

Advertising & Selling

DECEMBER 25, 1920

Business Is Better in Chicago

A recent Babson Bulletin stated:

"MANY CITIES SHOW GOOD BUSINESS. In the midst of so much dull business and so many gloomy forecasts, clients should not overlook the fact that there are a number of cities in which business is relatively good. This will always be true, even when conditions throughout the country as a whole are at their worst."

One of the cities where business depression has been and is at a minimum is Chicago.

A barometer of Chicago business is found in the enormous volume of local advertising. On Sunday, December 5, The Chicago *Tribune* printed 604 columns of display copy, the largest volume ever run in a single day without special edition features.

The Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

Write for 1920 BOOK OF FACTS

Member Audit Bureau of Circulations



THE only work that instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article, more than 70,000.

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

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

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

Published once a year. Used in the offices of a large portion of the important concerns in all lines thousands of times each day by Purchasing Agents, Foremen, Superintendents and others having to do with ordering or specifying.

IT is used by them for locating sources of supply as instinctively as the clock is consulted for the time of day.

Descriptive and other advertising matter therein automatically comes to the attention of buyers at the important moment when they are interested. Costs for one insertion—brings continued returns for one, two and three years.

5980

Advertisements

2315

Advertisers

A recent audit to determine the *importance* of its users as indicated by capital employed shows:

Over \$10,000,000	capital—more than 500 users
Over \$1,000,000	“ “ “ 3000 “
Over \$100,000	“ “ “ 12000 “

For obvious reasons it was impossible to get capital ratings for more than 8,000 of the most important users, such as Federal, State and Municipal Government department subscribers—U. S. Consuls, Foreign Subscribers, also Boards of Trade, Libraries and other places of public reference where each copy is consulted by many buyers during the year.

Forms for 1921 Edition Now Closing

THOMAS PUBLISHING COMPANY, 129 LAFAYETTE ST., NEW YORK CITY

CHICAGO—20 W. Jackson Blvd. BOSTON—Allston Square SAN FRANCISCO—433 California St. TORONTO—91 Constance St.

OVERSEAS OFFICES AND AGENCIES: London, Paris, Amsterdam, Kristiania, Madrid, Genoa, Calcutta, Melbourne, Wellington, Soerabaya, Singapore, Manila, Johannesburg, Cape Town, Durban, Honolulu, Saigon, Shanghai, Kobe, Rio de Janeiro, Buenos Aires, Havana, Mexico City.

Big Guns in the Dealer Campaign

THESE days are notable for sudden decisions on the part of manufacturers that, after all, valor is the better part of discretion and it may pay to use extra-heavy artillery and costly ammunition in the dealer campaign.

Among the companies who have fallen into line with big, big guns is the Piso Company, of Warren, Pa., manufacturers of a well-known remedy for coughs and colds. The latest effort of this company is the use, as a display piece, of a live, attention-riveting painting by Norman Rockwell, a reduced reproduction of which, in black and white, appears herewith.

This painting serves two purposes. Placed in the dealer's window it attracts attention to Piso's and works toward the increase of his sales of that line just as any other good piece of selling copy would. Properly merchandised by an advertising department which knows how to capitalize its art value and its obvious costliness it impresses

the dealer with the quality of the backing that the company is giving him and with the company's interest in his welfare, thus becoming an effective creator of dealer good-will.

In the dealer folder sent out to merchandise this display piece and at the same time to outline the campaign for late 1920 and early 1921, the Piso Company says:

We had only one purpose in mind in having Norman Rockwell—the artist who draws a great many of the front covers of *The Saturday Evening Post*—paint this



This is heavy ammunition—and real advertising art that is calculated to impress both dealer and consumer. Norman Rockwell painted it for the Piso Company.

Piso picture—*More Sales For You.*

We told Norman Rockwell to go the limit and do his best to give druggists the finest piece of display they ever received. This is the result.

It is a splendid display for window, shelf or counter.

It links you up with the great Piso demand.

It links you up with all Piso advertising.

It is good enough to win a place in any art gallery. It is fine enough to hold the attention of your public for months—even for years.

This expensive display picture is simply one element of our co-operation—hence there is not a penny's cost to you. No "ifs"—no "buts." Just mail the enclosed postcard.

These are well-put incentives to action. Of course, the best incentive of all is the reproduction of the Rockwell picture itself, which appears in the folder.

"Big guns and heavy ammunition" is not the only answer to the question of how to make the dealer use the "helps" furnished him. But it is one answer that seems quite satisfactory to the manufacturer who makes it.

2-10/24

Norman Rockwell
PHONE 375 NEW ROCHELLE, N. Y.

October 7 1920.

RECEIVED
OCT 9 1920
EINSON LITHO. INC.

Einson Litho, Inc.,
New York N.Y.

Gentlemen:
I can not resist writing you to say how much I appreciate the fine reproduction of the Piso Ad. It is gratifying to see so faithful a reproduction.

Sincerely yours
Norman Rockwell

Factory & Plant
327 East 29th St.
New York, N. Y.

EINSON LITHO INCORPORATED

Executive Offices
and Art Studios
71 W. 23rd St., N. Y.

Metropolitan

sends William Hard to Ireland

HE goes there untrammelled, free to get the truth and the whole truth. No blue pencil will touch a line he writes. He will see Ireland through American eyes and incidentally through the experienced, wise eyes of America's foremost investigator and writer. In 1918 William Hard ripped aside the curtain of secrecy enveloping our Hayti adventure. Hard told the truth about the Steel Strike when the Red hobgoblin was pushed forward to frighten away our sanity. Hard toppled over the pretensions of our toy tyrants in Washington. Hard did this pioneer truth blazing in the pages of the Metropolitan. And now

Hard will tell The Truth about Ireland

in the pages of the Metropolitan, he will tell how the British people down deep in their hearts react to Ireland's bid for a place in the sun. He will put the heartbeat of Ireland's millions on paper. He will tell you how much of the brave talking of both sides is done for trading. He will tell you the truth, the whole truth, free of passion or propaganda. He will put the Irish case before a jury of over 100,000,000 Americans. Hard's first cabled article will be published in the March Metropolitan. His other articles will follow in succeeding issues. These editions are sure to be sold out.

Advertising Forms for this issue Close January 10th

Metropolitan

432 Fourth Avenue, New York, N. Y.

The Automobile as a Barometer of Prosperity

Fort Worth Trade Territory leads Texas in the number of automobiles purchased during the year ending Nov. 25, which is but added evidence of the greater buying power of that territory as compared with any other in the State.

Fort Worth Trade Territory is defined as that served preferentially from the City of Fort Worth—in other words, that portion of the State enjoying a lower freight rate from Fort Worth than from any other city.

According to figures recently compiled by the Chamber of Commerce, Fort Worth also had a greater percentage of increase in automobile sales during 1920 than any other Texas city. The gain of Fort Worth in 1920 over 1919 was 59 per cent, as compared with 15 per cent for Dallas and 23 per cent for Houston.

The figures showing number of cars registered in the various territories in the State are as follows:

IN FORT WORTH TERRITORY	1919—108,698;	1920—172,682
In Dallas Territory	1919— 86,624;	1920— 99,887
In Houston Territory	1919— 99,195;	1920—121,985

Cars sold during the year ending Nov. 15, 1920:

IN FORT WORTH TERRITORY	63,984
In Dallas Territory	13,263
In Houston Territory	22,790

These figures demonstrate the relative buying power of the territories controlled from the three cities more forcibly than could be shown in any other manner. Where the greatest number of motor cars is sold, there lies the buying power. That is an indisputable fact.

Some of the counties in Fort Worth's natural territory reflect their great prosperity in phenomenal increases in number of automobiles owned. Eastland County, for instance, in 1919, had a total of 5,204 cars, while the latest figures show a total of 8,360. Stephens County, 1919, 1,222; 1920, 2,631; Wichita County, 1919, 8,341; 1920, 11,786. The greatest gains in automobile registration are noted in Fort Worth's tributary territory almost without exception.

The Automobile follows prosperity. There is no more sure indication. Don't be led to believe that Fort Worth trading area is in other than first-class condition. And, obviously, the city of Fort Worth commercially is but a reflection of the condition of its territory. West and Northwest Texas are the richest sections of Texas in per capita wealth, in natural resources and in percentage of native-born white population.

Fort Worth's future is assured. Its progressive citizenship is forward looking; and with a certainty of expansion in its trade territory. With the richest section of the State at its back, every condition is most favorable for the more rapid growth.

FORT WORTH STAR-TELEGRAM

largest circulation in Texas by more than 10,000, as shown by Government report October 1, 1920.

Charter Member A. B. C.

Circulation now
Over 75,000 daily **Over 90,000 Sunday**

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

A. L. SHUMAN, Advertising Manager.

"The Art of Hospitality"



Newspapers Replaced the Kick in Virginia Dare Wine

When the Prohibition Law was passed, the future of Virginia Dare Wine looked dark, but it was found that scientific de-alcoholing after the Wine had been fermented and matured left the flavor undisturbed. In fact, even with the alcohol removed, concentration slightly intensified the taste.

For nearly one hundred years Virginia Dare has been the popular light Wine in all parts of the country, and it was more largely consumed than any other single brand in the United States, either domestic or imported.

But—would the people be as eager for Virginia Dare without the alcohol? There was only one way to find out, and that was by extensive Newspaper advertising.

No great splash of space was used, con-

servative copy and strong appetite appeal being the rule. It was explained that while the Wine now contained less than ½ of 1% of alcohol as prescribed by law, the flavor remained the same; was just as delightful plain, or mixed in punches, cobbles, highballs, cocktails and rickies as of yore.

The response was almost instantaneous. The sale of Virginia Dare Wine without the alcohol exceeded \$300,000 monthly, the highest record in the history of the Company.

This is specific evidence of the power of Newspaper advertising in overcoming a real crisis.

Do you crave the taste of your old-time sales kick?

Newspaper advertising is for sale.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

NEW YORK

CHICAGO

ATLANTA

KANSAS CITY

SAN FRANCISCO

ADVERTISING & SELLING

The National Weekly of Modern Merchandising—Established 1891

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

ADVERTISING & SELLING CO., Inc.,
471 Fourth Avenue, New York, N. Y.
Telephone, Madison Square 1763-67

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

30th Year

DECEMBER 25, 1920

Number 27

Santa Claus' Prospects at Christmas Should Be Yours the Year Around

Yours Now and Yours When They Are "Grown-Ups"—But You Must Be Wise Enough to Cultivate the Juvenile Market

By PAUL W. KEARNEY

LAST week I was prowling around a little gift shop in Brooklyn, trying to conquer a Christmas list that was getting the better of me. The shop was chockful of attractive things—but it is so hard to buy for a bunch of women!

In the midst of my mental wrasslin' a little chatter-box, about six years old—yes, it was six, for that was the third thing she told the assembled customers—blew into the arena with some money in her tiny purse. Under the protection of a running fire of conversation, this youngster flitted from one counter and case to another, pricing whatever she was interested in and not missing a thing.

HOW SHE DECIDED

As an advertising man, you'll throw out your chest at her ultimate verdict. "I guess I'll take one of those Eversharp Pencils," she said. "They are real handy, aren't they?"

"There are a lot of nice things here, all right, but I've seen the advertisements for Eversharp Pencils and that's what I guess I'll take," she chattered on. Since she paid for her purchase and took it along, there isn't anything else about her that you'll be interested in except for the generalities.

These, gentlemen, are the true facts of the case. This isn't a padded ballot rigged up for the story. I didn't take the names and addresses of any witnesses, but there were quite a few. And the whole point of the incident—which,

I might say, is Eversharp—is also that most advertising men of today don't begin to understand this generation of kids.

You may remonstrate on the grounds that you have one or two. But that, in itself, doesn't prove anything. Usually the man with a child gets all puffed up about the cleverness of his youngster when, as a matter of fact, the child is only an average son or daughter, no more intelligent or keen than the majority of others.

This may seem to have no direct bearing on advertising to children. But it has. Its relation enters the subject on the grounds that you will never win a market until you understand it thoroughly. By that token, you'll never make much success selling children until you wake up to the fact that the children of today are going forward faster, learning more per minute, and retaining more per day than you and I are!

That six-year-old girl in the gift shop not only made her own purchase in a fraction of the time it took me to make one, but she gave me an idea again that I once had but had forgotten. As things stand now, I have bought three gold and one silver Eversharps for gifts. Hasn't it paid the Wahl people to convert that youngster to their ranks? Yet the sin is that she came into the fold as a casual or incidental—she picked up her informa-

tion in a grown-up magazine, most likely, and not in one of the juvenile papers she probably reads. I hold no brief for anyone, but I most decidedly take up arms for the entire group because I realize the value of any army of kids backing any product.

You must remember, of course, that children aren't what they used to be. During the childhood of most of our advertising men kids were "seen but not heard." They were just naturally "sat on" by their dignified but mistaken elders. In my day, which isn't quite so far back, I was both seen and heard, but I didn't have much to say of interest. Most of my generation ran wild as compared to our fathers. Today the difference is even more distinct.

THEY DO THEIR OWN BUYING

Where I used to gloat over a nickel, the youngsters of today expect and get a dollar. Where I doled out a penny for sticky candy, these kids spend a dime or a quarter. Where I shyly sucked my thumb and dumbly pointed to what I wanted, these kids look over everything in the place and buy what strikes their fancy.

In short, today's juveniles constitute a live market. They can be reached and, in the case of comparatively small things, they can buy without putting the motion before the house. In the case of bigger things, perhaps, you fellows with youngsters of your own already know how they work the old-time



lobby game until they get what they have their minds set on.

Today's juvenile market is a tangible, controllable, definite buying power possessing a marketable influence and power in the home. The man who sold space in a boy's paper twenty-five years ago probably did it all on the argument that it was good business to "get 'em young and train 'em." That argument still holds, but before we reach it we must realize that, in the process of training buyers for the future, we are also turning out a group of customers for the immediate present. There is no place on earth offering more of an opportunity to learn that truth than behind the counter of a retail establishment carrying anything of interest to boys and girls.

And you mustn't neglect the futurity element, either. To my mind, one of the most serious fallacies of modern advertising is the simple fact that we all blow our mil-

Here's what we mean when we talk of "the younger generation" and "the juvenile market"—live, healthy, acquisitive youngsters who to-day are both "seen" and "heard" as buyers and whose buying fancies are well worth controlling for to-day and to-morrow.

lions in sharp competition for the adult's money while most of us totally ignored that adult when he or she was young. In those days there was little or no competition for the young individual's attention from the commercial field, notwithstanding the fact that the individual's mind was still in the making and quite free from the habits and customs of maturity that so many of us find difficult to overcome now.

When you and I were young there weren't many advertisers telling us about their wares. But now that

you and I have set opinions and very definite ideas, all of them are struggling to batter down precedent and tradition and habit.

I have always understood that the best time to start learning a foreign tongue was during childhood. The mind is plastic and easily shaped. Outside influences are sharper; they make a more lasting impression. On the spur of the moment, I can't tell you what I was doing or where I was at 11:30 yesterday morning, yet I can tell you all about the day McKinley was buried—which is the oldest thing about my life and its memories that I can recall clearly.

If it is easier to teach French to a seven-year-old American than it is to a thirty-year-old Yank, then it must be easier to teach the fine points of Indian Motor-cycles or Swift's Premium Ham or Lux or Ivory Soap or Edison Mazda Lamps to a seven-year-old than to a thirty-year-old!

Surely it is more beneficial. Few religionists advocate waiting until a person is thirty before making him a Christian or a Jew or a Mohammedan. Chances are that if they did no one would be anything for more than a month at a stretch. As one sect after the other dug up its good sales points and covered up its bad ones, the man or woman prospect would switch and change just as we do in the matter of advertised goods. It seems safer to the churchmen to "get 'em young and train 'em."

For even if the competitor does
(Continued on page 20)

A. N. A., Now International in Scope, Plans to Make 1921 Busier Year Than Ever

Association of National Advertisers Enables Manufacturers to Reap Benefits of Valuable Cooperation in Market Study

Looking back over the activity at A. N. A. headquarters throughout 1920 and forecasting even greater activity in the year to come, Mr. Sullivan describes clearly and straightforwardly the general and individual service which the Association is able to perform for its members. He reveals the A. N. A. as a clearing house for 320 manufacturers "who are using advertising, co-ordinated with individual selling, to extend or maintain their distribution of merchandise." On its schedule of routine for 1920 was the preparation and issue of 29,478 data services, not including general bulletins.

By JOHN SULLIVAN,
Secretary-Treasurer, A. N. A.

EACH year, during the past five, advertising trade publications have asked for reviews of the work of the A. N. A. during the preceding twelve months. And each year I have felt like summing up everything in two words, as did the Abbé Sieyès, after he had come through the French Revolution. From the time of the publication of his treatise upon the Third Estate, which made a program for the Revolution, to his becoming a representative of the states-general, by his part in making the constitution of 1793, and through the scenes of violence and riot and death, to his role in forming the constitution of 1795, he lived as closely to events as any man—and helped even in making the events. And yet, when asked what he had done during the Revolution, he laconically answered, "I lived."

