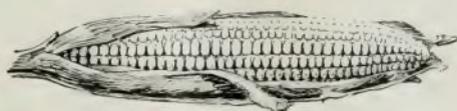


Kansas City, Mo.

# Advertising & Selling

SEPTEMBER 25, 1920



**\$1,430,327,000**

is the latest federal estimate of the value of the 1920 corn crop in The Chicago Territory.

Try to grasp those figures—one billion, four hundred and thirty million, three hundred and twenty seven thousand dollars worth of new wealth created during the past few months from sun, rain, labor and the soil of five states. This corn crop of Illinois, Indiana, Iowa, Michigan and Wisconsin is 30% of the corn crop of the nation, yet it is only one of many crops being raised on these fertile prairies. These stupendous yields are a guaranty of purchasing power awaiting advertisers.

*For more information concerning the wonderful Chicago market and best method of merchandising your product in it, write for the Chicago Tribune's*

*1920 BOOK OF FACTS*

**The Chicago Tribune**  
THE WORLD'S GREATEST NEWSPAPER

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



*“What a striking  
Catalogue!”*

“That’s what I call taking advantage of a product’s *real* sales features. Just ordinary house paint. Yet see how beautifully it is brought out on this cover. H’m, I wish my house were painted like that.”

CATALOGS—and inexpensive ones—*can* get under the skin of your prospects. The limitation of cold words can be overcome by the wise use of color and cover paper. Thousands of advertisers depend upon *Foldwell* to express forcefully the hidden values of their products.

*Foldwell*  
Coated Book  
Coated Cover  
Coated Writing

Foldwell Coated Cover will improve your catalogs. Its better surface means better color work; and its unusual strength keeps the cover fresh even under severe usage. Send for samples of Foldwell Coated Cover. Every advertiser will profit by knowing about this printing paper.

**CHICAGO PAPER CO., *Manufacturers***  
S. Wells St. Chicago, Ill.

*Nationally Distributed*

# *Leadership*

Deep down in his heart every advertiser cherishes the same ideal—

Leadership.

To create sales, to keep up with the rank and file, to meet competition—these alone do not satisfy. He is impelled to bigger things—he seeks to leave all competition far behind, to forge ahead, to dominate.

But many factors enter into leadership. You can “make a better mousetrap than your neighbor” until the end of time, but the world will never make the beaten track to your door until it **knows** that you are making better mousetraps.

Merit alone does not make for leadership. **Public recognition** of merit does. In the end, it all reverts not to the product alone, but to the public who buy the product.

Who are the buying public and how can they be reached? That is the problem every advertiser has to solve before he can attain his dream of leadership.

In Chicago the answer is quite simple: They are the seven out of nine English-speaking persons who read *The Daily News*.

You **must** sell those 1,200,000 readers before you can hope to achieve supremacy in the Chicago market. You can sell them completely, easily, economically, through the nearly 400,000 circulation of

**THE DAILY NEWS**  
*First in Chicago*



## Farm Trade offers Safest Investment

The business of farming *is steady*. It knows fewer disturbances than any other industry.

Wall Street has no terrors for the farmer. Rumors that shake the financial world leave him unaffected.

The farmer's chief concern is the productivity of his fields—and almost every sowing leads to a profitable harvest.

The farm market is a *solid* foundation to build on—because a big farm trade is certain practically every year. It offers the *safest* and *surest* investment.

THE STANDARD GROUP OF QUALITY PAPERS yield the biggest return to advertisers, because they have earned the *confidence* of the richest and most substantial farmers.

Sell a STANDARD farmer and you sell his neighbors too.

### THE STANDARD FARM PAPERS

Edited by men who know

(Over 1,150,000 farm homes)

The Ohio Farmer  
Established 1848

The Wisconsin Agriculturist  
Established 1877

Prairie Farmer, Chicago  
Established 1841

Pennsylvania Farmer  
Established 1880

The Breeder's Gazette  
Established 1881

Wallaces' Farmer  
Established 1895

Pacific Rural Press  
Established 1870

The Farmer, St. Paul  
Established 1882

Hoard's Dairyman  
Established 1870

The Nebraska Farmer  
Established 1859

The Progressive Farmer  
Established 1886

Memphis, Dallas  
Birmingham, Raleigh

The Michigan Farmer  
Established 1843

*Western Representatives*

STANDARD FARM PAPERS, INC.  
Conway Building, Chicago

*Eastern Representatives*

WALLACE C. RICHARDSON, INC.  
384 Fourth Ave., New York City

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

# ADVERTISING & SELLING

The National Weekly of Modern Merchandising—Established 1891

J. M. Hopkins, President;  
H. B. Williams, Vice President;

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

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

30th Year

SEPTEMBER 25, 1920

Number 14

## Selling When the Selling Isn't So Good

A Merchandising Plan for the Moment—The Moment Is Critical and Upon Its Marketing Policy Depends Future Economic Stability

By RALPH BEVIN SMITH

IT SEEMS strange that so many companies slow up on their advertising when conditions become uncertain and go like wildfire when business is easy to get."

This comment is quoted from a letter written to ADVERTISING & SELLING by the advertising manager of a manufacturing company which ranks among the country's leaders in the use of paid space.

It implies an attitude toward advertising that must prevail if the country's producers are going to carry forward the work of reconstruction instead of letting the debris of the war come crashing down around their heads.

"When the storm broke in 1914," wrote another national advertiser, enlarging upon this view, "Great Britain adopted a policy of 'business as usual.' Carried too far, that policy aroused some criticism and scorn and the British shopkeeper was, at length, brought to see that business must serve the needs of war. But should an ill-wind ruffle the hitherto smooth expanse of our market 'advertising as usual' is a policy to which we can adhere without criticism until we have ridden out the gale."

Since ADVERTISING & SELLING addressed to some of the leading national advertisers the letters of inquiry as to policy which called forth these two comments quoted and others in the same vein the economic weather bureaus have been announcing with increasingly strengthened confidence that perhaps we are not going to have a gale after all but just a steady brisk breeze; that the paddling may be a little more difficult, but is not going to be dangerous.

### Don't Be a Turtle!

**F**ACING a period of uncertainty the tendency of the business man often is to follow the example of the turtle under the threat of danger—to draw himself into his shell and wait for the situation to clear up. Unfortunately, as can be pointed out by the small boy who picks up the besieged turtle, that doesn't get him out of the danger zone.

As a matter of fact, the business situation is nowhere near as dark as some excited critics have painted it and there are many keen observers who believe that readjustment, stabilization, are within reach if the business leaders will only reach.

In this article, Mr. Smith has explained how they have defined "reaching" as keeping up the selling effort and "advertising as usual."

THE EDITOR.

One cannot have too much sympathy with those persons of dramatic temperament who are always crying "crisis," seeing a "turning point" today and a "significant change" tomorrow, and reminding one with their curious economic theory of the pre-evolutionary scientists with their theories of a "cataclysmic" development of the world. Yet one may recognize that we are at a psychological moment in the evolution of business without implying a crisis to be announced in eight-column headlines on the financial pages.

A month ago, our financial experts, in their prophetic utterances were using every synonym for the world "panic" that they could cull from the dictionary. Today, we find Franklin K. Lane saying:

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"The business outlook appears to be good in every section. Wholesalers and retailers view the fall and winter optimistically. The retailer is finding that the consumer is looking forward without fear to the winter, and his purchases from the wholesalers are founded upon this optimism. From the simple toiler up through the tradesman to the industry and the financier there runs a connected feeling of confidence."

At the same time, there is a well-established conviction among business men that this optimism must be paid for in hard selling-labor. There is no confidence that we are going to get back the smooth-sailing days of last spring. We cannot dodge the breeze.

"The time is coming," said one advertiser, "when we shall have to go out after business again."

Another said to the writer: "This optimism simply means that we have got our nerve back again and have told ourselves that we can put the market on a firm basis once more if we admit that the 'easy' days are over and get right down to selling—nothing but selling."

An outstanding feature of this condition of mind on the part of business men is an almost pathetic desire to hear, to read, and to repeat in their conversation and in their industrial house organs every note of optimism that is sounded by everyone who can claim some authority to speak with foreknowledge of the future. Executives are instructing their salesmen to talk "good times" when they go out on the road. Advertising men are preaching the worth of starting campaigns to advertise "good times." An institu-

tional advertisement to stimulate buying courage printed in St. Louis newspapers by the Ely & Walker Dry Goods Company of that city under the caption "Business Is Good—Business Is Going to Be Good—Good Business Goes Where Good Goods Go" was reprinted all over the country.

"That is good stuff. But actions speak louder than words and better than all the "good times" advertising that our inspired copy writers can turn out is the example we can furnish by adhering to the policy of "advertising as usual."

#### THE EFFECT OF SPACE REDUCTION

Two or three excited depositors can, by withdrawing their deposits in a moment of financial uncertainty, start a run on a bank. One or two runs can develop a panic. Two or three concerns that "slow up on their advertising when conditions become uncertain" will furnish an example the effect of which all the "good times" advertising in the world cannot combat in the minds of those advertisers who, although they may have been going "like wildfire" when business was "easy to get" watch their pennies with feline persistence when business is hard to get—and read "good times" advertising with tongue in cheek.

But these same astute, if somewhat narrow-minded, business men will announce that they are not advertising to set an example, they are advertising to get their share of returns from the big market and if the market shrinks they are going to shrink their advertising outlay accordingly. Perhaps they won't state it quite as baldly as that, but that is the way they are reasoning.

"It seems strange that so many concerns slow up on their advertising when conditions become uncertain and go like wildfire when business is easy to get."

We quoted that comment in the opening paragraph from a letter from C. M. Lemperly, advertising manager of the Sherwin-Williams Company, which, we correctly said, "ranks among the country's leaders in the use of paid space."

"Our policy," Mr. Lemperly continued, "has generally been the opposite, and we started our double page spread campaign when most people were holding back during the war. As a consequence, we were able to make a 'Million a Month' gain in sales for two consecutive years, and the present sales volume is keeping up in the same ratio.

"The time is coming when we will have to go out after business again, and it is going to be exceedingly expensive to travel a large staff of salesmen under the new transportation increases.

#### KEEPING UP "ON HIGH"

"We are not only going to continue our big sales force, but to add to it, and will also expect more results than ever from our advertising under these conditions.

"We believe in all-year-round advertising. There was a time when December, January, July and August were cut out of our advertising calendar, but now we keep up the effort steadily twelve months in the year with the result that our business has fewer peaks and valleys than it ever had. The addition of new lines has also enabled us to keep up substantial sales increases through the year."

A few weeks ago the writer attended the rousing sales conference of the Pyrene Manufacturing Company, held in the Hotel Commodore in New York and, during a noon intermission, had lunch with the sales manager, G. P. Rogers, his assistant, James G. Acker, and other officials of the company, including the assistant to the president and the heads of the London and Montreal offices. They were asked frankly what policy they had decided to adopt in the face of a tightening market, a "buyer's market" in contradistinction to the summer's "seller's market," a time when conservative, cautious buying, and constant demands for price lowering would put salesmanship at a far higher premium than it had been in many, many moons. A tight market and cautious buying do not affect a safety service line like "Pyrene" in the same way that they must affect general merchandise lines. Caution is more liable to recommend a fire extinguisher than otherwise; but these gentlemen were interested in the general problem and anxious to suggest a recipe for the common good.

#### A RECIPE FOR TIGHT TIMES

Their recipe comprehended several important points: the reduction of the size of salesmen's territory to effect greater concentration on a smaller number of prospects; the increase of the sales force and the weeding out of the "duds"; more attention to the education of both salesmen and dealers; more attention to institutional selling and sales promotion; an increase in the lines carried, both to stabilize sales, as Mr. Lemperly suggested, and to increase the interest of the jobber in the manufacturer's business, making him less in-

clined to drop it when limiting his activities in a "tight market"; more attention to dealer helps; and "advertising as usual."

Franklin K. Lane's survey of national conditions reviewed in the newspapers on last Tuesday is a message of reassurance. From the analysis of an investigation made by 900 field representatives of the Fidelity and Deposit Company of Maryland, covering every section of the country, Mr. Lane deduces that "the country is on a sound, economic basis, with the wave of extravagance subsiding, saving increasing, wholesalers and retailers optimistic over the winter outlook, and a growing disposition for hard work, although the individual productivity of labor is not yet showing much evidence of increase."

He finds, however, what the writer has intimated is an important peculiarity of the psychosis of the moment, that "many people stand hesitant and undecided, having difficulty because of the general lack of knowledge of business conditions outside their own locality or interests. The general tendency has been to see what the next man thinks, with the uncomfortable feeling that his guess is no better than another's."

#### CAUSE FOR OPTIMISM

His survey—taking up only the high lights—shows no shortage of raw material in the country, a lack of orders only in the district including Minnesota, the Dakotas, Iowa, Kansas, Nebraska and Wisconsin, a reduction of the freight car shortage in every district except the Rocky Mountain States, the Southwest and the district including Kentucky, Tennessee, Alabama, and Mississippi, a fuel shortage in every district except in the Rocky Mountain and Pacific Coast States, a good distribution of labor, except only in the Atlantic States where there is a shortage of unskilled labor and some unemployment among skilled labor, excellent crop conditions everywhere; tight money everywhere, but an encouraging increase in bank deposits everywhere except in the Rocky Mountain States; and a total subsidence of the "wave of extravagance."

It is very significant that Mr. Lane devotes considerable space to declare that "we are not yet masters of the art of distribution of products." He speaks specifically of the distribution of farm products and says that "the consumer feels that somewhere between the farmer and himself, too much is taken for a service of comparative insignificance in contrast

with that which the producer himself renders."

This whole interpretation of current feeling and current business conditions has two features of outstanding interest to the advertiser and seller. One lies in the indictment embodied in the last paragraph. The advertiser and seller will be inclined to quarrel with the body of consumers, or with Mr. Lane—whoever is responsible for that phrase "a service of comparative insignificance"—and may even attack the statement that "too much is taken for the service." There is just one kind of merchandiser who cannot fight that indictment because he has ruled himself out of court, or rather, perhaps, pleaded guilty. He is the man who cuts down his advertising in an uncertain business period, thereby reducing the significance and the value of his service, and increasing its cost to the consumer.

It ought to be an unquestioned fact in these late days that advertising—"mass selling," as John Sullivan, secretary of the Association of National Advertisers, has called it—is the most effective agent in the whole distributive process to cut down the cost of that essential (never "insignificant" even comparatively) service. It makes possible such cost-saving standardization of manufacture as was never thought of in pre-advertising days; it enables the manufacturer to profit more at less cost to the consumer than was ever dreamed of in the days before national advertising came to accelerate turnover, and establish merchandising policies that contemplated unheard of quantity sales at what seemed a ridiculously low profit per sale but aggregated a very satisfactorily increased total profit per season. It stabilizes sales with disastrous effect on the old policy of getting top prices in one season when "the going was good" to offset a slump in another season. The manufacturer-distributor who—good time and dull time—avails himself of the full force of national advertising, who advertises harder as selling becomes more difficult and buyers more cautious, thereby keeping his service of incontrovertible significance to the consumer, can turn away the force of any such indictment as Mr. Lane intimates is felt returnable against him as a distributor and "cash in" at the same time. The merchandiser who cuts advertising appropriation every time the buyer shows a disposition to hesitate and take stock, is guilty in the eyes of everybody—his confederates included—and loses money at the same time.

The other feature of outstanding interest in Mr. Lane's survey to which I referred is the clear indication that the market is "steading down," that it is the psychological moment when every shove in the right direction has incalculable value—and a double effect—psychologically and economically. A favorite war story is that of the captain who, in the midst of a counter-barrage that was breaking his men's nerve, climbed up out of the trench and walked calmly back and forth along the par-

apet smoking a cigarette. The wise, consistent advertiser will follow his example by calmly keeping up his advertising in times of stress and strain, or raising it to a higher pitch, as the captain raised his nerve.

And his company will go over the top afterwards—as the conclusion of the story says the captain's company went over—with invincible effect. And we mean, not psychological effect—but material effect, measurable in dollars and cents.

## A Pattern for Effective Technical Advertisements

One Successful Writer of Technical Copy Analyzes a Method That Wins Readers

By GEORGE HOFSTETTER, JR.

Advertising Manager, Farnsworth Co.

**T**ECHNICAL advertising! And the average copy man exclaims "Horrors!" and runs away as fast as he can to the fatuous phrases of his new face powder campaign.

Technical advertising is more difficult to prepare simply because it is harder to sell a piece of machinery than a can of face powder. It is easier to tell what a safety razor will do than it is to explain how a boiler feed pump works.

Of course, it is more difficult to prepare attractive technical copy than it is to prepare copy for the average household article. You can attract the eye with an Onyx hosiery girl or prepare something startling for the sale of it—but how are you going to get away from the staid and reserved, conservative and technical, monotonous and "always the same" advertising that we see in the trade journals and engineering magazines?

In preparing technical copy the writer has found it helped to keep this order of presentation in mind:

1. Attractiveness.

An advertisement must be made attractive. There is no one to tell a reader to "Turn to page 450 to see the Farnsworth machines" and there must be something about the advertisement that will make the casual reader, who, some day, may be the buyer, stop at your page. Therefore, I try to design my captions to make the reader answer a question asked in his own mind before passing on, or perhaps I hold him with a photograph or two.

2. The name.

Everything is in the name. Get it into the caption, if you can. Get

it into the text everywhere. That is the first step in advertising. Today, when you say "Spearmint" you do not have to say "chewing gum." We try to make the name "Farnsworth" mean "condensation pumps."

3. What is it?

Having caught our casual reader by our points of attraction, and fixed our name in his mind we try to tell him what he is reading about and why he has glanced at our photographs.

4. What it does.

Then, in this difficult technical advertising, we must hold his interest by telling him in short, concise manner what we can do for him. Having accomplished this we proceed in order to

5. Why it excels.

Here we enter into the field of competitors, pointing out why we believe our machines better in construction, materials, or what not. We show where we have increased their efficiency and service.

6. Service. Guarantee.

We produce records from others as to the service of our products, bring forward the endorsements of satisfied customers in the shape of letters, signed statements and photographs; and we dispel any doubt in the mind of the prospective customer by offering him a guarantee.

7. Who we are and where we are.

In following this pattern we are endeavoring to do our bit to afford the average engineer looking through the average technical paper just a little relief from the dull drab array of average technical advertisements.

# Strengthening the Props Under the Advertising

Some Suggestions on Merchandising Good Will to Customers to Hold Them in the Fold and Keep Their Confidence Intact

By C. FOSTER BROWNING

Production Manager, George W. Edwards Company, Advertising, Philadelphia

ONE of the leading men's wear establishments in our town has achieved remarkable success, largely through the use of personal appeal advertising of an irresistible type, which ought to point a lesson to national advertisers on how they can educate dealers to a knowledge of how friendly follow-ups make repeat sales.

When they tell you that their clothing salesmen never forget a face, or that the chaps at their shirt counter remember all the individual whimsicalities of their customers, they do it in a way which raises you a bit in your own estimation. You can almost imagine the man who sold you your newest necktie telling the folks at home all about it. "Yes," you hear him say, "Mr. Brown was in this morning and bought a stunning four-in-hand." "What was it like?" inquires the young brother. "Black with green stripes," answers the clerk. "They're his favorite colors, you know. Fine man, Mr. Brown—excellent taste in everything he buys."

That's the kind of a store you like. Yes, sir; no cut-and-dried methods; no mere routine there. But suppose that just a few days after buying two suits at prices which make you feel that there may be something good in the Overall Club idea; a spring coat that you hope will last several seasons, and three or four shirts that only a shipyard employee can really afford, you should receive the following letter, supposedly signed by the man from whom you made the purchase:

"Dear Sir: Several months have passed since I've had the pleasure of serving you, and I do hope that you will find time to come in and examine our new lines while they remain unbroken.

"When you consider the present difficulties in obtaining materials which meet the high requirements of (Blank's) standards, I believe you will acknowledge that we are particularly fortunate in being able to offer such exceptional values in suits and overcoats for Spring.

"Only the other day Mr. Brown, our buyer, asked me if you had made your selections, and I was forced to confess that you had not favored us with a visit for a long time.

"Won't you try to get in some day next week?"

WHAT WOULD YOU DO?

Perhaps you would toss such a letter into the waste basket and decide, for the moment at least, to buy your clothes elsewhere in the future; for most of us like to feel that our purchases are of some real importance to the salespeople with whom we deal and the stores which we regularly patronize. Or you might laugh at it, as I did, and inwardly chuckle over the salesman's embarrassment when you took occasion to "kid" him about it the next time you happened to be in the store.

Of course, I'll continue to buy from these people. Their styles are to my liking; their values honest; their location convenient, and their salesmen courteous and helpful; but whenever I chance upon one of their advertisements in which the "personal interest in every customer" keynote is dominant, I'm pretty sure to read it with certain mental reservations. The recollection of that ill-timed form letter may even bring to mind the favorite expression of a cynical acquaintance—"That's just advertising talk."

Meanwhile, throughout the city other men—hundreds, perhaps—who are wearing clothes for which they have not yet been billed, are receiving these "personal letters," apparently signed by their personal salesmen, informing them that they have not been in the store for several months. Some of these men will be offended; others indifferent, and many greatly amused. Whether much actual business will be lost through this blunder would be hard to determine; but it is certain that but few repetitions of such carelessness or stupidity on the part of the person in charge of the follow-up are needed to greatly undermine the effectiveness of this firm's advertising.

Some time ago, in discussing the relative merits of several local seed houses, the name of one of the largest and seemingly most successful was mentioned; whereupon one of my suburbanite friends threw up his hands with a look of disgust. "I'm off those people for life," he exclaimed. "They put out great advertising; but they don't live up to it. I've been reading it right along,

just as you fellows have," he continued, "and last year I wrote for a catalog. The catalog they sent was really one of the finest I've seen, and with it came a splendid letter describing the spirit and superiority of their service, and urging me to open an account. Both the catalog and the letter impressed me so favorably that I did open an account, and gave them a substantial order for seeds, shrubs, fertilizers and garden tools the next day. They gave me to understand that every item in my order was in stock, and that immediate delivery would be made. The goods finally arrived just three weeks after the date on which they should have been delivered. Several articles were missing, and the shrubbery was so badly damaged through careless packing as to be absolutely worthless. My name is still on their mailing list, and every now and then I receive one of those spell-binding letters about their service; but I know everything about it that I want to. Once is enough for me."

