

# Advertising & Selling

DECEMBER 18, 1920

# 800,000

THE net paid circulation of the Chicago Sunday Tribune now exceeds eight hundred thousand.

The broadside pictured below was printed on Foldwell and carried four actual size Saturday Evening Post advertisements in color besides the Fayette R. Plumb Company's merchandising story for 1920. It is saddle-stitched, has five repeated folds, 12 pages, and measures 17x50.



# Foldwell and National Advertising

Big printed pieces must have extra strength to save their appearance—to stand up against extra folding and handling. That is why Foldwell—with its rag base and long fibres which give it unusual strength—is the logical paper for elaborated broadsides. Send for samples.

**Foldwell**  
TRADE MARK  
Coated Book  
Coated Cover  
Coated Writing

**Y**OUR dealers know only what you tell them about your 1921 campaign. They cannot be expected to share your enthusiasm or "hook up" with your campaign unless they are as familiar with it as you.

This year a great number of national advertisers presented detailed plans of their advertising to their dealers. Unusual broadsides were used for these presentations in which the *advertisements themselves* were reproduced in actual size and color, and their purposes explained.

Such broadsides give the dealer a more comprehensive view of his sales possibilities and naturally the advertiser's results show marked improvement.

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

*Nationally Distributed*



## Which of these do you want for your child?

Education can have two possible effects upon your child.

It can improve his mind. Or it can spoil it. Everything depends upon the school he attends, upon the instruction he secures, the type of children with whom he comes into direct—or indirect—contact.

There is absolutely nothing so important in your child's life as his education. Nothing so vitally affects his future—and his country's future.

The entire problem resolves itself into a choice of school. Given the right institution, all the other integrated and associated elements may be taken for granted.

Good Housekeeping is one of the four monthly publications carrying the greatest volume of school and camp advertising. It has been the choice of these schools because it has a type of reader who wants only the best of everything, schools included.

Good Housekeeping is glad to be the choice of all of these great schools. But by the same token, these schools gain because they have been *chosen* by Good Housekeeping. Good Housekeeping *decides* what schools shall advertise in its pages. Good Housekeeping has made a thorough investigation of every one of these schools, their faculties, their equipment, their facilities, their records for scholarship.

And every one that has passed this rigid scrutiny is guaranteed to you. Your child will be accorded the attention and training promised or the tuition will be refunded.

Good Housekeeping cannot permit anyone to experiment with the futures of America's citizens.

*This is the first of a series of full page advertisements appearing monthly in Good Housekeeping. For the "reason why" see Printer's Ink issue of Dec. 23rd.*



## “As Long as Agriculture Produces This Country Will Come Through”

This statement was recently made by the Sales Manager of a very large eastern corporation.

This fundamental fact was impressed upon his mind by a recent trip among his dealers and distributors in the Corn Belt states.

He saw first hand, that agriculture is the basis of business; that the farmers hold in the hollow of their hands the destiny of the whole country.

Despite this period of readjustment, he found the farmers had ample cash with which to buy his products ranging in price up to several hundred dollars.

“As long as agriculture produces this country will come through.”

**Keep that fact firmly in mind because it underlies the success of your business.**

And remember that a big reserve built up from profitable crops during the last five years and a big income for 1920 crops promise a large farm trade in 1921 to wide awake sales managers.

### THE STANDARD FARM MARKET

The Breeder's Gazette  
Established 1881

Wallace's Farmer  
Established 1895

The Ohio Farmer  
Established 1848

The Wisconsin Agriculturist  
Established 1877

Prairie Farmer, Chicago  
Established 1841

Pennsylvania Farmer  
Established 1880

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

The Progressive Farmer  
Established 1886  
Memphis, Dallas, Birmingham,  
Raleigh and Atlanta

The Michigan Farmer  
Established 1843

Pacific Rural Press  
Established 1870

The Farmer, St. Paul  
Established 1882

Hoard's Dairyman  
Established 1870

The Nebraska Farmer  
Established 1859

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

*All Standard Farm Papers are members of the Audit Bureau of Circulations*

# ADVERTISING & SELLING

The National Weekly of Modern Merchandising—Established 1891

J. M. Hopkins, President;  
H. B. Williams, Vice President;  
E. B. McCaffrey, Secretary;

ADVERTISING & SELLING CO., Inc.  
471 Fourth Avenue, New York, N. Y.  
Telephone, Madison Square 1765-67

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

30th Year

DECEMBER 18, 1920

Number 26

## You've Started An Aggressive Campaign— How's Your Ammunition?

### Before You Put a Barrage of Salesmen Down On the Buyer's Market, Cull Out the "Duds"

By MICHAEL GROSS

**T**HE late fracas that put Germany in her place also put many new words into the English dictionary. One of the most picturesque of these additions is the word "dud." A dud, as any buck private can tell you, is a shell that looks exactly like the real thing, comes over the line like the real thing, makes as much noise on the way as the real thing, but fails miserably to go off like the real thing when it finally hits something. That there are many humans who, measured by this definition, could also rightfully be called "duds" no clear-thinking person will deny. And that the duds among salesmen outnumber the duds in any other line of endeavor by three to one is also a premise beyond dispute.

#### A HIGH MORTALITY RATE

Whether this is because of the widespread notion that salesmen are born and not made and therefore need no such training as is given the doctor, the lawyer, the butcher or baker; or whether this field attracts a greater number of incompetents than any other because of the very fact that no such thing as training seems necessary for success, is hard to determine. But every sales manager will tell you that the mortality in his salesforce beats that of the first battle of the Marne by at least 13 per cent. And just as an experienced artilleryman can tell you why a "dud" shell failed to explode, just so can an experienced sales manager explain exactly why this or that "dud" on his salesforce failed to make any kind of a dent at all in the

people he tackled for an order. Invariably the duds divide themselves into five great classes, the order of their appearance being about as follows:

**A "DUD" is a shell that may "whiz" but won't bang. There are, at least, five kinds of "dud" salesmen and it's a bad time to let any of them carry your sales metal.**

✓*The Salesman Who Is Afraid of the Buyer:* He looks upon the man who gives him an order as a being made of superior clay to himself and fears him accordingly. He has never learned that a salesman is performing just as great a service to the buyer by bringing him the merchandise he requires as the buyer is by handing out an order. Nor does he appreciate the truth of the statement that many merchants have actually been forced into success, due to the fact that some salesman, knowing them to be urgently in need of the product he was selling, would not take "No" for an answer but made them buy in spite of themselves. Because he gazes up at an "order-giver" as a superior being to an "order-receiver" this particular dud of the salesmanship world loses the reins of the interview the instant the buyer catches sight of his awe-struck face.

From that moment on he is driven in the direction the buyer wants to go. Price, discounts, deliveries, free goods—all these details are arranged

by the man placing the order. Tell this type of salesman that he should have stood up for his rights; that the buyer would respect him more if he acted the part of a man rather than that of a doormat, and he will look at you with horror in his eyes as if what you were proposing were something sacrilegious; a crime against the All-Highest; a grievous case of *lese-majeste* that would only result in losing the trade altogether. And so he plays his part, filling his order book with all sorts of unprofitable contracts taken under all kinds of impossible conditions and clauses, until the sales manager gets a chance to wield the battle-axe and another dud is removed from the cluttered ranks.

#### USE THE BATTLE-AXE

*The Independent Salesman:* This particular dud in the sphere of salesmanship looks more like a real piece of ammunition than most of his brethren. He is usually a strapping big fellow, with a protruding jaw and an immediate eye. The best trick in his bag is his independence—until the buyer discovers that this independence is assumed for the sole purpose of covering up a colossal amount of ignorance. By his method shall you know him—and this is his method: He approaches a prospect and presents the few facts he has been able to master regarding the line he is selling. That presentation, in his opinion, entitles him to the order, and woe to the buyer who fails to come across or who dares ask for further information. Unable really

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to convince a prospect because of his ignorance of the product, he befores the issue by assuming an independent attitude and dropping some such remark as: "My time is too valuable to sit here and explain every detail of this proposition. If you don't think it's worth the money, say so and I'll sell it to your competitor across the street. Maybe he knows good value when he sees it, without asking a lot of questions that don't mean anything." Duds of this type usually last just so long as it takes for some keen-witted buyer to puncture the bubble of their pseudo independence. Then the axe falls and they slide down to oblivion.

✧ *The Salesman Who Knows His Line—But Not the Buyer's:* Usually this chap is a conscientious worker whose lack of results often proves a complete mystery to the home office. As a rule, he has started in the shipping department and has worked his way up to a road position. He knows the line from the moment the iron is taken out of the ground until the last bolt is put into the finished product. He has worked in every department of the factory and no buyer could possibly ask a question about the merchandise that this type of salesman could not answer—immediately and correctly. Yet the hinges on his order book grow rusty from lack of exercise.

#### WHY THEY FAIL TO GO OFF

This is not because the man lacks the gifts of industry, grit or determination. It comes solely because of the fact that while this individual may know the line perfectly he has never learned how his product can be made to fit the buyer's need. A salesman may know all about how an adding machine is made and be able to assemble one blindfolded, but unless he can convince a buyer that the purchase of one of these appliances will be of benefit, and demonstrate the fact to be so, all his knowledge "goes for Sweeney." Many salesmen overlook this point. That's why they fail to "go off." No buyer ever places an order just to get merchandise in exchange. He has got to be shown first that what the salesman wants him to buy will make money for him; or save time for him, which is money; or save labor, which also has a cash value.

*The Charity Salesman:* Every buyer has met a few of these "Uriah Heeps of the Grip"—and doesn't want to meet them again if he can help it. This particular type of dud is usually only half-sold himself on the product he is trying to sell to others and does not understand the first principles of successful sales-

manship. His stock reasons for the favor of an order are: "They'll fire me if I don't bring back something today"; or "I'd certainly like to get your order—it will be my first one this month"; or "I've got a wife and four children and it certainly does cost something to keep them in food and clothing."

Of the art of convincing a buyer by means of clean-cut, logical reasoning he knows nothing. Of how his product will be of benefit to the man he is talking to he knows even less than nothing. But he has the art of whining down to a science and if his territory contains a goodly number of sentimental, soft-hearted buyers he may get a lot of orders—once. The next time around the circuit, Uriah Heep's order book will prove to be about as superfluous as the row of buttons on the sleeves of his coat.

✧ *The Trusting Salesman:* Without guile and without gall, this dud ambles through the world of salesmanship, more than willing to take the word of his prospects as to why they are not ready to place their orders just at present. A trifle lazy, fond of a good time, "there" with the ladies, he makes his calls according to routine and sends his "call sheet" in to the home office every night. But the words "not interested at present" are usually written after the first name on the list and "dittoed" after nearly every other. At a moment's notice, this type of salesman can show you at least thirty thousand dollars' worth of sales—that he will get the following month, when the promises he has received will surely come home to roost. But all that the next month brings is another set of gilt-edged promises. Buyers instinctively recognize the breed and "not interested" falls from their lips even while they are in the act of reaching for the telephone to place an order with one of the salesman's competitors. That it is possible to interest a "not interested" buyer, and even to sell him, is something beyond this mortal's comprehension. "The man said he wasn't interested, didn't he?" he would reply to such a statement. "I'd only be making a liar out of him if I turned around and sold him something." The curtain descends on the career of this misfit the moment the concern he is representing discovers that the bank absolutely refuses to discount an assortment of sales reports telling of the thousands of dollars' worth of business that will surely come in "next month"—and our trusting friend flutters off the scene, in his eyes a look of implicit faith in all humanity and in his hands a newspaper with the "Help Wanted" column prominently displayed.

## Sphinx Club Talks on Advertising Rates

### Advertisers and Publishers Present Their Views

ADVERTISERS and publishers, whose interests will be directly affected by a change in advertising rates, had a unique opportunity to present their views on the advertising situation at an open forum meeting of the Sphinx Club, New York, following a dinner of the club held at the Waldorf-Astoria Hotel on the evening of December 14.

With Collin Armstrong, of the Collin Armstrong Agency, chairman of the Newspaper Committee of the A. A. A. A., presiding, in the absence of R. F. R. Huntsman, publisher of the Brooklyn *Standard Union*, president of the Sphinx Club, in the South, the event was given over to a discussion of the subject, "What Is the Future Trend of Advertising Rates?"

Arrangements had been made previously to call upon speakers who could adequately present the points of view of advertisers and of the mediums. John Sullivan, executive secretary of the Association of National Advertisers, spoke for the advertisers. Stanley R. Latshaw, advertising director of *Butterick's*, replied for the publications and other angles of the subject were dealt with by Lester L. Jones, Labor Commissioner of the New York City Publishers' Association, and by A. C. Baldwin, vice-president of the McGraw-Hill Company, the latter speaking from the floor.

Mr. Sullivan summed up his view of the situation by saying that the average publisher's conclusion has been that there must be no reduction in advertising rates, while the national advertiser, on the other hand, has, generally speaking, made up his mind that the rate must be decreased. He admitted the rising costs of publishing and expressed the opinion that the increase in advertising rates had been "comparatively moderate." In concluding his statement of the publisher's side of the case he said: "Theoretically the publishers—most publishers, shall I say?—may have a good case for thinking that, at least, they deserve that the status quo be maintained. I think I have stated the publishers' case fairly and I regard many such cases with sympathy, because I know what the men have been up against, and it would seem possible that their costs peak has not even yet been reached.

"But, to be frankly brutal, we are dealing with a condition and not a theory."

That condition, as Mr. Sullivan saw it, presented the manufacturers facing price declines in practically all lines of products, reduced purchasing power or purchasing inclination on the part of the consumer and goods held up on the retailer's shelves because of the retailer's unwillingness to lose at replacement values in a declining market, what he gained at replacement values in a rising market. The manufacturer, he said, is asking why the publisher should be exempt from the economic law of a buyer's market, and why the publisher cannot cut down expenses as the advertisers are doing, and the manufacturer is determined that a dollar in 1921 must do what two dollars did in 1920.

Rising to present the publishers' side of the story, Stanley R. Latshaw, of *Butterick's*, declared that the manufacturers' boards of directors, to which Mr. Sullivan

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# That He Who Turns May Read

## If the Real Eye Doesn't See It at First Glance, You Can't Expect the Mind's Eye to Wade In and Get It

By HUMPHREY M. BOURNE

WE are a quick eating, quick talking, quick thinking, quick speaking and quick reading nation. We are so everlastingly busy trying to crowd one hundred and twenty diamond seconds into every blessed golden minute, so busy taking the short cut to a given point, that we have no patience with anything that would have us take the long way around.

When the blind, crippled apple woman starts to tell us how it all happened we, mentally at least, kick her right crutch from under her and ask her to tell us the net of it in a very few words. And if our two eyes don't tell us before she does start that she is the worthy creature she thinks she is, we promptly go our way before her first sob comes—and she is mighty lucky if a couple of perfectly good apples are not lost in the going.

### HOW MANY REGISTER?

We're in much the same frame of mind when we thumb through the advertising pages of a magazine.

Page after page we are confronted by an array of advertisements which, in dollars and cents, would pay an oil king's income tax. Yet how many of them, or, how few, really register?

The test is a simple one, and you can make it in a few seconds with the magazine nearest at hand. Just run through it in a page-turning way. Beautiful pictures and headlines aplenty! Trick of illustration, picture and word in profusion! Here's a fine-looking ad. But what's it all about? If out of mere curiosity you wish to find out you will seek the hidden display which tells you. But the great reading public are not interested to that extent. They are largely page-turners. And if there is not some dominant display which gives them the "net" of the advertisement—both as to headline and the name of the product, they get absolutely nothing from it and go right on page-turning.

And that isn't mere talk. It is a

sad but true fact. To prove it ask someone to page a magazine quickly and then name six products advertised there. Then check them back, and, by the gods, you'll almost invariably find them to be the products

Just like a simple New England home to which somebody has added gables, dormers, pergolas, bay-windows and other gingerbreads, so that the otherwise would-be purchaser walks right past without realizing the beauty of the interior arrangement.

Some advertisements are intentionally devoid of good selling arguments for fear the result will look too much like an advertisement; while others are so complicated in form for fear they won't sound like advertisements. Lord bless you, the simply arranged advertisement is the quickest road to the mind and pocketbook just as the straight line is the shortest road between two points. Yet there seems to be an everlasting, unwarranted fear of making an advertisement simple lest someone will be accused of not knowing his business.

This subject is not a new one by any means. Yet it is all the more serious and important for that very fact. It gives one mental and physical gooseflesh to see the appalling number of advertisements that do not advertise—well-

illustrated, well-written advertisements that lack the essential quality by which they will register something in the mind at first glance, even though it be no more than an active headline and the name of the product.

Proper display can be accomplished without detriment to the text. And it is obvious that a well-written advertisement has a far better reading chance by reason of a display that says something than the advertisement which "hopes" that the reader will overlook the absence of display and so take the initiative in finding out what the advertisement is all about.

Does it stand the page-turning test? That is the question to ask before the advertisement is released. If it's a good advertisement it will be a better one for some outstanding fea-

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"PERHAPS there was a time when the very novelty of advertising might have compelled attention. But that day is long past. Advertising has become an accepted world institution. Attentive readers have become page turners. And if the advertisement won't stand the page-turning test another piece of perfectly good paper at ever so much a ton has been sacrificed to the gods of waste." \* \* \*

"This subject is not a new one by any means. Yet it is all the more serious and important for that very fact. It gives one mental and physical gooseflesh to see the appalling number of advertisements that do not advertise—well-illustrated, well-written advertisements that lack the essential quality by which they will register something in the mind at first . . ."

H. M. B.

of advertisers who are not ashamed to shout the thing they're spending so much good money to tell about.

Some very interesting books have been written on the mystery of space. But the greatest space mystery of all would seem to be that which applies to the space occupied by advertisements which do not advertise. Isn't it a fact that the ad well displayed as to name of product stands a much better chance of being read than the one which is not? And isn't it also true that if neither ad is read through, the one whose product greets the eye in letters clear and bold will at least register in the page-turner's mind?

### TOO MUCH GINGERBREAD

Again: Many an advertisement is most interesting and compelling, insofar as the phraseology is concerned. Yet how involved the pictorial and typographic arrangement! So garbled in form that the eye looks no farther!



### Will Farmers O.K. Them ?

*Scenes like these are conjured up by the imagination when the advertiser thinks of farmers, farm buildings and farm animals—three elements of farm copy illustration which Mr. Brownell says are too often handled in a way sure either to tickle the farmer's risibilities or to arouse his indignation. Will these three pictures "look right" to the rural reader?*

## Why the Farmer Laughs

### A Re-examination of the Copy and Illustration That Seemed to Talk in Real Rural Dialect May Furnish the Reason

By GEORGE H. BROWNELL

Director of Advertising, Chapin & Co., Chicago

"WHY can't our product be sold to farmers?" asked the general manager of his advertising chief. "The farmer has the money these days. He needs our product and we want his business. Let's go after it. A try-out in a few farm papers ought not to cost us more than a couple of thousand. Fix up some 'ads' with plenty of cows and chickens sprinkled over the landscape—farm atmosphere stuff. When you're selling a man you've got to talk to him in his own language."

