

Advertising & Selling

OCTOBER 9, 1920

A Splendid Tribute to The Chicago Tribune



State Street, Chicago

An eastern agency wrote to a Chicago retail concern for advice as to the best Chicago medium in which to run a certain campaign "taking into consideration the consumer demand and which has the best fashion or woman's page, week day or Sunday." The Chicago store, which expends hundreds of thousands of dollars annually in Chicago newspapers, replied as follows:

"Your letter of August 18 received, and we suggest The Chicago Tribune, both daily and Sunday, as the best newspaper medium in Chicago for your purpose. However, if your client's product is not too high priced, The Chicago Daily News will be a wonderful medium. In our opinion there is no question about the value of The Sunday Tribune —it has no competition."

Public Library
Kansas City, Mo.

The Chicago Tribune's 1920 *BOOK OF FACTS* will enable you to determine for yourself just how Chicago retailers divide their advertising appropriations among various Chicago newspapers. A copy will be mailed free on request.

The Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

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



*“What a striking
Catalogue!”*

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

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

Foldwell
Coated Book
Coated Cover
Coated Writing

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

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

Nationally Distributed

Here are the Automobiles Farm Life Subscribers Drive!

Summary of Replies Received from Questionnaire Appearing in May, 1920, Issue of Farm Life—AUTOMOBILES

STATE	Replies	Ford	Overland	Studebaker	Chrysler	Dodge	Blowell	Deer	Blunk	Chalmers	Frigo	Mitchell	Hudson	Parkard	Marion	Reo	Reo	Hicomobile	Caillies	No Brand	Misc.	Total	Own
Alabama	195	28	1	1	5	7	1	1	1	1	1	1	1	1	1	1	1	1	1	2	2	48	48
Arizona	15	6	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	13	12
Arkansas	151	12	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	24	23
California	50	15	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	23	23
Colorado	23	11	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	18	19
Connecticut	24	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	9	9
Delaware	22	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	9	9
Florida	65	27	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	13	12
Georgia	290	63	8	1	8	1	1	1	1	12	1	1	2	1	1	1	3	1	1	5	1	99	116
Illinois	417	106	23	11	15	12	1	2	1	6	1	3	4	1	1	7	4	1	10	31	285	243	
Indiana	381	165	22	13	10	10	11	1	17	4	4	2	1	1	2	2	1	8	23	307	296	296	
Iowa	117	45	1	1	1	1	1	1	15	1	1	1	1	1	1	1	1	1	1	1	1	19	19
Kansas	98	37	1	1	1	5	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	67	67
Kentucky	248	50	2	1	1	1	2	1	5	1	1	1	1	1	1	1	1	1	1	1	1	77	78
Louisiana	70	15	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	24	22
Maine	44	11	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	19	18
Maryland	55	10	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	25	25
Massachusetts	36	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	22	22
Michigan	201	61	6	2	5	6	5	1	4	2	2	1	1	1	2	2	1	2	1	2	1	100	100
Minnesota	170	64	10	3	3	4	4	1	2	1	1	1	1	1	1	1	1	1	1	1	1	111	111
Mississippi	170	31	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	47	45
Missouri	252	62	8	1	3	3	3	1	1	1	1	1	1	1	2	2	1	2	7	1	1	104	104
Montana	78	17	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	33	31
Nebraska	69	30	1	1	1	1	1	1	9	2	1	1	1	1	1	1	1	1	1	1	1	57	53
Nevada	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	2
New Hampshire	12	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	10	10
New Jersey	29	6	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	12	12
New Mexico	14	7	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	7	7
New York	189	40	6	3	4	10	6	3	3	1	1	1	1	1	1	1	1	1	1	1	1	78	78
North Carolina	215	41	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	82	78
North Dakota	122	58	14	4	4	4	1	1	3	2	1	1	1	1	1	1	1	1	1	1	1	111	110
Ohio	336	88	20	14	31	10	7	3	12	2	1	2	1	1	2	6	1	2	1	26	220	227	
Oklahoma	124	42	3	1	4	4	1	1	8	1	1	1	1	1	1	1	1	1	1	1	1	71	70
Oregon	53	9	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	29	29
Pennsylvania	335	69	18	9	15	8	1	13	1	1	1	1	1	1	1	1	1	1	1	1	1	158	157
Rhode Island	5	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	5	5
South Carolina	96	24	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	50	50
South Dakota	85	48	10	1	4	1	1	1	4	1	1	1	1	1	1	1	1	1	1	1	1	84	84
Tennessee	184	29	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	111	110
Texas	243	70	6	3	5	3	1	4	1	1	1	1	1	1	1	1	1	1	1	1	1	109	109
Utah	18	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	27	27
Vermont	32	4	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	12	12
Virginia	205	36	5	2	4	1	4	1	2	1	1	1	1	1	1	1	1	1	1	1	1	74	73
Washington	71	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	11	9
West Virginia	109	12	5	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	27	27
Wisconsin	174	43	5	4	1	3	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	70	74
Wyoming	13	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	7	7
Total	6,115	1,505	298	96	195	139	95	22	173	37	14	16	17	21	1	16	39	16	13	76	232	2,925	2,841

THIS table shows both the number and makes of the automobiles driven by the more than six thousand Farm Life readers distributed through every State in the Union who answered a recent questionnaire.

Among that six thousand 2,841 own one or more automobiles. And a study of the makes owned will show a due proportion of the heavier, more expensive cars. The list analyzes, in fact, just about as the registration list of a typical State would analyze.

The test shows that at least half of Farm Life's readers own cars—the country over, and that in some States much more than half. In at least one State—Arizona—every reader is a car owner.

Half the cars owned are of other than the most

widely known and least expensive make.

This table shows beyond question the representative character of the Farm Life subscription list—proves that Farm Life appeals to the average prosperous farmer everywhere.

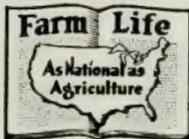
Similar studies have been prepared on more than fifty different products—especially interesting because they show the standing of competitive makes and brands with Farm Life readers. Ask for the subjects that especially interest you.

Farm Life is as national as agriculture. It has the most evenly distributed circulation—and provides the most complete "cover" for the whole country.

THE FARM LIFE PUBLISHING COMPANY

THE JOHN M. BRANHAM COMPANY, Advertising Representatives

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



SPENCER, IND.
Farm Life



The Outlook for 1921 as seen By Leading Financiers

The National City Bank says:

"There is too big a crop in the barns for a prolonged period of depression."

Monthly Bulletin for October

The Federal Reserve Board says:

"Excellent crop yields have resulted in *sustained buying power* and improved transportation has given better and more sustained marketing than was thought possible. Crop moving has gone ahead smoothly and the peak of the demand for funds has practically passed without serious inconvenience."

Monthly Business Review, Sept. 30

The Standard Farm Market consists of 1,150,000 representative farmers who enjoy *sustained buying power* and leadership in their respective communities throughout agricultural America.

Their daily guide on farm practice and buying customs is

THE STANDARD FARM PAPERS

Edited by men who know

(Over 1,150,000 farm homes)

The Wisconsin Agriculturist
Established 1877

Prairie Farmer, Chicago
Established 1841

Pennsylvania Farmer
Established 1880

The Breeder's Gazette
Established 1881

Wallace's Farmer
Established 1895

The Ohio Farmer
Established 1848

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

The Farmer, St. Paul
Established 1882

Hoard's Dairyman
Established 1870

The Nebraska Farmer
Established 1859

The Progressive Farmer
Established 1886

Memphis, Dallas
Birmingham, Raleigh

The Michigan Farmer
Established 1843

Pacific Rural Press
Established 1870

Eastern Representatives
WALLACE C. RICHARDSON, INC.,
95 Madison Ave., New York City

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

ADVERTISING & SELLING

The National Weekly of Modern Merchandising - Established 1891

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

ADVERTISING & SELLING CO., Inc.,
471 Fourth Avenue, New York, N. Y.
Telephone, Madison Square 1765-6-7

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

30th Year

OCTOBER 9, 1920

Number 16

Sales Remedies to Cure a Sick Market

One of the Surest of Them is Advertising Administered in Well-Measured Doses

By BRUCE MAC GREGOR

PULSE a bit ragged, respiration slightly labored, temperature sub-normal; general condition indicates the presence of anemia in incipency. Such is the diagnosis a reputable business doctor would make, after a careful examination of marketing conditions in the United States today. And based upon the "history of the case," he probably would attribute existing conditions to an over-taxing of the physical and mental structures due, as is too often the case in us more organic humans, to trying to crowd too much activity into a moment.

As an old-fashioned practitioner, I am moved to prescribe just a well-measured potion of common-sense, get-out-and-get salesmanship, with a steady, nourishing diet of well-prepared advertising and, to top it off, a tonic of confidence, taken to heart.

Business isn't bad. If it isn't so good for houses in some lines, it isn't so bad but that it can be restored speedily to average health.

UNDER-SELLING THE CAUSE

There are some factors in the situation which today do not have to be contended with, as they might have, a year or eighteen months ago, and among them is labor. For, as the market for material things has passed from seller to buyer, it has done just this also in man power, until today, putting it crudely, mastery is with the master. Which means simply that the sense of proportion has reasserted

itself among the human faculties and instincts.

This is a condition which will be furthered by renewed immigration and which must continue until de-

er of labor, the manufacturer, to a deuce.

To many it would appear that a condition of over-production exists whereas it is a state of under-selling that prevails, due to the "wait before buying" tendency exhibited by jobbers, retailers and the general public.

Price, a factor not entering seriously into marketing at this time last year, has begun to assert its importance. The situation is that consumers, satisfied as to the nature and quality of goods, now have to be sold on value as related to the price asked.

THREE SALES TO CLOSE ONE ORDER

Then, after you have convinced them that the charge is reasonable, you must satisfy them again that they will be unable a month hence to obtain the same article at a ten to twenty per cent lower ultimate price. So, you see, it is necessary to make two or three mind sales in order to bring about one actual transaction. This is but an example of the selling resistance being encountered on every hand, and which appears to be increasing instead of diminishing as autumn's doors swing outward to admit winter, season of insistent needs.

Everybody who has hit the trails of our inland sales territories knows with what sagacity the grocer or dry goods storekeeper in Decatur, Illinois, Indiana or Texas will ask of each traveling salesman as he appears

More Selling Needed

MORE selling will induce more buying and it is becoming increasingly apparent to all engaged in national marketing that a "show-down" in salesmanship has come.

There are no more adverse factors entering into the merchandising problem today than there were eighteen months ago, save as they have been created by the attitude of those who have let the change from a seller's to a buyer's market overtake them and catch them unprepared.

The cure for the "sick" market now seemingly prevalent is, according to Rowe Stewart, President of the Associated Advertising Clubs of the World, "More and Better Advertising" to which must be added "More and better personal Salesmanship and a good tonic of confidence," as stated by the writer of the accompanying article. THE EDITOR.

mand again overtakes supply. For the moment the man who has labor to sell and everything else to buy has lost the economic advantage. But since he represents the American consumer, he is, by keeping consumption down to a minimum, holding the buy-

*Table of Contents of this
issue on page 48*

on the scene, "Well, Jansen, how's business? How do you size up the outlook? You get around a good deal and ought to know what business people are thinking and talking about."

It didn't matter much, in the old days, what the answer was, but today, if it happens that your salesman goes up against this query, and you have lumped him lately about not turning in more orders, the number of cancellations and other things on his record, the chances are, unless you have instructed him to the contrary, he will reply, "Not so good, Mr. Peabody. Things are pretty quiet all around. The boss was saying, when I was in Detroit the other day * * *" and the black cat, which people are watching to "see which way it will jump," is out of the bag and on its way to less business.

To the salesman, accustomed to flourishing trade tips, this is "inside stuff" and anything he could tell the "dealer" in the old days used to make a hit.

But what small-town storekeeper would not experience the first twinge of business chilblains—so easy to get with a hard winter ahead—at such information, cheerlessly given, at this time?

Now the average inland merchant thinks the way to stimulate trade, when the going is hard, is to cut prices—to slash his own profits. That gets people into his store, which to him is about the same as booming trade. He is more than ever likely to follow that line now, in view of examples set for him by merchants in the larger centers, whose reasons he is not in a position to understand. And when a storekeeper, commonly classified as the dealer, is in a price-cutting frame of mind he is out of the market as a buyer. He does no stocking up so long as he is cutting down his profits, nor is it entirely safe to take him on as a customer unless his reserve is pretty substantial.

If your salesman does land him for an order, there is the prevalence of cancellations to be reckoned with. In fact, this situation is being taken in hand, with a view to checking it, but it will be difficult to do so without the establishment of a more immediate contact between manufacturer or jobber and dealer than is afforded through the salesman who will not be back over the route again until the damage is done and to send whom before then would cost more than the profit involved.

Some houses have checked cancellations by instructing their salesmen to sell cautiously, in small orders

where there is the least likelihood of default by the purchasing party. And in such cases the result generally has been a decided shrinkage in volume of business done. For these manufacturers the only hope is vastly increased distribution, obtained at a first cost which is causing many to hesitate.

WARDING OFF ORDERS

A New England textile manufacturer was quoted by the New York *Tribune* a few days ago in these words:

"Although the fundamental conditions of the country are sound and goods are not super-abundant, many obstacles are preventing the resumption of active trading. Confidence has been shaken by reports of declining prices and both the public and the merchants are holding off in their buying.

"We have had a good time, made lots of money and now must pay for it. A new level of prices is coming, but where that level will be no one can say at present. Apparently the readjustment is not complete and financial losses seem to be unavoidable before conditions are remedied."

And so buyers are staying out of the market until after the readjustment is complete so that the financial losses will not have to be stood by their houses. Here is the concrete case of a manufacturer telling the public to prolong a situation and multiply its consequences, not flatly and intentionally, but between the lines of what he utters.

"Wait before you buy" has become the watchword of many families, and, it appears, of many jobbers and merchants as well, all of whom admittedly need goods. While the average American home may be a bit overstocked on grand pianos and automobiles, only a comparatively few have enough suits of clothing, dresses, shoes and winter hats to satisfy the candidates for them.

Merchants have heard their customers say they are "waiting" and if, in addition, traveling salesmen have added to their uncertainty and indecision by such messages as I spoke of awhile ago, it is small wonder that they also are holding off or canceling after purchase.

Basically, the manufacturer is to a considerable extent at fault. He has not been bold enough. Nor has he, at the right time, exerted the proper degree of selling force.

PRESIDENT STEWART'S REMEDIES

"More and Better Advertising," says Rowe Stewart, President of the Associated Advertising Clubs of the

World, in a statement made this week to ADVERTISING & SELLING, "will produce more and better business." President Stewart's general view of the situation must be recognized as being the key to the whole problem.

But it must not be supposed that the same degree of selling assistance can be had today from the same old advertising we did last year, or even from advertising done in the same old way. The point seems to have been reached where advertisers—big, medium and modest—will have to plan and carry on together, all for the same sales, all for the same "better business." Yesterday's breeze will not sail our marketing ship today.

This is the season of sales conferences in many lines. It must be the time of strengthening—of entire remodeling in numerous instances—of the selling plan. And the advertiser, who, to quote a contemporary, sped along on twelve cylinders when he controlled the situation must not expect to get over the road to now that he is getting into the hills.

KEYING UP SALES FORCES

Good work can be done among salesmen at home, so that not too many of them will hand in their samples and quit discouraged. Salesmen must be given not only better inducements to move business, but more thorough, painstaking directions as to how it can be accomplished. It seems as if there must be more and better advertising at once, to lighten the load of the man who "travels the line." This advertising should precede his visits, in every form suitable to the goods; should go with him and should follow him, as never before.

There are very few manufacturers who truthfully can say they have obtained anything approaching the maximum of distribution for their wares, even in the domestic field. Now should be the time for vigorous efforts to widen distribution which will take up the slack caused by decreased per capita buying. Outlets obtained now will not only be valuable for today, but perhaps vastly more so for tomorrow's better trade.

It should be remembered that it is possible to reduce prices and advertise the fact in such manner as to induce buying rather than to cause prospective customers to feel that today's cut merely forecasts tomorrow's crash.

Manufacturers who have been in business over a term of years know that there was a time when nobody expected "easy selling" and national campaigns were staged with vim and

BETTER *and* MORE ADVERTISING

It Means Better and More Business to Speed Up Now

By **ROWE STEWART**

President of the Associated Advertising Clubs of the World

I AM very much encouraged by the outlook for advertising, principally because of the reduction in prices and the turning of business from a seller's into a buyer's market. Advertising, to be successful, must fundamentally be based on an effort to sell intelligently.

During the past year or eighteen months advertisers have not been stimulated to make a maximum effort to increase their production and widen their distribution. When business shows a tendency to slow down, advertising becomes more important than ever. It calls for a scientific study of conditions and intelligent use of the printed word to yield the best results.

During the war period many new avenues for the use of advertising have been opened and the A. A. C. of W. are devoting their efforts to not only the development of these new lines of advertising, but also to establishing in the minds of advertisers the necessity for truth in advertising, so that we may increase the confidence of the public in advertising.

If it is true that 95 per cent of the world's marketing is done through advertising, this is the time when American business should concentrate its attention on betterment of advertising and better and more advertising will mean better and more business.

vigor, in the full expectation of rough going. It is logical to believe that similar conditions will confront selling organizations right now, and the old bag of tricks will have to be brought out again.

The bigger sales organizations of the country have realized this for some time, and the smaller ones must fall into step.

Selling is not a lost art in America, for Americans are essential salesmen.

and if those who have been "softened" by the prevalence of a seller's market in the last few years cannot administer to themselves some of the invigorating remedies that are at hand they will find survival difficult in the face of the competition offered by those who can.

The issue is squarely "up to" the advertising and sales executives. There is a wonderful opportunity at hand for advertising managers to

join the ranks of real salesmen. This is especially true because dealers and the public needed incentive to buy and would buy liberally if they could be sold on the desirability of doing so now. Nobody really likes to go "long" in a bear market, but there are sound economic reasons why it is out of the question for the bears to control the marketing of physical goods which everybody needs so badly.

Putting Life Into Illustrations

Simon Ascher & Co. Are Working for 100 Per Cent in the Use of Drawings and Photographs

By HARRY DYKE

VIGOR, Vim, Perfect Trim!

Remember it?

It's part of a famous old slogan—And it's also a recipe for good advertising copy

—which advertisers of things to wear have realized quite as clearly as have all other advertisers

—but which they have followed with rather less success than the lay critic would have thought possible, given the properties they work with.

THE DOMINANT ILLUSTRATION

The dominating feature of ninety-nine out of a hundred advertisements of wearing apparel, no matter of what line, has always been, and always will be, the illustration of the article per se, or as part of the garb of a model, and either specifically or generally.

The mother who wants to buy a sweater suit for her baby, or the grandfather who wants to buy a pair of Congress gaiters for himself—if grandfathers do wear Congress gaiters nowadays—demands an illustration of the article sought before she, or he, will let an advertisement of the article sell her, or him. Without the illustration, the advertisement of either article is pointless.

Sometimes, with the illustration, the advertisement is worse than pointless.

A photograph of a wrench in an automobile publication may look a good deal like a wrench in reality, because a piece of steel and a peculiar shaped mass of black ink are both inanimate objects, and the one does not suffer greatly by comparison with the other. But take a photograph of a child wearing a sweater

suit, and your four-year-old actually clothed in the woolly garment. By contrast with your shouting, scurrying youngster, the photograph is pretty "dead." It suffers by the



A typical action-picture employed in the Ascher advertising campaign

greatness of that contrast. The model was, perforce, photographed in repose. The pose, with the best of models, is apt to be strained and artificial. The thing has become a "fashion plate," a term we use in contempt when applying it to an actual living person of a type.

WHERE THE DRAWING IS WEAK

Often an artist's drawing but vaguely suggests the real appearance of the garment any more than the usual picture of a horse race suggests speed. Texture, that stumbling block of the artist, is not even remotely approached. So we are satisfied if the artist gets some action into his composition, and enough charm of modelling or extravagance of fancy to attract attention. The

copy has to bear the burden of tying the illustration to our line.

The problem of getting 100 per cent efficiency out of its advertising illustration is one that has been attacked with a large amount of success by a manufacturer of wearing apparel now in the midst of a large national campaign. This is the firm of Simon Ascher & Company of New York, makers of knit goods, chiefly of knit goods for children in which line this house is a leader. Today, through the labors of Louis A. Metz, the firm's advertising manager, and the intelligent co-operation of the artists who have been working with him, Ascher babies have become a type, much as Gibson girls were—and still are a type.

The force that has been making sales of Ascher knit goods to and for dealers and has been impressing upon consumer consciousness the appearance and the symbolic meaning of the Ascher label, the "label of the Lamb" is the "aliveness" of the Ascher advertising illustrations, three of which, from *Vogue*, *Pictorial Review* and the *Ladies' Home Journal*, are reproduced with this article. The vigor and vim of the compositions depicting these trim youngsters has guaranteed attention. The line has been only generally suggested and the criticism may be put that the knit goods are not shown so distinctively that any other house in a similar line might not use the illustrations with equal effect—that they do not say, or mean, "Ascher." On the other hand, it is not difficult to point out that this weakness has been gotten around with unusual cleverness by the device of bringing the trade-

mark, the lamb, into every illustration in a logical, natural and attention-compelling way. The illustration has been labelled with the lamb.