This is but one of many instances which have been brought to my notice, wherein good advertising is rendered ineffectual through inefficiency in the order department or gross carelessness in the shipping room. And, undoubtedly, the most unfortunate feature of such unsatisfactory transactions lies in their far reaching influence. In the majority of cases they result not merely in the loss of one customer which the advertising has created, but in the curtailment of much valuable business which might come from the friends and acquaintances of the "man with the grouch."

## KEEPING THE FAITH

One of my clients recently told me of the only case on record wherein his company had ever failed in keeping faith with the advertising. It happened years ago, when the enterprise was struggling along on a shoe-string capital, and resulted in the loss of thousands of dollars worth of business. In the early '80's the founder of this firm, which manufactures a product now used in many of the greatest industrial plants both here and abroad, decided that the

quickest way in which he could secure adequate distribution for his commodity would be to get it into the hands of the plant owner or superintendent, and let it "do most of its own talking." A series of attractive advertisements, offering a generous free sample, were prepared, and a small, rather spasmodic campaign begun in a number of trade publications.

The business was small; its financial backing scanty; and in its early battle for recognition it had neither the big scale production nor the big buying facilities of its competitors; and getting together the weekly pay roll was often a mighty serious matter. Sending out those free samples was a big additional expense, so the girl whose duty it was to get them into the mail worked out a plan, undoubtedly with the best intentions, to save money for her employer. Without consulting anyone in the matter, she decided to send them only to big concerns.

One day a request came from a young man who operated a small machine shop in the Middle West. It was carelessly scrawled in pencil on a piece of soiled notepaper. Surely, thought the girl, it would be money wasted to send a sample to this man; so she pigeon-holed the letter and forgot all about it. Five years later, the heads of this now successful company were much concerned because of their inability to sell their product to a certain large manufacturing plant in the Middle West. Their best salesmen made repeated attempts to land the business without once securing a satisfactory interview. Finally the President himself made the trip. The General Manager received him and offered him a chair. "I'll tell you frankly," he said, "why my business has gone to your competitors. Five years ago you advertised a free sample of your product. As a poor mechanic, I answered your advertisement, and the sample never came. I have read your advertising since; much of it has impressed me; but I have always felt that you did not keep faith with the advertising."

It was a bitter pill for the President. He returned home without the coveted order, and started an investigation, and there in a dusty, long-forgotten file, the one-time mechanic's letter was found.

Three months ago a well-known publication of tremendous circulation published several pages of bungalow photographs, together with an offer to send complete plans of any bungalow selected for the price of the postage. My wife was most enth-

usiastic about them, and as we contemplated building, lost no time in getting her letter into the mail. The plans have not come; neither has she received any explanation for their non-arrival, and I know that there is at least one reader of this firm's offers who is likely to regard any future ones which it may make with considerable skepticism.

Day after day, little inaccuracies in the order, shipping or mailing departments, are pulling the props from under the advertising in many businesses. The most carefully planned campaign, the most compelling copy, has its limitations. It can create desire, confidence, action and good-will; then it is up to the organization to make good.

## Outdoor Advertising Association Convenes-- Service the Keynote

The eleventh annual convention of the Outdoor Advertising Association met in Cleveland, September 14 and 15. The first session was called to order by President Chennel at 10 o'clock Tuesday morning, September 14, at the Hollenden Hotel. There were representatives present from 80 per cent of the membership, the attendance being the largest of any convention held in recent years.

The advertising men were welcomed to the city of Cleveland by Mr. Wood, head of the law department of the city, who extended the welcome on behalf of Mayor Fitzgerald. John S. Hummer, counsel for the Outdoor Advertising Association, responded, and the convention proceeded with its usual business.

The afternoon session on Tuesday was more particularly devoted to "Service," "Copy" and "Costs," Harry MacDonald acting as chairman, and the following gentlemen responding:

R. L. Whittton, "Copy and Execution"; W. H. Grant, "Art in Advertising"; Otto Townsend, "Iron and Cement B. B. Construction"; Leonard Dreyfuss, "Costs"; Casimir Mayshark, "Color in Outdoor Advertising"; and A. Conners, "Developing New Printers."

In the evening autos carried the members over 60 miles of the city boulevards and streets, to view the illuminated night display of Outdoor Advertising.

### MILBURN HOBSON SPEAKS

On Wednesday, the morning session was called to order by President Chennel. After routine business, John S. Hummer, counsel for the association, delivered a very effective speech, which had to do with the service the plant owners should render. He was followed by Milburn Hobson, president of the Poster Advertising Association. The chair was then turned over to Leonard Dreyfuss, and the matter of Local Sales was touched upon by a number of speakers, including R. L. Whittton, Harry MacDonald, C. H. Barling, Milburn Hobson, H. R. McClintock and O. V. Ober.

The afternoon was devoted to a National Sales Session, with R. L. Whittton as chairman. At this meeting, Harry Dwight Smith, president of the American Association of Advertising Agencies, spoke on "The Province of the Agency, and its Relation to Outdoor Advertising." H. Prescott Simpson delivered an address on "Outdoor Advertising and the Relation of the Plant Owner to the Advertiser." Other speakers at this session were Leonard Dreyfuss, H. F. Gilhofer,

F. T. Hopkins, of the National Outdoor Advertising Bureau, and H. E. Erickson.

The convention was brought to a close in the evening with a dinner at the Hollenden Hotel, at which a number of impromptu talks were made.

### SERVICE IS STRESSED

The entire theme of the convention might be summed up in one word—that of "service," every speaker dwelling at length on the need of adequate service, in order that the advertiser might be assured of resultful publicity in whatever territory his Outdoor Advertising is placed and to overcome any tendency that might be growing to restrict Outdoor Advertising.

Officers for the ensuing year, elected at the meeting, are as follows:

President, Geo. L. Chennel, Columbus, Ohio; vice-president, Harry C. Walker, Detroit, Mich.; secretary, Chas. F. Bryan, Cleveland Ohio; and treasurer, Samuel Pratt New York, N. Y.

The directors elected were:

Geo. L. Chennel, Columbus, Ohio; Chas. F. Bryan, Cleveland; Harry C. Walker, Detroit; Samuel Pratt, New York; Leonard Dreyfuss, New York; E. C. Donnelly, Boston; H. R. McClintock, San Diego; Geo. Kleiser, San Francisco; Harry MacDonald, Detroit; Geo. L. Johnson, Chicago; John P. Baird, Little Rock, Ark.; Geo. Sherrer, Minneapolis; G. B. Read, Chicago; L. N. Scott, St. Paul; John E. Shoemaker, Washington, D. C.; Col. Rife, Baltimore, and Chas. T. Kindt, Davenport, Ia.

### J. D. Lewis Heads Window Display Company

J. D. Lewis, for many years president of the N. K. Fairbank Co., and president of the American Cotton Oil Co., has become president and treasurer of the T. F. Moore-Lewis Company, window display and store advertising, with offices in the First National Bank Building, Chicago, Ill.

T. Fred Moore, of the new company, is president of the T. F. Moore Company of New York which has offices at 19 West 44th Street, and has been engaged in window display advertising for several years.

Mr. Lewis, because of his many years' experience as a buyer of advertising, amounting to many millions of dollars, should be in a splendid position to advise advertisers.

# The Development of Commercial Art

The Third of a Series of Highly Interesting and Helpful Articles by An Authority On the Selling Value of Illustrations

**H**AVE you ever made the experiment of running through any magazine which carries a large amount of advertising, and of selecting those pages or portions of pages which appeal to you, instantly on the spur of the moment, irrevocably, as representing the highest standards of the craft? There may be two hundred solid pages of advertising, and your choice will be expressed in say ten or twelve. In fact, you begin to wonder that, in the midst of a bewildering selection, the top-notchers are so few. All of this advertising holds interest. All of it shows study, and care, and resourcefulness. All of it commands respect. But the genius ad, the super display, is not conspicuously in evidence. When you do run across it, you recognize its virtues with a little thrill of pleasure.

Every advertising campaign should possess an individuality, peculiar to itself and to its product. Where a single line of merchandise is represented by perhaps fifty different manufacturers, all advertising, this need of character, individuality, and personality is intensified. We were amused by the chance remark of a housewife, who said, after going through the various stages of buying an electric washing machine: "The advertisements really confuse me. There are so many machines and so many advertisements. I can't quite tell one from another." It developed that a more lasting impression was left by the Blue Bird campaign. Why was this? Because its advertising was built on a picturesque idea rather than upon a piece of mechanism. It is easier to remember the symbol of happiness than to remember an electric washer. The rank and file of such campaigns talk mechanical excellence, while the Blue Bird sings merrily away of a state of happiness, caused by the product.

Those advertising campaigns are the most successful, as a rule, which accomplish two big things:

Continuity, that people may remember all the units of a series, rather than disconnected pages.

Individuality, a physical something which lifts them out of the rut and away from competitive advertising.

## Finishing the Series

**T**HIS article is the third and last of a series of articles by an artist-businessman whose views of the selling value and other qualities of modern illustrations have been read with great interest by national advertisers who follow such matters in ADVERTISING & SELLING.

The three articles have been reprinted through the courtesy of "The Printing Art," of Cambridge, Mass., to whom credit is due for having enlisted the co-operation of such an authority as the writer of these valuable chapters.

The subject of commercial art is one which will claim the attention of advertisers with increasing importance as artists turn from the old line art-for-art's-sake school to art for the sake of the education of the reading masses, to their physical as well as mental comfort.

THE EDITOR.

And these demands have forced advertising men and printers of advertising matter to seek an ever changing pictorial panorama linked with techniques which people will instantly recognize as "new" and "original" and consistent with American progress.

It may be said at the outset, that there is a certain quiet, well-mannered school of commercial art which will always be proper, acceptable, dignified, and "in style." This school is a strictly conservative one, and it is represented by those artists who place thorough knowledge of craftsmanship above mere eccentricity of technique. It may be summed up as "good drawing" plus the illustrator's spirit. It will always serve its purpose well, because, like a woman in a trim tailor-made suit, it is "proper" and characterized by no fussy frills.

The expert draftsman is not without honor in his own country. Advertising welcomes him, and he steps from his exhibition canvas, his designing and decorating, and his Academy ideals long enough to enhance the manufacturer's message to his public. There has been no greater tribute to advertising during its steady growth than the recent acquisition of noted American illustrators. When men of Keller's recognized talents, when twenty other distinguished painters, forming a list too long to mention here,

paint and draw for advertising, then indeed we may lead all countries and place the profession on a wonderfully elevated plane.

The attempt is being made to beautify advertising. That was its grave fault in the olden days; it was crude, and ugly, and often hideously inartistic. That it sold goods is an argument of no purpose. The present regime is selling more goods. Advertising sections need not be coldly commercial. They need not be an offense to the eye. Advertising can, and is getting to be, as interesting and as worthy of close attention as the body of the magazine. The modern advertising booklet is a thing of rare, skilful, and commanding beauty. People are saving such pieces of printing now, where once they read them and threw them aside. And, in all this step forward the artist has accomplished much. Some of the credit belongs to him.

But we have referred to that school of commercial art which is ever new, regardless of its age. In this class may be cited the drawings for such an account as Ivory Soap. There is a sales idea in every Procter & Gamble page, but, as illustrations, they measure up to studio standards of artistic excellence. Nothing is exaggerated; nothing is distorted. Technique is here of small consequence. From the quaint, old-fashioned charcoal studies of "home," with their pantalooned boys and their pretty ladies in flowing skirts and netted hair, by Jessie Wilcox Smith, to the splendidly conceived oils of Kimball, or Price, or Hanna, Ivory Soap illustration has been consistently superior for the past ten years.

Praise is likewise due the new series in full color, by Barclay, for the Eaton, Crane & Pike Company. Here again pure, unadulterated "good drawing" and true-to-life naturalism are the ambition of the advertiser. Never is the sales angle forgotten, but the canvases are representative of the best in studio production. Such illustrations "get over" through sheer force of idea and of abounding dignity. You know they represent quality the moment you look at them.

Mr. Prince has also been doing some fine work for the Van Camp

# *Demonstration Is Worth Many Times Mere Claims*

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Every now and then the New York Globe stages some stunt calculated to render public service and test its strength with its readers.

A few weeks ago it sought to bring apple growers directly in touch with consumers. By setting a price of \$5.25 a barrel, readers to the tune of over 12,000 responded, with cash in advance.

The Globe has sold and will sell 30,000,000 pounds of New Zealand lamb to its readers at prices nearly as low as the wholesale price of the packers.

A recital of similar projects successfully carried through demonstrates The Globe's superior pulling power and reader confidence compared with newspapers which merely sit tight and take the money.

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Member  
A. B. C.

**The New York Globe** 170,000  
A Day

JASON ROGERS, *Publisher*

products, in limited space, that is, tops of double-column magazine display. For the most part these are studies from models—little fragments of realism from your home and mine—mothers and fathers and kiddies—linked with the three-times-a-day problem of the American table. But they are praiseworthy because they do the old thing in such an exalted manner. Do you remember when these family group pictures were cut out with a jig saw and were coldly commercial?

The Burroughs Adding Machine Company, too, has come to the front of late, with a series built around office scenes—executives, bookkeepers, and workers in general. The figures are absolutely lifelike, yet with none of the stiff formality of posed photographs. Harry Lees has painted many of them, and we rather fancy they would receive topnotch criticism in any great art school. Topkis Athletic Underwear paintings in color—a newcomer—treat the conventional in an elegant way. Gone are all traces of the era of tight, mechanical treatment and of poorly drawn figures. These are real people doing real things in a real manner. Conservatism can be commanding when it reflects the loftiest ideals of the artist, unbridled by the overloading influence of the professional "visualizer," who wants underwear drawn with a foot-rule and hosiery blown in with an air brush.

The Kaynee campaign which embraces a wonderful series of studies of boyhood in wash and in crayon, or in soft pencil, belongs to the aforementioned school of naturalism minus "freak" technique. The blouses and little wash suits are there, nicely, adequately suggested, but never do they "jump out of the composition" nor intrude their pres-

ence in action studies of real kids of the glorious Penrod period.

It's in the illustrating of still-life subjects, that the modern artist has discovered ways and means of being unconventional. By fusing various mediums he not only makes the object conspicuous, but he does it discreetly and artistically. Here the decorative sense is strongly developed.

Study, if you will, the McDougall Kitchen Cabinet page reproduced on

page 12. Note that pen and ink, pure whites, eliminated half-tone screen, the interjection of striking contrasts, and the adroit juxtaposition of line and wash, make for a very clean, sparkling technique of the new school.

In the matter of new and modish developments, there have been many. In a superficial word or two we wish to touch upon some of them. The examples given represent the attempt, by advertisers, to

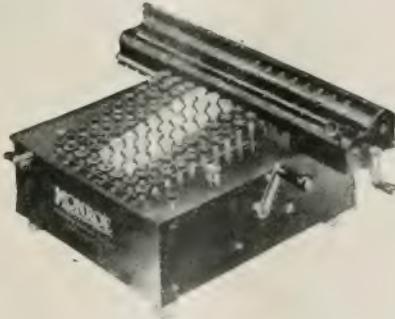


There is an increasing tendency on the part of advertisers to create a new type of trademark—a new and more dignified business symbol, which will glorify the industry or tell an actual story of the service performed. An example of the best of these is to be found in the highly artistic Mallory symbol. It has been drawn, in this instance, in pen-and-ink, somewhat after the wood-cut style, and is really a most ingenious piece of workmanship. It will be seen that the pen can be made to give a wonderful variety of tone values. It is customary for such symbols to be first modeled, and then done in bronze.

# Collier's

THE NATIONAL WEEKLY

5¢ a copy



## Monroe and Collier's

The Monroe Calculating Company is using Collier's as the backbone of its 1920 national advertising campaign.

## Read Collier's



I and III Two examples of a new idea in advertising layout. The scheme is to produce narrational copy interspersed with little unit illustrations, dropped in as reference is made to them in the text. This form is purposely far remote from the conventional layout, where picture and text are blocked in, almost arbitrarily. This idea is employed by many advertisers now, both in magazines and newspapers, and has been made a trade-mark plan or policy by certain recognized advertising agencies.

II A new wash and line technique for automobile advertising of more than passing interest. Every unit of the series has been kept in this treatment. There are poster qualities in this method of handling.

get away entirely from the cut and dried elementary units of design. They represent an unusual amount of thought and study, and *plain hard work*. Advertising men will very cheerfully confide that to "do something new" is a Herculean task. And that it simply means, in the end, setting a fashion for many to follow, is not the least of the handicaps.

Automobile advertising has felt the sharp need of individuality in illustration. There have been striking examples of progress in this respect, beginning a few years ago with the White Car technique and culminating in a very modish series for the Franklin automobile. In the latter case the combination of areas of straight wash with dense blacks and pure whites, mixed with pen work, is emphasized. This series marks a new idea.

The Cadillac illustrations change from season to season, with much thought and much inventive genius put into them, in order that they may resemble no other current campaign. Thus the current campaign attempts a most innovational composition scheme—that of devoting the larger illustrative space to a showing of the driver or occupants of the car, cut off sharply top and bottom by straight rules, and with only enough of the machine showing to hint at it. But how wonderfully these compositions are planned, and how rarely human are the studies of figures and expressions! It is doubtful if any year has produced a more pleasing design than

that used in a special appeal to women drivers, with the dark-eyed girl at the wheel and the collie, brow-wrinkled, looking out over the side from the rear seat. The complete machine, from a photograph, appears in miniature elsewhere on the page. Here, then, a composition idea, rather than a technique, provides that "something new" which advertisers of automobiles know is essential.

The Columbia Six campaign for 1920 strikes out along entirely new lines. Sections of the car, not the complete car, are "thrown up large" and executed in a very remarkable quality of wash. We are reproducing one of the series to indicate this to the reader. See how masses of solid black are employed, with here and there a glimmer or gleam of high-light to bring out detail, suggesting it, not putting it in its entirety. There is a certain vivid luster and brilliancy to this technique that instantly attracts attention. The advertiser has found a "new idea" and is using it as the basis of an entire campaign.

The Briscoe worked along shrewd lines when it looked over the field, and, recognizing that nearly all automobile campaigns

were illustrated in half-tone, engaged a pen-and-ink specialist to devise a rough-surface-paper series, unlike anything now appearing.

L. Fellows, not long ago, developed in one of the humorous papers an oddly attractive pen-and-ink outline technique. Hair traceries in black were pitted against sturdy masses of it, with an occasional Ben Day tint in areas where it would be the most good. A Fellows drawing "stood out" in those old days, and was striking enough to be commandered by advertising. Now Kelly-Springfield Tire advertising has the artist as an important staff addition, and his full pages, with only a few lines of text beneath, have jarred competitors into beating them at their own game. This, then, may be considered one of those



All a question of wash technique. Elimination of detail, by the use of masses of solid black, in which sparkling little highlights tell the story. This treatment is distinctive of the new Columbia Six campaign, and marks the advent of another novelty in technique.

# Where Is Your Brand Strongest With the Farmers?

Summary of Replies from Questionnaire appearing in the May Issue  
of Farm Life—BAKING POWDERS.

| STATE          | Replies | Royal | Columbs | Ramofield | Hot Bun | Great Luck | Snow King | Grand Union | K. C. | Thru | Crescent | Ne Brand | Miscellaneous | Totals | Users |
|----------------|---------|-------|---------|-----------|---------|------------|-----------|-------------|-------|------|----------|----------|---------------|--------|-------|
| Alabama        | 195     | 7     | 46      | 3         |         | 5          | 17        |             |       |      |          | 22       | 31            | 133    | 133   |
| Arizona        | 12      | 1     | 4       |           |         |            |           |             | 3     |      |          |          | 2             | 10     | 10    |
| Arkansas       | 151     |       |         |           | 2       | 23         | 2         |             | 14    |      |          | 9        | 14            | 124    | 126   |
| California     | 30      | 13    | 8       | 5         |         |            |           |             | 8     |      |          | 3        | 9             | 44     | 44    |
| Colorado       | 33      | 1     | 15      | 2         |         |            |           |             |       |      |          |          | 9             | 35     | 33    |
| Connecticut    | 24      | 13    |         |           |         |            |           | 1           |       |      |          |          | 9             | 24     | 24    |
| Delaware       | 22      | 1     |         | 4         |         |            | 2         |             |       | 5    |          |          | 2             | 21     | 21    |
| Florida        | 65      | 3     | 13      | 13        |         |            | 2         |             |       |      |          |          | 2             | 10     | 41    |
| Georgia        | 236     | 15    | 33      | 13        |         | 5          | 2         |             |       |      |          |          | 6             | 20     | 40    |
| Idaho          | 43      | 9     | 11      |           |         |            |           |             | 11    |      |          |          |               | 11     | 42    |
| Illinois       | 417     | 33    | 131     | 10        | 4       |            | 10        | 4           | 42    |      |          |          | 25            | 115    | 385   |
| Indiana        | 581     | 110   | 121     | 20        | 5       |            | 16        | 7           | 7     | 2    |          |          | 44            | 221    | 349   |
| Iowa           | 117     | 9     | 38      | 1         |         |            | 1         |             | 25    |      |          |          | 7             | 11     | 113   |
| Kansas         | 98      | 2     | 21      |           |         |            |           |             | 55    |      |          |          | 15            | 12     | 100   |
| Kentucky       | 248     | 14    | 85      |           | 46      | 5          | 28        | 3           |       | 2    |          |          | 8             | 32     | 224   |
| Louisiana      | 70      | 3     | 28      | 2         |         | 1          | 6         | 5           |       |      |          |          | 4             | 53     | 52    |
| Maine          | 44      | 3     |         |           |         |            |           | 2           |       |      |          |          |               | 6      | 23    |
| Maryland       | 55      | 3     |         | 9         |         |            |           | 2           | 2     | 1    |          |          |               | 5      | 49    |
| Massachusetts  | 36      | 13    |         | 2         |         |            |           | 4           |       |      |          |          |               | 25     | 49    |
| Michigan       | 201     | 13    | 86      | 3         |         |            |           |             | 51    |      |          |          | 13            | 18     | 190   |
| Minnesota      | 170     | 20    | 86      | 3         |         |            |           | 1           | 26    |      |          |          | 7             | 20     | 169   |
| Mississippi    | 170     | 10    | 13      |           | 1       | 23         | 46        |             |       |      |          |          | 15            | 15     | 131   |
| Missouri       | 352     | 3     | 41      | 4         |         |            |           |             | 83    |      |          |          | 10            | 87     | 230   |
| Montana        | 69      | 4     | 25      |           |         |            |           |             | 28    |      |          |          | 2             | 5      | 64    |
| Nebraska       | 5       |       |         |           |         |            |           |             |       |      |          |          |               | 3      | 3     |
| Nevada         | 12      | 3     |         | 3         |         |            |           |             |       |      |          |          |               | 10     | 10    |
| New Hampshire  | 24      | 10    |         | 1         |         |            |           | 1           |       |      |          |          |               | 1      | 28    |
| New Jersey     | 14      |       | 9       |           |         |            |           |             |       |      |          |          |               | 2      | 20    |
| New Mexico     | 189     | 23    |         | 6         |         |            |           | 9           | 8     |      |          |          | 13            | 36     | 183   |
| New York       | 213     | 14    |         | 16        |         |            | 26        | 31          | 9     | 6    |          |          | 13            | 183    | 182   |
| North Carolina | 13      |       |         |           |         |            |           |             |       | 22   |          |          | 13            | 26     | 148   |
| North Dakota   | 135     | 20    | 56      |           |         |            |           |             | 16    |      |          |          | 16            | 34     | 143   |
| Ohio           | 336     | 128   | 39      | 38        | 3       | 7          | 7         | 8           |       | 21   |          |          | 35            | 80     | 322   |
| Oklahoma       | 121     | 2     | 40      |           |         | 2          |           |             | 50    |      |          |          | 4             | 10     | 117   |
| Oregon         | 33      | 17    | 4       |           |         |            |           |             | 13    |      | 11       |          | 3             | 6      | 55    |
| Pennsylvania   | 335     | 92    | 1       | 48        | 2       |            |           | 31          |       | 47   |          |          | 35            | 61     | 317   |
| Rhode Island   | 5       |       |         |           |         |            |           |             |       |      |          |          |               | 1      | 5     |
| South Carolina | 96      | 8     |         | 6         |         | 12         | 8         |             |       |      |          |          | 6             | 20     | 62    |
| South Dakota   | 85      | 10    | 54      |           |         |            |           |             | 16    | 2    |          |          | 6             | 20     | 60    |
| Tennessee      | 184     | 16    | 35      | 4         | 7       | 22         | 43        |             |       |      |          |          | 4             | 24     | 163   |
| Texas          | 243     | 2     | 103     | 1         |         | 23         |           |             |       | 88   |          |          | 9             | 12     | 237   |
| Tian           | 18      | 1     |         |           |         |            |           |             |       |      |          |          |               | 1      | 14    |
| Vermont        | 32      | 4     |         | 6         |         |            |           |             | 2     |      |          |          |               | 2      | 31    |
| Virginia       | 206     |       |         | 36        |         |            | 48        | 8           |       | 25   |          |          | 10            | 53     | 184   |
| Washington     | 72      | 12    | 2       |           |         |            |           |             | 15    | 1    | 23       |          | 4             | 12     | 73    |
| West Virginia  | 109     | 17    | 1       | 21        | 1       | 10         | 7         | 4           |       |      |          |          | 6             | 11     | 87    |
| Wisconsin      | 134     | 6     | 71      | 1         |         | 1          |           |             | 21    |      |          |          | 7             | 8      | 122   |
| Wyoming        | 13      |       |         |           |         |            |           |             | 5     |      |          |          |               | 2      | 10    |
| Montana        | 73      | 2     | 23      |           |         |            |           |             | 15    |      |          |          |               | 27     | 70    |
| Totals         | 6,115   | 701   | 1,375   | 256       | 75      | 229        | 233       | 80          | 642   | 257  | 35       | 402      | 1,200         | 5,528  | 5,430 |

