But let's be conservative. Let's suppose that a pure bred sire at the head of your herd will mean only an addition of 40 pounds of butter fat per cow after two years. On your herd of 10 cows that will make \$280 more profit per year. Can you afford to keep that scrub at the head of your herd?"

After the facts had been secured, Mr. Bullock always used testimonials in both his circulars and speeches.

"The farmer is a purchasing agent for a business," he says. "He's hard to convince, but when you get down to his own terms, and talk dollars and cents to him, he can be sold.

"It's a good idea to maintain an obvious restraint in your claims. Let him lay down your ad with the conviction that the article you are selling will mean more to him in profit than the ad claims.

"Above all the farmer is ravenous for cold, bare facts and figures. The hurrah with brilliant writing will never convince him. He has too much time to think it over when he's out riding a mower or doing the chores. Just give him the facts in a restrained conservative way and he'll believe your ad.

Mr. Bullock can speak as an authority on convincing the farmer. His pure bred sire campaign has been such a success that the U. S. Department of Agriculture is now urging other states to take up a similar movement. To-day approximately 4,000 pure bred bulls are heading Wisconsin herds which were formerly led by scrub sires.

The conduct of the campaign shows that the farmer is hard to sell, but that testimonial advertising and reason why, restrained copy will land him. He is a purchasing agent, not always ready to take up new ideas until he can be shown that their adoption will mean greater profit.

William T. Belding Dies

William T. Belding, head of an advertising business in New York, and forty years connected with the New York office of the Cassell Publishing Company of London, died on Wednesday of last week at his home in East Orange, N. J., in his sixty-second year.

Curtis Publishing Co. Moves New York Offices

The Curtis Publishing Company has moved its New York offices from 1 Madison Avenue to 366 Madison Avenue

Kress Sales for August

For August, S. H. Kress & Co. reports sales of \$2,227,166, an increase of \$470,430 over August, 1920. For the eight months sales totaled \$17,136,827, a \$3,160,753 increase over last year.

Case Plow Sales

The J. I. Case Plow Works Co. for the year ended June 30, 1920, reports net sales of \$11,006,882, net profits after Federal taxes \$673,365 and surplus \$305,845.

Triangle Service Started

Triangle Service has been incorporated in New York with a capital of \$25,000 to engage in advertising. S. C. Blumenthal, A. J. Rubin and A. Werner, 51 Chambers Street, are the incorporators.

New Beech-Nut Advertising Head

Stanton Van Wie has been appointed advertising manager of the Beech-Nut Packing Company, Canajoharie, N. Y. Mr. Van Wie succeeds C. Edward Morris.

Publishing Firm Leases Building

The Croatian Publishing Company, New York, has leased the building at 209-211 West 33d street, and will occupy it as soon as extensive alterations are made.



The **ALL FICTION FIELD**

COMPRISING

Adventure

Detective Story

Smith's

Ainslee's

People's

The Popular

Argosy-All Story

Short Stories

Top-Notch

Giellerup Joins George Batten Co.

S. H. Giellerup on September 15, resigned as advertising manager of the Standard Kid Mtg. Co., producers of Vode Kid in Boston, Mass., to join the George Batten Company of New York.

Lyon Association Started

Lyon Association has been incorporated in New York with a capital of \$12,000 to engage in advertising and publishing. H. Wagner, R. D. Slawter, and J. B. Lyon, Times Building, are the organizers.

Stanley E. Gunnison Locates

Stanley E. Gunnison, Inc., advertising agency, is now located at 30 Church Street, New York. Former quarters were at 26 West 44th Street.

"Mining and Scientific Press" in New Quarters

The New York office of the *Mining and Scientific Press*, published by the Dewey Publishing Co., San Francisco, has been moved from the Woolworth Building to Room 1,100, 31 Nassau St.

Two New Paper Mills

The Northern Peshigo Pulp Co., a new concern at Marinette, Mich., will erect a \$1,000,000 paper plant at Lakewood, Mich., and it is planned to have the plant producing newsprint and other lines of paper in a record time.

The Oconto Service Company has purchased the Caulder holdings near High Falls, Mich., and will erect a paper pulp and sulphite mill at an estimated cost of \$1,000,000.

Silberstein Expands Agency

Alfred J. Silberstein, advertising, has moved its offices to larger quarters on the second floor of the Astor Court Building, New York. This agency has recently secured the advertising account of Epstein-Chas. Douglas Co., clothing manufacturers, making National Students' Clothes, of Rochester and New York; also the accounts of the Master Shirt & Blouse Co., Philadelphia, boys' shirts and blouses, and the Peckett Headwear Co., New York.

Crex Carpet Has Record Year

The Crex Carpet Company reports for the fiscal year ended June 30, net earnings, after depreciation, Federal taxes and charges, of \$447,043, the largest in the history of the company.

New Accounts for Scott & Scott

Among the new accounts secured by Scott & Scott, Inc., of New York, are Welier's Tea Company, Brooklyn, N. Y.; Boardman & Cross, New York, importers of linen novelties; the Calhoun Watch Company, New York, manufacturers of watches and jewelry.

G-E Sales \$300,000,000 a Year

Sales of the General Electric Company for the first five months of this year were at the annual rate of \$255,000,000. At present they are at the rate of \$300,000,000 a year.

New Agency for Wheeling

Edward A. Arkle, a newspaperman of Wheeling, West Va., has organized an agency in that city to be known as the Wheeling News and Advertising Bureau. Besides handling advertising business it will operate a clipping bureau and news service.

Sales Manager Enters "Movies"

H. W. Traver, general sales manager for F. G. Smith, Inc., New York piano concern, has resigned his position to leave for Detroit, where he will be associated with the United Artists, organized by Mary Pickford, Douglas Fairbanks and other motion picture stars. Mr. Traver, formerly for five years was vice-president of the Autopiano Co.

Making Up Vitagraph Lists

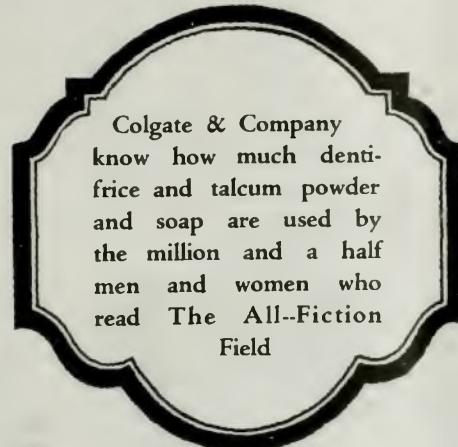
The H. E. Lesan Advertising Agency is placing orders in a large list of newspapers for the Vitagraph, Inc., producers of motion pictures.

Advertising Club Started in Madison

Madison, Wisconsin, has started an Advertising Club, with about 35 members—buyers and sellers of advertising. Edward Shmitz, of the Hub, was elected president, C. W. Haswell, vice-president, H. B. Dyer, treasurer, and Arthur Hedquist, secretary. The club will be affiliated with the Associated Advertising Clubs of the World.

Three Billion Dollars Around Loose

There are just \$3,000,000,000 in loose circulation in America today, according to the estimate of William H. Hutt, acting governor of the Philadelphia Federal Reserve Bank. In other words, there are three billion in cash not deposited in orthodox banks, but carried in silk stockings, old wallets, or hidden in the mattress or under the fireplace.



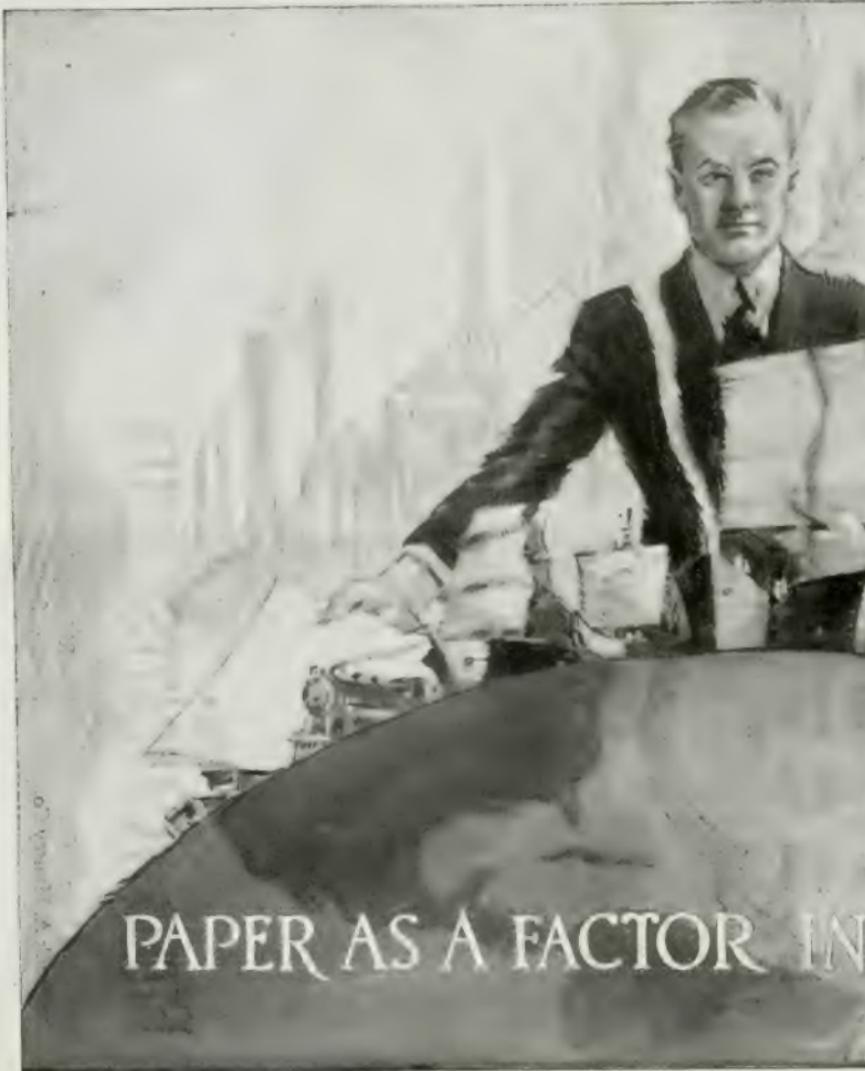
The FIELD OF GREATEST YIELD

PUBLISHED BY

Doubleday, Page & Co.
The Frank A. Munsey Co.

The Ridgway Company
Street & Smith Corporation

MEMBERS A. B. C.



PAPER AS A FACTOR IN

The Tribes of the Himalaya Mountains Never Destroy a Picture

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

White is the mourning color of China

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

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

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

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

Research Laboratories

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

FOREIGN TRADE

Texas, the Latent Empire State, Where the Dawn's Coming Up "Like Thunder"

Some Facts and Figures as to Texas Resources
and Sales Possibilities that Will Interest Mer-
chandisers Entering the Southwestern Market

By STUART McGREGOR

Texas Chamber of Commerce

TEXAS is the "Latent Empire State" of the Union. A new—but true—way to put it. Texas, fifth in population, has more producers of raw material than any other state; she has more arable land lying idle; she has the longest border abutting upon foreign territory; she has the third longest coastline. The day will come when Texas will have three times the raw material producers of any other state.

Texas' agricultural products sold for more than one billion dollars last year, leading the states. Still it is not the great production of today that the student of this state should consider, but rather the almost unlimited possibilities for tomorrow lying in Texas' 75,000,000 acres of tillable, idle land. Within the borders of the state are 168,000,000 acres, of which more than 110,000,000 can be considered from fair to first-class farming land. At present only about 27,000,000 acres are actually under the plow.

DEVELOPED UNDER HANDICAPS

No one will deny that Texas has developed rapidly but Texas has developed under two great handicaps, her geographical location, and the fact that her variety of soils and climatic conditions baffled the cotton farmers who constituted the greater part of the early settlers on Texas lands.