PHOTOGRAPHS AS DEALER HELPS

But Simon Ascher & Company have not embarked upon a policy of dispensing with photographs. Mr. Metz is aiming at 100 per cent efficiency in the use of photographs also, only he isn't doing it in the *Ladies' Home Journal*, the *Pictorial Review*, *Vogue* and *Good Housekeeping*, where his appropriation for general magazine advertising is being invested. Photographs have been made dealer helps.

Throughout the last three years, during which national advertising has been carried on, the firm has sent out to its dealers such stock helps as glass signs bearing the name and label, show cards reproducing the magazine advertising, counter signs showing models wearing various articles in the line and portfolios of the advertising. In the last year, the Ascher salesmen have carried with them a thick photograph album showing pictures of each of the articles as it appears on the model. Considering the difficulties that attend the use of juvenile models, the photographer got splendid results. Next year the company is planning to go a step further and send such albums to each of its dealers. Not only will the photography be of the first quality, but the leggings, sacques, sweater suits and scarf sets for kiddies and the skirts, hoods, toques, shawls and other goods made for girls and women will be shown in their natural colors.

And then it is the intention of the firm to go yet a step further than this: to put on the dealers' counters an extremely attractive frame, into which several such photographs can be inserted to show the consumer, as nearly as possible, how the garment she may be looking for will appear in use.

TALKING PRESTIGE

Attention is not called to this campaign because its originators have overcome completely the difficulties that lie in the use of illustrations designed to sell wearing apparel, but rather because of the way they have worked with these difficulties. In the publications advertising they have employed artists exceptionally well adapted to the depiction of their line for kiddies and have chosen illustrations with real "kick" to them, creating a type in spite of the handicap of having had three different artists working on their drawings and tying



The product is illustrated in a lively manner and the trade-mark put into action in this piece of Ascher "art"

up the whole with their line by the clever use of the lamb in the illustration. In their advertising designed to help the dealer at the point where the selling becomes direct they have wisely chosen to use photographs and

to present them in such a way that the consumer is not only helped materially in her choice, but, by the manner of that presentation, subtly impressed with the prestige of Ascher.

Capper Buys "Field and Farm"

The Capper Farm Press has purchased *Field and Farm* of Denver, established in 1872, and one of the oldest agricultural journals in the country. This publication will serve as a nucleus for the building up of a close-up service for the diversified farming interests of Colorado, Wyoming, New Mexico and Utah. It will serve the dry farmers, the livestock men, orchard farmers and the irrigated districts of the Rocky Mountain states.

The editors of *Field and Farm* will be men and women who know local conditions and are in close touch and in harmony with the farmers of those sections. The business and editorial offices will remain in Denver. The first issue of *Field and Farm* as a section of The Capper Farm Press will be October 5. It will be issued semi-monthly, on the 5th and 20th of each month. The advertising rate for the present will be 15 cents a line. The addition of this section to The Capper Farm Press will not increase the advertising rate of the latter.

Capper Farm Press Adds Four to Staff

In line with its general policy of expansion, The Capper Farm Press has recently made several additions to its adver-

tising and editorial staff. H. S. Yohe, formerly with the United States Department of Agriculture, but more recently director of the "Ship By Truck" Bureau of the Firestone Tire & Rubber Company, has joined the Capper organization. Other additions to the staff are Robert W. Linley, formerly manager for the Potts Turnbull Advertising Agency at Omaha; M. L. Peek, formerly city editor of the *Capital Times*, Madison, Wis., and Frank A. Meckel, farm engineering specialist at the University of Missouri. The latter will head the Farm Engineering Department for The Capper Farm Press.

Triad League Opens Season

Bevan Lawson, marketing manager of E. R. Squibb & Sons; George Burton Hotchkiss, head of the Department of Advertising & Marketing of New York University, and Hugh E. Agnew, also of that department, and formerly editor of *Western Advertising*, will be the principal speakers at the opening meeting of the Triad League, on the night of October 9 in the New York Advertising Club.

Addresses will also be made by Otto Kleppner, of the Alfred J. Silberstein Advertising Agency, former head of the Triad, and by Marvin Stanley Small, the new president.

Is Your Advertising Real Salesmanship?

Without Wholly Abandoning Craftsmanship, It Is Advisable to Sell First What You Have to Market

By HUMPHREY M. BOURNE

AN advertisement can be planned to sell any one of five things:

- The artist.
- The engraver.
- The typographer.
- The writer.
- The thing advertised.
- Take your choice.

There are at least two kinds of advertisements that deserve analysis. The first of these is written on the assumption that it is to sell the product. It is planned with the thought that "out there" in the advertising pages and in the open market is sharp competition. So it hops right to it, just like a real flesh-and-blood salesman who must hold his job by the orders he sends in. It is the shortest line between two points—the

eye and the pocketbook. Nothing must come between to cause dalliance. To sell the goods is its one and only aim—otherwise why the need for advertising.

"AD" IS FOR ADMIRATION

The other advertisement is dressed up "fit to kill," and indeed does kill itself with its own conceit. It shouts at you: "O, see my pretty picture; my sporty layout; my fancy border; my flossy types; my trick arrangement; I did want to look like a seller, but my boss said 'Goramighty, no! that would be too much like an advertisement!'"

All that advertisement number two does is simply look pretty and voice a weak "Here I am" to intending

purchasers who might happen to see it. It's in the same class with many a good looking order taker who yawningly accepts the money and wraps up the package after the voluntary purchaser has trudged all over town hunting for the article.

A salesman doesn't have to wear cake-walk clothes to be a good salesman. Of course, a respectable appearance is essential; but so long as he is decent and respectable, and lands the orders, the house is for him. Without the orders all the primping in the world wouldn't keep him on the payroll. And by the same token he knows that neither escalated trousers nor race-track necktie would help him one iota in getting any name on the dotted line.

Yet so many "good" advertisements have only their so-called style to commend them. You can put an admiral's uniform on anyone; but that doesn't make him a Sims.

Which leads us humbly to opine that there's a big difference between a good advertisement writer and a good advertisement-writer.

The former plans and writes in terms of selling ideas; the other endeavors to express himself in terms of word and layout arrangement only.

One is out for a record of sales-results from salesmanship in print. The other aspires to the applause of an imaginary "elect" whose best word is: "That's a clever ad"—without knowing why—or couldn't tell why if they did.

THE FUNCTION OF ADVERTISING

Advertising is a means to selling—whether the product be an engineering service or baby's shoes. Yet there is always a danger of making an advertisement a means of entertainment—something to delight the eye—to paste in a specimen book—or to frame and hang on the wall.

The advertisement writer is always confronted by two alternatives: "Shall I sell the product or shall I sell myself?" He can't do both at once in fullest measure. If he sells the goods he does it so well that the reader probably never thinks of him. If he sells himself he becomes such an obtrusive ele-

Thoughts by the Advertising Wayside

By HUMPHREY M. BOURNE

ADVERTISING started out to sell something; but there's always a danger of making it sell the ad-man's product instead of the advertiser's.

When a good advertisement is rejected because "It looks too much like an ad," somebody, somewhere is giving order for a bouquet of immortelles.

You may lead 'steen millions to look at your advertisement but can you make 'em think?

The advertisement planned and written with the thought of selling the thing advertised is a safer bet than one which simply plays with words instead of working with ideas—*selling* ideas.

A bit of advertising roughage which nudges the pocketbook is better than a lot of high-sounding phrases which glide past it.

Sure, any advertisement can be written in thirty minutes; but a little extra time spent on it never did any advertisement any harm.

There's a difference between an advertisement which simply entertains and one which digs down and makes the reader do likewise.

"What does he know about art?" is the kind of a question leveled at the copy man who objects to a picture by Ruffian showing a fairy at the sea-side, when the advertisement is to sell anvils.

Hot-spot-ram's-horn in the ad-man's young life—when the typographic department asks if he won't kindly drop an important paragraph. Yes, he'll do it—kindly—won't!

Find the man in the place who can write the down-to-earth-go-out-and-get-'em campaigns, as well as the dew-drop-on-the-rose creations—and by the gods you have a real advertising man.

If many a double spread were written with the same painstaking care that attends the writing of the average 60-line mail order advertisement, gosh! how the orders would roll in!

The make-up man who marries the candy advertisement to the corn-cure testimonial ought to be made to pay for the license.

ment that the reader forgets the goods.

Again, take your choice.

If telling isn't aimed at selling, why tell it?

If business "dignity" mustn't talk in terms of definite values and an honest dollar's worth given for every dollar received, why stay in business? If it's worth while appearing in fighting togs in the publicity arena why not introduce a few sales wallpos to go with the togs?

HELPING THE IMPOTENT DOLLAR

The times demand it. Day by day the dollar is trying to be one hundred cents again. The don't-give-a-darn-what-it-costs attitude of prodigal war times is giving way to a before-war sense of values. And this alone will bring the dollar back. More than ever before there is a need for sane, sound, selling advertising which tells "how much for so much"—advertising which reasons with the reader instead of trying to cajole him with glittering generalities and gaudy layout. A wise buyer and his money are not easily parted.

Let us then give the advertising more than the "once over"; let us look in it as well as at it.

Is the message an appeal to reason—to the buying instinct—or simply an appeal to the artistic sense?

Is it designed to sell the product on facts, or the advertisement only on looks?

Is the pictured art for art's sake only, or art for advertising sake?

Does the type headline amplify the picture headline?

Does the text *work* with *ideas* or merely *play* with *words*?

Is it salesmanship in print, or only craftsmanship imprint?

Is the advertisement but a thing of beauty, or has it also the necessary "roughage" that makes for ready assimilation and intended action?

And, when it is read, has it sold only itself, or what it advertises?

Erie "Dispatch" Buys "Evening Herald"

The *Dispatch*, morning daily of Erie, Pa., has purchased the *Herald*, an evening paper of that city, and beginning October 1, both newspapers were operated from the *Dispatch* plant. To facilitate the use of both publications by national advertisers the papers will be represented and sold in combination. Effective October 1, they will be represented by the Chas. H. Eddy Co., Inc., New York.

John A. Bauer with "Vanity Fair"

John A. Bauer, formerly connected with the Chicago office of Cole and Freer, and for the past fifteen months Eastern representative for that organization, is now located with *Vanity Fair*.

Studying the Dealer's Needs

How the Business Editor Should Be Able to Aid Distribution

By A. W. SAWYER

Advertising Manager, Hart-Parr Company

WHY IS a trade paper? Sometimes I wonder how many trade paper publishers have asked themselves this question and how many have found salvation in pondering over it long and thoughtfully.

From the manufacturers' point of view a trade paper may serve six purposes. It may: 1. Keep the members of the office and field organization posted on happenings in the trade. 2. Give them some idea of what competitors are doing. 3. Act as a clearing house for fundamental trade ideas for the betterment of the industry. 4. Offer a medium of advertising for prospective dealer inquiries. 5. Pave the way for salesmen canvassing for new dealers. 6. Offer a medium for keeping old dealers sold and enthused with your product.

If comparative importance were to be considered I should place Number 6 at the head of the list.

The dealer watches for the trade paper advertisements of manufacturers whom he represents. "Pep" letters to the trade oftentimes get too frequent and too stereotyped to retain the dealer's interest, but he will always read the advertisements relating to his own line. If your advertisement is there he counts you among the live ones; if it is not there he begins to doubt and may transfer his interest to a competitor's product.

These six missions of the trade papers are fulfilled in proportion to the reader interest created by the editor. And the editor who is going to keep reader interest in his paper is the man who keeps the dealer's viewpoint, guesses correctly what subjects will interest the dealer, and treats them in a fresh manner.

The trade paper that has a field editor will come nearer to keeping the dealer's interest than one whose editor tries to solve his problems from the thirty-seventh story of a skyscraper. The latter is going to get into the dangerous habit of trying to figure things out "psychologically." The former is going to get out and see what's wanted and what's drawing.

The fact is, trade paper editors need to get better acquainted with the men to whom they write. We all like publicity articles about our own firms and our own products and often they do no harm, but often their presence means that the trade paper is being edited to the manufacturer rather than to the dealer. This may please the manufacturer—if he is short-sighted; but if the dealer does not read the trade paper, where do the results for the manufacturer-advertisers come from?

The dealer has his peculiarities, his notions and his hobbies. He must be catered to, petted a little, perhaps, but every once in a while a stiff spoonful of educative medicine can be administered along with the petting.

He must be advertised to in the clearest and most concise of the king's English. The best advice I can offer as to advertising copy in trade papers is this: "Say something!" I can go through a tractor trade paper, the trade paper with which I am most familiar, pick out a dozen tractor advertisements, change the picture and the company address and show you that the copy fits my tractor as well as the tractors of the men who wrote the advertisements. Do you see the point?

It is our boast that, whatever the failings of our advertisements they are not "just ads" but as distinctively Hart-Parr as our trade-mark.

American Express Starts New Organ

A new and rather unusual house organ, published by the advertising department of the American Express Company, has just made its appearance. The distinctiveness of this publication is in its light and sometimes flip treatment of heavy, drab business subjects. It is a magazine of twenty-four pages and cover printed in black throughout, and illustrated with halftones and small cartoons. Douglas Malcolm, general manager of the express company's advertising department, and Leslie W. Rowland, assistant manager, direct the publication of the *American Express Monthly*.

Biggest Increase in "United" Sales

Sales of the United Cigar Stores Company, exclusive of agencies, in the first fourteen days of September showed an increase of \$825,837 over the 1919 period, which was the largest increase for any similar period in the company's history.

Pointing Up the Selling Arguments

Facts That Settle the Prospect's Mind Win Success for Traffic Motor Truck

By LEW BURNHAM

IN EVANSVILLE, IND., some years ago, two salesmen representing different houses, called on a prospect at the same time to sell typewriters.

One waited while the other demonstrated the many qualities of his machine and finished with the astounding act of placing the typewriter on the floor and standing upon it with both feet to convey its wonderful strength. It went home with telling effect.

After the second salesman was through with his demonstration the prospect asked him whether he could stand on his machine, to which he replied: "It was made to write on, not to stand on." He had "horse sense" and got the order.

ADVERTISING THAT GIVES FACTS

When you compare the advertising and selling of some motor trucks with the procedure that has brought success to the motor truck which will be made the feature of this article, the above story presents a fairly good parallel for methods of selling.

The fact that a motor truck manufacturer has gone out of business on an average of every ninety days for the last ten years, proves in a measure that idealism has, in many cases, over-ridden practicality in producing and merchandising trucks, evidencing the absence of a proper analysis of requirements to meet the needs of those who have hauling to do.

The idea of the manufacturers of the Traffic Motor Truck Corporation of St. Louis, on the other hand, was all practicality. It comprehended the building of a truck of standardized units, specializing on one design and one capacity which would fulfill the needs of the majority. It comprehended—when 4,000 pounds had been found an acceptable standard—the publication of capacity, price and specifications in exact terms in its advertising.

Right there is presented a remarkable contrast to the usual run of truck advertising. Capacity, price and specifications are, unquestionably, the first points the dealer inquires about in approaching a new

truck, and for answer has from most new truck advertisers vague ratings that call the truck "1½ ton" or "2 ton," futile vapors about the over-load that the product can carry and in the advertising, no mention of price.

THE APPEAL THAT IS HEEDED

The Traffic was the first truck to be put on the market with a correct rating for loading. You know just what "4,000 pounds capacity" means, but what is the capacity of a "2-ton truck"? The Traffic organization realized from the beginning that the encouragement of overloading was a great detriment to the truck industry. Its attitude in this respect has been proved right, partly by the success of the Traffic and partly by the fact that many users of ton-rated trucks who have figured that they could buy lighter trucks and overload them, have come to grief, bringing harm, at the same time, to the industry.

What is the appeal to a man who has hauling problems to solve—what is it that will interest him?

Is it the fact that "a three point suspension 3¼x5 motor will develop 2,000 revolutions per minute and its power is conveyed by 3 per cent nickel steel gear transmission to a rear internal gear drive by means of a two-piece propeller shaft with three universal joints; alignment secured by self-aligning roller bearing?"

Is it such foreign language as this taken from a recent motor truck advertisement?

"Mighty power efficiently controlled resides in these massive servants of industry; making the world's work easier, setting new goals of achievement, bridging a thousand gaps in the smooth evolution of industrial and commercial life."

Traffic advertising tells him that "the Motor Truck is an aggressively constructive commercial force. The Motor Truck untiringly fights for business. It can be advantageously adapted to every class of hauling. It opens new fields of demand. It taps sources of supply quickly and directly. It is a strong offensive

against competition. Its speed and capacity, its tremendous strength, and its power, convey to the public a sense of dependable prestige."

SPECIFY BEST POLICY

Emphasis on the facts—on the dependable capacity, not the possible over-load—on the statements that meet the dealer's and consumer's questions, not on verbiage—make up an advertising policy that has paid the makers of Traffic at every turn. In the past three years the plant has been increased to eight times its original size. The factory capacity is now one truck every seven minutes.

To obtain distribution, dealer advertisements appeared originally in all the recognized automobile trade journals. The response was instantaneous—of the first fifty-five dealers who came to St. Louis, fifty-three closed contracts. To-day the assignment to dealers is secondary, as demand is far ahead of production. Today, the Traffic message goes to the consumer in the *Saturday Evening Post*, a list of farm papers, industrial journals, automobile trade papers, export journals and a few newspapers.

It still carries the motto that not only honesty but *specificity* is the best policy and can still teach a lesson to the advertiser who has been citing performance limits and has lost himself in making vague promises in vague phrases to no purpose.

Critchfield Increases Northwest Staff

Critchfield & Company, owing to an increase in business in its Northwest office, in Minneapolis, has added Harry J. Brandon and Harold A. Harmon to its staff there.

Mr. Brandon was formerly with the St. Paul *Daily News* and with the Omaha *Daily News*. Mr. Harmon was formerly on the staff of the *Seed World*, Chicago. He will write copy.

World Wide Agency Gets Three Accounts

The World Wide Advertising Corporation, New York, is now handling the advertising accounts of George Backer, real estate; of Conn & Company, and of Selmer.

THE NEW YORK GLOBE

Offers the general advertiser his best opportunity
for a try-out campaign in the Great
Metropolitan Market.

By the adoption of the flat-rate basis on August 1, 1920,
the small advertiser actually secures a lower
rate than under the old rate card.

The flat-rate applies on all new business and on the
expiration of all old contracts.

40 cents a line **Less 10%** per full copy

If your agent has not full information regarding this
latest progressive step of The New York Globe write
for it.

Member
A. B. C.

THE NEW YORK GLOBE

170,000
A Day

Advertising to Standardize Demand

Cleveland Manufacturer Sees a Way to Fill in the Valleys Without Leveling the Peaks

ROY G. OWENS, vice-president of The Lakewood Engineering Company, Cleveland, Ohio, has written a letter to Joseph W. Fordney, chairman of the Ways and Means Committee of the House of Representatives, requesting that the government permit business men to accumulate a reserve advertising fund, without paying taxes on it, which fund can be depended upon whenever earnings are too small to justify heavy advertising expenditures.

Mr. Owens believes that the curtailment of advertising during times of business depression intensifies that depression and that the public begins to drop off. He declares that permanent business prosperity can be insured only by proper advertising, and he has suggested the establishment of reserve funds as a means to enable business men to continue advertising during periods of depression. Mr. Owens' letter to Congressman Fordney is as follows:

"It is a well-known fact that during times of business depression it is the tendency of manufacturers to curtail their advertising appropriations and expenditures. It is also well recognized that this is the time when appropriations and expenditures for advertising should be increased.

SHARING THE BURDENS

"The progressive, wide-awake manufacturer is alive to the need of advertising to create a demand; he appropriates accordingly. In contrast, we have the manufacturer who only advertises when he has accumulated a large surplus as a result of abnormal demand, and feels that he can spend a few dollars for advertising his product. The latter manufacturer, when he scents a little deviation from 'the big demand,' immediately cuts his advertising appropriation. He virtually pulls his house down on top of him. If means can be found to promote advertising in such times, the reaction will be far less severe and the whole country will be immeasurably benefited.

"We believe that if provision were made whereby manufacturers could set up during times of so-called 'good business' an account to be known as 'Reserve Advertising Funds,' which

would be non-taxable and which could be drawn upon for advertising only during a recognized imminence of business depression, a great many manufacturers would take advantage of such condition, thereby minimizing the actual occurrence of a business depression."

In a letter to Mr. Owens, Richard H. Edmonds, editor of the *Manufacturers' Record*, points out the important role advertising has played in the great business activity that has followed the signing of the armistice. He writes in part as follows:

"The activity which has prevailed throughout America since the armistice is, to a very large extent, due to the superb advertising of the business people of the country. The armistice had scarcely been signed when there was a temporary spirit of reaction and pessimism in the thought of the people generally. They looked for months and possibly years of inactivity and lack of employment, but the government immediately began a campaign urging business men to advertise heavily. It said that those who were not advertising should be-

gin advertising, and that those who were advertising should increase their advertising space.