THIS table shows the relative strength in rural districts of various leading brands of baking powder. It shows in which states they have their best distribution, and how good it is compared with their competition.

The table was compiled from a questionnaire which was answered in great detail by over 6,000 Farm Life readers.

We have similar tables on more than 50 articles of common use. Perhaps

the kind of product you make is included. The analysis is based on a sufficient number of replies to make it really valuable.

Write for the subject in which you are interested.

These tables show also the remarkably even distribution, in proportion to Farm Population, of Farm Life readers throughout the country.

THE FARM LIFE PUBLISHING CO.

THE JOHN M. BRANHAM COMPANY, Advertising Representatives  
NEW YORK CHICAGO DETROIT CLEVELAND ST. LOUIS KANSAS CITY ATLANTA SAN FRANCISCO



SPENCER, IND.  
**Farm Life**

picture "stunts" that creep stealthily into advertising every so often, and will doubtless set the fashion for others. It's too good to be overlooked.

Franklin Booth, with his distinctive pen technique, has been the rage for more than two years. The pity is, 'tis true, that innumerable imitators of Booth have slowly, insidiously "killed the idea," through over-indulgence. It has been sadly overdone. That is the penalty of quality. There are so many crafty imitators. Art has no snug harbor in copyright or trade-mark laws. Any Tom, Dick, or Harry can go and do likewise. They are even encouraged in doing so.

We believe that there will eventually come an end to this—because it's wrong, all wrong. Why not a patent law that will protect an artist's technique, where ethics do not seem to prevent blatant imitation? What a wonderful scheme that would be!

What may be looked upon as a new thought in pen treatment, is represented in a new series for the E. V. Price Company, a tailoring institution. Just as Booth's rare technique was being fed a little too liberally, Glen Sheffer devised an abridgment of it—a really remarkable combination of many pen treatments in one. The figures are well drawn, and the gradations of tints are wisely directed. Certain it is that, as a series, the drawings "stand out."

Mention should be made of the tendency to present "narrational advertisements," that is, pages made up with no eye to the usual set illustration, block of text, name plate, etc. The copy, either conversational or of the story form, runs down through the space, indented and spotted with little units of illustration, done in the spirit of modern art. There can be no doubt but that such advertising is exceptionally readable, and exceptionally interesting to the "women folks," to whom it is directed as a rule.

Pond's products are thus treated at present; the United States Rubber Company is using it to splendid purpose, and at least a dozen or more other advertising accounts believe in making an advertisement look unlike an advertisement. This may be set down as a current art and copy "vogue."

Then there is the new-style flat wash drawing, often executed in distemper, which simply means body color freely mixed with white. The technique is really quite fascinating

and a pleasure to the eye. Good drawing, plus treatment of an often daringly simplified character, places this technique well to the foreground in modern advertising design. No better example can be given than the new campaign for Ascher's Knit Goods—those rollicking, fat little youngsters in their sweaters and winter togs that make them resemble the Eskimo.

This is really the "latest thing" in wash treatment. Against soft gray backgrounds, figures are superimposed, done in lighter tones, with here and there a bold dash of solid black. Elimination of unnecessary detail is a striking attribute.

When this same practice is followed in the making of color illustrations, the effect is even more attractive. What might almost be called "a characteristic American technique" is the vastly simplified and decorative color drawing so much in use now, and originally employed, as a dominant pictorial feature, by Lux. The French have done it for years, but we believe the American version is an improvement. You must have seen the Wolfhead Undergarment drawings in women's publications.

It would require much more space than is at our disposal to honor adequately and to comment upon the really remarkable things that commercial artists are doing for advertising. That these achievements are successful beyond the most extravagant dreams of an earlier era is not an overstatement. The artist is often looked upon as a sort of "necessary evil" in advertising. Copy writers begrudge him the space he is allowed. But first, last, and always, advertising is creating atmosphere for an article. The clerk does it in the store, when he elaborates upon what merchandise will do, the pleasures it will bring, and the saving it means in time, labor, etc. Pictures, properly executed, form a short cut to the same end.

You who make advertising, whether it be for the magazine, the newspaper, or the catalogue, or for any of the other manifold channels of public approach, should be exacting when you dress your message. Paris sets the styles for dress; American, just now, is setting the styles in advertising illustration.

And remember—it is just as possible for advertising to become old-fashioned in its physical dress, as it is for a man or a woman to fail to keep pace with clothing. The picture is the hat and the suit and the footwear of the printed message.

#### California Prune Association Reorganized

Reorganization of the California Prune and Apricot Growers, Inc., in a strictly non-profit selling organization for growers, was announced this week. This changes the form of the organization from a corporation to a non-capital stock association. The reorganization will be completed in 1922, when all of the present contracts held by the association with its 10,000 grower members expire. Growers newly joining the association from now on will sign a form of contract differing in several points from the old contracts.



Anything to get away from the deadly sameness of automobile advertising layout and picture composition. The newest innovation employed by Cadillac—prim, precise illustrations, featuring the driver rather than the car, with just enough of the latter to show that it is a car.

# Chicago—Wonder City of Advertising

**This Giant Industry Has Increased in the Mid-Western Metropolis, from \$15,000,000 in 1905 to \$75,000,000 in 1920**

By C. H. STODDART

**F**IFTEEN years ago there were in Chicago about thirty firms or individuals listed as General Advertising Agents. They handled about \$15,000,000 in advertising. The bulk of this \$15,000,000 was placed by Lord & Thomas; Chas. H. Fuller Company; Long Critchfield Company; John Lee Mahin; J. L. Stack, and the Chicago office of The J. Walter Thompson Company.

To-day there are listed 108 firms or individuals under the heading of General Advertising Agents, who during the present year will place \$75,000,000 in advertising.

These figures seem startling, but they are made after carefully going over the list with J. F. Matteson, of Matteson-Fogarty-Jordan Company, Chairman of the Western Division of the American Association of Advertising Agencies, and with personal talks with William H. Rankin, of the Wm. H. Rankin Agency; H. P. Cohn, Manager of Lord & Thomas, and several others connected with Chicago agencies.

The bulk of this \$75,000,000 is being placed by about thirty agencies. The question naturally arises—"Whence comes this enormous gain of 500 per cent." There are several answers—automobiles, automobile tires, and other accessory advertising, are among the leaders.

#### SOME CONVINCING ILLUSTRATIONS

Take automobile tires as an illustration: Fifteen years ago there were less than one-half million cars driven, meaning that about 2,500,000 tires were sold. This year 9,000,000 cars are being driven, consuming 45,000,000 tires annually. The price per tire is much less than even ten years ago, and the mileage per tire has been doubled. This is a case of where increased output and advertising has decreased the cost per mile per tire, and further-

more, the newspapers, magazines and farm papers have increased in value as tire and accessory mediums about a thousand-fold, because there are now 9,000,000 possible customers who read, against one-half million fifteen years ago.

pare the volume of display advertising carried by the Chicago dailies in 1910 with that of last year. In 1910 there were eight daily papers carrying a total of 32,471,938 lines. In 1919 there were only six papers

—The *Inter-Ocean* having been merged with the *Record-Herald*, which later was consolidated with the *Examiner*, under the name of the *Herald-Examiner*. These six papers in 1919 carried 57,723,921 lines—an increase of 25,251,983 lines, or 77 per cent increase.

#### VAST OUTDOOR INCREASE

George Enos Throop tells me that outdoor advertising in Chicago has increased from about \$200,000 fifteen years ago to about \$2,500,000 during 1919. Anheuser-Busch Brewing Company of St. Louis, spent over \$400,000 last year in outdoor advertising.

Another interesting thing that came to my attention a few days ago as showing the great increase in advertising, and the sale of advertised products, was the business done by Sears-Roebuck Company. In 1907 their sales amounted to \$48,689,472—a little less than \$1,000,000 a week, while in 1919 the sales were \$257,930,000, and

this year they expect to do over \$300,000,000—or about \$1,000,000 a day.

I understand that the business coming through the Chicago office of the Curtis Publishing Company will exceed \$25,000,000 this year.

Take Food Products—millions of dollars have and will continue to be spent in this kind of advertising. New uses for old products are being continually discovered. A few months ago Allen Collier, President of the Procter & Collier Agency, of Cincinnati, told me a story that illustrates this.

The Procter & Gamble Company, soap manufacturers, of Cincinnati,

## Chicago's Gifts in Men to New York Advertising Field

In New York City, as a living tribute to Chicago's fame in the advertising world, there are almost a hundred men originally from the western metropolis who have made notable successes in advertising. The following might be mentioned: George L. Dyer, president of the George L. Dyer Company; George D. Buckley, president of the Crowell Publishing Company and president of *Collier's Weekly*; Lee W. Maxwell, vice-president and general business manager of the Crowell Publishing Company; J. A. Moore, vice-president of the International Magazine Company, and vice-president of the Hearst Daily Newspapers; James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies; Gilbert T. Hodges, advertising director, Frank A. Munsey Company; A. D. Mayo, secretary of the Crowell Publishing Company; John Lee Mahin, Federal Advertising Agency; J. Mitchell Thorson, business manager of *Cosmopolitan*; Harry H. Charles, Charles Advertising Service; Harry E. Lesan, president H. E. Lesan Advertising Agency; Herbert S. Houston, vice-president, Douilleday, Page & Company; Frank Brauer, advertising director, Crowell Publishing Company; L. A. Van Patten, Van Patten, Inc.; George Hammesfahr, vice-president, Martin V. Kelley Company; John Williams, advertising director, *Collier's Weekly*; Daniel J. Casey, advertising manager, Irving National Bank; Robert E. Kinchart, vice-president, Wm. H. Rankin Company; C. Snowden Redfield, president, Redfield Advertising Agency; Lee Olwell, assistant to president of National City Company; Paul Warburg, Wm. H. Rankin Company; James Quirk, publisher of *Photo-Play Magazine*; A. C. Mace, sales and advertising manager, National Biscuit Co., and H. B. Le Quatte, of Street & Finney.

Recently in one issue of the *Saturday Evening Post* and *Literary Digest* there was \$350,000 worth of Western advertising, from advertisers who were not in business fifteen years ago, or if they were, they only advertised in trade papers. Mind you, this \$350,000 was spent in two mediums alone, during the dull summer months. They probably spent many thousands of dollars during the month in other publications. Scores of advertisers are now using publications of national circulation, that fifteen years ago confined their advertising to trade mediums exclusively.

It might be of interest to com-

contract for the entire output of certain cotton plantations in the best part of the cotton growing section of the south. Cotton with this firm is a by-product, they want the cotton seed, from which they make Crisco, a food product, on which they spend thousands of dollars in advertising.

I imagine the old cotton planters who lived and died "before the war"—when cotton was "king"—would turn over in their graves if they could realize the money they lost by not knowing the use that the seed could be put to, which seemed to them a worthless product.

#### PACKERS ADVERTISE HEAVILY

There has also been a great increase in the advertising of by-products from the stockyards. Wilson & Company have not only advertised their regular business, but have spent thousands of dollars in advertising lawn tennis rackets made from a by-product.

Swift & Company's advertising amounted to \$41,000 annually fifteen years ago. Comparing this amount with what they expended last year shows an increase of over a thousand per cent. This company placed on the market over 200 products, many of which were not known fifteen years ago, and most of which are made from the waste of fifteen years ago. These products are largely used in pharmaceutical and agricultural pursuits.

Frank B. White, the Managing Director of the Agricultural Publishers' Association, tells me that agricultural advertising has more than doubled during the past ten years.

The thing that surprises me most, is the growing number of small agencies. Most of these start as service agencies, preparing advertising booklets; circular matter and follow-up systems. If they are successful in this, it is only a step into the General Agency field. This, at least, has been the history of a large number of agencies here in Chicago, who are now doing a business of from one-half to one million dollars each year.

The service department of an agency, and a service agency, is comparatively a new departure. In the old days advertisers wrote their own advertising, and if an advertising agency offered to write their circular matter, it would have been regarded as presumptuous. I have not the slightest doubt but that Mr. Curtis wrote all of the first *Ladies' Home Journal* advertising. I know that Mr. Munsey wrote the first

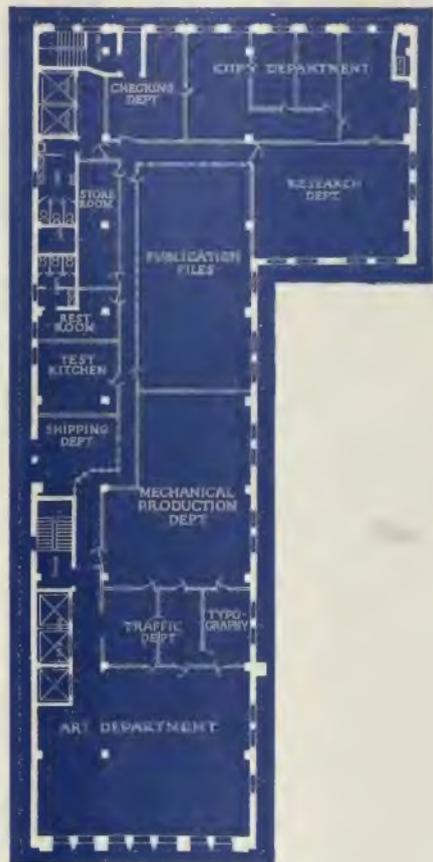
*Argosy* advertising, and Dick Sears, up to the time of his withdrawal from Sears-Roebuck Company, wrote all of their copy.

#### GROWTH OF THE AGENCY BUSINESS

Fifteen years ago there were only three out-of-town advertising agencies who had branch offices in Chicago. The J. Walter Thompson Company, of New York; Nelson Chesman & Company, of St. Louis; and The Procter & Collier Company, of Cincinnati. At the present time there are sixteen.

The Chicago agencies were never

in as good financial standing as at present. I cannot recall a single agency that has not taken their cash discount when due, unless there was some small matter that needed adjustment. With so many large, wealthy corporations advertising so largely, the financial end of the agency business is their least worry. Take as a fair illustration the agency of J. L. Stack. They placed upwards of \$3,000,000 last year, largely made up from the advertising of The Standard Oil Company, of Indiana; Swift & Company (stock yards) and the Santa Fe Railroad.



# The Blackman

ADVERTISING

A large number of other agencies have equally as good accounts. A large out-of-town corporation wrote me recently, asking about the financial standing of several Chicago agencies. I replied that their credit was never questioned, any more than that of Marshall Field & Company.

The last few years have seen great changes in the methods of handling accounts by advertising agents. Appropriations are not spent in the haphazard way of fifteen years ago, because the successful agencies today have research departments in charge of keen statis-

ticians who investigate conditions, seek out markets and make voluminous reports before any of the appropriations are spent. The chances for an advertising campaign to fail are reduced to a minimum. I know of one agency that has twenty-two of these investigators, and another that has twelve experienced men, devoting their whole time to this work.

Some time ago a household utility was put on the market, and an appropriation of \$40,000 made for advertising the first year. The investigators from the agency found

that practically every owner of the machines that had already been sold was dissatisfied, and the agency insisted that the \$40,000 be spent repairing and perfecting these machines in order to make the owners contented, before a penny was spent in advertising.

ADVERTISING ON SOUND BASIS

Advertising is on a sounder basis today, because the agencies insist on giving more for the commissions they earn. They employ highly paid lay-out men, who know how to make an advertisement attractive. A very few years ago the copy writer did this work. They have men on their staffs who know art work, and typography, and who design labels, containers, etc. In other words—the modern advertising agency can do a complete job.

The space buyer has changed. Space is bought more intelligently because the day of free space—two or three for one—and other concessions, is past, and the day of one rate for all is here.

Thanks to the Audit Bureau of Circulations, the day of false circulation statements has passed. Established in 1914, The Audit Bureau now has 1,500 members among publishers, advertising agents, and advertisers. Practically 90 per cent of the advertising appropriations today are placed through agencies who are members of the Bureau.

The Association of National Advertisers; The American Association of Advertising Agencies; The Associated Advertising Clubs of the World, and other organizations have brought the men of this profession together for exchange of ideas; the building up of more efficient organizations, and the benefit that comes from associations generally. This is a great advance over the idea of "going it alone" that was so prevalent a few years ago.

MANY REPRESENTATIVES THERE

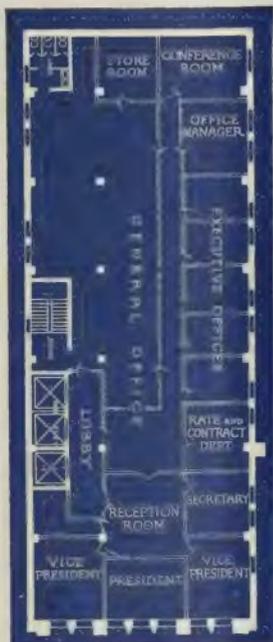
There are located in Chicago about three hundred advertising representatives. They specially represent every worth-while publication in the United States and Canada, and they work in close harmony with the agencies.

There has been a notable change between the agencies and the specials during the past few years.

The time was not so long ago when the special representatives was looked upon as a sort of necessary evil by the agencies, but today they rely to a great extent upon the specials for information concerning, not only the publication he repre-

*After September 27th, 1920, the enlarged offices of this Company will be located at 116-122 West 42nd Street, occupying the 14th and 15th floors of the newly completed building between Broadway and Sixth Avenue. This needed change brings us 20,000 sq. feet of floor space.*

The builders do not assure us that all the plaster will be on the walls when the last desk comes up the lift, but to all our friends of old or recent standing we extend a hearty invitation to see our new quarters.



**Company** **New York**  
116-122 - W. 42<sup>nd</sup> ST.

sents, but all publications in the same field and most representatives are most welcome, not only in the office of the space buyer, but also in that of the head of the agency. The type of the special representa-

tive has also undergone a great change during the past few years.

A large percentage of the men who have entered the advertising business more recently have been college graduates, until now the ad-

vertising business is looked upon as being as much of a profession as is the law or medicine, and certainly the standard of men in the advertising is as high as that of the other two.

## Chicago as a Great Printing Center

**Facts and Figures That Show How the Industry Has Expanded to Meet the Ever Growing Demands of Advertisers**

**By C. J. NUTTALL**

*Editor of the Ben Franklin Monthly*

**A**DVERTISING and printing are so dependent upon each other that the growth of one means the growth of the second. This is obvious since the major portion of all advertising matter is the product of the printing press.

Chicago, during the past eight or ten years, has had more than its share of the vast increase in advertising printing, necessitating the enlargement of its printing industry until today it ranks second in quantity of printing produced and rightfully claims first place when quality is considered.

The fact that the industry in Chicago has experienced a growth of over one hundred per cent in the last ten years, is due to two factors: its predominance as a commercial art center and its location which has become all the more important since the zoning system has placed a penalty on printing produced any distance from the consumer.

### ART INFLUENCE ON SELLING

Of these two reasons, the first is the more important. Art has come to play an indispensable part in selling merchandise and it is natural that "art centers" should turn out the best possible class of printing. The work of Chicago artists is also being reproduced in practically every other city of importance in the country, including New York, Philadelphia and Boston.

While quantity of work produced is no criterion of its quality it can truthfully be said that every one of the 350 commercial art agencies in the city of Chicago turns out work of merit.