"WE WORKED"

So, as far as the A. N. A. is concerned, I could sum up the past year in two words—and would prefer to let it go at those, "We worked."

But such a summing up would satisfy no one, and, without doubt, interested parties would facetiously ask, "What else did you do?"

All the same, just to say we worked should be sufficient, because that places us in the class of all the commercial businesses in our field, and delivers us from the idea that some folk have about the operations of trade associations—an exploded and ancient idea, but persistent with some; as is shown when men who are not well informed about the A. N. A. ask me, "What else do you do besides being secretary-treasurer of the Association?"

Before mentioning some outstanding accomplishments, suppose I say something about the daily and regular work of the A. N. A. office. This office is a clearing-house for three

hundred and twenty manufacturers who are using advertising, coordinated with individual selling, to extend or maintain their distribution of merchandise. The A. N. A. office is their A. N. A. Department. Instead of each company employing men direct to get marketing information for them, and thus incurring salary and other heavy expenses, A. N. A. concerns take advantage of the mass of such information which is pooled at and disseminated from their A. N. A. Department; pooled at and disseminated for the purpose of enabling such concerns to avoid unnecessary experimentation in advertising and selling.

Just to give some idea of the extent to which this A. N. A. Department is used, the figures of service may be given. Data services are individual and separate, and do not include any general bulletins or reports. Each unit is a piece of desired information in the conduct of a member's business. For the fiscal year ending November 30, 1920, the number of these data services was 29,478. The average membership throughout the year was three hundred; so that each member received, on an average, ninety-eight data services. A list of those services would fill, probably, several issues of *ADVERTISING & SELLING*; so it must suffice to say that the 29,478 included everything relating to the marketing of goods by mass selling and individual selling, domestic and foreign.

Speaking of foreign marketing reminds me of the outstanding work of the Export Committee. Each member of the committee had assigned to him a foreign country or group of countries, and each man collected information along specified lines from the entire membership about that country or countries. Some of the reports turned in are in pretty com-

plete shape, and all reports will be completed at an early date. The reports are in loose-leaf form, and supplementary sheets will be sent out from time to time. This committee has worked extremely hard, and the results show what can be done by cooperative effort wisely directed by such a committee chairman as David L. Brown, of the Goodyear Tire & Rubber Company, and such vice-chairmen as Mark Kellogg, of Burroughs Adding Machine Co., and W. S. Lockwood, of the H. W. Johns-Manville Co.

WIDE RANGE OF INTERESTS

The general work of the Association is, if anything, even greater and more money-saving than the individual service. This work is not only of a standardizing, protective and promotive character, but includes anything that may come to hand—and many and important things have a way of coming to hand in A. N. A. work. You see, our work is not only national, but international. We have, for instance, a working arrangement with the Trade Marks, Patents and Designs Federation, Ltd., of Great Britain, whereby mutual and cooperative action will be taken when and if necessary to prevent legislation that may seek to invalidate trade-mark rights and interest, and so to complicate international commercial relations. Then the A. N. A. office has more than ever during 1920 become a kind of port of call for foreign advertising men and interests. Literally, our interests and connections extend "from China to Peru," and then some.

The story of the work done in Boston in preventing an advertising tax on outdoor advertising, and establishing a code of conduct for that form of advertising—apparently necessary because of its pre-eminently



MONT H. WRIGHT

Mont H. Wright, New A. N. A. President

Publicity Director of John B. Stetson Co., Who Heads Our National Advertisers, Will Undoubtedly Make "a Perfect Fit"

PHILADELPHIA again is honored. With the election of Mont H. Wright, publicity director of the Association of National Advertisers, there is conferred upon the "Quaker Town" a dual distinction—that of having had two of her sons—Rowe Stewart and Mont H. Wright—signally honored this year by the advertising and business world. Rowe Stewart was chosen to head the Associated Advertising Clubs of the World; Mont Wright was chosen to head the national advertisers.

Still more interesting and significant is the unusual coincidence that both of these successful Philadelphians started their business careers together. It was on a newspaper, the *North American*, under the direction of M. F. Hanson, over twenty-two years ago.

Mont H. Wright was eighteen when he joined the Philadelphia *North American*. He had received his education in the public schools of the city, and it was his first job after being graduated from Manual Training School. That he was successful from the very start is shown in the fact that two years later, in September, 1900, when the newspaper organized the North American Relief Expedition to Galveston, Texas, young Wright was selected as one of the members. The following year he went with N. W. Ayer & Son, Philadelphia advertising agency, and with this concern he was identified for ten years.

In his years of agency work, Mr. Wright built up the foundation for his present success. He acquired that vast advertising experience which is obtainable only in the advertising agency. Since November 1, 1911, he has been with the John B. Stetson Company as publicity director. Mr. Wright holds among other honors a directorship in the Philadelphia Chamber of Commerce, and membership on the executive committee of the National Association of Corporation Schools. He was director of publicity for M. G. Brumbaugh when the latter was the successful candidate for Governor of Pennsylvania. During the war he served as director of Public Information of the United States Food Administration for Pennsylvania.

public nature—has been told in ADVERTISING & SELLING, so that it needs little more than mention here. The experience showed that legislators are amenable to reason and to the force of facts they can understand; also that something else than *advertising* terminology is necessary to win legislative victories for advertising as a factor in the national life. Those Massachusetts legislators understood what *mass selling* meant, but we might have talked about *advertising* until we were black in the face, and they asleep, without being able to accomplish our object, which, by the way, was a matter of public interest—a very important consideration when dealing with legislators.

To keep down advertising rates may not be popular with sellers, but one group of sellers will doubtless congratulate itself next year that we persuaded it to step "delicately." Back in July, we told some hundreds, and, ultimately, around fifteen hundred, outdoor plant-owners not to ignore the "moving finger" which, after canceling outdoor advertising plans because of costliness, might not be "lured back" by "piety" or "wit" or "tears" to "cancel half a line." They listened, and, by and large, followed our advice—for the third time.

by the way. In the past two years, such action by the A. N. A. has saved several millions of dollars for national advertisers, and, also—this is, perhaps, even more important—enabled the outdoor advertising men to get on to a sounder business basis.

During the past year the A. N. A. has appointed a representative in Washington; not for lobbying purposes, let me hasten to say; but to keep us informed regarding legislation that concerns or affects advertising and selling; also about postal matters, trade-mark matters, etc.

It has always been A. N. A. policy to cooperate with organizations of sellers of advertising space, material or service, or with other factors in its field. But this past year there has been an unusual amount of activity in this direction, and, without a doubt, 1921 will see even more. And such co-operation brings results—to each side, of course, else it could scarcely be called co-operation. We have worked effectively with the A. B. C., the A. A. A., the A. A. C. of W., and if only they are as desirous to get together as we are we will have more to do with the publishers' associations than even in the past.

As for 1921—well, we will just go on working—only harder than ever.

Advertisers

Can Avoid the Advance in Rates

J A N U A R Y 1, 1 9 2 1
IN THE NEW YORK GLOBE

by sending in their contracts for 1921 space at present rates to reach The Globe by 12 noon on Monday, January 3, 1921.

The Globe sincerely believes that the peak of print paper and labor prices will have been reached and passed before the end of the first quarter 1921.

The Globe offers the National Advertiser until January 1 the advantage of a stationary rate, if he wishes, on year's contract.

The Globe's rate to the average foreign advertiser represents the lowest percentage of increase over pre-war prices.

MEMBER **THE NEW YORK GLOBE** 170,000
A. B. C. **A DAY**

JASON ROGERS, Publisher

These specimens of Crown copy illustrate two unique features of the company's advertising.

On the right is a reduction of a recent newspaper rotogravure page that really "talks French." Note how the right effect has been obtained by the use of Helen Anita Haas' ultra-Gallic models and the little cuts of familiar Paris.

Below is a reproduction of a Crown dress tag describing the particular mode in adjectives fascinating to the feminine mind and cleverly suggesting accessories which milady will want forthwith.



From Paris, France—to Paris, Ky.!

FOR the first time in the history of fashion in America this Spring will bring to hundreds of communities where "Paris" has been only a magic word heretofore, and Parisian style but something remotely pictured, or the possession of the wealthy alone, an opportunity so far restricted to the metropolitan style-centers of America.

It will mean the opportunity for well-dressed women in every great and notable American city to get in their own town, authentic Parisian fashions, these creations designed in Paris itself—at practically the same time as the original styles first make their appearance in France!

This achievement is made possible by Crown, the sole American organization maintaining exclusive headquarters in Paris. For years Crown, because of its location, has been able to anticipate Parisian dress fashion to adapt it instantly

to American needs, needs and to send it away with independent agent, country correspondents in the great cities of America.

Now, through the extension of Crown's business, the world-wide, and the bringing of a new line that breaks the time-honored tradition of Crown Parisian creations, its creations are about to surge throughout America—the ideal of a dress, look or style features Paris, France and "Paris, Ky."—throughout the world's fashion-center and the small towns of America—becomes an actual reality with one Spring!

If you would know what "Paris" truly means in style if you wish to realize what "Parisian fashions" mean individually to you, ask about the advance Spring showing of Crown creations at the one store privileged to present them necessarily to your consumers!

Rosalbe

Phrase the midst of a fragrant rose garden, Rosalbe, the unique tonic dress, comes to us straight from the Orient. Like the dress of Indian princesses the tonic skirt is wound and wrapped about the hips, producing that slender graceful effect so desirably youthful.

A large velvet picture hat would be a harmonious accompaniment to the tune of Rosalbe.

Crown INC.
PARIS NEW YORK
Interpreters of Parisian Fashions

Crown
PARIS NEW YORK

Interpreters of Parisian Fashion in Dresses
105 MADISON AVENUE - NEW YORK
DESIGNING HEADQUARTERS
PARIS

Selling Paris to Podunk

How Crown, Inc., Has Built Up an Unusual Service to "Interpret" French Fashions for Mrs. Small Town Buyer

By VIVIAN FRISBIE

WITH Paris *always* the last word in "Fashion," where is the woman who doesn't want a real Parisian gown? They've never been easy to have. Some women may "shop" in Paris and, for others, American manufacturers have long brought models from France to copy here—but these Parisian modes are not many and only for the woman of means. What of her sister in "Podunk"? Must she ever be content with the fascinating bits of feminine frills that tempt her from the pages of Fashion magazines—with dreams à la Cinderella of *real* Parisian gowns? In the yesterdays—yes! But today—No! Crown, Inc., has bridged the gap from Paris to "Podunk" and—presto!—real Parisian dresses are brought to the very door

of the small-town American woman and at a price that she can pay.

Crown, Inc., has developed in the ready-to-wear industry a most unique and unusual merchandising plan, which, based on the old "exclusive agency" scheme, yet differs very radically in fundamental methods of operation. Its manufacturing department is located in New York. Its designing staff is in Paris and the company does *no* designing in America. Its Paris staff is composed of Parisians and, in an atmosphere conducive to the inspiration of Parisian styles, these designers watch carefully every changing mode and anticipating the French fashions recreate them to meet American needs. Models designed in Paris come to New York with the greatest speed.

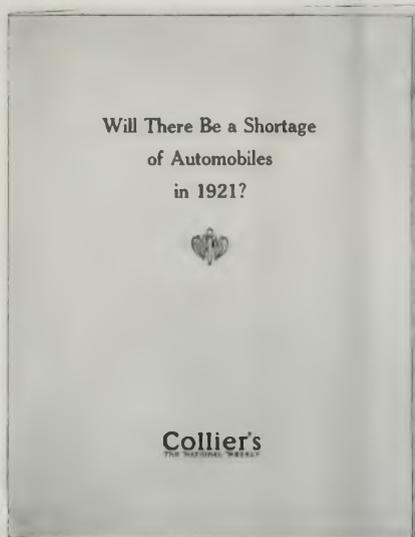
In fact, we are told, when a new vogue is first revealed by the great creators at the famous races at Longchamps or Auteuil, Crown presents its correct American adaptation at the races, but in America, at the same time.

Every possible dress need is covered by the Crown plan. Models range from two to four hundred a season. A unique feature is a small label attached to every gown indicating the season productive of the mode—this that the customer may be sure of the authenticity of the fashion. Each dress bears an individual cloth tag describing the historic background on which the style is based and offering suggestions for hats, accessories, etc. This gives a little human interest touch which should

Collier's

THE NATIONAL WEEKLY

5¢ a copy



Collier's booklet entitled "Will There Be a Shortage of Automobiles in 1921?" is now in the second large printing.

Send for your copy.

Read Collier's

have a marked feminine appeal—and prove a valuable selling help to the salesman.

Crown has distributed several unique booklets in America to merchandise its plan. Included are diverting stories of how Parisian fashions are interpreted and adapted to American needs by Crown designers in Paris, such as "Why Parisian Style Must Be Transposed for American Women in Paris," a booklet which has attracted wide attention. "American women must have French modes," says this little publication, striking at the heart of the Crown idea, "but, differing from France in race, temperament and climatic surroundings, these styles must be modified to meet American needs. Heretofore American women have had to accept either unchanged French fashions designed for a world of society totally apart from their own, or copies or adaptations made in America which are as far from Parisian taste and inspiration as New York from Paris itself. With the Crown plan Paris styles are brought to the very doorstep of the American woman even in the smaller towns."

THE ADVERTISING CAMPAIGN

Crown, Inc., has launched an advertising campaign comprising page advertisements in metropolitan rotogravure sections making a direct appeal to the "Wholesale Dress Buyer." Attractive illustrations portray "Paris-Style" gowns. Buyers of the "better stores" are invited to be present at an exhibit to be held at the Crown headquarters in New York. A further appeal is made to those store executives who seek authentic fashion information for pre-season modes—as the Crown display is declared to be complete in new styles, new fabrics and an ultra-American version of Parisian modes. A novel illustration feature lends true Parisian atmosphere to the copy. Cuts of the Rue de la Paix in Paris, the world's greatest fashion street, where the studios of many renowned couturiers are found, and of the Arc de Triomphe, the Pre-Catalan and other points of interest in the great French metropolis, appear in the corners of these full pages.

The merchandising features differ materially from the most exclusive agency plans. Crown requires no signed contract between its agent and itself. The agent is not obligated to buy on contract any specified number of styles or dresses. He may buy few or many, and those styles best suited to his needs.

The range of price is declared to be as wide as is the variety of materials.

The styles range from two to four hundred in a season and from these, says Crown, every agent can find any number of dresses that will meet his requirements. There are no restrictions placed on the agent insofar as the number of other lines he may represent.

The Crown dealer represents Crown fashions exclusively in his

Why Is It?

By PAUL YOUNT

They hire their experts trained
for Books,
And geeks who know the hooks
and crooks,
Of bringin' in the Golden Disks,
And cuttin' down the Leaks and
Risks,
Yes, they employ skilled engi-
neers
Who rave on blue-prints, shafts
and gears,
And there are scads o' girls and
clerks
To decorate the bloomin' works,
Their salesmen must be up to
snuff—
Carefully drilled to sell the stuff,
And in the factory there are
slews
Who tinker round with bolts
and screws.

But when they want to Adver-
tise,
(Get ready for a Big Surprise),
They pick on Jim or George or
Bill
Who has a raft o' Time to Kill,
Or, Two or Three o' them will
get
Their heads together in a
sweat,
The "Ads" they Somehow figure
out,
A job they don't know beans
about,
They stew around the live-long
day,
Then wonder why the Ads don't
pay.

Why is it that they do not think
They need a level-headed gink
Who knows the Advertising Job
Just like the geezer or the slob
Who hoards the Cash or makes
'em sign
"Right Here, Please, On The
Dotted Line"?

territory. After the usual dealer-helps a local advertising campaign is conducted in his town covering one full-page announcement and no less than three smaller advertisements to follow. We are told that, "through the intensified efforts of the Crown offices both in New York and Paris, and the advertising campaign Crown goods move almost automatically. Regardless of the fact that the Crown plan has been in existence for only a little over one season, many agents have found that this cooperation not only makes Crown goods exceedingly salable, says Benjamin Wilk, sales

and advertising manager of Crown, Inc., but stimulates the sale of the entire ready-to-wear department."

The Crown merchandising plan, he adds, is proving a distinctly valuable asset to the Crown dealer in the "Buy-at-Home" movement, because the woman in "Podunk" may purchase dresses in her own town which she heretofore had to buy in a neighboring city.

As a final bid for the reader's attention, Crown, Inc., advertises that prices of Crown products do not exceed those of ordinary domestic goods, due to the fact that, while the designing and adaptation of the fashions is done in Paris, the gowns are made in America and all duty is therefore eliminated except that on the original models which come from the other side.

This is, indeed, bringing "Paris" to the very threshold of the American home!

Another Advertiser Looking for an Agent

Planning Campaign and Wants
Some One to Handle
Appropriation

ADVERTISING & SELLING,
New York City.

Gentlemen:

We are planning to set aside a certain amount each year for the advertising of our line of goods.

We have been in business for the last thirty years, but have never entered into any definite advertising plan. We thought, possibly, you folks might be able to refer us to such information as would be of help to us in determining the proper channels to follow, so that we may advertise intelligently.

