

Advertising & Selling

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OCTOBER 2, 1920

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THE  NEWS

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Aims to list all manufacturers irrespective of their advertising or subscription patronage

**THE BUYERS MASTER KEY
TO ALL AMERICAN SOURCES OF SUPPLY**

A volume of 4500 pages, 9 x 12, \$15.00

Published once a year. Used in the offices of a large portion of the important concerns in all lines thousands of

times each day by Purchasing Agents, Foremen, Superintendents and others having to do with ordering or specifying.

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IT is used by them for locating sources of supply as instinctively as the clock is consulted for the time of day. Descriptive and other advertising matter therein automatically comes to the attention of buyers at the important moment when they are interested.

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5980 Advertisements—2315 Advertisers

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I N A D E Q U A T E

You can't cover the farm market without using farm papers, any more than you can cover a six-foot man with a three-foot blanket.

Farmers are great people to attend to their own business. That business is farming, and they give their first attention to farm papers.

Successful Farming is built to give one hundred percent service to farm families who live on farms in the great food producing heart of the country and who depend on the farm for their living.

Your message through Successful Farming will be welcome where Successful Farming is welcome.

SUCCESSFUL

E. T. MEREDITH, Publisher
Des Moines, Iowa



FARMING

T. W. LeQUATTE
Advertising Manager

The **6th**
**Anniversary and
 Seventh Convention**
of the
A·B·C·
 (AUDIT BUREAU OF CIRCULATIONS)
will be held at the
Hotel La Salle
Chicago
October 14th & 15th
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.

ADVERTISING & SELLING

The National Weekly of Modern Merchandising — Established 1891

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

ADVERTISING & SELLING CO., Inc.,
427 Fourth Avenue, New York, N. Y.,
Telephone, Madison Square 1765-7-2

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

30th Year

OCTOBER 2, 1920

Number 15

Building a Successful Business Upon a "Different" Advertising Idea

The Policies and Experiences of the Liberty Motor Car Company Justify High Regard for the Value of "Paid" Publicity

By PERCY OWEN

President and General Manager, Liberty Motor Car Co., Detroit Mich.

ADVERTISING is a necessity to every business concern. Furthermore, it is almost unavoidable. Personally, I would as soon shut down the gates of my factory as to stop advertising. The fact that we advertise regularly in the *Saturday Evening Post*, that we have advertised in many of the leading national and trade publications, and that our advertising has been constantly growing more extensive—all this should serve as a concrete example of our faith in advertising.

Before going further, a word should be given in explanation of the advertising referred to. The product advertised by the Liberty Motor Car Co. is the Liberty Six, a car which started out nearly five years ago as a pioneer with the stream line design, which is now in use with nearly all makes of autos.

Turning to the necessity of advertising the features of our product, let us illustrate. A colder, by doing good work as an individual, may build up sufficient trade locally by word-of-mouth advertising. Even small organizations to-day sometimes depend upon that method, but they are decreasing. The world has undergone a great social and industrial revolution in the last few decades, and business now is done through thousands of workers banded together under executive management. The old method of word-of-mouth advertising is far from sufficient to keep this great type of business supplied with orders. To-day, both the product and the selling and advertising must be good for sure success. The local market

He Knows Its Value

IT IS not often that we encounter a president of a manufacturing concern who is more thoroughly "sold" on the value of intelligent advertising than Percy Owen, president of the Liberty Motor Car Co., and the writer of this article.

Mr. Owen here expresses his faith in advertising and tells something of his company's campaigns and the results they have won.

It is the increasing faith of wise manufacturers that has raised advertising out of the guesswork list of business-getting methods to a highly scientific process.

THE EDITOR

is not sufficient. The manufacturer needs the world market. He must reach this market, not by the slow method of word of mouth advertising, but through the medium of numerous papers, magazines and other channels which are well distributed.

I can testify to a tremendous amount of success in the case of the advertising of the Liberty Motor Car Company, over a period of nearly five years. The success of this paid publicity can be traced to certain differences in the way it was used.

Much advertising does not take the readers into the manufacturer's confidence. For example, when the Liberty Six was put onto the market a few years ago, the majority of the automobile advertisements re-

velled in fanciful art of automobiles shooting up a hill. Or perhaps the auto was shown rushing alongside a railroad train, at the rate of a mile a minute. The advertisers themselves were still marveling at the wonderful fact that an automobile could actually run on its own power.

Right there, I believe, many advertisers made a mistake. By 1915, if not long before, automobiles had ceased to be a curiosity. Everyone knew that "autos" could actually move and rip off the mileage in very fast time. Therefore, the racing pictures in the passenger car advertisements had lost novelty. They did not appeal to the intelligence of prospective car buyer.

According to the Liberty started out by advertising a car that was different. "Oh, you can't sell such a different sort of a machine," I was told. And when the different type of advertising came out, some friends protested even more. But our analysis of the reading public proved correct. Orders fairly flooded in, due to differences, skillfully made use of by a strong sales organization.

For instance, one of the early advertisements, run in the *Saturday Evening Post*, *Life*, the *Literary Digest*, and other publications, showed the instrument board and controls of the Liberty, and a man's hand operating a lever. The picture showed him handling the control with one finger. The legend beneath the drawing explained concisely and clearly. It appealed to the reader's interest and intelligence. It shot a big bullet instead of bird-

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shot. One of the biggest advertisers in the country remarked that the advertisement was the best he had ever seen.

There were many pieces of copy of this character, showing specifically the strongest selling points of the car. But the advertising does not often try to sell cars directly—it moulds public opinion. Good will advertising appeared for Liberty on numerous occasions, notably an editorial advertisement, "Goodness," written by Theodore F. MacManus. This editorial can be found framed in offices and factories in many parts of the nation.

Another difference in Liberty advertising has been its news value. Several years ago, while talking with that great publisher, Ralph Harmon Booth, I criticized a certain daily newspaper because it appeared to be crowded with advertisements. He remarked that although he believed a newspaper should keep up the editorial service, it could also perform a great news service through its advertisements. He pointed out that thousands of housewives read a paper every day to get the news of the rise and fall of prices, as presented in the advertising; thousands of men read the classified sections for business opportunities; thousands of prospective buyers of all kinds prefer to study the advertisements instead of placing themselves at the tender mercies of salesmen. To many readers, the advertisements form the body and soul of the news interest of the paper or magazine. Many

read advertisements because of general interest. Just as they do the editorial columns. Thus the point that an advertisement should carry a real message of news value to all these people made a strong impression.

Accordingly, nearly every Liberty Six advertisement has been gauged by its news value."

There is an interesting story on how the famous Liberty slogan started. The agency men asked us for the most striking feature about the car, and we remarked spontaneously, "There is a Difference in the Way It Rides and Drives." This sentence was immediately seized upon and through all Liberty advertising the difference has been stressed.

This constant pounding away of a slogan is something like the story of how a continuous dropping of water wore away a mountain. Resistance can be battered down by a good slogan, often repeated, in mediums which carry prestige and power and in connection with good art and copy. By the same token, good will can be built up and public opinion moulded.

WINNING PUBLIC FAVOR

Practically all forms of advertising have been made use of by the Liberty company. National magazines, trade papers for dealers and distributors and newspapers have supplied the main media. Some advertisements have been run in the agricultural press and in foreign publications. Great stress is laid upon the importance of satisfied

customers, in order to boost the number of "repeaters," and to take full advantage of the verbal, friend-to-friend advertising. In this connection, Liberty service stations are played up, to capitalize the element of satisfied customers and the good will they spread broadcast. Direct mail methods both for dealers and consumers are very often employed.

J. E. Fields, who for three years, has been director of sales for Liberty and who has just been promoted to have supervision over all departments, maintains with me, a very close contact with the advertising work of the company. Conferences are held when advisable to decide even upon a phrase or a word. The advertising is always made to reflect exactly the company's selling policy and the Liberty salesmen take full advantage of the national advertising as a background for their verbal selling arguments.

Our advertising and selling should conspire to put the right thoughts into the minds of prospective buyers, by expressing these same thoughts through our advertising copy, sales manager, roadmen, distributors, dealers, salesmen, servicemen and everyone else in the organization.

Liberty advertising is not always displayed in the same style of type, the same borders, the same illustrations or the same mediums. In fact, a very large variety of style and subject matter is applied. But it will all be identical in purpose and in the impression it creates—

(Continued on page 24)



PERCY OWEN, PRESIDENT, LIBERTY MOTOR CAR COMPANY

One finds in Mr. Owen a decidedly different sort of person, just as his "different" advertising for a "different" car has indicated. He is barely forty, a bundle of vitality and a storehouse of resourcefulness. He believes in vacationing, for others. "Automobile Row," New York, remembers him for having opened the first motor car salesroom in Broadway and for the whirlwind selling that followed this "different" move. He has been in various highly important major automobile enterprises. He admits going to work at the tender (?) age of twelve and working his way through a good education. The splendid morale in his factories is due in some measure to an interest in all employed by him, and his own early experiences in delivering the goods are exerting the right influence upon his entire organization.

Campaigning to Build Real Partnership Between the House and the Dealer

How the Ingersoll "Partnership Series," Helping the Retailer to Sell More Goods in All Lines, Are Winning Good Will and More Sales

By JAMES P. DUFFY

Dept. of Sales Promotion, Robert H. Ingersoll & Bro.

IT IS impossible for advertising to be selfish if it is good advertising. Advertising that increases sales and brings increased profits to the manufacturer must inevitably bring profits to every intermediate between the manufacturer and the consumer and, at the same time, lower the price to the consumer. That's axiomatic.

But the manufacturer's advertising, to get the strongest returns all down the line, shouldn't even seem selfish.

Recognition of this fact is resulting today in many so-called "partnership" policies of merchandising, founded on a corollary of our axiom—that the manufacturer helps himself most by helping the dealer most.

THE "PARTNERSHIP" CAMPAIGN

I could cite a number of examples of such enlightened merchandising, but it will simplify the explanation to go straight to a single example in which the "partnership" idea has been raised to about the highest power so far reached by national advertisers.

This is the "partnership" series of campaigns now being carried on by the firm of Robert H. Ingersoll & Bro., makers of "the watch that made the dollar famous"—before the dollar made itself infamous by falling down on the job of buying a "dollar's worth" of product or service.

The Ingersoll Company was able to build on a strong foundation of good will. For a number of years, during which it was the policy of the company to fill consumer orders sent direct to the head office, profits on all such orders were passed on to the dealer in the neighborhood of the consumer giving the order. This policy implanted the partnership idea in the dealer's mind, and implanted in his heart a warm feeling for Robert H. Ingersoll & Bro.

Then the company changed its policy, cut out direct sales, and concentrated its efforts on the task of educating the dealer to handle all consumer selling as a full partner,

aided by the Ingersoll advertising—which was the manufacturer-partner's contribution to the job.

"TIME TELLING THROUGH THE AGES"

This educative process comprehended steps to make the dealer thoroughly familiar with Ingersoll products, for we realized that a merchant intelligently familiar with our products was worth much more to us than one who does not know a thing about watches except that they are used for telling time. In order to help our dealers and their salesmen to acquire a background of knowledge about the history of time and the history of the timepiece, therefore, we published a book called "Time Telling Through the Ages." This book, no ordinary "dealer help," but a full-sized, board-covered, cloth-backed volume of 294 pages, splendidly printed and illustrated, published by Doubleday, Page & Co., has been widely distributed among dealers and passed on to the general public through the libraries, the magazines and the newspapers. There have been few works on the history of time-telling and fewer relating the story of civilization to the story of the timepiece, so the contents of this volume have been given wide publicity.

Our dealer friends, appreciating the service thus rendered, not only by our placing this educative material at their disposal, but by the creation of a wide interest in our timepieces, and in timepieces in general, were quick to take advantage of the display and publicity opportunities the book and its unusually excellent illustrations offered. Congratulations upon the volume and upon the spirit which prompted it poured in from all sides.

Then, carrying the partnership idea further, we began a sales campaign to help the dealer to sell more goods—not only more Ingersoll watches, but more goods in every line. The agency enlisted to effect this end was the dealer's window—the splendid sales opportunities of which are seldom taken full advantage of.

The consumer's attention was turned to the window, and thus to the store, by means of a guessing contest which we engineered. The idea, adapted somewhat from that used by the United Cigar Company, was carried out by making a window display of our watches and offering one of the watches as a prize to the person guessing nearest the exact number of watches in the window, some of which were shown in boxes and some individually scattered about the floor. This contest was successful from the start. It was restricted to one dealer in each town, and in each case a mutual agreement was signed whereby we promised to supply all the material and give the prize, and the dealer, in turn, promised to run the contest on a certain date. Results showed that the dealer's sales on all products increased during the contest period, and our product was kept before the public eye—to the mutual advantage of the partners to the plan.

HELPING DEALERS TO SELL MORE GOODS

Our second campaign in the series was directed toward the children. The campaign was planned for the season which has come to be known to us as the "back-to-school" season. It is at this time that punctuality is preached, and one of the important habits of life is formed in the training of the child to get to school on time. We hooked up our campaign to this fact.

The backbone of the campaign was the advertising of the manufacturer-partner in the general and children's magazines, consisting of full pages, the central figure of which was a typical, live American boy, holding a Radiolite watch. The dealer-partner's contribution was the displaying of a window piece in colors showing the same figure.

GETTING THE TRADE OF YOUTH

In this campaign, as in all of our partnership series, we tried to do something more than merely sell Ingersoll watches. We impressed upon the dealer the value of the children's business. We have found from ex-

perience that the store that caters to the boy and girl usually gets the trade of the boy and girl when they grow up to be men and women. Our "plus effort," above selling Ingersoll watches, was the attraction of boys and girls to our dealer-partner's store to give him an opportunity to cultivate their trade and so establish in them the habit of coming to him for every line of his wares.

This partnership policy has been heavily and consistently backed up by our national advertising. Considerable attention has been attracted to the *Saturday Evening Post* advertisements headed "The Ingersoll Time." This is a page made up in typical newspaper style. We have gone several steps further than most national advertisers who have used the newspaper idea in their advertising. Not only have we a newspaper heading, but the advertisement is written in real newspaper style. We try to give the reader the same sort of thing as he gets in his news-

paper. For example, a recent "Ingersoll Time" advertisement contained an article on the Boy Campaign, based on the idea that every boy has an Ingersoll coming to him, a poem about the Boy Scout and his watch by John Martin, a cartoon by Rube Goldberg, an article on the value of radium, another on some of the ways boys have made money to buy watches, and an editorial on the economy of buying an Ingersoll.

These advertisements have a broad appeal and have attracted the widest variety of readers. They have made business for the dealer and they have helped considerably to cement our partnership with our retailers.

Our advertising, in the publications and in the dealer's window, has not only been unselfish; it has appealed to the dealer as unselfish. It has convinced him that, in working for our own interests, we are also working for his. We have made "partnership" mean something.

C. H. Sudler Heads Specialty Men



CARROLL H. SUDLER

Carroll H. Sudler, of the Ketterlinus Lithograph Manufacturing Company, was chosen president of the National Association of Advertising Specialty Manufacturers at the Wednesday session of the Seventeenth Annual Convention held this week in the Hotel Sherman, Chicago. Mr. Sudler was second vice-president and treasurer of the association.

Charles R. Frederickson, of the American Art Works, and former president, was elected first vice-president; S. W. Mercer, of the Economy Advertising Co., Iowa City, Ia., second vice-president, and E. L. Hartley, of Bowman Bros., Ltd., Winnipeg, was reelected honorary vice-president. C. L. Cruver, of the Cruver Manufacturing Co., Chicago, was made treasurer; Edwin H. Henke, of the Coshocton Specialty Co., Coshocton, Ohio, sergeant-at-arms; and J. A. Hall was selected again as secretary.

Important addresses were made by Charles R. Frederickson, J. Lewis Coath, Samuel O. Dunn, J. M. Saunders, K. H. Beuret, Phil A. Grau, J. R. Woltz and J. B. Short.

ASSOCIATION PLANS TO ADVERTISE
 Much attention was given to and steps taken towards the creation of a fund for advertising the industry. Other particularly interesting features of the convention were the exhibits of advertising novelties and calendars, a sales conference, departmental sessions, and a luncheon given at the Hotel Morrison on Monday by the Chicago Auxiliary of the Association, and a splendid banquet on Wednesday evening.

At the Monday luncheon, the subject discussed was "Do Training Schools Benefit Salesmen," and among those who spoke were: J. H. Stephenson, of the Fels & Co., president of the Chicago Association; James D. Swann, of the Penn Salt Mfg. Co.; J. B. Roberts, of the Kellogg Toasted Corn Flake Co.; Frank Morse, of Nestle's Food Co.; A. M. Bentley, of the Lyknu Polish Manufacturing Co., and Henry B. Williams, vice-president of ADVERTISING & SELLING.

Major-General Leonard Wood spoke at the Association dinner, Wednesday night. Harry H. Merrick, president of the Great Lakes Trust Co., and Dr. Stanley L. Krebs, president of the Institute of Mercantile Art, also spoke

Monday Day 2 Million a Year

N.Y. Police Kept
UPPER YOUR
Watch Will Sell
in the Dark

EDITORIAL
Cutting the H.C.L.

Where You Ever Fitted
to a Watch?

RADIUM
Interesting Facts about the Sub-
stances Used for Ingersoll
Watches

"Every Boy Has An Ingersoll
Coming to Him," the Boys Say

The Good Scout and
His Radiolite

Wind-Ups

It's All Wrong, Ingersoll! **By GOLDBERG**

And You'll See They Are Right
When You Learn That So Far
In 1920 Half a Million Boys
Have Bought Ingersoll Watches.

Twelve Ways Boys Have
Earned Ingersolls

Youthful Fancy Takes a Flight Among the "Best Sellers"



This is the way Cartoonist Stanley faithfully reports in advertising dream to ADVERTISING & SELLING

Advertising Copy the Farmer Will Read

Farm Press so Important that Advertising Agencies Could Well Afford to Prepare Original Copy for All Accounts

By RAY YARNELL

THE Farmer approach." I have heard that expression used by a number of persons and I have tried to find out what they meant by it. Their understanding of what they meant by the phrase often was vague. It was impossible to obtain an exact explanation of "the farmer approach."