Chicago's ability to produce every class of work from the simplest folder to the most elaborate catalog is demonstrated by the fact that its 1,600 plants range in size from those operating one job press to those with sixty or more cylinder presses. Two hundred of these six-

teen hundred plants are privately owned and are of no great interest to the reader, since they do no work for anyone save the companies owning them. The remaining fourteen hundred plants are well equipped to handle any size job that may be given them. This is due to the abundance of engraving, electrotyping and linotype and monotype composition firms in the city, offering every Chicago printer the advantages the housewife has who purchases whatever she may need from the convenient department store.

Chicago printers also have the advantage of having three of the largest paper manufacturing centers of the world located at the very door of the city. This makes it possible to obtain printers over night from points in Wisconsin and Michigan and almost as quickly from the Miami valley in Ohio. The Miami, Fox River and Kalamazoo districts last year produced 1,065,000 tons of printing paper, exclusive of newspaper. At least 80 per cent of this tonnage came to Chicago for use or redistribution.

### DISTRIBUTION OF MEDIUMS

Users of advertising are naturally interested in the mediums they use. Publishers have found that they can not only save money—a considerable item where magazines have circulations as high as one million—but can aid the advertiser by getting his message to the reader much more quickly by mailing their magazines in this city. For that reason it has been the custom of more than one eastern publisher to express his publications to Chicago where they are mailed.

Add to the advantages of art, paper supply, mailing and equipment, the further advantage of having 380 advertising agencies located in the city, one can easily see how Chicago comes to rank so high in the Graphic Arts.

Typography has also come to play an important part in the printing art. Today Chicago boasts of having three of the world's greatest typographers at its command. The services of these men are sought by advertising men from all parts of the nation.

Lithography is another phase of advertising which has not been lost sight of and Chicago plants are kept busy turning out poster campaigns for advertisers in every state of the union. Lithography is dependent almost entirely upon the artist and the workman and again Chicago is fortunate. The work and ideas of Chicago lithographers have been proven the most unique and original of any displayed at the advertising exhibitions of the Associated Advertising Clubs of the World held in Philadelphia, Chicago and St. Louis. The fact that this art is an Old World process and that many of the workers in Chicago plants first learned to do the work in Europe, makes it possible for this city to do such work as well if not better than any other.

Lithographing plants in Chicago last year produced more than \$12,000,000 worth of posters, car cards, window trims and similar work. The industry now employs 2,500 men in forty-two plants, whose equipment is valued at over \$6,000,000. During the war most of the notable work for the war organizations was done in this city, one plant producing 86,667,477 pieces of advertising matter for the United States Treasury Department alone.

### WHERE LABOR COUNTS

Another factor not to be neglected when considering the possibilities of Chicago, is that labor conditions are more satisfactory here than in any other printing center. One large employer recently said: "Chicago is a central attraction for labor. Her breeziness, her activity,

# McGRAW--HILL Publications are Read Around the World

By thousands and tens of thousands letters from every country of the world pour into the McGRAW-HILL office.

Who are they from? They come from engineers and industrial executives of every nation. They come from the builders, the financiers, the directors of industry, the world's constructive minds, the leaders in its work—the buyers of material and machinery essential to production and progress.

Here are letters from

- a machine shop in Belgium
- an iron foundry in Spain
- a burlap mill in Calcutta
- an oil refinery in Roumania
- a technical school in China
- a construction camp in Java
- an industrial library in Brussels
- an "American" garage in Brazil
- a sugar mill in New Zealand
- a diamond mine in Africa
- a tin smelter in England
- a tannery in Argentina
- a dye plant in Germany
- a railroad in Egypt
- a telephone company in Cuba
- an electric lamp works in Italy

and so on, hundreds upon hundreds, from every corner of the globe.

Subscriptions, renewals, editorial contributions and comment, requests for names and manufacturers, technical information—and a myriad other requests—comprise the contents of these letters.

Flowing to the ends of the earth is the tide of influence exerted by McGRAW-HILL publications, carrying to the distant fields of foreign lands the story of American engineering and industrial practice and equipment.

Approximately \*eleven thousand copies of McGRAW-HILL publications regularly reach our readers outside of the United States and Canada.

\*This figure does not include any part of the circulation of *Ingenieria Internacional*—read by 15,000 engineers and executives in all Spanish-reading countries.

**McGRAW--HILL CO., Inc**  
 Tenth Avenue at 36th Street,  
 New York

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



her open-handed ways, her determination to win, all attract labor and it is a fact that there is less real labor trouble in the printing industry of Chicago than in any other center."

Some startling facts are revealed when one investigates the possibilities of individual Chicago plants. One finds here a company that is doing a yearly printing business of \$15,000,000. This is to be classed as "advertising printing" since all of it is magazines and catalogs. This same plant turns out 15,000,000 catalogs a year in addition to hand-

ling publications having a combined monthly circulation of 4,000,000 copies. Another firm, the value of whose output each year is \$12,000,000, employs 2,600 persons and can turn out 150,000 thirteen hundred page catalogs every twenty-four hours.

Chicago plants are known the world over. The names of Rand-McNally Co., R. R. Donnelley & Sons, W. F. Hall Printing Co., Cuneo-Henneberry Co., Manz Engraving Co., and Rogers and Hall Co., being recognized as those of firms with a reputation for quality

and quantity. The smaller plants turn out work equal in quality to that of the larger ones and many plants operating but four or five cylinder presses are today filling orders for customers in Vermont, California and any state where Chicago's supremacy is recognized.

One factor which assures the prospective customer of fair treatment at the hands of Chicago printers, is the association of employing printers known as the Franklin-Typhothetae of Chicago. This association now has five hundred members and has all but one of the largest plants on its roster. The work of this organization, operating as a branch of the United Typothetae of America, is entirely educational. Its purpose is to make the printer a better business man and so a better and more efficient plant owner. Classes are conducted in salesmanship, estimating, accounting and cost finding. Through the Franklin-Typhothetae, which maintains a staff of fifteen at its headquarters, the latest and most efficient methods of conducting a printing plant are given to the owners. The work in cost finding and estimating is necessary to the health of the industry and the fair treatment of the customer since the right price must be charged if the product of the plant is to be kept up to standard.

#### FROM THE SALES ANGLE

Aside from those readers who wish to investigate the possibilities of Chicago as a printing producing center, there may be those who wish to enter the Chicago market from the sales angle. During the past year the increased use of advertising has caused 60 per cent of Chicago plant owners to add to their equipment. A like condition exists in other cities it is true, but the manufacturer of printing equipment of any kind can find a ready sale for his product in Chicago. Chicago is always ready to try out the new in the hope of improving its general output. It is progressive and it gets what it wants, but more important than all this—it gives the customer what he wants the way he wants it.

Chicago is ready and willing to serve the advertising managers and advertising agencies of America in any way possible, and those who place their orders with Chicago printers can be certain that they will receive the best of workmanship at a fair price. They can be equally certain that once their work is placed with a Chicago plant they will permit no other to handle it from that time on.

## Record-smashing November—

The November  
number of The  
Delineator closed  
with more lines  
of advertising  
than any of the  
fifty Novembers  
in our history

The  
Delineator

**Frederick L. Collins Retires from "McClure's"**

Frederick L. Collins, for many years publisher of *McClure's Magazine*, makes the announcement that he has sold all of his interest in that publication and is retiring from the McClure organization. Mr. Collins was the principal owner of *McClure's* prior to the early part of 1920 when he acquired a minority interest in the present corporation formed by Herbert Kaufman and his associates. It is the stock of this corporation that has just been sold.

Mr. Collins is President of the Periodical Publishers' Association of America, director of the National Publishers' Association, and chairman of the Magazine Division of the Associated Advertising Clubs of America.

**Robert R. Updegraff Leaves Erickson Co.**

Robert R. Updegraff has resigned his position with the Erickson Company, New York, to devote his time to the Displays Company, in which he has become a stockholder, and to special editorial and advertising work.

At a farewell dinner given him at the New York Advertising Club by the executives of the Erickson Company, Mr. Updegraff was presented with a handsome library lamp and a set of Kipling by his co-workers in the agency. Mr. Updegraff is known for his contributions to the *Saturday Evening Post* and to other popular magazines and advertising journals. He is managing editor of the New York "Advertising Club News."

**Representatives Club Meeting**

W. Frank Therkildson, of N. W. Ayer & Son, and Earl G. Knight, president and general manager of Tel-U-Where, addressed the members of the Representatives Club of New York at a luncheon held at the Hotel McAlpin, Monday. Mr. Therkildson spoke on the marketing of food and on the farmer and Mr. Knight explained the functions of the Tel-U-Where in aiding national advertisers in the distribution of goods.

A report of the finance committee showed that the club's outing was highly successful, and that the treasury was in better condition than it had been in years.

**California Advertising-Service Association Is Formed**

The advertising agency and the advertising service men and women of the state of California have associated themselves in a new organization to be known as the California Advertising Association, having for its purpose the raising of the standards of advertising ethics and practice through the state. Organization was effected at a meeting held in Santa Barbara September 5-7, called by Louis Honig of the Honig-Cooper Company as chairman of the agency department at the Stockton convention. The committee appointed by Mr. Honig to draft a constitution and by-laws for the new association was composed of Samuel P. Johnston of the Johnston-Ayres Company and A. Carman Smith of K. Leroy Hamilton. At the Santa Barbara meeting several fields of activity for the new organization were pointed out and committees named to carry on investigations. They will report at the next semi-annual meeting scheduled for Del Monte in March.

**Dinner to Rowe Stewart**

Rowe Stewart, newly elected president of the Associated Advertising Club of the World, will be tendered at dinner at the New York Advertising Club on Thursday evening, October 7.

**Radoye Tours the Country**

Gilbert U. Radoye, director of advertising and sales promotion of the Haynes Automobile Co., together with other officials, is on a tour that will cover every state in the union, in an effort to determine conditions in the auto industry.

**Fred Blauvelt with Stanley E. Gunnison**

Fred Blauvelt, for a number of years business manager of Cowan Company, has been elected secretary and a member of the board of directors of Stanley E. Gunnison, Inc., 30 Church street, New York.

**Costain Goes With Curtis Publications —McKenzie Edits "MacLean's"**

T. B. Costain, who for some years past has been editor of *MacLean Magazine*, and before that, General Managing Editor of the MacLean publications, has severed his connection with the MacLean Publishing Company, Limited, Toronto, to join the staff of the Curtis Publishing Company. Mr. Costain, who takes up his new work in October, will be associated with the conduct of the *Ladies' Home Journal*.

To fill the place left vacant by Mr. Costain's departure, J. V. McKenzie has been recalled from Glasgow, Scotland, where he has recently been acting as Canadian Trade Commissioner. Before taking this Government commission, Mr. McKenzie was Associate Editor of *MacLean's Magazine*.

*Items for the Socratic space-buyer's notebook\**



**Taking force away from Dempsey—**

Take power—or punch—away from Dempsey and what have you? Just a mere man, like any other man—physically impotent.

The analogy applies equally well to magazines.

The force or power of a magazine is related to its editorial contents only through its readers.

Its readers—the men and women who voluntarily buy it each month—constitute its value to the advertiser.

And the intensity of the "wallop" depends not upon numbers alone but upon buying power and influence and community prestige.

**MUNSEY'S**

*It is said of Socrates that his reason was stronger than his instinct.*

## Michael P. Grace Dies in London

Michael P. Grace, chairman of the board of directors of William R. Grace & Co., head of Grace Brothers & Co., of London, died Tuesday morning in London. Mr. Grace was seventy-eight years old.

Michael P. Grace was born in Queens-town, County Cork, Ireland, and at an early age went to Peru, where his father, James Grace, had sought to establish an Irish agricultural colony, and where his elder brother, W. K. Grace, had become a partner in the trading firm of Bryce, Grace & Co.

In 1877 W. R. Grace & Co. was asked by a committee of Peruvian bondholders to attempt a settlement of the Peruvian foreign debt, and for this purpose Mr. Grace was active in the establishment of the Peruvian Corporation, which undertook large projects for the development of Peruvian resources and industries, and for construction of Peruvian railroads. Their negotiations made it necessary to establish a branch house in London, under the name of M. P. Grace & Co., which later became known as Grace Brothers & Co., Ltd. Mr. Grace lived for some years in England and was prominent in the business and social life of London.

### Richards to Advertise Lily Cups

The Public Service Cup Company, Brooklyn, N. Y., makers of Lily Cups, has selected the Joseph Richards Company to handle its advertising. Plans for the campaign will be announced at a later date.

### Clough Gets New Business

The John I. Clough Advertising Agency of Indianapolis has secured the account of the Cyclone Cleaner, Inc., manufacturers of a new cleaning compound. A campaign in a list of Indiana newspapers has been planned.

For the Indiana Condensed Milk Co., the Clough agency is planning a campaign to introduce Nutro, a new milk compound, and also advertising for Wilson's Evaporated Milk put up by the same company. Nutro will make its debut in Chicago backed by a unique advertising and sales campaign. The evaporated milk will be advertised in newspapers of large cities in the East and Middle West.

### Arnold Account With Stroud & Brown

The advertising account of F. R. Arnold & Co., manufacturers of toilet preparations in New York, is now being handled by Stroud & Brown, Inc., of New York.

### Ferry-Hanly Has Three New Accounts

The New Orleans office of the Ferry-Hanly Advertising company, has obtained the accounts of the National Fruit Flavor Co., American Coffee Company, and the Conway Company, all of New Orleans.

This office is now issuing orders for the Dunbar Molasses & Syrup Co., to Southern dailies and farm papers, and is making up a list for Dunbar Rice.

### Mill Account for Tracy-Parry

Tracy-Parry Co., Philadelphia, has obtained the account of the Esmond Mills, Esmond, R. I.

### Gets Prentice-Hall Account

Burnham & Ferris, New York, have secured the advertising account of both the Prentice-Hall Tax Service and Business Information Service. The tax service is an up-to-date report on income tax, while the business information service summarizes articles on business and allied subjects appearing in trade, business and general publications.

### Lord Directs Lincoln Motor Sales

Kenneth A. Lord has been appointed sales manager of the Lincoln Motor Company, Detroit, which has just brought out a new and widely advertised car.

### Chewing Gum Demand Tripled

The President of the American Chicle Co. says that the people of the United States are spending \$100,000,000 a year for chewing gum. The demand has tripled since 1917 and the delighted chewing gum manufacturers thank prohibition.

Last year Americans bought 2,000,000,000 packages of gum. This is 100 sticks for every man, woman and child in the country. If it were spread flat, it would pave a road ten feet wide running from New York to San Francisco.

### Torrington Co. Profits Rise

Net operating profits of Torrington Co. and subsidiaries, including Canadian and foreign companies, for the year ended June 30, 1920, before deducting income and excess profits taxes of American and Canadian companies, were \$3,807,953, against \$2,982,696 in the previous year, including English and South American companies.

### A. & P. Sales Increase \$40,204,514

Great Atlantic & Pacific Tea Company sales for first six months this year, March 1 to August 28, 1920, totalled \$129,802,292, an increase of \$40,204,514, compared to same period last year.

### Barton, Durstine & Osborn vs. Frank Seaman, Inc.

Pratt Institute Field has seldom seen a faster game than that one played recently between Barton, Durstine & Osborn, advertising agency, and the Frank Seaman Agency. Many verbal hits were scored by both sides but baseball finally won out with the score of 6-2 in favor of Barton, Durstine and Osborn.

### New Polish Daily Paper

A new daily has entered the Detroit field, the *Polish Daily Tribune* or *Trybuna Cadzienna*, which made its appearance Labor Day. Cass J. Jankowski is president of the company publishing the paper, Frank Bare is managing editor, and John J. Bare, business manager. The *Tribune* has its plant at 960 St. Aubin avenue.

### National Safety Council Has Harte

H. B. Harte, formerly of the editorial staff of the *Chicago Daily News*, has been appointed assistant director of publicity of the National Safety Council and associate editor of the *National Safety News*, official publication of the Council.

### Hayes with Indianapolis Bureau

William Edward Hayes, connected with several Hearst newspapers in the last eight years, has been appointed to the newly-created position of assistant secretary-manager of the Indianapolis Better Business Bureau.

## The Multum en Parvo of Selling Power

When it comes to making a three-inch single-column space yield the maximum returns, or at least carry the largest possible selling load, we find it reasonable to hand the first prize to the writer of the following advertising copy in the *Meadville, Mo., Messenger*, of April 1, 1920:

Would you like to have a Sealy tufted mattress like a large pillow; pure new cotton of best quality, and will last thirty years. C. T. Goodale, of Kansas City, bought one four years ago, is as good as the day it was purchased. I have the New Comfort Talking Machine, one of the best. It ranks foremost among the world's inventions. Do you desire a splendid sewing machine? I will accept an old machine as part payment. Would you like a steel mahogany bed and excellent spring it is nice. Have you seen my new rugs and chairs? I suppose you have forgotten to pay me for those shades you bought August 29, 1919. Would like to put the money in circulation. Any article I sell you is as I recommend. Call at my furniture rooms and ascertain. E. T. Goodale.

### Baber to Leave New York Advertising Club

John F. Baber, manager of the New York Advertising Club for nearly two years, will resign on October 1, to take charge of the Gladstone, N. J., estate of James B. Duke, multi-millionaire tobacco magnate.

### Form Huge Food Market in Detroit

John A. Russell, editor of the *Michigan Manufacturer and Financial Record*, David A. Brown, formerly president of the Detroit Adcraft Club, and William B. Wretford, formerly sporting editor of the *Detroit Free Press*, have formed the Detroit Markets Corporation, and have taken over the Arcadia Gardens, Detroit's largest convention hall, converting it into the biggest foodstuffs market in the middle west.

### Republic Truck Holds Sales Convention

Salesmen of the Republic Motor Truck Company held a two-day convention at Alma, Mich., Sept. 13 and 14, to discuss the coming campaign. The part of advertising in the sales work was discussed. A special train brought delegates to Alma from Detroit and Chicago.

### Made Agency Vice-President

Joseph Dawson has been made vice-president and sales manager of the Southwestern Advertising Co., Dallas, Texas.

### Export Manufacturers to Convene

The Eleventh Annual Convention of the American Manufacturers' Export Association will be held this year at the Waldorf-Astoria Hotel in New York on October 14.

### Akron Agency Gets Victor Rubber Account

The Akron Advertising Agency Company is now handling the advertising for the Victor Rubber Company, Springfield, Ohio, makers of Victor Cord, fabric tires and other rubber goods.

**Campaign for Em-Var-Co. Varnishes**

The Empire Varnish Co., Cleveland, is preparing a campaign to enlarge its sales territory and to secure additional distribution in present territory for Em-Var-Co graining varnishes. It is planned to use various business papers, together with a consumer campaign in newspapers and farm papers. Paul Xcnver & Co., Cleveland, will handle the advertising.

**Georgia's Advertising Campaign**

The campaign to raise an advertising fund of \$300,000 with which to advertise the state of Georgia is being planned for next month. Fred Hamlin, executive secretary of Advertising Georgia Enterprise, Capitol Building, Atlanta, Ga., will be in charge of the work. The advertising, it is expected, will commence in January.

**Bruckenstein and Miller in Franklin Company**

Maxwell Bruckenstein, for three and one-half years with the New York City Car Advertising Company in the promotion and research departments, has resigned to join B. S. Miller, as partner in the Franklin Company, general advertising concern, which is soon to open offices at 309 Fifth Avenue.

Mr. Miller was formerly in the advertising department of the New York *American*, and Mr. Bruckenstein, previous to his connection with the New York City Car Advertising Company, was with the Hearst publications for four years.

**Albert Frank vs. Beckwith Agency**

In a return baseball game with the team of Albert Frank & Co. played at Palisade, N. J., last Saturday, the nine of the Beckwith Special Agency came out on the top end of a 12 to 10 score.

**Mayers Starts Foreign Department**

The J. R. Mayers Company, New York, has started a foreign language department under the direction of Edward Carlin. Mr. Carlin was formerly with Frank Seaman, Inc., and more recently counsel to foreign language publications.

**Mayglothing With Guenther-Law**

Ernest Mayglothing, for fourteen years with Dow, Jones & Co. and for eight years manager of Doremus & Co., has become associated with the advertising agency of Rudolph Guenther-Russell Law, Inc., New York.

**Swann With "Textile World Journal"**

James C. Swann has been added to the Service Department of *Textile World Journal* as assistant to the manager, Raymond T. O'Connell.

**Willis Joins "Sun-Herald"**

W. E. Willis, formerly Eastern Manager of the National Advertising Department of the Philadelphia *North American*, New York *American*, and Chicago *Herald*, is now with the National Advertising Department of *The Sun* and *New York Herald and Evening Sun*. Mr. Willis was also, for some years, with the Wanamaker Advertising Department in Philadelphia.

**Seogreene Advertising Service Located**

Seogreene Advertising Service, Inc., the formation of which was announced

in a recent issue of this magazine, has located at 59 Fourth Avenue. T. D. Scoble, Jr., organizer of the company with R. A. Greene, was formerly advertising manager of the Yale & Towne Manufacturing Company.

**New Business With McCutcheon-Gerson**

The advertising account of Edson, Keith & Co., large Chicago millinery house, has been placed with McCutcheon-Gerson Service, who will also handle the advertising for the forthcoming Milliners' Fashion Show to be held at the Congress Hotel in October.

McCutcheon-Gerson Service has also been appointed advertising agent for the Fourteenth Annual Dairy Show which is to be held in Chicago from October 7

to 16. A newspaper campaign in the Chicago dailies and small town newspapers has been planned. Copy is going forward. The usual horse show features will be augmented with the first appearance in America of the Olympic Athletes since returning from Antwerp.

**Clever Booklet on "Our Competitors"**

J. B. Short, sales manager for the Whitehead & Hoag Co., advertising specialty manufacturers of Newark, N. J., is sending to customers a tiny, pink-covered booklet entitled "Our Competitors—What We Have to Say About Them." The little book speaks volumes regarding the company's attitude on this matter. Every page is *blank*.



**Star Lights on Indiana  
A Special Beam on Kokomo**

*Kokomo, the county seat of Howard county, lies 51 miles north of Indianapolis. As you will gather from this view of the main corner of Kokomo's business district, the automobile industry is a prominent factor in this thriving city.*

*The Apperson and Haynes cars are practically Kokomo made, these two factories giving employment to several thousand people. The capital invested in Kokomo's various industries is \$40,000,000; its yearly pay roll is \$15,500,000.*

*There are two good daily newspapers in Kokomo, yet 510 daily and 1,050 Sunday copies of The Indianapolis Star are read in Kokomo, while in Howard county 728 daily and 1,160 Sunday Stars are read.*

*It is the progressive, forward-looking men in Kokomo who are Star readers, as in all Indiana cities. Data gathered from 28 cities in a 75-mile radius of Indianapolis show that one out of every five business and professional men read*

**The Indianapolis Star**

*Largest Morning and Sunday Circulation in Indiana.*

*Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York  
Western Representative: John Glass, Peoples Gas Bldg., Chicago*

**ONE OF THE SHAFFER GROUP OF NEWSPAPERS**



## *Through Troubled Waters*

For thirty years Critchfield & Company has chartered the business waters and in that time has safely guided some hundreds of successful advertisers between the reefs of advertising and merchandising channels.