Geographically, Texas is situated in the Southwest corner of that North Temperate Zone band which comprises the civilized world. She was the farthest removed of all the great western states, and had the additional handicap of being open to the westbound tide of development only along her comparatively short eastern and northeastern boundaries. The Sabine and the Red rivers were remote from the average prospective settler from "the States," but even after he reached these rivers he was still 600 miles distant from the Lower Rio Grande valley. Is it a wonder that this garden spot was slow in developing?

But the baffling problem presented to the cotton farmer by Texas'

What Texas Offers

*R*EALIZING, perhaps as clearly as does the Texas Chamber of Commerce, the richness of the Texas market, and quite as eager to serve Texas, on the one hand, and the manufacturers and distributors of the country on the other, ADVERTISING & SELLING has asked Mr. McGregor to write for this issue the market story of Texas.

Texas with its great plains and far horizons fascinated the pioneer of yesterday; fascinates the tourist of to-day. This fascination does not fade when the keen business man comes to examine its resources and sales possibilities. It is with these features that Mr. McGregor has dealt shedding new light on the horizons of the Southwest.

THE EDITOR

varied climate has been the state's greatest drawback. For the average settler went to Texas with the intention of growing cotton—all he knew how to grow. They had hard luck at first in the low lying coast country, in the high chilly plains country, and in the valley of the Rio Grande. But since those days they have learned how to make fortunes on the coastal rice farms; the railroads could not haul the cabbage and truck from the Rio Grande Valley last year; and many farmers of the Panhandle plains cleared the prides of their farms on this year's wheat crop. Even in the great cotton belt in the center of the state, farmers have largely turned their attention from cotton to hogs, horses, dairy-ing, garden truck and feed crops. Since 1914, the cotton production of the state has gone on a downward curve from 4½ million to barely 3 million bales, while production of grain, maize, truck and dairy products has doubled, tripled and quadrupled.

TEXAS "FUELING HER OATS"

Outside of these two handicaps, a state as big as Texas has many other problems of coordination. For example, there is today a great area in the Rio Grande Valley into which no railroad has built because there is too little grown to warrant the construction of a line. This looks very logical until one discovers the failure of land owners to grow garden truck

is due only to the fact that these counties are not served by a railroad. The time will soon come when the railroad will be built and Texas will have another garden spot in the place of a sparsely settled cattle country.

Yes, Texas is gradually learning the old Greek proverb: "Know Thyself." She is learning that she has an area as large as South Carolina upon which more than fifty inches of rain falls annually, and an equally large area upon which precipitation is less than 20 inches yearly—to say nothing of what lies between these two belts. Texas farmers have learned that a section of their state as big as Ohio lies 700 feet or less above sea level, while an equally large area lies 2,500 feet to 9,000 feet above sea level, to say nothing of the intermediate elevations. Texans have learned that the snow begins to drift across her far northern boundary before her southernmost residents lay aside their Palm Beach clothing. And lastly and above all, Texans have learned that they cannot grow cotton in every county in the state.

Texas has not learned without cost, however, for she has learned in the proverbial school of experience. Texas has received much bad advertisement because of crop failures, due in almost every instance to lack of adjustment of crop to soil and climate. Nevertheless, Texas has learned and a new day is dawning. Last season Texas' 16,000 miles of railroad were unable to haul the cabbage and spinach from the Rio Grande valley and the wheat from the Panhandle plains.

With adjustment of agriculture to soil and climatic conditions, the state is entering an area of agricultural prosperity, rural welfare development, and resultant business prosperity which will outstrip anything in the history of the state. Restoration of peace with Mexico will throw open the doors to a great international trade; the Gulf ports are rapidly entering into trade relations with the Pacific ports through the Panama canal; and already there are more than 5,000 factories in the

state, most of which have been built during the past few years.

With 24,000,000 out of an available 110,000,000 acres in cultivation last year, Texas made a remarkable showing.

THE POTENTIAL MARKET

The population of Texas will probably be upwards of 5,000,000 when the present census enumeration is completed; this is a growth of about 28 per cent over its population of 3,890,000 in 1910. Ten years ago Texas had not a single city with 100,000 population; today there are four cities, San Antonio, Dallas, Houston and Fort Worth, with populations ranging from 120,000 to 175,000. Not only has the city population increased, but there has been a healthy increase in the number of farmers and farms during the past ten years.

Texas is today a great market and a vastly greater potential market—for everything needed by a newly developing country. Several hundred million dollars will be spent on Texas highway development during the next few years. The agents in many Texas counties last year sold hundreds of tractors, and the harvest was delayed because railroads could not deliver farm machinery to meet the demand. Building permits for Texas' ten leading cities will total \$100,000,000 for the current year, if the present rate of building is continued, these figures being based upon reports from city engineers and building inspectors. Texas railroads

will have to add fully 5,000 miles to their present 16,000 mileage within the state to reach all territory now in actual need of better transportation service. With the single exception of cotton production, Texas crops in five years will be four times as great as they were during the past year. These figures are based on the rate of increase during the past decade. Government reports of 1909-10-11 show that Texas grew from 5,000,000 to 7,000,000 bushels of kaffir; last year the total production was 59,334,000 bushels. Ten years ago Texas truck growers shipped 2,500 car loads of truck out of the state and the Lone Star State began to consider the value of the truck crop. Last year, nearly 14,000

carloads of truck were shipped to out-of-state markets. Texas peach production in 1909 was 729,000 bushels; last year it was 2,760,000 bushels; pear production jumped from 110,000 bushels to 385,000 bushels in the same length of time, and apple production from 168,000 to 624,000 bushels.

SOME CROP RECORD

The "Texas Catalogue" of 1914 boasts that "Texas broke all records that Texas broke all records in the production of oats last year with 31,000,000 bushels"; in 1919 the production was 94,500,000 bushels. Wheat production in 1914 was 13,050,000 bushels; last year 31,350,000 bushels of winter wheat were grown in Texas. Texas pro-

the fact that Texas has enough tillable land left to double, triple and quadruple these figures again during the next five or ten years. Yes, Texas is the "Latent Empire State" of the Union.

Among the states of the Union Texas ranks first as a producer of Kaffirs, cotton, cotton seed, pecans, cattle and mules. She stands second as a producer of such a wide variety of crops as cabbage, cane sugar, sweet potatoes, honey and broom corn, and takes third place in the production of oats, corn, peanuts, rice, cow peas and horses. Totals are almost too large to have significance, but it is worth while pausing to consider that the Lone Star State boasts an annual crop value of over a billion and a million dollars and can place a price of \$575,732,000 on her livestock. Add to this that her annual wool output mounts to 14,986,000 pounds valued at \$6,444,000 and her oil production to 90,045,000 barrels valued at \$265,907,000, and you will arrive at some estimate of her splendid fecundity and some grasp of the buying power of the Texas market.

Texas has many resources that call for developing. With 25 per cent of the world's cotton crop it has but a dozen cotton mills. With \$32,000,000 worth of fruits and vegetables produced every year and millions of acres on which more can be profitably produced, it has but a few comparatively small canning factories. Within its boundaries are coal, iron, natural gas, crude petroleum and

many varieties of metals. The further developments of all of these resources and their subsidiary industries will carry forward the growth of the population, and the expansion of the market. The population of Texas is already increasing at the rate of 235 persons a day. The monthly volume of purchases is on the upward rise. The "latent empire" is absorbing new products all the time. The market is not latent. It has no limits.

Kobbe Placing Moth Bag Copy

Philip Kobbe Company, Inc., New York, is now placing the advertising for the White Tar Company, featuring White Tar Moth Bags for clothes protection. Newspaper and Rotogravure space is being used.

TEXAS

- Has 110,000,000 acres of tillable, idle land.
- Has 5,000,000 "prospects" for your goods.
- Has four cities with more than 100,000 population; ten years ago there were none as large as that.
- Led the states last year in value of agricultural products sold.
- Ranks first among the states as a producer of Kaffirs, cotton, cotton seed, pecans and mules.
- Has border cities that are gateways into the great undeveloped trade territory of the Mexican.
- Has a population 76 per cent rural and 24 per cent urban.
- Has a child born every four minutes.
- Has a per capita wealth of approximately \$1,275.
- Has 338,142 motor cars, which is an average of one car to every fifteen persons in the state.
- Has 128,961 miles of roads.
- Is increasing its population at the rate of 235 persons a day.
- Has a potential working force of 2,240,000 people.
- Has the men and the money and wants the goods.

LOUISVILLE, KY.

has a population of

234,891

according to 1920 census

FORT WORTH STAR-TELEGRAM

First Paper in Texas

Has a larger circulation than
any paper in Louisville.

Over 75,000 daily—over 90,000 Sunday

BIRMINGHAM, ALA.

has a population of

178,270

according to 1920 census

FORT WORTH STAR-TELEGRAM

First Paper in Texas.

JERSEY CITY, N. J.

has a population of

297,864

according to 1920 census

FORT WORTH STAR-TELEGRAM

First Paper

OMAHA, NEBRASKA

has a population of

191,601

according to 1920 census

FORT WORTH STAR-TELEGRAM**SYRACUSE, N. Y.**

has a population of

171,617

according to 1920 census

FORT WORTH STAR-TELEGRAM**SEATTLE, WASH.**

has a population of

315,552

according to 1920 census

COLUMBUS, OHIO

has a population of

237,031

according to 1920 census

FORT WORTH STAR-TELEGRAM**DES MOINES, IOWA**

has a population of

126,168

according to 1920 census

FORT WORTH STAR-TELEGRAM**DAYTON, OHIO**

has a population of

153,830

according to 1920 census

FORT WORTH STAR-TELEGRAM

First Paper in Texas

Has larger circulation than
any paper in Dayton, Ohio

Over 75,000 daily—over 90,000 Sunday

NEW HAVEN, CONN.

has a population of

162,230

according to 1920 census

FORT WORTH STAR-TELEGRAM

First Paper in

Has a larger circulation than
any paper in New Haven.

Over 75,000 daily—over 90,000 Sunday

SCRANTON, PA.

has a population of

137,783

according to 1920 census

FORT WORTH STAR-TELEGRAM

First Paper in

Has a larger circulation than
any paper in Scranton.

Over 75,000 daily—over 90,000 Sunday

ATLANTA, GA.

has a population of

200,616

according to 1920 census

FORT WORTH STAR-TELEGRAM

First Paper in Texas

Has a larger circulation than
any paper in Atlanta.

Over 75,000 daily—over 90,000 Sunday

DALLAS, TEXAS

has a population of

158,976

according to 1920 census

FORT WORTH STAR-TELEGRAM

First Paper in Texas

Has a larger circulation than
any paper in Dallas.

Over 75,000 Daily—Over 90,000 Sunday

Fort Worth Texas

Population city proper

106,482

This population is within corporate limits embracing only 16.8 square miles, 50 percent less area than any of the three cities of Texas showing greater population and less than one-half the area of the other two.

Population immediate suburbs 44,109

(Figures based upon school census, telephones, light connections and voters.)

Total Population Fort Worth Shopping Area
150,591

Fort Worth is THE ONLY ONE OF THE FOUR LARGEST TEXAS CITIES which has not annexed territory during the past ten years.

FORT WORTH STAR--TELEGRAM

Net paid circulation

Over 75,000 daily Over 90,000 Sunday

Star-Telegram circulation at 5c. daily, 10c. Sunday—25c. per week by carrier in the city and from \$10.00 to \$15.00 per year by mail, exceeds that of papers in nearly every city in the United States under 200,000 population.

COVERING A BILLION DOLLAR TERRITORY of remarkable per capita wealth, the Star-Telegram offers wonderful opportunities to the national advertiser.