To a large extent it all worked down to this: That the farmer is very much the same sort of man as he who lives in the city, in that his desires are similar and his ambitions point toward the same goals. He likes many of the same things the city man likes and wishes he had more of them.

But this is also true: The farmer is different from the city man. He has a totally different environment and training. He is, because of the nature of things rural, forced to depend very largely upon his own personal resources in accomplishing his

work and in conducting his business. He becomes self-reliant and is trained to make decisions largely without consultation with his fellows.

This has led the farmer to develop a certain characteristic which, it seems to me, the writer of ad-

vertisements can well capitalize in his copy and achieve a greater pulling power. I refer to the almost universal desire of the farmer to know "how it works." First of all, he is interested in "the innards" of what he buys. He wishes to know how it functions, what makes it go and why. That applies particularly to machines, of course, but it also applies to practically everything the farmer uses.

Give a farmer the facts, show him how they fit together, point out the result, but let him be able also to figure it out for himself. Once he does figure it out he is sold on the article. As I pointed out before, the farmer is a self-reliant fellow. He is used to figuring things out for himself. The copy writer can well afford to have his ad fit in with this farmer-habit. Let the farmer sell himself with the facts furnished by the account. The

It Pays to Advertise— Always

The manufacturer who fails to advertise now because conditions are a little uncertain, is on a par with the farmer who refuses to feed his milk cows because the price of butter has gone down.

—E. T. MEREDITH,
Secretary of Agriculture

art of the appeal comes in the proper presentation and interpretation of those facts so the farmer actually can work out the selling argument for himself.

I have known many farmers and have talked with a number of others and dealers as well. If you are discussing a machine with farmers, their interest, without exception, seems to center on how it works. They wish to understand the insides of it and to see how the parts go together. If they are shown, they are fairly quick in giving their judgment. If it is properly demonstrated and the machine possesses quality, it will be pronounced good, but a farmer has the knack of finding flaws if they exist.

The farmer lives largely by himself. He gets to town once or twice a week. But at home, except during short periods at harvest time, he reads a great deal. In recent years his reading has increased. He is a fairly thorough reader also, and does not miss the advertisements.

IMPROVED BY DIRECT APPEAL

I feel certain that if the appeal was made direct to the farmer, from his point of view, that advertisements in farm papers could be improved. Naturally, the advertisements designed to appeal universally will also affect him. That is not my argument. The point is to increase the appeal that can be gotten over in a certain space in a particular medium.

If I was attempting to sell automobile tires to a farmer I would try, in my copy, to visualize for him how those tires were made and why. I would seek to show him that the use of certain materials brought definite results and how. If fabric was the heart of the tire, I would try to show him concretely why it was so. I would try to show him the things in a certain tire, or the processes of its manufacture, which would make it run for 8,000 miles. With illustrations the insides of this tire could be visualized in several ways.

I would figure that the farmer would read my advertisement and would study it. He would be interested in the arguments I advanced and the facts I pointed out and would put them together to see if they would work out to the conclusion I drew. If they did, under his analysis, he would have convinced himself that my tire would be a good buy and if I kept those facts before him, the reasonable conclusion is that he would buy that

tire the next time he made a tire purchase.

The same thing would be true of a tractor, a threshing machine, an electric light plant, a safety razor or any number of other things.

I am looking at this as much as possible from the farmer's point of view, not from the copy reader's standpoint. The latter is unimportant, relatively, but the former is vital in selling merchandise. I cannot forget that the farmer, due to his environment, is different from the city man in that he is more dependent upon his own carefully worked out judgment. He can't stop his friend on the street and talk it over. If he talks it over with anyone he must make a special trip, perhaps of several miles, or depend on the telephone which, very often, he dislikes to do.

EXAGGERATION RAISES BARRIER

Having known a good many farmers I would also make this suggestion: Exaggeration to the farmer is like a red rag to a bull. He may fall for it once, as anyone is likely to do out of trustfulness, but he is very unlikely ever to repeat. As an old saying goes, "once he's fooled, he'll never bite again."

I know of one manufacturer who, in his advertising copy, honestly made certain claims for his product, which in a good many instances failed to work out. To-day, that manufacturer is trying to re-sell the market he lost with the farmers and is having slow work of it. He thought his product would meet the test of his claims. If he had not, it would not have been so advertised. But there were unfortunate slips in manufacture which made it impossible for his product to make good on one claim. Farmers bought liberally of it because it was well advertised. But the re-orders did not arrive. And although that fault has long since been corrected, difficulty is still being met in putting the article across in the same field.

I believe the same procedure may profitably be used in connection with the advertising of the so-called luxuries which the farmer to-day is buying more and more. Retailers everywhere say the farmer is calling for advertised goods and he is "ripe" to buy more of them.

Cowan Joins American Litho

Laval A. Cowan, advertising manager of the Standard Mail Order Co., of New York, until the merger this August with Perry, Dame & Co., joined the forces of the American Lithographic Company, on October 1. Mr. Cowan had been connected with the Standard Mail Order Company for the last seven years.

Munsey Drops "Sun" as a Morning Title

Frank A. Munsey, publisher of the *Sun* and *New York Herald*, the *Evening Sun* and the *Evening Telegram*, on October 1, dropped the title of *Sun* from his morning daily, the paper becoming the *New York Herald*. The name of the *Evening Sun* was changed to *The Sun*.

In making this change, Mr. Munsey said that his object was to preserve the individual identity of *The Sun* and of the *New York Herald*. The consolidation of the two *Suns* into one evening paper, will also overcome an editorial difficulty, avoiding complications and misunderstandings, Mr. Munsey stated.

New York Display Men Organize

Display men of the leading New York stores this week organized themselves into an association affiliated with the International Association of Display Men.

The international association is an organization primarily for business education and has for its motto "Better Displays—Better Business." Charles F. Wendel, of Detroit, is president. Among the New Yorkers who are officials are Herman Frankenthal, of B. Altman and L. E. Weisgerber, of Lord & Taylor's, on the executive committee; Edward Munn, of the Franklin Simon Company, on the membership committee; C. J. Potter, of the *Dry Goods Economist* on the publicity committee and a member of the speakers' bureau.

Chicago Journal and Other Dailies Go To Three Cents

The *Chicago Journal* on Monday of this week increased its retail price from 2 to 3 cents. The *Journal* is the fourth of Chicago's six dailies printed in English to go to 3 cents. The *Chicago Tribune* and the *Daily News* still remain at 2 cents.

Effective also on Monday, the prices of the Des Moines, Iowa, *Tribune*, and the *Capital*, evening papers, were changed from 2 to 3 cents a copy.

In Erie, Pa., the *Daily Times* and the *Erie Dispatch* have announced that beginning October 1, their prices will be raised from 2 to 3 cents.

Taylor Society Sales Conference in December

A change in the schedule of meetings to be held by the Taylor Society for the promotion of scientific management has shifted the conference of sales executives which was to be held at Springfield, Mass. on October 14, 15 and 16 to December 2, 3 and 4 when it will take place in connection with the New York meeting of the Society on those dates. The Springfield meeting, which will be devoted to production problems, will be held on February 24, 25, and 26 and there will be a meeting at Cleveland in May, 1921.

Increase in Living Prices

According to the National Industrial Conference Board, the increase in the five major items in the cost of living between July, 1914 and July, 1920 was as follows:

Food	119	per cent
Shelter	58	per cent
Clothing	166	per cent
Fuel, heat and light	66	per cent
Sundries	85	per cent
Average	104.5	per cent

A Plain Statement *Regarding Print Paper*

Various reports from different sources would seem to indicate that my activities in the interest of new production are arousing serious criticism from manufacturers and others unfamiliar with the facts.

I am not seeking to injure the industry of paper manufacturing. Our contracts will be set on the basis of prices fixed by the largest manufacturers. We do not want to go into the print paper making business unless forced to.

If the manufacturers will not so handle their business as to keep us all supplied with equitable allocation of tonnage at fair prices, we most certainly must do everything in our power to procure the paper we must have to live.

I know more regarding the cost of paper and prospective timber limits and water powers than I did a few months ago.

Even now it is not too late for the print paper manufacturers to come forward with assurance of fair equalization of supply to all customers.

Meanwhile publishers who desire to save themselves from possible annihilation will do well to forward tonnage contracts to me.

JASON ROGERS,
Publisher, The New York Globe.

New York, Sept. 27, 1920.

Trade Paper Advertising Cuts Years to Months

How the Under-Feed Stoker Company Shortened the Introductory Period For a New Technical Product

RUSSELL T. GRAY

Advertising Engineer

MANUFACTURERS have found that the introduction of new power plant equipment to the engineering fraternity is a long, hard job. Two or three years of tests on trial installations are usually necessary to convince the leading consulting engineers, before consideration will be given to new equipment. Close records of mechanical performance data over several years are sometimes required before favorable action is obtained.

Therefore, the success of the Under-Feed Stoker Company of America, Detroit, Michigan in winning a wide acceptance for a new type of mechanical stoker for power plants, called the Jones "A-C" within a few months after its introduction is a remarkable tribute to the effectiveness of effective trade paper advertising. For it was a carefully prepared trade paper advertising campaign that completed in those few months introductory work which usually requires from two to three years. At the end of ten months leading engineers in every section of the United States—readers of that advertising in technical papers—were recommending the "A-C" and specifying it in their plans; and executives—readers of that advertising in business papers—were asking that it be installed in their plants.

This campaign was designed to reach three classes of prospects: (1) the consulting power plant engineer; (2) the operating engineer and (3) the higher executive in all industries generating steam power. Dominant advertising in the technical and business papers formed its basis, on which was erected a structure of catalogues, booklets, sales letters and other sales helps.

To reach the engineer, publications as *Power*, *Power Plant Engineering*, *National Engineer* and *Electrical World* were used, employing big space and color insertions.

Industrial Management and *Factory* were used to reach the executives. Copy for these papers was made non-technical; the same points of advantage were discussed, but in a non-technical style.

In addition to this publications advertising, we carried on a very thorough direct mail campaign, a

feature of which was the use of two unusual catalogues. For the engineer, there was a leathered-covered loose leaf portfolio containing a fund of technical information on the Jones "A-C" stokers and their installation. For the executive, we prepared a de luxe catalogue 14x21 inches, bound in an imported Japanese wood veneer cover, containing a hand-colored section view of the stoker in operation and photographs of test installations. This book has proved of much value in convincing executives who do not readily grasp the technical advantages of this stoker, but who, consciously or subconsciously, appreciate the stability and business character of the Under-Feed Stoker Company by this extraordinary presentation of its product.

Yet, after all, these things are only accessories to the technical paper advertising. It is that which put over the "A-C."

New Ayer Accounts

N. W. Ayer & Son, Philadelphia, is now handling advertising for the Wood Shovel & Tool Co., Piqua, Ohio, and for the Weaver Piano Co., York, Pa.

Frank A. Arnold to Investigate Foreign Trade

Frank A. Arnold, secretary and director of the Foreign Service Department of Frank Seaman, Inc., New York, will sail for Europe on October 20 to make a study of the international advertising and foreign trade situations.

McCoy, Advertising Representative for General Motors Export Co.

D. B. McCoy has been made advertising representative for the General Motors Export Co., and will make his headquarters at the new London branch office of that organization. The Export Company, in sending McCoy abroad, expresses its belief that adequate advertising is as necessary in foreign business as in domestic development.

Mr. McCoy several years ago handled the advertising for the Oakland Motor Car Co., Pontiac, Mich. Three years ago he was made advertising manager for the Olds Motor Works, Lansing, Mich., and recently he was transferred to the Export Company.

F. J. Ross Co. Places Fidelity & Deposit Advertising

The F. J. Ross Company, New York, is now placing advertising for the Fidelity and Deposit Company of Baltimore, Md. Full page advertisements have been sent to some 50 newspapers throughout the United States.

Maternach to Advertise Shot Guns

The Maternach Company of Hartford, Conn., has obtained the advertising account of the Hunter Arms Company, manufacturers of shot guns at Fulton, N. Y.

New Orleans "Item" in New Home

The New Orleans *Item* on Tuesday moved into a new, splendidly equipped, four story building which extends from Union Street to Perdido Street. Besides a complete photo-engraving plant, the newspaper will have every approved and tested machine for speeding the production of a modern afternoon daily.

Rowland to Advertise Business Show

Advertising for the Seventeenth National Business Show, Exposition of Administrative Methods and Equipments, which is to open in Grand Central Palace for one week beginning Oct. 25, will be handled by the Rowland Advertising Agency, Inc., New York.

Advertisers Protective Agency Formed

M. E. and C. E. Norwood, 3d., and W. S. Vogel, 300 Canal Street, New York, this week incorporated the Advertisers Protective Agency with a capital of \$20,000.

New Buffalo Advertising Firm

The Magnetic Advertising Co. has been incorporated in Buffalo, N. Y., with a capital of \$300,000 by C. D. Oversmith, D. N. Hoser and B. B. Lansill.

Alexander, Eastern Manager of "Holland's Magazine" and "Farm and Ranch"

R. B. Alexander has been appointed Eastern Manager of *Holland's Magazine* and *Farm and Ranch*. Mr. Alexander's territory will include New York, Pennsylvania, the New England States, the Virginias, Carolinas, Georgia and Florida.

Hume, Executive Secretary for National Publishers

Frederic W. Hume has been appointed executive secretary for the National Publishers' Association.

Brotherton-Knoble Open in Cleveland

Brotherton-Knoble Company, of Detroit, has opened a branch office in the Plymouth Building, Cleveland, under the management of Dwight M. Wiley, formerly advertising manager of the Printz-Biederman Company, Cleveland. Mr. Wiley was with the Printz-Biederman Company for six years.

Beech-Nut Advertising with McCann on January 1

The advertising of the Beech-Nut Packing Co., Canajoharie, N. Y., beginning January 1, 1924, will be placed through the H. K. McCann Co., New York.

Walnut Campaign Started October 1

A \$300,000 advertising campaign for the California Walnut Growers' Association, Los Angeles, was launched by the H. K. McCann Co., San Francisco, on October 1. The campaign will include 23 full pages in magazines used in color.

Collier's

THE NATIONAL WEEKLY

5¢ a copy



Carter's Ink and Collier's

Collier's is the backbone of the Carter's Ink Company's national advertising campaign.

Read Collier's

The Three Musketeers of Modern Business

A Sketch of Their Ambitions, Activities and Peculiarities Which Accounts for Much of the Good and Bad in Advertising

By THOMAS L. MASSON

Managing Editor of *Life*

THE Three Musketeers of Dumas' great novel were Athos, Porthos and Aramis. Brave blades were they!

The three Musketeers of the modern business world are the Advertiser, the Advertising Manager and the Editor. I put them in alphabetical order, to avoid the appearance of what might be termed a pernicious precedence. The Editor believes in his heart of hearts that without him the others could not exist. The Advertising Manager believes the same about himself, with certain concessions to the special abilities of the Editor. The Advertiser knows that without him the other two would doubtless be distributing their genius through other channels. They might be running a circus, or a campaign, a vaudeville, or (to make a noise more like real culture) a Chautauqua Circle, a new movement in art, music or literature, or a Greenwich Village. The Advertiser is a practical man. He is under no illusions. Money may not talk to him in the loud voice it once had—when it was really worth something—but its whispers are still fairly articulate. And the other two are also hard headed and practical men, and also under no illusions. Their world is mental, not physical, a world symbolized by make-up sheets, typewriters, card index systems, steel filing cases, advance schedules, payrolls and check books, rather than that of the musket and the sword. These three modern adventurers employ brains plus psychology, where Athos, Porthos and Aramis employed brains plus brawn.

Nevertheless, there is something else that we must take into account whether we are examining a Gallic swashbuckler or a Yankee musketeer, whether it be muscle or hustle. When you have made your off-hand estimate of any man, it is well to go over it again and revise it; You may then discover something that you overlooked—subtle, mysterious, invisible, yet working out into definite and tangible results that are astonishing because they appear to have no basis in self-interest. Foolish things these. They appear to have no right of domain in the material world. They are squatters.

Now you glimpse them and now you don't. Their trail lies under the trodden ways of big business, along the column rule, through the accounting department. It glimmers in the safe deposit box and with its magic presence transmutes gross matter into imperishable heritages. Romance, chivalry, friendship, self-sacrifice—where would Athos, Porthos and Aramis be to-day without these? Dead ones. Deader than an Egyptian mummy. For even a gentleman Egyptian mummy secretes humor, as when Mark Twain, after observing one of them closely for some moments remarked: "Well, if he ever comes to life, you can cable me at my expense."

NOT GENERAL KNOWLEDGE

A sordid business firm I know employed a stenographer at twenty dollars a week, and she wasn't so good either. She married a man who developed tuberculosis, who died in a couple of years. The firm sent her flowers, paid the funeral expenses and although the poor girl's tragedy had increased her incompetence, they made a place for her, quite possibly without the advice of their efficiency expert.

Mixed up with the sordid and ignoble motives to which human beings after many thousands of years are still habituated, there is as much chivalry in the Three Musketeers as in the Three Musketeers. The other day I met a "Materialistic" advertising manager who confessed to me in low monotones, that he had been reading Confucius, and Confucius never carried a "line," or sported a bank account.

Now this is strictly sub rosa and not to be shouted from the house tops that overlook the golf links on Sunday morning, but there are moments when I believe there is actually more spirituality in business than in the church. A certain printer who was out on strike last December met the employer against whom he was striking, and said: "My wife has been taken sick and I can't pull through." "How much do you need?" said his employer.

We miss it when we think of the spiritual without the material, or the material without the spiritual. The

spiritual must work through the material. Lightning must have a conductor. I am coming to those three Musketeers in just a moment. But consider briefly a church. A church is surely the most spiritual thing there is. It stands for salvation, immortality, it is the soul's receiver, the advance agent of heaven. Yet without its material machinery, where would it be? The minister must be paid, even if he is generally underpaid. Pew rents must be paid. To be effective spiritually, a church must be run on business lines. And the vestry are generally selected because of their business experience. The big business man meditates in his manner as much as the religious ascetic, and both surround themselves with machinery designed to protect them in their sanctuaries. One of our biggest Editors has no telephone nor stenographer in his private room. No mediaeval monk has anything on him.