We have given the subject quite a great deal of study in the past two or three years, endeavoring to determine the exact season to advertise, the correct mediums and whether we should advertise direct by mail, or in the trade magazines or otherwise.

We will be very pleased to hear from you.

Yours truly,

THE COLUMBUS HANDLE & TOOL
COMPANY, Columbus, Ind.
Dict. by Wm. F. Bassett.

Advertiser With \$100,000 Account for
Some Agency at Frederick, Md.

Through an oversight the address of the Auto Motive Tractor Corporation of America, which is looking for "a live advertising agency" to handle its \$100,000 account in 1921, was omitted from the reproduction on Page 10 of the December 18 issue of the letter addressed to ADVERTISING & SELLING by W. J. O'Hara, general sales manager of the firm, outlining his needs.

The Auto Motive Tractor Corporation is located at Frederick, Md., where Mr. O'Hara can be reached by agents who wish to get in touch with him.



Your Financial Background

Building a background for a business is one of the most important and far-reaching functions of advertising.

Building a *financial background* for itself is one of the fundamentals of every business—the aim of every individual.

Every business or individual planning well ahead will seek to strengthen the background of “investment account” year by year.

Building a financial background is the mission of The National City Company which investigates with utmost care thousands of issues of securities. From such investigated issues this organization purchases only those which it is willing to offer to its clients.

At present market prices, the yield from bonds and short term notes combining strong security with liberal income is unusually attractive.

Funds, either temporarily idle or available for long term investment, may be placed on an attractive basis in well chosen long term securities.

We shall be pleased to aid the readers of Advertising and Selling in adjusting, further developing, or in starting an investment account.

We invite correspondence to this end, or we will mail our current monthly Purchase Sheet, offering a wide range of securities which we recommend, upon request for AY150.

Bonds

Preferred Stocks

Acceptances

THE NATIONAL CITY COMPANY

HEAD OFFICE
NATIONAL CITY BANK BUILDING
NEW YORK



UPTOWN OFFICE
FIFTH AVENUE AND 43RD STREET
NEW YORK

A. A. A. Service to Advertising in Past Rewarded by Prospect of Big Year Ahead

Members of American Association of Advertising Agencies Will Place More Business in 1921 Than They Have in 1920

"Every factor in advertising benefits by the operations of the American Association of Advertising Agencies," says Mr. O'Shaughnessy, recounting Association achievements. "The publishers can now look to each succeeding year with a degree of certainty which could not have been possible if the service to advertising were not on an organized basis with the strength and refinement of definite ethics. The advertiser can now make his appropriations for the approaching year with as much confidence as ever attended the purchase of his tangible materials. These improved conditions in advertising form a safeguard of general prosperity."

By JAMES O'SHAUGHNESSY,

Executive Secretary, A. A. A.

EVERYBODY knows that the year soon to close has been a good one for advertising. By "everybody" I mean at least those who read ADVERTISING & SELLING and so keep themselves generally informed as to advertising.

Nearly everybody knows that service to advertising had more to do with this phase of prosperity than any other of the several things entering into the situation.

With a lesser degree of service or with a lower quality of service advertising would not have reached the heights nor would it have avoided uncertainty at even a lower altitude.

THE WORK OF THE ORGANIZED AGENCIES

To speak of building service which brought into materialization the volume of 1919 and 1920 is to invite attention to the work of the organized ethical body of advertising agencies.

Organized improvement to service was necessary to create that volume. It was, by that fact, more than necessary to steady it and maintain it so that it might be projected to still higher levels.

Analysis of what has been done to bring advertising to its present status reveals the power of the organized processes.

Advertising lineage finds its total in two things. One of them is constructive.

We have passed the stage where advertising can be expected to volunteer itself any more than the farmer can expect an adequate crop of volunteer grain.

Much of advertising must be constructed now and by agency organizations highly skilled in the work. This fact is as big in advertising as

the sun is big on the horizon. The work of the American Association of Advertising Agencies has adduced every proof of that great fact. Further confirmation will be found in the figures of the ensuing year.

The members of the association will place more business in 1921 than in 1920. They know they will place it because they have constructed it. They laid the foundation for it and they built it.

We are just at the end of the third full year of the work of the association. It began with its hands filled with things to do, in November, 1917, and it has never permitted itself to have an idle period.

It will be interesting to the readers of ADVERTISING & SELLING to know that its work is carried on by the full membership of the association, every member doing his share of it and every member looking to the improvement of the totals in advertising to find his reward.

The bulk of the work done by the association since it began has been directed towards the improvement of the service given to advertising by its members.

ALL STRIVING FOR SERVICE IMPROVEMENT

We have had a great deal to do, it is true, with related interests. These were on the surface and have attracted more attention, but they have been by far the lesser things undertaken and accomplished.

Every member of the association is more proficient as a result of the association's interior operations. This is true of what are called big agencies. It is equally true of what are called small agencies. The membership includes many small agencies as well as the very biggest.

This interior upbuilding is due to the broad view of those to whom the shaping of the association was confided. The big men in the association at the beginning of its work had the vision to see that the thing from which all of them suffered, big and little, was bad competition. They realized that competition was bad, where it was bad, because of undisciplined thinking rather than defective intention. Thereupon the task of making every member of the association capable and deserving was adopted as the guiding principle of its work.

PROGRESS IN 1920

The first big step in bringing this about was to throw the wisdom of all experience into a common fund. The great secrets of each member became the property of every member. Formula then took the place of feeling or trying for effect. Drudgery dwindled and brains were released for planning and construction.

In the first two years of the operations of the American Association of Advertising Agencies the most of the waste and drudgery was eliminated. The years 1919 and 1920 received in a distinctly marked degree the value of improved service from all of the agencies in the association.

The advertising placed in 1920 in the main was sound advertising. I am speaking now of the national placing, so very much of which was handled by members of the association.

It is particularly encouraging to the future of advertising that so great a percentage of the total of the national volume has the benefit of the guidance and interchange of thought afforded by the American Association

(Continued on page 32)



This is The Capital
All Over

The Des Moines Capital

HOME
EDITION.

ABOUT THREE YEARS

THE EVENING

LETTERS, ANSWERS TO LETTERS, CORRECTIONS

2 IOWA WOMEN BURNED TO DEATH

WOMEN ASK FOR
LAW TO SAVE
INFANT LIVES

4000 Support for Bill
Introduced in House
to Save Infants

CARROLL WENT BY
APPROPRIATION

Loss of Two Lives
in House of Deputies
Followed by a Single
Year

OPPHAN KID
ENJOY PA
AT ONE

Miss Maudie
and Mr. Carl
Gardner, the
Sons of
Hannover

SAN DIEGO IN
PROTEST AS
THE JEAN

LAD PLAYS
AGE 41

ST PAUL FOR
200 FEB

IT'LL BE A GODFELLOW

CAR SCHEDULES
TO BE READY
Wilson in Appeal to People
and Economic Scrambling Children

CLOTHING IS
IGNITED WHEN
STOVE EXPLODES

1920

SS

15

IMAGE

Image
as, Durr
in
Lars

PLAN TO ALTER
N. H. REPRESENTATIVE

1920

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Facts About Iowa

Iowa's per capita wealth is \$3,345. The per capita wealth of the United States is \$1,965.

Iowa's Egg Crop is more valuable than the entire orange crop of the United States.

The world's gold mines produce annually less than the soil of Iowa.

There are 490,500 families in Iowa. Of these, 336,000, or 60%, own their own homes.

Iowa produces more corn and oats than any other state in the Union.

Iowa has more automobiles per unit of population than any other state in the Union.

The Des Moines Capital, Iowa's favorite newspaper, which serves the people of this fertile field, should by all means be on your list when you make up your 1921 appropriation. It has the largest circulation of any evening newspaper in the state and has been dominant in its field for more than a quarter of a century.

Life Young, Publisher

O'MARA & ORMSBEE

Special Representatives

New York

Chicago

Notice the Big Friday
Big Sunday Capital

The Des Moines Capital

What General Magazines Offer the Technical Advertiser

Leading Technical Publicity Into a New Field to Reach the "Ultimate Buyer"

The general magazines are bidding for a share of the technical advertiser's appropriation and have succeeded in swinging into a new field much advertising never before seen outside the technical publications.

Not everyone among the advertisers or among the publishers has understood the "selling points" behind this campaign.

Earle W. Bachman, Director of New Business of The Quality Group, says that the general advertising should be a plus effort added on to space used in technical publications—an effort aimed to reach the "ultimate buyer" of technical products.

This report of a talk he gave the Technical Publicity Association at its December dinner deals with that "ultimate buyer" and throws a bright light on the whole subject.

WHILE a few manufacturers of technical products have expanded their advertising beyond the technical press and use general magazines, there are still a large number who confine their advertising plans to mediums of a technical character, and many of these firms are represented in The Technical Publicity Association of New York. Discussing this question from a new angle, Earle W. Bachman made a talk at the dinner of The Technical Publicity Association, held in The Machinery Club, New York, December 16, on the subject, "The Quality Market for Technical Advertisers." Mr. Bachman is director of New Business and Market Analysis for The Quality Group.

NO COMPETITION WITH TRADE PAPERS

In his talk, Mr. Bachman emphasized that there is no competition between the technical and trade press and general mediums. To cut loose from theory and get down to actual facts, he used statements from a number of technical advertisers, who told, in their own words, of their experiences with general advertising.

Unquestionably the first thing the technical advertiser must do, he said, is to convince the technical man, the engineer, of the technical merits of his product and, until he has fully developed this side of his advertising, he should not consider general medi-

ums. Before entering the quality market a technical advertiser must decide two questions: first, a question of policy as to whether or not he should expend beyond technical mediums; and, second, if he decides upon general advertising, how much of the one hundred and five million American public should his general advertising cultivate.

The need for general advertising has been demonstrated in several concrete instances, Mr. Bachman pointed out. A large manufacturer recently completed a survey of industrial lighting. In canvassing five hundred industrial corporations his investigators found that 70 per cent of the manufacturers called upon were entirely satisfied with their present lighting equipment, but that only eight per cent of them actually had the kind of lighting they needed and only 32 per cent had what could be termed good equipment. This condition, he said, cannot be blamed upon the technical expert or engineer. Undoubtedly, their inadequate lighting systems had been called to the attention of the various firms by their own or consulting engineers.

WHO REALLY DOES THE BUYING

From this, and several other cases mentioned, Mr. Bachman drew this conclusion: The technical manufacturer should not expect to throw the entire burden of selling his product upon the engineer. It is both his duty and his opportunity to help demonstrate the need of his equipment to the ultimate buyer through advertising in the right type of general magazine.

Merchandising the technical product is, after all, he said, along quite similar lines to those followed in advertising any other product. The actual buyer is the owner of a factory, the official of a corporation, or a banker controlling the investment of funds in the business. The engineer corresponds closely to the dealer in merchandise lines, whose recommendation is necessary to complete the sale and who is an important factor, fully worthy of general advertising support.

This alignment, said Mr. Bachman, is substantiated by several present campaigns. He cited a case in which,

in 1915, one of thirty-eight manufacturers, all making identically the same product, sold through architects, engineers and contractors, decided to expand his advertising beyond technical mediums. In the general advertising the company advertised the value of the service rendered by technical experts to a certain part of the general public. He merchandised this advertising to the technical field by advertising in trade publications. Since this general advertising was started in 1915 this company's business has increased over 500 per cent a month, and it is now among the largest manufacturers in its line. In a statement the president of the company says, "The sales plans and policies instituted in conjunction with advertising and assisted by it, I believe, are responsible for this growth." A number of other concrete cases were also cited in detail, demonstrating the opportunity for business expansion offered the technical advertiser by the proper kind of general magazines.

BUSINESS IS CONCENTRATED

Continuing, Mr. Bachman said, "There are 105,000,000 people in the United States. If the technical manufacturer, after due consideration, decides to advertise in general magazines, is it necessary for him to attempt to cover millions of people in order to reach the buyers of his product? Or can he concentrate his advertising geographically by taking a few states or a few cities and cover the manufacturing of the country? Government statistics are the best answer to this question. Sixty-three per cent of all the manufacturing of the country is scattered through cities and towns of less than one hundred thousand population, and if an advertiser should advertise in every one of the sixty-eight cities in the country of over one hundred thousand population he would succeed in reaching only 37 per cent of his market among manufacturers.

"But while business is scattered geographically it is remarkably concentrated. Twelve per cent of the manufacturers in the United States are producing 83 per cent of all manufactured products. If a technical advertising campaign covers a comparatively small number of large firms the campaign blankets the greater part of American industry, and the question is reduced to the problem of selling large business organizations. Results of several investigations show that practically all buying done by business corporations is done by an officer of the company or a member of the firm.

(Continued on page 33)

The "Greater Newspaper"

---note the reaction of a
"quality circulation in quantity"

For a newspaper to tower like a mountain over all other papers in its field in Advertising gains is an evidence of strength, virility and productiveness not to be denied.

The tremendous impetus given The Herald by its consolidation with The Sun is again made manifest in advertising lineage in November, this year, compared with same month last year.

THE NEW YORK HERALD

GAINED 372,254 Lines of Advertising

(Compared with The Sun last year)

GAINED 120,794 Lines of Advertising

(Compared with The Herald last year)

To grasp the full meaning of this remarkable Herald showing—to more clearly see to what a marked extent the trend of advertising has turned to The Herald's columns—it is necessary to explain that while The Herald was making the enormous gains recorded above

---no other New York Morning
 newspaper showed a GAIN

Having learned of the tremendous local, national and international influence attained by The New York Herald of recent months, and realizing the vast purchasing power of Herald readers, the best space buyers are placing this "greater" and ever-growing newspaper on their 1921 schedules.

Is The Herald on YOUR 1921 schedule for "full copy"?

THE NEW YORK HERALD

Over 200,000 Circulation

To Build Better Technical Advertising

This Has Been the Aim and Achievement of the Technical Publicity Association Throughout Fifteen Successful Years

In telling this story of the Technical Publicity Association, its first vice-president says: "The T. P. A. has always worked in a quiet, unobtrusive manner; it has not gone forth and sung its own praises. As a result, only those intimately acquainted with its doings have a true appreciation of its accomplishments." He has been asked to recount some of those accomplishments and to outline some of the problems still on the table, that advertisers and publishers may better understand the service which the T. P. A. has rendered, is rendering, and can render them.

By W. A. WOLFF

First Vice-President, T. P. A.

THE Technical Publicity Association, Incorporated, had its beginning in 1905 and is, therefore, the oldest advertising organization, but one, in the world. Histories of advertising will record that this was some years before sundry magazines of the national and popular type had developed directors of research who, in turn, had developed charts, curves, and reams of data calculated to prove beyond the traditional shadow of a doubt that the manufacturer of a technical product must eventually stagnate and die unless he use the advertising pages of said magazine. It was also long before the coming of the excess profits taxes that made the work of said directors of research—oh, so much!—easier.

HOW IT BEGAN

In those calm days of 1905 fifteen men, advertising and sales executives associated with manufacturers of technical products, met to discuss some of the problems concerned with the use of advertising space in engineering, industrial and trade class media. The organization formed with these men as a nucleus stated its purpose to be "the friendly interchange of ideas, presentation of discourses on topics relating to sales promotion through advertising and a general study of all matters pertaining to the organization and functioning of an advertising department and the general advancement of the art of publicity."

To those who have weathered the storms of a number of the meetings of the last few years there may occur a reasonable doubt as to the success attained in adhering fully to "the friendly interchange of ideas." Witness one highly interesting occasion not so very long ago when the Technical Publicity Association was addressed by two labor leaders connected with the photo-engraving and printing trades. Be that as it may, it

has been found that controversial subjects are often most productive of fruitful, even though heated, discussion. The work of the technical advertising man concerning itself, as it does, with highly specialized appeals to equally highly specialized audiences, presents many such subjects to a program committee.

Originally, membership in the Technical Publicity Association was limited to advertising and sales promotion men actually identified with concerns engaged in the manufacture of machinery, mechanical or electrical, or of other properly technical products, as differentiated from groceries, dry goods and the like. Representatives of publishers of technical or class trade periodicals, as well as representatives of advertising agencies, were not admitted to membership, although welcomed as guests at the regular monthly dinners and meetings. Within the past few years, however, the growing community of interest existing between the technical and trade press and the technical advertiser has been recognized by the creation of an associate membership to which representatives of the technical and trade press may be admitted. The inhibition barring agency representatives still obtains.

There are, therefore, two classes of membership—active and associate. Associate members have practically all the rights and privileges of active members, including the right to vote. They are not, however, eligible to holding office in the association, although they are eligible to membership on the executive committee, an elective membership.

The association is primarily one of business men interested in obtaining at first hand such information from authoritative sources as will enable the members to carry on their work in a broader and more efficient manner. To attain this object meetings

are held on the second Thursday of each month, except during June, July, August and September.

These meetings, held at present at the Machinery Club in the City of New York, are quite informal. They begin with dinner, which is followed by a brief business meeting presided over by the president, after which the meeting is turned over to the first vice-president, who also functions as chairman of the program committee. The members and guests are then addressed by prominent men, authorities on topics having a direct bearing on the work of the technical advertising man.