Ask for our Merchandising Survey

FORT WORTH STAR--TELEGRAM

Largest Circulation in Texas

Charter Member A. B. C.

AMON G. CARTER, Vice-Pres. & Gen. Mgr.

A. L. SHUMAN,
Advertising Manager

To Advertise Bahama Islands Tour

The Nassau Hotel & Steamship Co. of Nassau, Bahama Islands, has begun an advertising campaign in the United States to cultivate the interest of tourist travel to the Islands. The House of Hulshell, Cleveland, has been appointed as the advertising agency.

Becomes Bloomingdale's Advertising Head

H. Lubet, recently advertising manager of the J. S. Bailey Company of Brooklyn, has been appointed advertising manager of Bloomingdale Bros., New York.

Ayer Makes Munn Art Director

N. W. Ayer & Son, Philadelphia, has appointed A. W. Munn, associated with the agency for some time, its art director.

Tainsch Controls Mitchell Sales

John Tainsch, who has been sales manager of the Mitchell Motors Company, Racine, Wis., for the past four years, has been given complete control of the Mitchell selling department, succeeding in this branch of work R. C. Kuesch, who has resigned as vice-president of the company.

Jewell Leaves "Farmers Home Journal"

William Clarke Jewell, director of advertising for the *Farmers Home Journal*, Louisville, Ky., has resigned his position with that magazine.

Made Western Sales Manager

La Motte Van Riper has been made western sales manager for the Ajax Rubber

Co., Inc., to succeed Ernst H. Brandt, resigned.

Dippy & Aitkin Now Aitkin-Kynett Co.

A. King Aitkin and H. H. Kynett have purchased the interest of Robert H. Dippy in the Philadelphia advertising agency heretofore known as Dippy & Aitkin. The business will be continued at the same address and, with the exception of Mr. Dippy, with the same personnel. The agency will be known as the Aitkin-Kynett Co.

Fox Joins Lincoln Motors

C. L. Fox, who recently resigned from the Saxon Motor Corporation, has joined the Liberty Motor Co. in the capacity of assistant sales manager, doing special work in connection with the sales end of the business.

Warburton Heads Caskey-Dupree Sales

J. H. Warburton has been placed in charge of sales of the Caskey-Dupree Mfg. Co., Marietta, O., covering both the automobile accessory and metal building specialties departments.

Locate in Thirty-fourth Street Building

The Technical Advertising Agency and the Mutual Art Service of New York are among the firms which leased quarters at 214 West Thirty-fourth street this week.

Reasons for Business Optimism

Our agriculturists are likely to receive upward of \$25,000,000,000 this year for their products, and they are not negligibly spenders. We are still selling to other countries more than we buy from them, and gold is now coming into the country faster than it is leaving. The crippling of domestic trade through seriously inadequate railroad facilities will shortly be modified. One could enumerate a dozen twenty—encouraging features of the present situation and the outlook, says *Forbes' Magazine*. Therefore, the business man who allows himself to sink into the doldrums and to proceed on the theory that everything is going to come to a standstill is likely to find himself awkwardly situated here and there.

A Substitute for Daylight

A new method of illumination, known as the Sheringham Light, under which colors may be examined and matched, is nearly similar to day light, according to the London correspondent of the *Journal of Industrial and Engineering Chemistry*. It was demonstrated recently before the London Section of the Society of Chemical Industry, which was much impressed by its possibilities.

The basis of the light is an incandescent lamp, which has on its lower half a metal hemisphere which reflects the bulk of the rays upward against a large reflector in which there are concentric rings colored yellow, green and blue in proper proportions.

By a judicious selection of the colors in the reflector a light is obtained of which the spectrum is usually similar to that of daylight, although the proportion of violet rays is somewhat less than is found in the rays from the sun. The deflection absorbs about half of the light, but the system is considered as having great possibilities in certain directions.



HENRY CLAY GRANT
General Manager
Director of Advertising and
Merchandising

MR. GRANT was originally a newspaper man, but early transferred his activities to the trade paper field, where he secured his first advertising and merchandising experience. His association with the screen medium dates from the early days of slide advertising—and both Mr. Grant and Mr. Levey contributed extensively to the development of the old style slide into animated slides, film trailers, and finally into the effective screen medium of today—the Industrial-Educational film which reaches its greatest efficiency in the Truth Productions of the Harry Levey Service Corporation.

Mr. Grant's ability is a considerable factor in the resultful record of the Industrial-Educational film medium as produced by Harry Levey and his associates.

A request will bring you full details concerning the application of this medium to your problems of production, distribution and personnel.

HARRY LEVEY SERVICE CORPORATION

*Producers and Distributors of
Industrial Educational Films*

NEW YORK CITY

Temporary Offices: 1662 Broadway

Studios: 230-232 West 38th Street

Why The Business Adjustment Is Slow In Coming

Manufacturers, jobbers and retailers enriched themselves during war-times and thereafter on a rising market. They bought raw materials or finished products at one price, and watched them rise to new prices even before they could be disposed of. If they had enough stock on their shelves they did not have to turn their hands over to make a fortune. It made itself.

Everything that goes up has to come down, but there never has been a time when the business interests were in a position to accept a falling market gracefully. That which they made in a rising market they have put into the business, or somewhere else where it is not readily available to tide them over the inevitable decline in prices that was always bound to come.

One reason the adjustment does not come quicker, says the Memphis *News Seminar*, is because business is still holding out from accepting the inevitable state of things. There are raw materials on hand with the producers, as in the case of the American woolen interests and the Philadelphia tanners, and there are finished goods on hand with the merchants, which were purchased at a price greater than the price which now obtains. Therefore they refuse to dispose of these stocks at the price justified by the prevailing conditions, and sit back waiting for something to turn up, they hardly know what.

If they once consented to the sacrifice, disposed of their old stocks at a loss, an enormous trade would lie ahead of them. The public has underbought ever since last winter, and is prepared to lose a good deal of coin at prices it considers reasonable in view of all the factors of present production.

Some business men are tied up where they cannot stand a loss on their present stocks, but they ought never to have got themselves into such shape. The others, who are in the majority, would do themselves and the country a favor if they would adapt themselves quickly to a new situation.

Film Men to Guard Advertising

President William A. Brady of the National Association of the Motion Picture Industry has appointed a vigilance committee whose duty it will be to protect the good name of the motion picture art and the industry. Included in the scope of the committee's work will be the investigation of improper advertising, stock selling schemes, and of fake schools for acting and picture writing.

The following have been appointed to constitute the committee: James R. Quirk, editor *Photoplay Magazine*, chairman; Paul Gulick, retiring president of Associated Motion Picture Advertisers, Inc.; Nathan Vidaver, chairman legal committee of the national association; Martin J. Quigley, publisher *Exhibitors' Herald*; Lesly Mason, editor *Exhibitors Trade Review*; Fred J. Beecroft, advertising manager *Motion Picture News*, and George Blaisdell, editor *Moving Picture World*.

Fire Destroys Fresno "Herald"

The Fresno, Cal., *Herald*, destroyed by fire on September 8, is now being printed outside, pending the installing of new equipment which is expected to be completed within a short time.

Business Show Opens October 25

The National Business Show, which is held in New York annually, will be held in Grand Central Palace this year during the week of October 25. The list of exhibitors is said to have passed the hundred mark already.

Speaking of Texas

"Deflation in every direction has been thorough (in Texas)," says *Commerce and Finance*, "and business now rests upon a substantial basis that will serve as the foundation of sound prosperity as soon as the crops are moved and the money that they will yield is in circulation."

Business throughout the Southwest is generally good but the shortage of credit in combination with the recent decline in the cotton market and the lateness of the crop is making both sellers and buyers cautious."

Bridgeport "Times" Sold

The Farmer Publishing Company, composed of Floyd Tucker and his family, has sold the Bridgeport, Conn. *Times* and *Evening Farmer* to the Times Publishing Company, formed by Lynn W. Wilson and James L. McGovern. Mr. Wilson has been an editorial writer on the paper for many years and Mr. McGovern was city editor until he became collector of customs, a position he is now filling in his second term.

Employes to Get 60 Per Cent of Excess Profits.

Harold F. McCormick, president of the International Harvester Company, has announced to employees that hereafter the company will give them 60 per cent of profits in excess of 7 per cent of the invested capital. The new plan supersedes the profit sharing plan of 1915, and is effective as of January 1, 1920.

WHAT DOES "JOBBER INFLUENCE" OF A NEWSPAPER MEAN?

Indianapolis Drug Jobbers Sold \$7,000,000 of Goods to 2,456 Retail Customers in 1919



Druggists in Five States Buy from Indianapolis Jobbers

The influence of *News* advertising on the three drug jobbers of Indianapolis produces sales results for manufacturers far beyond the actual circulation limits of the paper. The territory shown on the map is worked very intensively by these wholesalers, the largest of whom has thirty salesmen on the road. The buyers in these three drug houses naturally are more familiar with *The News* than with any other advertising medium. They "follow you" immediately when you show them *The News'* portfolio of non-cancelable advertising. And the attitude of these few wholesale buyers is reflected in the sales of your product in five states.

Send for booklet—Seven Studies in Distribution

The Indianapolis News

First in America in National Advertising 6 Days a Week

New York office
DAN A. CARROLL
Tribune Building

FRANK T. CAREY
Advertising Manager

Chicago Office
J. E. LUFT
West National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

Eliminating "Under Separate Cover," From International Correspondence

What Effect the General Use of Combination Packages Will Have On the World's Business Relations

By F. E. WALDON

AMERICAN of wide experience in long-range buying has declared that the most aggravating words in the English language are "under separate cover." What he meant, of course, was that the form of transmission or communication indicated by this familiar phrase, is, instead of a convenience or even an accepted necessity, naught but a delusion and a snare, and a mighty irritating one at that. His verdict will doubtless be fervently endorsed by the average individual whose responsibilities include the dispatch or receipt of advertising matter, trade literature, samples, trial packages, and the various other instrumentalities of trade that require accompanying communications to explain their respective missions.

The trouble with "under separate cover," if we take a phrase as indicative of a system, is that it too often means "by separate post." No emphasis is needed to indicate what this latter portends. To separate, even by a day, the delivery of sales arguments that require simultaneous or closely consecutive presentation is to weaken the whole effect of a sales campaign. There are bound

to be, at best, gaps in the continuity of "silent salesmanship" when a portion of a message is sent by letter post and its complement travels, at slower gait, by book post, but these lapses have grown interminably as a result of the derangements in mail service during the war and in the post-war period of readjustment.

WAR HAD ITS EFFECT

It is not too much to say that it needed but the war and its aftermath to reveal what had heretofore been only hinted, namely, the enormous iniquities of "under separate cover." Afflicted with a labor shortage, with the break-down of railroad systems and other transportation facilities and with other ills, postal administrative officials faced an inevitable limitation upon the amount of mail that could receive reasonably prompt dispatch.

Logically, no doubt, they elected in most instances to give preference to first-class mail and to cause to wait upon convenience, the merchandise and printed matter units which, under the classifications in vogue in most countries, rank as

second, third and fourth class. The consequence was, however, that there has been even more than what might be termed the normal separation of time in the receipt of letter mail and of its accessories.

This state of affairs has been serious enough in all the processes of commerce but it has been particularly disastrous, yea tragic, in the sphere of international trade. To have a business letter arrive by one steamer and the samples, the price list, the catalogue, or the drawings to which it refers, tag along by a later steamer, is irritating enough when regular and frequent steamship service is to be depended upon. It is infinitely worse, of course, when the arrival and dispatch of overseas mail occurs at irregular and perhaps infrequent intervals as was the case during the war and as must continue to be the case until the shipping world is thoroughly reconditioned.

Given this fresh emphasis of the economic loss and waste, not to mention ill feeling, which results from a "double standard" in mailing there is cause for genuine congratulation on the part of traders, that a practical solution seems finally to have been found for the problem of "separation of families" in the mails. The panacea is known as "the combination package," an instrumentality whereby a letter and its accompanying merchandise or printed matter may go hand in hand all the way to destination.