ROUGH STUFF SOMETIMES NEEDED

Now let us be practical. A little rough stuff now and then is relished by the wisest men. And the real trouble with the Three Musketeers is that they don't know each other better. The Advertising Manager is popularly supposed to control the Editor. He doesn't. The Advertiser is popularly supposed to control both the Editor and the Advertising Manager. He doesn't. And all three of these Musketeers are popularly supposed to be controlled by certain Mephistophelian financial interests who sit up into the small hours of the morning concocting vast conspiracies to undermine the Republic.

As a matter of fact most of them are at musical comedies, the movies or playing rubbers of bridge. Granted that every man is out for himself—as he ought to be—there is always an unknown zone where mysterious human impulses are generated—momentarily irresponsible, and seemingly foolish things—that afterwards, as they work out into the concrete, prove to be the source of the inspiration that keeps human beings going at all—and this in spite of obvious corruption, obvious greed and obvious hypocrisy.

Each of the Three Musketeers is



Panorama view of the business district of Des Moines

National Advertisers Should Follow the Footsteps of the Home Merchant

THE home merchant is on the ground floor—he knows his home newspapers—he is fully cognizant of which among them leads in editorial strength and reader influence—he is therefore able to judge which is the best advertising medium. Editorial strength and reader influence have a great deal to do with the result obtainable by an advertisement

The Des Moines Capital has a strong Editorial and reader influence throughout the state of Iowa. Its readers believe in its columns—both news and advertising, because of a strict adherence to honest news, honest views and honest advertising. Capital readers are therefore very responsive to advertising. This is a significant fact for the National Advertiser to consider.

Here's how the 23 Des Moines' Largest Advertisers use their home town newspapers :

JUNE

During the month of June these 23 stores used 29 per cent more space in The Capital than in the second newspaper—68 per cent more space than in the third and 77 per cent more space than in the fourth.

JULY

During the month of July these 23 stores used 25 per cent more space in The Capital than in the second newspaper—71 per cent more space than in the third, and 72 per cent more space than in the fourth.

AUGUST

During the month of August these 23 stores used 34 per cent more space in The Capital than in the second newspaper—64 per cent more space than in the third, and 70 per cent more space than in the fourth.

Business Is Good In Iowa !

Iowa at the present time is rolling in wealth. Everybody is prosperous. Iowa's bumper crops will soon be turned into millions of dollars in cash.

The Iowa market never fails because Iowa is a food producing state—this affords a staple condition. Iowa's total production of food products this year will be nearly \$2,000,000,000.

Why not start your advertising campaign in this fertile territory, and let The Des Moines Capital, Iowa's favorite newspaper, be your medium ?

The Des Moines Capital

LAFAYETTE YOUNG, Publisher

OMARA & ORMSBEE, Representatives

New York

Chicago



Member
A. B. C.

careful not to be seen too much with the others, for fear his motives will be questioned. Yet if the Editor had sustained faith enough to put himself in the hands of the Advertising Manager, he would discover in a very short time that that gentleman would be just as jealous of the editorial prerogatives as he himself. For the Advertising Manager would learn, if he didn't know it before, that the circulation of any periodical—in the long run, and that is the only thing that counts—is entirely subject to the sincerity and independence with which the periodical is run. The public always knows. If, similarly, the Advertis-

ing Manager would trust the Editor, he would likewise discover that that gentleman, without the methods used by the Advertising Manager, cannot hope to make his paper succeed. Many of these methods he acquires himself by experience. For both of them have a common object. The stuff they put out must be interesting. Frequently advertisements are more interesting than the reading matter next to them. Literary art? Of course. You may be sincere and interesting and still be a bore. And the public simply will not be bored.

And the Advertiser? When he puts himself in the place of these other gentlemen he learns that they

cannot afford—in the long run—to fool him. There are increasing instances where advertising managers of established periodicals refuse to accept certain "ads" because their experience tells them that those "ads," in the form submitted will not pay the advertiser and therefore will not—in the long run—pay them. There are association of advertisers. There are associations of advertising managers. There are associations of editors. There ought to be an association combining all three.

This is not a sermon, an essay, or an argument. It is a sketch. Think it over.

Advertising Convention at Des Moines Proves Highly Successful

The Associated Advertising Clubs of Iowa and the Advertising Clubs of the Iowa-Nebraska-Kansas District Hear Many Valuable and Interesting Addresses in Joint Convention

THEY are proud of their city, the advertising men of Des Moines, prouder of their excellent and progressive advertising club, but proudest just at this time of the first convention of the Associated Advertising Clubs of Iowa, which the Des Moines Club staged in their city September 22 and 23, and of the convention of the clubs in the Iowa-Kansas-Nebraska District held simultaneously, and ending with a special conference on September 24.

The program was excellent, of course, with the wealth of talent Iowa can furnish, and it went through without a hitch and with scarcely a break in the ranks of speakers. A reception committee met every train and escorted delegates from other cities to the rooms already prepared for them in the Fort Des Moines and the Savery hotels. Ranks of private cars were always waiting outside the hotels to take people wherever they found it necessary to go in the city, the assembly room was commodious and comfortable and the presiding officers at the meetings strictly attentive to their duties.

A number of officers of the national association came in from Chicago, where they had attended a meeting of the National Executive Committee, President Rowe Stewart among them, and were welcomed as they stepped from the train, guests of the Des Moines club from the time they left Chicago.

The interest of Iowa in Vigilance work is well known, and there was not a little contest for that coveted cup which the state association offered for the club in Iowa which had done the best work in Vigilance during the year past. The claim of Marshalltown was adjudged the highest, and to it the trophy was awarded by the judges.

MASON CITY MAN HEADS CLUBS

Election of officers of the Associated Advertising Clubs of Iowa, resulted in

H. M. Knudson, of Mason City, being elected to the presidency; W. S. Arant, Des Moines, first vice-president; O. E. Having, Fort Dodge, second vice-president; H. J. Adams, Perry, secretary; and Roy O. Louden, treasurer.

Dr. Arthur Holmes, president of Drake University, opened the first session with an address based on the action of the human mind in relation to advertisements. First he told in easily understood, though somewhat technical, terms, what psychology is. Then he applied the effect of advertisement upon it to the advancement of civilization. He declared that every want of civilized man that lifts him above the level of the savage could be traced to advertising in some form or other, and illustrated his contention by many instances.

Describing the uplifting effect of advertising upon men and women, Dr. Holmes described a campaign for the sale of music and showed how it inevitably improved the morale of the entire community in which it was prosecuted.

Raking up the old question of the value of the sex appeal in advertising copy Dr. Holmes said:

"Take a street car advertisement that displays a peroxide blonde in an advertisement for suspenders. Every young man in the car catches sight of the blonde. 'Fine girl,' he says to himself. But does he think of suspenders? He does not. The thought that comes to his mind probably is that he will take Mary to the motion picture show tonight, that thought being engendered by the picture of the blonde. He calls Mary up when he gets home, takes her out and spends all his money. So that even if the suspender idea had got across to him, which it had not, he wouldn't have anything to buy suspenders with."

George B. Sharpe, of the Cleveland

Tractor Company, attributed the large increase in his concern's business to properly directed, persistent advertising campaigns.

GEORGE B. SHARPE SPEAKS

"In 1917," he said, "my company had no domestic industrial business on its books. After then it began to advertise, and now the domestic industrial business amounts to 20 percent of the entire volume."

His copy is confined to five zones in the United States and to two in Canada. Farm paper advertising was found profitable, of course, but was at its best when followed by a direct mail appeal. Large production demands large selling, he held, and advertising is the highest type of massed salesmanship. To its use he attributed the growth of his company's business from \$1,000,000 in 1917 to \$15,000,000 last year.

Roy O. Louden, of the Louden Machinery Company, Fairfield, Iowa, said a good word for business papers. An absolutely checkable advertising campaign without business papers, he declared, sold 5,000 units of his product in a year. The next year business papers were added to his list, and the sales jumped to 52,000 units.

"COFFEE WEEK" ADVERTISING PAID

Speaking of quick results from an advertising campaign, J. Sidney Johnson, of Voss Bros. Manufacturing Company, Davenport, Iowa, said that in "Coffee Week" advertising sold for his concern 100 pounds of coffee each to 1,800 dealers, and brought about several hundred window displays which had a continuing effect upon business.

Robert E. Ramsay, of the American Writing Paper Company, Holyoke, Mass., described in detail, aided by a number of charts, how direct mail advertising ties up with advertising through other mediums.

There was a great deal of much-



IOWA – the Land of Plenty

—where agricultural wealth is unprecedented and crop conditions never more promising than now. The latest United States Government crop reports estimate that Iowa will yield 413,100,000 bushels of corn and 217,388,000 bushels of oats, which is approximately 45% more than the yield of any other state for each of these crops. In addition to this, Iowa ranks first in the value of live stock.

Manufacturers of Farm Implements and Machinery, Tractors, Motor Trucks, Automobiles, Building Material, and many other large manufacturers recognize the high standing and influence Wallaces' Farmer enjoys with farm folk and, in turn, place more advertising in Wallaces' Farmer than in any other Iowa farm paper. As a result, Wallaces' Farmer leads all Iowa farm papers in the total amount of all commercial advertising carried.

For special data and information pertaining to the Iowa market, write

Western Representative
 STANDARD FARM PAPERS, Inc.
 1341-3-5 Conway Bldg. Chicago, Ill.

Eastern Representative
 WALLACE C. RICHARDSON, Inc.
 45 Madison Avenue, New York City

WALLACES' FARMER
Good Farming, Clear Thinking, Right Living
A Weekly Journal for Thinking Farmers
 DES MOINES, IOWA



enjoyed humor in the address of John H. Kate, president of the X-Ray Incubator Company, Des Moines, but he made one statement that caught the serious attention of his hearers.

"We have kept a complete record of the returns from 400 papers we have used for advertising," he said, "and we find that of them only 75 have brought back to us in sales an amount equal to the sums we have spent in using their columns. Not long ago we used a farm paper, a fraternal paper, and a Southern list of 17 religious papers, keying our announcement, investing \$700 in each of the papers and an equal amount in the group.

"The fraternal paper sold two incubators; the religious sold not a single

one; but the farm papers sold a whole lot of incubators at \$25 each, and we cast up the cost to us at just \$1.96 apiece for the sales."

Frank A. Black, of Filene's, Boston, a vice-president of the national organization, told in intimate detail how his store operates in both merchandizing and advertising. He said that Filene's invests 4.9 per cent of its sales income in advertising, and declared that, conditions varying with different localities and situations, department store appropriations for advertising account might range from 2 per cent to 10 per cent.

INTERESTING CHURCH ADVERTISING CAMPAIGN

Practically every prominent church in Des Moines was represented by the 75

ministers and laymen at the luncheon of the Church Advertising Division Thursday. This is a department recently started by the Des Moines Advertising Club, with characteristic enterprise, and is developing rapidly.

The Rev. Harold Holt, of Old Trinity Church, Niles, Mich., was the only speaker. Mr. Holt, a young man with progressive ideas, showed by a chart he had prepared the effect of advertising upon church attendance and church contributions. For the year before his church undertook paid advertising regularly, buying large space in the local paper, attendance and contributions both were below the normal of what might be expected. As soon as the advertising campaign began both the blue line, indicating attendance, and the red line, indicating contributions, took an upward tendency that never slackened materially. The odd part was that the red line grew much faster and climbed in all instances much higher than the blue line.

Mr. Holt exhibited copies of his advertisements showing that they told of every conceivable activity and characteristic of his church. He showed, also, that by advertising the names of members as waiting to welcome strangers he rid the membership of a snobbishness they had, and made them live up to the cordiality and democracy the advertisements attributed to them.

"CHASING THE BLUES" EVENING

To relieve the convention of possible monotony, which is ever ready to creep into such a meeting, the Des Moines Advertising Club held a "Chasing the Blues" evening on Wednesday. The great ball room of the Fort Des Moines hotel was decorated as for a carnival. From the galleries, and from the floor, too, concert was scattered as at a Mardi Gras. There were paper caps, balloons and other favors to distribute freely among the guests, and an excellent band to furnish music for dancing.

Many of the delegates had brought their wives with them, and the ladies of the Des Moines Club members were there, also. For their delectation, since it is seldom that women get an opportunity to see two scrappers at work, a bona fide boxing bout, by professional boxers, was put on.

On the evening of Thursday, the second and closing day of the convention, there was a banquet at the Fort Des Moines Hotel. C. A. Baumgart, president of the Des Moines Advertising Club, presided, and the toastmaster was J. B. Weaver, of the Iowa Legislature.

Among the speakers were Richard H. Lee, special council of the National Vigilance Committee, A. A. C. of W.; Rowe Stewart, president, A. A. C. of W.; Clyde L. Herring, Democratic candidate for Governor of Iowa; T. W. Le Quatte, vice-president A. A. C. of W. for the Ninth, or Iowa-Kansas-Nebraska district.

THE I-N-K CONFERENCE

The conference of advertising clubs of Iowa-Nebraska-Kansas, composing the Ninth District, called by T. W. Le Quatte, vice-president of the Associated Advertising Clubs for that district, was held on Friday, September 24.

A list of eighteen subjects had been prepared for discussion. They were: Club organization, problems of program committee, The House Committee job,

Middle West Circulation

Small Town Field



555,310 in Sixteen States

Shown by A. B. C. Auditor's Report

Illinois	66,430
Iowa	64,372
Ohio	68,105
Missouri	51,402
Michigan	44,323
Nebraska	42,625
Minnesota	38,334
Indiana	37,818
Wisconsin	34,545
Kansas	33,971
Oklahoma	18,212
Kentucky	12,083
North Dakota	12,316
South Dakota	12,187
Arkansas	11,601
Tennessee	5,796

555,310

Eastern and Southeastern States	28,835
Western and Southwestern States	22,176
Total, Paid in Advance Circulation	606,321

PEOPLE'S POPULAR MONTHLY

Des Moines, Iowa

Concentrated circulation, with groups of subscribers in thousands of small towns in these sixteen states, means real influence with the local trade. Through our promotion department, established in 1914, we aid our advertisers in extending their distribution, getting co-operation of alert and progressive retailers.

Vigilance Committee work, getting new members, holding old members, what constitutes a desirable member, how large a club should be, Publicity for club work; Educational work on advertising among consumers; Development of advertising courses in educational institutions; Cooperation with other commercial bodies; Cooperation with women's clubs; Cooperation with civic organizations; Organization and promotion of other clubs; Value of state associations; Value of a (State) district organization; Value of affiliating with the national organization.

Each subject was taken up in its order and discussed freely, experiences being recited and new plans being developed. Formal conclusions were not arrived at, of course, since it was announced that for the conference to lay down any rules might be inadvisable, because a majority opinion, and perhaps even an unanimous opinion, might by some clubs be considered binding when the result of the conference was reported by the representatives on their return home.

There seems to be little doubt, if the strong sentiment of the conferees be any indication, that both Kansas and Nebraska will soon organize state associations. Kansas and Nebraska men were present at the Iowa state convention the two days previous to the conference, and they brought to the latter the enthusiasm engendered by their attendance. Iowa promised all the aid it could possibly give towards the creation of these projected state associations, and Kansas and Nebraska men showed an eagerness to proceed.

Iowa Newspaper Advertising Managers and Publishers Form Association

Iowa newspaper advertising managers and publishers formed an individual association at a breakfast at Hotel Savery III, in Des Moines during the convention last week.

H. T. Watts of the Des Moines *Register and Tribune* was named president, George F. Thayer of the Marshalltown *Times-Republican* vice president, and Claire Marshall of the Des Moines *Capital* secretary.

Other members are: H. B. Lee of the Fort Dodge *Messenger*; Lee P. Loomis, *Muscatine Journal*; Walling, *Oskaloosa Herald*; Jesse Phillips, *Davenport Times*; H. B. Lee, national vigilance committee; Rowe Stewart, *Philadelphia Record*; Walter Sammis, editor *Associated Advertising*; Frank Black, Boston; Frank Armstrong, vigilance committee; Mr. Marvin, *Sentinel-Post*, Shenandoah; O. L. Taylor, Council Bluffs Nonpareil; J. D. LeCron, Des Moines *Register and Tribune*; M. M. Mauer, Des Moines *Register and Tribune*; Forest Geneva, Des Moines *Capital*; and John Irwin, Des Moines *Register and Tribune*.

Talks On Outdoor Ethics

After cautioning the Outdoor Advertising Association, at its eleventh convention held recently in Cleveland, to keep its boards in trim by guarding against weeds, and by using proper columns and mouldings, George L. Johnson, vice-president of the Thomas Cusack Company, talked about high standards in clientele. He said in part:

"Probably the most important of all things is clientele. When business is good

every plant owner selects the very best of the concerns in his town as his advertisers. When there is a likelihood of a let-up in business there are some men who are prone to listen to the siren song of the patent medicine men and the undertaker. Don't do it, don't make that fatal mistake. When you have good company on your plant you will have a desire to be in that company.

"You are likely to have agitation and adverse legislation and more criticism than during the past ten years. The average objection to the outdoor sign is not objection to construction; the average man and the public do not take up detail. We should be most careful in the type and character of copy that is used. Have nothing on the plant that anyone can possibly object to.

"It used to keep me busy turning down patent medicine advertising—even good sized orders. I've seen a man in Chicago with \$125,000 worth, and I told him if it was \$8,000,000 worth they could never get it on our boards. Keep this point in mind and you will succeed." (Applause).

Postal Savings Increase

During August there was an increase of 1,216 in the number of postal savings depositors in New York, making now more than 153,000 depositors having open accounts. Total deposits here are \$47,870,511.

Passengers Over the Central

The New York Central brought 35,000,000 passengers to New York City in 1919, and the West Shore 25,361,499 passengers.

Terre Haute's Matchless Transportation Facilities

The location of Terre Haute at the center of distribution, and also at almost the exact center of population, peculiarly recommends itself to the wise manufacturer.

Not only does the Terre Haute manufacturer economize on the advanced freight rates, and save waste haulage, thru his strategic position at the center of population, but he is also at the base of a splendid coal supply, and perfectly situated from a transportation standpoint.

Five big railroads, operating a total of 14,627 miles, reach Terre Haute daily with an average of 127 freight and 67 passenger trains. Exclusive of coal, there were 1,653,799 tons of freight outbound from Terre Haute and 1,323,375 tons inbound to Terre Haute in 1919.