MEETINGS MADE HELPFUL

As a rule, one general topic is assigned to two, or possibly three, speakers, if necessary; each man speaking on one phase of a particular problem, so that all possible angles may be covered. The subject and speakers for the meeting of October 14, 1920, will serve as a fair example of the character of the gatherings and their essentially serious nature. "The Banking and Good-Will Value of Advertising," the topic of the evening, was covered from three distinct angles by three speakers, Francis H. Sisson, vice-president of the Guaranty Trust Company; Charles F. Lang, president of the Lakewood Engineering Company, and William R. Wilson, vice-president of the Irving National Bank. During the season of 1919-1920 one meeting was devoted to the subject of "Foreign Trade" and the speakers were Verne Leroy Havens, editor of *International Engineer*, and John F. Fowler, vice-president of W. R. Grace & Company; another meeting was devoted to "National Media and the Technical Advertiser—White Space vs. Copy," and the speakers were F. J. Ross, of the F. J. Ross Company; H. A. Lewis, of McGraw-Hill Company,

(Continued on page 34)

Business Publishers Say Rates Must Stay

Speakers at New York Meeting
Show Why Advertising
Prices Cannot Drop

ONE hundred and seventy-nine members and guests attended the meeting of the New York Business Paper Publishers' Association at the Automobile Club Friday evening, December 17.

The subject which received chief discussion during the evening was "How to Combat the Demand for Lower Advertising Rates."

Malcolm Muir, vice-president of the McGraw-Hill Company, was the first speaker and illustrated his talk with lantern slide charts and statistics. In part, Mr. Muir said that in the early days publishers did not worry about circulation, sales or printing problems. They did not realize the service rendered, and even today, although that condition has passed and although the service rendered has been brought to a high standard, the advertising rates of the various trade papers have been a disgrace to the profession.

One particularly interesting chart shown was used by the *Electrical World*. Based on a period of five years it showed that the mechanical costs had increased 300 per cent, postage 300 per cent and paper 300 per cent, whereas the advertising rate had increased but 150 per cent. Figures on increased costs from April, 1920, to November, 1920, proved costs are still rising. Mr. Muir said and he predicted that costs would not go down for some time and the publisher must expand upon his present service, expand the present prestige and influence of the paper in order to maintain present rates or demand an even higher rate. He warned the publishers of various business papers to study their field very closely, adding that the possibilities of development were immense.

In closing, he cited an experience in visiting a manufacturer who objected to the present rates asked by the McGraw-Hill Company for its papers. Mr. Muir told this particular advertiser that the McGraw-Hill budget for editorial expenses next year would be between \$800,000 and \$1,000,000 and said that it would be an easy matter to reduce expenses by reducing the editorial budget or by reducing circulation or by reducing mechanical costs, but, in so doing, the influence of the papers and the service rendered by the papers would be impaired so that they would not have the same value for the advertiser.

A. C. Pearson, of the United Publishers' Corporation, said that the slogan of the *Dry Goods Economist* at the present time is, "Whatever they are going to do in general, they need to double our appropriation." He said business papers must "grow or go," and that the publication which considers a reduction in rate has lost its imagination. Reduced rates spell destruction, he declared, and pointed out that most business paper publishers have not found the limit of their fields. Space, he added, is not a commodity but a service.

The average business paper has increased its rate from 40 to 50 per cent during the war period. Industries grow about 5 per cent a year and show in normal times a growth of 25 per cent in five years. Business papers' growth, of course, must correspond with the growth of the industry they

(Continued on page 24)

THE WM. H. RANKIN COMPANY

at the International Advertising Exhibition
London, November 29 to December 5, 1920

THE exhibit of the Wm. H. Rankin Company, of New York, Chicago, Washington, Los Angeles and San Francisco, demonstrates the great advance

of American Advertising Agencies in the preparation of advertising "copy" and design. No finer examples of the skill of American advertising writers and American advertising artists can be found in the United States than the specimens which are shown at Stand "A" 83 of advertisements and advertising matter which the Rankin Company has prepared for its clients: The Butler Paper Corporations, The B. F. Goodrich Rubber Companies, The Haynes Automobile Company, Wilson & Co., Hartmann Trunks, The

Cheney Talking Machine, Kellogg Toasted Corn Flake Co., Mead Cycle Co., Trinnell Gloves, Kitchen Maid Cabinets and the Apex Washing Machine. These, of course, are only a few of the clients of this organization. I have been through practically all of the leading American agencies and none of them has a more complete organization than the Rankin Company, at whose head are such sterling men as William H. Rankin, Wilbur D. Nesbit, who is the foremost advertising writer in the United States, Robert E. Rinehart, H. A. Groth and Myron C. Perley. There is nothing that

one could think of in the way of efficiency in organization or in the scope of the business of advertising that is not thought of and carried out in the Wm. H. Rankin

offices at New York and Chicago. No advertising agency in this country compares with the Rankin organizations in any way—and reasonably so, because American advertisers not only spend vast sums of money in covering the American Continent and other parts of the world, but they have reached a point far in advance of this country inasmuch as they are willing to pay the highest price for the

best advertising "copy" ideas, sketches and service. They recognize and put into practice one of the fundamentals of successful advertising: that expensive space deserves the very finest class of appeal. Also, they realize that the present standard of advertisements is such that it is essential to spare neither effort nor money in order that one's announcements shall predominate in design and in strength of appeal. If any European advertiser contemplating an entry into the American market desires the help of a finely-equipped and widely-experienced agency, he cannot possibly do better than place himself in the hands of the Wm. H. Rankin Organizations.

G. F. H.



New York Office of the Wm. H. Rankin Company, 50 Madison Avenue Third and Fourth Floors



Chicago Office of the Wm. H. Rankin Company 104 South Michigan Boulevard Tenth Floor, Monroe Building

An INVITATION to Advertisers

Since above was written we have received a cablegram stating that our Exhibit received the first prize at the International Advertising Exhibition—and that our Certificate of Award has been mailed. We believe that the Exhibit which we sent to London showing the work done by our New York, Chicago and San Francisco organizations has never been equaled in point of originality of design and success. We will have a duplicate of this Exhibit of national, local and export trade paper, newspaper and farm paper advertising on display in our Display Room, 50 Madison Avenue, January 30 to 31st, and we extend a cordial invitation to all advertisers and advertising men to see this exhibit—appointments may be made by telephone. Call Madison Square 4815 and ask for Mr. C. E. Walberg.

Wm. H. Rankin Company

WILBUR D. NESBIT, 1st Vice-Pres. WILLIAM H. RANKIN, President H. A. GROTH, Treasurer
ROBT. E. RINEHART, 2nd Vice-Pres. MYRON C. PERLEY, Secretary

Associated with Chas. F. Highum Limited, London, England

50 Madison Ave., New York 104 South Michigan Ave., Chicago
WASHINGTON - LOS ANGELES - SAN FRANCISCO - IMPERIAL HOUSE, LONDON

Established 1899

NEWS OF THE AGENCIES

Powers-House Has New Accounts

The advertising accounts of the Thomas Motor Co., Kent, O., builder of the Akron multi-truck, and of the W. B. McAllister Co., Cleveland, are now being handled by Powers-House, Cleveland.

Brotherton-Knoble Add Banks to Staff

S. L. Banks, formerly editor of the *Daily Journal-Herald*, Delaware, O., has become a member of the staff of Brotherton-Knoble Company, Detroit agency.

Mr. Banks was publicity manager for

Captain Richmond P. Hobson in his 35,000 mile tour of the country during 1919-20. During the war he was with the Thirty-seventh Division, seeing service abroad.

Remington Agency Promotes Walz

The E. P. Remington Advertising Agency, of Buffalo, N. Y., has promoted Raymond E. Walz, effective January 1, to the position of assistant general manager. Mr. Walz, who has been with the agency for the past five years, has been production manager during the last two.

George Batten Co. Holds Second Convention of Clients

The second annual convention of clients of George Batten Company, New York, was held in the Music Room of the Hotel Biltmore, December 9 and 10.

Its purpose was the exchange of ideas and experiences among the various members making up what is called the Batten Family, so that the firms represented would have both knowledge and inspiration to tackle the present and future problems of business. Two hundred and forty men, representing the eighty different clients of the agency, were present at the four sessions. The keynote of the convention, "Now and Five Years from Now," was presented to the members by William H. Johns, president of George Batten Company, in his welcoming address. At each session of the convention an address was made by a member who was considered highly proficient on the subject taken up, and his remarks were followed by short addresses on the same subject by other members speaking from the floor of the convention. The topics covered were: Labor, Sales, Finance and Taxation.

Among the speakers were Senator James E. Watson of Indiana, of the Senate Finance Committee; Hon. Louis T. McFadden of Pennsylvania, Chairman of the House Banking and Currency Committee; Francis H. Sisson, vice-president of the Guaranty Trust Company of New York; George B. McCallum, president of the McCallum Hosiery Company, who spoke on "Industrial Democracy"; Earl S. Barber, sales manager of Alfred Decker & Cohn; Dr. Jacob H. Hollander of Johns Hopkins University, who spoke on the nation's tax problem. An impromptu address was given by George W. Hopkins of the Columbia Graphophone Company. More than twenty clients were represented by speakers on the program.

Thomas W. Lamont, of J. P. Morgan & Company, was unable to be present at the convention, but sent a letter outlining what he considered the six formulas adaptable to business men now passing through the temporary process of readjustment.

Following the business sessions there came a dinner and a special performance of Ziegfeld's 8:30 Revue on top of the Amsterdam Theatre on Friday evening.

C. C. Moore and O. M. Byerly Join Hubbell Agency

The House of Hubbell, advertising agency of Cleveland, has added Claude C. Moore and Oliver M. Byerly to its staff. Mr. Moore was formerly with the Lees Agency and Mr. Byerly with the agency of Paul Nemyer & Company.

A. B. Hall Leaves the Greenleaf Co.

Arthur B. Hall, who, for nearly four years, has been in charge of the Production Department of the Greenleaf Company, Boston, has resigned from that agency in order to conduct a specialized sales service under his own name.

J. P. Garvey With Nichols-Moore

J. P. Garvey has recently associated himself with the Nichols-Moore Company, advertising agents, Cleveland. Mr. Garvey was formerly with Proctor & Collier of Cincinnati.



While the Clowns Play Poker in Winter Quarters

WHILE the clowns and elephants and dainty trapeze girls are in winter quarters Maria Moravsky contributes to *The Outlook* the most delightful as well as the most useful essay on the American circus that probably ever has been written.

Her article "Uplifting the Clown" appears in the December 15 issue of

The Outlook

"The most-quoted weekly journal in America"

Those engaged in the business of advertising will profit substantially by reading this article. It presents unexpected facts about merchandising that you may never have thought of. We will send a copy of this issue to any reader of "Advertising and Selling" who will write us and ask for it.

On every hand people are saying of *The Outlook*: "I have never seen such an improvement in a periodical before."

The Outlook abounds in such articles as this that exercise the muscles of the brain, and do it with rare distinction and unflinching quality. No American periodical is more closely in league with life than *The Outlook*.

It is this nearness to life that intensifies the appeal of your advertising every time it appears in *The Outlook*.

THE OUTLOOK COMPANY

381 Fourth Avenue, New York

Boston, Mass.
6 Beacon St.

TRAVERS D. CARMAN
Advertising Director

Chicago, Ill.
122 S. Michigan Blvd.



SYRUP PEPSIN

Exuberant youth, sturdy old age—the joy of life and health fairly radiate from these new Syrup Pepsin cards. Several years ago the Pepsin Syrup Company started advertising in the street cars. Today their stirring messages of Health appear daily before millions of riders in the street cars, in thousands of communities, from coast to coast.

The four cards reproduced here in miniature were created by the staff of the Street Railways Advertising Company.



CAR CARD ENGRAVINGS BY AMERICAN COLORTYPE CO., CHICAGO AND NEW YORK

"—And Spreads After Dinner"

Take Advertising as a Tonic to Accelerate the Ambition—
Convincing Copy Will Do It

By LILLIAN L. EICHLER
Ruthrauff & Ryan, Inc.

Do you get down-hearted? Then read the advertising pages. Have you lost your pep? Then drink heady draughts of copy. Advertising has been recommended for every conceivable use except as a tonic and here comes a writer to remedy that deficiency.

A full page before breakfast, a few quarter pages at lunch and double-page spreads after dinner, according to age and previous condition of pessimism—and you can "put yourself at the big desk," "write short stories," "win fame by toiling overtime," "make the boss keep his eye on you," "get that \$50 raise" and store up enough accelerated ambition to last a year.

pointedly, "In which class are YOU?" And vaguely, I begin to feel discontented with my "daily stint at scribbling" (as F. P. A. would say). I begin to cherish dreams in which nothing less than the copy-chief's desk plays a prominent part.

With a sigh that bespeaks awakening ambition, I turn the page. I

am attracted by the picture of a young woman whose face is illumined with the glorious gleam of inspiration, and whose pencil is poised expectantly for the idea that will bring her fame—and \$1,000. "Why Don't YOU Write Stories?" I am asked. I forget the high cost of living. I forget prohibition. I forget the League of Nations. I remember only that I have always wanted to write stories—real, live, honest-to-goodness stories that people would read and talk about. Ah, to be able to get away from the old copy-writing desk, into the illustrious field of fiction . . .

SOME WORK INDUCERS

Again I turn, and again I feel the thrill of awakening ambition. "I Put

MANY and varied are the excuses offered for the ambitious lad who leaves the old homestead to seek a career in the big city. But has anyone blamed it on advertising?

When the high cost of living and the elusiveness of the "happy idea" have made me feel particularly despondent, I like to glance through the advertising pages of one of the great American monthlies. My spirits experience an unmistakable surge upward.

THE INITIAL URGE

The first thing that greets my toroise-shell-rimmed eyes as I turn the leaves of a popular home magazine is the rather familiar picture of a busy office. Activities on the part of the office force are quite obviously in the stages of early-morning restlessness. One rather proud and prosperous-looking individual is taking his exalted seat at a desk that bears the gold-plated (or is it gilt?) inscription of "Auditor." Several others, appropriately older and less self-satisfied, are casting fond glances in the direction of the important-looking desk. The well-known high stool and slanted-top desk of the bookkeeper are very much in evidence.

Now, here's where the ambition end of it comes in. The headline tells the world in general and me in particular to "Put Yourself at the Big Desk." After telling the story of men who were once young, alert and ambitious, but who are now in a rut, the "unseen salesman" asks quite

The Iron Age
Established 1855
239 West 39th St., New York

It Off—Just Put It Off!" a headline tells me. I read the sad story of a man who clipped off a coupon, but put off mailing it—and, as a consequence, put off success in his business for seven long years. Am I putting off success, I asked myself? Should I turn back to that advertisement that asked me why I didn't write stories and clip and mail the coupon that would bring me free the Wonder Book for Writers? I hesitate, ponder for a moment, and turn on.

This time it is an attractive little sketch that catches my eye. Who is this studious man, writing so diligently in the glow of the candle-light? I read—and discover that it is Thaddeus Fairbanks "working far into the night to perfect his first scale." That

is ambition, I tell myself. There is a man who knows the worth-while-ness of study, concentration, hard work. And his reward justifies the effort, for doesn't the advertisement tell us that "to-day Fairbanks Scales dominate the world's weighing?" Yes, I must study more. I must concentrate, work, plan, just as Fairbanks worked and planned. I determine to apply myself diligently to my books that very night—and keep a clipping of that sketch near me for inspiration.

"Keep Your Eye on Jim!" is the startlingly bold-faced headline that causes me to stop at the next page. I look at the illustration. It is lunch-hour in a factory. Men are grouped together in attitudes that are con-

ducive to strike discussion. Some of them seem bored with life—factory life particularly. One young chap is sitting apart from the others—sandwich in one hand, book in the other—intent upon his studies. From the doorway the Boss and the foreman watch him, smiling their approval and pleasure.

"Keep Your Eye on Jim!" I read it again, and feel strangely uplifted, stirred—*ambitious*. I wonder if the "men higher up" ever watch me as I pound out copy on my typewriter, and say confidently to each other, "Keep Your Eye on *Her*!" And as I turn the page, I promise myself that I will *make* them watch me—make them plan big things for my future.

AROUSE SELF-REPROACH

We all believe—either admittedly or secretly—that we are worth more than we are getting. I admit it. Perhaps that is why I am so irresistibly attracted to the smiling young man who has just drawn his pay-check and found that his salary has been increased. "Another \$50 Raise!" is the headline. I reproach myself for not being the one to have received that \$50—and I determine to try harder than ever to convince my employers that I am worth it.

I am now way in the back regions of the magazine—the last page, in fact. An imposing picture of a tombstone impresses me with its solemn dignity. I read the headline—and re-read it slowly to let it sink in. "Impervious to the Elements" is written in graceful letters beneath the stone. As is the way of unruly imaginations, I begin to wonder whether my footprints on the sands of time will be impervious to its resistless, unconquerable fight. I cannot restrain my ambitious enthusiasm.