A "YANKEE" INVENTION

Various expedients have been tried in various countries at various times to enable the transmission of written communications in conjunction with parcel post shipments. However, the "combination package" as a vehicle specifically designed for the function it performs, is claimed to be a Yankee invention and certain ingenious individuals in the United States are responsible for the versatile forms in which this combination idea has found expression in order to adapt it to the specific requirements of different interests.

The United States is also responsible for the furtherance of the

PROMOTION MAN

A splendid opportunity presents itself for a bright, pithy writer, with a keen sense of logic and an appreciation of refined effects in typography and layout, to connect with a metropolitan newspaper.

Publicity or journalistic experience advantageous though preference will be given to a trained newspaper promotion man. Send brief business history and specimen of work. Salary commensurate with experience and ability.

BOX NO. 279,

Care ADVERTISING & SELLING

current movement in glorification of the combination package to the extent that it was the United States government that lately initiated the movement to secure the admission of combination packages in the international mails.

It need not be stated that the government at Washington has no other interest in the matter than the furtherance of any and all agencies that will make for better business—business more quickly and more efficiently administered. Some months ago, firms in the United States that had made, with entire success, experiments in the use of the combination package in the domestic mails appealed to the national government to exercise its good offices with foreign powers to secure the acceptance of the new dual mail forms in international channels. Accordingly, the United States officials have taken up the matter with postal administrators all over the world and so manifest are the advantages of the plan that already a number of countries have concurred, albeit the combination package presents a rather radical innovation in postal practice.

The medium known as a "combination package" has already appeared in a number of different guises and will, doubtless, assume even more diverse forms as its popularity increases. Indeed, the character of the business operations in which this new aid is employed may be expected to dictate its character or physical proportions and the basic idea is susceptible of innumerable adaptations. Fundamentally, a combination package consists of a mail receptacle or container in two parts firmly attached together, or, perhaps, constituting separate compartments in one integral structure. Both parts are addressed for delivery to the same addressee.

POSTAL CONCESSIONS WON

The purpose of this dual utility postal vehicle is to provide, first, a sealed envelope for a communication to be fully prepaid at the letter rate of postage and, second, an unsealed container adapted to the transmission of printed matter, samples of merchandise or any other incidentals which, were it not for the prohibitive rates of postage, the sender would like to send as enclosures in his letter. It will be observed that, thanks to this new device, a mail user may have his samples, printed matter or what not, occupy to all intents and purposes

the status of enclosures and yet have the benefit of the concessions in postage rates that obtain when such material is sent unsealed.

Some of the "combination packages" that Yankee ingenuity has devised are, in literal truth, combinations in that means have been found to inseparably link a bag and an envelope, a cotton fabric bag, suited to the accommodation of seeds or other similar commodities, being stitched to a staunch paper envelope which serves as the carrier for the letter. Where printed matter, rather than merchandise samples, forms the "exhibit" to be transmitted in

a combination package the preference is usually for a two-in-one container formed from strong paper stock.

In conversation with the writer, officials in the office of the superintendent of foreign mails, U. S. postoffice department, have cited as a well nigh ideal example of the combination package, a double-ended envelope used by the A. I. Root Company, purveyors of bee keeper's supplies, located at Medina, Ohio. This specimen, it may be explained, consists of letter and catalogue pockets (with the backs in one continuous piece) formed of

SYSTEMS BOND

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



CHARACTER

Is your stationery just stationery or does it possess the character that will make it a credit as well as an asset to your firm?

You can always depend on the character of Systems Bond. Every sheet has unusually fine color, strength and crispness. The uniform high quality of this paper is carefully built in.

Systems Bond is just what it is represented to be, a rag-content, loft-dried bond paper selling at a reasonable price. Its quality makes it a desirable choice for any job and its moderate price still further recommends its use.

Eastern Manufacturing Company

General Sales Offices:

501 Fifth Avenue

New York

Mills at Bangor and Lincoln, Maine

heavy manila stock of considerable tensile strength. The postal experts are enthusiastic regarding this particular version of the combination package because their investigations have shown that, for long ocean voyages, and to stand the strain of the shuffling motion that is imparted to mail by the roll and pitch of a ship there is nothing to compare with an envelope or package enclosed in strong kraft or manila paper stock and "well twined," that is held by string which closes flap or fold without being so tightly drawn that there is danger that the twine will cut the wrappings.

While we are examining the Root company's combination package it may be well to observe that not a few users or prospective users of this type of mail medium have been more or less worried for fear that recipients will overlook the letter accompanying the larger, and consequently more conspicuous merchandise or trade literature. In order to prevent this some of the pioneers in the adoption of combination packages have made the associate containers of different material, or of paper stock of contrasting color, in order to distinguish the two sections and win for each its proper share of attention.

THE CAUTIONARY INSCRIPTION

Not a few mail users, however, of whom the Root company is one, do not regard this contingency as serious enough to outweigh the manifest advantages of a combination

suit that is literally a one-piece suit. The Root company seeks to overcome the difficulty by printing on the larger surface of its combination the notice: "Caution. Letter mail is contained in the flap of this envelope." Another business house that has adopted this modernized mailing method has in a most conspicuous place on the exterior, the warning: "Caution. This envelope has two compartments. Do not overlook the letter in the other compartment." Such inscriptions evidently cause no objection even on the part of postal censors who do not take kindly to the placing of advertising inscriptions upon wrappings for transmission at book post rates.

Any trader who desires to make a trial of the combination package idea may do so without going to the expense of providing a special interlocking receptacle. An improvised "combination" may be provided by pasting flat upon a catalogue envelope or parcel post package a sealed envelope containing the letter, one address sufficing for the allied units. If, however, a business house finds it advantageous to adopt this plan as regular practice, recourse will probably be had to a double compartment mailing device specially designed or selected with reference to the specific needs of the firm in question.

Such mergers, even though there be a junction between paper and fabric, are in no danger of separation unless deliberately pulled apart.

For the convenience of firms that are stocked up with catalogue envelopes or sample containers, yet desire to adopt the combination idea, there are available what are known as gummed label envelopes. The letter or invoice goes into the gummed envelope and the adhesive on the latter permits it to be united "for keeps" to the affinity with which it should travel.

It goes without saying that the sender of a combination package must assume all risk that the better portion may, in transit, be detached from the other half of the combination. In other words, it is up to the mailer to have the twine so wedged that they cannot be divorced. Likewise it is incumbent upon the user of the combination package to realize that under this new plan his letter will not travel to its destination as rapidly as it would if dispatched as a separate unit.

LETTER LOSES SPEED

Use of a "combination" does not mean that printed matter, samples, blue prints, or whatever may be in an annex, is speeded up in transmission to keep pace with the gait that the letter would take if mailed separately. Rather is the letter slowed down in transmission to the pace of the unsealed matter. In the estimation of most business men, however, it is well worth while to have delay in arrival for the sake of having everything come together. Indeed, in many instances, there can be no object whatever in having a letter arrive promptly unless its complementation of printed matter and samples be at hand.

The boon that the combination package confers in establishing a single delivery date for the personal letter and the should-be enclosures that would otherwise lag far behind, is doubtless the factor in its favor that will most impress international traders. There is, however, another consideration that should be taken into account and this is the advantage of a means of making sure that price lists, blue prints, test specimens, or what not, go direct to the desk of the official to whom is referred for attention the letter on the subject. Lost motion and commercial friction without end has been occasioned in the past because in a large organization letters on a subject have gone to the desk of one executive and the printed specifications have been inadvertently shunted in an opposite direction. A combination package compels "team play."



Getting Student Trade Is Mainly a Matter of Knowing How

We are prepared to furnish complete merchandise information, rates, etc., to advertisers interested in

- High School papers
- Boys' Prep. School papers
- Girls' Prep. School papers
- Humorous papers
- Agricultural College papers
- Technological College papers
- Canadian College papers
- Alumni publications

- Men's Daily & Weekly College papers
- Women's College papers
- Normal School papers
- Literary Student papers
- Theological Student papers
- Medical Student papers
- Legal Student papers

Collegiate Special Advertising Agency, Inc.

503 Fifth Avenue, New York City

110 S. Wabash Avenue, Chicago

Established 1913

Finally, the combination package system confers upon selling interests a benefit "at the source" to the extent that it, by compulsion, harmonizes and coordinates mailing and typing operations. In a large business house it is the easiest thing in the world for the employees of the mailing room where catalogues, etc., are handled to "get out of step" with the stenographers handling the dictated communications. Sequel, letters or even postal cards start on their journeys hours or even days in advance of the catalogues, "marked copies," etc., to which they refer. And it does not require much of a gap, under some circumstances, to let a letter depart by one steamer while the "full particulars" wait for the next sailing. When "combinations" are to be made up there must, preforce, be a "get together" spirit in the stenographic division and the mailing room. Moreover, some international traders who have had experience declare that the combination package is one of the most effective remedies yet discovered for the "short paid" postage evil.

—From *Pacific Ports for October*.

Advertising Head Starts Company.

George Wall, who has been handling the advertising of the Gardner Governor Co., Quincy, Ill., has formed his own concern in that city under the name of the Wall Pump & Governor Co.

Directs Cleveland Trust Advertising

C. K. Matson, publicity secretary of the Cleveland Welfare Federation, has been appointed advertising manager of the Cleveland Trust Co.

July Exports Gain

July, 1920, exports totaled \$634,000,000, and imports \$537,000,000. Exports increased over both June, 1920, and July, 1919. But the gain of \$86,000,000 over the year ago month was convincingly offset by an increase of \$103,000,000 in imports, with a resulting fall of \$108,000,000 in the commodity trade balance.

Seven months exports total \$4,602,254,540, compared with \$4,626,109,266 for the corresponding period a year ago. Imports for seven months total \$3,479,768,028, or more than \$100,000,000 in excess of the total for the whole year 1918 and \$124,638,301 less than for 1919.

Organize for Export Trade

The Gulf Pitch Pine Export Association has filed papers in Washington with the Federal Trade Commission under the Webb-Pomerene law for the promotion of export trade. The association has its headquarters at New Orleans. J. S. Otis is chairman. F. W. Pettitone is vice-chairman. W. R. Du Mont is secretary.

Stockholders are the H. Weston Lumber Co., Logtown, Miss.; the Jordan River Lumber Co., Kline, Miss.; the Edward Hines Yellow Pine Trustees, Lumberton,

Miss.; and L. W. Dantzer Lumber Co., Morse Point, Miss.

The association plans to engage in the export of yellow pitch pine lumber and timber. It has no capital stock.

Panama Is Very Prosperous

President Possas of Panama, who is visiting the United States, says that his country was never so prosperous as now. Panama has a surplus of \$2,000,000 in her treasury, and business is at its flood tide.

Botsford, Constantine & Tyler Open in San Francisco

Botsford, Constantine & Tyler of Portland and Seattle has opened offices in the Hearst building, San Francisco, with P. S. Tyler, president and general manager of the company, in charge.

Canadian Pulp and Paper Exports

Exports of pulp and paper from Canada in July were valued at \$16,014,747, an increase of \$8,284,585, or 107 per cent, compared with the corresponding month last year. These included 1,219,430 cwt. of newsprint valued at \$5,727,193 and 9,789 cwt. of book paper valued at \$110,306.

Pulp and paper exports for the first four months of current fiscal year were valued at \$52,404,052, against \$27,067,236 in the corresponding period of the preceding year, a gain of \$25,336,816, or 93 per cent. This is a new high record.

Much Trade Through Panama Canal

Canal traffic for August has exceeded all previous records. Commercial ships numbering 268 passed through, depositing \$936,209 44 in tolls.