Fifteen of our clients have been with us since the founding of their companies; nineteen have been with us since they started advertising; fifteen have been with us for more than twenty years; eighteen from fifteen to twenty years; seven from ten to fifteen years; nineteen from five to ten years; to date five have left us to try another agency, but have returned to us promptly. Certainly an indication that they feel that their advertising and merchandising activities *are in safe hands*.

In that time we have weathered with our clients periods of dire depression as well as normal and abnormal prosperity. And with them have brought the cargo home.

Our experience has been general—our clients comprising manufacturers of almost every known advertisable commodity, from electric cranes to filmy furbelows. Yet in two fields at least we hold a dominant place—the automotive and the agricultural.

*A Critchfield plan man will be glad to confer with you, without incurring obligations of any nature—if you will call, phone or write.*



## CRITCHFIELD AND COMPANY

H. K. BOICE, President

*Advertising and Merchandising Agents*

CHICAGO

NEW YORK

DETROIT

MINNEAPOLIS



PAPER AS A FACTOR IN FO

## 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

# Chicago, the Hub of Transportation, and Its Unrivalled Shipping Facilities

How the Plans of Experts Have Enabled Merchandisers to Take Full Advantage of the "Windy City's" Splendid Location

By J. M. CLEARY

Manager Business Survey, Chicago Tribune

A CITY is made by its geographical location. Tyre and Sidon, as Mediterranean transfer points between the civilization of the Tigris-Euphrates basin and that of the Nile valley, Constantinople, as the ferry station through which Asia gained access to Europe and Europe sent its goods to the East, Marseilles, as the port by which the Phoenician and Greek adventurer could tap the wealth of Gaul, Paris, the mud island that offered a river-gate to mediaeval France and marshy London, that stood in the same relation to early Britain, rose by the strength of their locations. Tyre and Sidon fell when the currents of trade headed in new directions and the centers of civilization shifted.

## "ALL RAILROADS LEAD TO CHICAGO"

When physiographical conditions change they affect the value of a location, just as the coming of the railroad to the west in pioneer days wiped out the importance of villages five miles away from the new line and made the fortunes of insignificant hamlets nearer by. "But for the Great Ice Age," said a recent advertisement of a map publishing house, "Chicago might have been a village." The ice sheet, sweeping out deep lake basins and river channels, made the site upon which the future Fort Dearborn was to rise a point of high strategic importance as a distributing center in the nation which, centuries later, came into being in North America. The coming of the railroads fixed that importance definitely.

"All roads lead to Rome" is an ancient saying. "All railroads lead to Chicago" is a modern fact.

Chicago's growth is the result of its location, a location which conferred on this city for all time unique advantages as a distributing center. Strategic location at the focal point of the trade routes has made Chicago the greatest railroad center in the world. Today, thirty-eight railroads have terminals in Chicago. These railroads operate more than 109,000 miles of track, a total which exceeds all the railroad track mileage of England, Ireland, Scotland, Wales,

France, Germany, Holland, Sweden and Denmark combined.

It is significant that every railroad that enters Chicago terminates there. No train passes through Chicago; it either begins its journey there or finishes it there.

## ELIMINATING SHIPPING WASTE

The problem of utilizing these arteries of traffic radiating from the "Windy City" so as to effect the greatest economy in time and effort to the thousands of shippers from near and far points whose goods travel by way of Chicago, of handling the immense shipments of commodities going out of Chicago's stockyards, mail order houses, manufacturing plants, jobbers' warehouses and retail stores has been a difficult one.

There are many routes by which goods may be shipped from one point to another, and it is natural for every line entering a city to compete for shipment to almost any point, even though it may be forced to ship in a wastefully circuitous route to carry goods to their destination. It is also common for railroads to place freight for many points in one car, necessitating many delays and often causing the unloading of freight at junction points on to sorting platforms to be reloaded in other freight cars.

It is encouraging to note that in the case of Chicago, activities of the Association of Commerce looking to the solution of the shipping problem thus presented have practically eliminated wastes like these.

Today, through the organization by the Association of a package or merchandise car service, 2,500 freight cars leave Chicago daily, each loaded with L. C. L. freight for some one point, each going directly to that point with a minimum of waste time. By means of this service it is possible for Chicago shippers to reach points which are not as far from New York as they are from Chicago in half the time it takes to reach them from New York. Because of this system it has become customary to send goods from considerable distances into Chicago to be shipped out in these mer-

chandise cars, even though the final shipment may then pass through the town from which it originated.

## CHICAGO'S INDUSTRIES

This service effected by the Chicago Association of Commerce is supplemented by the publication of a loose leaf service entitled "Ways to Ship." Kept constantly up to date, it shows the shortest, quickest, most economical way to ship from Chicago to every station in the United States. Bulletins warn members of readjustments necessitated by embargoes, strikes, floods, or other events that might cause delays.

Chicago itself furnishes no mean proportion of the commodities shipped out of the city. For example, in the winter season of 1917-18 2,895,846 hogs were packed and distributed by the great stockyards there. The second city in population of the United States and the leading commercial city of the west, its trade in grain, provisions, live stock and lumber is the largest of any city of the world. Ayer's American Newspaper Annual and Directory calls attention to the immensity of its hog and beef killing and packing industries and mentions, as of outstanding importance among its manufactures, its steel ship building, iron, steel, wood, leather, brick, chemical, shoe, cigar and tobacco industries. Incidentally, a hurried counting of Ayer's list shows that Chicago is the home of 545 publications, 36 of which are daily newspapers.

## THE SURROUNDING MARKET

Chicago is the focal point of an immediate marketing zone comprising five states. As W. J. Merrill, Western National Advertising Manager of the Chicago Tribune, pointed out in his address before the Newspaper Departmental of the Associated Advertising Clubs of the World at Indianapolis, this trade territory has a white population of 16,496,251 people, only 16.4 per cent of the population of the United States but 20.3 per cent of those who earned enough to file income tax returns in 1917. In this zone there are 31,600 retail grocers and 493 wholesale

grocers, 8,938 retail druggists and 40 wholesale druggists, 7,358 retail hardware stores and 186 hardware jobbers—and other wholesale and retail distributors in the same proportion.

Chicago's central location, the railroads which radiate from the city to every corner of the United States and the marvellous organization of these shipping facilities give Chicago jobbers, manufacturers and mail order houses a great advantage. As up-to-date manufacturers in other sections adopt the zone system of merchandising and advertising they find these factors conducive to the economical development of Chicago and its enormous surrounding market.

#### Critchfield & Co. Holds Annual Outing

The annual outings of Critchfield & Company, advertising agents of Chicago, which were discontinued during the war, have been resumed; the 1920 outing being held Saturday, September 18th at Wing Park, Elgin, Illinois.

The day's program included baseball, field sports for which prizes were given, and in the evening a banquet followed by dancing.

#### Bert N. Garstin Is Made Business Manager of Louisville "Courier-Journal" and "Times"

Bert N. Garstin, for over two years advertising manager of the Louisville, Ky., *Courier Journal* and *Times*, has been appointed business manager of those two papers by the publisher and owner, Judge Robert W. Bingham.

Mr. Garstin has been active in newspaper advertising for many years, having handled national accounts for the *Baltimore News*, under the advertising managership of Frank D. Webb for a considerable period up to 1915, when he took over the management of the *Cumberland, Md., Press*. Under his direction this paper flourished and forced its competitor, the *News*, into a merger within six months, Mr. Garstin becoming manager of the resulting daily. Among his achievements in the work of "putting Cumberland on the map" was the raising of a \$750,000 fund to secure the entire plant of the Kelly-Springfield Tire Company for the town.

He left Cumberland for Louisville in 1918, and in addition to his work as advertising manager he has also been very active in the affairs of the Associated Advertising Clubs of the World and the newspaper department of that organization. He is now a vice-president of the latter organization.

#### Morency With "Hoard's Dairyman"

*Hoard's Dairyman*, of Fort Atkinson, Wis., announces the addition of Joseph N. Morency to its staff of advertising representatives.

Mr. Morency was formerly with *Better Farming*, and will represent *Hoard's Dairyman* in the field direct from the office of publication.

#### Cassell with "American Magazine"

Robert T. Cassell, formerly of the Ferry-Hanly Advertising Company, Kansas City, and later of the Steel Fabricating Company, Chicago, is now a member of the western advertising staff of the *American Magazine*.

## Many Publications Cover the Chicago Market

### A Wide Field for Selection Is Offered the Merchandiser With Goods to Advertise There

**T**ELLING a man where there is a gold mine won't do him any good unless you tell him how to get there. Assuring manufacturers and merchandisers that the Chicago market is a gold mine for skillful advertisers and sellers won't help unless you show them the way into the market. Here are just a few guiding directions down one of the main highways to the homes and hearts of the dwellers of the Windy City—the one that's paved with publications.

#### THE FIELD IS COVERED

Big as the Chicago marketing field is, it is covered with an astonishing degree of thoroughness by publications that appeal to almost every interest and hobby that could conceivably make a man or woman a reader of publications. Ayer's American Newspaper Annual and Directory shows that the newspaper field, the general magazine field, the foreign paper field, the trade and technical paper field are all more completely served in the Windy City than in any American city outside of New York. The number of publication readers is, of course, larger than in any other American city outside of New York.

Chicago has about five and a half hundred publications in all, among which are 94 published in other languages than English. Thirty-six are daily newspapers, 12 are general magazines circulating widely over the whole nation, 32 are agricultural journals reaching out into the mid-West farming and stock-raising region, another 47 appeal—in seemingly as many languages and dialects—to the religious-minded, 36 are collegiate, 26 medical, 13 go to the mechanic and engineer and 9 are addressed to negro readers.

Among the leading newspapers which carry the messages of national advertising to Chicago prospects are the *Tribune* (morning and Sunday), the *News* (evening), the *American* (evening), the *Herald and Examiner* (morning and Sunday), the *Post* (evening), and the *Drovers' Journal*, reaching the livestock interests (evening). Among the great dailies serving the foreign language readers are the *Aberdpost* (German), the *Jewish Daily Forward*, *Jewish Courier* and *Jewish Press*

(Yiddish), *Zgoda* (Polish), *Dzenni Masatel* (Bohemian), *Italia* (Italian) and *Naujienos* (Lithuanian). Ayer's credits Chicago with one rotopographic section, that of the Sunday *Tribune*.

#### AMONG THE MAGAZINES

Turning to the magazine field we meet first with that colorful trio the *Red, Blue and Green Book Magazines* and, among the others in that field, the *Illustrated World*, *Popular Mechanics*, *Factory and Photoplay*. The three women's publications issuing from Chicago are the *Mother's Magazine*, *Woman's Weekly* and *Woman's World*.

Thirty-two agricultural publications find their homes in Chicago, among those of wide interest being *American Farming*, the *American Fruit Grower*, *Better Farming*, the *Breeder's Gazette*, *Prairie Farmer* and the Central Western edition of the *Orange Judd Farmer*. Under the head of "Live Stock" Ayer's gives the Windy City ten publications, including such widely known journals as the *American Swineherd*, the *Breeder's Gazette*, the *Drovers' Journal*.

Class and trade papers reaching the Chicago field first and then going out beyond its boundaries—over the whole country in many cases—form an immense proportion of the number of publications that find homes in the central metropolis. Practically all the classifications in Ayer's from "Advertising" to "Wool," show some representative in Chicago. Among the classes heavily represented there are collegiate publications, 36; educational, 13; labor, 15; groceries and general merchandising, 7; financial and banking, 12; mechanical and engineering, 13; contracting, 5; medical, 26; milling, 9; and negro, 9, including the *Pullman Porter's Review*.

#### SOME OF THE CLASS PAPERS

Among some of the well-known class and trade papers associated with Chicago are *Power Plant Engineer*, *Popular Mechanics*, *National Engineer* and the *Illustrated World*, in the engineering field; the *American Lumberman* and *Hardwood Record*, in the lumber field; the *National Grocer* and *Modern Gro-*

# The Saturday Blade and Chicago Ledger

**Bought to Read** When 85 per cent of a great circulation is in single copy sales, year in, year out, the only assumption must be that the papers are bought to read. People do not pay out even small change, week after week, for papers they do not intend to read. 25,000 agents in small towns and villages sell the papers for cash. Their coming is an event, and their steady customers have been won on merit.

**Where Wealth Is** And these papers circulate in the field where the big producing classes live. In the gap between the big cities and the farms lies a huge middle ground where is found a majority of the country's population. They are home owners, merchants, doctors, bankers, teachers, skilled mechanics—the kind of people who constitute the primary market for reliable trade-marked, advertised goods.

**Good Will** These papers have won a place in their reader's hearts because their work has been constructive. For 32 years they have labored to produce public sentiment against every form of vice and in favor of every clean, constructive ideal. They have won the real good will and affection of approximately 4,000,000 regular readers. The advertiser can make capital of this 32 years of service.

**Proof of Results** When not only the large space advertising but even the small copy produces sales—then responsiveness is finally proved. A recent small space advertisement in the Saturday Blade and Chicago Ledger produced over 7,000 inquiries and made over 4,000 actual sales. And the cost per inquiry was 4.2 cents as compared with an average of 6.3 cents for all of 13 publications used. A present large advertiser has used \$20,000 worth of space yearly for nine years. The returns each year have proven better than those of the preceding year. Ask for other result-reports.

Advertising Rate \$3.00 per line

## LONE SCOUT

Published by the Founder of the Scout Movement in America.

W. D. Boyce introduced the Boy Scout movement in America. When it took on the character of a city rather than a country organization, he organized the Lone Scouts of America for small town and country boys. It has developed in its members a love of hardy outdoor life, sports, and occupations, and is considered by them the greatest movement ever started for their benefit.

The LONE SCOUT directs and supports their organization. It is essentially their own paper, and is largely made up of contributions from them. And these ambitious, hardy, money-earning boys are buyers of things they want—from gasoline motors to pocket flashlights. The field is left open to LONE SCOUT advertisers—and the paper has proved a wonderful result producer.

Have you and your advertising agents analyzed your proposition thoroughly? Has your analysis taken into consideration the influence of the boy on the family? Have you ever considered this new angle? Are you reaping the big rewards it is possible to obtain through this new appeal? It will be well for you to look into this. Many great concerns have realized these possibilities and are becoming greater because of it.

A combined appeal to the boy and his parent constitutes as nearly perfect an appeal as human ingenuity can devise.

One hundred thousand copies a week—Advertising rate, 60 cents a line.

**W. D. BOYCE COMPANY, Publisher**

500-514 North Dearborn Street - - - CHICAGO  
205 Metropolitan Tower - - - NEW YORK

Also Publisher Indiana Daily Times, Indianapolis

cer, in the grocery field; the *National Banker* and *Banker's Monthly* among the financial magazines; *Factory* in the industrial field and *System* among the business magazines; the *Apparel Gazette*, in the clothing field; *Motor Age* and the *American Garage and Auto Dealer*, in the automobile field; the *American Builder* in the building field; and the *Inland Printer*, in the printing field. The great inland port even has one export journal, the *International Trade Developer*.

These publications cover the Chi-

cago market. Most of the last-named classes go far outside of that market, though they have, in many cases, their strongest following there. Taken together, they offer a broad highway to that market or, to present the figure more accurately, a multitude of highways down some selected few of which the manufacturer and merchandiser can send his advertising message with assurance that it will reach the prospect and exert its full selling power upon him.

## A. B. C. Directors at Toronto Meeting Make Important Decisions

The regular monthly meeting of the Board of Directors of the Audit Bureau of Circulations was held at the King Edward Hotel, Toronto, on Friday, September 17.

This departure from the routine of holding meetings of the Directors in New York and Chicago was made as a compliment to the Canadian membership of the Bureau, and was so successful that it was decided to hold a meeting in Canada at least once a year in the future.

There were present at the meeting L. B. Jones, president, Eastman Kodak Co., Rochester, N. Y.; W. Laughlin, vice-president, Armour & Co., Chicago; Henry W. Scott, Montgomery, Ward & Co., Chicago; E. R. Shaw, *Power Plant Engineering*, Chicago; Thomas H. Beck, Crowell Publishing Company, New York; B. H. Bramble, Canadian Chewing Gum Company, Toronto; Mason Britton, McGraw-Hill Company, New York; F. R. Davis, General Electric Company, Schenectady, N. Y.; O. C. Harn, National Lead Company, New York; Paul V. Troup, Lord & Thomas, Chicago; Stanley Clague, managing director, E. W. Chandler, chief auditor; A. R. Petterson, assistant chief auditor.

Among the matters considered, most of which were of executive character, was the inauguration of the rule covering the classification of gift subscriptions. In the past, this rule read, "Single subscriptions paid for by other than the recipient, used as gifts, shall be classed as individual mail subscriptions, with explanation in paragraph 28 of existence of such subscriptions."

### RULING ON GIFT SUBSCRIPTIONS

The postoffice department's phraseology in regard to gift subscriptions covers the spirit of this class of circulation more completely than the Bureau's rule, and it was decided to change this rule to read as follows: "Single subscriptions paid for by other than the recipient, used as gifts, and not to promote the interests of the donor, shall be classed as individual mail subscriptions, with explanation in paragraph 28 of the existence of such subscriptions."

With the December 31, 1920, statements of farm papers and periodicals, the answer to the question regarding distribution of circulation according to population will become mandatory. Consideration was given to the question of making the requirements for answering this question as simple and inexpensive as possible. The

matter was placed in the hands of a committee with power to act.

### RENEWAL RESOLUTIONS RESCINDED

The subject of requiring an answer to the question regarding renewals has been in discussion for the past six months. At the March meeting, it was decided to make answer to this question mandatory beginning with the statements for the period ending December 31, 1920. So much opposition was aroused that at the June meeting it was decided that application of the rule be deferred for six months. The opposition to the rule on the part of publishers having since that time been emphasized, while on the other hand, there being no demand on the part of Class A (advertiser) membership for its enforcement, it was unanimously decided at the Toronto meeting to rescind the previous resolution regarding renewals, and that publishers should be notified of this rule immediately.

Communication was read from Harry Doory, business manager of the *World-Herald*, Omaha, Neb., urging not only the elimination of all circulation in arrears, but suggesting that all dead-head and service copies be eliminated from the publishers' statements and audit reports on the ground that every newspaper has a certain amount of dead-head and service circulation, a part of which never circulates, and stating that in Mr. Doory's opinion, it was unfair that the advertiser should be required to pay on the basis of free circulation. The directors decided that it was in the interest of all concerned that the entire distribution be shown in the reports of the Bureau and that as the advertiser and agent give main consideration to the net paid portion of the reports and use their judgment as to the value of any distribution outside paid circulation. No action, therefore, was taken.

A recommendation was made to the Board that hereafter no publication be admitted to membership in the Bureau until after it had been one year in existence. After careful consideration, it was decided to take no action on this recommendation, but allow the present rule to prevail.

Requests from three business publications for exemption from answering the question showing occupational statistics were considered by the Board, but it was decided that these publications could answer the question, and no exceptions were made.

### MUST INDICATE CLUB SUBSCRIPTIONS

In the present magazine, farm paper, and business paper statement forms, the percentage of subscriptions secured through the use of premiums, canvassers, other publishers, and subscription agencies are shown. No percentage has been required in answer to the question in paragraph 22 (d) which reads: "Were subscriptions obtained from club raisers paid by rewards other than cash?" It was decided that hereafter the percentage of subscriptions received from such club raisers should be shown in both the publishers' statement and the audit reports.

In the evening, a dinner was given by the Directors to the Canadian Advisory Board. This Board is as follows: William L. Lydiatt, publisher, *Marketing*, Toronto; A. D. Gridland, Canadian Kodak Company, of Toronto; J. J. Gibbons, advertising Agent, Toronto; William Findlay, *The Globe*, Toronto; W. McCurdy, *Manitoba Free Press*, Winnipeg; I. Simmonds, Continental Publishing Co., Toronto; G. F. Chipman, *Grain Growers' Guide*, Winnipeg; W. G. Stewart, Goodyear Tire & Rubber Company, Toronto.

William Findlay of the *Toronto Globe*, as chairman of the Canadian Advisory Board, extended to the Board of Directors a welcome to Canada. He called attention to the fact that over 90 per cent of all newspapers in Canada with a circulation of over 3,000 were members of the Audit Bureau of Circulations, and that the magazines, farm papers, and business papers of Canada were equally well represented in this great American Association, for who there was not even an imaginary boundary line existing. Mr. Jones responded on behalf of the Board of Directors.

The meeting finally developed into a "round table" discussion of the problems of Canadian advertisers and publishers. At the close of the evening, the Advisory Board unanimously requested the Directors to repeat their visit to Canada as early as possible.

### Preparing A. B. P. Convention

The Associated Business Papers, Inc., has appointed the following general committee to have charge of the convention to be held at the Hotel Astor, New York, October 20 to 22:

F. M. Feiker, McGraw-Hill Co., New York, chairman; Aglar Cook, *Electrical Record*, New York; David Beercoft, *Class Journal Co.*, New York; E. H. Ahrens, A. W. Shaw Co., New York, and E. F. Haight, *Motor Age*, Chicago.

The National Conference of Business Papers Editors will meet conjointly with the publishers. The conference has appointed H. C. Parmelee, editor of *Chemical & Metallurgical Engineering*, New York, as chairman of its committee on arrangements.

### Canada's Trade Gains Again

Canada's trade for August last totaled \$238,085,068, against \$202,000,000 for August, 1919. Imports totaled \$124,318,000, which is \$83,000,000 more than August, 1919. Exports totaled \$113,767,000. Exports of wood pulp and paper totaled \$32,000,000 an increase of \$11,000,000.

## A TYPOGRAPHICAL SERVICE FOR BUSINESS MEN

GOOD-LOOKING printed matter is the Bundscho specialty. He helps business men with all their literature in which appearance is important—advertisements, announcements, circulars, catalogues, folders, booklets, inserts. He gives the things you send out that touch of good taste and good judgment which goes far toward obtaining an open reception for your message and creating the impression you want to make. He will be glad to take up your printing problems with you, working out your own ideas in type, or his, as you wish. He has a plant especially well equipped for fine work, centrally located within the loop. He will send a representative upon request; or you can take up preliminaries with him personally by telephone.