"I shall build a solid foundation solid as this granite monument," I tell myself. "I shall work wholeheartedly for that success which is my ultimate goal. Day after day, month after month, year after year, I shall strive, building step by step a career that will be impervious to the flight of time—even as this 'hard, everlasting, gray granite monument' is impervious to the ragings of the wildest storm."

I turn over the last page, and place the magazine aside. What is it that makes me feel so keen, eager, anxious to meet and conquer problems? What is it that makes me feel so willing to sacrifice everything—yes, *every-*

(Continued on page 34)

Advertisement for "The World's Greatest Industrial Paper". The text is arranged in a block with varying font sizes and weights. At the top, "About" is in a large, bold, sans-serif font. Below it, "80%" is the largest text element, in a very large, bold, sans-serif font. Underneath, "of the sub-scriptions to" is in a smaller, bold, sans-serif font. The main title, "THE WORLD'S GREATEST INDUSTRIAL PAPER", is in a large, bold, serif font. At the bottom, "are in the names of corporations and firms." is in a smaller, bold, serif font.

Publishers Discuss Rates

(Continued from page 19)

represent. On such a basis, Mr. Pearson pointed out, business papers were justified in making an increase in advertising rates of 25 per cent during the past five years. He stated that if business paper space had increased in proportion to commodities, a decrease could be given today.

Volume is the only thing that has saved the business publisher, said Mr. Pearson, and the advertiser is getting that benefit today. At the present time, he pointed out, costs are up and volume going down and stated that a decrease could not possibly be allowed. As a matter of fact, the business papers will have to increase their rates, according to his view.

Mr. Pearson pointed out that because of the increased service and efficiency of business papers, the publishers did not need to go on the defensive but should handle this problem in a constructive manner. He warned publishers to increase their service and justify the position of the business press in the industry.

Mr. McCready, chairman of the meeting, in introducing Fritz J. Frank, announced Mr. Frank as the new president of *Iron Age*. Mr. Frank advised getting the advertisers' minds off advertising as a commodity and stated that advertising is a service that cannot be regulated any more than a lawyer, an engineer or any professional man can regulate the fee for his services. To illustrate that service is immeasurable, he told the story of how, when he sold space for *Iron Age*, he called on a

small manufacturer in one of the back-stairs offices on Canal street. This manufacturer used one-sixteenth of a page in *Iron Age*, advertising his product and, about three years later, erected a large building in Brooklyn to take care of the growing business. During this time his advertising in *Iron Age* was increased and, at a later date, the manufacturer moved to a much larger manufacturing establishment further out on Long Island. Mr. Frank said that if the advertising manager or sales manager of that company could tell what that service was worth, he would then tell him when their rates would be reduced.

W. H. McKay of *Iron Age* presented some very interesting figures and statistics as to how publishers could save money by using the proper sheet of paper for their publication and having an even trim all around. He also told how many thousands of dollars had been saved by *Iron Age* on color printing and in makeup work.

The last speaker of the evening was H. M. Swetland, publisher of the United Publishers Corporation. Mr. Swetland advocated the founding of a school for educating people for the business press. Such a school he considers a great necessity not only for educating the younger man coming into the business profession but for educating the people already in the business paper field. He outlined a plan as to how such a school should be founded and a resolution was adopted by the New York Business Papers Association to back such a movement.

A general discussion from the floor completed the evening's program.

Advertises Automatic Pistol

The Palmer Advertising Agency, New York, is now handling the advertising of an automatic pistol for J. L. Gales, New York.

Gannon Has Knitwear Account

J. W. Gannon, Inc., New York, is handling the advertising for S. Heim's Sons, manufacturer and importer of knitwear.

Firestone Canadian Campaign With Hamilton Agency

The Firestone Tire & Rubber Company of Canada, Ltd., has placed the conduct of its Canadian advertising in the hands of the Hamilton Advertisers' Agency, Ltd., of Hamilton, Ont.

Portland Cement Men Elect

Members of the Portland Cement Association at their annual convention, held at the Hotel Biltmore, New York, recently elected L. T. Sunderland, of Kansas City, president of the association, succeeding B. F. Affleck, of Chicago. The following other officers were re-elected: F. W. Kelley, of Albany, treasurer; Richard Hardy, of Chattanooga, first vice-president, and S. B. Newberry, of Sandusky, second vice-president.

California Raisin Sales, \$50,000,000

Approximately \$50,000,000 was realized from the sale of the 1919 crop of California raisins, according to the annual financial statement just released by the California Associated Raisin Company, which controls almost the entire acreage devoted to the industry in the state. Of the total crop of 182,591 tons produced last year, the association handled 159,260 tons, bringing a sales return of \$43,280,254.41.

The Cream—

The cream of newspaper circulation is *carrier* circulation—the papers that are delivered directly and regularly to the subscribers' doorsteps.

That is circulation you can rely upon. Day after day, it goes straight to the mark—into the home, where the buying impulse originates. The paper that goes into the home is read more carefully and by more people and produces a better response for advertisers than any other class of circulation.

Ninety-one per cent of The Kansas City Star's circulation in Kansas City is delivered by carriers—only 9 per cent is sold by newsboys and newsdealers.

THE KANSAS CITY STAR

Average Net Paid Circulation during November:

Morning	Evening	Sunday
215,689	221,037	222,009

Chicago Office,
1418 Century Bldg.

New York Office,
2 Rector St.

WITH THE ADVERTISERS

Barrett Co. Executives Change

Eversley Childs, chairman of the board of the Barrett Company, and William Hamlin Childs, president, at a meeting of the directors of the company, resigned their positions. William N. McIlravy was elected chairman and Thomas M. Rainhard president. William Hamlin Childs was made chairman of the executive committee.

The following directors of the company presented their resignations: Harry W. Croft, J. H. Fulton, William S. Gray, Alexander C. Humphreys, Isaac B. Johnson, Powell Stackhouse, Hamilton Stewart, J. Harry Staats, H. D. Walbridge and Horace S. Wilkinson.

The following directors were elected: E. L. Pierce, president Solvay Process Company; W. H. Nichols, Jr., president General Chemical Company; Orlando F. Weber, president National Aniline and Chemical Company; Walter B. Harris, sales manager the Barrett Company; M. H. Phillips, New York manager the Barrett Company; D. W. Jayne, manager Chemical Department the Barrett Company; Clark McKercher, General Counsel the Barrett Company; E. J. Steer, secretary and treasurer the Barrett Company.

George Moeller Directs Woolen Sales

George Moeller, for many years connected with Carson, Pirie, Scott & Co., Chicago, is now sales manager for the Medford Woolen Manufacturing Company, of Medford, Mass.

United Candy Stores Lease Long Island Plant

The American Chiclé Company has leased for a long term of years a modern five-story factory, containing about 100,000 square feet of space, at Harris avenue, Long Island City, to the U. R. S. Candy Stores, Inc., manufacturers of "Happiness in Every Box" candies.

Columbia Graphophone to Have New Offices

The Columbia Graphophone Company has taken a long-time lease, involving a total rental of a million dollars, on the eight upper floors of the new Gotham National Bank Building, now nearing completion at Broadway and Columbus Circle, New York. Besides the executive departments now in the Woolworth Building, the recording department, on Thirty-eighth street at present, will be located in the new quarters. It is planned also to erect huge electric signs facing the south and west at the top of the building to advertise the company's products.

\$750,000 Campaign for Diamond Dyes

Wells & Richardson Company, Inc., Burlington, Vt., to celebrate the fiftieth anniversary of the company's product, Diamond Dyes, has planned an advertising campaign involving the expenditure of \$750,000.

American Crayon Co. in New York

The American Crayon Company, Sandusky, O., has established Eastern headquarters in the Bush Terminal Sales Building, New York, where it will occupy nearly all of the seventeenth floor. The clerical and sales offices of the company will be here under direction of George E. Parmenter,

vice-president and chairman of the board of directors.

W. B. Remington, Whiting & Cook Sales Manager

William B. Remington, formerly sales manager of the Strong Paper Company, Middletown, Conn., has been appointed to the sales management of Whiting & Cook, Inc., Holyoke, Mass.

Another Piano in National Advertising

Ben H. Janssen of New York has started a national advertising campaign for pianos

in a list of magazines. The advertising features a booklet called "The City of Happiness," which is said to make no mention of the Janssen piano, but rather aims to further the cause of music. Arthur Brisbane, Nicholas Murray Butler, Geraldine Farrar and others are reported to have praised the booklet highly.

R. E. Chamberlain Detroit Packard Sales Manager

R. E. Chamberlain of the Packard Motor Car Co., of Detroit, has been promoted to general sales manager.

Tell Your Sales Story In The Muncie Star— Muncie's Dominant Newspaper

Muncie, with her great factories and ever-increasing industrial population, furnishes a wonderfully rich buying market for the National advertiser, but the power of The Muncie Star goes farther—it not only thoroughly covers Muncie but also reaches into ten of Indiana's richest counties, telling the advertiser's sales story to thousands of prosperous farmers in one of the most fertile sections of Indiana.

The following facts and figures, covering a period of the first nine months of 1920, show better than any arguments of ours how thoroughly The Muncie Star dominates Muncie and its trading territory from a newspaper standpoint.

During the first nine months of 1920 The Muncie Star carried a total of 21,341.05 columns of advertising; this represents a gain of 2,504 columns compared with the corresponding period of 1919 and exceeds the advertising lineage of its competitor by 10,472.80 columns of advertising.

During the first nine months of 1920 The Muncie Star showed an advertising gain in every department as follows: Local gain, 1,383.85 columns; foreign gain, 329.70 columns; classified gain, 791.15 columns—a total gain of 2,504 columns.

During the first nine months of 1920 The Muncie Star exceeded its competitor by 5,869.75 columns of local advertising; 2,866.50 columns of foreign advertising and 1,836.45 columns of classified advertising, a tremendous gain in each and every classification.

The Muncie Star is the only medium through which an advertiser can thoroughly cover the city of Muncie and its surrounding trading territory; its circulation in Muncie alone is practically equal to the total circulation of the other newspaper, and The Star's total circulation is nearly three times that of its competitor.

The Muncie Star, The Terre Haute Star and The Indianapolis Star make

The Star League of Indiana

*The Greatest Combination of Quality
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

Here's Both Rhyme and Reason



Don't Leave Them Behind

Brains and Chains must be used for the safe operation of automobiles.

By FRANCIS W. HOADLEY

Simmons-Boardman Co.

"A MAN with the entire top of his head cut off!" That would be a pretty gruesome picture, one would think, yet, thanks to skillful treatment, here is just such a picture which, instead of making one think of gruesomeness, makes one think to carry Weed chains in the car—which was exactly what the American Chain Co. set out to accomplish in the advertisement.

Now the charge is often made that illustrations used in advertising are "without rhyme or reason," but, certainly, here is one of which that cannot be said. For there is no question about the rhyme of "brains and chains," nor is there any that their absence is the direct cause of many an automobile accident.

The most effective advertisement is the one which gets its message across quick, and surely it takes no study to grasp the lesson of this one—*Play safe, use your brains and chains.*

Foster Joins Hare's Motors

W. J. Foster, formerly assistant truck sales manager of the Packard Motor Car Company, of New York, has become assistant to W. G. Toland, general truck sales manager of Hare's Motors.

Edison Advertising Portfolio Made in Miniature

The Edison Laboratories have just published for distribution to dealers a miniature sales portfolio, reproduced photographically from the large one issued in the early part of the year. The original, which weighed about fifteen pounds, was carried only by jobbers' traveling representatives. The new "pocket edition" will allow a handier and wider distribution.

That is the message which the advertisement flashes direct to the reader's brain at first glance, while the uniqueness of the picture strikes the reader's eye and holds his attention. In short, here is a good example of two things—two things worthy of study by both artists and copywriters. First, what might have been a horribly gruesome picture has been turned into an attractive one by skillful treatment. Second, an important and powerful message has been gotten over with a picture and four words—"Don't leave them behind."

There you are—the whole reason for this advertisement in a nutshell, and, just as certainly as Weed tire chains will perform their mission *if given a chance*, this advertisement, due to skillful handling, has been given a chance to perform its mission of emphasizing the importance of carrying Weed chains.

Mr. Switzer Believes Price Reductions First Essential*

Possibly I have missed the exact drift of your letter, but if you mean that by an intensive advertising campaign on the part of all manufacturers the present apathy on the part of buyers can be changed I am sorry to say that I disagree with you.

We are continuing our advertising the same as heretofore, because we believe that it is a mistake to curtail publicity to any material extent when business is dull. There are many people who are advertisers and yet are not actually sold on the effectiveness of publicity; they look upon it as a sort of necessary evil rather than

*Written in answer to a letter of inquiry as to Mr. Switzer's confidence in intensive advertising as a remedy for depression.

an economic necessity, and those people are glad to seize upon any excuse to stop their advertising. It is usually more expensive to drop out of the market for a long period of time than to steadily keep up one's publicity. It is a very simple matter to be forgotten by the public regardless of how much advertising may have gone before, and it is because of an absolute conviction of this fact that we are going ahead steadily with our advertising just as though nothing in the world had happened.

The present situation may be described as a sort of silent boycott on the part of the buying public. People are convinced that prices must come down to their pre-war levels; this conviction is firmly fixed in the mind of the public and I do not believe that any amount of advertising can change that state of mind. Probably you yourself and many of your friends are refraining from buying wearing apparel of any nature whatsoever simply because you feel that present prices even at their advertised cut-rate are not yet low enough. In the bottom of your heart you undoubtedly believe that some time next year the things that you need are going to be sold at a much lower price and therefore you intend to wait until that time comes before making any purchases.

There has been so much publicity given to profiteering on the part of the wholesaler, the middleman and the retailer, so much in the public prints about graft, such, for instance, as is being aired at the present time about the Shipping Board and here in New York in the building trades, that the average person is convinced that the present cost of living is due to abnormal profits which have little or nothing to do with the labor situation. Whether this is or is not true, the fact remains that we are battling with a state of mind which cannot be easily altered, and until prices come down very materially, especially the price of food, I do not believe there will be much inclination on the part of the consumer to go into the market. Don't get the idea that I am pessimistic about the future; this is not the case. I believe that within two or three months we are going to see much better times. The shelves of the retailer are becoming depleted, stocks are low and the things that the people use are not going to last forever. As a mere matter of necessity, buying will have to commence before long, but I do not believe that the situation can be changed by advertising until the time actually comes when people are forced to enter the market.

As I said before, the average person is not buying anything that he can do without in the hope of buying it cheaper later on, and until he is convinced that the bottom is reached, or absolute necessity forces him to buy, he is not going to spend any money. So far as advertising is concerned, I repeat that it is a grave mistake to stop one's publicity because times are bad. The company or firm which keeps up its advertising when its competitors have stopped is going to reap a mighty big advantage over the other fellow in the meantime. Aside from this fact it will cost his competitor a great deal more to get back his good will than would have been the case had he kept up a steady campaign of advertising.

Respectfully yours,
MAURICE SWITZER,
Vice-president,
Kelly-Springfield Tire Co.

“WE WERE lunching with Robert Edmond Jones, the man who, among many other achievements, has the marvelous settings for John Barrymore’s production of Richard III to his credit—when the subject of modern costume came into the conversation. ‘Tell me about Miss Steinmetz,’ said Jones. ‘*To my way of thinking, she is really the only designer of clothes for gentlewomen. The others are dressmakers adding and subtracting frills; while she works, fundamentally, as an artist.*’”

From a letter to the Editor of
HARPER’S BAZAR

*The originations of Miss Steinmetz
are published exclusively in
HARPER’S BAZAR.*

No Middle Course in Advertising

Your Copy Must Be a Bold, Helpful Statement of Facts or It Becomes Mere Hurtful Whining

By J. J. FLOHERTY,
Director of Sales, J. A. Migel, Inc.*

THE success of advertising is reckoned solely and entirely on results accomplished. These results are two-fold and are very definite in themselves. The first, and most essential success of advertising should be the building of prestige, which of course includes good will, integrity, quality of product, fair business dealings. The second, which is, by the way, entirely dependent upon the first, is that of sales—not immediate or direct sales, but rather the volume of the season's business. The season's business may always be said to be in proportion to the prestige established or accumulated whether through advertising or merchandising.

MEANS INTENSIVE EFFORT

The term advertising does not mean the insertion of a given number of ads in a given number of publications; rather, it is in reference to the intensive effort, exhaustive study of conditions, the thorough energizing of sales force, and the ever-present attention to the detail of manufacture, all of which are as much a part of an advertising campaign as is the illustration or the copy of the publication in which it appears.

Bearing on the subject, "Advertising as a Sales Influence," it may be said that, given good merchandise, plus intelligent salesmanship, proper advertising is the greatest influence for good that a sales department can have, although, of course, nothing can take the place of the good salesman.

Advertising if properly done becomes a wonderful stimulus to the salesman. He must, however, be as proud of it as he is of his merchandise or it fails. He must believe in it and believe every word in it, as he believes in his merchandise or it fails, and more important still, the man whose name and whose line appears in the advertising must believe in it and must believe in every word his advertising says.