Conversation such as this has served as the starting point for scores of rural advertising and selling campaigns during the past two years. Thanks to the farmer's prosperity during this period, almost any article for which he had any use could be readily sold. Advertisers and their agencies, without any real knowledge of the farm market, have been able to secure satisfactory returns from this field, despite the crudeness of their advertising efforts.

#### TIMES HAVE CHANGED

The situation has changed, however. From now on those who prepare farm paper advertising will need

to work harder to get results than they have ever worked before. More advertisers will be seeking the farmer's dollar and competition will be keener. The farmer will hang tighter to his dollar, not because of a seriously diminished prosperity, but because of the condition of uncertainty and unrest that seems to pervade our entire agricultural population.

The advertiser who hopes to succeed in the farm market must recognize at the outset that he is tackling an entirely new and highly difficult merchandising problem. Copy that goes big in the cities almost invariably falls flat in the country. With the farmer it is especially true that you must "talk to him in his own language"—and talk correctly.

Few indeed of the novices among farm paper advertisers have failed to recognize the retail necessity of a plentiful supply of "farm atmosphere" in their copy. There is plenty of atmosphere, but somehow it does not produce the desired effect on the farmer. Often it convulses him with mirth; again it is the object of a contemptuous scorn. It is one thing for the novice to know that "farm atmosphere" is almost indispensable to a

successful farm paper advertisement, and quite another thing for him to produce that atmosphere.

The theory behind the use of "farm atmosphere" is that it wins the confidence of the farmer by making it seem that you are talking to him over his own front fence. You are carrying the discussion into his own territory where he is familiar with the environment and more willing to listen to your selling argument. By speaking his own language in copy and illustrations you are also showing him that you are familiar with the problems of farm life and are therefore better equipped to make a product that will supply his wants satisfactorily.

#### THERE ARE FARMERS AND FARMERS

Before we begin to discuss the pitfalls that lie in the path of the beginner in farm paper advertising, it should be remarked that, between the two Portlands, there is a multitude of different types of farmers. Like city people, they have all sorts of social customs, farming methods and living habits. They all earn their living from the soil, but they differ otherwise as widely as do the crops they

produce. There is no truly American type of farmer and therefore the advertiser, in preparing his copy for the national mediums, must be doubly watchful. What would be a good advertisement for one section of the country might be almost unintelligible to the farmers in another section.

In preparing an advertisement for the farm papers the inexperienced copywriter is less likely to get into trouble than is the man responsible for the illustrations. The copy man may properly stick to brief, descriptive matter, but the art-work is, obviously, used to create "farm atmosphere" and must picture the scene correctly or the desired effect is entirely lost. Half-tones of actual farm scenes would obviate the occurrence of many a blighting error, but, unfortunately, the majority of our farm journals are now printed on paper of such poor finish that half-tones can be used with only poor results. The advertiser is therefore under the necessity of using line drawings, the correctness of which is left largely to the artist's imagination.

Let no advertiser console himself with the thought that the farmer will fail to notice a horse collar wrongly fitted or an unnatural posture of the man engaged in performing a farm task. The farmer will catch that incorrect detail just as quickly as you detect a strange squeak or rattle in your motor car. Only a slight error is necessary to inform the farmer that while the advertiser is posing as one familiar with farm life—and is seeking patronage on that basis—he is actually a bluffer. The farmer feels that the advertiser is striving to obtain his money under false pretenses and it is only natural that the product advertised will suffer severely in his estimation.

#### MAKE THE ILLUSTRATION RIGHT

Taking stock of the present-day methods of illustrating farm paper advertising we find that three studio "props" are chiefly used. These are: the farmer himself, farm buildings, farm animals.

Farmers vary in size and physique just as city folks do, although farm life is one of such continuous physical activity that few farmers are inclined to stoutness even in middle age. In the matter of dress, climate and location play an all-important part. In the Northern half of the country overalls and a jumper are most commonly worn. On the farms where the tractor has won its way the owner is often garbed in the one-piece garment of the garage worker.

In the West the wide-brimmed felt hat is worn extensively, but east of

the Mississippi it is rarely ever seen. Eastern farmers wear any kind of a soft felt hat that may once have been their Sunday best. Leather boots are no longer good form except in some backwoods district where the owner may have inherited them from his father. The modern farmer wears boots of rubber or felt in doing some kinds of work, but ordinarily his footwear consists of a pair of heavy shoes.

#### FARM BUILDINGS OFTEN PITFALLS

Everything considered, it is no light task for a national advertiser to make successful use of the picture of a farmer in connection with his copy. The picture may look natural to farmers in one part of the country, but entirely unnatural to those in another part. Defects in the drawing of a farmer's costume are not of a nature so serious as are defects in the drawing of farm animals. If the advertiser feels that the presence of a farmer in costume is indispensable to the success of his advertisement he can rig him out with overalls, jumper and a soft hat and feel that no offense is being given to the greater portion of our farm population. The garments should not fit like the clothing worn by our fashion-plate youngsters. Muss them up and make them look as if they had been worn for hard work.

Next in the list of studio "props" are farm buildings. There are so many different styles of barns and sheds in the different parts of the country that the artist is able to get away with almost anything having a roof, doors and windows. The "bank" barn is the one most commonly found in the central and eastern States. This is built, if possible, against a hill, so that a team may be driven to the second floor. The basement floor is occupied by the cows and horses. Where no hill is convenient an approach of earth and planking is erected.

Among the structures surrounding the barn is one that is worthy of special mention. This structure is the totally plebeian silo—an air-tight cylinder of wood, brick, stone, corrugated iron, concrete or hollow blocks in which green crops—usually corn—are preserved for Winter feeding.

As a fascinating indoor sport the writer recommends a study of the pages of any farm journal for the purpose of noting the weird shapes and locations that the silo is made to assume. Positively, these days, no farm scene is complete without its silo. In real life a well-behaved silo is, for reasons too technical to be set forth here, anywhere from two to three times as high as it is wide. Yet

in almost any farm paper one may see silos towering to a height five or six times as great as their diameter.

If the silage is to be fed to meat ("beef") cattle the silo of actual existence is almost invariably located in an open place, where the contents may be thrown down and eaten by the cattle from the ground. If, however, the farm is one where dairying is carried on the location of the silo is a matter of much greater significance. On such a farm the silo must be built in connection with the barn, so that the silage, when thrown down a chute, can be conveniently hauled into the barn and fed to the cows.

On a dairy farm the silo is as inseparable from its barn as are the cows themselves, yet one may see advertisements repeatedly in which the silos for a dairy herd are located anywhere from twenty to one hundred feet from the barn. They stand, like a water tower, without visible openings of any sort, as splendidly isolated and impregnable as the Sphinx.

It is in connection with the last of the three studio "props"—farm animals—that the advertiser must exercise the greatest caution. An artist friend informs me that the human hand offers the severest test to an artist's skill. He is right, so far as the experience of the average artist goes. Few of them are called on to draw farm animals and still fewer have the skill to draw a farm animal so that it will look lifelike to the farmer.

#### ANIMALS THAT DON'T LOOK IT

In farm paper advertising one would expect to see farm animals drawn correctly, yet it is a rare thing to find one that does not display some glaring fault, unnoticed by everybody except the very man whose favorable attention the advertisement is designed to secure. To most advertisers and artists a cow is a cow and a horse a horse, regardless. To a farmer every class of farm livestock has its distinguishing peculiarities that cannot be ignored any more than can the physical peculiarities that mark the difference between the different human races.

Concerning this point one national advertiser recently said to the writer: "We decided to use the picture of a common cow, because, as I understand it, about 97 per cent of the cows in this country are of common breeding. About 3 per cent only can boast of aristocratic blood. We are selling our product to the owners of the common cows, so we decided to use a common cow in our advertising."

The animal that appeared in the advertisement, as the result of this decision to please the owners of common cows, was a bovine monstrosity. She was supposed to be a dairy cow, but she failed to show a single characteristic of a dairy cow. The cow in the advertisement was fat and possessed of wide-spreading horns, whereas even the most inferior dairy cow is lean and angular. Long horns are no longer seen on any kind of cows, but they have never been a characteristic of a dairy cow. If this cow had been a dog she would have been called a "mongrel." In the animal-breeding world she is called a "scrub." And the "scrub" is the sort of animal that every farm paper, every agricultural college and the United States Department of Agriculture is striving constantly to eliminate from the livestock population of this country. The "scrub" is the "bolshhevik" of the animal kingdom.

#### 'WARE THE "SCRUB"

Since October, 1919, the Department of Agriculture has promoted a "Better Sires—Better Stock" movement to eliminate the "scrub" male from the farms of this country. These animals are males of mixed or nondescript breeding. Rule 1 of animal breeding is that each succeeding generation shall be better than the last. If the advertiser does not choose to do his share toward improving the livestock of this country by using the picture of a good animal then for the best sort of business reasons he should not use the picture of a "scrub" in his advertising. Better to have no animal than the picture of a "scrub"—a low-down "critter" anathematized and condemned by every agricultural institution and every better-class farmer in this country.

When it is said that only 3 per cent of the livestock of this country is of aristocratic birth—purebred—it is not intended to convey the thought that only 3 per cent of the farmers of this country are believers in good blood. By using a purebred sire in a herd the farmer is constantly bettering the quality of his animals. Each mating with a purebred sire produces an animal making more and better meat, milk or wool. Exact figures are difficult to secure, but it is probable that close to one-fourth of the total number of farmers in this country are now using purebred sires in breeding their common females. The offspring of a purebred sire and a scrub female is called a "grade." These animals, of course, do not possess all of the desirable characteristics of the pure-

bred, but they are infinitely better than the offspring of a scrub bull and a scrub cow.

If the advertiser finds it necessary to use the picture of a farm animal and is now convinced that the picture of a scrub animal does more harm than good he must not be dismayed to learn that the use of a purebred animal in a picture is not without its difficulties. Each breed of farm livestock has its loyal friends. Featuring an animal of one breed will attract the attention of the farmers who raise that breed, but does not gain the same amount of attention or approval from farmers engaged in raising a rival breed.

#### MUST WATCH OUT FOR PREJUDICES

A few years ago this rivalry was more bitter than is now the case. In one advertisement which the writer prepared a herd of a certain breed of cows was shown in a pasture. Nearly one hundred letters were received from the adherents of three rival breeds criticizing the advertisement because it showed such strong partiality for the one breed and stating that our product was no doubt better suited for the use of that breed than for their own.

There is no satisfactory way of getting around this prejudice that exists among the friends of the different breeds. It would not be correct to show animals of several different breeds in one herd and it would not be a correct solution to run a series of advertisements, each featuring a single breed. All dairy breeds have certain general characteristics, such as angularity and large udders. By showing cows, possessed of these characteristics, at a distance it is possible to convey the dairy herd idea without offense to anybody. If the picture of the cow or cows is a "close-up" there is no way out of the dilemma except to select animals of a certain breed and portray them with the utmost correctness as to breed characteristics.

Trouble for the artist begins right here. There are four prominent breeds of dairy cattle in this country: five prominent breeds of meat, or "beef," cattle. There are six well-known breeds of draft horses; four breeds of heavy harness horses. There is also a distinct breed known as the light-harness Standardbred (trotting) horse and another breed known as the Thoroughbred (running) horse. There are ten breeds of mutton sheep and four breeds that are grown for their wool more than for their meat. There are ten breeds of swine for those who love ham and pork chops and two breeds raised

especially for the choice bacon that comes from their deep flanks.

Each of these breeds has its own marks of identification as well-recognized by farmers—and especially by the men growing that breed—as are the marks distinguishing your own ten-year-old from your neighbor's insufferable offspring. For the outsider it is an utter impossibility to tell some breeds of sheep and swine apart, even when specimens of each are placed side by side. Yet the experienced breeder can walk into a herd or flock of hundreds and pick out the animals of different breeding with just the same ease and accuracy as is displayed by your printer in sorting the type in a pied form.

#### TECHNICAL DIFFICULTIES TO MEET

The characteristics of each breed of farm livestock are definitely established and described by a national association having charge of the registration and transfers of ownership of that breed. The animals that come closest to attaining the prescribed perfection of type are the winners of the blue, red and varicolored ribbons offered as prizes at the various local and national livestock exhibitions. Blue is almost invariably the color of the first-prize ribbon and so we get the expression, a "blue-ribbon winner," often used by city people without knowledge of its bucolic origin.

All animals of a breed, whether prize winners or not, must possess certain characteristics before they can be registered in the herd-books of their breed association. For example, no Holstein-Friesian animal, no matter of what unblemished pedigree, can be registered if the colors of the hide are anything but black and white. In the same breed no animal with a black "stocking," interrupted by a ring of white around the leg, is eligible for registration.

All of the different breeds of horses, cattle, sheep and swine are thus marked and distinguished by hard-fixed specifications as to size, color, droop of ears, angle of horns, quality of wool or shape of body.

Compared with the veteran livestock man, the printer is a weak-sighted bungler. As the result of years of constant association with a single breed of animals, these breeders have acquired a skill of observation that, to the uninitiated, is nothing short of marvelous. With one swift glance at a sheep or hog, the experienced breeder of these animals will not only distinguish the breed, but will also "fault" the animal with respect to its resemblance to the perfect type of that breed. The same

(Continued on page 21)

# Sales Promotion With Uncle Sam's Aid

## The Promotional Letter Is a Distinct Type and Can Be Made Highly Effective

*This third article in the series on Sales Promotion, setting forth the fruits of Mr. Brown's seven years' experience in this branch of the selling science, deals with the difficult problem of getting over the Promotion Department's message to the prospect who must be handled at long range. Perhaps you can supplement his list of specific examples of good promotional letters with others that you have used or seen*

By T. J. E. BROWN

Sales Promotion Mgr., United States Tire Company

THE Sales Promotion letter is a difficult thing to pin down and label as such, but there is, nevertheless, a distinct type of letter that may be classified as promotional. It is one of the many varieties of sales letters, having as its chief function missionary or educational purposes. It precedes the final selling effort, whether that effort takes the form of a personal call or a mail message definitely designed to close the order.

### PAVES WAY FOR ORDERS

A prominent mail order house has for some time found it highly profitable to use a semi-monthly promotional letter meant to further the use of its catalog, but which in itself neither appeals for an order nor features any definite product:

"Dear Mr. Smith:

If you could sit down this evening and, by reading for an hour or so, gather information that would save you a great many dollars during the next year, you would consider that hour well spent. Wouldn't you?

Take for example the little incident that William Jenks down in Iowa wrote us about last week. Mr. Jenks was attending an auction of one of his neighbors where an automobile had been put up for sale. Its top was battered and worthless and the body was in the same condition. The motor and running parts were well preserved, however, and Jenks knew that on one of the pages of the Midco catalog a complete body and top was listed at \$98.00.

Mr. Jenks bought the car at a low price because of its appearance, instructed us to ship him one of the bodies, and a few days later disposed of the rejuvenated automobile at a handsome profit.

That is just one example of the importance of knowing values. Many other buyers at that auction had passed by the opportunity because they were not fully acquainted with the storehouse of information you will find in your Midco catalog.

If you will devote that one hour this evening to another reading of 'Midco'

it is pretty certain that you will find use for some of the pointers you gather, within the next month.

Cordially yours,  
THE MIDCO SUPPLY HOUSE."

The good-will letter is another distinct type of the purely promotional letter. Its usual purpose is to keep the institution of the seller constantly before the buyer. The following letter, for example, is a good-will producer, but at the same time paves the way for an order:

"Last week one of the most successful dealers of Monola Phonographs in the State of New Jersey told us about one of his most effective methods in 'closing' sales of Monolas. You'll be interested in his plan. Here it is:

Every prospect for a Monola—this dealer decided—was a music lover. Those prospects were not interested in our phonograph only because of the beauty of its cabinet work or its general appearance, but because it would give them the music they liked to hear.

So this progressive Monola dealer made it a rule that before any demonstration of the Monola was given the musical tastes of the buyer were to be determined. That was accomplished by the salesman when he asked the prospective buyer what his favorite song happened to be. If it was one of the old ballads several of these half dozen records would be played—19804, 3671-B, 4040, 36715, 17641 or 181-A.

If the customer liked violin music, such records as 468, 3210, 445 and 2130 were used to sell the Monola.

When the late, catchy airs of the day were favored he drew from his stock 16640, 84301, 17720 or the recent hit, 64401.

All of those records were picked after careful study of over fifty buyers of Monolas and the New Jersey dealer rarely fails to sell his prospect when they are used.

You may have a better way to convince a buyer of Monola's superiority, but this plan is not patented. Use it if you like.

Cordially yours,  
THE MONOLA PHONOGRAPH CO."

The foregoing letter is an excellent illustration of the type often used

in place of the letter that makes a persistent attempt to secure an order. Such a letter has its advantages, especially when it is directed to a list that is constantly circularized. The continuous hammering for business sometimes becomes obnoxious to the recipient of a series of urgings and a good-will letter of this nature often proves to be of decided value. The order-getting qualities are there in the form of suggestion. In the Phonograph Company's letter to their dealer agents the readers of it were not asked to enter orders for the records featured—but they did in large numbers.

### IMPORTANCE OF PHYSICAL MAKE-UP

Since most sales-promotion letters are uncited their task of securing an audience is more difficult than, for example, the sales letter that answers an inquiry. The promotional letter, going as it does into the hands of supposedly prospective buyers, neither expected nor invited and often carrying the task of the first introduction of its proposition, should be the most carefully composed and neatly dressed of all letters. The false logic that a circular letter is admittedly a processed message and will be so accepted by the reader of it and that, accordingly, a cheap grade of paper may be used or less care exercised in its mechanical make-up has not only put many a good letter in the failure class, but at the same time created a poor impression of its writers.

It would be far better to reduce the size of a mailing list or the number of mailings than to attempt to cut costs by the use of inferior materials. Not only should the typing or print-

ing of a promotional letter be given careful attention, but the comparatively unimportant matter of folding and inserting in the envelope can very profitably receive rigid inspection.

If it is constantly remembered that to be of any value a letter must first be read, every step leading up to that reading will be considered of sufficient weight to require a certain amount of thought. The strongest letter ever written would not be worth its postage if a slouchy appearance halted the reader's interest when he took it from its envelope.

The feeling that sometimes causes carelessness in the physical make-up of a promotional letter is also frequently carried into the actual writing and arrangement of the letter itself. Getting the reader's eye and mind, and holding them, is a problem that continues throughout the promotional letter in greater degree than in other classes of letters. It is bidding for and, if successful, getting the time of the person to whom it is addressed without having received its permission to share that time. A vast majority of the strictly unsolicited promotional letters must compete for the temporary possession of their reader's mind and the more busy the recipient of such a letter is the more interesting, from his viewpoint, it must be to keep his undivided attention.