You Cannot Start Too Soon

A habit once formed is hard to break.

Don't expect to revolutionize the public's opinions or its buying habits by a burst of advertising.

The way to bring about a change is by consistent advertising over a period of years.

The time to make the start is before opinions and habits have been definitely formed—in the younger years of a man's life.

A boy is more eager to learn, and has more time to learn then than he ever will have again. The favorable impressions you make upon him then will never need to be undone later on.

Through BOYS' LIFE, the Boy Scouts' Magazine, you can reach thousands of boys of the highest type—mentally, morally and physically—who are in their formative years.

Start now to give them distinct and favorable impressions of you through this, their own publication.

BOYS' LIFE

THE BOY SCOUTS' MAGAZINE

BOY SCOUTS OF AMERICA, Publishers

Member A. B. C.

200 FIFTH AVENUE
NEW YORK

203 SO. DEARBORN ST.
CHICAGO

EXPORT ADVERTISING and SELLING

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

Weak-Kneed and Penurious Personnel Policy Gives U. S. Hardest Knocks

Practice of Releasing Foreign Managers
at Critical Times Too Often is Responsible
for Our Unsuccesses in World Trade

EVIDENTLY there are two different ways of entering Foreign trade and two opposing ideas of how it should be approached. One has been called "The School of Hard Knocks"; the other, "The University of Common Intelligence."

Those preaching the benefits to be obtained from hard knocks do so upon the theory that only through being battered around in the conduct of business abroad can a man learn the lessons of successful exporting. It is the belief of this parent that to teach a child to respect fire it is necessary to burn him.

Another fitting illustration is the story of the man in the asylum who pounded his head with a hammer, with the whispered information to his guard that "it felt so good when he stopped."

The alternative, and incidentally, the way in which ADVERTISING & SELLING hopes to direct its readers, is to avoid the knocks and the burnings and the hammerings by the application of intelligent study to the problem with caution and precaution as the two powerful range lights on the course.

Experiences are useful in teaching any subject and it is the difficulties of others that afford the best material for driving home lessons in foreign trade. They are useful in a negative sense in that in most cases they indicate how things should not be done. In nearly every instance where a big "hard knock" was encountered the reason could be found in the method employed by the recipient. A little thought and precaution would have averted such discipline. Extreme carefulness is the first requisite to the proper approach of over-seas selling, as it is in domestic marketting.

For a Personnel Policy

THIS accompanying article contains some rather frank statements about policies and practices in vogue among American exporters as bearing directly upon the results they are obtaining in their world-markets. Perhaps some readers of ADVERTISING & SELLING will doubt that such conditions ever are permitted to thwart exporters' purposes. We can only say that we are not generalizing but speaking of cases throughout.

One of the most grievous faults of American would-be exporters is that they are too often training their foreign department personnel for the benefit of some competitor, through a policy of low pay and low interest in that department's constructive program.

To succeed in exporting there must be long vision—the faculty for seeing results next year and ten years hence, for there are no "shers for a quick profit" in world trade. —THE EDITOR

Previous articles have demonstrated the necessity of having a definite plan in foreign merchandising development. In brief outline the chief points are a strong desire to develop sales abroad; close study of the product to be sold; an understanding of the agencies to be used in placing the product in the foreign market, the commission house, forwarding agent, bank, steamship line, insurance and documentation; advertising, packing, etc.; preparation of plant to meet essential requirements; selection of personnel.

THE RIGHT MEN ON JOB

Now comes the consideration of this very important topic—personnel. The selection of an export manager should be the first order of business. Many firms have appointed a man to the office of export manager on merits embracing everything but a knowledge of exporting. They have

had hard knocks. Many an executive has thought himself capable of developing his own foreign trade along with attention to his other duties. Usually he has accumulated bruises.

To develop foreign markets properly and profitably the export department should be placed under the direction of a man who has had broad experience in foreign travel, foreign selling, and preferably commanding two or more foreign languages. He should be big enough to be given a great range of responsibilities. He should be paid a salary that would encourage him. If his experience is of the right kind, he is worth his weight in gold daily. He should be given a fair chance in working out his program, not a six months' trial. The success of the English and German and French foreign trader is largely due to the steady force of a permanent head export manager.

The American is prone to demand too "quick results." He is impatient and often drops a man just when that man is beginning to get those results. Very often the head of a department becomes discouraged through a penurious policy and from criticism just when he should have been encouraged and given more money and a greater degree of moral support in his efforts.

The foreign businessman is loath to discharge an employe or to have an employe leave his organization. There is more personnel stabilization in the average foreign house than in the American.

The greatest difficulties of American forwarding agencies today are undoubtedly being caused by the high "turn over" in personnel. Shipping companies have felt this condition and it is a known fact that one of

the largest freight forwarding companies in the United States is feeling the sting to such an extent that discussion has risen in the minds of directors and even in their meetings as to the advisability of curtailing if not eliminating the bulk of their overseas business. Five years ago shipments were made by this concern with very few mistakes. Their foreign manager left them. Today mistakes are the rule rather than the exception. War activity in foreign trade brought a hundred or more competing companies into existence. Former low priced employees were attracted by higher salaries and they left. In fact, salaries paid today are so low that men accepting them are doing so only with the idea of acquiring experience enough to secure a better paying place.

THE JONES-SMITH-BROWN FIASCO

Take a concrete example: A manufacturer writes to a company regarding a shipment to Calcutta. The letter is referred to Mr. Jones in the Service Department. Mr. Jones writes the letter of information and signs it. The manufacturer writes back to Mr. Jones. Mr. Jones has left and Mr. Smith is in his place. Mr. Smith refers to his correspondence file and replies. A representative of the manufacturer calls upon Mr. Smith and discusses certain details that are not on paper. The goods leave on the first lap of the voyage. Mr. Smith is followed by

Mr. Brown. There is an unusual circumstance somewhere that causes trouble on the shipment or Mr. Jones or Mr. Smith made a mistake. Mr. Brown doesn't know anything about the shipment other than what is contained in letters. Mr. Brown does the best he can, but the manufacturer is mad clear through and disgusted. It all means *loss*; loss to the forwarding agency, loss to the manufacturer and loss to the shipping line.

This trouble is encountered daily in any number of concerns and the cause of it is often misunderstanding and under-rating of values so far as services and charges are concerned.

Fewer low priced men and more high priced men—and men who are more appreciated would very likely solve these troubles. The saving in the long run as regards time and

money lost and the elimination of mistakes would soon back up the practical value of such a remedy. Having the right kind of a high calibre export manager with real executive power is the prime essential in personnel selection. He is even more important than the man abroad, for he has to keep the factory and home office up to snuff in backing up the foreign salesman or selling agency.

Just how much importance is attached to personnel in the foreign selling field is illustrated by the policy adopted by the General Motors Export Company, the American Express Company, the United States Steel and a number of other prominent organizations now engaged in

other institutions that have adopted this policy.

To illustrate the need of training men for foreign selling the following account of the sale of a large machinery order in South China is worth while recounting.

THE VALUE OF UNDERSTANDING

A wealthy Chinese owning large acreage in the vicinity of Kowloon, just across a narrow strait from the island of Hong Kong, decided to plant sugar beets and erect a refinery. The news of the project was flashed abroad and received attention by a machinery house in San Francisco and a competitor in Seattle. Both companies had installed machinery in California and both were highly respected. The San Francisco house dispatched their keenest salesman to Hong Kong to nail the contract. He beat the man sent from Seattle by a full month and commenced a stiff selling campaign on his prospect. He threw every ounce of "pep" he could muster into his work. He used every American selling device and he confidently believed from his contact with the Chinese that he had him sold.

When the Seattle man arrived in Hong Kong he registered quietly at the Hong Kong Hotel and kept the nature of his business shrouded. He had letters of introduction to prominent men and soon made acquaintances. He was successful in meeting the Chinese gentleman who was his goal. He

did not force discussion of the sugar project but let the information come entirely voluntarily. He expressed interest, talked intelligently and was invited to spend a week-end at Kowloon and look over the fields. He sketched and estimated on the size of plant that would be required and showed such knowledge of the entire subject that he was forced to admit that he was an engineer and would be returning to the United States shortly and would, as a personal favor, be glad to attend to the purchase of machinery in Seattle and see that it was shipped in a satisfactory manner. The Chinese was delighted. A few months later the machinery was delivered in the care of an engineer sent along to superintend installation. The salesman who landed the order received a thankful letter from the Chinese

That Export Manager

MANY firms have appointed a man to the office of export manager on merits embracing everything but a knowledge of exporting.

Many an executive has thought himself capable of developing his own foreign trade along with attention to his other duties.

Having the right kind of a high-calibre export manager with real executive power is the prime essential in personnel selection.

The export manager is even more important than the man representing the house abroad, for he has to keep the factory and home office "up to snuff" in backing up the foreign salesman or selling agency.

exporting. The General Motors Export Company has been conducting a school of foreign salesmanship under the direction of a competent executive. Men in and out of the employ of the company were selected to attend this school. (The story of the formation and working of which was published in ADVERTISING & SELLING of August 21.) They were paid to attend this school.

These men are being fortified with knowledge that will save them from hard knocks and, to carry out the metaphor, General Motors Export Company is saving itself concussion of the brain from similar causes. And the big point in it all is the fact that the men are being taught by General Motors to work thankfully, energetically, intelligently and permanently for General Motors. The same results are in the making for

and a check for his personal services (which he courteously returned). The Seattle company has since sold a number of plants in China. This story is not "to be continued." The San Francisco man came home.

* * *

The Foreign Trade Extension service of ADVERTISING & SELLING is available to any manufacturer or interest, desirous of information re-

garding export advertising and selling. Letters will be answered promptly and personally. There is no charge for this service. Correspondence of this nature is invited and ADVERTISING & SELLING, to meet every need of its readers in the export field, has made connection with the most reliable authorities on international business relations and methods.

The Square D Questionnaire Excites a Controversy

FOLLOWING is a highly interesting communication addressed to ADVERTISING & SELLING, as a result of publication in this and other advertising journals, of the reported results of a referendum conducted by the Square D Company, of Detroit, as to the value of "Fear Copy" in educating the public against dangers of the "knife" switch, an electrical key which exposes its users to peril, and which, the company maintained, would serve to reduce accidents; save lives and, in the end, greatly benefit the electrical industry.

How much of the opposition to the Square D campaign is competitive, and how much sincere effort to help an industry, is apparent, perhaps in the attitude of the Society for Electrical Development, which has as one of its duties the watching over harmful advertising and motion-picture films. The Society believes the "Fear" advertising hurts the industry. This is the letter:

ELECTRICAL MERCHANTISING
New York City, Sept. 10, 1920.
Editor, ADVERTISING & SELLING:

From the article, "Can Safety Be Taught By a Positive Appeal?" The Square D Company conducts a novel controversy on the justification of the negative appeal in its advertising, on page 8 of your September 4 issue, I think the reader is likely to get the impression that the electrical industry, generally, approves the Square D advertising policy of "frightfulness" in its popular advertising, and that 69 per cent of four thousand answers to the questionnaire expressed satisfaction with the pictures and text playing up to the public, "the deadliness of electricity."

The facts are that just thirty-two men out of all the four thousand addressed, expressed approval, and the whole case on which the article rests expresses the opinion of these three-fourths of one per cent of the men whose opinion was asked. The writer acted as judge and counted the votes at the request of the Square D Company, and so has first-hand knowledge of the facts.

I have also spoken about this advertising to a great many electrical men representing electrical interests large and small—manufacturers, jobbers, electric light company officials and contractor-dealers, and have found an absolutely unanimous opinion that the advertising is destructive to the best interests of the electrical industry, and should be modified materially.

I enclose herewith pages and editorial from the September issue of *Electrical Merchandising* in which the full facts of the questionnaire are given, for I feel that you and your readers among advertising and electrical men of the country are entitled to know the actual facts regarding the opinions expressed.