Sincerity must be the keynote or

failure will follow as sure as day follows night. Few men realize that when a statement is made in public print it carries with it even greater responsibility than the statement by word of mouth, for in the case of the printed word it lives as long as the man who makes it and after. A hundred years from today, the successors of those of you who have advertised may consult the files of the mediums in which you did advertise and there may be found your words.

Unless advertising in itself is an aid to your sales, drop it. Unfortunately there is no middle course in advertising. It is either helpful or injurious. In my estimation good advertising is a strong statement of facts, poor advertising is merely whining. There is no middle ground, there is no "in-between."

Yet I may state as a fact that where advertising is properly done, it becomes one of the liveliest assets in a business and one which redounds the benefit of all those who have come in contact with the merchandise advertised—from the man who makes it all the way down through the personnel of commerce to the consumer who absorbs the product.

There is no gamble in good advertising. Unfortunately, however, there are not many advertisers in the country today who have eliminated speculation from their advertising. Some of the advertisers in the dress industry may be included in this class.

STRANGE PHASE OF BUSINESS

One of the strangest phases of American business life today and one which often makes those of us who are in close contact with that phase of business wonder whether the American business man is as shrewd as he is credited to be, is the almost negligent, slipshod way in which he will deliberately take a part of his earnings anywhere from a few thousands up into the hundreds of thousands and squander it in injudicious, and sometimes thoughtless purchases of advertising.

Advertising is perhaps the least

understood and the most misused phase of modern merchandising. Not two men in a thousand will agree on its methods or its functions, yet all agree in a vague and unbusinesslike way that it is a good thing. Some of these men will tell you that there are many houses in America today whose success is merely a result of their advertising and others of them will say that the success of these houses is in no way dependent on their advertising.

Both factions are wrong. The successes to which they refer have been built not as the result of advertising, but through the aid of advertising.

MIGEL'S ADVERTISING

As for our own advertising, I think I may say without contradiction that the advertising of the Migel products has been successful.

In our business we have an unbreakable rule—that we shall never run an advertisement in any medium at any time unless it has a particular, definite message with a particular, definite purpose.

The trade doubtless has noticed that during certain seasons our trade advertising is aimed directly and specifically towards stimulating the sale of merchandise to the retailer, and at other seasons our consumer advertising confines itself exclusively to promoting ready-to-wear; in other words, towards stimulating the sale of merchandise placed in the retailers' stocks to the retailers' own customers.

No manufacturer need hesitate to advertise. Nor need he worry for a moment on the success of that advertising providing he inject into every word, every line, every illustration a true reflection of the aims and ideals of his institution. If those aims and ideals are what they should be, success is assured. If those aims and ideals are not what they should be, are not according to business principles, are not upstanding and honest, all the advertising in the world will not bring success, and nothing short of a miracle from the Almighty will save that business from the end which it deserves.

*From Mr. Floherty's address before the convention of the Associated Industries of America at Atlantic City.

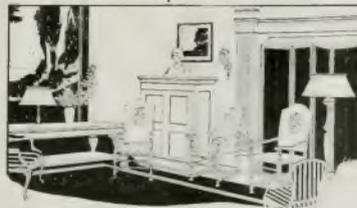
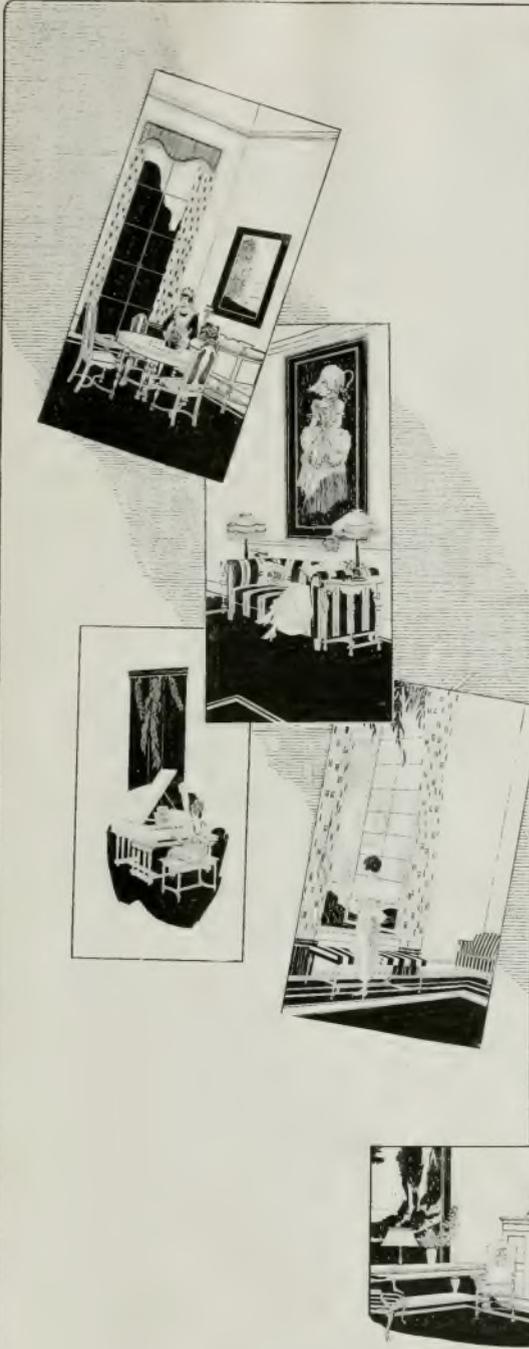
GEORGE WOLTZ

There are two interesting facts about the drawings of Mr. Woltz.

They are among the best examples of the thin line decorative style, so deservedly popular in advertising art.

And they are available through this organization.

LOUIS C. PEDLAR
Counselors in Art
246 Fifth Avenue, New York.



Santa's Prospects and Yours

(Continued from page 6)

win them away later on, the percentage of such losses is extremely low because the prejudice and favor of some twenty or twenty-five years have to be overcome! Just recall what a "tuff" time the advocates of simplified spelling had to convert us old-timers to a new system. The reason was not that the new system had any faults to speak of—it was because we had been sold on this roundabout, impractical method of spelling taught us from the first grade on up.

You can take it from me that the little girl who, at the age of six, is

sold on Eversharp Pencils is going to be a mighty hard customer to steal at the age of twenty-six. And if she can be sold on Eversharps at six, name me a standard commodity on which she can't be sold!

Most of the truth of the idea of selling youngsters now lies in the old adage that you can't teach an old dog new tricks. Granted that the proverb is a bit exaggerated for effect, you can't deny the extreme difficulty of broadening the circumscribed education of an advanced canine. It is hard. It is hard to persuade a fish that it is a good plan to swim upside down. It is just as hard to alter the buying habit of a confirmed purchaser of a line.

Habits are acquired quickest and most satisfactorily during youth. James Fenimore Cooper, some years ago, sold me most thoroughly on the idea of sleeping without a pillow on the strength of the fact that Indians sleep on their arm! All the King's pillows and all the King's pillow advertisers will never knock that habit out of my head now. At some time or other in my younger days I read that it was not good for the heart to sleep on the left side. I've been sleeping on my right side ever since. I always expect to. Not because the theory may be right or wrong, but because I have cultivated the habit. And I began young!

Some time ago a man around fifty told me that he didn't know a blame thing about cooking but, as long as he was lord and master of his own household, his wife would never buy any other baking powder than Royal. All that enthusiasm was bred by the fact that when he was in Sunday School, some forty years ago, I guess, the teacher used to read to them out of a book or magazine that had on its back cover an advertisement for Royal Baking Powder.

He undertakes to prove that he is not alone in remembering that advertisement by referring to a friend who was in the same class. He asked him one night if he remembered Miss-So-and-So, their teacher. The friend did. He also remembered the things she used to read out of the magazine. And, when queried about the fatal back cover and its advertisement, he recalled the Royal insertion without the least bit of trouble.

This individual case may or may not prove a thing. But it conveys to my mind the thought that children's minds are supplied with lasting memories and that the impressions made upon them are well-nigh indelible.

There isn't an American advertiser who in ten years will be able to do business without the support of today's juveniles.

Why wait for ten years to get them when they are more cheaply and more easily won today?

Export Automobile Show in New York

Under the auspices of American Motors, Incorporated, New York, the first annual Export Automobile Show will be held at the Hotel Majestic, New York, from January 8 to 15 inclusive.

Besides displays of large numbers of passenger cars, trucks, tractors, tires, bodies and tops, for which American Motors, Incorporated, is the export factor, there will be shown for the first time several new cars. These will include the new Beggs "6"; a new export model especially built by the Saxon Motor Car Corporation; and the new Pour-Davis.

WHAT MAKES A GREAT NEWSPAPER?

The news is printed; —the guff isn't



With an average of more than 70 columns of reading matter a day The News covers the day's events with a thoroughness that is remarkable. But more noticeable is the entire *absence* of press agent material. The automobile "guff", the flowery advance notice and the "write-up" get to the editorial waste basket about as quickly as the advertisement of the "blue sky artist" and fraudulent retailer is discarded by the business department.

The Indianapolis News

First in National Advertising in Six-Day Evening Field

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

WHAT THE PUBLISHERS ARE DOING

A. B. Chivers Returns From South America—To Represent Foreign Newspapers

A. B. Chivers, for the past five years business manager of the New York *Globe*, has returned from a four months' tour of South America, during which he visited most of the principal cities and their newspapers in the Southern Continent.

Mr. Chivers will not resume his relations with the *Globe*, but will devote his time to the business of the firm of S. S. Koppe & Co., who represent in this country *El Comercio*, *La Cronica* and *Variadades de Peru*, *El Mercurio* and the Zig-Zag publications of Chile; *Diario del Plata* and *Mundo Uruguayo*, of Montevideo; *La Revista de Semana* and *O Sei Tudo*, of Rio de Janeiro, and will shortly take over the representation of *La Nacion*, of Buenos Aires.

"Movie" Man Joins "The Farm Journal"

G. G. Curtis, formerly short subject sales manager of the Goldwyn Distributing Corp., New York City, has joined the Chicago organization of *The Farm Journal*.

"The Debutante" to Make Its Debut in January

A new society magazine, *The Debutante*, will make its first appearance in January. The magazine will embody, in addition to news items and social happenings, dramatic and art departments, and a special feature of the first issue will be photographs of the debutantes most active in the social world. C. Mortimer Wilmerding will be the editor-in-chief of the new publication.

The Price of Newspapers in Sydney, Australia

Nock & Kirby, Ltd.,
Hardware & Drapery Stores
188-194 A George St., near Circular Quay,
Sydney, Australia.

The Editor,
Advertising & Selling Co., Inc.,
471 Fourth Avenue, New York City.

Dear Sir:—

For some time we have been regular subscribers to and readers of Advertising & Selling, and find it very interesting and useful in our advertising department. The object of this note, however, is to correct an error which appears in your issue of the fourth of September, page thirty-eight, namely, headed "Australian Paper Now Five Cents."

"The Daily Post of Sydney, Australia, on August 30, raised its price to five cents."

For your information we desire to take the liberty of pointing out that in Sydney there is no paper called the *Daily Post*, nor are there any papers which have recently increased their prices to 2½d. (equivalent in five cents). The two afternoon papers in Sydney, namely, the *Sun* and *Evening News*, are each sold at 1½d. (three cents), which price has prevailed for about eighteen months; the two morning papers, the *Daily Telegraph* and the *Sydney Morning Herald*, are each sold at 2d. (four cents), having been raised to this price from 1½d. since about March last.

We look forward to seeing this correction made in an early issue, as the information may be of value to the American advertising world. With all good wishes for the Christmas season.

Yours faithfully,

NOCK & KIRBY, LTD.
C. W. HUGHES,
Advertising Manager.

H. W. Seymour, "World" Editorial Writer, Dead

Horatio Winslow Seymour, for many years an editorial writer on *The World*, died at his home in New York on December 17. He was born in Cayuga County, N. Y., in 1854, and worked as a printer before en-

tering the city room of the Milwaukee *News*. From 1875 to 1883 he was with the Chicago *Times* as telegraph editor and then night editor. There followed twelve years on the *Herald* of the same city, as editor and later managing editor.

Then Mr. Seymour became the editor and publisher of the Chicago *Chronicle*. On its suspension in 1907 he came to New York as editorial writer and editorial supervisor of the *World*, leaving that paper for ten months in 1911 to edit the St. Louis *Republic*, then returning to the *World* as an editorial writer.

National Campaign Features Novelty

Harper & Brothers, publishers of a clever phonograph novelty known as the Bubble Book, have inaugurated a nation-wide advertising campaign directed to the youth of the country. Double-page spreads and full pages are to be used in the *Saturday Evening Post*, *Ladies' Home Journal* and other magazines.

The little volumes advertised combine nursery rhymes, verses and colored pictures on miniature phonograph records. They have been on the market a short time, but have achieved great success.



The manufacturer of a vacuum cleaner is in a special position to realize the value of suction or "pull." That's why the Birtman Electric Company advertises in the nine magazines comprising

The All Fiction Field

The
ALL FICTION FIELD

"The Field of Greatest Yield"

Published by

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

The Ridgway Company
Street & Smith Corporation

1,596,415 A. B. C. Circulation

A. A. A. Safeguards for Advertising

(Continued from page 14)

of Advertising Agencies. This means there is a measure of assurance in about 90 per cent of the national advertising in America, against the forms of error that lead to decay.

MORE BUSINESS IN 1921

Every factor in advertising benefits by the operations of the American Association of Advertising Agencies. The publisher can now look to each succeeding year with a degree

of certainty which could not have been possible if the service to advertising were not on an organized basis with the strength and refinement of definite ethics.

The advertiser can now make his appropriations for the approaching year with as much confidence as ever attended the purchase of his tangible materials.

These improved conditions in advertising form the safeguard of general prosperity in a higher degree than is commonly appreciated. Advertising will exert a larger and more powerful promotion in business in 1921 and that means that it will have

a still greater influence for growth and stability for business in general in 1922.

Taken as a whole, the year 1921 will be a bigger year for advertising than any that has gone before.

The members of the American Association of Advertising Agencies will place more business in 1921 than they did in 1920.

Spring Will See Turn, Advertising Agents Told

Predictions of better business ahead were made by speakers at the first Winter luncheon of the American Association of Advertising Agencies at the McAlpin Hotel, December 17, and E. J. Cattell, city statistician of Philadelphia, definitely set February 15 or March 1 as the end of the present trade conditions. Mr. Cattell asserted that the dates he mentioned would usher in a period of greater business activity, that sixty days later stocks would be moving swiftly and in a year the United States would be moving toward the greatest business era ever seen in the history of this or any other country.

The peak of the credit strain has passed, according to Guy Emerson, vice-president of the National Bank of Commerce, who spoke upon "The Bank, a Public Utility."

"Easier money conditions are ahead," said Mr. Emerson, "and every week is bringing us closer to the dawn of a brighter business day. This is no time for false optimism or false pessimism. What we need is quiet courage and confidence. Prices must be established on levels at which the public will buy. The extravagant era of purchasing has passed and business must be conducted on a narrow margin of profit. Business must be on a strictly efficient basis so that this small profit will be possible."

Mr. Emerson also gave a brief history of American banking and explained the workings of the Federal Reserve system.

In speaking of the clearing of business skies, Mr. Cattell said:

"I have just completed a tour of several states and I have never seen such a real change in the attitude of labor. Labor is coming close to its real employers. I don't believe in a closed shop and I don't even believe the practice is constitutional. Labor liquidation is now the only thing between us and an era of prosperity such as this country or any other country has never before seen. Education and the speeding up of industry during the war have made us richer, potentially, than we were before and have increased tremendously the buying power of the American public."

Joseph A. Hanff, of Hanff-Metzger, Inc., chairman of the New York Council, who presided, said:

"Pessimism is still around, but it is a year late. We must get rid of it because we are now ascending to the top of the hill, which is the level plane of good business. We have absolutely nothing to fear in the new year, and everything to hope for. And in the new year the business men of the country must realize that there is no more influential institution than the bank."

SYSTEMS BOND

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



Personality

As a salesman's personality is one of his best bets in putting over his selling argument so is personality in your letters a valuable asset in putting your message across in a direct-by-mail campaign.

Systems Bond is the paper of character that is worthy of being the backbone of your sales campaign. Its fine rag-content and the loft-drying process which it goes through are what give Systems Bond its individual character. Still it is sold at a business man's price.

Eastern Manufacturing Company

General Sales Offices:

501 Fifth Avenue

New York

Mills at Bangor and Lincoln, Maine

General Magazines and Technical Copy

(Continued from page 16)

"As a man's position in business is reflected in his income, a graphic chart of the income tax returns shows that there are altogether 618,467 important business men in the country—officials of companies, important executives, bankers and directors. These men can be termed 'The Quality Market.' The technical advertiser who selects the type of general mediums that cover the Quality Market is blanketing America's business management from the top down.

"General advertising for technical manufacturers is well beyond the experimental stage. Its success has been demonstrated by many successful technical campaigns, but the tendency now is to locate the Quality Market, reduce waste and increase circulation efficiency."