Terre Haute, tho at present in an exceedingly prosperous condition, is in a position to care for the transportation needs of many new industries, to provide them with good factory sites, the best of terminal facilities and easy access to the great markets of the United States.

The Greater Terre Haute Club will be glad to furnish data that will be extremely interesting to manufacturers. All advertisers will do well to write for the analysis of The Greater Wabash Valley Empire, prepared by The Terre Haute Star, the dominating newspaper of this section.

The Indianapolis Star, The Terre Haute Star and The Muncie Star offer to discriminating advertisers the least expensive and most effective method of covering Indiana. They compose

The Star League of Indiana

The Greatest Combination of Quality Circulation in Indiana.

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

*Western Representative—John Glass,
Peoples Gas Building, Chicago*

OF THE SHAFFER GROUP OF NEWSPAPERS

Putting a New Incentive Into the Sales Contest

How the Pyrene Company Made the Interest of the Home Office Produce Results

AFTER THE sales contest, what? When "the tumult and the shouting die" and you come to check up on the results of your successful salesmen's competition, what do you find in the way of actual net?

Probably you can show as exhibits a heavy batch of orders, two or three members of your staff marked distinctly as leaders, the whole force exhilarated and perhaps exhausted; a slackening up of reaction after announcement of the winners and the standings, charges against running expenses amounting to the size of the prizes offered and won, possibly some disgruntlement among the men who "also ran," and always a little cynicism here and there expressed in an occasional remark in the tenor of, "Oh, well, the house won, anyway," or more, sourly, "Same old bait and same old fish, aren't we?"

DOES THE HOUSE WIN?

But how about the net when you have entered all these items up on the credit and debit sides of your mental account book? Has the house really "won, anyway"—not in winnings that can be expressed in number or amount of orders, but in such intangible assets as are deducible from the future efficiency and morale of your salesmen? Some of our most popular, best advertised, most "psychologically perfect" sales contests would show amazingly poor results if we judged them by such winnings for the house.

The foregoing comment furnishes "atmosphere" for a brief story of a recent sales contest that was staged with a very definite view to what may be called its "long-run" results, its influence on the relation between the sales force and the home office; and which called that relationship into play as a factor for success.

It was held by the Pyrene Manufacturing Company, makers of "Pyrene" and "Pyrene" Fire Extinguishers and took place just prior to the annual salesmen's convention held in New York, August 30 to September 3. G. P. Rogers, "Pyrene's" sales manager, was responsible for it.

About the time that the coming convention, the big instruction and entertainment event of the year, began to bulk large in the salesmen's consciousness, Mr. Rogers began sending out letters to his divisional heads and to the members of their sales forces, urging upon them the prestige and glory that would be theirs who came into the convention as "winners," bringing in with them enviable sales records. The usual prizes were offered for the individual salesmen and for the division. At the same time, a plus effort, an accelerator, was put behind the contest, with the announcement that the home office was going to take a big interest in and play an important part in it. Emphasis was laid on the attention the home office had been paying to the good work in the various territories and the salesmen were "let in on" the fact that the company officials had formed a pool on the probable sales records of the divisions up to the convention date—that So-and-so, whose name looks so impressive on the company letterhead, was "pulling for" such-and-such a division, that Somebody Else was making up a "book" on the contest, that the president had a side bet of so much that the quota wouldn't be overtopped, and that the rest of his official family had clamored for a chance to cover the money.

THE PERSONAL TOUCH

Then So-and-So himself began to take a hand in the correspondence and, in frequent, encouraging, personal letters to the salesmen in the division he had drawn, to let them know that he was backing them "hard" and expecting "great things" of them. Some of the company officials offered "cigars around" to their territories if they succeeded in winning. But their letters were not all of the old, familiar jazz-'em-up style. Tips about what was going on in other territories were included, suggestive "leads" to sales, ideas as to possible new sales arguments that had struck the writers as effective, information on production and delivery data that might help; in short, such real, unaffected good counsel as a friend, backer and well-wisher would give an ath-

lete about to enter into a strenuous contest in which he was interested. This kind of correspondence, kept free from patronage, but with a persistent undercurrent of encouragement to greater effort, was continued until the men came in to convention headquarters at the Hotel Commodore in New York.

Incidentally, the same thing, on a smaller scale, went on in some of the divisional offices where each girl clerk or typist had an opportunity to bet on a "favored salesman."

"LONG-RUN" RESULTS

Results? Well, Mr. Rogers did not feel free to talk in terms of numbers of sales, but he assured the writer that the immediate results measured in those terms were highly satisfactory. I'll venture to say that the long-run results will be just as satisfactory. These days, salesmen won't fight very hard for a travelling bag, a trip to Atlantic City, a hundred dollars or even two hundred dollars. Alone, no one of these prizes offers enough incentive. If a man tries for such prizes and fails to win them, he doesn't lose anything; perhaps he even gains some satisfaction out of the fact that he has shown himself not too eager to jump at "the same old bait." Given the plus effort of Mr. Rogers' contest there is established a moral obligation to make good. Indeed, every sporting instinct, every urge of vanity impels the salesman to do his utmost to justify the interest of his backers in the executive office, to help his division to win the pool. So much for the effect on immediate results. Looking further, we may see how this contact set up between official and salesman can be made productive of good to both. The name at the top of the letterhead becomes to the salesman something more than a driving force; the name on the bottom of the monthly report becomes to Vice-President X or Secretary Y something more than a sales force. It remains for convention day "post mortems" to cement this humanizing relation.

Such a contest is not easily carried out. It requires more than
(Continued on page 24)

The Farm Journal

1,050,000 This Month

Painted by Frank Godwin for The Farm Journal



No, This Copy Don't Tie Up to the Picture!

Our latest research report shows that 43.9% of the farm trade wants the best grade of tools, although only 25% of the customers know one brand from another. Farmers are today using 11,400,000 h.p. in engines, tractors

and lighting plants. This is at once an opportunity for tool manufacturers as well as those who supply good grades of lubricating oil. For other facts regarding the farm market consult

The Farm Journal

15 E. 40th Street,
New York City.

Washington Square,
Philadelphia.

Mallers Bldg.,
Chicago.

Crocker Bldg.,
San Francisco.

Iowa's Rural and Urban Prosperity Offers Merchandiser Rich, Balanced Market

This State, Ranking High in Value of Farm Products and Living Standards of People, Is Cross Section of American Market

IOWA, considered from the research department's point of view, has been said to represent something closely akin to a perfect cross section of the great American market. An Iowa publication, featuring this fact, has been able to make a strong appeal to national advertisers to use the state as a merchandising laboratory in which to test out their plans on a reduced scale.

There is sound argument in it, as one finds upon coming to classify its population and its resources. Iowa is an exceptionally well-balanced state. It is known as one of the first farming states of the Union, yet its manufacturing industries are of great and growing importance. It is noted for its large, prosperous and splendidly intelligent rural population; yet there are a few more town dwellers in Iowa than there are country dwellers. It is a state of many snugly prosperous small towns; yet it can boast eleven cities of more than 20,000 population, five of more than 40,000 and one of 100,000. It has a salutary infiltration of foreign blood both in its rural and urban populations; but none strong enough at any one point to support a foreign language daily.

It is of rural Iowa and its 1,080,066 people that one hears most and, of course, rural Iowa is of exceeding importance, not only on account of its own buying power, but for its effect on the buying power of the cities, many of whose industries it supports.

THE FARM WEALTH

At the time of the 1910 census Iowa had 219,807 farms, averaging 156 acres. In 1918 these farms produced crops having a total value of \$821,920,000, a total which, by the way, was exceeded in the Union only by Illinois (with 3,000 square miles more territory). Iowa produces more oats and corn than any other state. It has twice as many hogs as its nearest competitor, Illinois. It ranks first in the number of horses raised, first in the production of poultry and eggs, third in the number of beef cattle, third in the number of dairy cattle and third in the value of its dairy products.

Iowa gets more for her corn than Canada gets for all of its vaunted wheat crop. Its dairies supply 600,000,000 gallons of milk yearly for all purposes. With 10,925,000 hogs—almost five for every man, woman and child within its boundaries—it takes a tremendous annual toll from the packing houses of Des Moines, Chicago and Omaha, to be spent for the tools of production and the comforts of life.

Statistics show that Iowa's chief crops are cereals, dairy and market garden products, hay, wool, linseed, and sorghum. The 1918 crops included 375,624 bushels of corn, 229,572,000 bushels of oats, 1,289,000 tons of hay, 9,048,000 bushels of potatoes, 11,340,000 bushels of barley, and 19,650,000 bushels of wheat.

It is no wonder that Iowa land averages about \$155 an acre today, when the average income from an Iowa farm, even two years ago, was \$7,345. As far back as the 1910 census Iowans had \$3,745,891,700 invested in farm property and, of course, the figure is far above that to-day.

IOWA'S INDUSTRIES

Turning to Iowa's industries in developing our estimate of Iowa's buying power, let us see what contributed to the building up of a total value for factory products in the state amounting to \$425,000,000 in 1918. There are more than 5,000 industrial establishments in Iowa. The chief industries are developing with accelerating rapidity. Among these may be named those handling flour, lumber, carriages, bricks and other clay products, cement, woolen goods, boots and shoes, pork packing, saddlery, furniture, and farm implements. These give a large industrial population, which has swollen the total of urban dwellers to 1,277,950 as compared with the 1,080,066 who live in the country.

Here, urban and rural, is not only a prosperous but a highly intelligent buying power. The percentage of illiteracy is the lowest of all states in the Union, or for any similar area in the world. Ninety-nine out of a hundred Iowans can read and write. It is interesting to compare this with six New England states of

about the same area, in which only about 95 out of a hundred persons can read and write. In 1918 Iowa had 730,925 persons of school age and 519,814 of them were actually attending school. The state has 26 colleges and more than 200 libraries.

These are a thrifty people. There are 490,000 families in Iowa and 336,000 of them, or 69 per cent, own their own homes. The deposits in Iowa banks January 1, 1919 aggregated \$503,000,000.

On the other hand they are "good spenders" when it comes to providing themselves with efficient working tools—modern power farm machinery, for instance—and up-to-date comforts of life. There are 350,000 automobiles in the state, which means one for every nine persons. Their owners spend fifty million dollars for tires each year, and more than twenty-five million for gasoline. In 1918 Iowa farmers spent \$11,791,000 for tractors and farm engines.

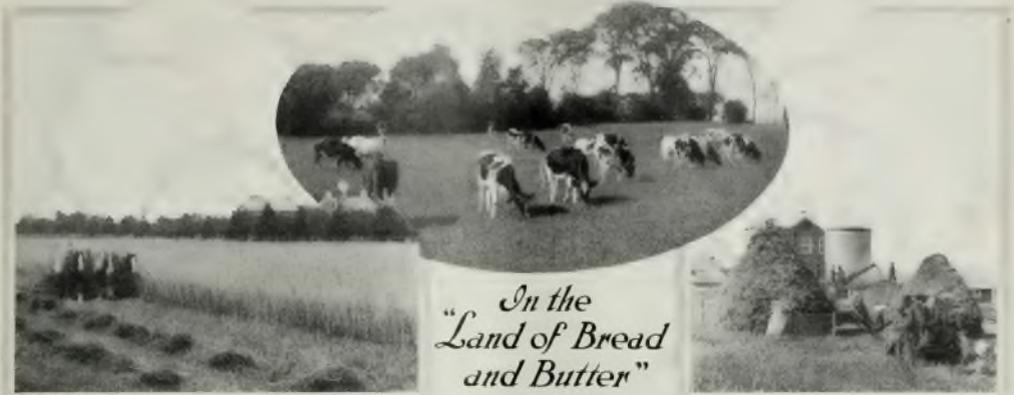
REACHING THE MARKET

There are scores of ways of reaching this market. Iowa is thoroughly accessible. More than 10,000 miles of steam and electric railways form a network within its borders and no point in the state is more than twelve miles from the railway. Cities like Des Moines, Cedar Rapids, Davenport, Burlington, Dubuque, Council Bluffs, Sioux City and Waterloo are important distribution points.

But the phrase "reaching the market" is used here in another sense as well. It is important to reach your market with your goods, of course, but ahead of that comes the necessity of reaching your market with the advertising that will create a demand for your goods when once placed within reach. There are scores of agencies for reaching your market in that way, also. Take, for example, Iowa's publications.

The number of newspapers and periodicals published in Iowa is 832 according to Ayer's American Newspaper Annual and Directory, which is more than the number published in any other of the western group of states, except Missouri.

(Continued on page 26)



Minnesota's Farm Market—a Business Stimulus!

- ¶ An enormous 1920 crop ably fits Minnesota to assume leadership in bolstering business.
- ¶ This "Bread and Butter Land," as it may well be called, produces one-seventh of the country's butter supply and more wheat than any other state save North Dakota—another of THE FARMER states.
- ¶ Minnesota's agricultural development is marked by rapid strides of progress. An average county, Isanti, shows an improved acreage increase of 26.6 per cent since 1910. An increase of 181.1 per cent in land and building values is evident in the same county during the past ten years. There are eighty-five other counties—each with agricultural resources to be developed.
- ¶ Hand in hand with the State's development, THE FARMER, established shortly after Garfield became President in 1881, has served Minnesota farmers as an agricultural publication. But it is more than that. It is a powerful merchandising force—the key to Minnesota's farm market.

THE FARMER

A Journal of Agriculture

WEBB PUBLISHING COMPANY, Publishers
SAINT PAUL, MINNESOTA

Western Representatives:
STANDARD FARM PAPERS, INC.,

131 Conway Building,
Chicago, Ill.



Eastern Representatives:
WALLACE C. RICHARDSON, INC.,

381 Fourth Avenue,
New York City.

MEMBERS AUDIT BUREAU OF CIRCULATIONS



PAPER AS A FACTOR IN

The Tribes of the Himalaya Mountains Never Destroy a Picture

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

White is the mourning color of China

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

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

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

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

Research Laboratories

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

FOREIGN TRADE

The Men and Women Who Make Our Mediums

C. K. BLANDIN

St. Paul Dispatch and St. Paul Pioneer Press

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

By CHESLA C. SHERLOCK

SUCCESS is not the real test of the worth of a man. It is a measure, no doubt, according to our way of looking at things. But it seems to me that the real test of the worth of a man is what he himself thinks of the things he has accomplished.

Is he uppish? Has he gotten to the place where he not only values himself at par but considerably over? Has his success gone to his head?

When you meet C. K. Blandin, publisher of the St. Paul *Dispatch*, and the St. Paul *Pioneer Press* you meet a case where it hasn't.

In talking over his experiences, Mr. Blandin casually remarked:

"Sometimes it all seems like a dream to me. I wake up in the middle of the night and that old feeling comes over me again with a rush, that feeling I had when I was walking the streets of Minneapolis with \$5 in my pocket hunting a job. Yes, it seems like a dream; even after all these years!"

And the thought came to me with startling emphasis: "Here is a real man!" For he was the first I ever had heard talk that way.

And, through it, I began to understand some things that had not been clear to me before, the why, for instance, of the unusual success of the man in his work and the reason why this employer is invited by his employes to attend their union meetings and take part in their deliberations!

UP FROM THE RANKS

That he has the worker's viewpoint goes without saying. He came up from the ranks; he fought for a living and an education at the same time; he worked in mining camps and read books at night; he tramped over the face of the earth hunting for the rainbow's end.

"I think it is because I came up from the ranks," he said, "that my employes trust me and want me to take part in their deliberations. That, more than anything else, has pleased me. I would rather have them

feel that way about me than to be a great This-or-That."

Mr. Blandin commenced to learn the printer's trade when he was nine years old. From that day to this he has paddled his own canoe. At 12 he left Iola, Wisconsin, where he was born in 1873, and followed the trade on other papers in Wisconsin.

At 14, he was working on a paper in Ironton, Michigan, right in the heart of the iron mining region. "It was anything but a place for a boy," he said. "It was a hard side of life that I saw, but the knocks and the sordidness of it made a man of me. I worked there for a while and then drifted to St. Louis.

"From St. Louis I went to Southwestern Minnesota to a small town named Marshall. There I took a teacher's examination. I got a permit, although I don't believe I ever passed the 'exam,'" he added, smiling.

"I taught district school in the country for three years and then went to Sanborn, Minnesota, where I founded a newspaper, the Sanborn *Scout*. I was then 18 years of age.

ADVENTURES OF A PUBLISHER

The story is told that Mr. Blandin went down to St. Paul to get type and equipment for his new paper. He was not familiar enough with the business, in spite of his printer training, to know just what sort of equipment he needed. He went to a house in St. Paul, and was turned over to a nice, young salesman, who spent three days with him picking out a complete outfit.

At the end of that time, the salesman asked: "How do you wish to pay for this?"

"I'll have to give my note," replied young Blandin, without batting an eye.

"But how much can you pay down?" pressed the salesman.

"I can't pay anything down," was the simple reply.

The salesman was so completely baffled that he called out the presi-

dent, the general manager and the secretary of the concern and turned Blandin over to them.

"Do you mean to tell me," snapped the president, "that you had the gall to come down here and use up three days' time of our salesman picking out equipment, when you had no money to pay for it?"

"Yes."

The president thought a minute, and then said, "Well, in that case, I believe I'll let you have it!"

Mr. Blandin, in dealing lightly with this episode in his life, paused for an expressive interval, and then added: "I had to borrow \$40 to pay the freight on the stuff." The inference being that he borrowed it of the president of the type foundry concern.

OFF THE MAIN LINE

"I had more luck than sense," is the way Blandin explains the success of his new venture. "I paid off the debt in a year and then moved the paper over to Olivia. At the end of two years, I sold out and went to Wisconsin again with \$2,000 in my pocket to engage in the fruit and commission business. It took me just eight months to lose it.

"I came to Minneapolis with just \$5 in my pocket, looking for a job. Naturally, I turned first to the newspaper offices. I wanted a job in the editorial department, if possible. I walked the streets for days. It seemed impossible to find an opening, and there was now, in addition to myself, a wife and child to support.

"At last, I got a position as a house-to-house solicitor in the circulation department of the Minneapolis *Tribune*. I worked for them in that capacity for two years, eventually becoming road manager. Then they brought me into the office as assistant to Fred E. Murphy, circulation manager.