CREATING PROSPERITY

"Within a few weeks there was created throughout the country a sense of responsibility of business men to create prosperity in the way the government had suggested, and they began a great advertising campaign which proved to the nation that the power of advertising is almost without limit. Men who had never advertised were astonished at the results of advertising, and men who had advertised in a small and perfunctory way were greatly impressed with the power of big broad advertising, and found that every dollar wisely expended brought to themselves and to the country a great profit in the way of increased and universal prosperity.

"The suggestion which you have made to Congressman Fordney is one which, it seems to me, the government could wisely afford to adopt, and I shall look with interest to see what reply he makes."

Prices "Guaranteed"

The Federal Trade Commission has called a conference of all the trades for October 12, to discuss the question whether guaranteeing prices against decline is legal or illegal, or rather, whether it is legitimate or illegitimate. The commission some time ago took the position that it was unfair competition, and began some prosecutions against concerns who did it. So far as I have seen, says a writer in the *Modern Merchant*, none of these cases has been disposed of. Evidently the commission is in doubt, or it wouldn't have called the conference.

Personally, I am utterly unable to see the smallest thing to question in the action of a seller who guarantees his price against decline for a limited period. And I will wager all I own that no court will see anything to question in it either. When a man buys goods on a fluctuating market—and any market is of course liable to fluctuate—*somebody* must take the risk of a decline before they are sold. Why shouldn't the seller take that risk if he wants to? I can't get the viewpoint of the people who say it is illegal. The chief objection comes from the competitors unfair competition because it gives the guarantors the preference. Of course it does, and it should. Naturally the man who

gives protection with his goods gets buyers' preference—that is why he does it. But anybody can do it.

I believe I would be willing to agree, however, that from everybody's standpoint it would be better not to guarantee prices against decline. From the standpoint of the seller who guarantees his price, because he then wouldn't have any losses to take; from the standpoint of the seller who doesn't guarantee his price, because he wouldn't have to meet a worrying form of competition; and from the standpoint of the buyer, because it would make a better buyer of him. The man who buys with the price guaranteed against decline doesn't buy at all; he merely gives an order. You don't need to know anything in order to buy that way. Anything that forces a man to study markets and study buying is a good thing for him, and sooner or later he will be glad it happened.

Confectionery Account with Eberhard

The Geo. F. Eberhard Company, of San Francisco, will inaugurate and direct advertising campaigns featuring the various preserves and candy confections manufactured by The Remar Sweets Company, of California.

Collier's

THE NATIONAL WEEKLY

5¢ a copy



Bradley Knit Wear and Collier's

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

Read Collier's

Winning Community Good-Will Builds Sales

Posters That Hook Up With a Local Event Prove to Be a Gratifying Success

By H. L. COREY

Advertising Manager, Champion Spark Plug Co., Toledo Ohio

It is three years since the Champion Spark Plug Company began to use poster advertising in connection with automobile shows. That this company has been a regular user of this medium since is due altogether to the success and satisfaction obtained.

From boyhood on we had observed that lithographers and posters—plenty of outside evidence of a show's liveliness and merit—always helped to pack the theatre.

It did not take us long to conclude that herein lay our opportunity to do the automobile business as a whole in that particular town a good turn, help a certain group of individuals in a laudable and encourageable undertaking, assure the success of the show, thus adding to the civic pride of the residents of that particular town and, last but not least, assure for the Champion organization a warm spot in the hearts of everyone interested in the outcome of the automobile show. There is every indication that we shall continue in the future to do what we can along this line.

Some hard-fisted persons might question the wisdom of apportioning the generous sums of money we allot for this particular purpose. Individuals of that turn of mind certainly do not have a correct interpretation of advertising conditions of the present day and their portent.

Perhaps it is because spark plugs seem to be such a small thing as compared against the remainder of the automobile, and our poster advertising contribution such a big thing as compared against all other advertising media used, that makes it appear as though we have taken a leading part—that we have done more to vouchsafe the success of this and that particular local automobile show than any manufacturer of an automobile itself, which has been responsible for the praise and commendation that have been showered upon us each year.

With success assured, everybody is happy. Praise is given unstintedly. Letters of commendation come from every quarter, from every source—from hardware and acces-

sory jobbers, from automobile and truck dealers, from tire and accessory retailers, from automobile show associations—all conclusive and gratifying evidence that our efforts are fittingly appreciated.

There is nothing to keep us from using the minimum poster display allotments but we have always believed in "billing" a show right. The regular half-showing allotment is authorized for each day. We buy the design and posters and pay for the posting. Besides assuming the entire expense in this connection we provide cards, miniature reproductions of the poster itself, for window displays.

Of course it is naturally understood that the individual and collective efforts of our sales department synchronize perfectly with the adver-

tising department in this particular work, thereby enhancing the results to be obtained; in fact, the individual salesmen make splendid use of the opportunity to establish firmer and friendlier relations with the trade. It is the enhancement of this good-will that has given us the invincible position that we have and maintain with the jobbing and retail trade.

We do not claim to have discovered any particular virtue that poster advertising has not possessed all along.

Our happy experience, we do believe, has largely been brought about by a clear understanding of poster advertising's possibilities, as well as its limitations—of the part it can and should take in the public life of a community and the part it can play in a sales and advertising campaign.

Fine Export Opportunities in New Zealand

Despite an adverse exchange rate, imports into New Zealand from the United States continue to be exceptionally heavy, and in the opinion of many business men there this must continue for some time to come, for the reason that many importers are not able to get even promises of early delivery of many lines from Great Britain, especially motor cars, hardware, fencing wire, rubber goods and drugs. It seems to be the impression in that market that the condition described will prevail until well into next year.

New Zealand, says the *New York Times*, is becoming a very important market for American manufactured articles, and the consumption of American goods per capita in the Dominion is now greater than in many other countries. American manufacturers and producers should remember, Consul General Alfred A. Winslow suggests, that there is sufficient money in the country to make it possible for its inhabitants to purchase for cash everything necessary to meet requirements, and that the future is promising, since there are prospects of a large increase in immigration and the consequent development of many important sections of the Dominion.

"It will pay well to cultivate this market," the consul writes, "and, when possible, to establish branch offices or head-

quarters in one of the centres to cover the two islands. In case individual firms are not sufficiently strong to open such a branch or agency, it would seem wise to group the interests of several non-competing firms so as to get in as close as possible with the New Zealand distributor. He very much dislikes to deal through too many agents, for this adds to the costs of the goods. In the main, American manufacturers have a good reputation in this Dominion. If it can be supplied at equal prices for standard quality of goods, the American article will usually sell more readily than goods from other countries, notwithstanding the fact that the people of New Zealand are very favorably inclined toward British wares."

Imports from the United States during 1919 amounted to \$36,870,100, as compared with \$11,110,000 for 1914, and, according to the best information available, the increase for the first six months of 1920 fully kept pace with increase during the last six years. Exports from the Dominion to the United States amounted to \$20,443,500 for 1919, as compared with \$5,033,000 for 1914, and the exports for the first six months of 1920 have very nearly reached the total for 1919. The outlook for imports and exports during the balance of the year is now more promising than it was at the beginning of the year.



Hotel Cleveland

1000 ROOMS AND 1000 BATHS

Cleveland

OFFICE OF THE TREASURER

July 15, 1920

July 15, 1920

Mr. J. Mitchel Thorsen,
Cosmopolitan Magazine,
New York, N.Y.

Dear Mr. Thorsen:-

I have checked up the sale of magazines at our News Stand and I find that what you thought would be true is true.

Cosmopolitan leads the sale of all magazines in its field, in fact it is topped by only one nickel magazine.

This should please you a lot for I consider it quite a tribute to Cosmopolitan to have the class of people we have stopping at THE CLEVELAND show their preference for your magazine in this way.

Yours very truly,

VICE PRES.

HOTEL CLEVELAND

JEL/AHP

Nearly
everybody
worth while
reads
Cosmopolitan

Crops Come First With Kansas Buyers

Farmers and City Dwellers of the Great Grain and Cattle State Follow National Advertising

THE MOTTO of the State of Kansas, adopted January 29, 1861, while the memory of the asperity of the local struggle between free soiler and slave holder that preceded the state's admission was still very fresh in men's minds, was: "Ad astra per aspera"—through difficulties (or hardships) to the stars.

That combination of high idealism and common sense which is characteristically Kansas has built a long way toward the stars since those days and, in the process, Kansas has been made a wonderful market for the manufacturer or distributor who has the commodities to market which Kansas—who knows what she wants—wants.

AGRICULTURE FIRST

Kansas is primarily an agricultural state. There were in the state, at the time of the 1910 census, 177,200 farms averaging 244 acres. Laboring on those farms to cultivate the crops for which he is famous, the Kansas farmer has, almost invariably, made himself soundly prosperous and able to take advantage of all the manufacturer offers in the way of making easier his work or adding to the comforts of his home.

The Kansas farmer has devoted himself chiefly to the growing of winter and spring wheat, corn, rye, oats, and potatoes. He has also grown extensively broom corn, sorghum, flax, hemp, castor beans, sugar beets, tobacco and hay. Just within the last twenty years the growing of alfalfa has become one of the chief agricultural industries of the state. Today large quantities of alfalfa hay are shipped East from Kansas, while alfalfa meal mills have been built at many points. The wheat crop for 1918 was 102,008,000 bushels; corn, 43,523,000 bushels; oats, 51,238,000 bushels. Kansas led the country in wheat and was second in the production of kaffir corn. The total value of the 1918 field crops was \$424,298,000.

At the same time the raising of cattle and sheep has been an important industry, particularly on the rolling prairies of the west which only recently irrigation has begun to transform into fertile crop lands. The number of cattle in the state in 1919 was 3,365,000, 964,000 being dairy cows. For last year, also, Kansas was credited with 2,331,000 hogs,

1,153,000 horses, 260,000 mules and 460,000 sheep. The total value of the live stock products in the state in 1909 was \$90,000,000 and the value of all agricultural and animal products was \$307,538,164.91. The packing house products of the state as long ago as 1909 had a value of \$12,344,099. Dairy products are increasing in importance rapidly.

THE MINERAL WEALTH

There is a part of the story of whence Kansas gets her wealth. Another part of the story should deal with the mineral deposits—the coal mines into which many Kansans got an unexpected look when they were called upon to answer Governor Allen's appeal for volunteers during the recent strikes; the oil wells; and the salt industries. In 1917 Kansas produced 7,184,975 tons of coal; in 1914 her petroleum output amounted to 3,000,000 barrels; salt, in 1914, stood at 2,967,864 barrels. Natural gas is abundant. Some lead and zinc is produced.

The third part of the story should have to do with manufactures. To date, it has been the least important part. Kansas lives on the land. But manufactures are developing rapidly and the number of plants is increasing. Especially is this true of the southeastern part of the state which tends more and more to become its industrial section. Industrial enterprise in this area gains much from a strong flow of natural gas coming from an extensive underlying gas belt.

There, in brief summary, is the story of how Kansas "makes the mare go." It is not necessary to point out that the same commodity through which the steed is actually persuaded to travel is the commodity for which the manufacturer wants to exchange his product.

Kansans have been ready spenders where convinced of the merit of the article or the cause for which they have been solicited to spend. It is interesting to note that the Kansas farmer owns 1,732 motor trucks, which is a greater number than is owned by farmers in Texas, Indiana, Michigan, Minnesota, or either of the Dakotas. Kansas has one automobile for every ten of her population, a record which is exceeded only by Iowa, Nebraska, the District of Columbia and South Dakota. The

farmer on Kansan lands has farm buildings that, as long ago as 1910, were valued at \$199,579,599.

"SOLD" ON ADVERTISING

The Kansas farmer was long ago sold on the value and service of national advertising. A reader of good farm papers, an extensive user of power farming machinery which has, in the main, been splendidly advertised, he has learned to digest an advertisement and, more than that, to criticize and reject it if its claims are specious. The "genus Rubensis" is not known on the Kansas prairies.

As in other states, the prospect in Kansas can be effectively approached through the newspapers in some of the key cities, through the farm papers and through the small town weeklies thickly sown throughout the state.

Kansas has one city of over 100,000 population—Kansas City; two of between 50,000 and 100,000—Topeka and Wichita; none between 25,000 and 50,000, the omission being natural for a state in which the manufacturing development has been slow; twelve of between 10,000 and 25,000; twelve between 5,000 and 10,000; and a whole host of smaller towns.

Topeka, with a population of 46,747, has many numerous and extensive manufactures, including the locomotive and car shops of the Atchison, Topeka and Santa Fé Railroad Company, employing 3,500 hands (The company's general offices employ 1,500 officials and clerks). Topeka's large flour mills yield 3,600 barrels daily. The capital of the state, the city stands in the midst of an agricultural section served by its wholesale houses and by its retailers. Topeka has a small but growing publishing business. Its daily newspapers are the *Capital* and the *State Journal*. Senator Capper's excellent farm publications, the *Farmer's Mail* & *Breeze*, *Capper's Weekly*, *Capper's Farmer* and *Household*, are published here, as is the *Kansas Farmer*.

Wichita, with a population of 70,000, is an important distributing point for agricultural implements and furniture. Its jobbing trade amounts to over \$25,000,000 a year. Wichita's stock yards send out over 50,000,000 pounds of products annually. Its newspapers are the *Eagle* and the *Bacon*.

LEAVENWORTH AND ATCHISON

Leavenworth (22,090) and Atchison (15,263) are centers of manufacturing and jobbing. Leavenworth's products include stoves, mill machinery, furniture, carriages, boilers and pumps. The city does a very

large shipping trade in apples. Atchison is probably the most important commercial city in the state, having a large export trade in grain, flour and live stock and an extensive lumber trade. Atchison is a supply center for a very large portion of the state. It has six large flour mills and about sixty manufacturing establishments, employing over 3,000 hands. Leavenworth's chief newspapers are the *Post* and *Times*. Atchison is served by one, the *Globe*.

Hutchinson (19,200), in the south central part of the state, is a distributing point for central and southwestern Kansas. It does an export

business in grain, flour and live stock. It has a large pork packing plant, flour mills, several canning factories and twelve salt companies which work a great salt vein at this point. Hutchinson's newspapers are the *Gazette* and the *News*.

OTHER KEY CITIES

Other cities that may be regarded as key cities and their daily newspapers are Salina—the *Journal* and the *Union*; Pittsburgh—the *Headlight* and the *Sun*; Ottawa—the *Herald*; Lawrence—the *Journal-World* and the *Gazette*; Iola—the *Register*; Independence—the *Reporter*, *Free*

Press and *Star*; Fort Scott—the *Tribune* and *Monitor*; and Arkansas City—the *News* and *Traveller*.

Then, of course, there is always Kansas City, though Missouri would steal away some of the glory of that. With immense stock yards capable of handling 3,000,000 head of live stock annually and immense beef and pork packing establishments, with manufactures, embracing flour and lumber, wagons, oil tanks, boxes, baskets, etc. Kansas City is an industrial and commercial center of first importance not to Kansas alone, but to the entire West. It publishes on the Kansas side of the line one daily, the *Kansan*.

Advertising Specialties and Good Will Building

J. M. Saunders Stresses the Importance of Good Will Building and Shows How It Is Accomplished

ADDRESSING a thousand advertising specialty men, from all over the United States and from several foreign countries, convened at Chicago last week, J. M. Saunders, vice-president of the Blanchard Company, Aurora, Ill., stressed the subject of Good Will as follows:

"The late Marshall Field once said, 'Good Will is to business what coal is to the engine, it keeps the fires burning and makes it possible to drive ahead,' but few men of his generation kept as constantly in mind the importance of building good will as did Marshall Field from the days of his apprenticeship in the little dry goods store at Pittsfield, Mass., until 1881, when the great house of Marshall Field & Company came into existence. The years of merchandising history which have since been written by this great firm have been but an extension of application and interpretation of this the fundamental principle of the founder—Building Good Will—at all times and at all costs.

"We might pass at random over the pages of history of the business success of the leading industries and commercial enterprises of today and without an exception we would find the growth of these businesses co-extensive with their recognition of the importance and vital necessity of *building good will*.

"Therefore, it is indeed a pleasure

to me to have the opportunity of talking with you who are interested—even as I am interested—in this great problem confronting business to a greater degree at this moment than ever before of the best ways and means of Building Good Will.

"Permit me to say that, from an experience extending over nearly a quarter of a century in the field of specialty manufacture and distribution, it is my firm conviction that there has never been a time when business in general looked as favorably upon specialties as a means of creating and maintaining Good Will as it does today. It is not that the importance of other forms of advertising is minimized in the least, but rather that the improvement in the forms and service applications of specialty advertising has caused this branch to be considered the more.

"Advertising specialties have come to be recognized as a definite link in that great chain of business which transforms the raw material into the finished product, places it in the hands of the ultimate consumer and then brings that consumer back to the same source, time after time, for the same product.

"But I want you to know that as surely as I stand here today I believe that we have just scratched the field of use for advertising specialties. Great as has been the development of the past few years, it will prove as

nothing in comparison with the years to come.

GOOD WILL IN MEDIEVAL TIMES

"Since primitive days, when man first started to barter with his neighbor, it has been one of the customs of trade to offer gifts or tokens in order to cement good feelings, conclude the deal, and pave the way for further exchanges. The queen of Sheba, with her heavily laden train and hundreds of black sweating slaves, bore into the court of King Solomon the choicest gifts of her land for the purpose of *building good will*, and firmly establishing trade relations with the Children of Israel. And so successful was this visit, and so effective was the impression created by the gifts brought, that during the reign of these two monarchs there existed the most cordial of social and commercial relations.

"During the medieval days of continental Europe the habit grew up among the shop keepers and trade folk of, at certain regular intervals, sending out an apprentice boy with a gift of their wares for those whom they served. Indeed, in so far as I am able to discover, this is the first definite form of advertising of record. And it is worthy of note that this advertising took the form of building good will.

"The American Indian took his belts of Wampum, his choicest skins

and his gaudiest trinkets and fared forth to trade with his red brothers or at the pioneer trading post. And it was a fixed habit with him that a portion of these wares were used in building good will. Thus was early established in America that principle in the exchange of trade which has steadily grown ever since.—Business relations to be truly successful must be founded upon Good Will and each transaction must serve to augment this feeling of mutual interest and appreciation.

"To summarize, examples might be multiplied indefinitely, showing that the history of successful trade is but a record of the improvement of ways and means on the part of those trading, for the fostering of Good Will, from the time of the trading operations of the Queen of Sheba to the present day methods of a great store such as that of Marshall Field & Company.

"Good Will is the greatest asset of many businesses and a most important one of all. It is that part of the present that may be saved for the future, equally as surely as the shekels deposited in the bank.

COCO-COLA'S GOOD WILL, \$30,000,000

"A most striking example of this is shown in the recent organization effected by the Coco-Cola Company. At the time of this change, assets were listed at approximately \$35,000,000, of which more than \$30,000,000 were charged to Good Will. In other words, more than five-sixths of the total value of this great company consisted in the favorable feeling the people of America had toward these two words "Coco-Cola." It is a pleasure indeed to record this fact, with reference to the Coco-Cola Company, because no concern in America has more persistently sought for this same most valuable Good Will through the medium of advertising specialties than the Coco-Cola Company. Calendars, fans, pennants, novelties and souvenirs of all kinds and descriptions have for years in ever increasing numbers borne home the legend "Drink Coco-Cola." And America today, oft hidden, drinks it and thinks well of it to a degree that has caused a group of hard-headed business men to pay more than \$30,000,000 for this often considered intangible asset of a business."

PRESIDENT FREDERICKSON LOOKS FORWARD

Past President Charles R. Frederickson, in his thorough address on "Our Association—The Year's Work and the Future," pointed out the vital responsibility confronting ad-

vertising men, and the need in the profession of a still finer salesmanship, and of advertising.

"The moment has arrived when all within us that is big and sturdy, far-visited and broad, must come to the fore, because it is our mission as advertising men to keep honest business thriving and flourishing, and we must not fail to measure up fully to the task of our own choosing.

"We must proceed without delay to strengthen our field forces by eliminating 'order takers,' and adding strong minded, hard working men and women, mentally and physically

capable, who are now, or are willing to become, close students of both advertising and merchandising; and we must devote ourselves to intensively directing and schooling these representatives, to the end that they may be quickly brought to a high state of efficiency in the presentation of our proposition.

"I commend to your thoughtful consideration the proposal for the creation of a fund for advertising advertising specialties which will be submitted to you again during this Convention. The purpose of this proposed advertising campaign is to



The ALL FICTION FIELD

COMPRISING

Adventure
Ainslee's
Argosy-All Story

Detective Story
People's
Short Stories

Smith's
The Popular
Top-Notch

make known to the world the heights that our industry has already reached and to more widely spread the knowledge and the conviction that in the use of specialties, embracing calendars, signs and an endless list of utility articles of celluloid, leather, cloth, metal, paper and wood, is to be found the most direct and the most economical method of advertising for the largest number of advertisers that has yet been devised."