Very truly yours,
O. H. Caldwell,
Editor.

This editorial will appear in the current number of *Electrical Merchandising*, touching upon the Square D questionnaire and what has come out of it:

PUBLICITY TO THE PUBLIC CONSTRUCTIVE AND OTHERWISE

Some of the constructive work which is being done to give the electrical industry a good name before the general public is told about on other pages of this issue. The Society for Electrical Development has for a number of years been "nailing electrical canards" and guarding unthinking persons against unintentionally injuring the good name of electricity. Another great constructive campaign of education is that which is being conducted by the Western Electric Company in the popular magazine of the country. These advertisements state clearly the problems of the electrical utilities and of other groups in the electrical industry including the case of the dealer and contractor, as the sample reproduced on page 145 shows.

In contrast with such publicity, however, is the "campaign of frightfulness" regarding the dangers of electricity which the Square D Company has been indulging in popular magazines. Samples of these ads associating destruction and sudden death with the use of electric service are reproduced on page 129.

Electrical Merchandising believes thoroughly in the value of enclosed safety switches and in the necessity for reform inside the electrical industry in the installation of unprotected knife switches to be handled by non-electrical men. But we protest against popular adver-

tising by any manufacturer which tends to bring into ill-repute the electrical industry as a whole, in the minds of the general public. We insist that no electrical manufacturer can be "playing the game" who takes chances of injuring the great electrical industry in order to attract attention to his own particular device.

Look at that *Literary Digest* advertisement of August 7 and think of the effect of nearly one million copies going into one million of the best and most solid homes of the United States. Read its message:

"SWIFT—SURE—FATAL!
A shock a moment's tension,
and he fell back—dead."

and consider the effect upon the mind of the housewife who is considering buying an electric washer or is considering having her home wired for electric lights. Think of the fear regarding all things electrical that one advertisement has undoubtedly caused. Think of the injury to public good will and to the securities of electric utility companies. Then multiply this by the *Digest's* circulation of nearly a million, and estimate on the magazine's own claims for effectiveness, the injury that could be done to the interests of every electrical manufacturer, jobber, central station and contractor-dealer on the American continent.

Electrical Merchandising believes that the way to bring about the enclosed safety switch reform is to give the problem all possible discussion and airing inside the electrical industry. Among ourselves let us talk of the dangers of the open knife switch which undoubtedly exists, and let us immediately take steps to make all our installations 100 per cent safe. But to carry this case outside to the electrically uninformed public causes only confusion and fear, and accomplishes only injury to the good name of electricity in general.

There is another and even less pleasant chapter to the Square D Company advertising, the facts concerning which should be made known lest misunderstanding continue among electrical men and advertising men.

To ascertain the electrical trade's opinion concerning its advertising policy of "frightfulness," the Square D Company recently sent out a questionnaire to four thousand electrical men, asking for their opinions.

In advertisements appearing this month over the Square D signature in several electrical papers, the impression is given that of the answers from the four thousand electrical men addressed, 69.6-10 per cent voted "yes," 21.7-10 per cent voted "no," and 8.7-10 per cent suggested modification of copy appeal. A similar impression is given in an article appearing in *Printers' Ink* for September 2, and in ADVERTISING & SELLING for September 4, leaving the reader to conclude that 69.6-10 per cent of the electrical industry expressed its approval of this kind of advertising copy.

The facts are that only 46 out of the 4,000 men addressed expressed any opinion whatever, and the entire claim that "the advertising" is approved by the electrical industry is based upon just 32 out of 46 replies, voting "yes." *Electrical Merchandising* has first-hand knowledge of these facts because the editor acted as judge at the contest and counted the votes.

E. C. Conover Goes On Export Mission

E. C. Conover, head of the foreign division and merchandising manager of the Wm. H. Rankin Company, has sailed for South American countries. Mr. Conover will carry out a program calling for close investigation of probable markets for the products of a number of clients of the Wm. H. Rankin Company. Special investigations will be made for Butler Paper Corporation; B. F. Goodrich Rubber Co.; Marshall Field & Company; The Haynes Automobile Co.; Wilson & Co., Packers; Monroe Clothes; Grinnell Gloves; Mead Cycle Co.; Kellogg Toasted Corn Flakes; Apex Washing Machine Company; Apex Washing Machines; "Kitchen-Maid" Kitchen Cabinets; Grape Ola Company; Hartman Trunk Company; Pelman Institute; R. & V. Automobile Company.

His itinerary includes Argentina, Paraguay, Uruguay, Chile, Peru, Venezuela, Ecuador and Colombia.

Industrial Fairs, 1920

Venice—International Arts. April 15 to October 31.

Lille—International Exposition. June 27 to October 31.

Metz—General Fair. July 22 to September 26.

Leipzig—Autumn Fair. August 29 to September 4.

Rome—Agricultural machinery. September.

London—Bakery & Confectionery. September 4 to 10.

London—Machines and Tools. September 4 to 25.

Leipzig—Technical. September 12 to 18.

London—Foodstuffs, groceries. September 18 to 24.

Prague—Annual Fair. September 5 to 28.

Barcelona—September 25 to October 10.

Chartres—Motoculture. October 1 to 7.

Lyon—Samples Fair. October 1 to 15.

London—Shoes and Leather. October 4 to 9.

London—Commercial automobiles. October 7 to 17.

London—Automobile show. November 4 to 13.

Bulgaria, Market for Hosiery

There is apparently a market in Bulgaria for the cheaper or moderate priced hosiery; but owing to the great depreciation of Bulgarian currency, the people generally cannot afford to purchase a very high-priced article. It is true, however, that while the population of Bulgaria is in excess of 4,000,000, the greater part of the population can not be classed as possible buyers of imported hosiery, even of the cheaper grades. There is, notwithstanding this, a sufficient demand in the cities to gratify an effort to enter the market.

The greater part of the hosiery worn in Bulgaria is of cotton or wool. Silk hosiery is not worn at all by the men, and by comparatively few of the women.

The duty on knitted cotton hosiery is 43.20 leva per kilo; on knitted woolen hosiery, 50.40 leva per kilo; and on silk hosiery, 173.80 leva per kilo. At the present rate of exchange, the leva is equivalent to 0.015. As hosiery does not appear upon the list of permitted exports, it can be imported only by special license, which should be obtained in advance by the importer.

Britain Spends Millions More than U. S. for Foreign Trade

Great Britain is spending millions more than the United States to develop foreign trade according to reports received from the Department of Commerce. During the last fiscal year, these reports show, a total of \$17,520,953 was provided by the British government for the promotion of overseas commerce as against \$910,510 spent by the United States government. These figures do not cover costs of consular services of the two governments. The British figures are also exclusive of amounts spent by the India office and the Colonial office.

Great Britain made a drive for foreign commerce immediately after the armistice under the direction of the Department of Overseas Trade, established in 1917 and jointly subordinate to the diplomats of the foreign office and the commercial guidance of the Board of Trade. Besides the routine development work abroad this department

is continually sending special trade commissions out to the British colonies and into new foreign fields. Numerous British commercial bodies have visited the United States in the last year.

The American consular representatives do a large share of the foreign trade promotion work of the United States, in addition to their other duties. Appropriations for the promotion of trade only, however, amounted last year to only \$910,510. It was divided as follows:

Expenses of Washington office, \$220,510; promotion of commerce in Western Europe, \$325,000; promotion of commerce in South and Central America, \$100,000; promotion of commerce in the Far East, \$100,000; commercial attachés, \$165,000.

The American government, however, is expanding its foreign trade promotion work, as shown by the appropriations for that service, made before the war.

Telephone Directory Advertising

will sell almost any product or service. Covers the entire Empire State and Northern New Jersey.

Ask for particulars.

NEW YORK TELEPHONE COMPANY

**P. W. ELDREDGE, Jr., Sales Mgr. Dir. Adtg.
1261 Broadway at 31st St. New York**

Telephone, Vanderbilt Official 130

Six Towns from Texas; Six "Open Doors" to Texan Markets

Dallas, El Paso, Fort Worth, Galveston, Houston and San Antonio Offer the Men and Mediums to Merchandise Your Goods

By RALPH BEVIN SMITH

IN another article in this issue of ADVERTISING & SELLING Stuart McGregor, of the Texas Chamber of Commerce has written of his state as the "Latent Empire State," a better and more significant name for our purposes than "Lone Star State," the cognomen which history has bequeathed. When we think of the "Lone Star State" we look backward to the days when Texas was a political empire, outside of the Union; when we think of the "latent Empire State" we must look ahead into the future when all those "potentials" of which Mr. McGregor speaks will have been developed, when the great Texas market will have been stirred into the widest activity, when possibilities will have become probabilities and probabilities facts.

TAPPING THE TEXAS MARKET

Not that Texas has been slow or retarded in her development; not that that development has not been entirely normal. When we speak of her empire as "latent" we think in terms of the future, not comparing the "Lone Star State" with her sisters in the Union, but with her own domain in the days to come when the producers and distributors of the Union will have taken full advantages of the remarkable opportunities it offers.

Given the market that Mr. McGregor describes, how are we to tap it? The fact that the door is open is not enough; we must learn how to pass ourselves and our merchandise through. A discussion of that problem is a discussion of the facts limiting and determining the application of the recognized "sesames" of advertising and selling to Texas.

I shall leave out of the discussion reference to the opportunities of advertising goods and services by such means as posters, car cards, specialties, films, and direct mail. The principles of applying these publicity methods to Texas are the same as those to be adopted in approaching any other state. I have no space to write here of the Texas psychology. I doubt very much if there is a peculiar Texas psychology. As Mr. McGregor has pointed out, her "empire" has the widest range

SIX TEXAS TOWNS

SIX "open doors" they are called in this article; but an open door is of no interest to the man who knows no reason for going through. Here are six reasons, six bustling, flourishing growing cities, surveyed briefly to show the fundamental financial and merchandising facts that make them rich marketing fields in themselves and richer in the opportunity they open to the fellow trading territories that lie around them. The producer "going in" to Texas can gain detailed information from almost any of the newspapers mentioned. What is offered here are the high lights to attract the man with goods to sell to a territory that is eager to have them, and some information on how to advertise them.

—THE EDITOR.

of geographical and topographical conditions and all the varied ways of nature that affect a people's psychology are the ways of nature in Texas. I shall have something to say of the Texas press because that medium is a definite, tangible quantity to be examined with reference to circulation, distribution, reader interest, promotional cooperation, and advertising policy. I shall also talk of the six cities that offer what are, in reality, six open doors to Texas.

TEXAS PUBLICATIONS

Ayer's American Newspaper Annual and Directory credits Texas with 104 daily newspapers, excluding foreign language and negro publications. A hasty totalling of what circulation figures are available on these 104 publications shows that very close to a million newspapers are distributed in Texas every week-day of the year. The same reference volume shows that, at the beginning of 1920, four Texas papers offered rotogravure space to advertisers. Among the class publications the Lone Star State boasts 22 agricultural journals in English, Spanish and Bohemian, 14 religious publications in the same languages, 18 labor papers, 8 live stock journals, one devoted to fruit growing, two to poultry, 23 to the interests of college students, 2 to commerce and industry, one to farm implement production, 2 to finance and banking, 2 to grocery and gen-

eral merchandising, 15 publications for negro readers, and 39 foreign language journals, 18 in Spanish, 11 in German, 8 in Bohemian, 2 in Italian, and 1 in Swedish. There is one publication classed under "Monthly and weekly publications of general circulation." It is *Holland's Magazine*, edited for the women of the southwest. The total number of newspapers and periodicals in Texas is 904, published in 557 cities and villages throughout the state. Besides the dailies there are 679 weeklies, 23 semi-weeklies, one published three times a week, one fortnightly, 11 semi-monthly, 73 monthly, one bimonthly and four quarterly.