"From that position I went to the St. Paul *Pioneer Press* as circulation manager. At that time it had less than 5,000 circulation in the city and 15,000 outside the city. In fact, it had little left but its prestige."

From that time on Mr. Blandin has been identified with the same publication in one capacity or other. In 1908 they put on an evening edition which competed so heavily with the rival paper, the St. Paul *Dispatch*, that the latter found it desirable to buy out the *Pioneer Press*. But Mr. Blandin went to



C. K. BLANDIN

the new employers along with the *Pioneer Press*.

He became business manager and eventually general manager. Upon the death of George Thompson, the owner, he became publisher in his own right.

His passion is for figures. You look at his desk and there before him is a pile of reports—figures everywhere. But he is a business man with a rare sense of vision.

A MAN OF ACTION

Four years ago last September he happened to be in Grand Rapids, Minnesota. He heard that the local paper mill was about to be sold.

"I went to the manager and found that the owners lived in Wisconsin," he said, "but that the mill was under option to be sold to some 'St. Joe' parties. The option expired the following day at noon. I got on the train and went to Wisconsin.

"I located the owners about eleven o'clock in the morning, found that

they had not heard from the 'St. Joe' parties. But at one o'clock I had bought the mills and was leaving for home."

The business done by the mills, so Mr. Blandin informed me, exceeds that done by the newspaper property in St. Paul. But it is a good thing in these days for a newspaper plant to own its own paper mills.

All of which is but an expression of the characteristics of C. K. Blandin, and his vision. He is the sort of a man you or I like to meet. He hasn't placed a false valuation upon his success—"it all seems like a dream even now."

He is the sort of old-time boy who tackled the job right at hand and did his best until something better presented itself. That and a wholesome outlook upon life are the factors that have made him what he is.

And, by the way, he is one of the most persistent fishermen you ever ran across. He can tell you the

life history of the wolves of the lakes up in the North country and he knows how to catch 'em, too. Ask any of the boys around the office who go fishing with him!

A "Different" Advertising Idea

(Continued from page 4)

namely that the car rides and drives differently—and better. All advertisements are measured by the standard of whether or not they are marked by dignity, good taste and common sense. Although a difference is usually evident in the copy itself, nothing gaudy or tricky is ever adopted. A trick wears off after the first time or two, and readers are likely to get disgusted with something superficially clever, when it is repeated often.

THE "SUCCESS" ELEMENTS

In concluding, it would be well to reiterate the basic differences in our advertising policy: that the readers' full intelligence should be capitalized; that a variety of powerful advertising methods should be employed, always taking advantage of something different and better than the ordinary run of paid publicity; that every advertisement should contain a concisely expressed, valuable and interesting news item; that a powerful slogan should batter down resistance and that a constant pounding away of selling arguments should help mould public opinion; that the utmost care should be taken with every word and phrase, in order to co-ordinate and express the selling policy; and that nothing gaudy or tricky should be employed, but that only more permanent and fundamental differences should be permitted.

With such an advertising creed, and with the punch and organization to carry it out, there can be no question as to the results.

The Pyrene Sales Contest

(Continued from page 18)

the exercise of the betting instinct in the executive offices. It demands an unusual willingness and ability to cooperate there, real interest and a certain amount of tact in making that interest felt personally, and not by the form letter method, out in the field.

Successfully carried out, it is our idea of a contest effective to achieve the broad and more-than-immediate ends that every contest does, or should, seek.

The Minneapolis Tribune

The Leading Paper in the Billion Dollar Market

Member A. B. C.

Minneapolis is the Market *Incorporated 1867*

In 1919 the value of products sold to retail merchants of the Northwest by Minneapolis manufacturers, jobbers and wholesalers was \$1,059,614,662, as follows:

Agricultural Implements	\$100,000,000
Automobiles and Trucks	190,000,000
Automotive Parts	12,600,000
Bags	12,500,000
Bedding	3,000,000
Biscuits and Crackers	15,000,000
Boxes	2,500,000
Confectionery	8,000,000
Caskets	1,250,000
Cigars and Tobacco	10,250,000
Coffee and Tea	7,600,000
Drugs	10,850,000
Dry Goods and General Merchandise	43,750,000
Electrical Supplies	7,500,000
Elevator Machinery	2,000,000
Flour and Feed	193,538,162
Fruits and Produce	60,000,000
Fuel	35,000,000
Furniture	7,100,000
Glass	4,000,000
Groceries	20,000,000
Hardware	30,000,000
Iron and Steel	10,625,000
Jewelry	3,000,000
Knit Goods	13,000,000
Lime, Cement and Plaster	4,829,500
Lumber	10,000,000
Oils and Greases	52,480,000
Paints	4,500,000
Paper	8,000,000
Plumbing and Heating Supplies	6,750,000
Sash, Doors and Millwork	10,000,000
Tires, etc.	75,000,000
Tractors	55,000,000
Miscellaneous	31,672,000
TOTAL OUTPUT	\$1,059,614,662

Face value of checks passing through Minneapolis Banks in 1919, \$12,331,567,000.

Carloads of merchandise and other freight shipments in and out of the city in 1919, 666,728.

Bank clearings for 1919, \$2,266,905,528. Total bank deposits, \$253,366,913. Population 380,582 (1920 census).

The Tribune is the Paper *Founded 1867*

Daily net paid circulation, 116,427. Sunday net paid circulation, 130,904.

Has 19,051 more daily circulation, net paid, than any other daily newspaper published in the Northwest. Has 35,411 more net paid Sunday circulation.

Has more home carrier circulation than any other Minneapolis daily newspaper.

Published 153,494 more individual want ads in 1919 than its nearest competitor and 76,114 more than both its daily competitors in Minneapolis.

Published 13,291,769 agate lines of advertising in 1919 compared with 10,160,253 lines in 1918. Gained more than three million lines.

Gained 1,752,673 lines in local display.

Gained 896,450 lines in National display.

Gained 482,393 lines in classified advertising.

Has carried approximately 100,000 more individual want ads each year for the last fifteen years than its nearest competitor.

Has published every year for many years, more automobile advertising than any other paper in the Northwest.

Is the recognized financial advertising medium of its territory.

Does not accept any questionable financial or other classes of advertising.

Accepts no trade contracts.

Maintains a service department to help National advertisers with their merchandising problems.

Publishes The Commercial Tribune, the only general trade paper in Minneapolis.

Prints its own rotogravure section.

By listing The Minneapolis Tribune the advertiser obtains the advantage of the only morning circulation and an unduplicated evening circulation in Minneapolis. The only paper in the United States giving a 24-hour service for the one charge.

The Minneapolis Sunday Tribune is the only Sunday paper published in Minneapolis having Associated Press news and cable service. It has the prestige of being the big Sunday Newspaper of the Northwest.

**Send for a Copy of The Commercial Tribune Published
in the Interests of Advertisers**

GUY S. OSBORN,
Western Representative,
Tribune Building, Chicago, Ill.
Ford Building, Detroit, Mich.
Globe-Democrat Building,
St. Louis, Mo.

GERALD PIERCE,
Manager of Advertising,
Minneapolis, Minn.
JOHN B. WOODWARD,
Eastern Representative,
Times Building, New York City.

W. R. BARANGER COMPANY,
Pacific Coast Representative,
Examiner Bldg., San Francisco, Cal.
Post-Intelligencer Building,
Seattle, Wash.
Title Insurance Building,
Los Angeles, Cal.

Iowa's Prosperity

(Continued from page 20)

which has 881. The number of places of publication is 548, as compared with 434 places of publications in Missouri, which lets out the fact that it is to the single importance of St. Louis that Missouri owns its preeminence in this field. Of the Iowa publications 51 are daily, 664 weekly, 60 monthly and the others are published at other periods.

The outstanding daily newspapers, measured in circulation strength, are those to be found in the large

cities: the Des Moines *Capital, Register, Tribune and News*; the Cedar Rapids *Gazette, Republican and Times*; the Davenport *Democrat and Leader and Times*; the Dubuque *Telegraph-Herald and Times-Journal*; the Sioux City *Tribune and Journal*; the Burlington *Gazette and Hawk-Eye*; the Council Bluffs *Nonpareil*; the Waterloo *Courier* (to whose publisher and national advertising representatives the writer is indebted for much excellent material on Iowa buying power) and the Waterloo *Times-Tribune*; and the Marshalltown *Times-Republican*.

It would be more confusing than helpful to go into detail regarding Iowa's class and trade publications, most of which are published at Des Moines and can easily be looked up in Ayer's. But Iowa's splendid agricultural journals are of outstanding importance and should not be overlooked by the manufacturer and distributor entering this market of great agricultural wealth and progress. They include the monthlies, *Successful Farming* (published by Edwin T. Meredith, the Secretary of Agriculture) and the *Corn Belt Farmer*, the semi-monthly, *Iowa Farmer*; and the weeklies, *Wallace's Farmer* and *Iowa Homestead*; all published in Des Moines. The *Daily Farmer*, reaching the dairy interests, is published in Waterloo and *Farmer and Breeder* in Sioux City. Des Moines is one of the important publishing centers of the West.

The Iowa dealer and consumer are marked not only by their prosperity but by their progressiveness and if you have a product that meets their demands, if you advertise it to them efficiently and consistently, and if you adopt a sales policy that convinces them you are working for their interests as well as your own, there is every reason why you should meet with quick success.

SYSTEMS BOND

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



The Needed Punch

If your letters are appealing but lack the needed punch that will make them impressive and give them more actual pulling power, perhaps the fault lies in your letterhead.

SYSTEMS BOND will give your letters a better appearance and give your sales message every chance to win.

Standardize on SYSTEMS BOND—the unvarying paper—for your letterheads. It is available everywhere. All printers know it. Your printer can get it for you or a request on your letterhead will bring samples.

Eastern Manufacturing Company

General Sales Offices:

501 Fifth Avenue

New York

Mills at Bangor and Lincoln, Maine

Maxwell With Ingeneria Internacional

Clair Maxwell, who, for the last four years has represented *Factory in the West*, has become Cleveland representative of *Ingeneria Internacional*, the engineering journal published in Spanish by the McGraw-Hill Company. Mr. Maxwell is the brother of Lee Maxwell, vice-president and general manager of the Crowell Publishing Company.

Westinghouse Man Becomes Sales Manager

R. B. Harvey, manager of the Farming Section, Industrial Department, Westinghouse Electric and Manufacturing Company, has resigned to become sales manager of the Lutscher-Lite Corporation of Grand Rapids, Michigan.

Agency Man With Dallas "Journal"

Henry Ely, who until recently has been doing advertising agency work in Dallas, Texas, has joined the display advertising department of the *Dallas Journal*.

A. D. Rahn With Ethridge Co.

A. D. Rahn, color artist, has been placed upon the staff of the Ethridge Association of Artists.

Assistant Succeeds Advertising Manager

Raymond Olson has resigned as advertising manager of the Modesto *Evening News*, a newspaper published daily at Modesto, Cal. He is succeeded by G. L. Bradt, who has been assistant advertising manager of the publication.

Netzorg with Long-Costello

C. S. Netzorg, formerly advertising manager of Heath & Milligan Co., Chicago paint makers, is now with the advertising agency of Long-Costello, Inc. in that city.

F. A. Farrar, who is advertising director for a combination of paint companies centered around Chicago, has taken over Mr. Netzorg's work.

Bently Directs Shakespeare Advertising

J. W. Bently, formerly advertising manager of Kalamazoo Corset Company and more recently associated with the Bush Terminal Company of New York City, has been appointed sales and advertising manager for The Shakespeare Company, Kalamazoo, Mich., manufacturers of rods, reels and lines.

Truck Sales Managers to Elect

The Motor Truck Sales Managers' Association has announced that its annual meeting will be held in Detroit, November 18 and 19, at which time new officers will be elected.

Barnhill to Play for Championship

W. Roy Barnhill, publishers' representative, will meet A. C. Perry, on Sunday, October 3, to decide the championship of the Fox Hills Golf Club. Mr. Barnhill and Mr. Perry were the victors of the tourney played last Sunday.

M. B. Malone Buys for Sinclair Refining

M. B. Malone, effective October 1, was appointed purchasing agent for the Sinclair Refining Company.

Wisconsin Daily Appoints Representatives

The Wausau, Wis., *Daily Record-Herald*, published by J. L. Sturtevant, has appointed Hamilton-De Lisser, Inc., 347 Fifth Avenue, New York, as its eastern representative.

Joins San Francisco "Examiner"

Lynn C. Simpson, who a year ago sold his interests in the Sacramento *Union* and resigned as its managing editor, has taken a position with the San Francisco *Examiner*. Mr. Simpson was connected with the San Francisco *Chronicle* for twenty years before his association with the Sacramento *Union*.

Tallant With McGraw-Hill on Pacific Coast

C. H. Tallant, formerly advertising manager of the Pelton Water Wheel Company, has become the San Francisco office manager of the McGraw-Hill Company, New York. He will also act as assistant Pacific Coast manager for the McGraw-Hill Company. The establishment of an advertising service department is now being arranged at the San Francisco office.

"Sun Herald" Advertising Staff Dines

Members of the advertising staff of the *Sun* and *New York Herald*, now to be known as the *New York Herald*, at the Hotel Breslin last week, held a get-together at which Frank A. Munsey and Erman J. Ridgway, business manager of the *Sun* and *New York Herald*, were guests of honor.

McCrory Sales Gain \$1,556,037

McCrory Stores reports sales for August amounted to \$1,150,321, an increase of \$177,340 over the same month last year. From Jan. 1 to date \$8,497,229, an increase of \$1,566,037.

Printing Co. Appoints Advertising Head

The Milwaukee Printing Company, which makes a specialty of supplying manufacturing confectioners with their printing needs, has appointed Roy E. Hansen as advertising manager. An advertising campaign consisting of colored inserts is now being used in business papers.

Editor, "The International Studio" Dies

William H. de Beau Nelson, for the last eight years, editor of the *International Studio*, died Monday morning in the Union Hospital, New York, after a short illness.

Franklin Weston Dies

Franklin Weston, who for twenty-two years was president of the Bryon Weston Paper Company until last February when he retired, died at his home in Pittsfield, Mass., Sunday in his fifty-fifth year.

A New Hotel Publication

The Southern Hotel and Restaurant News, to be published monthly by the Hotelman Publishing Company, 130 Exchange Place, New Orleans, has made its appearance in the South.

New "Iron Age" Book

The Iron Age, to help visualize the purchasing power of some of its subscribers, has issued, in its third edition, "The Purchasing Power of the Metal Working Industries," an attractive book of 128 pages. The plants of 117 concerns, whose executives read the *Iron Age*, are depicted, with a description and the annual consumption of raw materials by each plant. The book also contains circulations facts and a list of plants appearing in the buying unit series but not illustrated in the volume.

WHAT DOES "JOBBER INFLUENCE" OF A NEWSPAPER MEAN?



Hardware Buying in Six States Influenced by News Advertising

The Indianapolis hardware radius extends into six states. Though the circulation radius of *The News* is practically confined to Indiana, *The News*, without question, influences sales in these six states.

The importance of Indianapolis as a distributing point for hardware is evidenced in the fact that one of the hardware jobbers travels seventy-six men. There are four large hardware jobbing houses and of course quite a number of smaller ones. The sales of the four large houses in 1919 approximated \$20,000,000. If you want to talk advertising in the terms that the heads of these wholesale houses will understand, you must talk to them about advertising in *The News*. It's *their* paper.

Send for booklet "Seven Studies in Distribution". It will interest you.

The Indianapolis News

First in America in National Advertising 6 Days a Week

New York Office:
DAN A. CARROLL
Tribune Building

FRANK T. CAREW
Advertising Manager

Chicago Office:
E. F. LEWIS
Trust National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

Minnesota Doubtful in Politics, But Reliable as a Steady Market

Grain, Ore and Lumber, Fertile Lands and Prosperous Industries Give the Northwest Means to Satisfy Its Needs in Nationally Advertised Goods

MINNESOTA—"doubtful" state in presidential elections—has never been doubtful as a market for nationally advertised goods. With its two great warehousing, manufacturing and distributing centers, Minneapolis and St. Paul, its grain and ore port, Duluth, and its many fair-to-middling-in-size but mighty-good-in-buying-power smaller cities like Winoona, St. Cloud, Stillwater, Little Falls, Faribault, Red Wing, Albert Lee and New Ulm, it offers an unusually attractive market to merchandisers.

Rich in the variety of resources and in its products—agricultural and manufactured—it has developed a prosperous citizenry that may always be counted on to support a well planned campaign pushing a worth while commodity.

THE MINING COMMUNITY

Making a preliminary examination of the mineral, agricultural and manufacturing output of Minnesota, we find that it has been developing rapidly in the last few years. Today, for example, it is turning out two-thirds of the iron ore marketed in the United States. The mining industries, again, give employment to more than 300,000 persons, who labor to produce an annual volume of more than 20,000,000 tons. This ensures the merchandiser a single homogeneous group of prospects with like wants and a like spending power as large as the present population of Ramsey County, the county which contains the state capital of St. Paul.

Constant development is most marked in agricultural Minnesota. The soil is fertile and two-thirds of it is adapted to the cultivation of cereals and general farm produce. At present little more than one-third is under cultivation, but a large scale drainage work now being carried on in the northern part of the state is making millions of new acres suitable for agricultural purposes.

Minnesota's largest and most valuable crop is wheat, for which its soil is peculiarly adapted. Instances are known where wheat has been produced for twenty-five years on the same land and that land still continues to yield average crops. Corn is grown throughout the state and

much wool is produced in the southwest. Minnesota exports maple sugar, cattle, horses and swine. Pork packing is an important industry. In 1918 Minnesota ranked first among the states of the Union in the production of barley, second in flaxseed, and potatoes, third in wheat, rye and oats, fifth in corn. The value of the 1918 crops was \$592,545,000. This total came from 79,710,000 bushels of wheat, 134,502 bushels of oats, 110,000,000 bushels of corn, 32,760,000 bushels of potatoes, 43,400,000 bushels of barley, 8,700,000 bushels of rye, and 3,120,000 bushels of flaxseed. The state also holds a very high place in the nation's production of dairy products and its dairy industry is a growing one.

FARM PROSPERITY

The old Northwest knows the Minnesota farmers as unusually prosperous citizens and unusually good, though canny, spenders. A great proportion of the 228,000 automobiles owned in Minnesota at the beginning of this year were owned by the farmers. In no agricultural section of America has the sale of automobiles been more rapid.