"In brief, the 1921 price outlook," said C. S. Sultzer, president of the Red Wing Advertising Company, in summarizing his concise talk, "calls for high grade salesmanship—a

salesmanship that can and will counteract any apparent disadvantage, and that can and will present the message of the advertising specialty in a vital way. Such a salesmanship will raise the humble specialty from the sphere of mere commodity to the high level of advertising medium whose value is only limited by the intelligent use to which it is put."

WOLTZ URGES ADVERTISING CAMPAIGN

In his speech on "Association Advertising and Its Results," J. R. Woltz, vice-president of Critchfield & Co., urged the specialty men to undertake a three-year advertising

campaign utilizing newspapers supplemented by magazines and leading advertising journals.

"Manufacturers are spending more millions in advertising than ever before, and the vast increase in the outlay bids fair to be maintained. With the new and expanded opportunities for every line of American manufacture, with increased production and with keener competition, advertisers are prepared to deal with the whole subject with a larger vision. Even old-timers are investigating fields they never seriously thought of before and they are analyzing the usefulness of methods that they never before considered.

"The consuming public must be educated to the gift value of every specialty it receives. The distributory factors in whose hands judicious opportunity of the manufacturers' advertising is placed must be impressed with the value of the specialties they are giving out. And right here is one of the biggest reasons for the lack of enthusiasm over specialty advertising. The appalling waste in the distributing end alone causes them to hesitate when considering this form of advertising. It is up to your organization not only to educate the manufacturer to a broader and better use of specialty advertising, but to so impress the distributor with the value of his share in the work as to develop in him a feeling of pride and co-operation.

"In looking over a file of one publication for the last year I found that the poster people had used twenty pages and spreads, the car card people fourteen, the direct-by-mail advertisers sixteen, the publications fifty, the advertising agencies a far greater number than any of these, but that the specialty manufacturers had not advertised at all.

FINANCING ASSOCIATION CAMPAIGNS

"There have been a number of successful plans for financing association campaigns. The California Fruit Growers' Association, for instance, allowed as the advertising cost during the last fiscal year 2½ cents per box for oranges and 4 cents per box for lemons. The members of the Rubber Association of America, in addition to their annual dues, have voted a voluntary tax on every pound of raw rubber imported, this tax going into the general fund. The Granite Manufacturers' Association of Barre, Vt., in a campaign levied an assessment on each rough cubic foot of granite that came down from the quarries. In your business, of course, gentlemen, there is no such standard unit of production on which a charge



The
FIELD OF GREATEST YIELD

PUBLISHED BY

Doubleday, Page & Co. The Ridgway Company
The Frank A. Munsey Co. Street & Smith Corporation

MEMBERS A. B. C.

could be based. Two other courses, then, are open: one, an arbitrary charge made equally to all members, depending on the necessary total for your appropriation; and the other, an assessment based on your individual annual volume of business."

Business Paper Men to Discuss Many Topics

An innovation at the convention of the Associated Business Papers at the Hotel Astor, New York, October 22-23, will be the department sessions for the editors, circulation men and publishers. The

editors have a separate organization known as the National Conference of Business Papers Editors, which is preparing a special program for their department sessions. At several of the sessions all departments will participate.

On Wednesday morning, October 20, a joint session of all departments will be held, and the following will take place: Welcome by chairman of the General Program Committee; response and annual address by the president of the A. B. P.; appointment of convention committees; and the report of Executive Secretary Neal. The remainder of the session will be devoted to a discussion of the president's and secretary's reports.

A second joint session of all departments will be called in the afternoon. The session subject and general theme for the

convention will be: "Business Paper Leadership, Its Responsibilities and Opportunities." There will be four addresses on this theme as it applies to the following departments of publishing: Editorial, Advertising, Subscription and Service.

On Wednesday night there will be a special catalog conference at the Hotel Astor in the interest of publishers issuing consolidated trade catalogs.

For Thursday morning there have been scheduled department sessions: Advertising, Circulation and Editorial.

The Advertising session will take up: Agency Relations Committee report and discussion—one hour; Improving Sales Methods (symposium subject); Making Salesmen Instead of Copy Chasers; The Organization and Use of Research Departments; Educating Advertisers to Use Good Copy; Telling the Story with Charts and Graphs; Taking Our Own Advertising Medicine; The Development of New Business (symposium subject); Developing Small Advertisers; and Broadening the Needs or Merchandising Scope of the Field as a Precedent to New Advertising.

The Editorial session program is being prepared by the Editors' Committee.

The program of the Circulation session is outlined as follows: How to Collect Delinquent Accounts and Keep the Subscriber; How to Get Live Lists of the Right Kind of Prospects; What the Circulation Department Should Do to Keep the Desirable Subscriber Sold, and Assure a Renewal; The Use and Abuse of Sampling; The Relative Advantages of Circularizing and Salesmen; Mailing, Wrapping and Addressing Methods; How to Handle the Crooked Circulation Solicitor; Simplifying Circulation Records; and Cutting Out the Deadwood and Keeping It Out.

On Thursday afternoon there will be two sessions, one for editors and the other for publishers. Such subjects as the following will be considered: The Advantages of a Real Cost System; Methods of Meeting and Curbing Rising Costs; Zoning Subscription Rates to Correspond with Postal Rates; Co-operative Competition Between Competing Papers; Advantages of Standardization in Page Sizes, Rate Cards and in Payment and Discount Dates; Experiences and Views on Application of 90-Day Clause in Advertising Contracts; What Should Be the Relation of Subscription Prices to the Cost of Production; Policy Which Should Be Adopted Towards German and Other Foreign Advertising; How to Handle Conflicting Copyright and Patent Advertising; The Best Policy and Rates for Inserts; Should There Be a Composition Allowance for Full Page Plates; and Holding Advertisers to One Free Copy for Checking Purposes.

The annual banquet and reception will take place at the Hotel Astor Thursday night. Invitations are to be extended to advertising and publishing interests generally. Two sessions—one for publishers and one for editors. Publishers session with the concluding business session, including reports of committees, the adoption of resolutions, and election of officers will close the convention on Friday.

J. A. MacDonald With Mid-Continent Agency

J. A. MacDonald, formerly sales promotion manager for the Ajax Rubber Company, is now with the Mid-Continent Advertising Agency, of Dallas, Tex.

So many advertisers have suggested that the flat rate of the Standard Union is too low for Brooklyn that we have consented to raise it from 15 cents to 20 cents to everyone. There is also a real reason.

Why Business Is Better

Most of Today's Trade Is with Those Having a Sense of Proportion

SINCE the armistice the trade has experienced a half dozen alternate buying waves and depressions—the crests and hollows of disturbed market conditions. There happens to be a slump just now. The present depression differs from the distinct bearish movement that directly followed the armistice only in that it has several new contributing causes. In the main, however, it is a similar manifestation—an extreme of the arc of the swinging pendulum of sentiment.

History shows that this pendulum of bullish and bearish sentiment swings with a broad sweep during the decade following every great war. After the Civil War, for example, prices swung in more or less even sweeps from the date of Lee's surrender in 1865 until the close of 1869. During these four and one-half years a mean of these variations would show an almost constant price level, all extremes being between the chart lines indicating 75 per cent and 100 per cent above the pre-war average. The first real fall in prices occurred in 1870, but it was not until 1876 that they definitely broke below the 50 per cent line.

Similar conditions produce similar results and we expect to see the present depression followed by renewed buying movements and depressions in more or less regular sequence over a series of years. Prices should tend slowly downward and the arc of the pendulum should gradually lessen as the steady influence of time re-establishes confidence and stability.—*Campbell's Courant.*

Drug Trade Statistics

Drug Topics prints the following information regarding the drug trade, compiled by Saunders Norvell:

Number of retail drug stores in the United States, 49,000.

There is one retail drug store to every 2,048 of the population.

Forty-four and one-half per cent of these stores are rated at \$2,000 or less.

Of these 44½ per cent, 92 per cent are without rating in the commercial agencies. Twenty-three and one-half per cent are rated at \$2,000 to \$5,000.

Of these 23½ per cent, 67 per cent are without rating in the commercial agencies. Seventeen per cent are rated over \$5,000 and less than \$10,000. Eight per cent are rated at \$20,000 and over.

Thirty years ago the number of drug items on the market was 2,699.

The number of drug items now on the market is 45,900.

The patent medicine business of the average wholesale druggist is 54 per cent of the total sales.

Of this 54 per cent, only 12 per cent are distributed in lots of one dozen or more.

Devoe & Reynolds and Condit Electric Accounts with Michaels Agency
The Harry C. Michaels Company, of New York, has obtained the advertising accounts of Devoe & Reynolds, old established paint manufacturing concern, and of the Condit Electrical Manufacturing Company, Boston, Mass.

Franklin Sales Almost Doubled

Total sales of the H. H. Franklin Manufacturing Co., Syracuse, N. Y., for the year ended August 31 amounted to \$31,001,565. This exceeds the total business reported during the twelve-month period ended August 31, 1919, by \$14,561,934 and represents an increase of 88 per cent. Foreign sales showed the big increase of 166 per cent over the previous year's record.



LOUISVILLE— The Gateway to The South

Nine railroad systems, traversing the richest farm land sections, reaching all the big population centers and export cities and tapping the important sources of raw material, radiate from Louisville.

The utilization of the Ohio River for the shipping of tremendous tonnage, awaits only the erection of suitable water terminals and the construction of modern freight barges. Louisville, with a municipally owned water front, is in an enviable position to serve her business interests.

As the chief loose-leaf tobacco market, Louisville is famed throughout the world. Kentucky's 1919 crop of four hundred and seventy-four million pounds, valued at \$175,000,000.00, was the largest of any individual state, and a record-breaker.

Coal is in Louisville's back yard. It is estimated that nearly half the state of Kentucky's area is underlaid with high-grade coal, enough to supply the world for generations. Her petroleum output for the last two years has attracted the attention of the world. Her agricultural production for 1919 was nearly five hundred million dollars.

Though in the main Kentucky is an agricultural state, Louisville, its principal manufacturing and trade city, is recognized as one of the South's largest trade centers. Its hundreds of factories and big railroad shops give it immense buying power.

Louisville is a great tryout city for the national advertiser, and the surest way of reaching the buying power of Kentucky's largest city is through the advertising columns of the largest morning circulation in Kentucky; that is

The Louisville Herald Kentucky's Greatest Newspaper

Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York
Western Representative: John Glass, Peoples Gas Bldg., Chicago
Southern Representative: Geo. M. Kohn, Candler Bldg., Atlanta, Ga.
Pacific Coast Representative: R. J. Bidwell, San Francisco, Cal.

ONE OF THE SHAFER GROUP OF NEWSPAPERS

May Have to Adopt New Money Standards

How an American in Paris Views the Exchange Situation

SOCIÉTÉ ANONYME DE PUBLICATIONS PÉRIODIQUES, 13, QUAI VOLTAIRE

PARIS, SEPT. 10, 1920.

Editor, ADVERTISING & SELLING—I much appreciated your kind and cordial letter which I found at the office to greet me upon my return last week. The copies of *ADVERTISING & SELLING* arrived safely, and I have handed one to Mr. Job. Many thanks.

Mr. Tribe should certainly be the man for your Foreign Trade Department. His section of the magazine will undoubtedly become more and more important, for it seems clear to me that international business will keep on increasing as soon as exchange and credit conditions can be standardized.

Since my trip to Switzerland and Italy, I have been wondering whether we should expect exchange in foreign countries to ever come back to old standards, or whether new values should not simply be assigned to the unit called the franc, the lire, the marc, etc., for that is the exact situation at present without its being admitted.

I think I wrote you of our dismay at having to give 100 French francs for 45 (now 42) Swiss francs. But upon engaging rooms, buying a meal and shopping

in the department stores in Switzerland, the 45 francs had more *purchasing power* than the 100 francs in France.

In Italy we changed our Swiss francs for *three* liras. We had three times as many *units*, but the purchasing value was about the same.

Silver has practically disappeared from circulation in France. It is most difficult to find even the little copper "sou" in Paris now. There are only the little paper "coupures" of fifty centimes and one franc. Before boarding a street car now, it is quite usual for the conductors to ask you: "Est-ce-que vous avez de la petite monnaie, Monsieur?" If you have, you generally get on, even when the car is "complet," because your coppers will go toward making up change for several other passengers who have been riding along on credit because it was impossible to change their "coupures."

On the contrary, in Switzerland there was as much or more French silver money in circulation as Swiss. This would indicate to me that the word "franc" in France no longer means the same portion of the world's wealth that it does, for instance, in Switzerland. The exchange value and the local purchasing value are very nearly the same, and one can pretty accurately be determined in terms of the other.

(Signed) LOUIS H. FROHMAN.

Hanfield and Dunster Join James Agency

J. H. Hanfield and Charles H. Dunster have joined the forces of the James Advertising Agency, Inc., New York. Mr. Hanfield came from the Philip Kobbe Company, and was previously with the Cowan agency.

Mr. Dunster was formerly sales manager of Wildroot Hair Tonic, Buffalo, and later for two and one-half years with the Atlas Advertising Agency. He will have charge of merchandising.

Roberts to Give Advertising Course

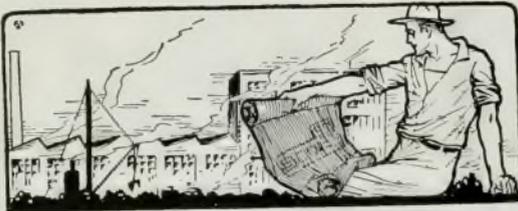
W. L. Roberts, general manager of the James Advertising Agency, Inc., New York, will have charge of the advertising course at the Brooklyn Central Y. M. C. A. This course will begin October 13 and will extend over a period of twenty-five weeks. Addresses will be given from time to time by prominent men in the advertising field.

Miss Gochmour Joins Humphreys & Matthews

Miss Irma T. Gochmour, formerly of the advertising department of The Emporium, San Francisco, has become manager of the retail and research department of Humphreys & Matthews, advertising agency of Stockton, Cal. Before going with The Emporium, Miss Gochmour was a member of the advertising and sales department of the Pompeian Manufacturing Company, of Cleveland, O.

A. Randall Crapo with Westinghouse

A. Randall Crapo, formerly advertising manager for Gray & Davis, Inc., is now connected with the department of publicity, Westinghouse Electric & Manufacturing Company, with his office at 82 Worthington street, Springfield, Mass. Mr. Crapo will have charge of the publicity of the automotive equipment division, handling national, trade and direct-by-mail advertising, general publicity and house organ work.



Housing the Textile Industry

The Textile Industry spends millions of dollars a year for new construction and re-construction. This is not to be wondered at when one realizes that this industry leads all others in the number of large establishments employing more than 250 hands each, and that many of the 8,500 Textile Mills own complete villages and towns in addition to their factory buildings.

More new textile mills were constructed in 1919 than in any one of the previous ten years, with the exception of 1917. The record for 1920 will probably surpass that of last year.

Here is a rich field for the Builder and the man who sells building materials.

That the opportunities in this field are not being overlooked is shown by glancing through the advertising pages of *TEXTILE WORLD*, which is read by the men who control over 90 per cent of the purchasing power of the industry.

It will be discovered that there are 36 Builders, Engineers and Architects who regularly advertise in *TEXTILE WORLD*, in addition to more than 100 concerns who sell building materials.

If you are interested we would welcome the opportunity of discussing the possibilities for the sale of *your* product or service in this industry.

Textile World Journal

Audit Bureau of Circulations,
Associated Business Papers, Inc.



BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE, NEW YORK

Translating It Into Spanish

What the Advertising Man Did to a Local Institution

NO ONE would have guessed from reading in the Philadelphia Public Ledger recently the panegyric written by that journal's Washington correspondent on a new Spanish restaurant opened in the nation's capital—a restaurant that "has the atmosphere of old Madrid"—that only an advertising man's genius prevented that selfsame restaurant from opening under the imposing title of "The Pure Food Shop."

The advertising man was called in when nothing had been done but the purchasing of a building on G street and the putting up of a sign reading: "Pure Food Shop Will Open Here Upon Completion of Alterations."

He discovered, first of all, a strong distaste for the name that "conjured up the picture of a dyspeptic munching breakfast food in a white bowl off a white enameled table." He discovered, secondly, three theretofore unrealized assets—three Spaniards at the head of the new venture, and an imposing head waiter, who had seen service in the Ritz and looked wholly out of place in a Pure Food Shop. Thirdly, he discovered, by paying a visit to the good, but small and unpretentious white enameled place that the same proprietors had been running in the outskirts of the city that his Spanish assets could make real, melt-in-the-mouth Spanish dishes, attractive even when eaten from chilly white china.

CAPITALIZING THE ASSETS

Taking these things into consideration, he decided that if the proposition was to be made profitable it must be made Spanish, at least Continental; and straightway sold his clients the idea of capitalizing themselves, their cookery and their newly engaged head waiter.

With his own hands he took down the Pure Food sign and darkened the windows. When the curtains were drawn again it was upon "The Restaurant Madrillon"—a most European eating place, with upholstered benches running the length of the walls, quaint lighting fixtures that made it not too light, everything that could lend in the way of atmosphere. On the window pane

posed a glorious peacock in color, strutting against a background of deep blue velour curtains. The peacock was made a motif of the advertising and the gorgeouslyness of its feathers was reflected in the futuristic border used throughout the restaurant's decorations.

The peacock, the head waiter who

didn't "go" with white enamel, the Spanish cookery that "went" with anything, and the "atmosphere of old Madrid"—all figured in the newspaper advertising which preceded and has followed the introduction of the new gathering place of the Continental—and especially of the Latin—diplomatic set of the capital. "Ask Maurice" is the slogan. "Maurice" is the atmospheric head waiter. "Maurice" himself shivers to think what would have been his surroundings if the proprietors hadn't asked the advertising man.

Uniform—Dependable!

Following is a statement of The Kansas City Star's daily circulation during September. Note the day-to-day uniformity—unaffected by rain, weather or holiday. Carrier circulation is dependable circulation every day of the year.

Date	Morning	Evening	Sunday
1—Cloudy ..	209,008	213,935	
2—Rain	209,282	213,560	
3—Rain	209,421	213,808	
4—Rain	209,283	212,810	
5—Rain			212,843
6—Cloudy ..	207,341	213,418	
(Labor Day)			
7—Rain	208,247	212,564	
8—Rain	209,132	213,113	
9—Clear	209,461	213,234	
10—Rain	209,725	213,496	
11—Cloudy ..	209,961	213,236	
12—Cloudy ..			213,561
13—Rain	209,605	213,096	
14—Clear	209,656	214,182	
15—Clear	210,024	213,781	
16—Clear	209,853	216,210	
17—Clear	210,135	214,702	
18—Clear	210,362	213,704	
19—Clear			213,933
20—Clear	210,510	214,440	
21—Clear	210,826	215,445	
22—Rain	210,921	214,159	
23—Rain	210,941	214,704	
24—Clear	210,988	214,773	
25—Clear	211,018	214,218	
26—Cloudy ..			214,656
27—Clear	211,027	214,787	
28—Clear	211,165	214,860	
29—Clear	211,300	215,134	
30—Clear	211,301	215,525	

THE KANSAS CITY STAR

Average Net Paid Circulation during September:

Morning	Evening	Sunday
210,019	214,111	213,748

Chicago Office,
1418 Century Bldg.

New York Office,
2 Rector St.

Checking up the Se

Form 137A

<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="text-align: left;">CLASS OF SERVICE</th> <th style="text-align: left;">SYMBOL</th> </tr> <tr> <td>Telegram</td> <td></td> </tr> <tr> <td>Day Letter</td> <td>DL</td> </tr> <tr> <td>Night Message</td> <td>NM</td> </tr> <tr> <td>Night Letter</td> <td>NL</td> </tr> </table> <p style="font-size: small;">If name of item shown symbol appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.</p>	CLASS OF SERVICE	SYMBOL	Telegram		Day Letter	DL	Night Message	NM	Night Letter	NL	<h2 style="margin: 0;">WESTERN UNION</h2> <h2 style="margin: 0;">TELEGRAM</h2> <p style="font-size: x-small; margin: 0;">NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="text-align: left;">CLASS OF SERVICE</th> <th style="text-align: left;">SYMBOL</th> </tr> <tr> <td>Telegram</td> <td></td> </tr> <tr> <td>Day Letter</td> <td>DL</td> </tr> <tr> <td>Night Message</td> <td>NM</td> </tr> <tr> <td>Night Letter</td> <td>NL</td> </tr> </table> <p style="font-size: small;">If name of item shown symbol appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.</p>	CLASS OF SERVICE	SYMBOL	Telegram		Day Letter	DL	Night Message	NM	Night Letter	NL
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RECEIVED AT

12NY S 21

DUCKTOWN TENN 10A SEPT

ENGINEERING AND MINING JNL

NYC

SOMETIME AGO YOU CARRIED ADVERTISEMENT OF MACHINE FOR SAWING
DRILL CORES LENGTHWISE THINK LOCATED MINNEAPOLIS CAN YOU
FURNISH ADDRESS WIRE ANSWER

OGONEE COPPER CO

120P

Report of Equipment or Supplies Purchased from

Advertisements Appearing in Power

Representative Reporting Belle Date 5/17/20

Name of Purchaser Callonade Hotel

Address Phila. Pa

Equipment or Supplies Purchased

NAME	QUANTITY
<u>Economy Furna - Crocker-Wheeler Motors</u>	
<u>D. G. Belt & Pkg Co. Packing</u>	
<u>Johnson-Crosby-Rentschler-Curtis Engine</u>	
<u>Johking Valve - Fossberg & Sonner</u>	
<u>J. E. Smitelbeck</u>	

Report of Equipment or Supplies Purchased from

Advertisements Appearing in Chemical and Met. Eng

Representative Reporting W. R. Smith Date 3/12-12/20

Name of Purchaser Gen. Products Refining Co. (C&I) Phila. Pa.