The principal places of publication are the famous "six towns," the six open doors to the Texas market—Dallas, El Paso, Fort Worth, Galveston, Houston and San Antonio—pressed hard in importance by such flourishing cities as Austin, Beaumont, Corpus Christi, and Waco.

NEW FORT WORTH

The Fort Worth market, the open door presented in the first of our six Texan towns, was interestingly described in the March 20 issue of ADVERTISING & SELLING, by Miss Myrtle Pearson. Some interesting facts from her survey tell us that Fort Worth is located in a great oil and live-stock area at the point of convergence of eleven railroads, which give it the largest railroad yards southwest of Kansas City. It ranks as the fifth grain market of the United States, the third cattle market of the world, the largest inland cotton market of the world, and the leading creamery center of the South. The development of the new oil-producing area lying all around Fort Worth has made it the "world's fastest growing city," but besides its 519 oil company offices and 20 refineries Fort Worth has a host of other important industrial plants. There are 242 groceries, 70 drug stores, 49 oil field supply companies, 31 lumber companies, 62 automobile agencies, and 123 accessory houses. In 1919, live stock sales in the Fort Worth territory amounted to \$150,000,000, cotton sales to \$100,000,000, grain to \$60,000,000; post office receipts for the

first six months of 1919 were \$446,005.69. Building permits for 1919 rose above \$15,000,000. Bank clearings for ten months of 1919 were \$716,731,908.99. The population at last report stood at 143,000, but it has climbed far higher by this time.

A recent investigation conducted by the live Fort Worth Advertising Club to demonstrate the "fiveness" of its city showed that in one short period of six months there was a gain of 485 new concerns representing almost every kind of business. That is a gain at the rate of 970 new concerns a year! Our "door" is opening wider and wider all the time with accelerating speed. These gains are the result of the growth not only of Fort Worth, but of the big oil territory all around, with its thousands of new settlers, all finding—all the time—new needs and turning to the dominating city of the territory to satisfy them. There is some significance to manufacturers in the fact that within a radius of 150 miles of Fort Worth 57 per cent of the state's population has its home—2,781,000 people. There is more significance in the assurance given by Fort Worth's building programme—the most ambitious of any southern city—that the part of this population clustered around the city and its suburbs is essentially stable and stationary—they to stay and to need your products.

Fort Worth publishes 23 journals covering interests ranging from oil to numismatics. Its dailies are the *Star-Telegram* (evening and Sunday), *Live Stock Reporter* (evening), and the *Record* (morning and Sunday).

PROSPEROUS EL PASO

Going down to El Paso, open door both to the "latent empire" of Texas and the undeveloped empire of Mexico we find the largest city along the border for a stretch of 2,000 miles with a population of 90,000 people, serving a trade territory population in western Texas, Arizona and New Mexico of 1,050,203. El Paso's trade territory, be it said in passing, represents 15 per cent of the area of the United States. In El Paso, the manufacturing power is represented by 125 large plants, with a combined investment of \$15,281,000, employing 6,000 workers in ordinary times, 10,000 in periods of special activity. The investment in the wholesale business amounts to between \$6,500,000 and \$7,000,000, and there are approximately 65 jobbing houses,

20 merchandise brokers, and 50 manufacturing agents.

The potentialities of El Paso are clearly indicated by the fact that it has already become a leader in one line of great importance. It is one of the biggest distributors of automobiles, automobile trucks, and accessories in the South and West, the amount of capital invested in this line in El Paso amounting to between \$3,500,000 and \$4,000,000. El Paso manufacturers, jobbers and retailers ship 800,000,000 tons of products every year. The average freight movement in the city wards is over 2,000 cars a day.

When we approach a new territory with a merchandising proposition we examine its banking power. El Paso courts such examination. Clearings for the first seven months of 1920 amounted to \$208,137,250.28. Within its trade territory there are 190 banks with combined deposits of \$85,000,000. The yearly outgoing items of banking paper between El Paso and her trade territory total \$39,000,000, while the yearly volume of incoming items of banking paper reaches a total of \$110,000,000.

PUBLICATIONS IN EL PASO

So much for figures. Interpreted they mean that El Paso is unusually

Not Store Keepers— But Merchants In Houston, Texas

Houston dealers are keenly alive to the benefits they derive from National advertising.

Their show window and store linkups with national advertising carried in The Houston Chronicle have given a pleasant surprise to several manufacturers.

Volume is what Houston merchants go after and get. They know that volume means quick turn overs and greater net profits. They realize that pushing nationally advertised goods will get volume in sales.

That is why Houston merchants work with The Houston Chronicle on all National advertising campaigns.

An adequate advertising campaign in The Houston Chronicle will secure for you the co-operation of Houston merchants.

Further information is furnished in The Chronicle's booklet entitled "Facts and Figures" which will be mailed to you on request.

The Chronicle led all Southern Dailies in National Advertising in 1918 and 1919.

THE HOUSTON CHRONICLE HOUSTON, TEXAS

M. E. Foster, President

John E. McComb, Jr., Director of Advertising

John M. Branham Company, Foreign Representatives

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

prosperous and that her 90,000 city and 1,050,000 trade territory population represent an unusually wealthy clientele for the merchandiser who goes into El Paso and its district. A particularly interesting feature of the El Paso situation is her geographical location. She is, as tourists demoninate her, the "Gateway of Mexico." In summing up the marketing situation in Mexico, D. A. Bandeen, General Manager of the El Paso Chamber of Commerce, to whom we are indebted for all of this material, points out that in the last five years exports to Mexico passing through El Paso have varied between \$3,000,000 and \$6,000,000 annually; imports between \$2,000,000 and \$5,000,000.

Today, Mr. Bandeen emphasizes, the prospects for Mexican trade are better than they have been in many years, with Mexico headed, apparently, toward a period of peace and prosperity after the long years of unrest and destruction. Are you going into the "Gateway?" It will pay.

El Paso reads eleven publications, five of which are in Spanish, and circulate on both sides of the border. Its daily newspapers, carrying the advertiser's message throughout the trade territory are the *Herald* (evening), the *Times*, (morning and Sunday), *El Nacional* (English and Spanish) and *Patria* (Spanish).

GALVESTON ON THE GULF

While we are on the border let us take a trip over to another border town Galveston. Galveston, on the Gulf of Mexico, borders on the world. It is the great Texas port.

L. D. McMaster, of the Galveston Chamber of Commerce, writing of the Gulf city, says:

"The port of Galveston, being served by a number of coastwise lines operating direct to the eastern markets, and having excellent railway facilities reaching to every part of the interior of the state, is one of the largest distributing centers for manufactured articles in the southwest. The port not only serves the great state of Texas, but that trade territory lying west of the Mississippi river and extending up through Kansas and Nebraska also receives some few commodities brought through the port. The bulk of the business is done in Texas and Oklahoma, however, merchants in this section finding the rail-water service better by far, both as to rates and dispatch than the air-mail service."

"Galveston is distinctly a seaport. Little thought had been given to the prospects of Texas becoming a manufacturing center until recently, due to the fuel situation. Now that fuel oil is becoming used almost universally as fuel, and Galveston is immediately adjacent to some of the largest oil fields, as well as being directly connected with the Mexican fields by tank steamer lines, it is not at all improbable that, within a few years, manufacturing plants will begin to spring up in various sections. It is already the largest cotton concentration point in the world, the average yearly shipments through the port aggregating more than three million bales, or more than one-

fourth of the average crop grown in the United States.

IMPORTANT DISTRIBUTING POINT

"Galveston is especially adapted to the storage of manufactured articles for distribution in the Southwest. Warehousing space can be secured here for less money than in any other large city in the state. The five trunk lines serving the city reach every part of the state. The combination water rates from the eastern seaboard bring the transportation problem down to the most economical basis possible.

"It will readily be seen that Texas and the southwest offers a wonderful market for all standard articles, and that Galveston offers the logical point of entry to the state for all shipments originating on the Atlantic seaboard, and even as far west as Cleveland."

Galveston looks for its daily merchandising news in the advertising columns of the *News* (morning and Sunday) and the *Tribune* (evening and Sunday). There are also two weekly negro publications.

From Galveston let us go to three significant interior points—Houston, San Antonio and Dallas.

HOUSTON UP THE "CHANNEL"

First, let us make the short inland trip from Galveston that leads to Houston—Houston with its 158,000 population, its 278 diversified manufacturing plants, clustered about its famous Ship Channel, its cotton exporters handling more than half of the cotton crop of Texas, its great oil refineries, its billion dollar export trade. Houston boasts, with cause, of that ten and a half million dollar Ship Channel, which, with terminal and harbor facilities costing over three million dollars, permits direct export shipments to the ports of all the world. It also boasts, with cause, "of the most extensive rail facilities of any city of the South." It is these advantages which have made the modern city.

Houston today has manufacturing enterprises employing well over 10,000 men and women and carrying a payroll of above \$10,000,000. It has a trading population within a radius of 150 miles of close to 1,300,000 people. It has about 2,400 retail firms doing an annual retail business of \$60,000,000. Its 27 banks and trust companies cleared in 1919 \$1,117,571,419. It is the center of the



Ruthrauff & Ryan

INCORPORATED

ADVERTISING

101 Fourth Ave. at 28th St., N. Y.
Chicago: 30 N. Michigan Blvd.
Baltimore: 209 N. Liberty St.

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

rice belt and an important lumber market. Its municipal enterprises prove its vision. Houston cannot be passed by in "covering Texas."

Twenty-four publications have their homes in Houston. Besides the *Chronicle* (evening and Sunday), the *Post* (morning and Sunday), the *Press* (evening), which are the daily mediums of advertising in the Houston territory, there are trade and class publications catering to lumbermen, to farmer readers, bankers, exporters, etc.

OLD "SAN ANTON"

Leaving Houston let us jump to the far Southwest—to old "San Anton," city of the Alamo, of tourists, of soldiers, of aviators, and of big business. About 145,000 the year around is how San Antonio figures its population and then rises to tell you that it serves a territory containing 850,000 people. In that territory we have an extremely rich agricultural, live stock and dairying region. In San Antonio itself we see a town which has not let its picturesqueness serve as an excuse for a lack of business-getting ability. It has 239 factories with a capital of \$12,000,000, employing 6,000 men and women whose average wage in 1919 was figured at about \$875. It turns out manufacturing products with a value of \$35,000,000. It is a town of wholesalers—of 24 wholesale dry goods dealers, 11 wholesaler grocers, 15 motor truck distributors, 49 automobile distributors, 16 wholesale and retail hardware distributors, 74 wholesale and retail dealers in auto tires and accessories, of 350 retail grocers. Just add these significant facts—that 1919 building permits amounted to \$4,080,572, bank clearances to \$390,000,000, postal receipts through November to \$92,000,000, that San Antonio uses 15,423 automobiles, manufactures 1,500 kinds of products, lives in 35,000 separate homes, and that it is an army post with a large soldier population—and you have the market. That market is served by four dailies, the *Express* (morning and Sunday), the *Light* (evening and Sunday), the *News* (evening and Sunday) and *La Prensa* (morning—Spanish), and a wide variety of class periodicals is open to the advertiser.

DALLAS, THE JOBBING CENTER

When we think of Dallas we think of jobbing and the wholesale trade. It is the proud boast of that city that it stands unchallenged in the Southwest in wholesale selling and jobbing of dry goods and related line. In 1919, Dallas did a business of this

kind amounting to \$78,750,000, an increase of 30 per cent over 1918, and of 800 per cent over 1910. It is without a competitor in the recognition given as the largest and most complete dry good market south of St. Louis. Texas merchants no longer make extended trips to the northern and eastern markets. They buy in Dallas. Facts show that 250 concerns of national importance have chosen Dallas as their headquarters in the Southwest. Within a hundred mile radius of Dallas there are 33 prosperous Texas counties and eight Oklahoma counties; there are 1,823,422 people and 156,373 farms, which produce annually about \$275,000,000 worth of cotton.