Commenting upon present prospects in the farm trade, Edward Barr, Marketing Extension Editor of *The Farmer*, published in St. Paul, said recently:

"Farmers of the Northwest supply food badly needed in the world and they are in a position to profit handsomely on their 1920 effort. An optimistic note was sounded by many of the Northwest dealers who attended the Minnesota State Fair in September. The spirit of 'We're bound to prosper' was reflected among all the crowds at the fair, dealer and consumer alike. They have been liberal with their money and keen for money-making ideas."

The same prosperity and, moreover, the same steadiness is reflected in the cities. Manufactures are rapidly increasing in number and value. As long ago as 1910 Minnesota manufactures amounted to over \$400,000,000 annually. The leading branches are flour and grist mill products, in which the state has held first place for many years, producing over one-fifth of the country's total output of

wheat and flour. Lumber (1,220,000,000 feet in 1916) and wooden ware, carriages, furniture and cooperage, are other leading lines, while boots and shoes, bricks, leather, lime saddlery and woolen goods are also manufactured extensively. Another source of revenue of which one does not often hear is the fishing industry in Lake Superior, which yields large catches of whitish and lake trout.

THE "TWIN CITIES"

Minnesota is primarily a state of small, prosperous agricultural communities and this fact should be kept well in the mental foreground of the advertising manager or sales manager in approaching its market. At the same time, there are three highly productive local markets presented in the Twin Cities and Duluth, through which, also, the rural market is served.

Minneapolis with a population of about 400,000 is the center of distribution for the Northwest, 400,000 cars of freight being handled each year. It has a large shipping trade and claims the distinction of being the greatest grain market of the world. Flour and lumber are its leading lines of manufactures. It turns out 17,000,000 barrels of flour annually, the annual value of all its products amounting to about \$190,000,000.

Minneapolis is the hub of the Northwest. Tapping this land of plenty are nine railroad systems, and 24 lines operating into Minneapolis. Minneapolis is a city of homes. Statistics for July 1, 1916, show that it had about 65,200 homes, with about 88,000 families. It is a city of distributed prosperity. There are no slums. Its banks cleared \$2,263,056,000 in 1919.

St. Paul, the other one of the famous "twins," with a population of more than 250,000, is an economic center of high importance to the Northwest. A distribution point for rail and water shipping; a manufacturing city where the raw materials brought in from the north and west are made up to go out as trade-marked commodities to the east and south; a leading packing, shoe manufacturing, fur, confectionary, milling, printing and publishing headquarter-

Short Talks to Advertisers



NUMBER
FIVE

The "Art" of Composing Type

The natural laws pertaining to artistic arrangement of whites, grays and blacks in a *page* apply with equal force to the individual words.

Spacing between the letters of a word lessens its strength of tone—the wider the spacing, the "grayer" the word.

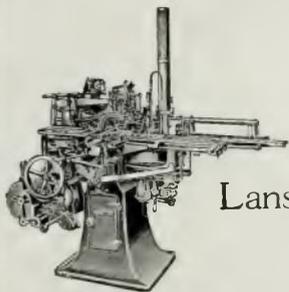
Printing ink makers are ever striving for a "dense" black. Their efforts are fruitless on a type page if the page is "grayed" by the dissemination of white space between the letters.

The concentration of solids and white space produces contrast of color—enhances beauty and invests with appeal.

There is but one composing machine whose product has strong contrast of color—the Monotype.

Ask your printer!

- Talk No. 1 —Getting Your Message Across
- Talk No. 2 —Single Types
- Talk No. 3 —"Motor Habits" in Reading
- Talk No. 4 —Alignment
- Talk No. 5 —The "Art" of Composing Type
- Talk No. 6 —Ben Franklin and the Monotype



Lanston Monotype Machine Company

PHILADELPHIA

NEW YORK
CHICAGO

BOSTON
TORONTO

Monotype Company of California, SAN FRANCISCO

289

ters; the third largest millinery jobbing center in the United States; a grocery and dry goods jobbing city. St. Paul has an individuality and an importance that make it necessary to consider it by itself and not just as a "twin."

MINNESOTA PUBLICATIONS

The third of the Minnesota trio of big cities is Duluth on Lake Superior, the port of the north, city of grain elevators, ore docks, blast furnaces and steel manufactures. Duluth has 91,000 people, many of whom, as is the case with the populations of Minneapolis and St. Paul, are of Scandinavian and Finnish origin.

Minnesota publishes 761 newspapers and periodicals, according to Ayer's American Newspaper Annual and Directory, to carry the merchant's message through the Northwest. Of these 45 are daily, 10 semi-weekly, 622 weekly, 63 monthly. They are published in 451 towns. The heaviest daily circulations are, of course, held by the Minneapolis and St. Paul papers, the chief of which are the *Tribune*, *Journal*, *News*, and *Tidende* (Norwegian) in Minneapolis; and the *Dispatch*, *News*, *Pioneer Press* and *Volkszeitung* (German) in St. Paul. Duluth publishes the *Herald*, the *News-Tribune* and *Päivälehti* (Finnish). Some of the other dailies of the state are the *Winona Republican-Herald*, *St. Cloud Journal Press*, *Red Wing Republican*, *Mankato Free Press and Review*, *Albert Lea Tribune*, and *Bemidji Pioneer*.

Minneapolis and St. Paul publish several good trade and class publications. Among the larger agricultural journals are *Farm*, *Stock and Home*, *Country Grain Shipper*, *Northern Alfalfa Journal*, *Northwest Farmstead*, *Rural American*, published in Minneapolis and the *Rural Weekly*, *Deutsche Farmer* (German), *Farmer*, *Farmer's Wife*, *Farmer's Dispatch*, *Nonpartisan Leader* and *Poultry Herald*, published in St. Paul.

Curtiss Co. Sold to C. M. Keys

The Willys-Overland Corporation has sold control of the Curtiss Aeroplane and Motor Corporation to C. M. Keys, vice-president of the Curtiss company.

In the balance sheet of Dec. 31 of last year the firm's plant is valued at \$6,645,248 and good-will at \$2,297,280. Inventory at that time amounted to \$2,883,718. Gross sales in 1919 were \$11,805,868 and the surplus for the year, before deduction of Federal taxes, was \$1,039,970.

Wisconsin—An Expanding Market; It "Listens" to Advertising

Rise of Many New Manufacturing Industries and Prosperity of Farmers in the Badger State Are Incentives to National Advertisers

ONLY twenty-fifth in area and thirteenth in population rank among the states of the Union, Wisconsin, lying at the upper edge of the old Northwestern Territory, has climbed in the scale in other respects until to-day she stands first in the production of dairy products and ninth in the value of its manufactured products. These two facts speak for the progress and industry of the Badger folk whether on the farm or in the city.

EIGHTEEN CITIES 10,000

There were in Wisconsin at the last estimate 2,446,716 persons, which is a smaller number than in twenty-six of the states she has passed in manufacturing importance. Of this number, 500,000 are wage earners. Eighteen cities in Wisconsin have a population of 10,000 or more. In order of their industrial importance of 1914 they are Milwaukee, Racine, Kenosha, Sheboygan, La Crosse, Oshkosh, Superior, Manitowoc, Appleton, Wausau, Beloit, Green Bay, Eau Claire, Fond du Lac, Madison, Janesville, Marinette, and Ashland. The order for 1920 may be said, without complete data, to show little change. Green Bay has probably moved ahead several places; Janesville has gained on Beloit; the first three places are the same.

Leading among the industries that have prospered the cities of the Badger State is that devoted to the turning out of foundry and machine shop products. It employs nearly 30,000 workers and has an annual production value of in excess of \$60,000,000. It has risen above the lumber industry in importance, though the latter stood long in first place. Wisconsin still leads the lake states in the lumber industry. Her 1916 output was 1,600,000,000 feet. The manufactures of furniture, wagons, and other goods made wholly, or in great part, of wood are of immense importance. So are those of agricultural implements, leather brooms, and, centering around Milwaukee, cotton and woolen goods, nails, paper, steel rails and merchant iron.

The best way to test a State's strength is to compare it with other states. Comparisons show that Wisconsin's industries bring her up to the first place in the Union in the production of butter, cheese, horse clothing, malt, mats and matting; second in the production of agricultural implements; third in the production of leather gloves, lime, and refrigerators; fourth in the manufacture of automobiles, boot and shoe findings, paper and wall paper and dairyman's, poultry keeper's and apiarist's supplies; fifth for wooden boxes; sixth in automobile parts, fruit, vegetables and furniture; seventh in confectionary, lumber and flavoring extract.

FIRST IN DAIRY PRODUCTS

Farm products are shown to count heavily among those bringing the state forward in rank. Wisconsin produces wheat, corn, rye, oats, barley, and potatoes all in large quantities, especially oats, of which the 1918 crop reached 110,162,000 bushels. The surpassing importance of the Badger State's dairy products is indicated by figures showing that there are 1,803,000 dairy cows in the state, making an average of nine to a farm, 1,005 creameries and 46 per cent of the country's cheese factories. More than 84,000 farmers supply the creameries and 40,000 the cheese factories.

There were in 1910, 177,127 farms in Wisconsin, comprising 21,060,000 acres and having a total value of \$1,413,118,000. Farm property is steadily rising in value. The latest official statistics, those for 1919, showed that 151,000 of Wisconsin's farms were operated by their owners, the remainder being operated by tenants. The proportion of owners has grown heavily since 1910.

BANK DEPOSITS INCREASE

Along with all the other states of the Union, Wisconsin has been prospering in the last decade and especially in the last half decade. During the war, while the boys of the Badger State were fighting gallantly in the Rainbow and the Thirty-second divisions, their fath-

ers at home contributed heavily to America's output in war materials. When the war closed, the shift to peace production was made with a minimum of hardship for investor and worker. Between the close of 1914 and the close of 1918 bank deposits jumped from \$192,390,711 to \$247,133,883, an increase of \$55,000,000 in round numbers. One of the surest signs of prosperity is the increase in capital investment. Wisconsin's industries have expanded consistently. Incidentally, there has been a significant shift in late years in the proportion of capital invested in different classes of industry—a shift indicating that Wisconsin has turned from the more primary production and industry to the fabrication of products. The decline in importance of the lumber industry and its accompaniment by a rise in the importance of secondary industries connected with lumbering—such as furniture and carriage making exemplifies this change. In the same way, the State's iron industry has gradually changed from what was originally the production of pig iron to the manufacture of the thousand and one different commodities into which iron and steel are made.

Wisconsin is a changing state, a developing market. Rising out of an agricultural and lumbering past it looks forward to an industrial future. Its people are finding new needs and, being prosperous, are satisfying them. It has been established time after time that they are unusually receptive to advertising. Wisconsin newspapers and periodicals offer excellent service to national advertisers campaigning in the Badger States.

There are 593 newspapers and periodicals in Wisconsin. *Ayer's American Newspaper Annual and Directory* tells us, 57 of which are daily, 454 weekly, 59 monthly. They are published in 320 places.

THE ADVERTISING MEDIUMS

The largest daily newspaper circulations, of course, are those of the lake port of Milwaukee, one of the great grain markets of the world. Milwaukee's wheat shipments are over 9,000,000 bushels annually. Sometimes called "the Pittsburg of the West," its steel output in 1919 ran close to \$200,000,000. It is strategically situated on Lake Michigan and has docking and railroad facilities that make it an ideal distribution point for the State. Its population is about 420,000. Milwaukee's trade territory

is the whole State, especially the eastern and southern part. Its chief newspapers are the *Journal*, (evening) the *Sentinel* (morning) and the *Wisconsin News* (evening). The *Herold* serves the large German-speaking population while the *Kuryer Polski* goes to those whose native tongue is Polish.

Madison, the state capital, a prosperous manufacturing center of 77,435 population, 83 per cent native, located in the southern part of the state has the *Wisconsin State Journal*, the *Capital Times* and the *Democrat*. Superior, up in the northwestern corner of Wisconsin, across the bay from Duluth, and ore and grain port, serves a large trade territory through the *Telegram* and *Tyomies*, a Finnish paper with a very large circulation. Other merchandising points of significance and their daily newspapers are Oshkosh, the *Northwestern*; La Crosse, the *Tribune* and *Leader-Press*; Green Bay, the *Press Gazette*; Janesville, the *Gazette and News*; Manitowoc, the *Herald-News*; Sheboygan, the *Press and Telegram*; Kenosha, the *Herald and News*; and Wausau, the *Record-Herald*; Beloit, the *News*; and Fond du Lac, the *Commonwealth and Reporter*.

Wisconsin farmers can read farm papers published in their own state in English, German, Polish, and Finnish. These include *Hoard's Dairyman*, published in Fort Atkinson; the *Wisconsin Farmer*, and *American Thresherman and Farm Power*, published in Madison; *Wisconsin Agriculturalist*, published in Sheboygan; *Landmann* (German) published in Milwaukee; *Geflugel-Zuchter* (German), published in Hamburg; *Rolnik* (Polish) and *Pelto ja Koti* (Finnish). Milwaukee has some class publications.

In short, the Wisconsin field is well covered by publications qualified to carry the advertiser's message to the Wisconsin consumer.

Interpreted Advertising Slogan Literally

O'Brien-Hobart-Perrin, who have used the catch line, "Call us before you call the fire department," says the *Kansas City Journal*, received a call the other day, the excited feminine voice at the other end stating that she had a fire, and that she had called up to find out what to do, and if it was "all right to call the fire department now."

Spain Appoints "National Chronicler"

Jose Ortega Nunilla, prominent Spanish journalist and former director of *El Imparcial*, has been awarded the title of "National Chronicler," which is akin to that of Literary Laureate.

Coast Advertising Association Elects

The newly formed California Advertising-Service Association has elected the following officers: A. C. Smith, Los Angeles, president; K. L. Hamman, Oakland, and C. R. Stewart, Los Angeles, vice-presidents; T. J. McCarthy, Los Angeles, secretary-treasurer; Emil Brisacher and Theodore Watson, San Francisco, Dave Mathews, Stockton, Alvin Long, San Jose and E. M. Harrison, Los Angeles, constitute the members of the board of directors.

Membership in the association is confined to persons or firms engaged exclusively in advertising agency or service work.

Eng-worth Cigarettes Introduced

Larus & Brother Company, Richmond, Va., manufacturers of Edgeworth tobacco, has introduced through the Reed Tobacco Co., the cigarette making branch of the business, a new cigarette called Edgeworth. The new smoke was first introduced in New England after several different blends had been submitted to hundreds of smokers and after many months of such tests. The color scheme and general design of the Edgeworth smoking tobacco package is followed in the new cigarette label and carton. Advertising is now appearing in magazines reaching the tobacco trade.

Todd Protograph Adds Frazer

J. W. Frazer has been made assistant editor of the *Todd Protograph "Weekly Bulletin"*, published by the sales department of the *Todd Protograph Company*, Rochester, N. Y. With Mr. Frazer, the editorial board now consists of George W. Lee, sales manager, and S. J. Foote, editor.

Conveyer Company Changes Name

The American Steam Conveyer Corporation, of Chicago, due to the addition of new lines of business, including a machine shop at South Bend, Indiana, has changed its corporate name to the Conveyors Corporation of America.

Cincinnati Publications Delayed

On account of a labor disagreement between employers and employees in the Cincinnati printing industry, resulting in the suspension of operations in the press-rooms of every large printing plant in the city, issues of many publications have been delayed, and several have been taken out of the city to be printed elsewhere.

Children of School Age

There are 27,686,476 children of school age, between five and eighteen years, in the United States.

Gary Truck Sales

Total sales of the Gary Motor Truck Co., Gary, Ind., for the fiscal year ended August 31, were \$2,310,331, on which were returned net profits of \$219,269.

Safety Razor Foreign Rights Transferred

George L. Storm, chairman, announced this week that the members of the Board of Directors of the American Safety Razor Corporation have voted to transfer all the foreign assets and rights to use automatic machinery, titles, trademarks and copyrights to the American Safety Razor Export Corporation, whose entire stock is owned by the American Safety Razor Corporation.

Curtis Buys Philadelphia "Press"

Cyrus H. K. Curtis has purchased the Philadelphia *Press* from Rodman Wanamaker, and although a telegraphic report from John C. Martin states that the transaction has not been completely consummated, it is understood that Mr. Curtis plans to consolidate the *Press* with the *Public Ledger*.

The *Press* is the third newspaper to have been absorbed by the Curtis interests since the *Public Ledger* was acquired by Mr. Curtis in 1913. The Philadelphia *Times* was taken possession of in September, 1914, in order to start the *Evening Public Ledger*. The *Evening Telegraph* was bought in June, 1918.

John W. Forney established the Philadelphia *Press* August 1, 1857, and made it one of the leading newspapers of the city. Calvin Wells took over the paper, which issues mornings and on Sunday, in 1877. Charles Emory Smith became its editor in 1880.

J. Roland Kay Co. Expands—To Occupy Entire Building

The J. Roland Kay Company on or before October 15, will occupy an entire building on Erie street, Chicago, a half block from North Michigan Boulevard. This agency which specializes in foreign advertising had the building especially constructed for its purposes. In order to insure drawings suitable to each country, the company will maintain its own art department, and will have it closely coordinated with the copy department. Copy for any particular country will be written by natives from that land.

This unique organization was founded in 1903 by J. Roland Kay, the present head. The firm did not function to any great extent until the next year, for foreign advertising was practically unknown. The first account secured by the firm was the foreign advertising of Fairbanks-Morse & Company. The first orders were given to Mr. Kay by Allen R. Rea, manager of the Foreign Department of Fairbanks-Morse & Company.

Today, the J. Roland Kay Company is taking care of the foreign advertising interests of such well known firms as: The Remington Arms UMC Co., Yale & Towne Mfg. Company, U. S. Rubber Co., Willys-Overland, Inc., The Crane Company, Beaver Board Companies, Champion Spark Plug Co., Certain-teed Products Corp., The Simmons Company, J. I. Case T. M. Co., and other manufacturers.