Address Phila. Pa.

Equipment or Supplies Purchased

NAME	QUANTITY
<u>Allis Chalmers Mfg Co</u>	<u>One 4000 lb. A. C. Generator</u>
<u>Came Co</u>	<u>One #3000 last 3 months</u>
<u>Greene Eng Co</u>	<u>System for handling water</u>
	<u>about 5000⁰⁰</u>

Report of Equipment or Supplies Purchased from

Advertisements Appearing in Eng. News-Record

Representative Reporting Eastby Date Mar. 9, 20

Name of Purchaser J. J. Dick & Co.

Address Somerdale, Pa.

Equipment or Supplies Purchased

NAME	QUANTITY
<u>Keyotone steam shovel</u>	<u>1</u>
<u>Kochring Paver</u>	<u>1</u>
<u>REX MIXER</u>	<u>1</u>

Report of Equipment or Supplies Purchased from

Advertisements Appearing in Coal Age

Representative Reporting General Date 5/17/20

Name of Purchaser Robert George Coal Co.

Address Phila #3 - St. Charles, Md.

Information from Barney Longley

Equipment or Supplies Purchased

NAME	QUANTITY
<u>Hyatt Roller Bearing Company</u>	<u>50 sets Hyatt Roller Bearing wheels & also delivered</u>
<u>New York N.Y.</u>	<u>50 more sets ordered but not delivered yet</u>

ing Power of a Business Paper

Nobody is in a better position to testify to the influence of a business paper on the buying done by its readers, than the BUYER himself.

As a case in point, we reproduce on the opposite page one of many inquiries such as we are constantly receiving—the Oconee Copper Company telegraphs us for the address of a firm advertising a core-sawing machine.

McGRAW-HILL field men are continually in receipt of information regarding equipment purchased from the pages of McGRAW-HILL publications. C. W. Deitrich, Asst. Power Plant Supt. at the Corn Products Refining Company works, testifies that in his department alone his concern used the advertising pages of CHEMICAL & METALLURGICAL ENGINEERING as a guide in purchasing the following power plant equipment: 4,000 Kw. A. C. Turbo-Generator; over \$3,000 worth of Valves, etc. (in less than 3 months); \$5,000 Ash-Handling Installation; Horizontal Cross-Compound Engine; two 199 HP Motors; two 10,000,000-Gal. Centrifugal Pumps; and two Centrifugal Air Compressor Sets.

The Superintendent of the Robert Gage Coal Company, Mine No. 3, tells of buying 50 sets of Hyatt Roller Bearing Mine-Car Wheels and Axles, and of ordering 50 more sets—purchases arising from Hyatt advertising in COAL AGE.

Mr. J. H. Dick, of J. H. Dick & Company, credits the influence of advertisements in ENGINEERING NEWS-RECORD with an important part in promoting his purchases of a Steam Shovel, Concrete Mixer, Paver, Finishing Machine, and a quantity of Steel Forms for moulding concrete.

The Collonade Hotel, of Philadelphia regularly from the advertising pages a few of its power plant purchases in the following manner are: Fuses, Motors, Governors, and a power Switch.

Twelve Automatic, self-closing circuit breakers were installed in the Joplin & Pittsburgh Railway Company's substations. "Adoption," says Mr. G. H. Grauten, of the Kansas City Railways Company, "resulted from an advertisement published by the Automatic Re-Closing Circuit Breaker Company in the ELECTRIC RAILWAY JOURNAL."

Etc., etc.

We could go on indefinitely, quoting from hundreds of such reports. We can show you any number of them in our offices—fresh from the field.

But it is not necessary. What is demonstrated by these reports is better shown by the character and constancy of our advertisers—the success of our business. All of these mean one thing. Simply that—

Men who read McGRAW-HILL publications buy from them.

McGraw-Hill Company, Inc.

Tenth Avenue at 36th Street,
NEW YORK, N. Y.

1000/1000-1000

Report of Equipment or Supplies Purchased from

Advertisements Appearing in *American Machinist*

Representative Reporting *W. L. Campbell* Date *May 25/20*

Name of Purchaser *Melting Machine Products Co.*

Address *202 1/2 main St.*

Equipment or Supplies Purchased

NAME	QUANTITY
<i>1 National Home Automatic Saw Machine</i>	
<i>1 Cleveland</i>	
<i>a supply of Castings Impressed Expansion Reverser</i>	

for which this has since secured the agency for this district

W. L. Campbell

- POWER
- COAL AGE
- ELECTRICAL WORLD
- AMERICAN MACHINIST
- JOURNAL OF ELECTRICITY
- INGENIERIA INTERNACIONAL
- ELECTRIC RAILWAY JOURNAL
- ELECTRICAL MERCHANDISING
- ENGINEERING NEWS-RECORD
- ENGINEERING & MINING JOURNAL
- CHEMICAL & METALLURGICAL ENGINEERING



PAPER AS A FACTOR



Tribes of the Ya Mountains Destroy a Picture

... a paper of great strength because your
... ll be folded many times.

... is the mourning color of China

... 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 sugges-
tions will increase the returns from your catalogues,
booklets, house organs, mailing cards, enclosures, cir-
culars 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

R IN FOREIGN TRADE

Charles R. Frederickson, Specialty Specialist

How a Kansas Boy Turned Pluck and \$190 Capital Into Personal Success and a Presidency

WHEN he was sixteen years old Charles R. Frederickson was on his way to Denver to carve a place for himself in the world. He had \$190, his first and only capital.

When he was thirty-five years old he had made considerable progress in the carving, for he was then the president and general manager of one of the largest exclusive advertising houses in the country, with two large factories, two sales organizations and offices in almost every large city.

Naturally, while accomplishing all this he was kept pretty busy. But every step in his progress was toward a certain goal to which, to be honest, he probably gave no thought in the early days. However, whether he gave it thought or not, others know that Charles R. Frederickson, by virtue of the experiences he had piled up about him year after year, is today one of the most capable and progressive men in the advertising specialty business of the country—a business controlling a big percentage of the vast amount of money invested in advertising on the North American continent. In fact, so unanimous seems this opinion that in September, 1919, in Chicago, he was elected president of the National Association of Advertising Specialty Manufacturers, the most important position that can be tendered a man in the industry. Again, at this year's election, he was chosen to serve as first vice-president.

A NATIVE OF KANSAS

How he climbed the ladder forms an interesting story. He was born in Lawrence, Kansas, then one of the liveliest university towns in the country, and was raised in an atmosphere of higher learning. The professions were much looked up to, and the elder Frederickson had plans all arranged to make his son a lawyer. Oleman Opportunity, as Tom Dreier would say, was right on the job—camped, it would seem, at C. R.'s very own fig tree. C. R. had about him a driving restlessness not exactly appreciated then, but today his greatest asset, which would not allow him to submit longer to school-room restrictions. He wanted to get quicker results for his efforts.

He was graduated from high school and to appease his indulgent

father he took a course in a commercial college. Then he was ready, he argued, to cut loose and get a real job.

It wasn't to be expected that a youngster of sixteen with \$190 would stay long on a big trip like the one undertaken. Denver and the country about were like the changing films of a moving picture show, and it takes money to be an audience. In a very short time, a job became necessary and in the exigencies of the situation it was not his to question the dignity of the job. What the boy landed was the position of printers' "devil" on a Denver sportsmen's

magazine, and ye gods! that was some position in those days.

STARTED OFF BY MAKING GOOD

But he didn't hide his light under a bushel while in this inconspicuous position. A day came when there wasn't a man on the regular staff available for a special assignment and the ambitious youngster from the composing room was catapulted to the job. The assignment was to be very important. He was a reporter for the Newark News.

It wasn't long before he had left Denver to associate himself with



CHARLES R. FREDERICKSON

Senator Bristow and the present governor of Kansas, Henry J. Allen, on a newspaper at Salina, Kansas, in charge of advertising, circulation and collections, but there wasn't a job about the place that he didn't fill when the need arose. Then he came to the notice of a St. Louis capitalist who was just starting a sportsman's magazine and was offered the job of advertising manager. But the magazine, in the words of the doughboy, soon went "blooey." He then attached himself to a St. Louis publishing house that was writing the history of the cattle industry in Texas and the great Southwest.

He was nineteen years old when started with his Studebaker book and outfit into the semi-arid northwest—where gun-boys were getting information from a book on the industry about as many men of the cattle lands as any that Bret Harte ever wrote.

When but twenty years old he made his first independent venture, in the advertising brokerage business in Kansas City, and was highly successful almost from the start. Here he made a great deal of money for one so young and became pretty generally known as one of the liveliest advertising men in that section of the country. He had got into what best suited his particular abilities and temperament, and where he could best express himself.

It wasn't more than a few years until he was in a state of mind and financial position to launch his own company, the Frederickson Company, Inc., of Chicago, dealing in art calendars for advertising exclusively. Here he built up, in a few years, a business that was amazing to those who looked on—and here he felt and hoped he was anchored.

ON TO NEW ACHIEVEMENTS

But the time hadn't arrived for him to anchor anywhere. Just when he was at the height of his achievement, seemingly, a bigger call came. Owing to a series of circumstances which began when the man who had built up the American Art Works of Coshocton, Ohio, failed in health, a president and general manager was urgently needed by that institution and, as many high in the industry had now come to consider Charles R. Frederickson one of the most progressive in it, he was offered the position, which he at first refused, as he had too many plans laid for making his own company a big factor in the march of commercial progress.

But the American Art Works was thoroughly established, it had been in business twenty-two years, and had other advantages. It would have been folly to turn away from this opportunity. He finally accepted the position and its responsibilities. He was then thirty-five years old, and when he landed in Coshocton, ready for business, and his employees looked him over, slim, boyish, enthusiastic, he was dubbed "the boy president."

That was seven years ago. The company's record of yearly sales then was pretty fine. It had taken twenty-two years to reach this commendable volume. Frederickson in seven years

almost quadrupled that volume of yearly sales, and he had to almost double the capacity of his factories. Under his supervision the American Art Works has become the largest manufacturer of lithographed metal signs, metal display devices and cabinets in the world. Numbered among its customers are practically all of the national advertisers of prominence, and hundreds that do not have a national market. And with Frederickson at the helm the American Art Works has been equally successful in the building of advertising art calendars, and other direct advertising in paper, metal, celluloid and leather specialties, which, taken to-

THE GAUGE

THERE can be no more convincing evidence of the influence of *The Iron Age* among the world's metal-working interests than the hundreds of appreciative letters received from satisfied advertisers.

They come from companies of first importance in every branch of this great field, signed by busy executives—voluntary tributes to the selling power of *The Iron Age* advertising pages from men who know.

One of these letters is reproduced in *The Iron Age* each week. Read them yourself—always on page four—and measure the ability of this publication to serve you by the expressions of those who are now profiting by it.

The Iron Age covers a diversified field, embracing the entire range of metal-working industries, producers of iron, steel, and non-ferrous metals, manufacturers of machinery, machine tools, finished metal products; ship builders, railroads, mine operators, foundries, machine and forge shops, etc.

If you have anything to offer companies in this greatest of industrial markets, and are not using this medium to reach your trade, profit by the experience of those who do. Let us send you copies of a few letters from successful advertisers in your own or kindred lines.

OF EFFECTIVE

gether, constitute a complete service in themselves.

AN ESTABLISHED MEDIUM

Forty years ago this method of advertising was practically unknown. In the little city of Coshocton, Ohio, it was born. The man who made the first advertising specialty started the business which was the parent company of the present American Art Works. Today the country is dotted with buildings of great size, which devote their facilities to no other purpose than serving the advertisers who use specialty advertis-

ing. Unlike many other industries that have come into being in recent years, this industry has had no rise and fall—it has steadily forged ahead. "The test of an industry," says Mr. Frederickson, "is in its endurance. The specialty advertising industry in this country has endured, and has become of more and more importance to the success of the country commercially because it has the fullest confidence of those for whom its service is intended."

And it has won the confidence of advertisers, in the opinion of observers, mainly because men of the

type of Mr. Frederickson cast their lot with it, and are back of its policies and dealings.

Dublrer to Direct Sales and Advertising for Rauh & Mack Shirt Company

Samuel Dublrer, for the past two years advertising and sales manager for the Bauman Clothing Corporation, manufacturers of Wearplege-Insured Clothes for Boys, has filed his resignation with that concern to become associated with the Rauh & Mack Shirt Co., of Cincinnati, in the same capacity. He will assume his new duties on October 15. Prior to his connection with the Bauman Clothing Corporation, Mr. Dublrer was connected with Cohen & Lang for four years, as advertising and sales manager.

Barling Made "United" Sales Head at Newark

Eugene H. Barling has been appointed sales manager of the Newark office of the United Advertising Corporation Mr. Barling has been connected with the sales force of the "United" for some time. Previously Mr. Barling was assistant advertising manager of the Newark Star Eagle.

Harry L. Smith With "American Magazine"

Harry L. Smith has left the Chicago Tribune to join the western selling staff of The American Magazine.

Milham Leaves Pennsylvania Hotel

C. G. Milham has resigned his position as publicity manager at the Hotel Pennsylvania and editor of its daily house organ, the Pennsylvania Register, taking effect October 1. Mr. Milham had been connected with the Pennsylvania organization since shortly after its opening and has been editor of the Register exactly one year, as it was ventured and established October 1, 1919. The Register will be continued, enlarged to four pages and published by the publicity department, which has been placed under the direction of Austin W. Baylitts, assistant to Mr. Stalter.

Chas. H. Wolfe with Culver-Hammill

Chas. H. Wolfe is now a member of the force of Culver-Hammill, Inc., advertising agency of Los Angeles. Mr. Wolfe was formerly associated with the News Printing & Publishing Company, of Sacramento. He was also secretary of the Sacramento Ad Club.

"Farm and Fireside" Adds Cady

P. K. Cady, formerly associated with Lee Higginson & Company, of Chicago, has joined the Chicago selling force of the Crowell Publishing Company, on Farm and Fireside.

Gunnison Has Publisher's Account

Stanley E. Gunnison, Inc., is now handling the account of the Tatler Publishing Company of New York, publishers of the Tatler Magazine.

American Truck Sales and Advertising Head Resigns

H. J. Vogler, who has spent fifteen months in organizing sales, service and advertising of the American Motor Truck Company, New York City, and who has held the official title of general sales manager of that company, has resigned.



What Some Advertisers Say:

- "\$50,000.00 order from first advertisement."—A Brass, Bronze and Copper Mill.
- "Appeals to overseas buyers have brought us most satisfactory results."—Exporter of Iron and Steel.
- "Business doubled each year since advertising in THE IRON AGE."—Manufacturer of Wood Block Flooring.
- "Results steadily cumulative and demonstrable."—An Industrial Engineer and Building Corporation.
- "Most efficient factor in creating sales in our line."—Manufacturer of Automatic Screw Products.
- "THE IRON AGE brought 86 inquiries, and all other papers combined brought 88."—Manufacturer of Industrial Heating Devices.
- "Inquiries which culminate in orders originate from THE IRON AGE."—A Machine Tool Manufacturer.
- "In a large measure responsible for the growth of our organization."—Manufacturer of Special Machinery, etc.
- "Reaches the cream of the buying influence."—Manufacturer of Cranes and Hoists.
- "Inquiries of exceptionally high quality."—Manufacturer of Leather Belting.
- "Results sure and steady as clock-work."—Foundry Equipment Manufacturer.

THE IRON AGE

The World's Greatest Industrial Paper

Established 1855

239 West 39th Street New York

Charter Member A. B. C. and A. B. P.

SERVICE

Phenomenal Wheat Crop in Nebraska and Kansas Presages Increased Prosperity

A phenomenal and unexpected yield of wheat in western Nebraska and Kansas, as reported by a special to the *New York World*, presages greater prosperity than ever for the farmer of those states. Already land values have risen surprisingly, and large numbers are seeking farms. Millions of bushels were raised this year where but thousands were looked for or hoped for. Millions of bushels were harvested where not a single grain of wheat was sowed last year—a phenomenon accounted for by the fact that fields designed to lie fallow this year were found to have been inadvertently planted with wheat that fell off in the harvesting last year and became "volunteer" wheat. Crop conditions and new harvesting machinery that makes the wheat grower al-

most independent of outside help, did much to make this season a banner year for the farmer.

Evidence of the boom in this territory is shown in the big increase in land values. Land could have been acquired for seven dollars an acre two or four years ago; today it is being held for \$40 or \$50 an acre, and some for as high as \$100 an acre.

Sherman & Lebaire, Inc., Succeeds Sherman & Bryan

By a change of name effective October 1, 1920, Sherman & Lebaire, Inc., succeed to the control and management of the advertising agency hitherto known as Sherman & Bryan, Inc., with George C. Sherman as president and Harold A. Lebaire as treasurer. The offices of the organization will remain at 116 West Thirty-second street, New York.

Sherman & Lebaire, Inc., are among the

well-known advertising agencies in the United States, having been established fifteen years ago. They are charter members of the American Association of Advertising Agencies, National Outdoor Advertising Bureau and Audit Bureau of Circulations. Both members of the firm are taking an active part in association work. Mr. Sherman is president of the National Outdoor Advertising Bureau, while Mr. Lebaire is secretary and treasurer of the New York Council of the American Association of Advertising Agencies.

Randall Renews Advertising Contracts

The Fred M. Randall Company, advertising agency, Detroit, Mich., is renewing contracts and sending out orders for the 1921 campaign of the Aladdin Company Ready-cut Houses, Bay City, Mich.

This agency is also making up a list of rotogravure newspapers and magazines in the 1921 schedule of the Ideal Engine Company and Ideal Lawn Mower Company, Lansing, Mich., and is sending out orders to ladies' publications for spring campaign for the World's Star Knitting Co., Bay City, Mich.

German Post Office and Telegraph Sells Advertising Space

According to a Berlin dispatch to the Little Rock, Ark. *Gazette*, the bankrupt German State Post and Telegraph system has entered into competition with the national billposting and advertising agencies.

Postage and telegraph rates have reached the limit; the cost of mailing letters is so high that people have cut their correspondence to the minimum. The billion mark deficit continues to grow. The postal authorities are looking around to sell or rent anything which will bring in money, consequently they advertise that they will rent advertising space on the interior and exterior walls of post office buildings.

You may buy advertising space on the backs of postal money order forms, telegraph blanks, or on the margins of postage stamps. Mail wagons and telegraph poles will be rented as advertising mediums. Even the cancellation stamp will be sold to the highest bidder. A post office commission has been authorized to censor the advertisements and reject unsuitable or undignified matter.

Canada's August Trade with U. S. Increases \$4,000,000

Canada's total trade with United States for the month of August was \$133,493,327 as against \$128,233,837 for the corresponding period of August, 1919. Total imports from the United States into Canada were \$65,864,199, while exports to the United States were \$47,629,328. Canada's imports from the United States in August, 1919, were \$63,500,000, while exports to the United States for the same period of 1919 were \$44,733,837.

The Canadian Pulp and Paper exports to the United States during August, 1920, were approximately \$14,000,000.

Daniel Starch at Harvard

Daniel Starch, who has taught psychology at the University of Wisconsin for twelve years, and is the author of several text books on advertising, has accepted the appointment as assistant professor of advertising in the Harvard graduate school of business.

EVANS & BARNHILL
INCORPORATED
Merchandising-Advertising

Announce their removal
from Aeolian Hall to the
Transit Building Annex
where they now occupy
the entire ninth floor.
The former telephone
number, Murray Hill 8923
has been retained. The
new mail address is

10 EAST 43RD STREET
NEW YORK CITY

A Market Data Message From Missouri

The "Show Me" State Has Reversed the Traditional Order And Is Now Selling Missouri to the World

I'M FROM Missouri. You've got to show me."

That's what the Missourian used to say; or what he has long been commonly represented as saying.

Today, as we shall proceed to prove, he has voluntarily reversed the situation. Today, the live Missourian says:

"I'm from Missouri. Let me show you."

This is what is meant by the surprising amount of excellent "booster" literature we are receiving from the wide-awake Chamber of Commerce of the leading Missouri cities. That is what is meant, for example, by the advertising campaign, widely commented upon, by which the "Chamber" of Kansas City, Mo., has been selling its home town to the nation.

ADVERTISING KANSAS CITY

It will be remembered that the Kansas City promotion organization took the "Do You Know?" articles which had been running in the Kansas City *Star*, bringing before readers the outstanding facts about Kansas City, and sent them around the country through the medium of advertising columns of 117 newspapers, later merchandising them through the Kansas City trade territory in pamphlet form.