#### SHORT AND TO THE POINT

The short, pithy paragraph seems to be favored by many letter writers as a means of insuring the complete reading of their letters. As an example the following letter may be recognized by many national advertisers as one they have read:

"Dear Mr. Jones:

If you and I could step into a representative dozen of the seventy-five thousand homes in Reinsburg tonight I wouldn't have to write you this letter.

In eight out of those twelve homes you and I would find the *Reinsburg Chronicle* going the rounds of the family.

If the head of the house would tell us we would find that those eight *Chronicle* reading households had an average bank account of \$2,200.00.

We would learn that two children, on an average, were old enough to form their own opinions and to have an influence in buying the family needs.

You would be surprised and I would be happy to know that these eight families out of the representative twelve were firmly of the opinion that the *Chronicle* is the leading paper in Reinsburg.

Yes, if we could visit those dozen homes tonight I could feel certain that your product would be made familiar to eight of them during 1921, through the *Chronicle*.  
Very sincerely yours,  
Advertising Manager."

#### AIDING RETAIL ADVERTISERS

In the retail field the educational

type of sales promotion letter is of particular value and it has been used extensively in backing up newspaper advertising campaigns or heralding innovations in the store's service. To the retail establishment with a limited clientele the promotional letter can be made of very decided worth by establishing the continuity of spasmodic advertising.

Unless some unusual bargain or special offering is made, the occasional retail advertiser rarely finds his expenditures in newspaper space profitable because of the infrequency of his advertisements. With a well-planned letter and newspaper campaign it is possible, however, to make the weekly or even the every other week newspaper copy accomplish profitable results. The owner of one exclusive shop specializing in high-grade men's furnishings has adopted this method of making his advertising appropriation pay dividends. His advertisements appear on a certain day of each week. Through the medium of the promotional letter he has endeavored to cause his old customers to look for his advertisement on every Thursday. The "ad" itself, of course, brings in many new patrons whose names are promptly added to the list to receive the series of letter persuasions to remember Thursday as the Haberdasher's advertising day.

While the sales promotion letter is in itself a distinct type, a completely rounded out sales promotion department by no means confines its letter writing to such letters. The promotional letter, however, is as useful to the promotion department as salt to a baker. It may be used to aid a salesman in the field or an advertising campaign of national scope, to educate some portion of the buying public or to put back on the live prospect list the possible buyer who has been given up as lost. It can do these things without eliciting the fear or the hate sometimes lavished by buyers on over-insistent order sleuths, printed or human.

#### D. S. M. Awarded Sales Director

For his work in connection with disposing of the hundreds of millions of dollars' worth of surplus war stocks Ernest C. Morse, director of sales, War Department, who retires from the service on December 31, has been awarded the Distinguished Service Medal.

During Mr. Morse's term of office as director of sales more than \$1,750,000,000 worth of supplies have been disposed of. The percentage of recovery—63 per cent—was greater by far than that of any other country or government.

## A \$100,000 Account for Some Agency

This Advertiser Wants a Live Campaign That Will Sell Tractors and the Field Is Open

ADVERTISING & SELLING CO.,  
471 Fourth Avenue,  
New York City.  
Gentlemen:—

Can you put us in touch with a live advertising agency—or an individual, for that matter—that can get out the right sort of stuff to put our product across, someone capable of showing advantages over all the others?

We contemplate spending upwards of \$100,000 during 1921, and are ready to listen to those who can get up advertising that will sell our product.

We are from Missouri and have to be shown, so that they would have to sell us first. If they can sell us on their advertising, they can sell the dealers that we want to get in touch with, but if they cannot sell us, they cannot sell the dealers; therefore, their advertising would be no good to us.

We are sending you a complete set of our literature, illustrating and describing the S-A-T (Schofield Automotive Tractor), as well as the various uses to which it can be put. This is old stuff, and to the agency handling our advertising would be given the job of getting out our new literature, that-like the advertising itself—would have to be full of pep that sells itself.

#### MUST BE IN KEEPING

The advertising would have to be in keeping with the S-A-T, which is in a class by itself, and there is someone somewhere who can do the job right. Now then, can you name the doctor?

The campaign will have to appeal so strongly to the prospective dealer and buyer as to practically "hit them in the eye," the reading matter so sound and snappy that it will keep them interested from start to finish, and last, but not least, there will have to be a finishing touch that will make them sit down, write out their orders and send them in along with their checks.

Did you ever hear the story of the man who, after stealing another's pocketbook and being caught in the act, told such a good tale that he allowed him to keep it, and gave him also his watch and chain? We want a campaign just as effective.

Do you know who can do it for us?

If so, will you ask them to submit their ideas to us?

The S-A-T is the solution of the farmers' tractor problems, and after it gets properly started will be a whirlwind of a seller, and a huge money maker for everybody connected with it.

There is, therefore, big money in it for the right firm or individual who can deliver the goods.

Let us hear from you

Very truly yours,

AUTOMOTIVE TRACTOR CORPORATION OF AMERICA

W. J. O'HARA,  
General Sales Manager.

# Now Is the Time to Write Contracts for 1921 to Save 5 Cents a Line

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On Monday, January 3d, Rate Card No. 8 of the New York Globe goes into effect. This means an advance of 5 cents gross a line on the flat rate—from 40 to 45 cents.

By filing a contract for 1921 use, dated December 31, 1920, to reach the Globe office not later than 9 a. m., Monday, January 3d, advertisers can secure the 40-cent gross rate.

In addition these contracts may be written at the definite fixed rate for the entire year.

This is distinctly the best buy in New York City and represents the smallest increase in price over pre-war rates to the user of space.

The Globe repeats its assurance that, as rapidly as prices of print paper and labor are lowered, it will lower its rates, by quarterly adjustments, except on contracts made at the fixed rate for the year.

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MEMBER  
A. B. C.

**THE NEW YORK GLOBE** 170,000  
A DAY

JASON ROGERS, Publisher

# One Morning Brought 400 Checks in His Mail

## Advertising Had Done It and Advertising Became the Foundation of Ellmore Clark Patterson's Success

By WILLIAM H. HERRING

ELLMORE CLARK PATTERSON, president of the Warner-Patterson Co., Chicago, and associate business manager of the *Cosmopolitan Magazine*, is not the kind of man who likes to talk about his exploits in the business world. On the contrary, he tries to erase himself—he makes no attempt to register his own capacity.

Is it any wonder, then, that when I approached him for a few side lights on his interesting career my arguments had about as much weight as a feather on an elephant's back?

But when I touched upon the good that his sales and advertising experience might do other business men, his transformation was instantaneous, for Patterson is Bigness personified and there isn't a selfish thought in his make-up.

### SURMOUNTED MANY DIFFICULTIES

About his person is the magnetic air of the man who sees things through, yet Mr. Patterson is a real fellow, direct and unpretentious. He is the kind of man who wins out through sheer intensity of purpose; a

virile, energetic type of man, who is playing a big and important role on the firing line of Big Business.

But like most big men, Mr. Patterson's start in life was anything but promising, as subsequent events will testify.

In 1890, an orphan boy came out of the West to begin life's battles—to throw himself against the current for existence. That boy was Ellmore Clark Patterson, born in America and of American parentage. The boy had no worldly possessions; not even a good education, but he did have high ambitions.

After arriving in Chicago, young Patterson landed in the restaurant business. He began working for Burton F. White, who owned the Association Cafe, located in the basement of the old Y. M. C. A. building on La Salle street.

### HIS FIRST ADVERTISING

Those qualities of native salesmanship which have characterized the life of Mr. Patterson began to crop out while the boy was in the employ of White. He was not long in jumping from a minor position to manager of the catering department. At that time White was feeding 500 people a day. His young manager saw no reason why White shouldn't feed twice the number every twenty-four hours.

And as Patterson mingled with the patrons of the cafe and took mental note of their likes and dislikes, he hit upon an idea which he concluded to put into operation at the first opportunity. His chance came when White was suddenly called out of the city.

It was then that Patterson fired the first shot in his campaign to feed more hungry people. And, naturally enough, his ammunition was advertising.

It had been White's custom to distribute advertising matter in the form of blotters, 9½ inches by 4 inches, printed in one color. These blotters were passed out in the office buildings adjacent to the cafe. On the left-hand side of the blotter appeared a picture of two stories and the basement of the building in which the cafe was located; while on the right was a "talk" that started out with this very appropriate caption:



Ellmore Clark Patterson, president of the Warner-Patterson Company, of Chicago, has just brought this keen, determined, analytical gaze to bear on the advertising problems of the *"Cosmopolitan Magazine,"* of which he has become associate business manager, with headquarters at Chicago. You can call it his "fighting face" if you want to, for he has been a fighter—for good advertising—all his life.

# Collier's

THE NATIONAL WEEKLY

5¢ a copy



## Gould Batteries and Collier's

The Gould Storage Battery Company has chosen Collier's as the backbone of its magazine advertising campaign for 1921.

## Read Collier's

"WHY NOT EAT WELL, when you can do so at no additional cost at the Association Cafe?" Then followed a timely announcement bearing upon the good things to be procured at the cafe. The blotters were of an unpretentious character; still, immediate results were traced to them.

Patterson's idea was woven around a neatly printed, abbreviated menu card, 3x4 inches, that listed extras from the bill of fare for this or that particular day. The cards were distributed in the same manner as the blotters. Gratifying results were checked up to this method of advertising. By the time White returned to Chicago, Patterson had succeeded in winning more than five hundred new customers.

In 1896 Mr. Patterson became president of the Vive Camera Co. He threw himself into his new job with a will to win and with the determination to build up a greater business for the company. He found it mighty hard sledding. The Vive Camera Co. put out a good and trustworthy camera, but few people knew about it. Dealers would not stock the article. They had no faith in it—the product was unknown—there were no calls for it. The Eastman Kodak was the big seller.

#### BROUGHT HOME THE BACON

Patterson's nerve was unshaken. He was still determined to sell cameras—the kind that his company manufactured. So he went to several different dealers and said to them in substance that if they would not stock his cameras until a demand was worked up, he would positively create that demand. They told him to go ahead. And he did.

Right here is where you might say that Patterson broke into advertising. Through well-directed effort in the shape of quarter-page advertisements in some of the national magazines he put his product across and made dealer and consumer alike buy it.

"And speaking of those advertisements again, let me tell you that they pulled—oh boy, they did pull!" A reminiscent smile played upon Mr. Patterson's strong features as he uttered the words. "Why, I can remember one fine morning, with a mail of over a thousand letters, that we opened four hundred of them and each one represented an order for a five-dollar camera, such as was advertised, with a five-dollar bill, check or money order attached."

When it became known that Patterson was using these magazines, it seemed that all the advertising solicitors in the country were on his trail. But he stuck to the mediums that paid

him best. And all the time the business thrived and prospered.

It was not long before his marked selling ability attracted the attention of certain big men in the field of business, among whom was Mr. Conde Nast, then of *Collier's Weekly*. He offered Patterson a good position, but the young man politely refused to take it. However, he could not dismiss the offer from his mind. So, the next day he looked up Mr. Nast and told him that he would accept his offer if the position was still open.

"Yes," said Mr. Nast, "the position is still open, but how do I know that you can sell space in our publication?" Mr. Nast was merely feeling him out. "You know, of course, that this kind of a proposition is vastly different from what you have been doing."

"That's true in some respects," replied Patterson. "But I figure that if I can sell cameras, and I have sold them, as you'll admit, why—I can sell anything. There are lots of honest fellows in the poor house and lots of hustlers in jail. Just combine these two qualities; hustling and honesty, and you can't beat the combination. I possess those qualities. In addition I'm sold on your proposition and I'll make good."

Patterson was hired on the spot. He sold out his interests in the camera business and, true to form, tackled his new job on "all-fours"; full of pep, enthusiasm and optimism.

By means of painstaking and conscientious work, mixed with gray matter, personality and the will to do, he put Chance on the shelf and made good with *Collier's*. For sixteen years he stuck to his post with credit to himself and the company. During the last few years of the period Mr. Patterson held the position of vice-president and general manager.

So after twenty years in meeting and ably mastering business problems—in learning exactly what to do and what not to do, in profiting from his own activities, he grasped another round on the ladder of success, when he went into the company that now bears his name.

#### IN BUSINESS "ON HIS OWN"

It was in 1916 that Mr. Patterson joined hands with Mr. A. P. Warner and Mr. J. H. Cattel in the formation of the Warner-Lenz Co., now known as the Warner-Patterson Co., manufacturers of the famous projectors of the two types of controlled light for automobiles, diffused and deflected, that bear the names, Warner-Lenz and Patterson-Lenz respectively.

With the same intense energy and will to win which has characterized Mr. Patterson's life, he took hold of his end of the proposition and progress has been marked and steady. New fields were prospected and developed; extensive advertising campaigns were launched and, as a result, the business has expanded; soundly and rapidly.

The position of the Warner-Lenz among projectors of diffused light, and the great publicity given it, both nationally and otherwise, have resulted in the sale of 1,500,000 units and today thirty leading makers of cars use Warner-Lenz as the standard equipment. The Warner-Lenz has been backed with \$500,000 of advertising.

Thus, from the sound and practical idea of three men back in 1916, has grown the institution that is here today. And while Mr. Patterson has played a big part in putting the institution where it is to-day, he has always found time to ride his pet hobby—healthful outdoor sports. In his younger days Mr. Patterson was a great baseball player. In 1890, while playing professional ball with the New York State League, he was offered a berth in the majors but refused it. In 1915 he and his driver made the first non-stop automobile run between Chicago and New York, covering the distance, 1,050 miles, in thirty-five hours and forty-three minutes, with no relays or relief drivers.

#### TRIBUTE TO ASSOCIATES

On another memorable occasion Mr. Patterson backed Ralph de Palma, that daredevil of the racing world, when the latter won the Indianapolis Speedway race. So you see, he is a real fellow, who plays big and works hard. He is of medium height and well set up. He has a springy step, keen eyes that reflect the flashes of an active brain and a high forehead that hints of chivalric ancestry. His hair is streaked with gray. He is forty-nine years old, married, and the father of three charming children.

Mr. Patterson is the kind of man who never wastes precious time dreaming of success. He has ever looked forward joyfully to new experiences in the business world; ever alert, ambitious, receptive and keen for the big things in life that follow in the wake of consistent, persistent and whole-hearted effort.

My story ends here. As is customary, the manuscript was submitted to Mr. Patterson for data corrections. What follows is by Mr. Patterson:

"The facts as outlined, as to dates,

(Continued on page 20)

# POWER FARMING

Is Now Represented by

## E. Katz Special Advertising Agency

New York

Chicago

Kansas City

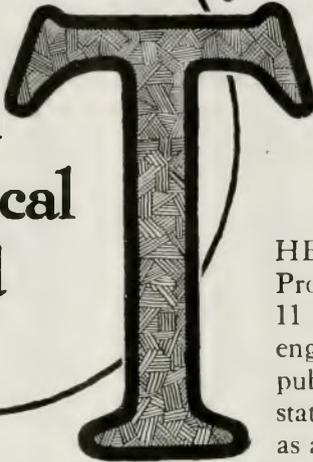
Atlanta

San Francisco

Power Farming, 28 years old, member A. B. C., published monthly at St. Joseph, Michigan, reaches farmers in every section who farm with mechanical power. The average acreage farmed by Power Farming subscribers is 334, contrasted with the average for the United States of 138 acres, 1910 Census.

Of the select group of class farm papers, Power Farming stands at the top. Such an audience of Power Farming subscribers, necessarily owners of the most expensive equipment, represents a type of farmer obviously progressive, responsive and exceptionally able to buy.

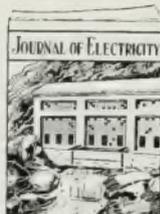
Where can I  
sell my  
product in  
the Technical  
Field  
?



THE Editorial and "Business Promotion" departments of the McGRAW-HILL engineering and industrial publications unite in compiling statistical information valuable as a base for estimating present and potential markets in their fields.

As a rule, the salability, or unsalability, of a product, considered in the light of its probable service to McGRAW-HILL readers, is sufficiently obvious.

It is not necessary to show that concrete mixers can be sold to the construction men who read the *Engineering News-Record*. Or that rails should be advertised in the *Electric Railway Journal*. Or that consumers of electrical apparatus, supplies and devices can be reached through electric service companies, jobbers and dealers subscribing to *Electrical World* and



*Electrical Merchandising* and the *Journal of Electricity*.

But when the *Engineering News-Record*, following the election of Nov. 2nd, collected and published data gathered from all over the country showing that public approval of bond issues would release billions of dollars for construction projects in 1921, the concrete mixer man was shown a market that should be spelled with capital letters.

It means something to the maker of rails to know that *Electric Railway Journal* reaches companies operating 98 per cent of the 48,000 miles of electric railway trackage in the United States.

The electrical manufacturer is getting mighty important information when the *Electrical World* collects for him data showing that 6,291,000 of the 20,481,000 American dwellings are wired for electricity—and shows by states just where these electrically wired homes are located.

It is well enough for our *Ingenieria Inter-*

*nacional* to point out in general terms the existing opportunity for manufacturers of engineering and industrial equipment and material to profitably export their products to the Spanish-reading countries. But *Ingenieria Internacional* service is helping American makers of such commodities a great deal more by giving them specific data on the comparative scope and character of the markets for their special product, or class of products, in each of these countries.

And so with the service of *Engineering & Mining Journal* in the metal mining field; *Coal Age* in the coal mining field; *Chemical & Metallurgical Engineering* in its market relations with the 154 industries it serves; *Power* in its service to the buying of 25,000 large power plants; *American Machinist* in the machinery field.

McGRAW-HILL service not only affords effective media for bringing the technical product to the attention of legitimate markets, it also effectively co-operates in bringing significant market data to the attention of the technical advertiser.

# McGRAW-HILL COMPANY, Inc.

Tenth Avenue at 36th Street, New York, N. Y.

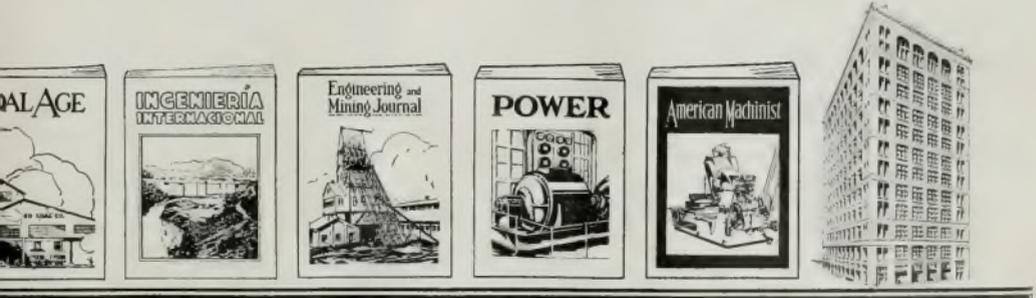
Power  
Coal Age  
American Machinist

Electrical World  
Journal of Electricity  
Electrical Merchandising

Ingenieria Internacional  
Electric Railway Journal  
Engineering News-Record

Engineering & Mining Journal

Chemical & Metallurgical Engineering



# NEWS OF THE AGENCIES

## Three Join Pencraft, Inc.

Seymour I. Mittelmark, formerly connected for five years with *Women's Wear* in the advertising department, on December 10 became associated with Pencraft, Inc., advertising, New York, in the capacity of secretary and treasurer and head of the research department.