Offices are maintained in London, Paris, Sydney and Tokyo. Several years ago in order to take care of the advertising appearing in European countries, a French organization known as the Société de Publicité, Jegu, Haddon et Roland Kay was established. Later, after being confronted with difficulty in conducting advertising campaigns in Japan, the firm of J. Roland Kay (Far East) Company, was organized. J. Russell Kennedy, who has been in Japan for sixteen years, is the head of this branch. In Australia, offices have been operated for many years, and at present the Kay organization is preparing to send a man there for a five-year stay. He has been at the head office for the last twelve years.

H-O Company Starts House Organ

The H-O Company of Buffalo, N. Y., manufacturers of breakfast foods, has issued the first number of a monthly house organ named *The H-O Force*.

The *H-O Force* is to be distributed

among the employes of the company. The principal object will be to sell the house to the employes and particularly to keep the selling force acquainted with all developments in the business.

Joins Simmons-Boardman Company

W. C. White, formerly with the Federal Shipbuilding Corporation, Kearney, N. J., has joined the copy service staff of the Simmons-Boardman Publishing Co., specializing on their marine publications, *Shipbuilding Cyclopaedia* and *Marine Engineering*.

Mr. White's experience in shipbuilding covers a period of several years. Recently he was an assistant in charge of hull construction.

Triangle Service Located

Triangle Service Inc., a new corporation in the advertising agency field recently announced in this magazine, has opened offices at 1133 Broadway, New York City.

S. Chas. Blumenstock is president. Mr. Blumenstock was formerly publicity director of A. I. Namm & Son, the Brooklyn department store.

Abner J. Rubin, vice-president of the new agency, was formerly account executive with Irwin Jordan Rose.

New Business for Kobbe

Inecto, Inc., manufacturer of Inecto Rapid, a new principle in hair coloring, has placed the handling of its advertising with Philip Kobbe Company, Inc., New York. Inecto, which is established in England and Europe, is planning a general campaign through its American office to introduce the product in the United States.

Appointed Bridgeton, N. J., "News" Representative

Payne, Burns & Smith, Inc., New York, has been appointed the eastern foreign representative of the Bridgeton, N. J., *News*, and G. Logan Payne Co., Chicago, has been made western representative.

W. R. Harvey with "Industrial Power"

W. R. Harvey has joined *Industrial Power*, Chicago, as Western Advertising Manager, with headquarters there. For the past five years Mr. Harvey has been a representative of *Literary Digest* in the Chicago territory. Previously he was with Cutler-Hammer as a sales engineer.

Direct Mail Convention Plans

Fred W. Gage, treasurer of the United Typothetae of America, will tell "Where the Printer Can Help the Direct Advertiser and House Organ Publisher—and especially What the U. T. A. means to D. M. A. Members as well as to all Printing Buyers."

The Hon. J. C. Koons, First Assistant Postmaster General, representing the great government organization that makes direct advertising possible, will talk on "The Postal Situation—its Message to Direct-by-Mail Advertisers."

As for users of Direct-by-Mail Ad-

vertising such experts as Martin L. Pierce, merchandising manager of the Hoover Suction Sweeper Company; F. Lynn Summer, vice-president of the Woman's Institute of Domestic Arts and Sciences, Scranton, Pa. and W. S. Ashby, advertising manager of the Western Clock Company and a score of others are to talk real experiences and are to give actual facts and figures in regard to their work.

The annual Swap-Fest is to be one of the feature events of the program. Several prizes will be awarded to the winners of this novel contest by three judges who are to be appointed by the President of the Association. The keynote of this particular session is:

"You have a dollar

'I have a dollar

'We swap

'Now each has a dollar

'You have AN IDEA

'I have an idea

'We swap

'Now each has TWO IDEAS."

The "idea" as the official program says "is something you have found out by observation or experience in mental, mechanical, or strategic angles of direct advertising, house organs or circular letters." It must in their opinion be told briefly, the judges will favor the briefest where two ideas are of equal merit. In no event will over four minutes be allowed any one speaker and no speaker may take the floor a second time until all others who desire have spoken.

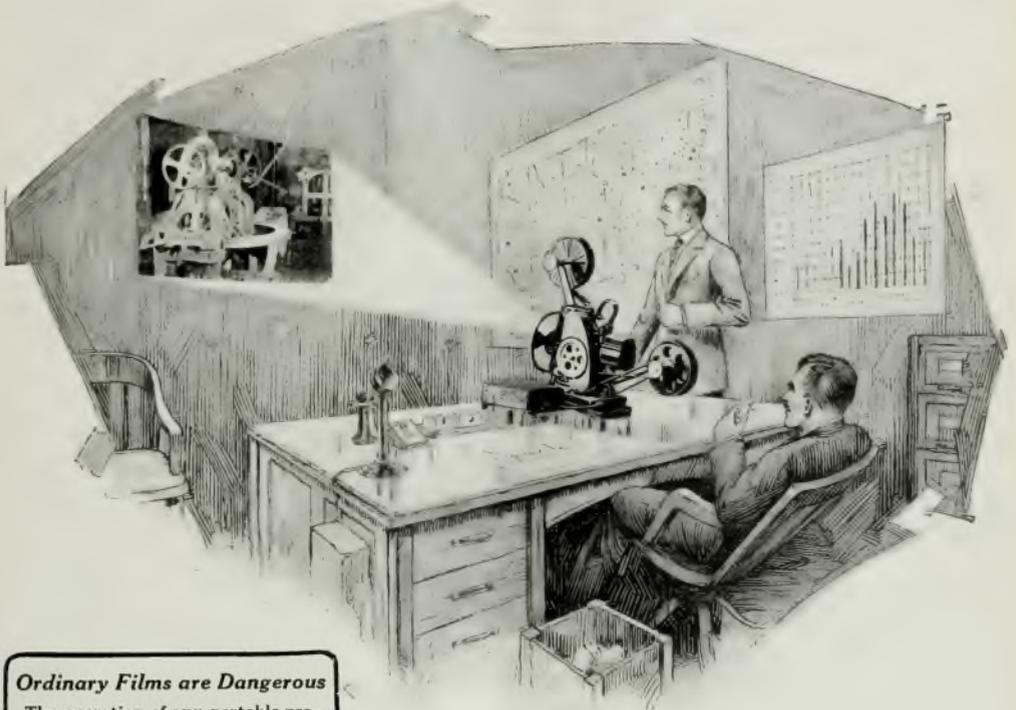
To the organization having the largest percentage of attendance at the convention based on population, the American Writing Paper Company, Holyoke, Mass., will present a trophy.

Joseph Meadon, General Manager of the Franklin Press of Detroit, and General Chairman of the Detroit Committee in connection with the convention, has announced that his organization is completed and will be composed of the following gentlemen:

Gordon L. MacEdward, of Walker & Co., will be vice-chairman, and together with Elmer P. Grierson, advertising manager of the Sprague Publishing Co., will have charge of all finances. Joseph B. Mills, of J. L. Hudson Co., is chairman of the entertainment committee; Joseph Remethy, of the Chope Stevens Paper Co., is chairman of the committee on exhibits; A. E. Winter, of Evans-Winter-Hebb Co., is chairman of the committee on arrangements; W. A. Ratigan of Braum Lumber Co., is chairman of publicity, working in co-operation with the Association's Publicity Committee; Ward Govett of R. I. Polk & Co., is chairman of the registration and reception committee. Charles Koethen of J. L. Hudson Co., is chairman of the invitation committee, and L. J. Brubaker of the Board of Commerce of Detroit will act as Secretary of the General Committee.

Wisconsin Newspaper Meet Postponed

The annual meeting of the Wisconsin Daily Newspaper League scheduled to have been held at Kenosha, Wis., Sept. 28, has been postponed to October 18. Election of officers will be held and the first report of the new Milwaukee representative, J. W. Martin, will be heard. The League is considering the opening of a main office at Milwaukee. The League, which was organized twelve years ago, has been a marked success.



Ordinary Films are Dangerous
 The operation of any portable projector using ordinary inflammable films without a fire proof enclosing booth is prohibited by State, Municipal and Insurance restrictions and the violator is liable to severe penalties.

THE NEW PREMIER
Pathéscope
 Flickerless SAFETY STANDARD Motion Picture Projector

Business Men THINK in Pictures

WHY does the sales manager dot his map to show distributing points and the movements of his salesmen?

Why does the factory manager govern production by a planning board?

Why does the auditor, accountant or comptroller watch the finances and credits on graphic charts?

Why do business executives in every function use graphs and charts and maps?

Because they can visualize financial and operating conditions more concretely—the graphic presentation of facts assists clear thinking.

Now the most progressive concerns are beginning to apply the same principle to sales work. They find that a prospect can more clearly grasp and visualize a sales story when it is placed before him picturized. Facts leap out in pictures—convincingly driving home points that would often take

hours of talking—and then might not be credited. Buyers are very prone to discount a verbal claim—but it's hard to doubt a photograph. Words may be only words—but photographs—living, moving pictures of your proposition in action—get into a prospect's consciousness—compel acceptance.

There's a mighty strong reason why such concerns as these use New Premier Pathéscopes in their sales work.

- American Mutual Liability Insurance Co.
- Baldwin Locomotive Works.
- Boston Woven Hose & Rubber Co.
- Delco Company
- Diamond Match Company
- General Electric Company
- International Correspondence Schools
- International Harvester Company
- National Cash Register Company
- Otis Elevator Company
- and many others

Ordinary films are dangerous and should

be used only in a fire-proof enclosing booth and by a licensed operator. But the use of "Safety Standard" films in the Pathéscope projector creates an element of safety that frees your prospect's mind from all thought of fire hazard.

Any of your men can operate a New Premier anytime, anywhere. No special operator is needed. No fire-proof booth is required—the Underwriters' Laboratories have set their seal of approval on the Pathéscope projector and the "Safety Standard" film. Operates on any electric light current, from a storage battery, or even by a hand generator.

The New Premier Pathéscope weighs only 23 pounds and can be carried in a small suitcase.

Have a demonstration and be convinced.



The Pathéscope Co., of America, Inc.

Willard B. Cook, President

Suite 1826 Aeolian Hall, New York City.

Agencies in Principal Cities.

Nebraska and the "Omaha Empire"

Facts and Figures That Demonstrate Their
Buying Power, With Data to Guide Those
Seeking to Advertise and to Sell to Them

By ARTHUR THOMAS

Publicity Director, Omaha Chamber of Commerce

THE MAIN thing for the advertiser or the sales manager to know about Nebraska is that it is an agricultural state, producing annually almost a billion dollars worth of farm and live stock

products. There is no other production from the soil, except potash (in which Nebraska leads the Nation) and a limited amount of clay products and cement. While Omaha is the leading city of the country in

the production of pig lead, the ore is shipped in from other states.

Nebraska cannot be considered as a complete sales unit. For most lines it should be considered as a part of the sales unit called the "Omaha empire" or the Omaha trade territory.

HOW TO COVER THE TERRITORY

The territory covered by this unit will vary for some lines but, on the whole, may be said to consist of the state of Nebraska, the western half of Iowa, the southern half of South Dakota, the state of Wyoming and parts of Colorado, Montana and states west.

The following are a few examples of the territory commonly covered out of Omaha:

United States Rubber Company—Nebraska, the Dakotas, Montana, Idaho, Wyoming, Utah, Colorado, Kansas, Oklahoma, and parts of Iowa, Minnesota, and Oregon.

Sherwin-Williams Company—Nebraska, Wyoming, Colorado and parts of Iowa, Minnesota, and South Dakota.

John Deere Plow Company—Nebraska, Wyoming and parts of Iowa and South Dakota.

Western Electric Company—Nebraska, Iowa, Minnesota, the Dakotas and part of Wyoming.

The United States Federal Land Bank headquarters at Omaha covers Nebraska, Iowa, South Dakota and Wyoming.

With the exception of a few large cities, most of the population of Nebraska is located on the farms. The first ten cities in order of population importance are, according to the 1920 census: Omaha (191,601), Lincoln (54,934), Grand Island (13,900), Hastings (11,647), North Platte (10,466), Beatrice, Fremont, Norfolk, Kearney and Scotts Bluff; the latter five all having populations between 6,000 and 10,000. All the above cities have much larger trading territories than their population figures would indicate. The population of Nebraska in 1910 was 1,192,214, including 265,549 families on a basis of 4.5 persons to a family.

FARM VALUES

Here are some interesting comparisons: In the United States in

Try it out in Representative Milwaukee

Stability:

Distribution, copy that *pulls*, profitable results, steadily increasing sales—stability in a stable market—is secured at a minimum cost in Milwaukee, with the exclusive use of a single newspaper.

Because 4 out of every 5 English-speaking families in Milwaukee read the JOURNAL every day. The JOURNAL is their Buying Guide.

Your message in the JOURNAL guarantees you and your product as *right* to nearly all of Milwaukee. And it does it at one cost because no other medium is needed to establish your merchandise in this rich, progressive market.

Write today, without obligation, for interesting information of the Milwaukee Market in direct relation to your product.

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives

New York

Chicago

1910 the proportion of rural population to the total was 53.7 per cent. In Nebraska it was 73.9 per cent. This was a higher percentage of rural population than in Iowa, Kansas, Missouri, or Minnesota, but lower than in the Dakotas. The percentage of native whites in the United States was 74.4 while in Nebraska it was 84.2.

In 1910 the value of Nebraska's farms and farm property exceeded in value that of any other state except Illinois, Iowa and Texas. Nebraska is first in production of alfalfa, second in automobiles owned per capita, third in production of cattle, fourth in production of butter, wheat and live stock, fifth in production of corn, oats, hogs and sugar beets; and ninth in the value of all crops. There is considerable manufacturing in Nebraska, mainly from the raw materials furnished by the farms, the leading lines being packing, butter, flour and beet sugar. Omaha produces more butter than any other city in the United States.

Examination of the market possibilities of the first city of Nebraska furnishes some very interesting comparisons. Omaha, only thirty-fourth among the cities of United States in population, is fifteenth in bank clearings. Between 1910 and 1920, Omaha and Los Angeles were the only cities among the first fifty in the United States to advance as much as seven places in population rank. Only three other cities of Omaha's size or larger have grown faster than Omaha in the last ten years. They are Akron, Detroit and Los Angeles. Akron's growth was due to rubber, Detroit's to automobiles and Los Angeles' to tourists; but Omaha's growth was due merely to the agricultural development of its trade territory.

Omaha serves what I have called the "Omaha Empire." Let us examine some of the features that make it attractive to the manufacturer and distributor with goods to supply its nearly three million people.

THE "OMAHA EMPIRE"

Wealth—The per capita wealth of the United States is \$1,965; in the Omaha Empire it is \$3,953. The wealth of the territory is such as to make necessary one bank to every 1,456 people, whereas in the United States there is only one bank to every 3,666 people.

Crops—The per capita crop production in the United States the past ten years was \$81. In the Omaha Empire it was \$205.

Live Stock—The per capita live stock production of the United States the past ten years was \$66; in the Omaha Empire it was \$240.

Population—The population of the Omaha Empire is 2,950,000. It has a buying power based on per capita wealth, of 4,417,500 people. The population per square mile in the United States is 34.8; in the Omaha Empire it is 9.3.

Buying Power—The buying power of the inhabitants of the Omaha Empire is high because most of them are farmers who raise a great deal of their own food and sell their

products at high prices. They have more spending money than any other class in America. This is shown by the large percentage of auto ownership. In the United States there is one auto to every 18.3 people; in the Omaha Empire there is one auto to every 9.4 people.

Transportation—Omaha is the fourth railroad center in the United States with nine trunk lines and twenty-two branches. It has thirteen national automobile highways and is the half-way station on the New York to San Fran-

(Continued on page 39)

13,206 Savings Accounts for a City of 18,293 People That's Janesville, Wisconsin

Janesville, Wisconsin, census figures show a population of 18,293, an increase of 31.6%. Out of that population there are 13,206 savings accounts in the five banks of Janesville. This is an interesting statement because it has a very essential bearing on the purchasing power—equality of the citizens—and the general desirability of Janesville as a ground for the introduction of goods or increasing the sale of goods already in the Janesville market.

It is claimed that Janesville has the highest per capita bank deposits of any city in the state. The total bank deposits are \$10,004,821, which means that for every man, woman and child there are \$547.09 in the vaults of the banks. The average savings deposit is \$295.12. The same ratio of wealth is true of the balance of the Gazette territory.

The Janesville Daily Gazette is distributing over nine thousand copies daily; has a Service Department ready to co-operate with its advertisers, working in harmony to the end that goods advertised may move through the dealers' hands and out to the public with a minimum of resistance.

Goods advertised in the Gazette are given the use of our prominent display window at the time the campaign is on. Dealers are assisted when desired with window trims while the campaign is on.

Have you included Janesville, the fast growing city, now twenty thousand estimated population, in your Fall campaign?

Janesville Daily Gazette

JANESVILLE, WISCONSIN

M. C. WATSON,
286 Fifth Ave.,
New York City

A. W. ALLEN
1336 Peoples Gas Bldg.
Chicago, Ill.

EXPORT ADVERTISING and SELLING

A Department of Foreign Trade Extension Service

Under the Direction of

CYRIL H. TRIBE

Around the World on an Advertising Mission

Miss Helen A. Ballard Will Carry the Publicity Messages of U. S. Advertisers, Thus Reversing the Rule of the Globe-Trotting "Spender"

By MYRTLE PEARSON

ENCIRCLING the globe has not yet become so common as to have passed out of the realm of real adventure. It has been accomplished by many individuals and for various purposes,—pleasure, business and feat. But an adventure it still remains.

That noted Frenchman, Jules Verne, he of the prophetic imagination, started the speed ball rolling when, in 1872, he published his book entitled, "Around the World in Eighty Days," the inspiration for which probably was the tour of the world made in 1870, by George Francis Train, of Tacoma, Washington, in just that length of time, the experiences of which he has recounted in his book, "My Life in Many Lands."

It was, however, to eclipse the record of Verne's fictitious betting Englishman that the New York *World*, in 1889, financed the tour of Nellie Bly, who returned to her starting point with a margin of eight days to her credit. The following year, in 1890, the Tacoma Chamber of Commerce raised, by popular subscription, the money to send Mr. Train and another Tacoma man, Sam Wall, then editor of the *Tacoma Ledger*, on a speed tour around the world for the purpose of advertising that city. The time made was sixty-seven days, thirteen hours and a few minutes. By this time world girdling seems to have become something of a habit

with Mr. Train, for in 1892 he again accomplished the feat, this time in sixty days, a record not since surpassed.

der, while one man, at least, Robert Meredith tried to do it on as little as possible. His book, "Around the World on \$60," published in 1901, gives his expense account for the entire trip as \$235.73 1-3, all but about \$60 of which he earned on the road at common labor. The time spent was a year and six days and the distance covered about 30,000 miles.