J. M. BUNDSCHO, *Advertising Typographer*  
Garland Building, Washington at Wabash, Chicago  
Telephone Randolph 7293



### Davis Made Packard Export Advertising Head

Packard Motors Export Corporation, New York, has announced the appointment of Paul D. Davis as advertising manager. Mr. Davis has been export advertising manager of the Firestone Tire & Rubber Co. for the last two years. He succeeds William Carl Chapman whose appointment to the management of the division of export advertising just organized by Harco's Motors, Inc., was announced in this magazine.

### Donald Douglas in Europe

Donald Douglas, director of advertising and sales for Perry, Dame & Co., the Standard Mail Order House of America, New York, is now touring Italy. He will remain in Europe for several months.

### Brown, "Purchasing Agent" Advertising Manager

George A. Brown, Philadelphia Manager of *The Purchasing Agent* has been appointed advertising manager of that publication.

Before his affiliation with *The Purchasing Agent* a year ago Mr. Brown was for several years assistant advertising manager of the Religious Press Association, Philadelphia. He has assumed new duties and is residing in New York.

### Will Market a New Ink

W. A. Sheaffer Pen Company, Fort Madison, Iowa, has started the manufacture of a new writing fluid, to be known as "Skríp," which, it is said, does not contain the ingredients of an ink, and is water-proof and fade-proof on paper.

### Merchants Advertise Their Street

The retail merchants along 125th St., New York, have united in a movement to popularize their thoroughfare as a shopping district, and are now using space in New York newspapers to advertise 125th Street Week to be held September 27 to October 2.

### Cohn Gives Advertising Course

Ernest Cohn, secretary of the Homer McKee Company, Inc., Indianapolis, has been selected to take charge of the night classes in advertising and marketing in the new School of Commerce and Finance of Indiana University. Mr. Cohn is a past president of the Advertising Club of Indianapolis.

### Herbert Hungerford Leaves "Boys' Magazine"

Herbert Hungerford has resigned as editor of the *Boys' Magazine*, published at Smethport, Pa., to devote all his time to the editing of the *American News Trade Journal*, organ of the American News Company, New York. Mr. Hungerford was associated with *Boys' Magazine* for five years.

### M. Luckiesh Awarded Medal

M. Luckiesh, director of the Nela Research Laboratory, and foremost authority who has been writing the series of articles on "Color" for *ADVERTISING & SELLING*, has been awarded the Edward Longstreth Medal of Merit and Certificate by the Franklin Institute of the State of Pennsylvania. Mr. Luckiesh's paper was on "The Visibility of Airplanes," and presented the results of a study of the conditions which affected the visibility of airplanes when viewed against different backgrounds.

### Reading Iron Promotes Elvidge

H. D. Elvidge, assistant to the advertising manager of the Reading Iron Company, has been appointed assistant advertising manager of the company.

Mr. Elvidge was a second lieutenant in the Marine Corps during the war, and following his discharge, after two years of service, he became assistant to the advertising manager of the Praytor Engineering & Manufacturing Co. of Allentown, Pa. From this position he resigned to join the Reading Iron Co.

### Coca-Cola to Erect \$1,000,000 Plant

One of the largest soft-drink plants in the world, to cost \$1,000,000, is to be built in Chicago by the Coca-Cola Co. as a result of its recent purchase of the block bounded by Crawford and Karlov avenues, Fillmore street and the Baltimore & Ohio Chicago Terminal Railroad. Work will be started at once on a \$750,000 building.

### To Erect \$4,000,000 Skyscraper

Plans are now being prepared by the Standard Oil Company of California for the erection of a twenty-story office building, to cost in the neighborhood of \$4,000,000.

### Mesco Sales Gain 18 Per Cent

The Manhattan Electrical Supply Co., Inc., reports an increase of \$780,557, or 18 per cent, increase in gross sales for the first eight months of 1920 as compared with the corresponding period of 1919. Sales in 1920 were \$5,121,533; in 1919, \$4,340,776.

## Announcement

THE Geiger-Jones Company, at present and for many years owners of Today's Housewife, announce the purchase of the controlling interest of The Arthur H. Crist Company, a printing and publishing institution located at Coopers-town, N. Y. This gives Today's Housewife as a permanent home one of the most complete printing plants in the East—containing modern fast black and white and color magazine presses; job presses; binding machines; batteries of linotypes and monotypes and all necessary equipment.

This equipment and the organization behind it is capable of printing, binding and mailing every month two and a half million magazines of as large as 800 lines to the page, in addition to job work, etc. It is housed in a modern concrete, fireproof building containing more than forty thousand feet of floor space.

The land, buildings and physical equipment at Cooperstown have been recently appraised by the Coats & Burchard Company, of New York, in excess of seven hundred thousand dollars. In addition to Today's Housewife, twenty-three magazines are now being printed under contract by The Arthur H. Crist Company.

H. M. GEIGER, *President*  
THE GEIGER-JONES CO.

G. A. McCLELLAN, *President*  
THE GEIGER-CRIST CO. THE ARTHUR H. CRIST CO.

**Binghamton Starts Advertising Club**

About twenty men and women actively engaged in the business of creating, buying and selling advertising, have organized the Binghamton, N. Y., Ad Club. The Club proposes to meet weekly for luncheon and a program at the Binghamton Chamber of Commerce. The organization is a section of the Merchants and Advertisers' Association.

The officers for the coming year are: President, Miss Nellie M. Griggs, advertising manager Fowler's Department Store; vice president, Lawrence Clubbuck, advertising department *Binghamton Press*; Secretary, Carleton A. Cleveland, Wylie B. Jones Advertising Agency; treasurer, Charles S. Walsh, advertising department, *Morning Sun*.

**Interesting Program for Sphinx Club**

President R. F. R. Huntsman, of the Sphinx Club has announced a very interesting program which his club will enjoy during the coming season. Beginning with a "Philadelphia Night," on November 9, a "Chicago Night" will follow in January, then a "Boston Night," an "Anniversary Night," when the club celebrates its twenty-fifth anniversary; and the famous "Ladies' Night" will close the season on April 12.

**S. M. Goldberg Moves**

S. M. Goldberg, publishers' representative, has moved from 303 Fifth Ave., New York, to 56 West 45th Street, New York.

**Buffalo "Telegram" Started**

The Buffalo *Telegram*, Buffalo, N. Y., has been incorporated with a capital of 5,000 shares preferred stock, \$10 each; 10,000 common shares, no par value, and active capital, \$100,000. N. A. J. Urbanski, S. N. Borowiak, and F. Andrzejewski of Buffalo are the organizers.

**Army Sells Twenty Ships in Day**

The transportation service, Office of the Quartermaster General of the Army, announced on September 17 the sale of twenty vessels during one day through the office of the army transport service, Hoboken. The amount realized on these vessels was nearly a quarter of a million dollars.

**Increase Sales 136 Per Cent**

Sales of the Sewell Cushion Wheel Co., Detroit, for the first six months of this year exceeded \$1,000,000, while sales for the same period in 1919 slightly exceeded \$424,000. Business, therefore, for the first half year of 1920 is 136 per cent greater than the same period a year ago.

**Penney Sales Increase \$1,123,696**

J. C. Penney Company reported sales for the month of August were \$3,405,502, an increase of \$1,123,696 over the sales for August, 1919, and for the eight months ended August 31, \$22,533,659, an increase of \$6,992,070 over the sales for the corresponding period last year.

**Piggly Wiggly Runs 302 Stores**

Piggly Wiggly Stores reported sales for August totaled \$3,148,065. On September 1 the company had 302 stores in operation, an increase of seven over the previous month.

**J. L. Brooks Joins Allen Agency**

John Lewis Brooks, for the past five years with the Hollis Press, where he has had the active management of *The International Tailor*, and the designing of booklets for tailors and clothing manufacturers, is now a member of the staff of the Allen Advertising Agency, New York.

**Doran Publishes "Educational Review"**

"The Educational Review" which has been under the personal direction of Dr. Nicholas Murray Butler since its inception in 1887, has been taken over by the George H. Doran Company, and the September issue is the initial number under the new publishers.

The magazine, according to the farewell editorial of Dr. Butler, was launched with the aim of establishing in America the scientific study of education upon a sound philosophical basis; for raising the intellectual standard of the teaching profession, as well as for giving to its members a unity of thought and purpose; and for separating the administration of the nation's schools from the influence of personal and partisan politics.

**Lord Beaverbrook Guest**

A dinner was given Tuesday night at the Ritz-Carlton by Otto H. Kahn and Paul Cravath to Lord Beaverbrook, the British financier and owner of the London *Daily Express*. The invited guests were:

Ambassador John W. Davis, James S. Alexander, Bernard M. Baruch, A. C. Bedford, Arthur Brisbane, Dr. Herbert Bruce, C. C. Burlingham, C. A. Coffin, E. M. Cravath, Herbert Croly, James W. Gerard, Fabian Franklin, E. G. Grace, Edwin Francis Gay, Jerome J. Hanauer, William Averell Harriman, Col. George Harvey, Charles Hayden, Charles D. Hilles, Francis L. Hinc, Herbert S. Houston, Darwin P. Kingsley, Alvin W. Krech, Isaac Walton Killam, Russell C. Leffingwell, R. S. Lovett, J. W. T. Mason, Eugene Meyer, Jr., Charles R. Miller, Dwight W. Morrow, Frank A. Munsey, Adolph S. Ochs, J. Leonard Replogle, W. C. Reick, P. A. Rocketteller, George Rublee, M. L. Schiff, President Jacob Gould Schurman, Dr. Albert Shaw, Henry L. Stoddard, Col. William Boyce Thompson, Gen. Guy E. Tripp, George W. Wickersham, Henry Rogers Winthrop, E. R. Wood, Adolph Zukor and President Nicholas Murray Butler.



WILLIAM E. SEIP

"Bill" Seip, as his many friends call him, was with Mr. Hearst's Boston American when he joined my Organization ten years ago.

"Bill" is the second best story teller in the country, and is as human as George M. Cohan.

I am very pleased with his long association with our Organization.

*Paul Block*

**The Scranton Republican**

Scranton has a population of 137,783. In this big city, there is only one morning newspaper. THE SCRANTON REPUBLICAN.

Wise advertisers know that they cannot cover SCRANTON without the REPUBLICAN. It is delivered into practically every home of standing and purchasing power in and around Scranton by its own carriers and agents.

It is the oldest newspaper in Scranton and the Press, and its prestige and age carry influence with its readers that is of great benefit to its readers.

In Scranton, it is THE REPUBLICAN.

## Business—Advertising—?

Business minus its advertising is like a sailboat without a wind. It drifts with the current. This fact is indisputable, yet some men have cut their advertising. Some reductions have been wise—others have been made to effect a saving that will show a balance on the right side of the ledger. When a business demands this action to make money, then a radical change in conduct is needed. No advertising cost is great enough to be the difference between making money and bankruptcy. But the advertising **itself** often is.

With conditions as they are today, after having recently passed through periods when advertising met successfully new

and difficult problems, why is it that advertising is not viewed in the same way that other departments in business are?

The October and November issues of PHOTOPLAY MAGAZINE are the two largest issues in its publishing history. More business is on its books for 1921 than had been set for the mark for 1920.

If you believe in futures and want to build good will and sell your merchandise to more than half a million ready prospects today—then

**PHOTOPLAY**

*Belongs on your list*

**Bamberger Uses Christy Drawings**

L. Bamberger & Co., Newark, N. J., department store, has started to use full page space in the New York Sunday *Times* and in local newspapers, featuring autumn styles in dominating poster drawings by prominent artists. The first advertisement was executed by Howard Chandler Christy. It is said to be the first piece of commercial work that Christy has ever done, and incidentally the first crayon drawing that he has made since the Liberty Loan campaign. An advertisement created by Neysa McMen will be used next.

**Edgerton Castle Dead**

Edgerton Castle, English newspaper director and author, died in London on September 17. He was 62 years old.

Mr. Castle was chairman of the company publishing the Liverpool *Mercury*, and since its amalgamation with the *Daily Post*, had been a director of the Liverpool *Daily Post* and *Mercury*, and the *Echo*. He was a prolific writer of novels and plays, and was an expert swordsman.

**Grace & Co. Extend Property**

Additional ground permitting the extension of the new building, already largely outgrown by its owners, has been acquired by the exporting firm of W. R. Grace & Co. in New York through the lease for sixty-three years of 66-100 Pearl street, comprising three four and five story buildings on a plot of 4,200 square feet. Through this transaction and the purchase of 94 Pearl street, W. R. Grace & Co.

now own, in connection with the block front on the southerly side of Old Slip, an unbroken Pearl street frontage of 210 feet. Total new transactions bringing the Grace holdings to their present size are said to have aggregated \$3,000,000.

**Mailing Catalogues to Paraguay**

American manufacturers are requested not to send commercial catalogues and other publications to Paraguay by parcels post, since the American consulate in Asuncion is required to pay a heavy tax on each package thus received. Moreover, considerable time is involved in effecting the withdrawal of such parcels from the post office. Consul Balch suggests, therefore, that all publications be sent as ordinary or registered mail.

**To Aid Trade With Switzerland**

One of the results of the visit of the Swiss mission to the United States in the fall of 1919, has been the formation of an organization designed to facilitate trade with the United States, and more especially to push the sale of Swiss products in America. A committee has been organized in Switzerland with headquarters at No. 8 Laupenstrasse, Berne, which will cooperate with a similar committee of Swiss business men in America with headquarters in New York, with the likelihood of establishing a branch office in Montreal later. It is the aim of the organization to furnish Swiss exporters and American buyers with all information that may be of assistance in furthering trade development.

**Prominent Export Firm Incorporates**

With a capitalization of \$1,000,000, all cash, Antony Gibbs & Co., 61 Broadway, New York, has been incorporated under the name of Antony Gibbs Co., Inc. The firm was established in New York in 1912 as a branch of Antony Gibbs & Sons of London, founded in 1808, by the man whose name it bears after he had been in business for himself since 1778. The connection of the company with the Bank of England has been close for many years, and one of the directors of the American corporation is Lord Cullen of Ashbourne, late Governor of the Bank of England. In addition to Lord Cullen, the directors of the corporation are: James M. Beck, Louis B. Chandler, Herbert C. Gibbs, Seward Prosser and Mather M. Richardson. Mr. Chandler is president, Mr. Richardson, vice-president and treasurer, and the secretary is D. F. Cawley.

**"Scientific American's" Seventy-fifth Birthday**

Next Saturday, with its October 2 issue, the *Scientific American* will commemorate its seventy-fifth anniversary.

**Braun Gives Up Vienna Paper**

Marcus Braun, who two months ago acquired the capital stock of the Vienna Hungarian *News*, has forced the cancellation of the deal, stating that a majority of the editorial staff were Bolshevik refugees from Budapest who, according to the present Austrian press law, cannot be discharged nor can the course of the paper be changed without the consent of the editorial staff.

Braun will return to America shortly.

# Doubly Effective



is the advertising campaign in the Boy-Field, not only in immediate results but in future good will that insures tomorrow's market.

Boyhood recollections are the ones remembered best. The sound commercial importance of this fact is being successfully applied by a growing number of national advertisers. One cereal manufacturer is building his entire campaign on the boy-appeal, whereby he is effectively reaching the whole family as never before.

THE BOYS' WORLD is not only the one NATIONAL WEEKLY in its field—insuring to your sales message a timeliness and frequency provided by no other boys' paper—but puts at your service half the entire circulation in the boy-field. The limit of space available in several of our fall issues has already been reached.

## THE BOYS' WORLD

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

W. SLEY E. FARMILOE Advertising Manager

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

COOK'S WEEKLY TRIO: A MILLION BOYS AND GIRLS

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

## U. S. Leads in Exports to Argentina

Despite the impression that when other nations emerged from the war they would cause a marked slump in our foreign trade, Buenos Ayres reports that the United States has passed from third place to first place among the nations from which Argentina buys goods, according to figures from 1910 to 1919, which have just been completed and made public by the Minister of Finance.

In 1910 imports to Argentina from the United States were valued at \$52,196,366, while in 1919 they amounted to \$232,868,392. The increase in value was 346 per cent, although the actual increase in goods received from the United States was only 80 per cent.

In 1910 the leading nations exporting to Argentina, in the order named, were Great Britain, Germany and the United States. In 1919 they were the United States, Great Britain and Brazil. The United States took the lead from Great Britain in 1916 and has since maintained it.

## Increased Buying Strengthens Market

The pendulum has swung back again. Trade reports late this week indicated that steadily increasing buying together with generous effort on the part of producers to meet jobbers part way in price adjustments for new business have put the market on a firmer basis. While the buying is said to be more conservative than last season, there has been a decided improvement over the dull days of last month. The most evident and gratifying sign of better times is found in the increased volume of business in retail establishments showing autumn lulls.

Much interest is manifested in the efforts of manufacturers to establish a firm opening basis for spring goods. As an example of what is going on quietly in wholesale markets to reach price agreements and stabilized production, businessmen are pointing to the recent lowering of quotations on overalls by a large Southern manufacturer. This manufacturer's announcements to jobbers say that prices for spring are based on denim at 31 cents a yard, declared to be under the present price of production and the nominal open market quotation. The company says that the price reduction is made to establish a low basis with the hope of renewing confidence among buyers who may be waiting for lower prices before placing orders.

## The Square D. Count

Replies received by the Square D Company in answer to their recent questionnaire, on their advertising policy, the story of which was told in an article "Can Safety Be Taught by a Positive Appeal?" signed by A. H. Bronson in the September 4 issue of ADVERTISING & SELLING, were mailed to O. H. Caldwell, editor of *Electrical Merchandising*, personally, not to the service department of the McGraw-Hill Company, Inc. as Mr. Bronson's article indicated, according to a statement made to ADVERTISING & SELLING by the Square D Company on September 16. The ballots were counted by Mr. Caldwell as an individual, the McGraw-Hill Company having nothing to do with them.

# The Recognized Authority

Used in all departments of the U. S. Government



## Every business man should have the RAND McNALLY COMMERCIAL ATLAS OF AMERICA 1921 New Census Edition

The RAND McNALLY Commercial Atlas of America is honestly revised each year. More than 70,000 changes are made annually in the maps and indexes! Every page is put under the microscope and every change is carefully checked.

The revisions for the 1921 edition are particularly noteworthy because they embrace all of the changes revealed in the latest Federal Census. We believe it is obvious that your old atlas, dependable as it was, cannot be entirely relied upon now.

Every business man should place his order now for this new atlas. The edition is limited. Only so many will be printed. Once they are gone it will be impossible to purchase this Atlas—*anywhere!*

The RAND McNALLY Commercial Atlas of America shows every detail of commercial value on the American continent. Individual maps of States, Canadian Provinces, South American countries, Mexico, the Philippines, etc. Continental maps of the World.

540 pages. 250 pages of index, listing nearly 200,000 cities and towns. Nearly 300 maps in all. 96 double-page maps, size 21 x 28 inches, showing: Countries, Congressional Townships, Cities, Towns, Villages, Railroads, Electric Lines, Steamship Routes, Canals, Rivers, Lakes, Mountains.

Also Special Maps as follows: Ocean Traffic Map of the World; Commercial Map of U. S., in three sections (scale 60 miles to one inch); New Black and White Mileage Maps, showing rail mileage between towns; Map of Great Lakes and vicinity, showing Navigation Routes, Connecting Railroads, Principal Ports; Industrial Map of U. S., showing relative importance and distribution of products.

### Save \$5.00 by ordering now

The price of the 1921 New Census Edition of the RAND McNALLY Commercial Atlas of America will be \$35 net. Orders will be accepted prior to December 31, 1920, at the pre-publication price of \$30 net, transportation prepaid. SOLD DIRECT ONLY.

## RAND McNALLY & COMPANY

Map Headquarters

536 S. CLARK ST.  
CHICAGO



42 E. 22ND ST.  
NEW YORK

Write to us on your letterhead for large Commercial Atlas Circular with sample map

## Advertising Specialty Manufacturers' Convention To Be Greatest Yet

Reservations indicate that the Seventeenth Annual Convention of the National Association of Advertising Specialty Manufacturers, to be held at the Hotel Sherman, Chicago, September 27-30, will be the largest the association has ever held. The program is practically completed, and acceptances have been received from Major-General Leonard Wood and other prominent speakers.

The Exhibits of Advertising Novelties and Calendars will open at the Hotel Sherman on Monday morning, September 27. At 1:30 P. M. the first session of the convention will be called to order by President C. R. Frederickson, president of the American Art Works, Coshocton, Ohio. W. Frank McClure, chairman of the National Advertising Commission of the Associated Advertising Clubs of the World, will welcome the Advertising Specialty men, and J. Lewis Coath, of the Manz Engraving Company, will respond for them. Following the president's annual address, Samuel O. Dunn, editor of *Railway Age*, will talk on "Industry and Transportation—What We May Expect." After reports of officers and committees, the session will close with a memorial to Miss Elizabeth White, who for over five years was secretary of the association, and who died on May 16 of this year after an illness of several months.

### ASSOCIATION MAY ADVERTISE

On Tuesday morning the exhibits command attention again, and in the afternoon the second session starts with an address by K. H. Beuret, credit manager of the Gerlach-Barklow Company of Joliet, Ill., entitled "Facing the Future with Credits and Collections." Phil Grau, business manager of the Milwaukee Association of Commerce, will next talk on "Making the Association Pay Dividends," and an executive of Critchfield & Co. is scheduled to follow Mr. Grau with a paper on "Association Advertising and Its Results." The speaker will tell of the accomplishments of other co-operative advertising campaigns, and the National Association of Specialty Manufacturers then plans to consider the starting of such a campaign with the new year.

J. B. Short, sales manager of the Whitehead & Hoag Co., and chairman of the Publicity Committee, will file a report for his committee and will make recommendations for the coming year.

George C. Hirst, vice-president of the Osborn Company, is to begin the session on Wednesday afternoon with a discussion on "Production Problems in 1921." C. R. Stevenson, of the Stevenson Corporation, will show in his paper "Getting Results from Uniform Methods," other associations have accomplished by uniform cross accounting systems, and George R. Meyercord will close the afternoon with the subject of "Buying Credit Insurance."