Miss C. Claudia Moritz, formerly with the Liberty Advertising Agency, Inc., as account manager and head of the production department, is now with this agency in similar capacities. W. J. Duffield, erst-

while member of the Ethridge Association of Artists' staff, has become head of the art department of Pencraft, Inc.

## New Account for Sidener-VanRiper

The Sidener-VanRiper Advertising Company, Indianapolis, is handling the account of the Indiana Manufacturing Company, owners of patents under which a number of manufacturers of farm machinery make the Grain Saver Wind Stacker. A large list of agricultural papers will be used.

## New Business for Randall in Chicago

The Chicago office of the Fred M. Randall Co. has secured the account of the Chicago Fire and Marine Insurance Company and is placing copy in daily newspapers in Chicago and vicinity. The accounts of the International Tag Company, Chicago, and of the Killen Chemical Co., of Lansing, Mich., manufacturer of soaps, cleansers and motor accessories, have also been obtained.

H. P. Joslyn has joined the Chicago staff of this agency. Previously he was with Critchfield & Co., the William H. Rankin Co., and was advertising manager for Marshall Field & Company, wholesale.

## Four New York Accounts for Chambers

The New York office of The Chambers Agency, Inc., is handling the accounts of the Weil Corset Company, the Hallmark Jewelers, Bertha May, and the New Era Manufacturing Company.

## Gundlach Places Knitting Advertising

The Gundlach Advertising Agency of Chicago is now placing copy for the Chicago Knitting Mills in general magazines.

## Boyd and Davidson Join Hoyt's Service

John S. Boyd, of Washington, Ind., and W. L. Davidson, of New York, have been added to the force of Hoyt's Service, Inc., New York.

Mr. Davidson, who will be in charge of the merchandising department, comes from Baltimore, where he was advertising manager of the *Maryland Farmer*. Previous to that he was in the sales promotion department of the Goodyear Tire & Rubber Company; with the Republic Rubber Company, and afterwards merchandising manager of *Pierce's Farm Weeklies* in Chicago.

Mr. Boyd will be sent to the Cleveland office of Hoyt's Service after a thorough schooling in New York. He is a graduate of Yale University; has edited a local county newspaper, and has been associated with the *Copper Range Press*.

## Brotherton-Knoble to Advertise Carburetor

The advertising account of the Simplex No-Flote Carburetor Company, Detroit, has been secured by the Brotherton-Knoble Company, Detroit.

## New Account for Cramer-Krasselt

The Cramer-Krasselt Company, of Milwaukee, has been engaged to handle the advertising of the Campbell Heating Company, of Des Moines, Iowa. The campaign is to include magazine, newspaper and direct-by-mail advertising.

## Liggett Estimates Sales at \$41,000,000

Louis K. Liggett, chairman of the board of directors of Liggett's International, Ltd., estimates that the total sales of the company for the current year will exceed \$41,000,000.

## Penney Sales Make Fine Showing

J. C. Penney Company reports sales for November amounted to \$4,975,545, an increase of \$1,742,232 over same month last year. From January 1 to November 30 sales were \$37,718,645, an increase of \$12,238,869.

## No Guess Work About a Want Ad!

With display advertising results are sometimes difficult to measure. "Cumulative force," "future benefit," "indirect value"—these are the intangible elements that very properly enter into the appraisal of any campaign of display advertising.

With "want" advertising the case is different. A want ad pays or it doesn't pay—and you don't have to wait a year to find out. It has to make good right away. The returns can be checked within 24 hours after the ad appears.

On this account—because "want" advertising is the definite, positive, indisputable test of a newspaper's pulling power—it is a matter of importance to display advertisers that in Kansas City all the want advertisements appear in *The Kansas City Star*—as many as 6,800 in a single issue.

## THE KANSAS CITY STAR

Average Net Paid Circulation during November:

MORNING	EVENING	SUNDAY
215,689	221,037	222,009

Chicago Office  
1418 Century Building

New York Office  
2 Rector Street

### Selling Direct to the Consumer and Prices

One of the most recent examples of what we can expect in the world of trade is seen in the attitude of the Associated Dress Industries. In its convention in Atlantic City, says the *New York Commercial*, the members of this organization discussed a plan to throw the retailer overboard and sell their goods at retail as a means of forcing down prices. The manufacturers' attitude was prompted by retail dress makers who talked boycott in retaliation for the garment makers' insistence that all discounts ultimately be abolished. The nubbin in the manufacturers' pronouncement is that a system which permits discounts to be regarded as profits apart from sales expenses must be done away with for the good of the industry and for the public. This, of course, is good sense, but apart from the rebellion of the retailers the direct trading system which the manufacturers talk of putting into practice is of vast interest. Perhaps it will not be brought about, but the suggestion is indicative of the ever-changing relationships among the factors in industry and trade.

Many manufacturers are their own retailers, but it is doubtful whether the public profits to the extent to which one would suppose it was entitled. Under the vast retail system of to-day the direct manufacturer-to-consumer plan operates in comparatively few instances. It is not sufficiently extensive to be of a compelling power from a competitive standpoint.

The dress manufacturers' idea is too big to admit of its immediate adoption. It calls not only for virtual reorganization of their businesses, but creation of new agencies within the scope of each separate plant, establishment of new methods of selling and radical changes in distribution. Nevertheless, there is seen in it evidence of the reconstruction of the country's business fabric. The most successful business organizations in the country who are their own manufacturers and direct distributors distribute not only in one or two States, or in half of the country to the exclusion of the other half, but in every city, town and village between the four borders. That this method will become more extensive in practice because of the changes we are going through is self-evident. If, in its development, the people actually are benefited, why should anybody complain?

### Peanut Growers Organize to Advertise

Peanut growers and dealers in North Carolina and Virginia are working on plans for the organization of the Virginia-Carolina Co-operative Peanut Exchange to facilitate the handling of raw peanuts, and also to back a national campaign to increase the consumption of peanut products.

Thus far, a total of 3,300 farmers and numerous dealers have joined the movement, and backers expect to enroll 62 per cent of the dealers and growers in the two States. The exchange is modeled along the lines of the California co-operative organizations.

J. F. Fooshe is acting as general manager with headquarters at Suffolk, Va.

### Can't Use Kipling Quotations for Advertising

The use in an advertisement of four of Kipling's lines beginning, "If you can force heart, nerve, sinew," from "If," has been forbidden by an English court in an injunction granted the author, according to

a London dispatch to the *New York Herald*.

The judge ruled that the use of the quotation in an advertisement of Genatosan, Limited, a medicine company, was not legitimate, as it was simply for the purpose of pushing the sale of goods. Kipling was awarded, besides the injunction, damages to the amount of forty shillings and costs, which was all he asked.

### \$5,000,000 for Research Work

Announcement was made at the meeting of the American Society of Mechanical Engineers by Charles F. Rand, chairman, that a fund of \$5,000,000 was being raised by the Engineering Foundation to further industrial research on a nation-wide scale. The fund, Mr. Rand stated, has reached the \$500,000 mark.

### November Was Best Yet for Woolworth

The sales of the F. W. Woolworth Co. for November were \$12,427,566, as compared with \$10,990,092 last year, and were the largest of any November in the history of the company. For the eleven months sales totaled \$119,395,298 as against \$100,114,752 in 1919, an increase of over 19 per cent.

### Frederic Iver Johnson Dies

Frederic Iver Johnson, son of the founder of Iver Johnson's Arms and Cycle Works of Fitchburg, Mass., and who succeeded his father as president of that company, died December 9 at his home in that city, of heart disease. He had recently been interested in pneumatic tire and piano player manufacturing, having left the Iver Johnson concern some years ago.

# Cosmopolitan

*announces the appointment*  
*of*  
**ELLMORE C. PATTERSON**  
*as*  
**ASSOCIATE BUSINESS MANAGER**

Mr. Patterson has had a wide experience in mercantile and publishing fields and will devote himself largely to the Western territory.

W. S. BIRD  
*Eastern Advertising Manager*

JAMES T. AUBREY  
*Western Advertising Manager*

December 10, 1920

# WITH THE ADVERTISERS

## U. S. Tire Promotes Sales Executives

W. V. Logan, manager of pneumatic truck tire sales for the United States Tire Co., has been made manager of distributors' sales. C. K. Whidden, manager of solid truck tire sales, has been advanced to general charge of truck tire merchandising.

## Standard Parts Sales Manager Resigns

B. A. Quayle, sales manager of the Standard Parts Co., and for eighteen years with that organization, has resigned to become vice-president and director of the American Welding & Manufacturing Co., Warren, O.

## Willys-Overland Headquarters in New York

The executive offices of the Willys-Overland Company have been moved from Toledo to New York, where Executive Vice-president Walter P. Chrysler now has his headquarters.

Clarence A. Earl, for the past five years vice-president of the company and in charge of the Toledo end of the business, has resigned.

## Liberty Motor Appoints Sales Executive

L. Logie, formerly general sales manager of the Chalmers-Maxwell companies for Canada, and more recently associated with the tractor business in Toronto, has just been appointed district supervisor of Canada for the Liberty Motor Company of Detroit.

E. G. Soward, former general sales manager for the Jeffrey Motor Truck Company, has been appointed special district supervisor over the West Central States for the Liberty.

## Resigns as Sales Director

A. C. Einstein, due to poor health, has resigned as sales director of the Manophone Corporation, Adrian, Mich., phonograph manufacturers.

## New Koehler Truck Sales Manager

Samuel C. Harvey, formerly sales manager of the Indiana Motor Truck Co., has been appointed general sales manager of the H. J. Koehler Motors Corporation, Bloomfield, N. J.

## Heads New York Federal Truck Sales

Harry O. Roosen, until recently with the New York branch of the Goodyear Tire & Rubber Co., has been appointed sales manager of the New York branch of the Federal Motor Truck Co.

## J. C. Weston Heads Ajax Rubber

J. C. Weston, formerly vice-president of the Ajax Rubber Company, Inc., has been elected president of that company to succeed Horace Delisser.

## J. E. Bryan Leaves Superior Underwear Company

James E. Bryan, who has been identified for the past nine years as sales and advertising manager of the Superior Underwear Company, Piqua, O., has tendered his resignation to take effect December 31, 1920.

Mr. Bryan will assume active manage-

ment of the Champion Cutter & Fixture Company, which company he organized two years ago, and the Champion Foundry Company, recently organized by him.

## Liggett & Myers to Develop Chinese Trade

The Liggett & Myers Tobacco Co., according to the *Shanghai Press*, will open offices in Hongkong and Shanghai, China, shortly. The company's decision to enter the Chinese market in an extensive manner is said to be the outcome of a four-years' survey in the Far East.

## Davidson Directs Drum Sales

Arthur Davidson, recently with the Sinclair Oil Company, Chicago, has been made sales manager of Ludwig & Ludwig, manufacturers of drums in that city.

## United Cigar Sales Keep Gaining

Sales of United Cigar Stores Company in November were \$6,743,702, an increase of \$874,625 or 14.9 per cent over November last year. Sales for the eleven months were \$70,928,689, an increase of \$16,455,422 or 30.2 per cent.



# Why the Farmer Laughs

(Continued from page 8)

ability, to a greater or lesser extent, is possessed by all farmers who raise livestock. Even the farm boys and girls—in these days of calf and pig clubs—are being trained to judge livestock.

If the reader from this brief description is able to gain some insight into the fine points of livestock breeding, if he can understand that each mark, line and curve of an animal's body has its own deep significance, then that reader will realize that the

picturing of an animal in an advertisement is a matter for serious consideration. If a single breed is selected, then every animal in the picture must present an appearance that will command, because of its truthfulness, the respect of the friends of that breed and of kindred breeds. In an advertisement for dairy farmers, the picture of a cow may be that of a Jersey or a Guernsey and, in these days of friendship between the breeds, meet with the approval of the

friends of all dairy breeds. But if the cow is a "scrub," she is not only hated by all breeders of dairy cattle, but by every person having the welfare of animal breeding at heart.

Thus far we have discussed only the perils that beset the path of the advertiser seeking "farm atmosphere" through the use of illustrations of farm scenes. Let us now turn our attention to the task of the copywriter whose purpose is to present the selling talk in language both farmer-like and convincing. There are certain words and phrases used by farmers and breeders in all parts of the country and other words and phrases of strictly local use. Mention can here be made of only a few of the words in general use, as it would require an extensive volume to list the thousands of colloquial expressions of purely local character.

## WHERE THE COPYWRITER STUMBLES

The reader may have noted the appearance of the word "purebred" in several of the preceding paragraphs. This is the correct—and only—word to use in speaking of any animal that many copywriters and the world-at-large call "full-blooded," "blue-blooded," "pure-blooded" and "thoroughbred." The first three of these word combinations are the products of the city man's imagination. The last word, "thoroughbred," when applied, for example, to a breed of sheep, is a source of keen amusement to the farmer. The word "Thoroughbred" (used correctly only as a noun) is the name of that family of horses bred and trained to drive under the saddle. He is the running horse whose breeding began as the sport of English kings three centuries ago, the original sires having come from Arabia. Therefore, to a farmer an expression such as a "thoroughbred Merino" or a "thoroughbred Jersey" suggests nothing less than a ghastly misalliance.

Only recently a page advertisement appeared in a score of farm papers in which the word "it" was used in every instance where a cow was mentioned. "She" is the word to use. The father of an animal is his "sire" and the mother his "dam." Each breed has in its nomenclature certain words that indicate a young female as distinguished from one that has given birth to young. There are also certain words to distinguish those animals that from custom and commercial necessity are castrated. "Steer" and "gelding" are the most common words of this type.

In I Sam. vi. 7 we find the sentence: "Take two milch kine, on

**COMFORT**  
NUMBER TWO

**"COMFORT is a perfect home magazine. All its departments are instructive and each member of the family can find something of interest to read. COMFORT stands for purer and better standards and methods of living. Its good work and Christian readings are worth a thousand times its price. I am for COMFORT now and always."**

**—Mrs. W. J. C., Oklahoma.**

**W. H. GANNETT, Pub., Inc.,**  
Augusta, Maine

New York Office: 1628 Aedon Hall  
WALTER R. JENKINS, Jr., Rep.

Chicago Office: 1635 Marquette Bldg.  
FRANK H. THOMAS, Rep.

**Influence**

which there hath come no yoke." Present-day authors and uninformed writers of farm paper copy believe in sticking to Scripture in spelling the word "milch" as applied to a cow that, following the birth of her calf, yields a copious supply of milk. As the German word for milk is spelled in this manner, writers and editors in the farm paper field took a sudden dislike to the word about three years ago. It is now "milk cow," and this expression has been formally endorsed by the Department of Agriculture.

#### TRY IT ON UNCLE EZRA

There are literally hundreds of words and expressions in the farm-

er's vocabulary that have their distinct use in describing a certain farming operation, soil condition or method of crop-securing. Failure to use the right word in exactly the right place is fatal to any effort to talk convincingly to the farmer in his own language. No city-bred copywriter can ever hope to talk this language with entire success. The man who gets the right swing to his copy is the man who has actually handled a plow and toiled long hours in a field under a broiling sun.

Before any manufacturer decides to enter the farm-market with his product he should make sure that the persons responsible for his advertis-

ing are fully capable of handling a farm-paper campaign. Then, in order to make doubly sure, let him put a set of final proofs in his bag and make that long-promised visit to Uncle Ezra and Aunt Eliza. Let him show the proofs to his relatives and ask them their opinion. If they seem pleased and interested in the advertisements then he may return to his office with a certain knowledge that the campaign will be a success. If they say that the advertisements somehow "just don't seem natural," then he had better stay with his relatives until he has learned where the fault lies. Anyway, the trip will be good for his nerves and stomach and will be the means of convincing him that the task of selling the farmer requires a lot more skill and knowledge than he thought was necessary the week before.

## Largest In Its History



is THE BOYS' WORLD 1920 advertising record, exceeding impressively the previous record year of 1919. Established in 1902, during all of these eighteen years THE BOYS' WORLD has developed and grown until today its paid weekly subscribers number over 400,000 boys.

*Just as the advertising importance of the boy-field is being more appreciated so is THE BOYS' WORLD, as an effective medium to cover that field, being recognized substantially by more advertisers.*

## THE BOYS' WORLD

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

WESLEY P. FARMLOE, Advertising Manager

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

**COOK'S WEEKLY TRIO: A MILLION BOYS AND GIRLS**

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

#### George E. Keith, "Walkover" Shoe President, Dead

George Eldon Keith, president of the George E. Keith Shoe Company, Brockton, Mass., manufacturer of Walkover shoes, died on December 9. He was president of the Brockton National Bank and a director of the Old Colony Trust Company of Boston and of the United Shoe Machinery Company. He established the firm which bears his name in 1874.

#### Carson Pirie Scott & Co. Advises Retailers

The advertising department of Carson Pirie Scott & Company, wholesale, Chicago, has prepared a small card for retail merchants with suggestions for meeting present-day conditions. The suggestions are:

Now is the time to give your customers spectacular values.

Give them the kind of values you are getting.

It will pay you to cut deep on certain goods.

It will cost you dearly to advertise flat discounts on everything in the store.

Don't do it.

But you must put punch in your displays and advertising.

No "pale" attempt will turn the trick. You need merchandising with "fire" in it.

Stand up—dress up—Clean Up  
CARSON PIRIE SCOTT & CO.

#### "Cracker Jack" Manufacturer Appeals Verdict in Patent Suit

Notice has been given by Rueckheim Bros. & Eckstein, of Chicago, manufacturers of Cracker Jack, Angelus marshmallows and other confections, of their having filed an appeal from the decree rendered against them by Judge Orr of the United States District Court of Pittsburgh in their suit against the D. L. Clark Company.

Violation of patent rights was charged by Rueckheim Bros. & Eckstein, citing the alleged use by the Clark Company of a wax-sealed protective package similar to that covered by a patent granted to Henry G. Eckstein in 1908.

# WHAT THE PUBLISHERS ARE DOING

## The Kansas City "Kansan" Starts February 1

The first issue of the Kansas City *Kansan*, Senator Arthur Capper's new daily to be published in Kansas City, Kansas, will appear about February first. Charles Sessions, now managing editor of the *Topeka Daily Capital*, Topeka, Kansas, will act in the same capacity on the new paper and W. A. Bailey of Kansas City, Kansas, will be its business manager.