"From Job to Job Around the World" is the story of another man, Alfred C. B. Fletcher, who gratified his desire for world sightseeing by working his way by various methods, mostly by common labor. Others, both men and women, have made similar attempts, but their success is not a matter of record. A few fair stenographers have set gaily forth, but so far as known they have either cabled home for return funds, fallen by the wayside or married. This is not, however, an attempt to enumerate all of the world touring feats, successful or otherwise.

But, as I remarked at the start of this article, globe encircling is still an adventure, and, from what I have been able to learn through considerable research on the subject, it remains for a New York City business woman, Miss Helen A. Ballard, to attempt the feat in an entirely new way, and for a hitherto untried purpose. The avowed purpose is to roll up a good sized bank account, in addition to covering all

Letting You In On a Secret

Miss Helen A. Ballard is one of the best known women writers on business subjects in America. Her ability to write is not, however, the extent of her usefulness to business for she has a keen, analytical mind and is able to see and size up a trade problem with facility.

ADVERTISING & SELLING is fortunate in being able to announce that Miss Ballard, during her journey 'round the globe, will write Export Articles exclusively for this publication. Miss Ballard will serve no other publication touching upon the subject of foreign or domestic marketing.

ADVERTISING & SELLING thus will be able to offer to its readers fresh, newsy trade information as to conditions in virtually every country in which it would be desirable for United States houses to establish markets, with the most complete information obtainable as to how to go about this trade or increase it where already established.

These articles, appearing regularly in addition to our usual Foreign Trade Extension Service, should be read with a great deal of interest.

THE EDITOR.

Speeding the globe race track being no longer a new objective, Harry Franck adopted the opposite method and more recently tramped it, writing most graphically of his travels in "Vagabonding Around the World."

REVERSING THE PROCESS

A few individuals seem to have toured the world in an effort to see how much money they could squan-

of her expenses. And the means, in a general way (she prefers not to go into details except to those interested in securing her services), is by writing and lecturing and executing certain definite advertising and business commissions for international exporters and advertisers.

When I asked Miss Ballard why she was going, she replied:

"For the sheer joy of it, primarily. Secondly, to make money, both for myself and for the business concerns I am to represent."

"Do you think it's going to be all 'joy,'" we queried. "Do you know what you're plunging into? Don't you know you're going to meet many obstacles and hardships? You may be held up weeks at a time waiting for a boat. Are you a good sailor? Are you going all alone? Won't you get lonesome?"

BY WAY OF EXPLANATION

"How you do pyramid your questions. But let's take them in order. Yes, in the main I do expect it to be one kaleidoscopic joy. Because, you see, I know how to enjoy both luxuries and hardships. Anyone who can tramp 200 miles straight over trailless mountains and 'ford creeks lengthwise' for miles at a time, or ride a mule up a waterfall, alone in the blackness of a starless night in the Kentucky mountains, and call it all fun, can find the kernel of joy in any hardships to be encountered in going around the world. Of course there will be obstacles, but think of the fun I shall have exercising my ingenuity and diplomacy in overcoming those obstacles. Perhaps I shall be stranded for weeks at a time, and then perhaps, too, I can discover some way out, some freight boat on which I shall be able to secure passage, or some other trip I can take in the meantime, even if I have to double back on my course occasionally. Or, failing any of these, there is sure to be interesting copy of some kind just around the corner so that the waiting time may be profitably spent. Yes, I'm an excellent sailor, and I'm going alone, *all* alone. As to being lonesome, I never have been able to understand how anyone who had resources within herself and a goal toward which to work, could find time to be lonely. I shall miss my friends, tremendously, of course, but I shall know that their thoughts are always with me, that I can talk to them on paper at any time, and at each stop I expect to have a regular debauch reading the bundle of letters from home. No, I'm going to be altogether too busy to



HELEN A. BALLARD

mope in fits of lonesomeness, and if I miss the comforts of my own home occasionally, think how much more I shall enjoy and appreciate them and my own America when I return at the end of two years' absence."

"Do you intend to write a book, like most of the other globe trotters?"

"No. I'm going to endeavor to write one *unlike* them. It may not be half as good, but it must be different."

"Who is financing you?"

"No one. This is my own plan and I am working it out in my own way, financing it myself by my different contracts."

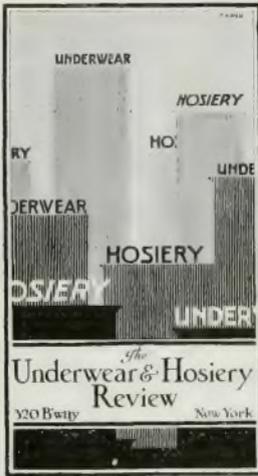
"You have traveled abroad before, of course." I couldn't help it, though I thought I knew the reply in advance.

"No, I haven't, except through Canada, which doesn't seem like abroad. But there is scarcely any part of the United States that I have not covered. I have always said that I wanted to go around the

world when I did go abroad, and take time enough to learn something of other countries. I look upon this trip as a great educational opportunity, for by working my way in the manner that I am going to do I shall get far more out of it than I possibly could if I were going as a tourist. And the more I get out of it myself, educationally and financially, the more the firms I represent will profit by my venture."

WILL SEE ABOUT ALL OF IT

Miss Ballard's itinerary, as worked out tentatively, calls for stops that pretty nearly blanket the globe. She will go to the Hawaiian Islands first, thence to the Fiji Islands, Samoan Islands, New Zealand, Tasmania, Australia, Australasia, South Sea Islands, Dutch East Indies, Federated Malay States, Philippine Islands, Japan, China, French Indo China, Siam, India, Turkestan, Afghanistan, Baluchistan, Persia, the Holy Land South and North Africa as well as some of the points in between, practically all of Europe in-



Some Advertisers and agencies realize the need of

THE WOMAN'S VIEWPOINT
backed by a long experience in all branches of ADVERTISING.
Other Advertising still needs it. Does yours?

Service Copy Booklets
MINNA HALL SIMMONS
15 West 38 Street, New York City
Room 1205 Phone, Filtz Roy 5596

Topeka Daily Capital
Sworn government report for 6 months ending Apr. 1, 1919
35,247
Arthur Capper, Publisher
TOPEKA, KANSAS
Member Audit Bureau of Circulations

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

THE JEWELERS' CIRCULAR
New York, has for many years published more advertising than have the seven other jewelry journals combined.

POSTAGE
The 25¢ monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 months \$1.00; 1 year \$2.00.
POSTAGE - 18 East 18th St., New York City

cluding the Scandinavian Peninsula, all the countries of the British Isles, and finally back to New York, arriving sometime during the summer or autumn of 1922.

Particularly fortunate is Miss Ballard in her social and business acquaintances, which enable her to carry with her letters of introduction to people in practically every country that she will touch. She will have letters from those who have been sent to foreign countries on secret diplomatic commissions; from those who have been born and have lived most of their lives in the countries; from American businessmen who have been in business for years in the Orient and have traveled around the world a great many times on business bent; from educators who have studied industrial, trade and educational methods around the world; from the firms that she represents to their foreign representatives; and from many personal friends to their friends and relatives scattered over the globe. There will be letters to the great, the near-great and those in the humble walks of life—to celebrities, officials and just plain folks. Miss Ballard has, herself, a large acquaintance in foreign countries among the native people and particularly in Japan and China, among those who have visited this country.

Miss Ballard's qualifications for the particular work she is about to undertake began when she worked her way through university by writing advertising copy and business articles. Her first business position was writing the catalogues, and other advertising matter, for the women's clothing and grocery departments of Sears, Roebuck and Company.

GOOD BACKGROUND FOR THE "TOUR"

Among Miss Ballard's later activities is her connection with the Immigration Commission when she had charge of one branch of the investigation into housing conditions and also, later, the investigation of large manufacturing industries. For nine months she sold a bank advertising service throughout a large section of the country, holding that position until she became managing editor of *The Business World* which was then owned by The Ronald Press, and which was later purchased by ADVERTISING & SELLING. Miss Bal-

lard then became publicity secretary at the National Board of the Young Women's Christian Associations of the United States, and is the author of a text book on publicity used by that organization. She has held other responsible publicity positions and has done much free lance work. Her book, "On the Bridge," published by the George H. Doran Company, is a gift book of a very unique character and shows her originality. Her business articles have appeared over her own and several pen names and are too well-known to need comment.

Dr. Jeremiah W. Jenks, Director, Division of Public Affairs, School of Commerce, Accounts and Finance, of New York University, who was a member of the Immigration Commission, says of her ability: "Miss Ballard is an attractive, able woman with original ideas, plenty of energy and high ideals of business and living. In her work with me I have always found her tactful and able to get on well with people, as well as having enterprise and good suggestions to make for original work. She is, I think, likely to do well any work that she is willing to undertake."

Other comments which make one feel that Miss Ballard will succeed in her colossal undertaking are those of Hugh R. Conyncton, president and one of the owners of The Ronald Press which published the *Business World* at the time that she edited it, who told me: "I know of no one who possesses to a greater degree, initiative, enthusiasm, originality and ability to execute;" and of Calvin Derrick, Director Education and Parole Board for the State of New Jersey, with whom she was associated in philanthropic work a few years ago: "Miss Ballard is a woman of fine personality and splen-

To advertisers desiring student trade, we offer our wide experience in handling college paper advertising, backed by sales getting merchandise work.

CSAA

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

"GIBBONS KNOWS CANADA"
MONTREAL TORONTO WINNIPEG

did accomplishment, socially and mentally, possessing a winning manner, which makes it possible for her to gain the respect of people and to hold their confidence and good will."

Not a doubt of the successful outcome of her undertaking seems to occur to this prospective world adventurer. In fact, so contagious is he renthiasm that I am sure she will carry out her plans, which, by the way, are most comprehensive and well organized. They she Miss Ballard's ability to think a thing through logically and work out every necessary detail. In fact, they show, to quote from one of her former employers, her "initiative, enthusiasm, originality and ability to execute."

Nebraska and the "Omaha Empire"

(Continued from page 35)

cisco airway. Through sleepers run from Omaha to Chicago, St. Louis, Kansas City, Wichita, Colorado Springs, Denver, Los Angeles, Oakland, Portland, Salt Lake City, Ogden, Cheyenne, Casper, Cody, Billings, Sheridan, Deadwood, Aberdeen, Sioux Falls, Minneapolis and intervening points. Omaha is the focal point of 60,000 miles of railroad, including 20,000 in Iowa and Nebraska.

NEBRASKA PUBLICATIONS

In Nebraska, serving as advertising mediums to carry the merchandiser's message to the people of the state and, in many cases, to the wider area that comprises the "Omaha territory" are published, according to Ayer's American Newspaper Annual and Directory, 584 newspapers and periodicals, including 20 daily, 1 three times a week, 15 semi-weekly, 95 weekly, 8 semi-monthly, 28 monthly and 1 quarterly.

In Omaha are published the *World-Herald*, the *Bee*, the *News*, and *Drillers Journal-Stockman*, dailies; the *Nebraska Farm Journal*, which goes to the western farmer semi-monthly; several trade journals; and a large number of foreign language publications such as the *Danske Pioneer*, a Danish weekly and the *Hospodar*, a semi-monthly agricultural journal in Bohemian. In Lincoln are the important dailies, the *Star* and the *State Journal*; the *Nebraska Farmer*, published weekly and circulating widely through the agricultural West; and other pub-

lications including the *Deutsch-Amerikanischer Farmer* and the *Freie Presse*, German weeklies.

National Publishers to Arbitrate Labor Question

The National Publishers' Association, at a meeting held at the Engineers Club on Tuesday, appointed a labor division to its Committee on Business Relations to arbitrate the question of wage increase between the Printers' League Section of the Association of Employing Printers and the members of Unions engaged in the publishing field.

The following were chosen to compose the division: Arthur J. Baldwin, of the McGraw-Hill Company, chairman, Committee on Business Relations; D. A.

Mackinnon, *Pictorial Review*; A. D. Mayo, Crowell Publishing Co.; J. Mitchell Thorsen, International Magazine Co.; R. L. Wurzburg, Nast Publications; R. J. Cuddihy, *Literary Digest*, and R. J. Brown, Jr., *Metalls Magazine*.

McGrane with "Material Handling Cyclopaedia"

Walter S. McGrane, formerly in the copy service department of the McGraw-Hill Publishing Co., specializing on *Engineering News-Record* accounts, has joined the service department of the *Material Handling Cyclopaedia*, published by Simmons-Boardman Publishing Co. Mr. McGrane is a graduate of Columbia University, Civil Engineering course, and has had over ten years practical engineering and constructing experience.

To Sub-Let

On or before November 1st, space 50 x 65 feet at 471 Fourth Ave. between 31st and 32nd Streets. Now occupied as business offices. Has plenty of light, eight windows in front and six in rear. Present lease has five years to run from February 1st, 1921. These offices would be very desirable for an advertising agency or a publication office. Apply Mr. Clarke, Fifth floor, 471 Fourth Avenue.

Ed. Bissel



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Calendar of Coming Events

October 6—Annual Convention National Association of Electrical Contractors and Dealers, Baltimore, Md.	October 18-22—Annual Convention, American Bankers' Association, Washington, D. C.
October 11-13—Annual Convention National Association of Purchasing Agents, Chicago.	October 20-22—Annual Convention Associated Business Papers, Inc., New York.
October 11-14—Annual Convention, National Association of Stationers and Manufacturers, St. Louis, Md.	October 25-30—National Business Show, Grand Central Palace, New York.
October 11-16—Annual convention, American Association of Advertising Agencies, Chicago, Ill.	October 25-29—Annual Convention, National Wholesale Druggists Association, Cincinnati, Ohio.
October 13-15—Annual Convention, National Implement and Vehicle Association, Atlantic City, N. J.	October 27-29—Annual Convention, Direct Mail Advertising Association and Association of House Organ Editors, Detroit, Mich.
October 15—Annual convention, Audit Bureau of Circulations, Chicago, Ill.	

A. A. C. W. to Publish Standard Text On Advertising

In addition to the book on advertising as an economic force, which is now being arranged for, there is to be published another book prepared under the auspices of the Associated Advertising Clubs of the World.

Endorsing the proposal of the Publication Committee, which was passed upon favorably by the National Advertising Commission, the National Executive Committee endorsed also the recommendation of the Education Committee, made in the report of Frank A. Black, its chairman, that a standard text book on advertising be prepared. The work will be revised frequently and thus kept abreast of the times.

The report was made to the Executive Committee in session in Chicago September 22. The Educational Committee also exhibited proofs of a pamphlet containing educational programs suggested for the use of individual clubs. The pamphlet will be printed at once and sent to the club presidents. This committee will also send to clubs a list of speakers available for their meetings.

COOPERATION WITH BUSINESS BUREAUS

While the Executive Committee was in session it received word that a committee from the Better Business Bureau secretaries would like to wait upon them. G. F. Olwin, Indianapolis; Kenneth Barnard, Toledo; and E. L. Greene, of Cleveland, were admitted. Mr. Greene, as chairman of the committee, told the vice-presidents that the organization of secretaries of Better Business Bureaus had sent them to discuss ways and means for closer cooperation with the National Vigilance Committee and with National Headquarters.

A number of detail matters were discussed during the hour or so of the committee's visit, and its members left after expressing gratification because of the call and the free discussion it occasioned.

Committee reports and matters of more or less routine engaged the attention of the Executive Committee for the remainder of a busy day.

Present were President Rowe Stewart, Reuben H. Donnelly, past president; Park Florea, secretary; and Vice-presidents Frank A. Black, T. W. LeQuatte, William J. Betting, John E. Raine, H. H. Charles, W. Frank McClure, and John Ring, Jr., and Richard H. Lee, special counsel to the National Vigilance Committee, and Walter Sannin, editor of *Associated Advertising*.

The Executive Committee was entertained at luncheon by the Atlas, the Agate and the Women's Advertising Clubs, and the Advertising Counsel of the Chicago Association of Commerce.

In the evening a dinner was given in honor of the Executive Committee by the Women's Advertising Club.

Doremus & Co. Open Chicago Office

Doremus & Company of New York, an agency specializing in financial advertising, has established a Chicago office located at 208 South La Salle Street. It will maintain a complete organization, under the management of George H. Snyder, who for many years has been identified with the agency business in Chicago.

Action!

The Metropolitan is positive in all its opinions. It crystallizes its readers' feelings and makes them Act.

Crystallize their opinions
about your product——
——make them Buy
through the

Metropolitan

*Last Advertising forms for December
close October 10*

Welcome home again!

Three months ago, when the New York American, rather than sacrifice its superiority in news and features to steadily rising costs, raised its price from two to three cents a copy, its circulation dropped from about 300,000 to 255,000.

In other words, 45,000 readers thought they would try some one of the other

morning papers—all of which had remained at two cents a copy.

Today the 45,000 are back again—reading the New York American. They have proved to their own satisfaction that the New York American is easily worth 50 per cent more than any other New York morning newspaper.

**At 3 cents a copy, the average
net paid weekly circulation of the**

New York American

for the two weeks ending September 18th, was

303,136

In the meantime, on Sunday, the New York American has been selling at ten cents a copy, against all the other Sunday papers selling in New York City at five cents. And it has each Sunday a circulation almost half a million greater than that of any competitor.

A newspaper that outdistances its competitors in circulation by almost 100% at a price 100% greater than the price of those competitors, tells its story in the coldest of business office figures.

However, the mere price of The American is, in itself, not significant. The fact that on week days 300,000 buyers and on Sundays almost a million buyers prefer it at a higher price to all the other morning or Sunday newspapers at a lower price is important. It indicates to some extent the class of readers to which the daily American appeals—men and women willing to pay the price for what they want. But of much greater significance is this—

***The New York American has, as its exclusive group of readers,
a body sufficiently large to make a great success of any
business or advertising campaign in New York. And the
only way to reach this great audience as a unit is
through the columns of the New York American***

Circulation of the
New York American last Sunday

982,883

At 10 cents a copy!