It cost the Kansas City Chamber \$75,000 to carry out that newspaper campaign and the wholesalers who financed the pamphlet had to put up \$3,000 more; but so well is Missouri sold on the new policy of showing somebody else that probably two or three times the amounts could have been raised without trouble.

Today the Missourian can say: "I'm from Missouri. I tell the world."

And, because he is telling the world, the world is learning something about the splendid Missouri market with the result that both teacher and pupil are profiting by the education.

What are some of the things that the Missourian can tell the world that it will pay that part of the world that can enter his market to advantage to learn?

pride to Missouri's prosperous agriculture. The state contains every variety of soil. From that soil are grown such staples as corn, wheat and oats. Barley, rye, hay, fruit, white and sweet potatoes, dairy and home garden products, wool, cattle and pork are raised in excess of home needs. Sorghum, rice, peanuts and castor oil beans, hemp, flax and grapes thrive in it. The Missourian can tell the world with pardonable pride that Missouri farm crops in 1918, for example, had a value of \$482,436,000. He can point out, kindly but firmly, that she raises, to keep company with the famous Missouri mule, great flocks—herds—

droves—of other stock. In 1919, Missouri had 4,943,000 hogs, a number exceeded only by Illinois and Iowa; 1,539,000 sheep contributing to the nation's wealth five and a half million pounds of wool; 1,782,000 head of cattle, 919,000 dairy cows, 1,040,000 horses and 374,000 mules. He can state in general terms that the state output of dairy products is enormous and back up his statement with figures showing that shipments from his poultry yards brought him \$30,766,267 and that his total production totaled about \$50,000,000. These are very essential facts in estimating the power of the Missouri market.



WILLIAM M. MESSITER

"Bill" Messiter was the first man to enter my Chicago Office. That was nearly 20 years ago. Now I have a staff of about 20 people in my Chicago headquarters, but no one who is more valuable and loyal than my old friend "Bill."

Paul Block

The Detroit Journal

An advertiser can "blanket" Detroit with 350,000 daily circulation by using the two Detroit evening newspapers. The DETROIT JOURNAL is a big influential evening newspaper with a distinct following that can be reached by no other paper. With THE JOURNAL on your list your Detroit campaign cannot fail.

CROP TO BE PROUD OF

In the first place, he can point with

Glancing only briefly at his submitted report showing that his lead mines put out an annual tonnage of close to 200,000, valued at over \$15,000,000; that he can produce more than 100,000 tons of zinc a year, over half of the total production of the United States; that he mines some silver, gets some oil, some natural gas, considerable bituminous coal and two-thirds of the barytes produced in the country, let us look at his manufacturing power by scanning the records for his chief cities. Consider just six.

THE IMPORTANCE OF ST. LOUIS

Of course, he scores high on the first try. St. Louis is the fourth manufacturing city in the United States with 3,300 factories and an annual payroll of \$135,000,000. Its manufacturing and distributing business reaches to all parts of the Central and Southern Mississippi Valley. It has an export trade valued in the last estimate—which is left far behind by this time—at more than \$61,000,000. It is one of the chief fur markets of the world. Outstanding lines of manufacture are shoes, street and railway cars, stoves, coffee, tobacco, furniture and all kinds of machinery. It is the crowded gateway for a huge commerce in hardware, drugs, dry goods, millinery, horses and mules, cattle, cotton, grain and hog products.

There are 900,000 people who call St. Louis "home"; 1,500,000 who live within the boundary drawn around its suburbs. Basing our estimate on the 1910 census figures, we may say that about 125,000 of the population are foreign born and 45,000 are colored.

St. Louis has found the recent years prosperous ones. Last year her bank clearings amounted to \$8,065,368,000.

Publications, suited to the purposes of the advertiser in bringing his message before the people of this great market abound in St. Louis, which carries a large share of Missouri's thirty and a half million dollar publishing business. Its daily newspapers are the *Globe-Democrat*, the *Post-Dispatch*, the *Star* and the *Times*, and the German papers, *Westliche Post* and *Amerika*. From St. Louis, also, are issued several important class and trade publications like the *American Paint and Oil Leader*, the *Auto Review*, the *Christian Quarterlies*, *International Musician*, the *Journal of Agriculture*, the *Mercantile Adjuster*, the *Missouri Ruralist* and the *National Farmer and Stock-Grower*.

PROSPEROUS TRADING CENTERS

When your Missourian got through showing you some of the attractive marketing points about St. Louis he might run up—figuratively—to Hannibal for local color and quote Mark Twain at you. Hannibal has grown since Tom Sawyer's boyhood. Today it can show more than a hundred factories engaged in the manufacture of Portland cement, structural steel, buttons, washing powder, car wheels, tools, shoes and stoves. Its trade has grown immensely with the development of the farm lands nearby and the rich coal fields in the vicinity. Hannibal now has a population of 22,000 people. Its only daily newspaper is the *Courier-Post and Journal*, published evenings.

Looking for more cities of over 20,000 population to show you, your Missourian must turn to the west. Springfield, passed through on the way to the populous Kansas border tier of counties, is a shipping center for a large district rich in timber, mineral, horticultural and agricultural products, especially grain, poultry and dairy products. Springfield has a population of about 40,000, many of whom find employment in its extensive manufactures, which include the largest wagon factory in the state. Its advertising mediums are the dailies, the *Leader* and the *Republican*. Its publishing houses also bring out the monthly, *Ozark Countryman*, the *Ozark Magazine*, also monthly, and the semi-monthly *Retail Trade Journal*.

A step further west and a little south brings us to Joplin (35,000), which, in addition to being a good city to make a living in and a wonderful market for advertised goods, also happens to be the gate to the beautiful Ozark playground. Lead is the big figure in Joplin's industrial life. Lead and zinc mines lie all around it. Its manufactures include lead works, cooperage works, large flour mills, foundries and machine shops. Joplin's progressive newspapers are the *Globe* and the *News-Herald*. It also publishes the *American Zinc and Lead Journal*.

CHICAGO'S INDUSTRIAL BROTHER

To the north a little, fronting the Kansas border, along which Missouri has placed many of her prosperous towns as if on guard, is Kansas City, Mo., the overgrown twin of Kansas City, Kan. Concerning the advertising activity of this city to demonstrate its many attractive features we have already referred. To the national advertiser its most attractive feature will be its buying power and its receptiveness to wares sold on a national scale.

Speaking industrially, Kansas City is a small brother to Chicago. Its stockyards are the largest in the country after the Windy City's. It has an extensive trade in live stock, is one of the country's leading pork packing centers and winter wheat markets. A wide variety of manufacturing lines give employment to many of the wage earners among its 281,911 population. The farmers of the rich agricultural country in the midst of which it is located make it a headquarters for supplies. Dailies published in Kansas City include, according to Ayer's American Newspaper Annual and Directory, from which the publishing facts for this and other Missouri cities are taken, the *Star*, the *Post*, the *Journal* and the *Drovers' Telegram* (live stock and agricultural). *Farm and Home Mechanics*, *Farmer and Stockman*, *Home Friend Magazine*, *Missouri and Kansas Farmer*, *Outdoor Enterprises*, *Retail Lumberman* and *Central Christian Advocate* are published here.

ST. JOE AND JOBBING

Showing you the marketing features of St. Joseph, the third of the big towns along the Kansas border, means showing you a great jobbing and supply trade. "St. Joe's" jobbing business amounts to over \$100,000,000. It has many manufactures and produces a wide variety of products, but, to the merchandiser, the most interesting phase of its prosperity will be its relations with a great trade territory lying to the west and even a bit to the south and north. St. Joseph's dailies are the *News-Press*, the *Gazette* and the *Stockyards Journal*. It also publishes several periodicals.

Showing Missouri, using "Missouri" in the accusative and not the dative case, may well end right here. Statistics could be quoted to exemplify the Missourian's buying power by showing how he has made his state third in the Union in the use of farm motor trucks and there are a score of other ways to do it, but we have implied that buying power in talking of his agricultural and industrial activity. Of course, he is a buyer of importance. He is also a buyer of discrimination and must be recognized as such in the advertising written for him. No matter how much he may be "showing" these days, the fact is, you know—he still has to be shown.

Evans and Barnhill Move

Evans & Barnhill, advertising agency, have moved from the Aeolian Building, New York, to the Transit Building Annex, 10 East Forty-third street. They will retain their former telephone number.

Unlike Any Other Community

Joplin, Missouri

The Market 240,000

This explains an unusual merchandising situation and suggests a combination that lowers the rising cost of advertising. Please clip and file for ready reference.

The 1920 census figures for Joplin proper show a decrease from 1910 of 2,218, and yet Joplin has increased enormously in value and importance. The census report, per se, is misleading. Joplin is not to be considered from the standpoint of its 29,855 population, but from its definite influence upon a wonderful market of 240,000—an increase over 1910 of 75,000, and the average suburban radius increased from 25 miles to 39½ miles.

The great trading territory has grown because of its enormous diversified agricultural and mineral wealth. Much of the field but prairie in 1910, is now the site of many good sized towns.

All this new population, some of it drawn from

Joplin itself, is dependent upon Joplin as its commercial hub. No other city is in competition. Seven railroads, two interurban electric lines, and many hard-surfaced, fine roads radiate from Joplin, the natural center.

In Joplin there are more and better homes, more stores, and much larger and better stores, better hotels, schools, churches, infinitely greater banks, jobbing houses and institutions of all kinds than there were there ten years ago.

And this large and prosperous population unit of 240,000 is served with comparative ease thru the better-than-average transportation and jobbing facilities centralized in Joplin.

Unlike Any Other Newspaper

Joplin Globe

(A. B. C. Member)

Paid Circulation 25,709

Average for 6 months ending March 31, 1920

Line Rate 8c Flat. Mornings Except Monday

The market expansion explained above is reflected in the circulation of the dominant newspaper. Within the ten year period the Globe's circulation has about doubled.

Indeed, much of the territorial expansion is due to the Globe's aggressive influence.

In Joplin proper the Globe reaches practically every worthwhile family. In fact the city circulation often exceeds the number of families.

In the suburbs within a 39½ mile average radius, where the heavy population increase has been, the Globe reaches about every second family—and is delivered in most of the homes before early breakfast.

Where street cars or steam trains do not leave at early hours, the Globe rushes agency bundles out to the various towns by its own rapid automobile truck service, starting at 3 A. M.

The Joplin market of 240,000 is large enough to be profitable for national advertisers. The net profit is increased thru lower selling cost, resulting from adequate wholesale and transportation facilities; and still further increased thru the need of only one newspaper for complete advertising coverage. The combination of the Joplin market and Globe lowers the rising cost of advertising.

Are you interested?

Representatives

E. Katz Special Advertising Agency

Established 1888

15 E. 26th St.
NEW YORK

Harris Trust Bldg.
CHICAGO

Waldheim Bldg.
KANSAS CITY

Candler Annex
ATLANTA

Monadnock Bldg.
SAN FRANCISCO

Old Arizona Is a Growing Young Market

Irrigation, Releasing Wealth of Soil; Mines and the Cattle Barons' Wealth All Swell Its Buying Power

NOT LONG after he came back to American soil upon the completion of his service in France, General John J. Pershing paid a visit to Arizona, which, with New Mexico, had furnished him with his early military experience. While in the state he said on one occasion:

"I lived here in my youth as a soldier. I have seen the country grow through these many years; it is my Arizona and I greet you upon my return home."

Arizona is like that; it becomes "my Arizona" to every one who is fortunate enough to have been called to cast his lot among Arizonans for however brief a period.

GROWING ARIZONA

But it isn't *dolce far niente* atmosphere, nor "the lure of the desert," nor anything like it, that endears the state to those whom it adopts even temporarily. Rather, it is what "Black Jack" Pershing picked out—the "growingness" of Arizona, the fact that, though its traditions date back to the Spanish Conquistadors, it is growing with the spirit of crescent youth, with a growth which one can watch—and feel that he has a hand in it all.

Arizona, growing constantly in importance as a market for the wares of the nation, growing as a producer of marketable commodities itself, has an undeniable fascination for the modern inheritor of the spirit of the old trader—the modern merchant-diser.

The latest estimates give Arizona a population of 500,000 people, which indicates a growth of well over 100 per cent since 1910. Of these, about 40,000 live in the city of Phoenix, the capital of the state. Tucson claims nearly half as many more. Prescott, Yuma, Miami, Jerome, Holbrook, Globe, Flagstaff, Douglas, register figures on the right side of 5,000. The rest of the Arizonians live in the small towns or on farms in the crop growing and the grazing lands.

Crops and live stock furnish the chief resources of the state after those represented by its rich mineral deposits. The total crop value of the state for 1919 was \$61,757,753. The estimate made by the Government of the value of the live stock in Arizona

in 1920 was \$81,895,000, covering 132,000 head of horses, 10,000 of mules, 57,000 of milch cows, 1,200,000 of range cattle, 1,300,000 of sheep and 50,000 of swine.

THE AGRICULTURAL FUTURE

Farming is successfully carried on in the river valleys by the aid of irrigation and the mountain lands are well adapted to stock raising and wool growing. Ostrich farms in the Salt River Valley prosper. The thing that interests the Arizonian is not so much the farming of today, but that of the future. That future holds out splendid prospects of crops, not only of cereals, but of tropical fruits when the work begun with the building of the Roosevelt and the Laguna dams is completed and the 900,000 to 1,000,000 new acres that it is possible to reclaim by irrigation are turned into great fertile gardens. Alfalfa, barley and kafir corn are the chief crops today. Wheat, corn, oats, beans and cotton are also grown. With the division of the land into smaller holdings the importance of the dairy industry is growing and early experiments in dry farming seem to hold forth rich promise.

Arizona mines give the world copper, gold, silver, lead and zinc, mentioned here in their order of estimated production value in 1919. During that year the output fell some \$93,000,000 in round figures below the output of 1918, due to the turning back upon the market of copper mined for the Government for war emergencies, to labor troubles, and to a decrease in the quality and value of these metals. In 1917, a typically good year, Arizona produced over \$80,000,000 worth of copper, about one-third of the country's total; \$5,533,800 worth of gold; \$6,738,000 worth of silver; also 22,272,000 pounds of lead and 17,729,000 pounds of zinc. Productive patented and unpatented mines in Arizona have an assessed valuation of \$414,236,636.90; smelters, concentrators, reduction works and improvements on all mining property, \$73,873,877.92.

MANUFACTURES INCREASING

Manufactures in the state are small, but increasing with the needs of a growing population. The prod-

ucts of the between 300 and 400 manufacturing establishments in the state are valued at over \$50,000.

Arizona is improving its transportation systems to keep up with its growth. There are now over 2,000 miles of railroads in the state. Two transcontinental railroads, the Southern Pacific and the Santa Fe, and their subsidiaries or connections reach every important point in Arizona. Roads are being paved all over the state, about \$20,000,000 now being spent in the construction of these roads. Seven transcontinental highway associations have chosen their roads so as to pass through Arizona.

Phoenix, the capital of Arizona, is the best known city of the state to all living at a distance and through the progressive Phoenix Chamber of Commerce is given wide publicity. Referring to its city and to the buying power of its citizens, the Chamber of Commerce says:

Phoenix in 1910 had a population of 11,134 as against 40,000 today. The elevation is 1,080 feet. The average yearly rainfall is eight inches. Building permits for 1919 amounted to \$2,368,958, as against \$634,462 ten years ago. Bank deposits on December 31, 1919, amounted to \$23,559,026, as against \$4,302,735 in 1910. The assessed valuation of Phoenix is \$31,534,402, as against \$9,013,353 ten years ago. The postal business in ten years has increased from \$80,530 to \$250,000.

JOBING IN PHOENIX

Jobbing increased 250 per cent at Phoenix in twelve months ending April 1. The position of Phoenix is such as to make of it an easy point of distribution. Goods which were formerly sold here through traveling salesmen from remote sections of the United States are now jobbed here to all parts of the Central Southwest, especially Arizona. One of the most recent additions to Phoenix is a wholesale dry goods firm which distributes through this territory \$1,000,000 in goods a year. Another large wholesale dry goods firm is enlarging its establishment to meet rapidly growing demands. Among the principal merchandise jobbed from Phoenix are shelf and heavy hardware, groceries, woodenware, clothing, drugs and machinery. Two large wholesale drug firms have come to Phoenix since January 1, 1920. These firms are completely equipped at Phoenix to handle the jobbing business of the entire territory which was formerly supplied through Los Angeles. El Paso did a large jobbing business in the Central Southwest, but is rapidly yielding to Phoenix, as the firms have found it more advantageous to distribute from this point. It is impossible to even estimate the quantity and value of goods now being jobbed at Phoenix. Phoenix for years has been a distributing point

(Continued on page 44)



© 1920 B & B

“Handiest thing in the office! Good folks down there at Stewart’s”

Remembrance
TRADE MARK
Advertising

Beneath the cold business mask of most men lies the warm yearning for friendliness and good-fellowship—eager to respond to any mark of appreciation.

To nourish this feeling of friendliness until it becomes a strong and living thing in business is the work of Remembrance Advertising. Charged with the duty of saying “Thank You” it does not rest with a single awakening of the genial feeling of gratitude and appreciation. But through the permanence and usefulness of its messengers, endures day after day; every use recalling the warm glow of sentiment which its gift aroused.

With an insight born of twenty-four years spent in promoting business friendliness, Brown & Bigelow design and produce—not “advertising novelties”—but intelligent gift articles of certain usefulness and permanence. The indestructible Daily Pad Calendar here shown is but one of their legion of distinctive specialties, skillfully fabricated in Metal, in Celluloid, in Cloth, in Paper, in Mission Leather; and gratefully used by a host of appreciative clients, rich in the friendship of those whom they serve.

“Remembrance Advertising,” a helpful booklet relating actual incidents of the power of friendliness in business, sent free upon request.



“The House of Quality”

Brown & Bigelow — Quality Park — Saint Paul — Minnesota
SAULT STE. MARIE, ONTARIO

Advertising Specialty Manufacturers Dine in Chicago

The big event that wound up the Seventeenth Annual Convention and Conference of the National Association of Advertising Specialty Manufacturers in Chicago was the dinner held in the Louis XVI Room of the Hotel Sherman. This is the Specialty Crowd. Convention story elsewhere in this issue of Advertising & Selling



Members of the National Association of Advertising Specialty Manufacturers at their banquet in the Hotel Sherman, Chicago, on Wednesday evening, September 29, following a reception to Major-General Leonard A. Wood

The Name Changes The Personnel Remains The Policy Persists As Heretofore

*B*y a change of name, effective October 1st, 1920, Sherman & Lebaire, Inc., succeed to the control and management of the Advertising Agency hitherto conducted under the style of Sherman & Bryan, Inc.

It is a pleasure to announce that all the principals who have been associated with Sherman & Bryan, Inc., for a considerable period past will retain their status in the family circle of the renamed organization. The personnel remains intact.

The policy of intensive service through direct executive-principal contact with every client, by which this agency has been actuated for fifteen years, will persist as the basic principle and inflexible rule of procedure in all transactions between Sherman & Lebaire, Inc., and each client or prospective client.

The officers, executives and personnel of Sherman & Lebaire, Inc., pledge to the service of advertisers the utmost of effort and sincere co-operation in the discharge of all responsibilities which may devolve upon them severally as individuals and jointly as an organization.

SHERMAN & LEBAIR, Inc.
SUCCESSORS TO
SHERMAN & BRYAN
Incorporated
ADVERTISING
116 West 32nd Street
New York

How Specialty Advertising Won Its Place

The Selling Problem Has Been Succeeded by One of Delivery With All Hands Satisfied

By L. H. BULKELEY
The American Art Works

I WAS raised on a farm, worked at the carpenter's trade a little, taught school some, and sold books a lot. One day Llewellyn Pratt came along, took me into his field, and introduced me to a new game of croquet he was playing. He said it was his SPECIALTY—advertising. I have missed a lot of strikes since then, made a few hits, and gone through some of the wickets. I am yet quite a ways off from the end post, but still trying to play the Greatest Game on Earth.

THE FIRST STRIKE

I shall never forget the feeling I had when he handed me a steel ball and mallet and told me to Play. I went over to Dayton. I had a great big trunk and two large sample cases filled with steel samples—a Georgia mule would have hesitated about hauling it all on one trip. I took a sample case which weighed over fifty pounds, and started out. I canvassed everybody and everything I saw. I was in a daze for two weeks. I was in a new, untried game. I felt queer—my mind was hazy. I think I felt like Jess Willard must have felt when Dempsey hit him. I was groggy.

It was all new. No one seemed to know much about my line, or seemed to care much to know, either. It was all a process of education. The few who did care were continually talking price. I worked away for two solid weeks and never got an order. Finally, one day I stopped at a cigar store. It was run by Louis Heitman. I had among my samples a lot of assorted faces made on steel—faces of human angels. We had lithographed these "Angel Faces," as we called them, from paintings on these subjects, purchased for our use. We called them our stock line. A man could secure any quantity above fifty of any one face. There was space around each face where we could print, in gold, the name of the

product to be advertised and the advertiser's name.