## Chicago "Tribune" Lowers Sunday Price

The price of the Chicago *Sunday Tribune* has been reduced, effective December 5, from 15 cents to 10 cents a copy in the territory outside of the third zone from Chicago.

The *Tribune* gives as its reason for the reduction the fact that it is now in its new home and with new equipment is in better position to supply the demand for papers. It was found impossible to do so several months ago, and the price was advanced in order to cut down sales.

## National Gravure Circuit Adds Three New Sections

New rotogravure sections recently added by the *Dayton Journal*, *Halifax Leader* and *Wichita Beacon* have joined the National Gravure Circuit's list of graphic newspapers for advertising representation in the national field.

## Boston "Record" Back to One Cent

The Boston *Evening Record* on December 13 reduced its price from two cents to one cent. The paper has also reduced the size of its pages, but has increased their number.

## "Underwriters Review" Appoints Representative

Philip J. Syms, 150 Nassau street, New York, has been appointed eastern representative of *The Underwriters Review* of Des Moines, Ia. He will travel the territory east of Pittsburgh.

## "Delineator" and "Designer" to Change Size

Beginning with the January issues, the Butterick Publishing Co. will change the size of *The Delineator* and *The Designer* to the size of *The Saturday Evening Post*.

## Aviation Journals Merged

The *Aircraft Journal* has been merged with *Aviation and Aeronautical Engineering*.

## New York Newspapers Suffer Fire

A fire of unknown origin, on December 10, did great damage to 500 tons of newsprint paper stored in a building at 29-33 City Hall place, New York, which was used as a warehouse by the *Evening Mail* and studio of the *Illustrated News*. Photographic apparatus worth \$25,000 was moved to safety.

## Alumni Magazines Combine to Get National Advertising

To develop national advertising in college alumni magazines, the Alumni Magazines Associated held a national meeting in

New York City recently. The magazines claim a guaranteed circulation of more than 150,000, and are making contracts on the basis of \$5 per page per thousand circulation. It is reported that contracts with seven national advertisers have been signed.

## Gardner Cowles' Son Joins His Dad's Dailies

John Cowles, son of Gardner Cowles, publisher of the *Des Moines Register and Tribune*, has joined the editorial staff of those newspapers, devoting his attention to

commercial news. Mr. Cowles is a member of the 1921 class at Harvard and was just recently nominated as Ivy orator by his fellow class members.

## J. H. Casey, Advertising Manager, "Japan Advertiser"

J. H. Casey, son of the publisher of the Knoxville, Ia., *Express*, one of the leading weeklies of the State, has left for Tokio, Japan, where he will become advertising manager of the *Japan Advertiser*. Mr. Casey is a graduate of the Columbia University School of Journalism.

## The International Magazine Company

*announces  
the appointment of*

A. C. G. HAMMESFAHR

*to its*

EXECUTIVE BOARD

Cosmopolitan  
Good Housekeeping  
Hearst's  
Harper's Bazar  
Motor  
Motor Boating

December 10, 1920

# When Will the Buyer Resume Buying?

## When Business Convinces the Public of Its Good Faith and Its Ability to Offer Good Goods at Good Prices

By ROGER H. WILLIAMS

Vice-President, National Bank of Commerce

WHEN buying will again resume its regular course and how it can be stimulated to do so constitute the most serious question before business today. As long as the recession in buying represented lessened extravagance, and served to take the edge off price speculation and to relieve the strain on credit, it was a salutary business movement—a desirable corrective. But when it swings so far as to paralyze legitimate business and disorganize the orderly flow of trade it becomes an adverse factor, in itself calling for correction.

### WHERE THE ANSWER IS

The condition of credit resources, the course of prices and the causes of speculation are fairly tangible matters. We can talk of credit inflation, deflation and liquidity in terms of official banking statistics; we can make mathematical charts and diagrams of price movements; we can define fairly accurately the economic conditions which, combined with the human sporting instinct, produce an era of general speculation. We can gauge fairly well the course these things will run. But under conditions that exist at present who can answer the question: "When will the public resume buying?"

The answer to that may be found in mass psychology. It may be found in the degree of durability still left in the old clothes and the old shoes that the men, women and children of the country have brought forth to help them resist the high cost of living. It may be found in an inquiry as to whether the women or the men really control the family purse-strings of the country. It may be found also in an investigation of American temperament—as to whether the one hundred and five million people in this country have suddenly become uniformly thrifty and from now on will continue to consume less of the abundance of the land than heretofore, or whether they are merely in a temporary state of blind staggers as a

violent reaction against \$100 suits, \$20 shoes and \$10 shirts.

The answer as to when the public will again begin to buy and merchandise will resume a normal movement may be found in any or all of the

serious misfortune that so many misjudged the time and extent. Not only did it come sooner than anticipated, not only did people act more universally in abstaining from purchasing than it was thought they would, but also the period of fasting and prayer has lasted much longer than expected, and, it is feared, may continue to last longer than the best interests of business demand. It was good for business when it started, for extravagance is always unsound, whether practiced by an individual or by a nation; and business was dependent too much on continued extravagance. But granting business needed correcting does not mean it deserved punishment. Business is doing its part. Banking is doing its part. And the public has done more than its part—we have not now even a normal rate of buying on the public's part. I believe it is fair to say that what is needed now is a stimulus to buying by the public.

The stimulation of buying which will proceed again in a normal volume is the great business need of the hour. Just because it is impossible to reduce the psychology of the public sentiment in the matter to definite figures is no reason why we should hold ourselves helpless. There is a remedy for all things. During the war we counseled together and were able to guide the public's attitude toward buying by preaching the doctrine of temperance in consumption and thrift in purchases so as not to divert industrial energy from military requirements. Thrift was preached as a civic duty—as a matter of universal public welfare and it was widely practiced. It is no time to preach thriftlessness now, but it is a time to place emphasis on the need for sanity in buying. It is not thrifty to stop buying altogether any more than it is thrifty to consume all of our current production without consideration of the future. Over-consumption produces shortages; but under-consumption also produces un-

## Break the Buyers' Strike!

**I**N this article, which represents a part of an extremely important message to American business men delivered at a meeting of the Converters' Association at the Biltmore Hotel in New York on December 15, Roger H. Williams, vice-president of the National Bank of Commerce, not only sounds a vital warning on the dangers of a longer continuation of the "buyers' strike" but points out definite measures that business men may—must—take to break that strike.

"The stimulation of buying so that it will proceed again in a normal volume is the great business need of the hour," he says.

Following the course of that logic leads inevitably to the conclusion that advertising, the most direct and most effective stimulator of business known—advertising in increased force and volume—is "the great business need of the hour." And "education of the public" is the *sine qua non* of Mr. Williams' program.

foregoing aspects of human behavior, but these aspects cannot be reduced to definite data, so that the question of when the public will resume buying must remain the great uncertain element in our present business outlook.

This recession in public buying came as the inevitable aftermath to a thoroughly abnormal post-war business and industrial situation. We came out of the war with widespread shortages in many lines of goods and these shortages were made worse by the era of unbridled public spending which ensued for a time, almost regardless of price. This in turn produced an era of artificial business activity which led many business men astray. Production was expanded and commitments were made on the theory that the era of spending would continue throughout this year.

### WHAT IS NEEDED NOW IS STIMULUS

Then came the turn. All thoughtful business men knew that a reaction in buying must come, but it was a



**B**Y WHAT grace is a whimsy of fashion transformed into an accepted mode?

Simply its acceptance by a few women of social position who establish the standards and styles of their entire community.

The same women, in fact, who, reading your advertisement in Harper's Bazar, will turn the favor of their entire circle toward your product.



### California Fruit Growers

The best way to state our judgment as to the way to meet the present business conditions is to say that we have increased our advertising appropriation about 30 per cent over last year. We believe that every advertiser should have a sinking fund or an emergency fund laid away for use when business is dull, and that if organizations have been wise enough to follow this policy this is the time to use such money for advertising. In times of prosperity advertising brings an unusual opportunity, while in times of business depression advertising is a necessity.

Yours very truly,  
DON FRANCISCO,  
Advertising Manager

due stagnation and artificial deficiencies that must be met in the future. It is not thrifty, nor is it good public economy, to buy so much at one period that demand runs away from supply, and at the next period to buy so little that the mills stop running. That is a wasteful way of doing business. It means extravagant production costs and waste of materials in the boom period and in the period of depression it means deterioration of goods not consumed. In both periods, therefore, it means great waste of human endeavor—and in the last analysis the public pays the bill.

#### DANGERS OF RECESSION

There are a number of more direct and obvious ways in which this restraint of buying is inflicting injury. A steady demand and a steady supply creating stable prices is to the best interest of the public. For instance, as a result of so violent a recession in buying, we have had widespread cancellation of orders and supplies have been thrown back upon the producers. We may assume that business men are a large part of the public, and anything that is injurious to the best interests of the business man is an injury to the public. Also that the conduct of business is a necessary service

### Lexington Motor Co.

IT is our policy to advertise consistently in both the lean years and the fat years, and we are holding to this policy in the present curtailment, although many of our competitors have dropped out of the national magazines.

It is our feeling that consistent expenditure is better than the same amount of money spent in a spurge of short duration. We are certain that no product can succeed in a large way unless it is consistently advertised.

EMERY HUSTON,  
Vice-President.

### Steger & Sons

IT is the duty of manufacturers and merchants to redouble their efforts in sales-production by means of intensified consumer advertising during this period of readjustment. It has been said that the public likes to go from one extreme to another, but it would be dangerous for leaders of industry to do likewise.

Well-planned advertising is conservative and continuous. Some business men believe in "splurging" when conditions are highly prosperous and in stopping all advertising when times become rather critical. Publicity that is constructive and consistently maintained throughout good times and had is certain to prove most profitable in the long run.

When the buying demand of the public slows up, it is imperative that the manufacturer and merchant should put on the accelerator in going after sales, by making use of intensified consumer advertising. The Steger Institution intends to drive all the harder, from the standpoint of advertising and salesmanship, in campaigning for sales of Steger Pianos, Player Pianos and Phonographs.

C. G. STEGER,  
President.

to the public and any movement which disrupts business hampers this public service.

But the direct personal injury to the public does not stop here. With goods flooding back on their hands, producers and distributors have had to make abrupt curtailments of their activities, resulting in unemployment and in many directions in drastic wage cuts. Thus we see the damage to public interest widen in its scope. Not only are manufacturers and distributors injured, but misfortune visits the working class with its resultant discontent and unsettlement.

But the ill effects of the movement do not stop even here. A recession

### Vanity Fair Silk Mills

WE believe in the importance of continued consumer advertising at the present time. While we are not increasing our national magazine and newspaper campaign, we are putting forth efforts in many directions to help move goods from our dealers' shelves. Our product happens to be especially suited for holiday buying, so we are taking advantage of this fact by urging our dealers to advertise the fact in their newspaper copy. Special cuts have been prepared for this purpose.

We are also giving sales girls talking points to promote the desirability of consumer buying now.

WILLIAM B. POWELL,  
Sales Promotion Dept.

### Kahn Tailoring Co.

We are certainly in sympathy with your efforts to keep up the advertising campaign and do everything possible to make the consumer buy. Our campaign goes on undisturbed, and in addition to this we have enlarged our selling organization.

In connection with our ideas and in order to "kill" the idea that eventually prices are going to reach the pre-war basis, we are sending out circular matter which we believe calls the attention of the consumer to certain facts which make it plain that it will be impossible to drop prices to the old low level.

M. C. FURSCOTT,  
Secretary

in buying carried too far, and producing too great a stagnation in production and distribution, may result in a secondary era of shortages and a rebound in prices without an increase in real wages to meet it. The result would be that the pressure of the high cost of living on family economy, instead of following the course of amelioration that has set in, would again become onerous.

Is there not a great threat in the present situation of such unfortunate results as these? Is not the recession in public buying forcing industry into too great a curtailment of production? Will not, in other words, the public pay a greater price for its false economy than if it maintained a more temperate attitude, both as to buying in flush times and as to abstention from buying in a time such as the present? Is it not true that any economic force which develops sufficient intensity to injure a considerable part of the public works injury in ultimate effect to the body politic as a whole? All must pay a part of the price.

#### PUBLIC RESPONSIBILITY

To my mind there is no greater service that can be rendered today to business and to the public than to re-

### J. W. & A. P. Howard Company

IN the shoe line we feel that the turn is very near, and that even now the retailers are extremely short of sizes of shoes which are most in demand. The reports the writer has gotten from shoe retailers with whom he has talked have been that their business last month was much better than a year ago at the same time

J. J. DESMOND,  
President.

establish a normal volume of buying. And to do this, it seems to me, business and the public must come to an understanding.

The interests of business are not different from the interests of the public. It is a truism to remark that it is through the processes of business, either directly or indirectly, that most of the so-called good things of life are accumulated which we all share or try to. Unless business is being done, unless there is a fair distribution of activity there can be no prosperity to divide, either between employer or employe, business man or consumer, whatever his line of activity. In other words, we can't hurt the other fellow very long without hurting ourselves.

So much for the responsibility of the public in the present situation. We are all a part of the public and must bear our part of such responsibility. But as business men we must not be blind to the fact that the real initial remedy lies with business itself; lies, in other words, with the chief sufferer in the present misfortune. What will help to restore this normal scale of buying which we all recognize as necessary to keep the streams of trade flowing? Well, for one thing, dispelling the feeling of distrust prevalent in the minds of purchasers that some business men are still demanding too much for their wares. This distrust in some cases amounts almost to resentment that business is not keeping good faith with its public.

#### BUSINESS MAN MUST BE SPORTSMAN

A good deal of an argument can be put up for passing on the losses of a declining market to the ultimate consumer, so long as he keeps buying, since this spreads the loss most thinly and widely. But when the ultimate consumer revolts and stops buying the wise merchant in such case will meet the market and lower his price levels. This is not only sound business but good sporting spirit which the American public likes to honor.

The public knows that many business men made excessive profits in the era of extravagant public buying by being able to unload accumulated stocks bought at low prices. Is it too much to say that it was the duty of such business men to exercise foresight and accumulate surpluses to absorb losses incident to a period of dropping prices? If the full toll of high prices was exacted on goods luckily bought, or cheaply produced, is it not fair play that out of those unearned profits should be assumed some of the loss from low prices on goods bought at higher levels? When the public becomes convinced that business is

giving it the advantage of falling prices, just as readily as it took advantage of rising prices, public confidence will be reassured and buying stimulated.

Again it is a part of the education which business owes to the public to demonstrate that goods are being produced at the least possible cost compatible with the prices of materials and labor. Business owes it to the public to be efficient and to give it the benefit of that efficiency. The public is inclined to distrust that business has become too used to excessive profits and is, therefore, not willing to pass along products on a reasonable margin of profit. I am presenting the public's view in this respect and am not expressing my own thought. I do not believe that business is exacting exorbitant profits, but at the same time it is my feeling that the public is not yet convinced of this view. There has been some damage done to the progress of readjustment by highly advertised reduced price sales in which prices were not sincerely reduced.

#### MUST NOT ALARM WORKER

I have only hinted at one or two suggestions for meeting the present situation. There is one more important thing that occurs to me and that is that growing unemployment and lowered wages have created a fear on the part of many that their buying power is going to be drastically reduced. They are struggling to get along with their old belongings rather than to buy new ones, apprehensive that later on they will need every cent they can save in order to make sure of obtaining life's necessities. It will very materially aid the orderly readjustment now under way if business sees to it that a reasonable relation is maintained between the reduction in the buying power of the wage group and the reduction in the high cost of living.

There is a serious word of warning I should like to say in closing. We hear in some directions business men saying that labor had its swing while prices were high and labor was scarce and that now the turn of the employer is coming and they intend to take full revenge. This may be human nature, but it is a most sinister aspect of it. Revenge is rarely profitable and at this time such an attitude would be little less than a public calamity. It serves to alarm the working class and to curtail its buying far beyond what is necessary. It serves to reduce working morale and to cause antagonism between sections of the business community which may differ in the part they play in our business life, but do not differ in common welfare.

#### Horace E. Dodge, Founder of Dodge Car, Dead

Horace E. Dodge, millionaire automobile manufacturer of Detroit, died at his Winter home in Palm Beach, Florida, December 10, after an illness of almost a year. Mr. Dodge suffered an attack of influenza at the time his elder brother, John Dodge, died in New York last January, and had never fully recovered from the effects. He was fifty-two years old.

The Dodge brothers made a fortune estimated at more than \$50,000,000 in less than twenty years. They first began manufacturing small parts for automobiles in a factory employing only eleven men. Eighteen years ago Henry Ford made an agreement with the brothers whereby they were to take charge of the engine building in the Henry Ford plant. That interest cost them approximately \$5,000. In July, 1919, they sold out to Mr. Ford for \$12,500,000.

In 1912 the Dodge brothers decided to go into business for themselves. The Dodge car met with rapid success and to-day the Dodge Motor Company employs 18,000 persons.

#### Newton MacMillan, Newspaper Man, Dead

Newton MacMillan, newspaper man, who retired from active work ten years ago on account of ill health, died in New York December 8, at the age of sixty-six. Early in his newspaper work he was with the Laffan News Bureau of New York, the Chicago Evening Post and Chicago Sunday Tribune, and accompanied A. G. Spalding and his baseball team on their foreign tour. He came to New York again in 1900 and spent the succeeding ten years on the Sunday Herald and as editorial writer for the Morning Telegraph, except for two years at Oswego, where he founded and edited *The Pathfinder*, a weekly.

#### Colonel Harry E. Converse Dies

Col. Harry E. Converse, president of the Boston Rubber Shoe Co., and a director of the United States Rubber Co., of which the first-named concern is a subsidiary, died at his home in New Bedford, Mass., December 8, of heart failure and complications. He was fifty-seven years old.

#### United Candy Stores Doing \$3,000,000 Business

The United Retail Candy Stores, Inc., since May 8 last has opened nine stores in New York, one in Philadelphia and one in Newark, and is doing in these eleven stores a business of over \$3,000,000 a year, according to a statement by acting president H. S. Collins. The company has under construction nine more stores and hopes to have at least six of these open in time to take advantage of the holiday trade. This will make twenty-one stores.

#### Benjamin Holt, Tractor Inventor, Dead

Benjamin Holt, inventor of the caterpillar tread used for tractors, and also on tanks in the war, died recently at a hospital in Stockton, Cal., in his seventy-first year.

#### Charles B. Ames, Publisher, Dead

Charles B. Ames, vice-president of *Motor Life*, died on December 9 at his residence in Metuchen, N. J., aged 55. He was formerly publisher of *The Horseless Age*, and business manager of *Motor and Motor Boating*.