### SALES CONFERENCE A FEATURE

Thursday's session, given over to a sales conference, will be attended by sales managers and executives of the Calendar and Advertising Specialty houses throughout the United States and Canada. Reed Wilkin, sales manager of the American Art Works, heads the program with the subject, "The Undesirable

Salesman." He will be followed by E. N. Ferdon, vice-president of Brown & Bigelow, on the question of "Should Our Commission Contracts with Salesmen Be Changed to Conform with Varying Prices and Conditions?"

Among several other important addresses on the program at this important sales conference is one by Philo D. Clark, president of the Kenyon Company, Inc., Des Moines, Iowa, who will explain "The Value of Sales Conferences and Sales-

men's Prizes."

The Seventeenth Annual Banquet will be held on Wednesday evening at 6:30 P. M. Major General Leonard Wood, commanding the Central Department of the United States Army, and Harry H. Merrick, president of the Great Lakes Trust Company of Chicago, will be the guests and speakers of the evening. General Wood will talk on "The America of the Future," and Mr. Merrick, on "The Need of the Hour in American Business."

A great number of reservations have already come in for this banquet, and it is anticipated that the Banquet Hall will be crowded to the very limits.

## American Multigraph Sales Company Organizes District Advertising Departments

The American Multigraph Sales Co. of Cleveland has inaugurated a plan which provides for the establishment of eight district advertising departments—seven in the United States and one in Canada—with a district advertising manager in each district.

By these means when the program is complete the advertising department of the company will have eight representatives or assistants in the field, will be better able to cooperate with its sales organizations, have better supervision of all advertising activities and the solution of the local advertising problem.

Each district advertising manager will have a certain number of division and branch offices which he will serve in an advertising capacity. These will have his personal attention in proportion to their requirements.

It is too early yet to list all the work which will ultimately be performed by these district advertising managers, as much of it will develop as the plan gets into full operation, the company states, but the following are believed to be some of the things which the managers will do:

Supervise the handling of all advertising inquiries.

Organize and conduct direct-mail campaigns for Division and Branch Offices.

Supervise and check all newspaper advertising.

Supervise and handle the details of all Shows and Exhibits.

Work with the Salesmen for their better education in direct-mail advertising and assist them in the development of sales where direct-mail advertising is the governing factor in the sale.

Keep in touch, both personally and through the Field, with the attitude of the public toward advertising and pass along information which will serve as a guide in the preparation of advertising.

Secure for the Advertising Department information and data to be used in connection with the preparation of advertising and sales stories.

Handle the distribution and showings of company motion pictures.

Give talks before advertising clubs, associations and similar organizations.

H. A. Harris, late of the Campbell-Ewald Co., New York advertising agency, and formerly advertising manager of the Pathe-Freres Phonograph Co., Brooklyn, has been selected as District Adver-

tising Manager for District No. 1, the headquarters of which is in New York City. The other offices comprising the District will be: Brooklyn, Newark, Albany, Hartford, Worcester, Boston, Rochester and Syracuse.

In company with Advertising Manager Tim Thrift, Mr. Harris visited all the offices in his district and got into the details of the new work.

Other Districts will be organized later, after the plan has had experimental operation for a few months. It is intended, however, to have the entire District Advertising Department organization perfected and in operation inside of a year.

### Mrs. Augusta Lewis Troup Dead

Mrs. Augusta Lewis Troup, printer, newspaper and magazine writer, died in New Haven, Conn., last week a victim of a heart stroke suffered a year ago.

Mrs. Troup, who was born in New York, worked as a printer on the *New York World* following the Civil War, and when Dickens visited America she set up a number of his lectures and readings.

She founded the first woman's typographical union and forced its recognition by the International Typographical Union after a fight in which she was assisted by Susan B. Anthony and Elizabeth Cady Stanton.

In 1872 she wed Alexander Troup, founder of the *New Haven Union*, who died some years ago. Five of the seven children survive. Philip Troup is postmaster of New Haven, and Alexander Troup is publisher of the *New Haven Union*.

### Packard Sales Biggest Yet

The Packard Motor Car Company, Detroit, and its subsidiaries in the fiscal year ended August 31 last, made sales totaling \$62,597,240, the largest in the history of the company. Net earnings before Federal tax were \$10,044,952.

### Fuller Gets Medicine Account

The advertising account of Booth's Hyomei Co., Ithaca, N. Y., manufacturers of proprietary medicines, has been secured by the Charles H. Fuller Co. of Chicago.

# A. B. C. Meeting in Chicago October 14-15 Celebrates Sixth Anniversary---A. A. of A. A. in Joint Reception

The sixth anniversary of the foundation of the Audit Bureau of Circulations, and the seventh annual convention, will be held in the Hotel La Salle, Chicago, on October 14 and 15.

The first day will be devoted to divisional meetings, called to order at 2 p. m., in various rooms which will be assigned in the hotel. The convention will open at 10 a. m. October 15, in the Red Room of the hotel.

The annual convention of the American Association of Advertising Agencies will be held in the Hotel La Salle during the same week as the convention of the Audit Bureau of Circulations, and on Friday night, October 15, the Audit Bureau of Circulations and the American Association of Advertising Agencies will hold a joint reception and banquet. This dinner will be the occasion of the inauguration of the movement for a greater American Merchant Marine. Admiral Benson and other famous speakers from Washington will be in attendance.

The election of officers will take place on Friday afternoon at 2 o'clock.

The present members of the Board of Directors whose terms expire at this meeting, and who will be reappointed or whose successors will be named, are:

**Advertisers** — O. C. Harn, National Lead Company, New York, N. Y.; George W. Cushing, Hudson Motor Car Company, Detroit, Mich.; I. L. King, Goodyear Tire & Rubber Co., Akron, Ohio; Henry W. Schott, Montgomery Ward & Co., Chicago, Ill.; George S. Fowler, Colgate & Company, New York, N. Y.; H. Strong Smith, Bauer & Black, Chicago, Ill. **Advertising Agent**—P. V. Troup, Lord & Thomas, Chicago, Ill.; **Newspaper**—A. G. Lincoln, St. Louis Post-Dispatch, St. Louis, Mo. **Magazine**—Thos. H. Beck, The Crowell Publishing Co., New York, N. Y. **Farm Papers**—Marco Morrow, The Capper Publications, Topeka, Kans. **Business Publications**—Mason Britton, The McGraw-Hill Company, Inc., New York, N. Y.

Stanley Clague, managing director of the A. B. C., in announcing the convention says:

"We urge your attendance in person at this convention; but if this is impossible, please designate on the enclosed proxy form the person in whose judgment you rely to cast your vote in determining the important issues to be presented.

Heretofore it has been the practice to insert in the proxies the names of the Directors representing the various divisions.

We have not inserted the names this year, but for your information if you desire a Director in your division to represent you, they are:

**Advertisers**—L. B. Jones, president; W. Laughlin, vice-president.

**Newspapers**—W. A. Strong, A. G. Lincoln.

**Agricultural Publications** — Marco Morrow, W. A. Whitney.

**Advertising Agents**—A. W. Erickson, Paul V. Troup.

**Magazines**—S. R. Latshaw, Thos. H. Beck.

**Business Publications**—E. R. Shaw, Mason Britton.

In this connection may we suggest that as your membership in the Bureau is becoming increasingly valuable, you give this matter of representation at the convention most careful consideration?

Further literature concerning the details of the convention will reach you later, but this matter of representation

should have your early attention.

No proxies will be recorded after the opening of the convention at 10 a. m., Friday, October 15. These should reach the offices of the Bureau before October 14."

## Hubbell Advertises Accountants' Services

Main & Co., of New York and Pittsburg, public accountants and systematizers, will conduct an extensive advertising campaign, including newspapers in several eastern states. The Knowles-Main Appraisal Bureau of Pittsburg is also to advertise its services as industrial and commercial appraisers. The advertising of both companies will be directed by the House of Hubbell, Cleveland.

## Announcing

# CHICAGO'S NEW MORNING NEWSPAPER

On Monday morning, October 11th, the first issue of The Journal of Commerce, a complete newspaper, will come off the press.

The Journal of Commerce will fill the long established need of every business man. It will specialize in and cover completely all Financial, Commercial and Business News of the day.

The special wire service of The Journal of Commerce will embrace every security and commodity market known to the business world.

## Philadelphia Public Ledger News Service

### FINANCIAL

Sir George Paish, former editor *London Statist*, weekly review of world finance.

R. C. Forbes, editor *Forbes Magazine*, exclusive article twice a week.

Clinton B. Evans, foremost Chicago economist, daily review of western business.

Richard Spillane, daily "Men and Business."

Daily Wall street review and gossip, finance by cable from all world markets, special crop and business reports daily.

### FOREIGN

Colonel House, weekly letter of foreign and domestic business and political news.

Twenty-eight American correspondents located in all the important centers of the world will give the Journal of Commerce exclusive service by cable.

These include such famous writers as Carl W. Ackerman, Seymour Beach Conger, Wythe Williams and B. W. Fleisher. Mr. Fleisher will furnish news of the Far East from many correspondents in six offices in Oriental Cities.

### DOMESTIC

William Howard Taft will contribute his letters, so powerful in guiding public thought along sane and constructive lines. Frederick William Wile and a corps of correspondents will furnish daily news of diplomacy, politics, finance and all events of national importance. Gilbert Selides, weekly letter of news and comment on theatres; William H. Rocap's report of all important sporting events.

In addition to this, through its wire service, all of the important news of the day will be featured.

Reaching concentrated quality circulation among readers who represent most powerful purchasing power, the Journal of Commerce is conceded to be an effective advertising medium. If you wish to reach in a direct way responsive circulation, include this newspaper in your Fall list.

The Chicago Journal of Commerce obtains its news from independent sources through its special New York bureau and is in no way connected with the New York Journal of Commerce.

A complete file of this newspaper will be a valued business asset. Subscribe now to this Daily Business Digest. By carrier in downtown district; elsewhere by mail. On all news stands. Subscription price \$12.00 per year—\$1.00 per month—5c. a copy.

ANDREW M. LAWRENCE  
Editor and Publisher

GLENN GRISWOLD  
Business Manager

# The Journal of Commerce

108 South La Salle Street, Chicago

# EXPORT ADVERTISING and SELLING

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

## Selling to the Japanese Millions

The Methods and Mediums by Which American Advertisers May Approach a Wonderful Rich and Wholly Receptive Market

By FREDERIC DE GARIS

**I**N Japan, with an actual and a potential market for many classes of foreign goods among its 60,000,000 people, a fair estimate gives about 12,000,000 buyers today for one kind or another of these goods, and it is good business for the manufacturer to apply the same alert methods in Japan as in the United States to hold these buyers and to educate as many as possible of the remaining 48,000,000 to desire his wares.

The general principles of the advertising and publicity campaigns so successful in the United States can also be employed in Japan, with certain modifications and reservations necessary to conform to the life, traditions, and customs of a highly sensitive and humorously inclined people.

At least one instance of such a modification and of "wrong" advertising can be given here of the manufacturer who spent a substantial sum in advertising "Men and Women's Safety Razors." His spread was run in some of the largest local papers and he said his razors were used by American women for ball room toilet work. He wondered why his razors did not sell. After puzzling over his problem he submitted it to a Tokyo advertising agency and was told that in Japan not one woman out of 100,000 would ever have occasion to use such an article. They don't wear that kind of clothes. He was also told that to advertise razors for such a use was a mystery to the women and, because of the inferior position that women occupy in Japan, the mere fact that he had stressed their use for "women" had killed his sales to men. He was advised to drop the female part and

is now doing a big business selling his razors to men.

Notwithstanding the H. C. I., the steady industrial growth of Japan has provided a buying power which is stronger today than ever before. In every industry and calling wages have risen, and among a people naturally frugal, but with a desire for the comforts which their money will now bring, the market for foreign goods grows with this buying power. To be sure, in a country where food, clothing, and shelter are so different from the same elements in the United States this growth is very slow, but the determined businessman can make it grow in many lines as did the chewing gum manufacturer who has made a market for a product utterly unknown to the Japanese a few years ago; and a product, too, which in its use completely annuls the Japanese aversion to chewing in public. The movie appears to be the one thing which appeals to the brotherhood of man: it certainly flourishes in Japan.

### JAPAN A WEALTHY MARKET

The first step of the conservative manufacturer of a line of merchandise or novelties who desires to cater to the Japanese consumer should be to ascertain to a reasonable certainty whether his product would be likely to be used in Japan or could be adapted to Japanese use, and he should enlist the services of some of the bureaus connected with English periodicals or magazines published in Japan who make it their business to furnish such information. Perhaps the best medium is the Service Bureau of the *Trans-Pacific Magazine*, Tokyo, which makes this a special feature of its business, and is qualified to

give unbiased expert advice right on the ground.

The next step of the wise manufacturer who has decided to enter the field as a permanent business proposition and not as an experiment is to submit his particular matter to one of the few foreign advertising agencies who actually conduct their business in Japan. There are many long-established, reliable Japanese advertising agencies conducted by Japanese of standing, but it is assumed that, with the facilities now available, the American manufacturer would be inclined to favor concerns who could quickly grasp his underlying ideas and furnish him with "I get you" suggestions.

Most of the foreign business that gets into the vernacular press is placed by a few agencies.

These agencies are well-organized and equipped to serve their clients in Japanese advertising in all its branches. Expert foreign and Japanese advertising men supervise the preparation and distribution of price lists, illustrated catalogues, booklets, pamphlets, and business literature in the vernacular. They plan, design, and carry out all kinds of advertising and operate publicity campaigns, and have special arrangements with all the leading newspapers, magazines and trade publications by which the lowest rates are secured for their clients.

Assuming that the Pacific breezes are favorable and that the lure of the Orient has called and charmed him, and that the manufacturer determines to strike out for this field, his next step will be to see that his patents, trade marks, designs, etc., are most carefully registered and protected by actual filings under the Japanese laws; all of which the advertising agencies would look af-

# Chicago—The Central Printing Market



One of the largest and most completely equipped printing plants in the United States

## Rogers & Hall Company Catalog and Publication Printers

*Artists · Engravers · Electrotypers*

Specialists in the art of Catalog  
and Publication Printing for  
more than thirty years!

## A Printer Is as Good as His Equipment *Plus* His Organization

**Our Equipment** includes the latest and most efficient time-saving machinery—Linotypes, Monotypes, Color and Rotary Presses, Type-casting Machines, and complete facilities for Binding and Mailing.

**Our Organization** is composed of men and women who are experts in their work, and who are intelligent enough to realize that your interests are as important as their pocketbooks. That guarantees Quality!

**Our Plant** is in operation day and night 12 months a year—constantly turning out work for firms all over the United States. That guarantees Delivery!

**Our up-to-date** labor-saving facilities and the efficiency of our management enable us to take advantage of every possible turn of the market and figure closely on materials. That guarantees a Fair Price!

Thus, we are right on Quality, Delivery and Price!

---

In addition, we offer you every possible help in obtaining catalog compilers, advertising assistance, editors, copy writers and everything else necessary to the promotion, preparation, printing and mailing of your publication.

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# Rogers & Hall Company

*Catalog and Publication  
Printers*

Polk and La Salle Streets, Chicago

Telephone Wabash 3381

ter. This especial subject will not be dwelt upon here as so much has been published on this line in prior issues of ADVERTISING & SELLING.

Then, with the foundation well laid and with a reliable and efficient sales force on the ground well supplied with his product, the manufacturer who has progressed along these practical lines will probably make a success of his venture.

#### SUBTLETIES OF LANGUAGES

As to advertising copy, the subtleties of both the English and Japanese languages provide the best laid traps ever devised to catch the inexperienced and demand that the fur of the animal must be stroked absolutely true or the "critter" will surely spring back and bite one and turn a well-planned campaign into a thing of meriment—which may or may not accrue to its success.

This is another reason why it seems best, if possible, in every foreign country to employ agencies conducted by the nationals of the country of the advertiser, so that the shades of the language can be accurately translated.

To show what can be done in this vital matter without half trying, it is only necessary to give a few examples of honestly intended and honest-to-goodness signs that are displayed before some of the shops, and important shops at that, illustrating what can be done to innocent and long-complaining copy.

Today, in Tokyo and Yokohama, there are signs which declare that "Ladies Can Have Fits Upstairs";

that Mr. Yamamoto has a "Lace and Baby Shop"; that a large grocery store is the "Corporation Society of Vegetables, Eggs, Fruits, Goods, etc."; that a shop selling fishing tackle has "Everything for the Fish"; that Mr. Uno is "Tailor for Ladies Under Clothes"; and a man who sells electric fixtures is sure he is an "Electrical Conductor." These are only a few of the unnumbered ones noticed. Some of the tradesmen's circulars are a riot of real screams in comparison with the above.

#### THE ADVERTISING MEDIUMS

As to mediums, the big dailies are of course the best for national advertising. There are four or five papers which are really national; some covering big business thoroughly, some news specialists, some political. Two Osaka papers each claiming 800,000 circulation, have bona fide average circulations through the year of over half a million. One Tokyo paper has the same. These are popular progressive papers. The *Jiji*, with smaller circulation, is read by a better class. The *Chuyai* is the leading business-paper among financiers, stock brokers, and substantial business men.

One of the greatest difficulties is to secure authentic, verified, and audited statements regarding the newspapers' circulation, as an aid to determine their quality and character. They generally rest contentedly on the mere claim that they are the largest and best, and so it must remain, and the advertising

agencies will have to make their own estimates until they and the native advertisers and publishers cooperate in an association, as in other countries, for the purpose of auditing and verifying beyond doubt, the claims of the newspapers and magazines.

The English papers are: *Gazette*, Yokohama; *Advertiser*, *Times* and *Mail*, Tokyo; *Chronicle* and *Herald*, Kobe; *Press*, Nagasaki. The *Gazette*, *Times* and *Mail*, *Herald* and *Press* are purely local. The *Advertiser* and *Chronicle* are the only two of general circulation. The former's claim that it has a circulation equal to all of the others combined, still remains undisputed. Among the magazines and periodicals published in English, one, *Zumoto's Herald of Asia*, edited, as will be noted, by a Japanese, is widely read. The leading English magazines are the *Trans-Pacific*, a commercial, financial, and economic magazine; the *Japan Magazine*, *World Salesman*, and *Eastern Commerce*.

There are probably less than 10,000 foreigners in Japan who would be reached by the English papers, but in addition to the foreigners these papers are read by many Japanese familiar with English, or who read them to improve their English.

The Official Gazette, issued by the Department of Finance, carries advertising and is an excellent medium for big business, as it goes to all big business men, lawyers, contractors, etc., and is kept on file.

A glance around any book store reveals an amazing number of native magazines—like cherry blossoms in the Spring—but there are few of really national circulation. *Osaka Punch* and *Tokyo Punch* are notable exceptions. The greater number of magazines are "fad" organs, which fanatics of all breeds everywhere somehow contrive to launch on a shoestring basis. Many are along the lines of the old pamphleteers. For some things they offer good advertising mediums, but by no means the same as the American or English magazines do in their countries.

#### CHOOSING MEDIUMS

In an interview on the magazine medium, Roderick O. Matheson, of the Pioneer Advertising Agency, said, as a case in point, that a big machinery importer came to them expecting to use the machinery and electrical magazines in his campaign, but they advised against their use, because the heads of all big concerns in Japan go to American,

## MILLIONS OF NEW BUYERS

The war which impoverished much of the world brought undreamed of wealth to

**Japan, America's Nearest Neighbor on the Left** and has opened wider the door of opportunity for America's live exporters.

Last year Japan spent \$414,048,810 for American goods and this year will spend more than that if the advantages of American products over those of Europe in price, quality and certainty of shipment are made known to the Japanese importers.

Advertisers will secure this expanding trade.

The most effective advertising is that directed on the spot by those who know the way to present convincing arguments in the Japanese language, who know the advertising mediums and the various "kinks" connected with the securing of rates, position and first consideration from the Japanese publishers. That is the business of the

### Pioneer Advertising Agency

an American-Japanese company whose specialty is adapting proved American methods of publicity to Far Eastern conditions.

Connections with leading American agencies wanted.

address **The PIONEER ADVERTISING AGENCY**  
6 NAKABASHI HIROKOJI, KYOBASHI-KU, TOKYO, JAPAN

*The* **6<sup>th</sup>**  
**Anniversary and  
Seventh Convention**  
*of the*

**A·B·C·**

(AUDIT BUREAU OF CIRCULATIONS)

*will be held at the*  
**Hotel La Salle**  
**Chicago**  
**October 14<sup>th</sup> & 15<sup>th</sup>**  
**NINETEEN · TWENTY**

Departmental meetings will open at 2 P. M. Thursday afternoon, October 14th. The business session begins promptly at 10 o'clock Friday morning, October 15th. Election of officers Friday afternoon at 2 o'clock.

A Reception and Banquet under the auspices of the A. B. C. and the A. A. A. will be given in the Ballroom of the Hotel LaSalle, Friday night at 7 P. M., and will be the occasion for the formal inauguration of the national movement for the permanent American Merchant Marine.

**AUDIT BUREAU OF CIRCULATIONS**

202 S. STATE STREET  
Chicago, Ill.

British, French and German technical magazines for their information, and all graduated engineers read English and use English practically altogether for technical terms, especially when written, as the equivalents in Japanese necessitate unusual combinations of Chinese characters that are not always definite in meaning. Further, that to reach all possible buyers through advertising in the foreign technical publications would be impracticable and too expensive; so, when advertising certain lines whose purchasing circles were restricted and specialized, their practice is to have carefully prepared definite informa-

tion printed in pamphlet form for mailing, with prices listed, which they send out through their own mailing lists, with a covering letter in Japanese, to show that it is a Japanese advertising campaign, and the letters are addressed in Japanese, a most important item, for the reason that while the engineers can read English, the Post-office people cannot, as every foreign house knows to its cost in undelivered and delayed mail. The engineers read the daily papers, of course, but the rates of such mediums would be based on big general circulation and consequently out of all proportion to the few desired to be reached.

Poster advertising is extensive around such new manufacturing cities as Osaka, but it is generally frowned upon by the authorities and is not as effective as in countries where there is not the inherent love of the beautiful in nature that is universal among the Japanese. Street car advertising is good, and the Japanese are going in more and more for electrical signs.

The entirely new attitude of Japanese labor is bound to have a favorable effect on American goods and products. For the first time labor unionism in its primitive form recently thrust its wedge into the commercial structure and higher wages was the only force that removed it. This epochal demonstration was typical of the family and clan relations between master and man. In Japan, the father is the head of the family, and the employer is the guiding star of the men, and both heads are highly respected. In the case of this "strike" the men reportedly for work and then quietly and silently stood in front of their respective machines. What master in Japan could long resist such an appeal to his sympathies? More recently a large strike in the Government steel mills, atYawata, took on some of the savage phases of large strikes in other countries, and as an indication that the Government recognizes that the old order has passed and that provision is being made for future trouble, it is significant that the present budget carries an appropriation for a much enlarged police force. The general trend of shorter hours and higher wages provide labor with undreamed of money. On the other hand, the employer is installing automatic machinery to reduce the cost of pro-

duction by hand labor—and the United States can meet the wants of both employer and employee.