The Publisher's Slant on the Rate Question

Both those who heard and those who only heard about the contribution which Stanley R. Latshaw, advertising director of the Butterick Publishing Company, made to the discussion on "The Future Trend of Advertising Rates," held by the Sphinx Club of New York, at its meeting of December 14, will be interested in the letter following. It was written by Mr. Latshaw to a correspondent who had suggested that advertising prices ought to be coming down in conformity with prices in general. It sums up briefly and succinctly the considerations which every publisher must keep in mind when discussing the future trend of advertising rates—points developed by Mr. Latshaw in his extemporaneous talk to the Sphinx Club. This is the letter given to ADVERTISING & SELLING on request:

Dear Sir:

Your circular letter of November 26th, suggesting that we reduce the price of our advertising and making the point that prices are generally coming down, is before us.

In both suggestions we agree with you. Prices in general are coming down and advertising prices ought to be coming down in harmony with the rest. But to confess that we ought to lower the prices now should carry with it the additional confession that we failed to raise them when we should have, in conformity with the general movement of prices.

There is, I believe, an axiom that "what goes up, must come down" and that is the embarrassing position in which the publisher finds himself who failed to up the price when he should have—but he cannot down it when he wants to.

Within the last three months, coated paper has advanced three cents a pound. Our pre-war price on coated was a shade over five cents a pound, so the increase in the price of the raw material to us in the last ninety days had been 60 per cent of the original base price. We pay for coated paper today, fifteen cents a pound.

Printing house wages will go up by agreement all over the United States on the first of May, 1921, because of a shortening of hours from forty-eight to forty-four per week, equivalent to an increase of one-twelfth in weekly wages. Here in New York, the center of the printing industry of this country, we have at present under arbitration the demands of labor for still further advances. We don't know what this will amount to, but we have agreed that it will be retroactive to

the first of October and, inasmuch as the employing printers have offered \$4.00 a week advance, it is most unlikely that the award will be less.

It is customary for paper manufacturers to make the prices every three months. Today happens to be the day that the paper people notify us of the price for the first quarter of 1921. Super will be 9½ cents. The price for the same paper in pre-war days was 3¼ cents.

Paper, labor and transportation are the three big factors of expense in large edition printing. From a manufacturing standpoint, we are converters. Butterick buys 30,000 tons of paper a year, puts it through mechanical equipment valued at more than \$4,000,000 and distributes millions of copies throughout the United

JUST when George Chapman was debating whether to quit high school and get a job or continue with his studies, a copy of BOYS' LIFE came in his hands. He read it through. George didn't quit school. He went on, and now he is finishing his junior year in an engineering school. He will graduate with a degree in 1922.

The development of this boy was definitely pointed toward his ultimate well-being and success by what he read. When a boy desires something, his quest is tireless. The best information and knowledge should be made available to him, for upon his youthful development depends his future fitness as a man.

With this end in view, BOYS' LIFE offers the best of reading matter, that captures and holds the attention of all boys.

Keen interest in a publication is the foundation on which an advertiser likes to build.

There is no livelier interest to be found than that of a growing boy. Steady advertisers in BOYS' LIFE recognize this fact.

BOYS' LIFE

THE BOY SCOUTS' MAGAZINE

The Quality Magazine for Boys

BOY SCOUTS OF AMERICA, Publisher

Member A. B. C.

200 Fifth Ave., New York 203 So. Dearborn St., Chicago, Ill.

States, and to a lesser extent all over the civilized world.

Just such a small item as ink costs us \$196,000 a year; an advance from about \$100,000 over pre-war days.

With advances of 200 per cent in paper, the same in labor (taken in conjunction with the change in shop practice brought about by the gentle ministrations of the War Industries Board) and with an advance in transportation of about 300 per cent, we have made during this period an advance in advertising rates of 44 per cent on black and white and 66 per cent on color.

We were either profiteering before the war or we have all been fools since. It isn't pleasant to have to confess being either. You know the publishing business well enough to know that it never has been profiteering; the prices are made pretty generally with the assistance of an angel and a business in which important factors are engaged with ulterior motives, whose primary objective is not money-making is one poor field to choose, if one wished to play the profiteer.

I get your point of view perfectly and it is complimentary. I am like the nigger who was asked to change a \$5 bill. "I can't do it, but I thank you for the compliment, Boss." Nothing would please me better than to be in a position to peel off a few layers of an enormous roll. We missed our calling; we should have been in the shipping business.

Very truly yours,
STANLEY R. LATSHAW.

Arthur C. Thomas Leaves Community Advertising Work

Arthur C. Thomas, publicity director of the Omaha Chamber of Commerce, has resigned to accept the position of sales manager of Stroud & Company, Omaha, manufacturers of road making machinery. In order to devote full time to his new connection, Mr. Thomas also resigned as vice-president of the Community Advertising Department of the Associated Advertising Clubs of the World.

Detroiters Honor Henry T. Ewald

Detroit advertising men recently gave a dinner in honor of Henry T. Ewald, founder of the Detroit Adcraft club, the occasion being the club's 15th anniversary. The committee in charge included Charles Voelker, Frank Martin, and Gordon K. MacEdward.

Newark Advertising Man Dead

Frederick N. Sommer, formerly in the advertising department of the *Newark Daily Advertiser* and later in the advertising business for himself, died December 19 of heart disease at his home in Newark, N. J., aged 57.

N. T. Praigg, Advertising Director, U. T. A.

Noble T. Praigg, for the past two years and a half advisory counsel to the Advertising Bureau of the United Typothetae of America, Chicago, has been appointed director of advertising for the U. T. A.

During his connection with the international master printers' organization, Mr. Praigg has directed the counsel and service to members, coming to that work from the Associated Advertising Clubs of the World, where he was editor of *Associated Advertising*. Prior to that time Mr. Praigg was publisher of a daily newspaper and later was associated with the Russel M. Seeds Company, Indianapolis, Ind.

Louis Balsam Moves to Detroit

Louis Balsam, director of correspondence of the Lewis Manufacturing Company, Walpole, Mass., and secretary and member of the board of governors of the Direct Mail Advertising Association, has resigned his position at Walpole. He will devote a considerable part of his time and attention to the work of the Direct Mail Advertising Association, as correspondence and advertising counsel. His work will confine itself largely toward giving a constructive, critical advertising and better letters service to the members.

The remainder of his time will be devoted to consulting services in the better letters and advertising field for a limited number of firms interested in increasing the effectiveness and in cutting the cost of mail contacts with customers and prospects. He will specialize on the good-will element in letters and advertising.

Mr. Balsam will be in Walpole, Mass., until January 1, 1921. Thereafter, he will maintain his office at the Board of Commerce Building, Detroit, Mich.

Civic Club to Give Play by Advertising Man

The Civic Club of New York, on the evening of January 15, will produce "The Paw," a one-act play by Arnold W. Rosenthal.

Mr. Rosenthal is in charge of promotion for *Good Housekeeping*, *Munsey's*, the All Fiction Group, and other publications.

"Spreads After Dinner"

(Continued from page 21)

thing—for a life that will be worthwhile, a life that will leave just the least little imprint on Life's ever-changing sands?

ONLY THE ADVERTISEMENTS

I have gone through the magazine from cover to cover. I have read neither fiction, article nor editorial. I have read only the advertisements. And yet I am no longer despondent, no longer morbid, no longer crushed with the futility of it all. I have been awakened, inspired, refreshed! My spark of ambition has been fanned into a glowing flame. I am ready to go forth and conquer worlds.

Advertising may be a great selling factor. It may be the means of building up international commerce. It may even be a subtle method of educating people. But it deserves also the credit of being one of the greatest ambition-accelerators of the twentieth century. To him whose hopes have been shattered, and whose ambition lags, to him I say, READ THE ADVERTISEMENTS! One magazine will furnish you with enough "accelerated ambition" to last a year.

The Story of the T. P. A.

(Continued from page 18)

and P. L. Thomson, advertising manager of the Western Electric Company.

After the speakers have finished the meetings are thrown open for full and free discussion from the floor.

VALUE OF BULLETINS

For the purpose of establishing a permanent record of meetings and discussions for the members, and particularly those who are not located in New York and cannot, therefore, conveniently be present at most meetings, the proceedings are carefully reported, printed in the association's monthly bulletin and distributed to the members.

The bulletin thus constitutes a constantly growing text-book containing more useful data leading to the solution of problems confronting the technical advertiser than any other source available. In fact, the printed report of the meeting on October 14, 1920, was used to excellent purpose by a member of the association in presenting to his principals a broader advertising policy and securing its adoption.

The association does more than merely hold monthly meetings and print the proceedings. It maintains a number of standing committees and, as occasion arises, the chair appoints special committees for the purpose of dealing with the more intimate side of the problems confronting the members.

The work and recommendations of these committees are subject to review and approval by the executive committee and, finally, when definite action has been urged by the membership itself at the regular meetings. The association is, therefore, to all intents and purposes, a self-governing body.

ASSOCIATION ACHIEVEMENTS

The aims and objects of the association have remained unchanged, and its fixed objective consistently pursued during the more than fifteen years of active existence. The resultant record of accomplishment is a lengthy one.

Some of the most noteworthy achievements follow:

Standard Audited Circulation Statements.

Ways and means of obtaining authentic circulation data received early consideration. Publishers were

(Continued on page 39)

EXPORT ADVERTISING and SELLING

Periodicals as Heralds in World Trade

A Suggestion to Help Solve Problems of International Advertising

By J. W. EVANS

ASK a dozen good advertising men what, in their judgment, is the most interesting problem before the American advertising profession today, and a good proportion of them will tell you that it is international advertising.

Apparently an irresistible destiny is pulling us into foreign trade on a scale we have never dreamed of. Which means that the advertising profession of the United States will inevitably have to set itself to do for American goods abroad what it has done for them here at home.

ADVERTISING ABROAD MUST KEEP PACE

In this country, for our own uses, and as a means of selling goods under American conditions, we have produced a development of advertising which is at once a science and an art. We have gotten to the point where we can produce an advertisement and plot a curve to show how many buyers and what type of buyer it will reach; and lo, when the advertisement is printed, the results fit the curve like a tailor-made gown on a department store model.

We've beaten the world at it. Except possibly for certain specialized developments such as the poster, Europeans have no advertising in our sense of the highly developed word.

But in foreign markets their advertising, however defective when judged by our best standards, does get results. And only by energetic specialization in that direction shall we ever be able to pass them on the road.

I do not refer to the more obvious mistakes we have to avoid. There are fewer and fewer of that legion of ludicrous stories that have been in circulation among trade publications about American exporters who have shipped skates to the tropics, who pack their goods improperly for long journeys, who send trousers with rustable buttons to swampy tropical regions, and who apparently have the notion that anything that's good enough for Americans to use is good enough for South Sea Islanders.

But we have still to approach for-

eign advertising on a scale and with a painstaking and costly care commensurate to the problem. It can't be done offhand; it can't be done ex-

cept by sending men to every country on the globe that we think of trading with, to determine exhaustively what kind of appeals may be made, what

The 1921 (Sixteenth Annual Edition)

Exporters' Encyclopaedia

MORE THAN A BOOK—A SERVICE

Now ready for immediate distribution. The only authoritative and complete guide for exporting manufacturers. Contains accurate detailed information on every question which can arise in connection with an export order. Endorsed by the leaders in the shipping business and every branch of exporting.

The Encyclopaedia Is Essential to Every Business Man

BECAUSE it tells him

- How to pack his goods for Export
- How to mark his goods for Export
- How to make out his Bill of Lading
- How many copies of the Bill of Lading are required
- Ports to which through Bill of Lading can be obtained
- Ports and interior cities reached by trans-shipment, and how
- The lowest cost for which a Bill of Lading will be issued
- Whether or not freight must be prepaid
- Whether parcel receipts are issued and the cost
- Whether hazardous cargo is carried
- What Consular Regulations, if any, must be observed
- The exact cost of such Consular requirements
- Every practical route from the United States to every foreign country, giving frequency of sailings and ports of call

BECAUSE—the shipper needs to know only the port, town or country to which shipment is to be made.

The "Index of ports, cities, countries, etc." tells him where, in the ENCYCLOPAEDIA, to find full information which will enable him to make any shipment in full security against delays, fines or annoyances to his customer.

"Our experience in connection with the gathering of export information has developed that your work contains complete and up-to-date information in condensed form; your publication is practically our text-book on export matters and is in almost daily use."

THE MERCHANTS' ASSOCIATION OF NEW YORK

With a subscription to the ENCYCLOPAEDIA is included a bulletin service consisting of frequent bulletins keeping the information accurate and up-to-date, and a loose-leaf binder in which they may be conveniently filed.

FREE EXAMINATION OFFER

Don't send any money! Mail the coupon with your business card or company letter-head and we will send you the ENCYCLOPAEDIA for five days' free examination. If you find it valuable, send us your check for \$15.00 for the complete service. If not, send it back, charges collect. It doesn't cost you a cent, so send the coupon now!

"Our Text Book on Export Matters"

"We have many inquiries from our members engaged in foreign trade for information relative to steamship routes, sailings to various countries, Consular regulations respecting transportation of freight to a particular country, steamship regulations governing the form, issuance and substance of shipping receipts and procedure in making export shipments.

Send for free examination of this valuable text-book on export matters. It contains complete and up-to-date information on every question which can arise in connection with an export order. It is practically our text-book on export matters and is in almost daily use.

Exporters' Encyclopaedia, Consular Regulations, Bills of Lading, etc.

Name _____

Position _____

Address _____

City _____

State _____

Country _____

Mail to: The Merchants' Association, 100 Broadway, New York City

new wants created, and what is impracticable.

It isn't a question of radical change in advertising method, but rather of the application and adaptation of methods whose principles we have tested and found good.

DATA WE MUST GATHER

For example, a weekly magazine of very large circulation in this country, has for some years conducted an advertising service bureau based on exhaustive surveys of the requirements of hundreds of markets. They know how many automobiles of a

given kind are used in a given locality. They know how the farmers are doing in that locality, and the extent of the probable ability to buy automobiles, or agricultural machinery, or phonographs next Fall. In the light of such positive knowledge as they possess, they indicate to an advertiser whether he may profitably advertise in their pages, how much space he needs, and what general style of display would serve him best. The advertising of one man they may refuse because they know their circulation will give him no fair return; the advertising of another

they will accept only if he conform to their advice.

That is one thing I mean when I say that we have reduced advertising to a science as well as to an art. And such are the fundamental methods on which effective international advertising will be based.

Inevitably the work will be slow; it will take years. Consider the case of the Far East, for instance. There are 800,000,000 prospects for us in that part of the world. They have their own wants, their own tastes, their own ideas and customs, and their own psychology. What goes in the U. S. A. may simply alienate them and arouse their hostility. They have little money and they are cautious how they spend it on new things when the old thing, bearing the old "chop" (trade-mark), tried and proved, is to be had for the same price or less. Germany used to have a simple and direct way of introducing a new article. She would sell the article at auction, at a loss, to establish it and make the trade-mark known. That's the Prussian way; do it with a bludgeon. It will be of interest to see how far our skill and our lighter touch will carry us beyond mass-play methods of that kind.

METHODS THAT WON SUCCESS

Chewing gum was introduced in the Far East partly because of the readiness with which packages could be broken and single sticks cut up into fractions by the retailer. And everyone knows how the Standard Oil Co. pushed the sale of oil in the Far East by the introduction there at a very low price of small lamps whose flame was so slight as not to use more oil than the Chinese coolie could afford. There is art and science and humanity in that kind of selling.

In general we have the machinery for selling our goods anywhere. What we lack is facts about the markets, facts about various races, their languages and customs, and those specific, hand-wrought adaptations that will make our advertising mechanics hold good here, there and everywhere in the world.

Let me give an example—the case of the Dutch East Indies, a market of fifty million people who are today buying heavily from us, and of whose existence we are hardly aware. They have a foreign trade of \$520,000,000, and it's growing.

Before the war those people bought their manufactured goods in Europe. They know the European trade-marks; they bought on the basis of those trade-marks. Then the war shut off their European trade, and they turned to us, and to Japan. They

To Sub-Let

Space 50 x 65 feet at 471 Fourth Ave. between 31st and 32nd Streets. Now occupied as business offices. Has plenty of light, eight windows in front and six in rear. Present lease has five years to run from February 1st, 1921. These offices would be very desirable for an advertising agency or a publication office. Price \$2.25 per square foot. Apply Fifth floor, 471 Fourth Ave.

found that our trade-marks meant, as a rule, good quality; and that the Japanese trade-mark might mean anything or nothing. And so, with their confidence established, they bought and are buying of us. It has become one of the biggest, surest, safest markets in the world if we want to keep it. But keeping it is a question of effective salesmanship—which is by no means possible without advertising. Otherwise, when Europe again begins to produce, all she will have to do will be to knock at the door and be admitted, to our exclusion. Only the strongest kind of salesmanship can overcome the lead Europe has in that market.

FOR EXAMPLE, THE DUTCH EAST INDIES

The interesting thing about the situation over there is that business men in the Dutch East Indies are doing a lot more thinking on how *we* can reach *them* than we are doing ourselves.