Louis looked at my "Angel Faces." They caught his eye. He saw possibilities. As I handed out face after face, he continued to say, "I'll take

Briefly, we had to face at that time these conditions:

1. A forced demand. It was a hand-to-hand selling proposition. The prospect shrank from the outlay. If he bought at all it was because Smith, his near neighbor in the same line, had ordered. The value he did not see. He was like a man about to take his first cold bath. No matter how many others had taken a cold bath and had assured him of its exhilarating effect, he hesitated about taking the plunge.

2. If we tried to correspond with him he would not answer our letters. He was afraid that he would encourage us to call and that then we might sell him. He was hard to get at. There was not much of a welcome for the specialty salesman.

3. We had hard, hard competition. Several salesmen were after every order. It was often a question of which one stayed on the job and wore out the prospective customer. Salesmen were as thick as flies after jam. It was a fight to the finish on nearly every order.

I remember very well that it took me four long years to sell my first order to one of my best present customers.

4. The cost of our kind of advertising was thought to be almost prohibitive. Some were afraid to use it even after they had bought it. A friend of mine told me that he once sold an old German up in Milwaukee and four years later called again to sell him a second lot. The old chap said: "Ve don't need any more. Ve have about all of de orders still down cellar. Dey cost so much dat I toldt de boys to be very careful how dey used dem." So he had them down cellar—drawing interest!

5. We were not in those days considered worthy of any particular consideration by the other branches of the advertising family. At conventions we got little, if any, recognition and were squeezed out or squeezed

(Continued on page 46)

HISTORY

THE BEST way not only to make history interesting but even to make it comprehensible to the lay reader is to entwine its facts in the story of some important personality who has figured in it. It is recognized, for example, that the most vivid and the clearest history of the French revolution is to be read in those wonderful memoirs of that stirring period.

Those who heard Mr. Bulkeley recount the history of the development of specialty advertising by telling of his personal experience in selling specialty advertising when he spoke before the Specialty Advertising Department of the A. A. C. of W. convention at Indianapolis and those who only heard how he did it will be glad to read this interesting and instructive narrative that he has written for

ADVERTISING & SELLING.

THE EDITOR.

fifty—I'll take seventy-five—I'll take a hundred, etc." After a while he stopped saying and concluded his remarks with "add 'em up. Make out your order!" I wasted several blanks before I got it right. It amounted to \$450. Louis signed it. I picked up my sample cases. They were as light as feathers now. It was over a mile to the Phillips House, where I was staying, but I did not wait for a car. Cars were too slow for me then. I never knew how many steps I took to get to that hotel. My best recollection is that my feet only touched the ground four times on the way.

It was my first hit in the game. My, how it made me tingle! It was a great sensation. I have made many hits since that first one. Others may have been many times bigger in volume, but none was ever so large in its possibilities.

AS IT USED TO BE

That was about twelve years ago.

THE PHILADELPHIA
PUBLIC  **LEDGER**

TAKES another great step forward, increasing its selling power, its prestige, its circulation and influence by purchasing **THE PRESS**.

THIS fuses the two newspapers into one, which retains all that was best in **THE PRESS**, thus enhancing to an even greater degree the value of the **PUBLIC LEDGER** to the reader, as well as to the advertiser

THE PUBLIC LEDGER COMPANY
PHILADELPHIA

Cyrus H. Curtis
President

EXPORT ADVERTISING and SELLING

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

Running Over to Europe or Asia

That's How Some Americans Regard Export Trade Building, But There's a Surer Way

By ERASTUS HOPKINS
Of Gaston, Williams & Wigmore, New York

THE FIRST thought which always comes to my mind in connection with the business of exporting is that England and Germany, which led the world in export prior to 1914, have always realized that they are *selling* goods, whereas the American exporter appears to believe that the world at large is *buying* goods.

Of course, these are inter-related, but the principles pertaining to the two are vitally different when measured by the success of the two enterprises.

DO NOT STUDY RIVAL'S SUCCESS

Generally speaking, the American selling organization does not study the successful methods of other countries and apply them to its own needs until such a time as it may have a better substitute. This is purely American bred-in-the-bone, as demonstrated by the reports of our various activities during the war, in which there had been certain solutions offered to us by the experiences of the other armies and countries, yet not accepted as a fact of the moment previous to their betterment by the inventive American mind.

The American manufacturer believes that he can do his own export, selling his goods in a locality which has been brought up on English and German goods and knows nothing about the American type of that commodity. He details a salesman whom he thinks is good because he has made a success of selling in the home market. This man comes to a foreign country and runs over it with his sample case, picks up a few orders, has promises of

others, returns home with these orders, and then endeavors to operate that market from the New York end with a casual trip to the foreign country. Most likely this salesman will not confine himself to one country or one language, but is liable to cover the world at large. This is the general way of handling export.

MISMANAGEMENT OF PERSONNEL

The American manufacturer, instead of this method, may establish a branch office with more or less of a personnel, which is continually changed because of the home-coming of the man on the job. Only within very recent years has the American manufacturer looked into the type of personnel which should represent him abroad, and, as a consequence, his salesman very often cannot enter into the social side of the foreign colony, which really has a very large weight in the success of foreign business—more so than in this country. This is not snob-bishness, and it should not call forth the sneers of the American manufacturer, but should be accepted by the manufacturer as a fact and guide him very extensively in the selection of the men whom he selects to be sent abroad. As a general thing, these men do not learn to speak the foreign language. English is "good enough" for them. They do not identify themselves with the finicky little points of the community in buying, because American goods are "good enough" for them, and they do not identify themselves with the civil activity in that community because it is a for-

eign country which has not the great American political parties electing a President every four years.

There are three problems which face the American exporter and have not been taken seriously enough. One is service or delivery, the other is package, and the third finance.

"ONLY A DUMPING GROUND!"

The reason these matters have not had their proper importance is undoubtedly due to the fact that although the manufacturer views his domestic market as his own particular property for constant analysis and close competition, he has viewed the far greater field of the world as a dumping ground for goods the quality of which does not meet his home market requirements or because the domestic market cannot absorb some over-production he has made.

We are absolutely compelled to about-face in this attitude and consider the peoples of Latin-America, the Far East and Europe from the viewpoint of purchasers who have definite ideas of their own, and who will buy goods of quality properly delivered and in an accepted package.

In selling a manufactured product, a manufacturing plant establishes a sales department to handle its domestic business—this has its own traveling salesmen and the control is close and intact. The American manufacturer realizes that its selling force is independent of its manufacturing, and is an overhead on its cost of manufacture, and that

Serving the World Markets—

Kelly's World Directory

¶ Is the most comprehensive and complete register published of manufacturers, merchants and shippers of every land. It lists the Consuls, Banks, Manufacturers, Importers, Exporters, Merchants, Brokers, Jobbers and Shipping Agents of every civilized country. It is an invaluable aid to everyone who buys or sells in the foreign market.

¶ A feature of the directory is the special sections at the end of the important buying countries of the world, which classify all the firms in each of these countries by trades, regardless of city or town location.



The Advertising Pages

The advertising pages in Kelly's World Directory can put the facts about your goods, services or needs squarely before the man with whom you want to do business at the exact moment he wants to do your kind of business. A special-position advertisement can be placed right among the lists which he consults. Thus you get 100 per cent of his attention when and where you want it.

Kelly's World Directory

¶ Since its first publication in 1887 the circulation of Kelly's World Directory has grown steadily until today it has become the universally accepted authority for buyers, sellers, manufacturers and shippers throughout the world.

¶ Copies of this work are also purchased regularly by Governmental Departments, Municipal Authorities, Chambers of Commerce, Railways, and other commercial organizations in every land.

¶ This tremendous circulation is PAID circulation and is not attained by indiscriminate and gratuitous distribution.

¶ The volume is thoroughly indexed for reference. There is an index to countries and cities, and an index to trades, so that it is possible to find quickly the lists for any country or city, or to locate all the lists of a given trade in the various countries. There are also separate indices of trade classifications in French, German, Russian and Spanish, with their English translations; making the volume easily used in any country.

¶ It is noteworthy that leading business houses the world over have placed their "repeat" orders regularly for each new edition—many of them long before publication.

Write for further information as to how this work is essential to your Foreign Trade Development

Kelly Publishing Company

HENRY H. BURDICK, Treas. and Managing Director

70 FIFTH AVENUE, NEW YORK CITY

London, England; Paris, France; Barcelona, Spain; Christiania, Norway; Rotterdam, Holland; Copenhagen, Denmark; Berne, Switzerland; Athens, Greece; Messina, Sicily; Cairo, Egypt; Bombay, India; Kobe, Japan; Melbourne, Australia; Cape Town, South Africa; Buenos Aires, Argentina

cost must be closely supervised by its sales manager.

Why do they not realize, as well, that a close supervision and control be exercised over a sporadic foreign sales force—that they cannot get in close touch with foreign requirements and idiosyncrasies and that

they do not exercise in the foreign field the close community-touch they find so essential to successfully carry out their Domestic Sales policy.

Foreign manufacturers have long ago realized that the cost of developing and maintaining a demand for

their goods costs a big sum of overhead expense if they try to maintain their own organization and for that reason they have gratefully utilized the advantages offered to them by their export houses whose commissions are far less than their own maintenance charges could be.

Oklahoma—It "Looks Like a Billion Dollars"

High Per Capita Wealth in Mid-Continent Oil State Attracts Sellers of First Quality Goods

SOMEWHERE, in some forgotten book, the writer, when he was a boy, ran across an old picture which, had he without seeing the title been asked to give his opinion as to what it represented, he would have said looked like a sketch of the opening parade of Buffalo Bill's Wild West Show, halted but ready and waiting for the signal to start around the ring.

It was labeled something like this: "Opening of the Oklahoma Territory. Settlers on the Border Waiting the Signal to Go In." It represented, as nearly as his limited talents could get it, the artist's idea of how one small section of the Oklahoma border looked on the day that the white man and his women and his prairie schooners and all his worldly belongings marched across it to occupy what had long been the lands of the Redman.

THE "BILLION DOLLAR STATE"

Today they are calling the old Oklahoma Territory "the great billion dollar state," referring to it as a territory only with a lower case "t" in the sense of a trade or jobbing territory. But today there are men standing at the border waiting the signal to go in. They are merchandisers selling goods on a national basis who have not yet entered the billion dollar state. The signal they are waiting for is a sign to convince them of the "worth-whileness" of trade territory that lies before them there. It is with the hope of furnishing such a sign that this article is written.

Oklahoma's fast-growing wealth and prosperity present a splendid sales opportunity for manufacturers and distributors of almost every kind of commodity marketed in these United States. Oklahoma is still a new state. For many kinds of commodities it is almost virgin soil.

It is a state that divides itself logically into about nine or ten trade districts. While its population of 2,397,629 (estimated) is larger than the population of any one of twenty-eight other states, the distribution of that population has been governed by transportation facilities. The limitations of these facilities in Oklahoma have concentrated 75 to 80 per cent of the state's buying power into these districts, stretching around towns like Oklahoma City, Tulsa, Muskogee, McAlester, Enid, Shawnee, Chickasha, Lawton and Bartlesville. Oklahoma City is the largest of these with about 100,000 population. Tulsa follows with 80,000 and Bartlesville is last with 14,447. The population of the nine cities is 325,561, the combined population of the nine counties in which they stand is about 800,000, nearly one-third of the population of the entire state.

MANUFACTURES INCREASING

Oklahoma has a greater value per acre than any other state in the nation in the production of wheat, oats, rye, hay, potatoes, peanuts and cotton lint. The total farm products of Oklahoma for 1919 amounted to \$794,107,000. To this we may add the estimated value of the oil production—\$250,000,000—that of the coal production and that of other mineral production to give us a total value of \$1,090,107,000, which is how the Oklahoman values nature's gifts to his state.

In the last few years Oklahoma has made wonderful strides forward as a manufacturing state. It is still, of course, predominantly agricultural, but, as the population grows, the number of factories established to supply the local needs and to use the local raw products is constantly increasing. Between 1899 and 1909 the total annual value of manufactured products in the state jumped

from \$8,133,000 to \$53,682,000 and since that time it has risen on an ever steeper curve.

From an industrial standpoint, Oklahoma City is easily the leading city of the state. The principal industries of the city are wholesale and jobbing, meat packing, oil refining, flour milling, manufacture of automobiles and accessories, candy, brooms, foundry and machine products, drug and toilet preparations, food specialties, overalls, tanks, silos, printing and publishing, paper boxes, cottonseed products, cooperage products, etc.

HEAVY RETAIL BUSINESS

There are 353 manufacturing establishments located in Oklahoma City doing a total business of \$120,000,000 annually. There are 7,690 manufacturing employers with a total payroll of \$8,807,000 annually. The total volume of wholesale business done by Oklahoma City jobbers in 1919 was over \$145,000,000. There are 382 jobbers in all lines located in Oklahoma City, offering splendid outlets for all kinds of products. The annual volume of the packing business alone is approximately \$100,000,000.

There are over 1,100 retail establishments in the city doing an annual business of approximately \$50,000,000. Approximately \$6,000,000 is reported as having been spent with local merchants by out-of-town buyers during the past year.

The city's bank deposits average around \$65,000,000 or \$712.00 per capita. There are approximately 15,000 automobiles and commercial trucks in Oklahoma County, the large majority being in Oklahoma City, and the annual volume of the automobile business transacted in Oklahoma City is estimated at \$50,000,000.

Do You Want

A special advertising representative around the world?

Your product introduced in some novel way in China, India, the Fiji Islands, South Africa, Italy, or anywhere else?

For your house organ or your general advertising, unique, specially written, originally illustrated articles concerning your product as I see it used or use it myself in the countries I visit?

Unusual publicity "stunts" which you can feature in your advertising campaigns?

Specific information concerning trade conditions or possibilities, which I shall have ample time to secure for you?



Perhaps You, as a Wide-Awake Advertiser, can see other possibilities for increasing your sales in connection with my world tour.

Twelve years of advertising, investigating and business experience have especially fitted me for this work.

Being a natural advertiser, I advertise everything and everybody that I believe in—my shoes, my hats, my typewriter, my kodak, my friends, my business associates, the firms I represent—because I can't help it.

I shall confine my services to one product of a class. There will be no overlapping.

My credentials and letters of introduction will admit me everywhere.

My itinerary covers the Hawaiian Islands, Philippine Islands, Fiji Islands, Samoan Islands, New Zealand, Tasmania, Australia, Japan, China, Siam, India, the Holy Land, South and North Africa, all of Europe and the Scandinavian Peninsula, reaching New York late in 1922.

If my trip interests you in any way, let's talk it over.

HELEN A. BALLARD
FIFTY WEST SIXTY-SEVENTH STREET
NEW YORK

Tulsa, Oklahoma's second city, is located in the northeastern part of the state. It is served by five steam railroads. Tulsa is the jobbing center for a district rich in oil, gas, coal and agriculture—and is the acknowledged oil capital of the great Mid-continent field. Tulsa's trade radius extends about eighty miles. The principal industry is oil refining.

Said to be the wealthiest city per capita in the world, Tulsa does an unusual amount of retail business in all lines, particularly high grade merchandise. It has ten banks with average deposits totaling \$76,000,000. Clearings average \$50,000,000 monthly.

TRIBES HELP MUSKOGEE

Muskogee in east-central Oklahoma has a population of 42,000. It is a railroad center and its principal industry is railroading, which employs 2,225 men. It has six wholesale grocery houses, two wholesale hardware houses, two wholesale auto accessory houses and three wholesale drug houses. Muskogee has many fine retail establishments and does a heavy retail business. A strong factor in making the city a worth-while market is the great wealth of the Indians of the Five Civilized Tribes centralized in and around Muskogee.

McAlester (17,000) is the jobbing center of a wide territory in southeastern Oklahoma and western Arkansas. Coal mining is the leading industry of the McAlester district. Six gins, one of the largest compresses in the state and one of the largest cotton mills are located there. Total bank clearings amount to \$42,000,000 annually. Postal receipts at McAlester run about \$75,000,000 annually.

Enid (16,576), in north central Oklahoma, is the center of a wide area rich in agriculture and oil. Agriculture is the principal industry of the Enid district and the city serves what Oklahomans say is the wealthiest agricultural section of the Southwest. Nearly half of Oklahoma's enormous winter wheat crop passes through Enid. Shawnee is the direct center of a prosperous agricultural area. An important factor in its prosperity is the presence of railroad shops employing 2,200 of its population of 15,538 and having a monthly payroll of \$275,000. Chickasha (15,000), in the south, is the center of a section famous for its live stock, cotton and broom corn. Lawton (15,000) is the oil center of southwestern Oklahoma, Bartlesville (15,000) dominates one of the richest oil and gas regions of Oklahoma. Its retail business for 1919 showed an increase of 50 per cent over 1918;

and the same increase was shown in wholesale lines. The presence of the wealthy Osage Indians in the vicinity adds to its value as a market.

SOME ADVERTISING MEDIUMS

Ayer's American Newspaper Annual and Directory tells us that 488 newspapers and periodicals are published in Oklahoma, including 60 daily, 398 weekly and 20 monthly. The larger dailies in which the national advertiser desiring to cover Oklahoma will be particularly interested are the *Oklahoman*, *Oklahoma News*, *Times and Live Stock News*, in Oklahoma City; the *Democrat* and the *World* in Tulsa; the *Phoenix* and

the *Times-Democrat* in Muskogee; the *News-Capital* in McAlester; the *News* and the *Eagle* in Enid; the *Enterprise* and the *Examiner* in Bartlesville, and the *Constitution* in Lawton.

Oklahoma agricultural journals include the *Oklahoma Farmer* and *Oklahoma Farmer-Stockman*, Oklahoma City; *Interstate Farmer*, Muskogee; and the *O. K. Poultry Journal*, Mounds.

Merchandisers wishing to get into the billion dollar state today do not have to wait on the border. In advertising they have the password that will let them across and into the market.

Arizona Market Data

(Continued from page 34)

for motor vehicles and with the coming of cotton as the first crop the tractor has been handled almost exclusively through Phoenix.

AN IMPORTANT TRADE CENTER

Tucson, gateway to the west coast of Mexico, is the center of a rich farming and stock raising territory. Smelting works and railway repair shops are important industries. Tucson swings in just behind Phoenix in its trade importance to Arizona and the Southwest. Prescott, trade center for another mining, grazing and farming region, adds lumber to its list of products, but also does a large business in wool and bullion. Yuma is a shipping point of growing importance and is progressing with the development of the mineral and oil deposits in its territory. A heavy tourist trade swells the selling power of Flagstaff, 7,000 feet above the sea level. Douglas, a United States military post, is the supply point for a prosperous mining section. Holbrook serves a large stock-raising district. Bisbee, Miami, Jerome and Globe all claim the attention of the advertiser desiring to cover Arizona.

For those who would like a statistical slant on the purchasing power of Arizona here are some illuminating facts:

Arizona property value shown in assessments for 1919 reached \$855,224,720. Arizonans owned on December 1, 1919, 2,828,979 automobiles. Arizona bought \$50,402,130 worth of Liberty Loan bonds, over-subscribing \$18,212,891. Arizona bought up to December 31, 1918, \$3,639,759 worth of war savings stamps. Add these figures to those given earlier and you can form a close estimate of how Arizonans can respond

to the selling appeal that strikes them right.

HAS 84 PUBLICATIONS

That appeal, Ayer's American Newspaper Annual and Directory shows us, can go in your choice of 84 newspapers and periodicals, including 20 dailies, 54 weeklies and six monthlies. What Arizona publications lack in strength of numbers, they make up in characteristic "aliveness." Some of the chief dailies are: the *Arizona Republican* and the *Arizona Gazette*, of Phoenix; the *Arizona Citizen* and the *Star*, of Tucson; the *Dispatch* and the *International*, of Douglas; the *Examiner* and the *Sun*, of Yuma; the *Review* of Bisbee; the *Northern Arizona Leader*, of Flagstaff; and the *Journal-Miner*, of Prescott. In Phoenix are published the semi-monthly *Southwestern Stockman-Farmer* and the *Great Southwest Farmer*, monthly, while Tucson issues the *Arizona Cattleman*.

Harry Haselwood Dead

Harry Haselwood, assistant director of publicity of the Democratic National Committee in Chicago, died last week in that city. He was thirty-five years old and had left *The Evening World* to take his publicity position. He had previously been on the *Denver Post* and telegraph editor of a Chicago paper.

Joins Davis & Meyer in Pittsburgh

Robert D. Gauding, formerly with the publicity department of Lucey Manufacturing Corporation, has been appointed office manager with Davis & Meyer, Pittsburgh advertising agency.

Hacksack "Evening Record" in A. N. P. A.

The Hacksack, N. J., *Evening Record* has been elected to active membership in the American Newspaper Publishers' Association.



What the Hand of the Printer Holds for You

P EOPLE who have never seen you or your goods are made to see by your printing.

Your factory, of which you are so proud; your product, which you have labored to perfect—these things are your reason for living. But most of America's hundred millions will get their impressions of you and your work from printed pages.

When you invite people to send for your printing, you really invite them to send for the photograph of your life work. The hands of the printer mould the public's consciousness of your business existence.

A printer works with type and

presses, engravings, ink, and paper. The first two, type and presses, are standard equipment.

The paper, the engravings, and the ink are usually bought for each job.