In one recent month purchases in Dallas amounted to \$218,702,000.

Forty-one newspapers, magazines, trade journals and class publications of a wide variety of interests are published in Dallas. In reaching the Dallas district, the advertiser who judges strength by circulation figures will be interested in such daily publications as the *Dispatch* (evening), the *Journal* (evening), the *News* (morning and Sunday), and the *Times-Herald* (evening and Sunday), in weeklies such as *Farm and Ranch*; semi-weeklies, such as *Farm News* and monthly magazines such as *Holland's*. There are also several strong negro and foreign language publications.

PAPER

A WEEKLY PRODUCTION JOURNAL
FOR PAPER AND PULP MILLS

Qoes into practically every paper and pulp mill in North America, as well as most foreign mills. It is referred to throughout the world as the leading authority on the subject of paper making. Its articles and editorials by leading men in the industry give its material a recognition and importance that is unusual in the average trade paper.

QThe fact that PAPER is accepted as the best medium reaching this industry is proved by its subscription price, \$6.00 a year, the highest in the field. The subscribers not only read it from cover to cover, but save it for future reference, which means that its advertising has a decidedly long life and a reader responsiveness which is very high.

QThe estimated value of pulp and paper products manufactured in 1919 is over one billion dollars. The amount of machinery and incidentals bought and used in manufacturing this total was enormous. As an example the paper industry is the second largest user of steam power in the United States. This means power plant equipment, machinery, tools, belting, lubricants and so on, to a total of millions of dollars every year.

QAdvertising rates, circulation statement and information regarding the possibilities for promoting your sales in the paper industry can be obtained on application to

471 Fourth Ave.,



New York

ADVERTISING & SELLING

The National Weekly of Modern Merchandising—Established 1891

Features in this Number

September 18, 1920

WHAT KIND OF ADVERTISING MAKES SELLING EASIEST,

"The Outsider"

Answering Paul W. Kearney's Article in the September 4 Issue,
This Writer Asks Whether Selling Points Make Selling Power.

SAVING THE WOULD-BE CUSTOMER'S TIME.....

A Suggestion to Better the Service Extended the Inquirer Whose Interest Your Advertisement Has Stimulated.

SELLING A HIGHER PRICED PRODUCT FOR ULTIMATE ECONOMY,

Ward Gedney

How the "Red Edge" Shovel Campaign is Overcoming the Obstacle of Increased First Cost.

THE EMPLOYMENT MANAGER AS A SELLING FACTOR,...*E. P. Brown*

The Personnel Department Has a Big Opportunity to Increase Company Good Will.

HOW CONTINUOUS ADVERTISING KEEPS BUSINESS FIRM,

Charles L. Benjamin

Consistent Policy, Not Spasmodic Efforts, Protects Against the Worries of "Dull Times."

THE ADVERTISING VALUE OF THE PACKAGE.....*J. R. Lariviere*

Nearly Every Line of Merchandise Has Recognized It and Adopted Some Sort of Container.

GIVE THE FARMER MORE ILLUSTRATIONS.....*I Farm Paper Critic*

The Photograph That Combines Real Life Effects With Artistic Impression Appeals to Him.

FACTS AND FIGURES CONVINCE THE FARMER.....*H. T. Comstock*

Wisconsin Live Stock Officials Found That Out in Selling the Farmer a New Idea.

TEXAS, THE LATENT EMPIRE STATE.....*Stuart McGregor*

Texas Resources and Sales Possibilities Presented Interestingly and Convincingly to Demonstrate the Value of the Texas Market.

ELIMINATING "UNDER SEPARATE COVER".....*F. E. Waldon*

What Effect Combination Packages Will Have on the World's Business Relations.

WEAK-KNEED PERSONNEL POLICY HURTS FOREIGN TRADE.....

Practice of Releasing Foreign Managers at Critical Times Makes for Unsuccess Abroad

SIX TOWNS FROM TEXAS.....*Ralph Berlin Smith*

Dallas, El Paso, Fort Worth, Galveston, Houston and San Antonio Are Open Doors to Texan Trade.

Calendar of Coming Events

Sept. 20-25—Sixth National Exposition of Chemical Industries, Grand Central Palace, New York.	October 11-13—Annual Convention National Association of Purchasing Agents, Chicago.
Sept. 20-30—Annual Convention Bakery and Confectionary International Association, Cincinnati, Ohio.	October 11-14—Annual Convention, National Association of Stationers and Manufacturers, St. Louis, Md.
September 22-24—Annual convention, National Petroleum Association, Hotel Traymore, Atlantic City, N. J.	October 11-16—Annual convention, American Association of Advertising Agencies, Chicago, Ill.
September 27-30—Annual Convention, National Association of Advertising Specialty Manufacturers, Hotel Sherman, Chicago.	October 13-15—Annual Convention, National Implement and Vehicle Association, Atlantic City, N. J.
October 1-2—Meeting, National Association of Sweather and Knitted Textile Manufacturers, Milwaukee, Wis.	October 15—Annual convention, Audit Bureau of Circulations, Chicago, Ill.
October 6—Annual Convention, National Association of Electrical Contractors and Dealers, Baltimore, Md.	October 18-22—Annual Convention, American Bankers' Association, Washington, D. C.
	October 27-29—Annual Convention, Direct Mail Advertising Association and Association of House Organ Editors, Detroit, Mich.

World-Wide Demand for American Made Goods

Manufactures continue to be the chief part of our exports. They have formed, says a statement by the National City Bank of New York, 52 per cent of our exports in the current calendar year, and in the months of May and June 56 per cent as against 43 per cent in the same months of last year. The total value of manufactures exported in the calendar year 1920 will, says the bank's statement, be not only the largest ever recorded, but will considerably exceed \$4,000,000,000 as against slightly less than \$1,000,000,000 in the calendar year 1914.

Details of the distribution of manufactures in the fiscal year 1920, which are now at hand, indicate that the world is demanding from us the class of material required for the immediate use of its people. Food, clothing and certain transportation facilities must be had for immediate use, while other lines, such as the building of new railways and factories and the replacement of machinery operated during the war, can be temporarily deferred, awaiting adjustment of costs, and the big increase characterizing our 1920 exports of manufactures occurred in articles required for immediate use.

Textiles exported in the fiscal year 1920, says the Bank's statement, aggregated \$48,000,000 against \$38,000,000 in 1919, and only \$81,000,000 in the year preceding the war, an increase of 50 per cent in value over last year and of 500 per cent over the fiscal year 1914. Leather and manufactures thereof amounted in 1920 to \$202,000,000 against \$183,000,000 in 1919 and \$58,000,000 in 1914, an increase in value of 60 per cent over last year and approximately 400 per cent over 1914. Wood manufactures aggregated \$169,000,000 in 1920, an increase of 61 per cent over last year; mineral oil exports in the various manufactured forms aggregated \$403,000,000 in the fiscal year 1920, an increase of 21 per cent over the immediately preceding year; manufactures of rubber \$70,000,000, an increase of 56 per cent over last year and more than 400 per cent over 1914, while automobiles capped the climax with an increase of 100 per cent as compared with last year and 700 per cent as compared with 1914.

In other particulars it is apparent that the immediate requirements of man are characterizing the world's demand upon us. Of cotton goods alone the exports in the fiscal year just ended were \$364,000,000, or an average of a million dollars a day, against only \$32,000,000 one year ago and \$41,000,000 in 1914, and while a part of this increase is due to higher prices, the increase in quantities exported is very large.

Canadians Urge Protective Tariff

Revision of the customs tariff "to meet the requirements of all classes" has been urged by the Canadian Manufacturers' Association in a statement submitted to the Dominion Tariff Commission. The statement points to the "remarkable progress of the Dominion under the protective and preferential tariffs" and an argument for a "stable, fiscal policy of protection with some assurance of permanence" and argues that if the Canadian customs tariff should be removed while other countries maintain and strengthen theirs Canadian markets would be filled with the overflow goods from protected foreign countries.

Have You Seen This New Magazine?

WRITE US FOR A COPY

The first number of a new business paper, entirely devoted to the Farm-Light-and-Power trade and industry, was issued on September 1st. It is known as

FARM-LIGHT AND POWER

For Manufacturers, Distributors and Dealers

FARM-LIGHT and POWER is based on the belief that the Light and Power industry is a permanent factor in the business of equipping the farms of the country, and that the ten thousand or more men who are today selling Farm-Light plants and accessories to farmers are entitled to a business paper of their own. It will give them the sort of merchandising and service advice which heretofore they have been unable to obtain.

FRED M. LOOMIS

Directing Editor of the Curtis Business Papers, Inc., has supervision of the editorial policy of FARM-LIGHT AND POWER. Mr. Loomis, as a member of The Class Journal Editorial Staff, contributed practically all of the Farm-Light and Power articles appearing in MOTOR AGE, MOTOR WORLD and AUTOMOTIVE INDUSTRIES. He is exceedingly well posted on the merchandising problems of dealers who are selling to farmers, having devoted the past ten or fifteen years to an intimate study of such problems all over the country.

GEORGE W. WARD

until recently a member of the Power and Light Sales Organization of the Western Electric Company of New York, and previously on the staffs of IRON AGE, HARDWARE AGE and RAILWAY AGE, is Business Manager of FARM-LIGHT AND POWER.

ALLEN SINSHEIMER

for five years one of the Editors on the staff of the Class Journal Company, publishers of MOTOR AGE, AUTOMOTIVE INDUSTRIES, MOTOR WORLD and COMMERCIAL VEHICLE, and now Editor of PAPER, is Consulting Editor of FARM-LIGHT AND POWER.

ARTHUR J. McELHONE

for the past four years Special Service Representative and later Publicity Manager of the Class Journal Company, publishing AUTOMOTIVE INDUSTRIES, MOTOR WORLD, MOTOR AGE, and five other magazines, and now General Manager of the Curtis Business Papers, Inc., will supervise the policies of this new paper.

FARM-LIGHT AND POWER

is published by the

**CURTIS BUSINESS PAPERS, Inc.
PUBLISHERS**

FARM-POWER
MERCHANTISER

TRACTOR AND IMPLEMENT
EXPORTER

FARM-LIGHT
AND POWER

471 Fourth Avenue, New York

CHICAGO OFFICE: 1105 MALLERS BUILDING

\$1,713,650

THIS is just a tiny portion of the money which NEW YORK AMERICAN readers, writing for advice to the Investors' Service Bureau, were ready to invest in securities in less than twenty weeks.

To be exact, the NEW YORK AMERICAN Investors' Service Bureau received 25,415 letters during the 19 weeks beginning April 24, 1920, asking how they should invest funds.

The aforementioned \$1,713,650 represents only the total of amounts specifically mentioned by 372 readers.

If 372 readers who *state* the actual amount ready for investment had available \$1,713,650, HOW MANY MILLION DOLLARS WOULD YOU IMAGINE WERE AT THE DISPOSAL OF THE REMAINING 25,043?

Whatever your answer may be to this question, even this figure gives only an insignificant idea of the vast funds invested by NEW YORK AMERICAN readers during this period; for it goes without saying that those who actually wrote to the Investors' Service Bureau can only be a very small proportion of those readers who follow the advice contained in the news and advertisements of the Financial Section of the NEW YORK AMERICAN.

The possession of these surplus funds marks out these readers to be of exceptional interest not only to bankers and brokers, but to every merchant and manufacturer who has goods to advertise.

If ever there was proof of quality as well as quantity circulation, you have it right here.

That they prefer the NEW YORK AMERICAN to all other morning papers is proved by the fact that they cheerfully pay three cents for it, when The Times, World, Sun-Herald and Tribune can be bought for two cents.