# Who Is the Mail Order Buyer?

## How a Company Whose Logical Prospects Were Not Mail Order Buyers Converted Those Prospects

By KENNEDY LEGLER

General Manager, Burke Mfg. Company

**H**OUNDING the mail order buyer and trying to force your product on him is sometimes an almost impossible job. Much easier is it to work out some plan which will convert your logical prospects into mail order buyers.

Last January, when the writer joined this company, it was facing an acute selling problem. Here was an organization operating on a limited capital, equipped and ready to manufacture a product in substantial quantities, but with no feasible way to secure orders, that is, orders where the selling cost would be low enough to make them profitable.

The product manufactured would come in the category of a specialty. It is known as the Rotastrop—an automatic safety razor blade sharpener which retails at \$5.00. Needless to say, it is highly valuable to the self-shaver, and possesses several exclusive advantages. Its merit is unquestionable.

An examination of the advertising records revealed the following facts: Ninety-five per cent. of the advertising appropriation (a comparatively small amount in dollars and cents) was spent in American magazines, while five per cent. was spent in foreign journals. Imagine the writer's surprise on learning that fifty per cent. of the total volume of business was foreign.

An analysis of the situation disclosed the reason for this apparent inconsistency. In foreign countries, one jobber would be granted the exclusive sales rights for his country, provided he would agree to purchase periodically a specified number of Rotastrops. Because of this fact he would push the sale of our product. In other words, we were securing dealer distribution in foreign countries through the efforts of the jobber. We were unable, of course, to follow this plan in the United States. There was only one sales door open to us—the mail.

Now, even a superficial survey of the mail order field brings to light the fact that the great majority of mail order buyers reside in the country, small towns, and rural communities. Further investigation

shows that the sale of safety razors (especially the higher grade makes) in this field is not such as to cause safety razor manufacturers to become enthusiastic. While unquestionably many safety razors are in use, the majority of them are of obscure makes, retailing as low as twenty-five cents. Many premium safety razors are also used by this class.

Advertising in the mail order journals brought a deluge of inquiries, which resulted in very few sales. While the inquirer readily saw the advantage of using the Rotastrop, the price was prohibitive. To endeavor to extract \$5.00 from a man using a fifty-nine-cent or premium razor, for a device to sharpen that razor, seems preposterous, to say the least, even though that device eliminates the purchasing of new blades. And to the mail order class the saving appeal is paramount. In this regard, it is well to remember that a fifty-cent purchase of safety blades will sometimes last for months.

(On the other hand, to force the average dealer-buying individual to sit down and write an inquiry, then in answer to our follow-up order a machine, requires stronger advertising than most advertisers are able to write. A trial along this line soon convinced us that we were on the wrong track. Various pieces of copy were tested in order to make sure that the mistake was in the plan rather than the advertisements.

Here, indeed, was a dilemma. With both the mail order and the non-mail order buyers closed to us, and insufficient capital to secure even territorial dealer distribution, the outlook was black. Experience, however, had taught us that the logical buyer for the Rotastrop was the self-shaver of that mighty army that goes to make up what is known as the "Better Middle Class." There was our market! How were we to reach it?

The solution dawned! Past records proved that if we could induce these men to use the Rotastrop for one week, they would never be with-

out it. And thereon hinged our entire plan.

"Send no money" became the keynote of the new campaign. In place of the twenty-one-line canvassing advertisements, which tickled the curiosity in order to bring forth an inquiry, full-column space was used. This space was solidly set in mail order style, the copy expounding the virtues of the Rotastrop and the advantages obtained through its use. After exploiting all the felicities of ownership, we offered to send the Rotastrop direct to the prospect for trial.

"The Rotastrop must sell itself" became our slogan. It must make good our every claim before the prospect paid one cent. The copy was such that any reader would agree that if the Rotastrop did all we claimed for it, it would easily be worth \$5.00, the price asked. Following this strong copy was our offer. We would gladly send the machine direct to the prospect's home for five days' free trial in order that he might have an opportunity to test our claims and prove them. In this we were even going one better than the dealer. If the Rotastrop was all that we claimed for it, he would need it; if not, he paid nothing for the trial. In either event, he could not lose.

The copy made extravagant claims but the machine proved them. A coupon was appended to each advertisement making it easy for prospects to order. And they did order.

While the plan has barely passed beyond the test stage, results indicate that our sales problem has been solved—and on a mail order basis. Not by hounding the mail order buyer, but by evolving a plan that would convert our logical prospects into mail order buyers.

### Robert T. Walsh With Apex Motor

Robert T. Walsh has been appointed assistant sales manager and advertising manager of the Apex Motor Corporation, Ypsilanti, Mich., manufacturers of the Ace cars. Mr. Walsh once was chief assistant advertising manager of the Ford Motor Company, Detroit, and also was advertising manager of the Maxwell Motor Company and the Briscoe Motor Car Company.

## His Morning Mail Brought 400 Checks

(Continued from page 14)

names, etc., are correct. What you have written about me personally is extreme to a degree bordering on flattery.

"I cannot allow this story to end, however, without adding a few words in tribute to the fellows who have worked with me during the years that are a part of this article. No man can succeed who does not surround himself with competent and loyal co-helpers. This I have always tried to do and any success that I may have attained is due principally to the men who have been patient with, and loyal to, me. With few exceptions, each one of them is holding a responsible position of trust and is pointed toward captaincies of industry. More power to them!

"And now a word about the part that advertising has played in my business career. The Vive Camera Co. started off using small space in the magazines.

"Then *Collier's* came into my life and I changed seats with the buyer and became seller of advertising. My biggest asset was the fact that I had spent my own money successfully and I was in a position to advise others to do likewise. And I could tell why. During sixteen years of my activities with *Collier's*, I never knew of an advertiser failing if he had an article of merit, properly merchandized and with nerve enough to exploit it in the printed page.

### A. N. P. A. Bureau Makes Market Survey for Ginger Ale

The Bureau of Advertising of the American Newspaper Publishers Association has just completed a survey of the market for ginger ale. It was made by means of questionnaires sent out this Fall to newspapers in every State of the Union. Some of the questions asked were: Has there been any material increase in the consumption of soft drinks in your city during the past year? If so, what per cent? Have the sales of ginger ale increased more than any other soft drinks? If so, what per cent? What new brands of ginger ale have appeared in your market in the past year? What ginger ales have the largest volume of sales in your city? Name in order of sales. Which pays the grocer the largest profit? What is the popular retail price per bottle and per case for good ginger ale? What ginger ales are most widely advertised in your city? And how.

### Fisk Tire Sales Are Lower

President H. T. Dunn, of the Fisk Rubber Co., has announced that the sales of the company for the twelve months ending December 31 will be approximately \$42,000,000 net, compared with \$43,600,000 in 1919, the biggest year in the history of the company.

### Retail Grocers Advertise to Combat Chain Stores

The Retail Grocers' Association of New Orleans is engaged in an advertising campaign designed to impress the consumer with the advisability of patronizing the independent retail grocers of the city in preference to the chain stores. The point that money spent with local independent stores remains in New Orleans and helps build the community is stressed.

### Jeweler Uses Four "Roto" Pages—Consistent Advertising Wins

Four pages used in the rotogravure section of the *Buffalo Courier* last Sunday by Levy's, of Buffalo and Rochester, is said to be the largest single advertisement of a jewelry store.

Starting to advertise in newspapers twelve years ago with a space limit of

about eight inches, Sol Levy, head of the firm, has built up an enviable business. Advertising consistently, fifty-two weeks in every year, he gradually increased his investment to half pages and full pages.

### "Black Cat Magazine" in Receiver's Hands

William Clark has been appointed receiver for the Black Cat Magazine, Inc., New York, by Judge Knox. It is stated that liabilities are about \$13,000.

### Montgomery, Ward Sales for Eleven Months

The sales of Montgomery, Ward & Company for the eleven months ending November 30, 1920, were \$102,295,244, as compared with \$94,065,344 for the same period last year, an increase of 8.75 per cent.



GRANT COUNTY COURT HOUSE, MARION

## "Star" Lights on Indiana— Shining on Prosperous Marion

*Marion, a prosperous manufacturing city of some 24,000 people, with a total of eighty-seven industries, furnishing an annual payroll of \$11,600,000.00 to its busy workers, is situated seventy-two miles from Indianapolis on the line of four big railroads and in the center of a rich farming country.*

*Marion has two excellent newspapers, yet despite that fact 438 daily and 690 Sunday copies of The Star are read in Marion proper, while 624 daily and 944 Sunday copies of The Star are read in Grant county, of which Marion is the county seat.*

*It is the progressive, forward-looking people who buy Indiana's metropolitan daily in Marion, as in all Indiana cities. Data gathered from twenty-eight cities in a seventy-five mile radius of Indianapolis shows that one out of every five business and professional men reads*

## The Indianapolis Star

*Largest Morning and Sunday Circulation in Indiana.*

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

ONE OF THE SHAFFER GROUP OF NEWSPAPERS

# Some of the Condiments That Put Kick in "The Home Brew"



## Can You Identify Them?

The scene is from Part I of the program of the extravaganza that the Advertising Club of New York perpetrated on the evening of December 10. It is unique in the history of photography in that it is the first time that a "cultured gent" has ever been snapped with his back to all or any part of a watermelon. And here are twenty-four of them.

You can sort them out for yourself. All that we will guarantee is that the Mephistopholean person enthroned in the center of the crescent is John Adams Thayer, introduced by Al Gibney, whose worries as director of the skit haven't kept him from smiling for the camera man, swear, that among those present but hiding behind blackface are:

- Ethel Mearns—C. P. McDonough
- Edna Mearns—D. Morris Jones
- Circle—C. L. Albersing
- H. G. Haisted
- R. E. Alexander
- R. M. S. Walker
- A. H. Van Duzer
- W. E. Jenkins, Jr.
- H. D. Chapman
- W. Roy Barnhill
- W. J. McIndoe
- A. H. Shively
- A. C. Doornbos
- W. L. Roberts
- W. E. Jewett
- W. F. Haring
- Ray D. Finel
- and Lon Elsker

## Ad Club Show Wins Professional Plaudits

### New Yorkers Stage Unusual and Successful Diversion

"Splendid, with snap, charm and dash," is the way Richard R. Richards, manager of the Greenwich Village Follies, characterized the minstrel show and oriental diversion given by the members of the New York Advertising Club before a full house on the evening of December 10. Manager Richards made this comment in a letter of congratulation to Charles C. Green, president of the James Advertising Agency, who concocted and produced "Club Brew, A Hard Times Tonic." It was presented by President George W. Hopkins.

Part one of the program was a most entertaining minstrel show, arranged and directed by Al Gibney, of Munsey's. On another page of this issue may be seen the entire ensemble. Features of this part of the entertainment included the singing of "The Japanese Sandman" by Mr. Gibney, with a Japanese mask, designed by W. T. Benda, the famous illustrator; and the song "Tam, Tam, Tam," from the Greenwich Follies, to the company of which miniature tambourines were thrown into the audience.

H. Rea Fitch, of the H. E. Lesan Advertising Agency, opened part two with "A Bit of Magic," and the manner in which he made money appear and other things disappear could make some of the professional magicians look to their laurels, agreed everybody, including experienced critics of the theatre who were present. Led by Albert N. Hoxie, all now joined in singing old and new songs, and then the oriental sketch opened.

The scene, which was in Beer Sheba, any old time before January 17, 1919, A. D. T., was created by magnificent stage settings and lighting effects. Oriental designs, properties and costumes were donated by A. A. Vantine & Co., E. S. Freisinger and the Metropolitan Opera House, and through the courtesy of W. T. Benda his remarkable masks, costing over \$1,000 each and originally shown in the Greenwich Village Follies, were used. Paul Meyer, of the *Theatre Magazine*, staged the production.

Frank E. Fehlman, as Kut-All-Gab, the Most Worshipful Quince, played his role with dignity, and Fat-Fema, One of the Many (an over-ripe peach), impersonated by Charles C. Green, was delicious. Manning Wakefield, playing Be-She-Bara, the poor Jazarazz slave girl, "brought down the house" with his dancing grace and ability. Aram Cheesed, father of Be-She-Bara, by Himself; Huz and Buz, guards of the Hootch, by Royal P. Smith and Jerry Ward, and a European, by Al Gibney, rendered their parts to perfection.

The evening was most pleasantly rounded out in "Ephriam's Harmony Emporium," which was arranged by L. W. Bleser and R. B. Alexander in conjunction with the club orchestra and quartette. The two named were assisted by Al Seiffer, A. N. Hoxie, Frank Fehlman, Frank Lord, Herman Daych, Waldemar Voorhees, William Kramer, Joe Einson and Charles C. Green.

### Real Estate Associations Advertising

The Real Estate Investors of New York, Inc., and the Apartment House Association, Inc., are now running a series of advertisements in newspapers on the housing situation in New York. The advertising, by citing typical apartment houses with figures on the cost of taxes, labor, coal, for 1920, as compared with 1914, attempts to show that property owners are not unreasonable.

### W. B. Neff, Sales Manager, Killed

W. B. Neff, sales manager of the Chicago Automobile Supply Company, was killed in an automobile accident at Bridgeport, Conn., recently. Mr. Neff a few days previous had been in Baltimore conducting his salesmen on a tour through the plants of the American Hammered Piston Ring

Company, the Bartlett-Hayward Company, the George Oldham Pneumatic Tool Company, and the Campbell Metal Window Company.

### C. W. Murphy Joins Dauchy Co.

The Dauchy Company, New York, has added to its staff C. W. Murphy, who for years was director of sales and advertising for American manufacturers in Latin-American countries, and the publisher of a monthly magazine at Mexico City.

### George E. Waugh With Aladdin Co.

George E. Waugh, formerly a member of the advertising department of Swift & Company, Chicago, on December 1 was made assistant advertising manager of the Aladdin Company, of Bay City, Mich.

Ask

**BAUER & BLACK**

They Know

*Bauer & Black advertise their products with great success—and a portion of the credit must go to the million and a half circulation they address in the nine magazines comprising*

*The All Fiction Field*

**The ALL FICTION FIELD**

**"The Field of Greatest Yield"**

Published by

<p><b>Doubleday, Page &amp; Co.</b> <b>The Frank A. Munsey Co.</b></p>	<p><b>The Ridgway Company</b> <b>Street &amp; Smith Corporation</b></p>
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1,560,000 A. B. C. Circulation

# EXPORT ADVERTISING and SELLING

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

## When in Rome, Advertise Like a Roman

### The Secret of Successful Advertising Abroad Is to Make Your Copy Appear at Home Wherever It Appears

By ALFRED THOMAS MARKS

Export Editor, *The Music Trades, Shoe and Leather Reporter*, etc.

OUR United States exporters who are not mastering the details of consumer advertising in the foreign markets are not using "every card in the deck" to win out in the big world-trade game. But in our foreign publicity plans we will find little use for the results of our experiences in the home field other than as they have ripened on common sense and are given in the sense of courageous desire to trade further afield.

It is a very necessary and essential precedent to entering overseas markets and mediums with our advertising that we know what kind of advertising will sell the goods there. Very fortunately that information is easily obtained. Paradoxical as it may seem, what most of us would consider "good advertising" here at home nearly always proves to be very "bad advertising" in other countries—bad because it does not sell the goods, or create a demand for them—which is, after all, the real test of all advertising at home and abroad.

#### SELLING THE BRITISHER

The matter-of-fact Britisher cannot be startled or stampeded into buying your goods; he does not take kindly to advertising innovations; he is rather impatient in his efforts to get away from a page or half-page display; it does not sink in to any extent, whatever. Small spaces run daily or every other day, constant hammering with few changes of copy "gets him."

That's why he buys so many millions of dollars' worth of Lipton's tea every year—why Pear's soap and Beecham's pills and Guinness's stout are really household words in Great Britain.

None of these concerns—or few others of England's nationally-known producers—uses big spaces. For nearly fifty years Pear's have been running the little 50-line single column cut "He won't be happy 'til he gets it" without the slightest change—and it is still selling the goods.

#### Make It Conform

IT is said of Napoleon that he was a faithful son of the Church in Rome, a free-thinker in Paris, a disciple of the Greek ritual in Moscow and a Mohammedan in Egypt.

Mr. Marks points out that advertising copy used abroad must conform as closely to the customs of the people for whose attention it is written.

Perhaps there's another side to the question, for some enthusiasts have been heard to say that American advertising gains value abroad by the very fact of its being different—livelier—fresher. What do you think?

A curious sidelight on English publicity recently was referred to by one of our consular representatives stationed at Liverpool, at home for a brief vacation, in talking with the writer. A certain biscuit-producing concern in London, established over one hundred years ago, and advertising consistently and persistently for all of that time until their product was known practically all over the world, in an ill-advised moment several years before the war hit upon the idea of stopping its advertising. "What's the use of spending this money?" they asked. "Our goods are known everywhere, and we are

always sold up away ahead of production." So they cut out the advertising appropriation. To use the consular representative's own words, "they went back nearly 80,000 pounds (\$400,000) the first year, and it took them nearly five years to get back to the volume of trade they were doing when they thought they could save the advertising appropriation." Now they are proceeding on the plan of increasing their advertising appropriation ten per cent each year, and their business shows advances of 15 to 20 per cent each twelvemonth.

#### "ROYAL DID THE SAME HERE"

This plan has had its counterpart right here in the United States, as will be remembered, when the Royal Baking Powder Company discontinued its advertising for a year because it thought it was sufficiently well known—and is said to have gone back something like \$250,000 in that year in sales. The very next year the "rise" of every step of every flight of L-road stairs in New York City had its Royal Baking Powder advertisement, to say nothing of a lot of newspaper and magazine advertising which was not being even remotely considered when the company decided to eliminate its publicity. It was the only remedy, and they applied it.

This serves to show that in the United States as well as in England no concern, no matter how successful or well-established, can afford to stop advertising—that advertising must be not only judicious, but persistent and constant.

#### THE FRENCH PROBLEM

France is different—decidedly so—although here again we find that

the big page "spread" is not at all impressive. But keep in mind that you will get your best results here by having due regard for the artistic side of advertising. Even though your display be small, see that it is attractively balanced, and if a cut be used see that it is the *right* cut—nothing jarring or grotesque. Remember that the French—even the peasant and middle classes—have an artistic streak in them. A glance at any French metropolitan daily or weekly will demonstrate the meaning of "artistic" as applied to French advertising.

And let your advertisement be in French! There's another important consideration. A large United States advertiser of talking machines some time ago sent to two of the leading Paris newspapers (a daily and a weekly) a lot of 60-line electros advertising their product in *English*. A cabled inquiry from Paris resulted in the matter being translated into French and the electros thrown into the "hell box." Only a very small percentage of the readers of any French publication is reached by an English announcement, and the great bulk of the circulation is an absolute loss to such an advertiser. All of the French publications will translate advertisements to French on request without charge.