Apropos of this, an American machinery man, on one of his semi-annual trips, recently said that during the past few years Japan has increased her manufacture of small machinery so that she is practically independent. For heavy and specialized machinery it is different. For this line, Japan has no facilities for manufacture, and at present is a good customer of America and Europe.

Those who desire to advertise their lines in Japan and who want to look into the matter further cannot get a better idea of the advertising situation than is contained in "Advertising American Goods in Japan," by Alfonso Johnson, now Trade Commissioner of Japan for the U. S. Government. This bulletin (No. F E-51) is printed for distribution by the U. S. Bureau of Domestic & Foreign Commerce, Washington, D. C., and in about six months the same Bureau will distribute the result of the exhaustive survey and investigation of the advertising situation in Japan just completed by J. W. Sanger, Special Agent of the United States Department of Commerce, who is in the Orient to report on the advertising possibilities for American manufacturers; doing here what he so successfully did recently in South America.

For the information of those who for any reason may want to know who, among the Japanese advertising agencies, are the most reliable, the following can be named: Nippon Dempo Tsushin-Sha, Teikoku Tsushin-Sha, Keika-Sha, Kohodo, Shojiki-Sha, Kokoku-Sha, all of Tokyo; Mannen-Sha, Osaka; Shinko-Sha (street car advertising), Tokyo; Ukita Soden-Sha (electric sign advertising), Tokyo.

#### Ford Reduces Prices to Pre-War Level

Announcing it as a step toward "restoration of business to normal conditions," Henry Ford this week made effective price reductions on all Ford products ranging from 14 to 31 per cent and bringing prices down to pre-war levels. In a statement accompanying the announcement he declared that present business conditions demand that "some practical effort be made to bring economic conditions back to normal," that the progress, prosperity and contentment of our people may be restored.

## PAPER

### The Manufacturer's Journal

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

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

PAPER, 471 Fourth Ave., N. Y.

A HIGH-CLASS TECHNICAL MONTHLY published in the central west has opening for a first-class advertising solicitor for eastern territory with New York City headquarters. A man acquainted with the electric and machinery trade preferred—must be a young man with a reputation of selling space to high class firms. Address Box No. 280, care ADVERTISING & SELLING.

## 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 11th 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

# Advertisers Favor Dull-Times Prevention Fund

**Advertising Commission on Record for a Reserve by Which Allied Interests May Bring About Continuous, Normal Demand**

**M**ORE THAN forty men of national prominence in advertising attended the meeting of the National Advertising Commission held in the Union League Club of Chicago on September 21, discussed current advertising conditions and participated freely in debates which led to several important Commission decisions. W. Frank McClure presided.

Among the acts of the Commission which will attract attention was its expression of approval of a suggestion made by Roy G. Owens, vice president of the Lakewood Engineering Company, Cleveland, that in prosperous times manufacturers create a fund to be devoted to advertising in periods of business depression and that the funds so created should not be subject to taxation. This suggestion was reported to the meeting by Homer J. Buckley, chairman of the Legislative Committee. The committee was authorized to communicate with Mr. Owens, commend him for his proposal and pledge the support of the Commission in efforts to put it widely into effect.

## TRAVELLING EXHIBIT STARTS SOON

The committee was also directed to make a study of conditions with a view to putting itself in a position to take a stand either in favor of or against any national publicity bill that might come up for enactment by Congress.

Members of the Associated Advertising Clubs of the World will be gratified to know that the long projected travelling exhibit is at last about to be organized. Its first presentation, the Commission was told, will be made at the next meeting. Exhibits included will represent the Agricultural Publishers, the American Directory Publishers, Daily Newspaper Department, Direct Mail Department, Graphic Arts, Advertising Specialty Manufacturers, Employing Lithographers, Outdoor Advertisers, Periodical Publishers, Poster Advertisers and Screen Advertisers. The exhibit will be started on its itinerary accompanied by a lecture covering its salient points to be read by some club official at every city in which the exhibit is shown.

Charles Henry Mackintosh, chair-

man of the National Exhibit Committee, reported to the Commission that David Webb, president of the Atlanta Advertising Club, had made arrangements to house the exhibit for the 1921 convention in the auditorium in which the convention sessions will be held and in Taft Hall to the right of the auditorium. The arrangement of the exhibit in ten straight 60-foot lines and of the space in Taft Hall will give about 1,400 feet. The charge of \$2.50 a running foot made at Indianapolis will obtain at Atlanta. Mr. Mackintosh said that he believed the Atlanta exhibit would be particularly convenient of access to the delegates, who would have more opportunity to visit it than if it were in another building than that in which the convention meets. It is anticipated that foreign countries may be represented in the Atlanta exhibit. To make it possible to include their exhibits though they may not bear the entire cost of production and placing, the Commission, at the suggestion of the Exhibit Committee, has agreed to meet any deficit not to exceed \$500.

## EDUCATIONAL ACTIVITIES

The Educational Committee of the National Commission, composed of the same personnel as the Exhibit Committee, reported that fifty-one replies received from questionnaires sent out to seventy of the leading education institutions of America regarding the teaching of advertising indicated a great lack of uniformity in the courses and the methods of conducting them. The committee was authorized to pursue the subject further and send analyses of the replies to the educators who made them, asking for verification and comment on the conclusions arrived at.

Great interest was shown in the report of Herbert S. Houston, chairman of the Publication Committee, announcing that he had succeeded in getting Prof. Paul T. Cherrington's acquiescence to the plan to produce a book on the "Economics of Advertising." The Commission adopted Mr. Houston's suggestion that a committee consisting of one member from each department be appointed to aid in collecting material for the book.

The aim of this work will be to establish clearly and completely the beneficial effects and the power of the advertising force in the economic world.

Prompted by the remarks of Reuben H. Donnelley on the deleterious effect of the high cost of paper upon the cost of advertising, the Commission authorized the appointment of a committee to prepare data on the relation between the cost of paper and the cost of advertising and to report at the next meeting. This will be held in the early part of January. The arguments of Charles F. Hatfield of the Community Advertising Department led to the selection of St. Louis as the place for it.

## GUESTS AT LUNCHEON

The entire attendance of the Commission meeting and some 300 others, including the members of the Chicago Women's Advertising Club, were guests of the Advertising Council of the Chicago Association of Commerce at a luncheon at the La Salle Hotel.

Addresses were made by Rowe Stewart, president of the Associated Advertising Clubs of the World; John Sullivan, secretary of the Association of National Advertisers, and E. Allen Frost, of the Poster Advertising Association. Mr. McClure, chairman of the Commission, presided.

## Schaeffer Addresses Engineering Advertisers

"The Management and Organization of an Ideal Advertising Department" was the subject discussed at the September 14 meeting of the Engineering Advertisers' Association of Chicago at which time G. R. Schaeffer, advertising manager of Marshall Field & Co., told of the large efficient department he has in charge. Mr. Schaeffer explained how the various departments and bureaus coordinate their work to meet plans approved by the general advertising department.

At its October meeting the Engineering Advertisers' Association will discuss market analyses and sources of advertising data.

## "Western Plumber" a Newcomer

*Western Plumber* is the latest trade journal launched by the Stamm Publishing Company of San Francisco. This new publication aims to cover the plumbing field of the Pacific Coast and Rocky Mountain states.

### New General Manager for Imperial Brass

William A. Leonard, until recently associated with Belding Brothers & Company, Chicago, as organization and sales promotion manager, has been elected vice-president and general manager of the Imperial Brass Manufacturing Company of Chicago.

### Legibility of Colors

The following list gives the order of legibility for various combinations of colored printing and colored paper—the distance from the eye, the size and form of type and other factors being the same in each case. Note that ordinary black and white occupies fifth place.

1. Black letters on yellow paper.
2. Green letters on white paper.
3. Blue letters on white paper.
4. White letters on blue paper.
5. Black letters on white paper.
6. Yellow letters on black paper.
7. White letters on red paper.
8. White letters on green paper.
9. White letters on black paper.
10. Red letters on yellow paper.

—From the Edison Sales Builder.

### What the War Did

The debts of the world now reach a total of \$365,000,000,000, compared with \$11,000,000,000 at the beginning of the war. Interest charges are \$9,000,000,000 a year as against \$1,750,000,000 before the war, and the average per capita debt is \$150 as against \$27 in 1913.

### Comparative Payments for "Luxuries"

As figured by the Secretary of the Treasury, American expenditures for so-called luxuries, during the past year, were approximately as follows:

|   |               |
|---|---------------|
| Chewing gum                               | \$50,000,000  |
| Candy                                     | 1,000,000,000 |
| Cigarettes                                | 800,000,000   |
| Soft drinks, including ice cream and soda | 350,000,000   |
| Perfumery and cosmetics                   | 750,000,000   |
| Clothes                                   | 510,000,000   |
| Tobacco and snuff                         | 800,000,000   |
| Furs                                      | 300,000,000   |
| Carpets and luxurious clothing            | 1,500,000,000 |
| Automobiles and parts                     | 2,000,000,000 |
| Toilet soaps                              | 400,000,000   |
| Pianos, organs and phonographs            | 250,000,000   |

### Thanks! Mr. Sammis

ASSOCIATED ADVERTISING BUREAU  
110 West 40th St.,  
New York, Sept. 15, 1920

Editor:

I want to compliment you upon your enterprise in running an Export Advertising and Selling department in your excellent paper.

I believe it will be a splendid thing for American manufacturers, and I trust that the reflex will compensate you adequately.

With best wishes,

Very truly yours,

(Signed) Walter Sammis,

Editor, Associated Advertising

In view of the very marked rise of *Associated Advertising*, during the able editorship of Mr. Sammis, the foregoing, is, indeed, a compliment, for which we take this opportunity to tender our thanks to the generous giver.

# Certified Circulations

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

## CLASS TRADE AND TECHNICAL

### AERIAL AGE WEEKLY, New York

The weekly technical, engineering, and Trade Authority of the aeronautic industry. The foremost aeronautical magazine in America in point of quality, circulation, and authoritative editorial contents.

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

The weekly business newspaper of the architectural profession subscribed to at \$1.00 per year by practically every worthwhile architect. Published every week since 1876.

### AMERICAN EXPORTER, New York

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

### THE ARCHITECTURAL RECORD, New York

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

### AUTOMOTIVE INDUSTRIES, New York

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

### BAKERS WEEKLY, New York City

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

### BOOT AND SHOE RECORDER, Boston

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

### BUILDING AGE, New York

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

### THE DRY GOODS ECONOMIST, New York

The Dry Goods Economist, a national dry goods weekly for retailers and jobbers, is the accepted authority of the dry goods trade. Eight issues of each year are World Wide numbers with over three thousand added foreign circulation. Type page 334x124. Published Saturdays—forms close Wednesday, preceding. Member of the Associated Business Papers, Inc. The Dry Goods Economist, 23 West 39th Street, New York City.

### EXPORT AMER. INDUSTRIES, New York

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

### THE GAS RECORD, Chicago

Semi-Monthly. Edited by practical gas men. Reaches builders and operators of artificial and natural gas plants, and makers and sellers of gas-consuming appliances. Member A. B. C. and A. B. P. Eastern office 56 W. 45th St. New York Telephone Vanderbilt 3695.

### HARDWARE AGE, New York City

Iron Age Publishing Company, 230 West 35th Street, New York City; established 1855; published weekly on Thursdays; forms close ten days preceding; type page 28x10; one time rate \$145; 52 pages a year \$60; subscription price \$3.00; charter member A. B. C. and A. B. P. The national market report paper of the hardware industry and for 65 years an inspiration to better hardware merchandising, anticipating the changes, recording the achievements and cooperating in the successes of hardware merchants from the Atlantic area to the Pacific coast. Read on paid subscription, as a business service, by practically every worth-while hardware retailer and wholesaler, North, South, East and West, as well as their traveling salesmen, retail clerks, department managers, etc. Branch offices: Chicago, Boston, Philadelphia, Cleveland, Pittsburgh, and San Francisco.

### THE IRON AGE, New York

"The World's Greatest Industrial Paper," established 1855; published every Thursday; forms close eight days preceding; type page, 6 1/2 x 11 1/2; one time page rate \$108; 52 pages a year, \$80; subscription price, \$6.00; charter member A. B. C. and A. B. P. The Iron Age serves buyers and sellers in the machinery, automotive, shipbuilding, railroad, farm implement, foundry, iron, steel and other metal-working industries. Its circulation is world-wide and is composed almost entirely of manufacturing plants. Its readers therein are the executives charged with the problems of management involved in purchase, production, costs and sales. Branch offices in Chicago, Pittsburgh, Boston, Philadelphia, Cleveland, Cincinnati, Washington and San Francisco.

### MARINE ENGINEERING, New York

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

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

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

### MOTOR AGE, Chicago

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

### MOTOR WORLD, New York

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

### THE RETAIL LUMBERMAN, Kansas City, Mo.

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

# A Good Will "Service Station"

**How the Winchester Repeating Arms Company's "Sportsman's Headquarters" Makes Business by Fulfilling a Need**

By C. S. HUTT

Advertising Department, Winchester Repeating Arms Co.

**T**HERE IS probably no group of potential purchasers that is more appreciative of the right kind of service than the sportsmen; no group whose purchasing preferences are swayed more by the quality of service than this one. Seizing upon another characteristic, we may say that there is no group—unless it be the soldier's—that is more closely bound in bonds of camarade than the fraternity of the great out-of-doors. As a final peculiarity, note that there is no group—unless it be the soldier's again—that spends more time in preparation as compared to the practice of its craft than that of the followers of the trout streams and the game trails.

On these three bases has been

erected, in the heart of New York at Fifth avenue and Fortieth street, Sportsmen's Headquarters, the metropolitan service station, club and equipment exhibition established by the Winchester Repeating Arms Company.

When the announcements of Sportsmen's Headquarters went out about a year ago there was much inquiry among sportsmen as to "what kind of a new game" this was. When the fraternity found out that here was, in fact, a central bureau for information as to the best field for sport at a particular season, the best way to reach that field, the equipment best suited for use there, accommodations, the special laws affecting fishing or hunting there and the thousand and one

other details that one usually has to write to a thousand and one sources to compile there was immediate rejoicing from the Floridan swamps to the Canadian bush and more especially in the heart of the sportsmen who live in or come to the metropolis of the East.

Sportsman Headquarters has a single purpose—the rendering of service to the sportsman; but a double duty—that of bringing the sportsman in touch with all the information that the experts of the Winchester Repeating Arms Company can give him and that of bringing the dealer in touch with sportsmen interested in articles in that line. It is based squarely on a firm belief in the value of the good will created by friendly services but it is directed with a frank belief in the powerful advertising value of the association of such real service with the name of the Winchester Repeating Arms Company.

## CONTACT BETWEEN DEALER AND SPORTSMAN

This association is kept in the visiting sportsman's mind by the complete displays of guns, ammunition, fishing tackle and other sporting equipment which is a feature of the headquarters. No orders are taken at Sportsmen's Headquarters, but arrangements are made to place dealers and interested sportsmen in contact with each other. Cards are provided for sportsmen who become interested in some particular article by which they can recall the exact article at any time they may desire to consider it further, and dealers in the home districts are kept in touch with sportsmen showing such interest in any of the goods displayed.

Sportsman's Headquarters has been made as distinctly appealing to dealers as to sportsmen themselves. It is a place where they can secure valuable information and a place where they can learn about features of the Winchester lines. Naturally, it has been employed to kindle and sustain dealers' interest in Winchester products.

Advertised widely in the newspapers and magazines, by direct mail invitations to sportsmen to avail themselves of its service and by word of mouth as the brethren of the craft began to find out what "the game" was and to pass the good word on, it has been an important factor in building good-will for the name of Winchester.

## Certified Circulations

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

### CLASS TRADE AND TECHNICAL

#### SHOE AND LEATHER REPORTER, Boston

For 63 years the most influential and intensive paper in an industry rated as fourth in the country's business. During 1919 the REPORTER carried 4,000 pages of paid advertising, which is 454 more pages than its chief contemporary. Published each Thursday. World-wide circulation at \$5 a year. Member Associated Business Papers, Inc. Ask for A. B. C. Report.

#### THE SHOE RETAILER,

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

#### TEXTILE WORLD JOURNAL,

New York

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

### AGRICULTURAL

#### NATIONAL STOCKMAN & FARMER,

Pittsburgh, Pa.

130,000 guaranteed. Covers Ohio, Pennsylvania, West Virginia. \$1.00 per year cash. It does not believe in the advertisers bearing all the expenses of a publication.

### FARMER AND BREEDER,

Sioux City, Iowa

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

### MAGAZINES

#### THE MODERN PRISCILLA,

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

### NEWSPAPERS

#### THE COURIER NEWS,

Fargo, N. Dak.

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

#### THE BRITISH WHIG,

Kingston, Ontario

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



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## Calendar of Coming Events

|   |   |
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| 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 27-30—Annual Convention, National Association of Advertising Specialty Manufacturers, Hotel Sherman, Chicago. | October 11-16—Annual convention, American Association of Advertising Agencies, Chicago, Ill.                                |
| September 28—Annual Meeting, National Association of Waste Material Dealers, New York.                                  | October 13-15—Annual Convention, National Implement and Vehicle Association, Atlantic City, N. J.                           |
| October 1-2—Meeting, National Association of Sweater and Knitted Textile Manufacturers, Milwaukee, Wis.                 | October 15—Annual convention, Audit Bureau of Circulations, Chicago, Ill.   |
| October 1-2—Annual Meeting, the Greeting Card Association, Hotel Astor, New York.                                       | October 18-22—Annual Convention, American Bankers' Association, Washington, D. C.   |
| October 6—Annual Convention National Association of Electrical Contractors and Dealers, Baltimore, Md.                  | October 25-29—Annual Convention, National Wholesale Druggists Association, Cincinnati, Ohio.                                |
| October 11-13—Annual Convention National Association of Purchasing Agents, Chicago.                                     | October 27-29—Annual Convention, Direct Mail Advertising Association and Association of House Organ Editors, Detroit, Mich. |

### Blackman Company Takes Larger Quarters

The Blackman Company, New York, after September 27, will be located at 116-122 West 42 st., occupying enlarged quarters in a newly completed building. Former offices of the company were at 95 Madison Avenue.

### Famous Players Income Increases

Famous Players-Lasky Corporation for the first half of 1920 had a gross income of \$15,390,714, an increase of \$2,316,777 over the corresponding period in 1919.

### Another New Paper Mill

The Northern Fiber Co. will erect a large paper pulp mill at Ontonagon, Mich., and will turn out 50 tons daily. The company is capitalized at \$500,000.

### Club Handles Charity Advertising

The Detroit Aircraft Club has undertaken the work of conducting the fall campaign for the Detroit Community Fund drive, which will take care of all the city's charities for the next year.

### New Daily in Windsor, Ont.

The *Sun*, a morning edition of the *Border Cities Star*, at Windsor, Ont., has been started. The *Star* was purchased by its present owner, W. F. Herman, two years ago, and has shown rapid growth.

## Announcement

All of the stock and other securities in Advertising & Selling Co., Inc., formerly owned by Wm. B. Curtis have been purchased by J. M. Hopkins.

Advertising & Selling Co., Inc.

September 20, 1920



**I**N an intimate, personal sort of way, Harding and Cox tell you exactly how they felt, exactly what they said, and exactly what they did — when told of their respective nominations. It is a doubleheaded story of far-reaching political and business significance. Read it. It is an exclusive feature in the October 2nd issue of

# LESLIE'S

Half a Million Guaranteed

THE FIRST 500,000

# Do We Remember By Color?

**An Advertising Man—Formerly An Army Officer—Says His Most Vivid Experiences Are Remembered Only by Their Associations With Color**

DEAR MR. KOBLER:

In your recent trade journal advertising I have missed some of your first pages in black and white only to have my attention arrested by their counterparts in color.

These graphic advertisements of yours have slowly crystallized some vague speculations of mine.

During two years in the army what wore me out more than anything else, I realize now, was the lack of color—the imagination killing monotony of an everlasting round of drab uniform, sere parade grounds, unpainted buildings and pasty mud.

I came to crave for bright spots of color. I think a reaction from this drabness is the reason why fashions in women's clothing and every other possible object burst into an orgy of riotous colors right after the war. I believe that the psychological effect of color was the subconscious *motif* behind the wearing of the brilliantly colored uniforms of earlier days. Their brightness made war more endurable.

*Another remarkable fact I noticed is how persistently color associations cling in the memory*

Strange as it may seem almost all of the experiences of my army life have blended into an indefinite perspective. What few I remember vividly stand out only by their association with color.

The bright red poppies in the trampled yellow grain fields, the tremendous leaping colored lights on the sky during an artillery bombardment at night, the exquisiteness of the stained glass windows in the Cathedral at Bourges, the limpid blue of the Mediterranean reflecting in azure the red cliffs at Nice and Monte Carlo, the whirling red and orange costume of a Spanish dancer in a tiny cafe in Bordeaux—those are the things I remember.

*In one of your advertisements you stated that the mind thinks fastest in color. Probably you are right. I am certain, in my own mind at least that it remembers longest in color that a flash of color recalls vivid memories that otherwise would be lost.*

Cordially yours

(Name on request.)

\* \* \* \* \*

But—whether we think fastest in

*Advertisement*

color, or remember longest in color is not the point.

*Great color pages in the American Weekly have paid such phenomenal returns to advertisers. That is the important consideration.*

The American Weekly's circulation in two and a half million progressive American homes is another

contributing factor to this important consideration. The location of this tremendous circulation in the seven great trading centers of the United States is still another. The fact that the American Weekly is a splendid feature of seven great newspapers also contributes greatly to the success of this amazingly popular publication.

But beyond doubt, *COLOR* plays an important part in achieving the extraordinary success of advertising campaigns presented in the American Weekly

**COLOR**

**EVEN** the smallest spots of color are enough to safeguard the railroads of the world.

A great color page in the American Weekly cannot be overlooked.

*Two and a half million families read the American Weekly. "If you want to see the color of their money use color."* —A.J.K.

**THE AMERICAN WEEKLY**  
A. J. KOBLER, Manager  
1030 Broadway, New York  
W. J. Griswold, Western Representative,  
Hearst Building, Chicago, Ill.