Why not assist the efforts of your printer to make your catalog or booklet express your business, by telling him you are willing that he figure on using the proper Warren Standard Printing Paper?

You don't need to specify or urge the use of a Warren Standard Paper. Just tell your printer that you are willing if he is.

S. D. WARREN CO., Boston, Mass.

better
paper
better
printing

Briefly classified, Warren's Standard Printing Papers are

Warren's Camen
Dull coated for artistic halftone printing

Warren's Lustru
The highest refinement of surface in glossy-coated paper

Warren's Warrentown Coated Book
Glossy surface for fine halftone and process color work

Warren's Cumberland Coated Book
A recognized standard glossy-coated paper

Warren's Silkote
Semi dull surface, noted for practical printing qualities

Warren's Printone
Semi-coated. Better than super, cheaper than coated

Warren's Library Text
English finish for medium screen halftone

Warren's Olde Style
A watermarked antique finish for type and line illustration

Warren's Cumberland Super Book
Super-calendered paper of standard, uniform quality

Warren's Cumberland Machine Book
A dependable hand-voiced, machine finish paper

Warren's Artogravure
Developed especially for offset printing

Warren's India
For thin editions

EXAMPLES of the kind of printing any good printer can obtain by using Warren Papers can be seen in various specimen books we have issued to printers—notably The Warren Service Library, and in Warren's Paper Buyer's Guide. These books are to be seen in the offices of catalog printers, in the public libraries of the larger cities, and in the offices of paper merchants who sell Warren's Standard Printing Papers.



Printing Papers

Specialty Advertising

(Continued from page 38)

into some little corner where no one else would go. But slowly, step by step, we have fought our way to the front by the value of what we have to contribute to the advertising world—till to-day we are recognized in practically all the nation-wide campaigns, and in many instances our mediums are used alone.

HOW RECOGNITION CAME

How did we earn this recognition? By personal solicitation, and by careful analysis with the proposed customer of the merits of our line. We earned it by getting him to try out a small order and by carefully helping him in its proper distribution, and by virtue of the actual results obtained where he followed our instructions. He saw that we went

direct like a shot from a rifle, that we hit the bull's-eye, that we wasted little powder, that we had something to fit all lines of trade—retail, wholesale and manufacturing—that we were the connecting link between his nation-wide campaign (if he were a big manufacturer) and the store of the man who sold his goods, that we saved waste, that we caught up the scattering threads of interest which were being lost between the newspaper and magazine advertising of his product and the dealer who handled it, that we led the customer right to the spot where he could buy, that we told him on the road and at the store that this man sold his product.

We became the collar and necktie on the suit of clothes, and he saw that, no matter how nice a suit he had, it was not complete as a finished-appearing article without our help. We showed by comparison with other lines, how lasting ours was, and thus won many customers by the economy of use in specialty advertising.

And so we have grown in volume and favor until to-day we are face to face with a very different and, in some ways, a vastly harder proposition than any of those in the bygone days.

Selling is no longer a matter of concern. *Delivery* has become the nightmare of the salesman as well as of the manufacturer. Not going after a customer but *keeping away* from him for fear he may want to buy, some of us—I presume most of us—find to be our present situation. Finding a means to obviate pushing farther and farther ahead the date of delivery is, I am sure, the biggest problem that faces us as manufacturers and sellers of specialty advertising. The old days have long passed. We have found our "place in the sun." But we do not intend to bask idly in its genial rays. We are going ahead to solve our problems and make our business bigger, stronger and, to the advertisers and sellers of the world, more significant than ever.

Marvin Small Leaves "Drug Topics" to Join J. R. Mayers Company

Marvin S. Small has resigned as business manager of *Drug Topics*, the national magazine of the drug trade, to join the J. R. Mayers Co., dealer service organization, of New York.

Mr. Small has been a big factor in the rapid success of *Drug Topics*, which has become a leading publication in the drug field in ten months. Prior to his connec-

tion with *Drug Topics*, he was with McKesson & Robbins and the American Druggists Syndicate.

Arnold Joerns Agency Activities

Arnold Joerns Company, advertising agency of Chicago, announces the election of Wm. H. Walker and Tom Killian as vice-presidents.

The Hill-Hoel Mfg. Company of South Bend, Indiana, makers of the Mountain Maid Cedar Chest, have placed their advertising account with Arnold Joerns Company, and other new advertising accounts recently secured are the Perfect Voice Institute, University of Applied Science, and the Department of Signaling, Chicago correspondence schools.

The Arnold Joerns Company is also issuing orders for a series of full-page, half-page, and quarter-page advertisements for the Knickerbocker Manufacturing Company, shower bath brushes, to the Metropolitan Sunday and daily papers of Chicago, Milwaukee, Des Moines, Detroit, Indianapolis, Omaha, Minneapolis, Pittsburgh, Boston, New York, Toledo, Columbus, Cleveland, Cincinnati and Philadelphia.

Sales Management, Advertising and Salesmanship Courses at C. C. N. Y.

Realizing that the buyer's market, being rapidly formed by present conditions, is renewing widespread interest in sales management, advertising and salesmanship, the City College of New York opened a series of lectures on these three divisions, October 6.

J. George Frederick, president of the Business Bureau, will preside over the Course on Sales Management; Rossiter Holbrook, manager of the New York branch of Nelson Chesman & Co., will have charge of Advertising, and Lawrence Rogers will conduct the course in Salesmanship.

Other practical courses being given at C. C. N. Y. include: Practical Proofreading, Preparation of Copy and Printers' Technical English, and one on Cost-Finding and Estimating and Advertising Typography. At the Brooklyn branch of the college, H. V. Kaltenborn, assistant managing editor of the Brooklyn *Eagle*, a course in Current Events and News Analysis as a new phase in the study of journalism.

R. J. Davison With Mayers Co.

The J. R. Mayers Company, New York, announces the appointment of Robert J. Davison as art director. Mr. Davison was formerly art director of the Federal Advertising Agency.

"Ford Owner & Dealer" Appoints Buell

Ford Owner & Dealer, of Milwaukee, Wis., has appointed Roy Buell, of Detroit, as its advertising representative for the district including Michigan, Ohio, western Pennsylvania and western New York.

John H. Paine Dead

John H. Paine, night city editor of the *New York Times*, died last Saturday night in the Presbyterian Hospital, where for one year he had been ill with nervous exhaustion. Mr. Paine had been on the *Times* for fourteen years.

MAIL ORDERS

Based on 15 years' experience in merchandising and sales work in the largest mail order houses in America, I offer a merchandising, sales and operating service designed to help you in solving direct sales problems arising in your business of selling direct, either to the dealer or the consumer.

The knowledge, experience and ability acquired in marketing direct by mail more than a billion dollars worth of general merchandise equips me to operate without experiment or wasting a dollar of money or an ounce of energy. Consultation without obligation.

Burdette J. Beardsley
1133 Broadway New York

Telephone Chelsea 1890

We specialize in house to house distributing of

Advertising Literature and Advertising Samples

We solicit your account.

JAMES T. CASSIDY

206 No. Front St., PHILADELPHIA, PA.
Write for our paper "FACTS."

POSTAGE

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

POSTAGE - 18 East 11th St., New York City

"GIBBONS KNOWS CANADA"

MONTREAL

TORONTO

WINNIPEG

First Annual Conference of the New England Association of Advertising Clubs, October 21-22

The First Annual New England Advertising Conference will be held in Boston, October 21 and 22. The Conference is held under the auspices of the New England Association of Advertising Clubs, which is a part of the Associated Advertising Clubs of the World. There are three advertising clubs in Boston, the Pilgrim Publicity Association, the Lantern Club, and the Advertising Women's Club of Boston; others in Worcester, Springfield, Northampton and Brockton, Massachusetts; Portland, Maine; Providence, Rhode Island; Hartford and New Haven, Connecticut; with a total membership of approximately 1,400. The Conference will be open to all advertising men and women who comply with the registration qualifications. Inasmuch as this is the first affair of the kind, the committees in charge are not in a position to estimate accurately the probable attendance. There are at least five thousand men and women in New England actively engaged in advertising in one form or another, all of whom will be invited to attend this Conference. The order of procedure will be as follows:

The morning of October 21 will be given over to a business session of the New England Association of Advertising Clubs, attended by club officials and by the officers and headquarters staff of the Associated Advertising Clubs of the World. The National Association will be represented by President Rowe Stewart, Executive Manager P. S. Florea, Walter Sammis, editor of *Associated Advertising*, and others. At this meeting will be held the election of officers of the New England Association for the coming year, the choice of a Conference city for next year, appointment of committees, and such other business as will come before the meeting.

At 12 o'clock those attending the Conference will be the guests of the publishers of the Boston daily newspapers at a luncheon at which there will be no formal speeches, merely words of welcome and opportunity for those present to become acquainted. From 2 to 5 o'clock the Conference will be in active session, the program to be as outlined below.

At 6 o'clock the advertising folks will meet again at a banquet tendered them by the Pilgrim Publicity Association of Boston and the Advertising Women's Club of Boston. This banquet will be the feature of the convention, and will be built around the keynote of "Better Business for New England." It is expected to have as guests the governors of the several states of New England, also the national officials of the Associated Advertising Clubs. The chief speaker will be Richard H. Lee, special counsel for the Associated Advertising Clubs, and the leading authority on the Better Business movement which is making such rapid headway in the principal cities throughout this country. (One of the latest developments in this movement is the Better Business Bureau recently organized in Boston.)

Friday, the twenty-second, the Conference resumes at 9 o'clock and adjourns at 12 o'clock to attend a luncheon given by the New England Council of the American Advertising Agents' Association. At

2 o'clock the session resumes, and there will be a final adjournment at 5.

PROMINENT SPEAKERS TO ATTEND

The program for the Thursday afternoon and Friday all day sessions will be divided between speeches by recognized leaders in different phases of advertising work, and discussion of these speeches by the audience. Some of the best known men in advertising and general business circles have been invited to address the Conference, including such men as Louis K. Liggett, president of the United Drug Company; E. J. Bliss, president of the Regal Shoe Company; Arthur Brisbane, S. R. Latshaw, director of publicity, the Butterick Publications; Professor Daniel Starch, of the faculty of Harvard University Graduate School of Business Administration, and author of "Advertising"; Charles H. McIntosh, of La Salle Extension University, Chicago; Ben Nash, advertising counsel, Director of Displays Company; Charles Coolidge Parlin, director of the Division of Commercial Research, Curtis Publishing Company, and others of equal standing.

Members of the Executive Committee of the New England Association are F. A. Black, of Filene's, Boston; H. W. Curtis, of the J. W. Barber Advertising Agency, Boston; Major Charles T. Cahill, of the United Shoe Machinery Company, Boston; F. W. Spollett, of the *Shoe Retailer*, Boston; R. C. Moore, of the Perry & Elliott Company, Boston; R. R. Spencer, of the Davis Press, Worcester; Harry Pearson, of the Old Colony Advertising Company, Providence. Mr. Black is chairman of the General Convention Committee, and responsible for the program and publicity. H. W. Curtis is chairman of the Sales Committee; Miss Frances Hanson is chairman of the Registration Committee; Major C. T. Cahill, chairman of Reception Committee; H. G. Porter, chairman of Committee on Finance; Charles T. Marble, assistant publisher of *Modern Priscilla*, of Boston, chairman of Committee in Charge of the Banquet. The luncheon given by the Publishers' Association is in charge of the committee headed by William Rogers, advertising manager of the Boston *Transcript*, and the luncheon given by the New England Council of the American Advertising Agents' Association is in charge of George Dunham, of the Greenleaf Advertising Agency.

Newspaper Representatives Present George E. Mainardy With a Silver Service

To commemorate the twenty-fifth anniversary of the marriage of George E. Mainardy, assistant advertising director for the American Tobacco Company, newspaper representatives in New York presented him with an elegant Tiffany silver service and a silver pitcher and tray. The presentation was made, in behalf of the representatives, by Colonel M. D. Bryant, president of the Six Point League, at a luncheon given on Friday of last week in the Hotel McAlpin Annex.

M. Abbott Kimball Made Advertising Manager of all "Vogue" Foreign Editions

M. Abbott Kimball, advertising manager of *Spanish Vogue* has been appointed advertising manager of all the foreign editions of the *Nast* publications, which include *British Vogue*, *French Vogue*, *Spanish Vogue*, *Patrician* and *English House & Garden*.

Kiser, Sales Director for Kelvinator

The Kelvinator Corporation, Detroit, has appointed W. P. Kiser, formerly with the General Motors Corporation, to be sales director.

Yale & Towne Appoints Cave Advertising Head

The Yale & Towne Manufacturing Company has appointed Edward Cave to the position of advertising manager.

Corona Typewriter Domestic Advertising with Barton, Durstine & Osborn

The Corona Typewriter Company, Groton, N. Y., has placed its domestic advertising with the Barton, Durstine & Osborn, Inc., New York. Export advertising for the company will be continued through Frank Seaman, Inc., New York.

Russell Gray in New Quarters

Russell T. Gray, advertising engineer, Chicago, Ill., has moved from the First National Bank Building to larger quarters at 616 South Michigan avenue.

U. S. Trade With Italy

The total trade between Italy and the United States from January to March, inclusive, of the current year amounted to 1,201,774,293 lire, of which 1,057,632,582 is made up of imports from the United States and 114,141,711 of exports to the United States.

Crops Greater Than Estimated

A crop of corn exceeding all records has been raised this season, with quality about an average, says *Bradstreet's*. Estimates on the total crop suggest improvement over the government estimate of 3,131,000,000 bushels in September. Last month's condition was 86.4. Last year's harvest was 2,917,000,000 bushels, while the average of 1914-1918 was 2,760,000,000 bushels.

Indicated yields on spring wheat are expected to show a gain of one-quarter to one-half bushel per acre over the August returns, with best reports from the Pacific Northwest. A gain of one-half bushel means a crop of about 247,000,000 bushels, compared with 237,000,000 bushels last month and 209,000,000 bushels last year, while the average is 259,000,000 bushels. Oat threshings indicate yields of one-half bushel more than that of 35.1 bushels, and a crop of 1,462,510,000 bushels, or 20,000,000 bushels over the previous month, and will compare with 1,248,000,000 bushels last year, and of 1,415,000,000 bushels as the average.

World Can Use 30,000,000 Autos

Some people have been predicting for two or three years that the world soon will be "saturated" with automobiles. John W. Prentiss, of the New York banking firm of Hornblower and Weeks, says the saturation point will not be reached until the world has 30,000,000 automobiles. The total number now is about 10,000,000, of which 7,800,000 are in the United States.



Features in this Number

October 9, 1920

SALES REMEDIES TO CURE A SICK MARKET.....	<i>Bruce MacGregor</i>	3
One of the surest of them is advertising administered in well-measured doses.		
PUTTING LIFE INTO ILLUSTRATIONS.....	<i>Harry Dyke</i>	5
Simon Ascher & Co. are working for 100% in the use of drawings and photographs.		
IS YOUR ADVERTISING REAL SALESMANSHIP?.....	<i>Humphrey M. Bourne</i>	8
Without wholly abandoning craftsmanship, it is advisable to sell first what you have to market.		
STUDYING THE DEALER'S NEEDS.....	<i>A. H. Sawyer</i>	9
How the business editor should be able to aid distribution.		
POINTING UP THE SELLING ARGUMENTS.....	<i>Levo Burnham</i>	10
Facts that settle the prospect's mind win success for Traffic Motor Truck.		
ADVERTISING TO STANDARDIZE DEMAND.....		12
Cleveland manufacturer sees a way to fill in the valleys without leveling the peaks.		
WINNING COMMUNITY GOOD-WILL BUILDS SALES.....	<i>H. L. Corey</i>	14
Posters that hook up with a local event prove to be gratifying success.		
CROPS COME FIRST WITH KANSAS BUYERS.....		16
Farmers and city dwellers of the great grain and cattle state follow national advertising.		
PROCEEDINGS OF THE SPECIALTY MANUFACTURERS' CONVENTION.....		17
WHY BUSINESS IS BETTER.....		21
Most of today's trade is with those having a sense of proportion.		
TRANSLATING IT INTO SPANISH.....		23
What the advertising man did to a local institution.		
CHARLES R. FREDERICKSON, SPECIALTY SPECIALIST.....		27
How a Kansas boy turned pluck and \$190 capital into personal success and a presidency.		
A MARKET DATA MESSAGE FROM MISSOURI.....		31
The "Show Me" State has reversed the traditional order and is now selling Missouri to the world.		
OLD ARIZONA IS A GROWING YOUNG MARKET.....		34
Irrigation releasing wealth of soil; mines and the cattle barons' wealth all swell its buying power.		
HOW SPECIALTY ADVERTISING WON ITS PLACE.....	<i>L. H. Bulkeley</i>	38
The selling problem has been succeeded by one of delivery with all hands satisfied.		
RUNNING OVER TO EUROPE OR ASIA.....	<i>Erastus Hopkins</i>	40
That's how some Americans regard export trade building, but there's a surer way.		
OKLAHOMA—IT "LOOKS LIKE A BILLION DOLLARS".....		42
High per capita wealth in mid-continent oil state attracts sellers of first quality goods.		

Calendar of Coming Events

October 11-13—Annual Convention National Association of Purchasing Agents, Chicago	October 15—Annual Convention, Audit Bureau of Circulations, Chicago, Ill.
October 11-14—Annual Convention, National Association of Stationers and Manufacturers, St. Louis, Mo.	October 18-22—Annual Convention, American Bankers' Association, Washington, D. C.
October 11-16—Annual Convention, American Association of Advertising Agencies, Chicago, Ill.	October 20-22—Annual Convention, Associated Business Papers, Inc., Hotel Astor, New York.
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.

Greeting Card Makers Start Magazine Campaign

The National Association of Greeting Card Manufacturers will launch an advertising campaign this month in national magazines. The text of the advertisements will be based on the thought that the sending of greeting cards is now everywhere accepted as the thing to do. The idea of keeping up the Christmas spirit will be emphasized, and a plea for early shopping will be made also.

The magazines to be used include: *National Geographic, Good Housekeeping, The American, Delicاتور, Woman's Home Companion, Pictorial Review and Life*. Illustrations, some of which will be in color, will be by nationally known artists.

This year's campaign by the greeting card makers was made possible by the tremendous successes achieved by past campaigns. Each new campaign has produced results; 1918 showed a volume of business double that of 1917; and 1919 made an equally satisfactory gain.

Higham and Crawford Preparing for Atlanta Convention

Charles F. Higham and W. S. Crawford, prominent English advertising men, are already preparing to come to the Atlanta Convention of the Associated Advertising Clubs of the World, to be held next June. They are making efforts to bring with them a delegation of English advertising men. Mr. Higham has booked rooms in Atlanta.

Heads Grocers' National Association

M. L. Toulme, at one time connected with the *Chicago Tribune* as financial and editorial writer, has been elected secretary of the National Grocers' Association.

Atwood on Trip to New York

Harrison Atwood, vice-president of the H. K. McCann Company, in charge of the San Francisco office, is now visiting the New York office of the company. Mr. Atwood will remain until about the first of the year.

"La Nacion" Combines Business and News Offices

W. W. Davies, representative of *La Nacion* of Buenos Aires, gave a dinner last week to mark the consolidation of the business and news offices of *La Nacion* in New York. George W. Wickersham, former Attorney General of the United States, and F. F. Sweet, Assistant Secretary of Commerce, spoke.

Gillette Has Sold 20,000,000 Razors

The Gillette Safety Razor Company estimates that there are today in active use at least 20,000,000 of its razors. If each user buys two and a half dozen blades a year, it will be seen that the minimum present demand is about equal to the company's maximum manufacturing output. The company sold 2,000,000 razors in 1919.

Joins Detroit "Free Press"

Talbot Smith, former city editor of the *Detroit Journal*, and later of the advertising staff of the *Burroughs Adding Machine Company*, has joined the staff of the *Detroit Free Press*.

Kobbe Advertises Mohawk Milk

Advertising for the Mohawk Condensed Milk Company is now being placed by Philip Kobbe Company, Inc., New York.



IS there any subject of importance more in the national foreground than the American Merchant Marine?

Is there any single individual better qualified to discuss the matter than Admiral William S. Benson, chairman of the United States Shipping Board?

You will want to read "America Again Has a Merchant Marine" by Admiral Benson. It is one of a number of important features in the October 9th issue of

LESLIE'S

HALF A MILLION GUARANTEED

THE FIRST 500,000

AN AMAZING DEVELOPMENT!

3 $\frac{1}{2}$ years ago, the annual revenue from advertising in the American Weekly was \$24,000.

In 1921 the advertising income will be more than *two and a half million dollars*.

The advertising income is over 100 times greater—

Yet the number of advertisers has scarcely been doubled.

Our prosperity, phenomenal as it seems, is only a mere reflection of the prosperity created for our clients by advertising in the American Weekly.



Every Sunday, more than Two and a Half million families look for the American Weekly as a principal feature of the New York American, Chicago Herald and Examiner, Boston Advertiser, Washington Times, Los Angeles Examiner, San Francisco Examiner and Atlanta Georgian.
A. J. Kobler, Manager, 1834 Broadway, New York.