Unlike conditions in England, it is very advisable that changes of copy be frequent in France—"always something new" is the French idea. And let it be sprightly, incisive, capable of being taken in at a glance, and let it tell the whole story in the fewest possible number of words.

Here are but two of the foreign markets at whose doors our products in all lines are knocking—and we have touched upon the advertising side of each only briefly. But these emphasize the fact that each of the foreign countries must be studied and analyzed in order to get its psychological viewpoint on advertising.

**PECULIAR LATIN APPEAL**

Latin-American advertising is another proposition which requires different and distinctive treatment. Your artistry so essential in appealing to the French, and the constant hammering with the same advertisement which "goes" in England, will get you nowhere in South and Central America. Here we find advertising fundamentals largely undeveloped and to a considerable extent back in the comic-picture twilight of publicity evolution. But if we expect to reach and influence the consumer there, and not shoot over his head,

we must go to him with that sort of advertising, even though it gives us that creepy feeling up and down the spine.

So the idea we will find it necessary to digest in advertising to the foreign customer—a human of as many sides and as numerous peculiarities as there are countries on the face of the earth—is that each country and each market should be studied in order to enable us to adapt ourselves and our publicity to *his* ideas—for in this way only can we expect to win the greatest possible share of the business.

**AUSTRALIA A GREAT FIELD**

With purchases of American products in the fiscal year ended on June 30, 1919, totaling close to \$100,000,000, Australia is proving itself to be one of our best foreign markets—and is, by the same token, an almost virgin field for our advertisers.

In a report furnished the writer by the United States Department of

Commerce are given some details pertaining to publicity in this promising field which should prove of value to our advertisers at this time.

"In nearly all of the great Australian dailies," says the department's report, "twelve inches of double column is the smallest space allowed for display advertising. Some of the dailies do not allow black display, excepting nameplates and trade-marks; others permit only outline contour type in advertisements up to twelve inches double column, and no solid black in larger advertisements. One paper has been known arbitrarily to cut out portions of an illustration which its make-up man considered too black. One leading Melbourne daily will not accept four-column advertisements running twelve inches deep, and most of the papers have restrictions as to the size of electros. One American concern sent to Australia 268 electros, of a size acceptable to all American papers and magazines, of which only three or four were usable by the Australian publications. The loss on this shipment of plates was accentuated by the duty of forty-eight cents a square of twelve inches, with four cents additional for each additional square inch.

"A recent letter of instructions from a prominent United States advertiser di-



**HENRY JAY STEPHENS**

Henry Stephens decided to enter the advertising profession while still at Northwestern University. Therefore, it was not strange that he entered a Chicago printing establishment to get experience and it was but natural for him to organize the Junior Advertising Club of Chicago, because his heart was in that kind of work.

After doing aeroplane service in Europe during the War, he returned to join the B. F. Goodrich Rubber Company. He is now associated with us in our Chicago Office and I am very pleased to have him there.

*Laue Block*

## New York Evening Mail

The fastest growing newspaper in New York City is the *Evening Mail*. It is building its circulation purely on its merits as a newspaper.

Its departments are the best edited in New York City. What other newspaper can point to such prominent departmental editors as:

Henry L. Stoddard, Managing Editor,  
 Hugh Fullerton, Sporting Editor,  
 Thomas C. Shotwell, Financial Editor,  
 "Dolly Madison," Society Editor,  
 Burns Mantle, Dramatic Editor,  
 Ben F. Holzman, Motion Picture Editor,  
 "Rube" Goldberg, Cartoon Editor.

The *Mail* has over 170,000 circulation at 3c. per copy, and it produces the best results for advertisers.

Serial Ads. No. 23

rected the insertion of an advertisement of goods appealing only to women in a paper there which is read exclusively by men; another American house directed advertisements of articles used only by city dwellers to be placed in a publication circulating almost entirely in the country districts. A well-informed United States advertising agency in charge of the appropriation would have obviated all of these troubles. Other peculiarities of Australian advertising conditions might be cited, but the foregoing are sufficient to indicate the wisdom of entrusting our advertising operation there, as well as in other foreign markets, to the experienced United States agencies."

#### ADVERTISING IN THE PHILIPPINES

It would naturally be supposed that an advertising campaign which appeals to any considerable number of Filipinos would be a rather difficult matter to devise—and it is. The Pacific Commercial Company, the largest concern doing business in the islands, has full lists of newspapers, with their rates, circulation, language and political complexion. Mailing lists, too, play an important part in most advertising campaigns in the Philippines, one of 50,000 names being constantly in use, while another of upward of 150,000 names is used frequently. These are well classified, geographically and otherwise, and according to language and purchasing power. One interesting list contains 12,000 names of men and women who are known to be well able to buy an automobile. A popular method of advertising is the use of hangers for the stores, and full and half-sheet posters. The art work and lithographing for these are all done in the Philippines, and are said to compare very favorably with the best work done in the United States.

Considerable success in an advertising way has been attained in the Philippines by the publication of educational treatises on subjects the native planters are interested in. These are devoured from cover to cover, and carry advertising of agricultural implements, pumps, forges, fencing, paints, carpenters' tools, scales, safes, sewing machines, phonographs, bicycles, automobiles, and many other articles. Issues of 30,000 and 50,000 of these pamphlets on sugar planting, rice and Indian corn raising, etc., have just been circulated.

The Filipinos are free spenders, but the difficulty of reaching them properly is enhanced by the fact that eight different dialects are necessary in advertising to dealers and consumers, besides English, Spanish and Chinese. The dialects necessary are Tagalog, the three Visayan dialects, Pampangan, Panisganin and Bicol, and some advertising is done in Arabic characters in the Sulu Archipelago and other sections where the Sulus are found.

A close study has been made of local prejudices and preferences in order to avoid errors in what might otherwise be a correctly planned advertising campaign. A case in point coming to the writer's attention is the prevailing belief that if the tail of a pictured fish is not pointing upward it represents a dead fish, which is extremely repugnant to the Filipino mind.

When it has been decided to make a push on any particular article the

salesman's visit is preceded by a letter sent to the merchant in his own language, and this is followed up by from three to six letters, according to the importance of the campaign. At the same time a forceful campaign is carried on to consumers. The whole thing works out very effectively, and long lines of natives have been known to stand for hours waiting to get a chance to buy the advertised articles.

## Foreign Trade Financing Corp. Is Now a Fact

### Billion Dollars in Credits to Place American Products in World Markets and Maintain Domestic Industrial Stability

**J**OHAN McHUGH, president of the Mechanics and Metals Bank of New York and chairman of the Marine and Commerce Committee of the American Bankers Association, is at the head of the executive committee of the Foreign Trade Financing Corporation that has been duly organized following a meeting of bankers and manufacturers in Chicago last week. The capitalization of the new corporation is \$100,000,000 with powers under the recently-enacted Edge Law to carry credits of \$1,000,000,000.

The creation of this new corporation marks the beginning of a new era in American foreign trade. For a score of years American manufacturers who have been engaged in developing over-seas markets have suffered restraint through inadequate financing arrangements. Prior to the passage of the Edge Law there was no way for the manufacturer to finance a foreign sale, that might require several months or a year to consummate, other than through the assumption of the entire amount from his own cash reserve. Obviously, the average manufacturer was unable to go into foreign markets on a large scale.

The struggle for the establishment of the Foreign Trade Financing Corporation has been carried on by various associations of manufacturers and bankers who have realized the grave danger to American economic progress unless some steps were taken to compete with the highly-developed credit systems of other nations. Great Britain, France and Germany have, for years, been extending their commercial influence without fear of any very important American interfer-

ence. The hopes of those in command of the new organization indicate actual operation early in 1921.

According to the plan of organization, subscriptions to the stock of the corporation will be welcomed from industrial and banking organizations throughout America. Richard S. Hawes, senior vice-president of the First National Bank of St. Louis, strongly urges the labor unions of the country to subscribe to the stock of the corporation.

As pointed out by George Ed. Smith, president of the Royal Typewriter Co., the co-operation of every American is called for, so that the support that will be given to the maintenance of America's present vast markets abroad and the extension of new trade outlets will result in continued prosperity for the nation through insured industrial stability.

The committee named to supervise the formation of the corporation is:

John McHugh of New York, chairman; Herbert Hoover, Paul Warburg, Charles H. Sabin, Fred I. Kent, A. C. Bedford, George E. Smith and Louis E. Pierson, all of New York; John S. Drum, of San Francisco; James B. Forgan, Thomas E. Wilson, Arthur Reynolds, Alexander Legg and Joseph de Frees, all of Chicago; F. O. Watts of St. Louis; J. R. Howard of Clinton, Iowa; J. B. Culberson, of Wichita Falls, Texas; Levi L. Rue, of Philadelphia; Philip Stockton, of Boston; Oscar Wells, of Birmingham, Ala.; Julius H. Barnes, of Duluth, Minn.; Herbert Myrick, of Springfield, Mass.; John S. Lawrence, of Boston; E. M. Herr, of Pittsburgh; Roy D. Chapin, of Detroit; John S. Raskob, of Wilmington, Del.; Charles A. Hirsch, of Cincinnati; Peter W. Guebel, of Kansas City, Kan.; Thomas B. McAdams, of Richmond, Va., and John Sherwin, of Cleveland.

# To The Advertising Agent



HIS has to do with your income.

Just at the present time the advertising road is strewn with rocks and every once in a while one steps on a sharp edge.

Right now a surprising number of national advertisers are trying to commit business suicide.

Just as if every sane man didn't know that it is quite as important to do business in dull times as in good.



How about the good old solid account that you have lived with and devoted your best energies to for the past two years?

Is it beginning to wobble? Has it thrown one, two or even three of its shoes already?

John D. Rockefeller says that genuine success means doing the common things of life uncommonly well.

Surely this includes advertising.



Without advertising much of the business today would disappear. It is the *heart* of modern business. If you stop the flow of blood through the heart you choke the life of the body and it becomes dead.

To stop advertising is to stop the flow of goods through the heart of business . . . it is in fact business suicide . . . as deliberate as a revolver shot through the brain.

Huge bumper crops surround us everywhere . . . the nation is in reality richer and more prosperous than at any time in our history . . . the United States has mastered the art of production . . . one hundred and ten millions of people *must* and *will* consume . . . and yet--

Certain national advertising appropriations are being cut to the vanishing point or stopped entirely.

The far-seeing advertiser who goes right on will reap a harvest far beyond his just desserts.

All the world hates a quitter and a quitter never wins.



Now about that wobbly account.

Let's get together and do something to quicken its waning pulse.

Selling ideas are going to be more valuable during the ensuing twelve months than ever before. Advertisements from this day forward have got to *sell the goods*.

Let's throw old General Publicity . . . his gold braid and brass buttons into the junk heap and create campaigns that will *sell stuff*.

Our splendid organization is yours to command . . . experience . . . new energy . . . new thought . . . and selling ideas . . . ready to supplement your own . . . plus

James M. Ethridge . . . W. L. Larned . . . G. H. E. Hawkins . . . Mathew Beecher . . . John Bierwirth . . . William Van Dresser . . . anyone of the intelligent and loyal men of our staff will come right to your office and take off his coat and work with you. W. Livingston Larned is the best idea man that I have encountered in twenty-five years. It's no time to dally and hesitate.

Let's get that wobbly account back on the main track.

It may mean your income for the next year.

If you can't come to us we will come to you.

Send that telegram today.

Very truly yours,

**THE ETHRIDGE COMPANY**

25 East 26th St., New York City.

140 N. Dearborn St., Chicago, Ill.

# What Did Adam Think of Advertising?

For, When the Serpent Had Successfully Advertised the Apple, Eve Was a Prospect for "Ladies' Wear"

By COLLIN ARMSTRONG

National Chairman, Newspaper Committee, A. A. A.

THERE are some who point to Noah as the first advertiser. He, to use the vernacular of the advertising profession, visualized his proposition with the mighty ark, but, sad to relate, as an advertiser Noah was a failure because the audience he appealed to, so far as history informs us, were not impressed enough to even buy umbrellas, and they paid the penalty of their indifference.

## AN ADVERTISER IN EDEN

I would go even further back than Noah to the wily Serpent in the Garden of Eden who advertised his apple and most effectively, thereby laying the foundation of the great department stores and half of the commerce of the world to-day, for Eve, as soon as she had partaken of the apple, became conscious of the desirability of indulging in apparel. A modern application of the Garden of Eden episode is found in the well-seasoned anecdote of the rich, elderly uncle who took his ultra-fashionable niece to dinner, and, at the conclusion of the meal, urged her to eat an apple, and finally prevailed upon her to eat half an apple upon the promise of telling her why he wished her to do so. After she had complied with his request, he said to her that, as Eve discovered the desirability of clothing after eating an apple, he hoped that by eating half a one she would realize how nearly naked she was.

Then we come down to Moses, who brought to the world the first inscribed message of which we have record—the tables of stone bearing the Decalogue that he laboriously brought down the rugged front of Mount Sinai. But you remember that his brother Aaron got ahead of him, sensing the instinct of his race more keenly than his brother the Prophet, and set his advertisement up in the form of a golden calf. The result was that Moses in his one burst of temper destroyed his copy and had to have it rewritten.

With profound reverence I approach the unparalleled achievement in carrying conviction into the souls of men. When Christ, from the Mount of Olives, uttered the words: " whatsoever ye would that men

*Starting in a somewhat jocular vein, Mr. Armstrong, in his talk before the St. Nicholas Society of Nassau Island, quickly turned the attention of his audience to the easily demonstrable proposition that the ethics of clean advertising are the ethics of Christianity and that the Golden Rule must be the basis of conduct for those who would represent the spirit of American advertising to-day. Others have gone back as far as Genesis to find the genesis of advertising. No one has shown more clearly or more reverently advertising's affinity to the methods and teachings of the Bible's greatest teachers.*

should do to you, do ye even so to them." He gave to the world the most condensed, compelling message that mankind has ever received. Yet the difference between that communication and the one that Moses brought to humanity is that the Decalogue is a series of "don'ts"—it is prohibitive—while the Golden Rule is mandatory to action. Observance of it obviously means obedience to all the other Commandments.

Christ did not stop with the utterance of that sententious sentence, but followed it later with the exhortation—"Go ye into all the world and preach the gospel to every creature." What has been the result? During the two thousand years since those compelling messages were delivered, hundreds of thousands of men and women, more than were ever employed in all time in the promotion of any enterprise or proposition, have devoted their lives to impressing upon their fellow-men the moral and spiritual value of that Divine message.

The symbol, or, to use the technical word of to-day, the "trade-mark," of that message is recognized and its meaning understood all over the world and has been for ages past. We see it at the point of church spires, in the Cities of the Dead and, as the badge of the greatest effort ever made to alleviate the sufferings of humanity, it has been carried into the uttermost parts of the earth. The writer of a grand inspiring hymn

wrote with literal accuracy "the Cross of Christ, towering o'er the wrecks of time."

## WHAT PRINTING MEANT

You may ask what all this has to do with the present-day notion of a most important branch of the world's business? It shows that the human race from its inception has constantly advertised by word of mouth. Even after symbols and alphabetical characters were devised, spoken language continued to be the principal means of communication between peoples, for symbols were engraved in comparatively few places and written documents were carefully treasured in churches and monasteries. Public announcements were made by heralds and couriers in grandiloquent phrases and later came the town crier and bellmen.

Even with the advent of printing, advertising, as we know it to-day, did not come into its own for many years. As a matter of fact, it is only within the last half-century that the force and value of advertising by the printed word has been realized and only during the last ten or fifteen years has study and experience made it an all-important factor in all human affairs. The Great War gave formal advertising a tremendous impetus. Without advertising, the huge war loans, not only in this country but in the European countries, could not have been floated, or hundreds of millions of dollars collected for the Red Cross and other voluntary organizations, world-wide in their scope. The war brought into the advertising field the ablest writers and the most talented artists of all countries and made an impress upon advertising that will never be effaced.

## INFORMATION MUST BE ACCURATE

What I would like to impress upon you is that advertising as conducted to-day is no longer a hit-and-miss proposition: a jumble of catchy phrases, studied text or pictures designed to arouse attention. Advertising costs good money and, if effectively and extensively done, requires a great deal of money—hence those who undertake it for any pur-

# 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**

pose, if they are possessed of intelligence and sagacity, employ experts who make careful and exhaustive research of the field that the prospective advertiser desires to cultivate. The man who is to spend the money wants to know and should know where the markets are and what media are calculated to reach, create and stimulate those markets, so that when he begins to draw upon his advertising appropriation he knows pretty accurately what he is about and what results he should secure.

Those of us who are engaged in the business regard with pardonable pride the progress that has been made during the last decade or so, but we are conscious that advertising as a force in human affairs, great as it is, is still in its infancy. There are innumerable things to be done before desirable conditions are established and to bring those conditions about, to systematize and standardize them is the reason that a large number of those who are engaged in the business have banded themselves together in the Association which I have the honor of representing. That you may know the forces back of this movement, I may tell you that the members of this Association handle considerably more than 90 per cent. of the hundreds of millions of dollars that are spent in magazine and newspaper advertising.

AN A. A. A. PRECEPT, TOO

I am exceedingly glad of an opportunity to deal thus briefly with the aims and endeavors of our organization and I want to impress upon you

that in our co-operation among ourselves and with those with whom we come in contact we are not unmindful of the greatest admonition of them all to which I have referred. Indeed I may truthfully say that the leaders in our organization have foremost in their thoughts, with all their business cares and perplexities, adherence to the Brotherhood of Man in the precept, "Whatsoever ye would that men should do to you, do ye even so to them." No safer, more beneficial rule of human conduct can be imagined.

## The 30 "Best" Books on Advertising

At the suggestion of Professor Daniel Starch, Cecil A. Ross, librarian of the Graduate School of Business Administration, Harvard University, has compiled a list of advertising books which experts have considered the best.

A number of teachers of advertising and an equal number of advertising agencies were asked each to submit a list of ten to twenty-five of the best books in this field. Lists were received from seven teachers of advertising and five advertising agencies, one list from the educational committee of a large advertising club, and one list from the publishers of a leading advertising periodical. These fourteen lists have been combined into a composite list of five groups according to the number of lists in which the various books were mentioned as indicated below. In addition to these thirty books, twenty-five others were mentioned each in one list only. These are not given here

BOOKS MENTIONED IN TEN TO TWELVE OF THE FOURTEEN LISTS

- Cherington, P. T. "Advertising as a Business Force"
- Hollingsworth, H. L. "Advertising and Selling; Principles of Appeal and Response"
- Scott, W. D. "The Psychology of Advertising"
- Starch, Daniel. "Advertising; Its Principles, Practice and Technique."
- Tipper, Harry, and others. "Advertising, Its Principles and Practice," by Harry Tipper, H. L. Hollingsworth, G. B. Hotchkiss and F. A. Parsons.

BOOKS MENTIONED IN SEVEN TO NINE LISTS

- Adams, H. E. "Advertising and Its Mental Laws"
- Hall, S. R. "Writing an Advertisement"
- Parsons, F. A. "The Principles of Advertising Arrangement"
- Scott, W. D. "The Theory of Advertising"
- Sherbow, Benjamin. "Making Type Work"

BOOKS MENTIONED IN FOUR TO SIX LISTS

- Calkins, E. E. "The Business of Advertising"
- Cherington, P. T. "The Advertising Book, 1916"
- Farrar, G. P. "Typography of Advertisements That Pay"
- Hess, H. W. "Productive Advertising"

- BOOKS MENTIONED IN THREE LISTS
- French, George. "How to Advertise."
  - Mahin, J. L. "Advertising, Selling the Consumer"; rev. ed.
  - Russell, T. H. "Commercial Advertising"
  - Shryver, W. A. "Analytical Advertising"

BOOKS MENTIONED IN TWO LISTS

- Calkins, E. E. and Holden, Ralph. "Modern Advertising"
- Casson, H. N. "Ads and Sales"
- De Bower, H. F. "Advertising Principles"
- De Weese, T. A. "The Principles of Practical Publicity"
- French, George. "Advertising; the Social and Economic Problem"
- Higham, C. F. "Scientific Distribution"
- International Correspondence Schools, Scranton, Pa. "The Advertiser's Handbook"
- Lewis, B. J. "How to Make Type Talk"
- Shaw, A. W. "Some Problems in Market Distribution"
- Strong, E. K. "The Relative Merit of Advertisements"
- Trezie, F. J. "The Typography of Advertisements"
- Wadsworth, G. B. "Principles and Practice of Advertising"

### A Tribute From Mexico

Conclusive proof of the widespread reader interest in ADVERTISING & SELLING are the congratulatory letters which come in from all over the United States and from far-off climes. Readers in countries from England to South Africa, from Canada to Japan and China follow ADVERTISING & SELLING as closely as do the thousands in the United States. Here is a letter from Mexico:

Aztec Advertising Company,  
Av. 3 De Mayo No. 6,  
Mexico, D. F.

November 25, 1920.

ADVERTISING & SELLING Co., Inc.,  
421 Fourth Avenue,  
New York, U. S. A.  
Gentlemen—

We feel that we must write you this line to congratulate you on the article published in ADVERTISING & SELLING magazine of October 30, 1920, entitled "Domesticating Your Export Advertising," and written by Mr. P. L. Palmerton, of the Goodyear Tire & Rubber Company.

His statements are very convincing and we hope that all manufacturers in the United States will read the article and realize the importance of it. We feel that its strength is not only commercially, but that if carried out it will create a better feeling between the United States and all foreign countries, even if not done exactly as the Goodyear Tire & Rubber Company, because we believe that better results could be obtained by having the natives carry on their advertising.

Advertising is the act of announcing what one wants to dispose of, so that the other can obtain it. This would naturally lead to a better understanding of each other, and ultimately to friendship. Basing ourselves on this, we have established this company with the main purpose of advertising American manufactured products in this country, not only by the usual ways, newspapers, magazines, outdoor advertising, electric signs, etc., but have decided to open a permanent exposition showing samples of articles manufactured in the United States, and having a competent man in charge of the exposition in order to facilitate any data regarding prices, form of payment, delivery, shipping facilities, etc., of any article that may be of interest to the visitors.

Please accept our sincerest congratulations, re-maining.

Yours very truly,  
AZTEC ADVERTISING COMPANY,  
(Signed) C. S. OBRIGON, Jr., Manager.

**ED. HAUBRICH**  
designs booklets, everything  
for advertisers and printers  
110 W. 34 St. New York  
Room 1202. Phone Greeley 3948

**WILLIAM THOMAS**  
SLOGANS  
"Use a Line to Tell a Volume"  
Slogans of all kinds furnished upon short notice.  
198 B'way, N. Y. C., R 305 Tel. Cortl 1333

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

**"GIBBONS KNOWS CANADA"**  
MONTREAL TORONTO WINNIPEG

## That He Who Turns May Read

(Continued from page 5)

ture which tells the reader something even though the advertisement should not be accorded a full reading.

The sign which shouts across a ten-acre lot at me while the tram is making forty-five; the illumination which blinks its message at me, and registers, on the Great w.k. White Way; the good street car card which tells me how to make my cough drop—each must tell its story in terms of simplicity or be lost in the great shuffle.

And it should be just as true of an advertisement in paper or magazine. The writer may work himself into a sweat of frenzy preparing it; but the great public isn't taking any day off to find the missing links which should be there to grasp the eye, hold the mind and ease the pocketbook. Perhaps there was a time when the very novelty of advertising might have compelled attention. But that day is long past. Advertising has become an accepted world institution. Attentive readers have become page turners. And if the advertisement won't stand the page-turning test, another piece of perfectly good paper at ever so much a ton has been sacrificed to the gods of waste.

### To Plan Convention Program in St. Louis, January 21

At a meeting to be held in St. Louis, January 21, the program committee of the Atlanta convention of the A. A. C. of W. will co-operate with members of the various departments of the National Commission in formulating plans for next June. Irvin F. Pashall, chairman of the convention program committee, has asked each of the twenty-two departments to send a committee to the meeting.

The Executive Committee of the Associated Advertising Clubs of the World on January 24 and 25 will confer in Atlanta with the national program committee and with convention officials. The Atlanta Advertising Club will give a dinner in honor of the Executive Committee on the first day of the conference.

### Chicago Holds Financial Advertising Show

"There has never been a gathering of bank advertising that has been more impressive and more constructive than is this display that your local advertising men have arranged," said William Ganson Rose at the opening session of the Financial Advertising Exhibit held in Chicago on December 10 under the auspices of the Advertising Council's Financial Department, of which F. D. Couner is chairman.

This event, which lasted an entire day, was held in the Morrison Hotel with a luncheon and dinner meeting at which Mr. Rose, of Cleveland, business counselor, was the principal speaker.

Financial advertising was shown on about

one hundred display boards, including exhibits by Chicago's leading banks and a number of bond houses, as well as four displays which were accorded prizes at the Indianapolis advertising convention, and two illuminated window trims by a local bank.

### Benjamin M. Dale With Charles Daniel Frey

Benjamin M. Dale has become associated with the Charles Daniel Frey Company, Chicago and New York, as an illustrator and executive.

### Sioux City's Advertising Plan

The Sioux City Chamber of Commerce has launched an advertising campaign utilizing newspaper, magazine and direct-by-mail advertising. The campaign was started after a careful industrial survey in which Sioux City's facilities were determined and also what was needed to make it a well-rounded industrial community and to further develop the market.

One series of advertisements consisted of from 12 to 52 in a number of trade journals. The general style was the same, featuring a reverse cut reading "Sioux City, the spirit of progress." While the subject matter differed for each medium many general facts of the city, such as location, railroad facilities, etc., were carried throughout the series.

At practically the same time the trade journal advertisements were started the direct-by-mail campaign was launched. A series of ten letters was sent to 5,000 of the leading concerns in the industries appealed to through trade journals. Each letter carried a different point and was accompanied by a small insert containing a few brief paragraphs and featuring the Sioux City slogan. The letters went at intervals of two weeks, and these, with the magazine advertisements, continued for six months.

The result far exceeded expectations. Hardly had the campaign begun when inquiries started coming in from all over the United States and from Canada. Inquiries were also received from Egypt, India and Switzerland, showing that an American publication reaches every corner of the globe. It is too early yet to tell the exact results obtained from the advertisements, but negotiations have been taken up for numerous new industries that are planning on Sioux City as a location. No attempt was made to get a concern to move, but the appeal was for concerns, especially those in the East, to place branch houses in Sioux City to care for Western trade.

The newspaper campaign was for a different purpose; it was to build up the Sioux City market. A series of twelve advertisements was run in over a hundred of the leading country papers throughout four states in the city's immediate territory. Each advertisement took up a different branch of industry, such as manufacturing, live stock, packing, jobbing, etc., showing the advantages of Sioux City both as a place to purchase supplies and as a market for live stock and produce. The advertisements were paid for at regular rates and not a line of free publicity was asked, although many of the papers gave the city a boost in the editorial columns.

In addition to the advertisements, several neatly printed booklets have been prepared, and are used as follow-ups in answering inquiries.

## Sphinx Club Talks On Advertising Rules

(Continued from page 4)

had referred, could not reduce advertising rates by an act of will alone any more effectively than the Kaiser was able to will the attainment of the ends he had sought. He called attention to Mr. Sullivan's statement that "costs of labor, paper and transportation have gone up tremendously and advertising rates have not increased in proportion" and that "unlike some classes of business, the publishers may not have profited from replacement values on a rising market, and they may legitimately wish to avoid taking losses in a declining market by lowering their advertising rates in accordance with replacement values."

Since the publisher hadn't raised his rates to meet wartime conditions as he should have, Mr. Latschaw declared, he couldn't lower them now.

"There is an old saying," he told his audience, "which points out that what goes up must come down. But advertising rates, not having been 'upped,' cannot be 'downed.'"

In reviewing the rise in publishing costs, Mr. Latschaw showed that coated paper had gone up three cents a pound in the last three months, a rise in ninety days alone of sixty per cent of the base (pre-war) price of five cents a pound. The manufacturers have set a price of nine and a quarter cents a pound on super for the first quarter of 1921; before the war it sold at three and a quarter cents a pound. He called attention also to the fact that printing costs would be pushed still higher by the cutting down of the work week from forty-eight to forty-four hours, effective May 1, 1921, and, in New York, by the new wage awards now being arbitrated. Incidentally, he pointed out that the price declines cited by Mr. Sullivan were not on commodities whose costs enter into the cost of publishing.

If advertising rates have increased only on an average of thirty-seven per cent over the same period in which paper and labor costs have gone up two hundred per cent, was his conclusion, the publishers were either profiteers before the war or have been fools since—and it is obvious that they were not profiteers before the war.

Mr. Jones's talk took up other factors in the cost situation and presented the rate question as it was seen by the New York City Publishers' Association. A. C. Baldwin, vice-president of the McGraw-Hill Company, made a warm plea for better co-operation among advertisers, agents and publishers to the end of making advertising yield its best at this time when its best is needed.

The size of this gathering at the Waldorf testified to the interest taken in the subject chosen for discussion.

### The Big Trouble With Salesmen

"The trouble with a great many salesmen," says one sales manager, "is that they regard the dealer as a buyer instead of realizing that he is in reality a salesman like themselves. Through the salesman's mind is always running the query, 'How can I make him buy?' He ought to be thinking instead, 'How can I help him to sell?' In this mistaken attitude lies the source of more salesmen's troubles than the great majority of them realize. I don't believe there is another mistake that piles up more unnecessary work and frustration for the man who is out on the road."—*Tobacco*.



## Features in this Number

December 18, 1920

YOU'VE STARTED AN AGGRESSIVE CAMPAIGN—HOW'S YOUR AMMUNITION? Weed out the "duds" before putting down your sales barrage.	3
THAT HE WHO TURNS MAY READ. The good advertisement is the one that gets its message across at first glance.	5
WHY THE FARMER LAUGHS. Copy and illustration intended to be "truly rural" only too often aren't.	6
SALES PROMOTION WITH UNCLE SAM'S AID. The Sales Promotion Manager of the United States Tire Company tells of direct-mail's part in his work.	9
ONE MORNING BROUGHT 400 CHECKS IN HIS MAIL. Ellmore Clark Patterson owes much of his success to his knowledge and practice of good advertising.	12
WHEN WILL THE BUYER RESUME BUYING? The Vice-President of the National Bank of Commerce warns of the dangers of, and suggests ways to end, the "buyers' strike."	24
NEW YORK ADVERTISING CLUB HOLDS SUCCESSFUL SHOW. Picture of cast and story of unusual production given by Gotham's advertising men.	30
WHAT DID ADAM THINK OF ADVERTISING? From a somewhat jocular lead the Chairman of the A. A. A. A. newspaper committee talks of the ethics of advertising.	36

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### Lord & Thomas to Advertise Motor Bike

Lord & Thomas, of Chicago, have obtained the advertising account of the Johnston Motor Wheel Co., South Bend, Ind. This agency is now handling also the advertising of the Oneida Motor Truck Co., Green Bay, Wis., and of the J. T. Polk Co., Mound City, Ill., producers of Juice of Grapefruit.

### Mohawk Silk Fabric Account With Presbrey

The Frank Presbrey Company, New York, has secured the advertising account of the Mohawk Silk Fabric Company, maker of silk gloves and underwear, New York.

### Royal Easy Chair Advertising With Peck

The Royal Easy Chair Co., Sturgis, Mich., maker of the Royal Easy Chair, has appointed the Peck Advertising Agency, New York, to handle its account.

### Printing Exhibition Next April

The next Printing and Allied Trades Exposition will be held in New York City in April, during the week that the American Newspaper Publishers' Association and Associated Press convenes.

### International Advertising Exhibition Attracts Huge Crowds

Approximately 50,000 people visited on its opening day the International Advertising Exhibition held at White City, London, from November 29 to December 4. More than 250 firms identified with advertising, among which were included several American concerns, had booths and displays.

Elaborate in every detail, the exposition was preceded on Saturday by a huge pageant of publicity in which were floats of many leading advertised products and live trade characters. Sir Robert Horne, president of the Board of Trade, opened the exhibition on Monday, surrounded by Chas. F. Highman, W. S. Crawford, officials of the Thirty Club and the best-known figures in the English advertising field. Sir Eric Geddes and Viscountess Rhondda visited the show, and every day prominent advertising men and women lectured on phases of the art and science. The Lucky Dip, a unique prize stunt, street posters, a window dressing competition and the numerous other attractions drew crowds a mile long.

### New York Advertising Women Meet

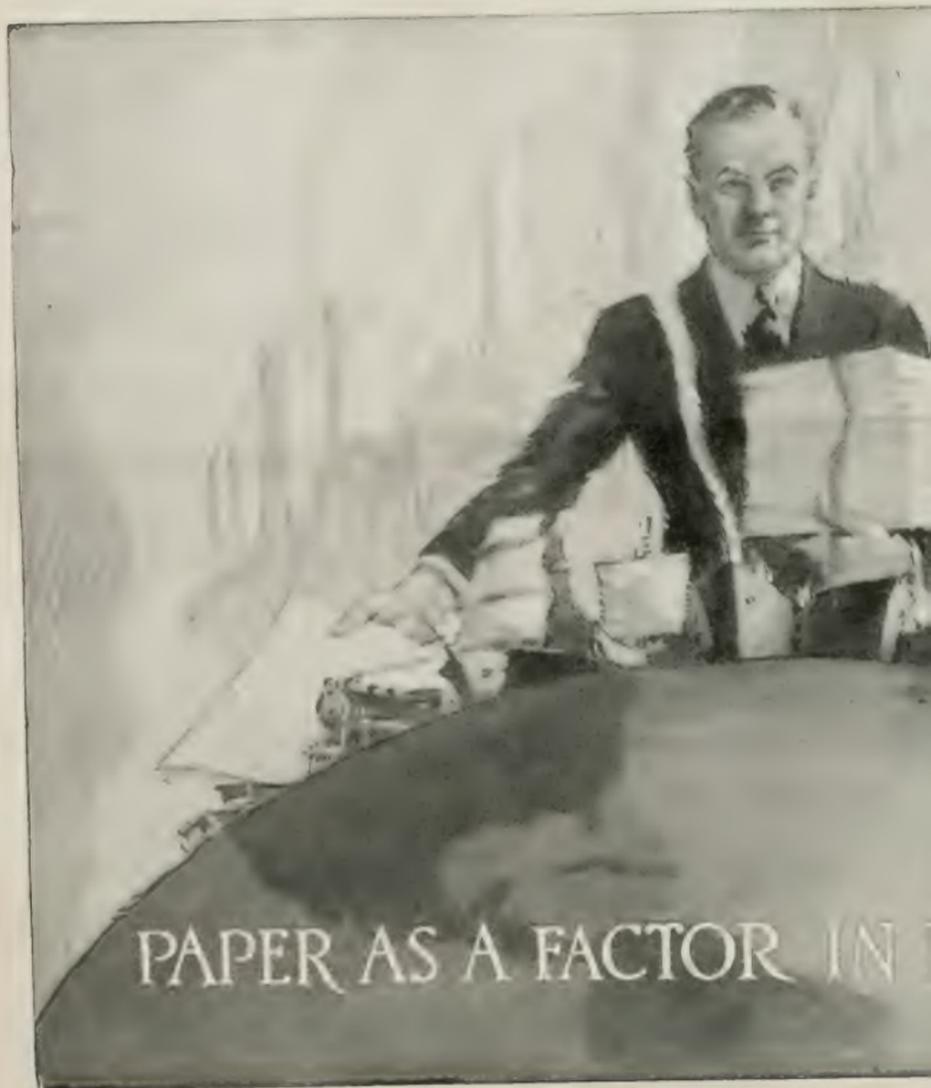
The New York League of Advertising Women, at their weekly luncheon, listened to an address by Mrs. Zue McClary, who is in charge of the Women's Department of Bonbright Co., Inc., of N. Y., on the subject of "Investments," in which she urged women, and particularly business women, to adopt the practice of investing and saving money. It was also the privilege of those present to receive greetings from the Los Angeles League of Advertising Women through Miss Gertrude Brainerd, vice-president of that association.

### McCrary Stores Show Sales Gain

McCrary Stores Corporation reports sales during November amounted to \$1,223,767, an increase of \$102,063, compared to same month last year. Year to date \$12,086,556, increase \$2,053,225.

## Calendar of Coming Events

January 3-8—Highway Transportation Show of the Motor Truck Association of America, New York.	January 17-21—Fourteenth Annual Convention, National Canners' Association, Atlantic City, N. J.
January 7—General Conference, Advertising Managers' Council, Motor and Accessory Manufacturers' Association, New York.	January 29-Feb. 5—Annual Automobile Show, Chicago.
January 8-13—Annual Meeting, Cycle Trades of America, Hotel Astor, New York.	February 7-12—International Silk Show, Grand Central Palace, New York.
January 8-15—Twenty-first National Automobile Show, Grand Central Palace, New York.	February 16-17—Annual Convention, Retail Clothiers & Furnishers Association of the State of New York, Rochester, N. Y.



PAPER AS A FACTOR IN



## The Tribes of the Himalaya Mountains Never Destroy a Picture

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

### **White is the mourning color of China**

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

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

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

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

**Research Laboratories**

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

# FOREIGN TRADE



The only results that count are the results that can be counted, and those are the kind of results you get from the American Weekly.

THE  
AMERICAN  
WEEKLY

*Read every Sunday by TWO and a HALF MILLION families.  
"If you want to see the color of their money—use color"—A. J. K.*

The American Weekly is 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, Mgr., 1834 Broadway, New York. W. J. Griswold, Western Representative, Hearst Building, Chicago.