I recently came across a discussion by R. Prins in "The Dutch East Indian Archipelago" of the conditions Americans must take into account in developing that trade. It is so well off the beaten path of conventional advertising discussion that it will be worth while to give it here as an example of the kind of thinking which the reaching of new markets is going to require of us.

The article points out that there are four groups of buyers in the Dutch East Indies; first, the Europeans, of whom there are more than 80,000, 90 per cent. of them Hollanders. Second come the Chinese, who carry on most of the retail trade of the islands. They are a link between the native population and the Europeans. Some of them are very rich. Third come the native nobility. Fourth, the half-breed population, which ranks in social standing next above the natives.

All of these classes except the last read English. Most of the Chinese read English better than Dutch. And since the diversions of a highly developed civilization, in the way of theaters, movies and the like, are not plentiful in that part of the world, all those who have European affiliations read constantly and hungrily of current books and standard magazines. This current reading matter reaches them in a tin case called the "leestrommel"; and that box has an importance to them which we, with the newsstand right round the corner, can hardly realize. The reading matter gets its circulation partly through the numerous reading societies ("leesgezelschappen") of from ten to twenty members.

Particularly vital is this touch of European civilization to planters, government officers and traders who live in outlying districts, separated from all society except that of the natives and Chinese. These men regard the leestrommel as a necessity of life, and they will deprive themselves of almost anything before they will give it up.

A MARKET WORTH CULTIVATING

Here then are four different races, numbering a few hundred thousand persons, but forming a link with the teeming native population, with its millions. Most of these races read

English, and they like Americans and American goods. They are most of them in Java, which is highly developed, with good roads and adequate facilities for communication and railway travel. And they are consequently at the center from which go all the commercial impulses that reach throughout the archipelago. They are prosperous, and have substantial buying power. Also, they want the appliances and conveniences of civilization as rapidly as they can get them. The banking system is sound, exchange conditions are stable, and boats are

(Continued on page 41)

DIRECTOR OF SALES WANTED

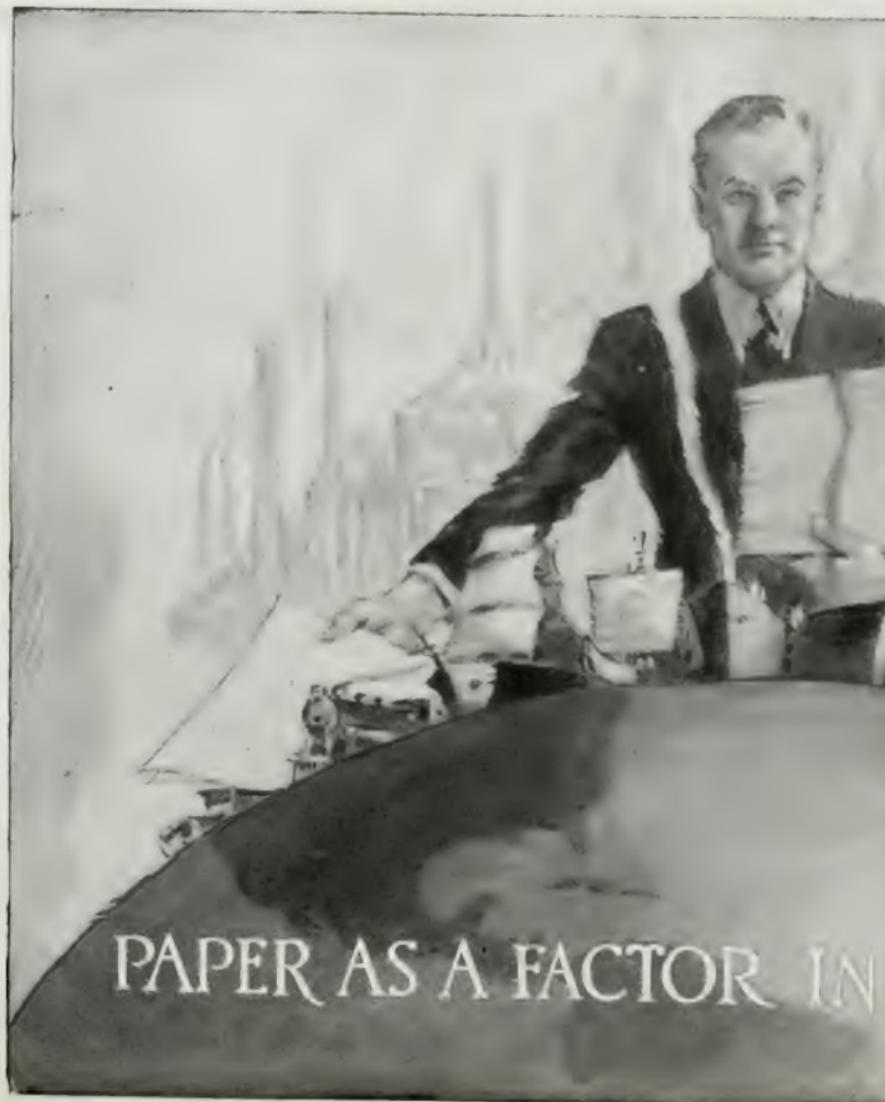
A corporation controlling thirty large and varied industries desires to secure a Director of Sales who is a real sales executive. This man will be responsible for the Sales and Advertising Department of these thirty corporations, practically all of which are manufacturing industries. He will be required to make an analysis of sales and advertising methods in each of the industries, supervise all changes to be made, and take whatever action that may be necessary or advisable to secure greater sales in each industry.

The operating organization consists of the sales and advertising managers in the various companies, together with their assistants. Individual departments will be maintained in each of the concerns. The Director of Sales will operate from a central office. Qualifications:

1. He must be between 30 and 40 years of age, a citizen of the United States, and preferably a University man, with school of administration and business education.
2. At one time or another he should have been employed as salesman, assistant sales manager and sales manager, and vice-president or president in charge of sales and advertising.
3. He must have a broad and comprehensive outlook on the industrial, agricultural and foreign fields. He must be a man of the highest integrity, who will command attention and respect from every class of people. He must have personality, earnestness, aggressiveness, patience and unbounded energy and enthusiasm.

Only a man with proven records of sales success will be considered. Applications will be received in strict confidence and only those which fully state experience, qualifications, age, religion, business, social and family connections, as well as references in first letter, will be carefully and thoroughly considered. Such a man is invited to address:

"SALES," Care of
ARTHUR M. CRUMRINE, Personal,
Room 602, Crumrine Building, 43 West Long Street,
COLUMBUS, OHIO.



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 Story of the T. P. A.

(Continued from page 34)

furnished with T. P. A. circulation statement blanks and the information they supplied was disseminated to the members of the association.

The importance of this work was recognized by creating a permanent circulation committee which discontinued its efforts for standardized, audited circulation reports only when the need for it was no longer felt.

The agitation for audited circulation statements developed into a race between two groups of those interested in the subject. Both efforts were eventually harnessed to a single vehicle, today known as the Audit Bureau of Circulations, which represents for the T. P. A., a development of the original work of its timidly appointed circulation committee of fifteen years ago.

Uniform Rate Cards.

Another of the early undertakings was that of the creation and adoption of a uniform rate card and advertising space contract. This uniform contract was "under fire" for a year before it was finally adopted, as a recommendation of the T. P. A., for the use of its members or others. It became a model for other associations and even today forms the nucleus around which most advertising contracts and rate cards are built.

Standardization of Magazine Sizes.

The T. P. A. has always worked in a quiet, unobtrusive manner; it has not gone forth and sung its own praises, as it well might have done. As a result, only those intimately acquainted with its doings have a true appreciation of its accomplishments.

ITS STANDARDIZATION WORK

Among other things, the T. P. A., working through a special committee, was instrumental in the adoption of a uniform magazine and type page size by publishers.

In 1911, the T. P. A. Bulletin appeared in the size recommended to publishers as the most acceptable size for class magazines, 9x12 inches outside measurements and a type page measuring 7x10 inches. A group of thirty-six papers soon after passed a resolution favoring this size and this standard is in effect today with most publishers.

It has resulted in certain economies for the publisher and the advertiser alike.

Standardization of Sizes, Catalogs, Bulletins, Leaflets, etc.

In 1911 a committee was appointed to investigate proper sizes for catalogues, bulletins, leaflets,



Order Now and Save Money

The regular price of the RAND McNALLY Commercial Atlas of America (1921 New Census Edition) is \$35; the pre-publication price in effect until December 31st, 1920, is \$30.

By placing your order now you insure delivery of your copy and save five dollars.

The RAND McNALLY Commercial Atlas of America is compiled and printed at great expense. In order to conserve paper and insure against loss it is necessary to limit the edition to the approximate number of copies required to fill orders. The \$30 price is intended as an inducement to order in advance of publication so we may make an accurate estimate of the number required. The extra \$5 after publication is necessary because of the risk involved in over printing.

This limited edition will be quickly exhausted. Unless your order is received before December 31, 1920, you are running the risk of failing to secure a copy at any price.

Transportation prepaid. Sold direct only.



RAND McNALLY & COMPANY

Map Headquarters

536 S. CLARK ST., CHICAGO

42 E. 22ND ST., NEW YORK

Write for large Commercial Atlas Circular with sample map

etc., with the object of making them more useful to customers, purchasing agents, etc.

The committee brought in recommendations, concurred in later by other representative associations, such as the American Society of Mechanical Engineers, and the standards recommended have since become widely adopted.

These are but a few of the things the association has done.

The fact that the Technical Publicity Association has not only continued to exist, but has grown to become a closely knit organization of

specialists, and to play an important role in its field of endeavor, speaks well for the clear vision of its founders in taking the initiative and starting right.

In speaking of its accomplishments, one of the association's past presidents very aptly summarized the record as follows:

"The T. P. A. early declared for accuracy in circulation statements of facts, intelligence in analysis of circulation quality and a friendly introduction to the publishers' subscription methods.

"The Technical Publicity Association early appreciated the value of

co-operation as superior to coercion in achieving its objects.

"The Technical Publicity Association early recognized the importance of high editorial standards in the business press.

"The Technical Publicity Association has contributed its best to the upbuilding of the business press physically, ethically and financially.

"The Technical Publicity Association has always opposed the admission of the clown as an advertising neighbor in the business press."

PAST AND PRESENT OFFICERS

The following constitutes a complete list of the past presidents of the association with the years of their service as president:

- 1905—Phillip F. Kobbe.
- 1906—F. H. Gale.
- 1907—F. H. Gale.
- 1908—Charles S. Redfield.
- 1909—Charles S. Redfield.
- 1910—O. C. Harn.
- 1911—O. C. Harn.
- 1912—H. W. Tipper.
- 1913—F. R. Davis.
- 1914—F. R. Davis.
- 1915—Arthur Haller.
- 1916—Elliot Reid.
- 1917—Charles Austin Hirschberg.

1918—W. D. Lindsey.

1919—W. H. Easton.

The present officers of the association whose term of service is one year are:

President—H. J. Downes, American Locomotive Company.

First Vice-President—W. A. Wolff, Western Electric Company.

Second Vice-President—G. W. Vos, The Texas Company.

Secretary—O. M. Bostwick, Sprague Electric Works.

Treasurer—Robert P. Kehoe, Robert P. Kehoe, Inc.

MEMBERS OF THE EXECUTIVE COMMITTEE

Henry M. Sperry.

W. H. Easton, Westinghouse Electric & Manufacturing Company.

Wm. Buxman, *Engineering News-Record*.

R. C. Beadle, Combustion Engineering Company.

There is still work to be done by the Technical Publicity Association; work that cannot be done in one year, five or twenty-five; work that must be done if technical advertising is to maintain not less than the same measure of advance that the past fifteen years have witnessed. The association welcomes the co-operation and upholding of its hands, through the active participation within its membership body, of all technical advertising men.

To All Advertisers

who wish to reach a field of Tremendous Business Possibilities through a quality Medium

COMBUSTION

offers an unparalleled opportunity.

The Department of Fuel Utilization—the basis of all Industry—is undergoing a rapid development. Inefficient methods are being supplanted by the most modern—manufacturers are spending millions of dollars for equipment which will obtain the last available BTU from their fuel.

COMBUSTION

is the Key to this Market

NOW is a particularly opportune time to appear before its readers

Combustion Publishing Corporation

475 Tenth Avenue

New York City

Periodicals As Heralds

(Continued from page 37)

now plying direct between them and the United States.

Given all that, what is the selling problem in that particular part of the world? The question may be considered here exclusive of the natives and their necessities, such as sarongs, cheap household goods, chinaware, clocks, watches, knives, corn knives, bowie knives, brush hooks, hoes, spades, etc.; and exclusive also of individuals, firms and corporations who, through the medium of importers and colonial bankers, have already gotten in touch with American manufacturers and exporters.

The natives may be reached by billboards with the right picture and a few Malay words; the importers by means of catalogs. But the mass of that European population is a different problem.

In the first place they are sensitive. They insist on certain literary formalities: they have to be approached with a degree of gravity. The familiar way in which an American salesman often introduces himself to his customers and prospects—his humor, his jokes in his business dealings—does not appeal. Moreover, they form no quick decisions. They want to think over an offer put up to them. Catalogs and price lists, being tough and technical, make no appeal.

The solution may lie in the introduction into the Dutch East Indies of American magazines and periodicals. These stand comparison with anything produced in Europe, and their advertising matter is the most attractive thing of its kind in the world.

MAKE AMERICAN MAGAZINE TRADE
HERALD

The high-class American magazine is capable of making quite as strong an appeal to these people as to anybody. They have a right to expect not to be underrated.

The division of attention between the text and the advertising is certain—for the desire for certain classes of necessities and luxuries is highly developed as the result of long years of buying in Europe.

In addition, American life and American affairs have a peculiar attraction for the European population of the archipelago. They find in it an unaccustomed tang and stimulation—a champagne flavor that is not so highly developed in European publications.

As to the practical program, Mr. Prins suggests that there be made a careful selection from the American magazines, with due consideration to

the prospects in view, so that text and news matter both are interesting to them. The biggest place should be given to those magazines and periodicals that are of a non-technical character and which appeal to the general reader. On the other hand, articles on agriculture, civil engineering, mining, forestry, education, chemistry, foreign commerce, colonial problems, and many other scientific subjects, would certainly not be discarded by that audience. It would not be difficult to pick out a score of periodicals which would be satisfactory in both of these respects.

Two hundred copies of each of those publications should be sent by

fast mail to a central point (for instance Sourabaya), where a representative of the American government should be ready to distribute them to the right addresses—among which would be government bureaus, the reading societies, the local clubs in cities and towns, institutions of higher education, the sixty passenger steamers of the Royal Packet Navigation Co. that maintain the regular inter-island service, and the big hotels and restaurants in the principal towns.

It is better to devote a little thought and care at the start to selecting names properly so that money may not be wasted in appealing to groups

NO MAGAZINE LIKE IT!

It has been said of Modern Priscilla that it has an individuality all its own. Priscilla has often been referred to as a specialized publication of a particular interest to a certain class of women.

A comparative analysis of Priscilla with other publications makes it evident that Priscilla's editorial appeal is different than that of the general women's magazines. A study of the editorial contents of Priscilla for twelve consecutive issues would convince any thinking person that the reader of Priscilla is not a frivolous woman, but one who is vitally interested in learning what the best authorities have to teach her with regard to conducting and managing her home.

Modern Priscilla

Member of A. B. C.

NEW YORK BOSTON CHICAGO

ADVERTISING & SELLING

The National Weekly of Modern Merchandising - Established 1891

Features in this Number

December 25, 1920

	PAGE
SANTA CLAUS' PROSPECTS AT CHRISTMAS; YOURS THE YEAR AROUND. <i>Paul W. Kearney</i>	5
Yours for Both Today and Tomorrow If You Know How to Cultivate the Juvenile Market.	
A. N. A. PLANS TO MAKE 1921 A BUSIER YEAR THAN EVER. <i>John Sullivan</i>	7
Interests and Activities of the Association of National Advertisers Now Range Literally "From China to Peru."	
SELLING PARIS TO PODUNK..... <i>Ulician Frisbie</i>	10
How Crown, Inc., "Interprets" French Fashions for Mrs. Small Town Buyer.	
THE A. A. A. A. REAPS REWARD OF EFFICIENT SERVICE TO ADVERTISING..... <i>James O'Shaughnessy</i>	14
Members of the American Association of Advertising Agencies Will Place More Business in 1921 Than They Have in 1920.	
WHAT GENERAL MAGAZINES OFFER THE TECHNICAL ADVERTISER....	16
Leading Technical Publicity Into a New Field to Reach the "Ultimate Buyer."	
TO BUILD BETTER TECHNICAL ADVERTISING..... <i>W. A. Wolff</i>	18
The Story of T. P. A. Achievements Over Fifteen Successful Years Told by the Association's First Vice-President.	
NO MIDDLE COURSE IN ADVERTISING..... <i>J. J. Floherty</i>	28
Your Copy Will Either Help or Hurt: Don't Let It Whine.	
PERIODICALS AS HERALDS IN THE WORLD'S TRADE..... <i>J. W. Evans</i>	35
A Suggestion to Help Solve the Problems of International Advertising.	

and persons who are not prospects. The profits these lists would yield to publishers and advertisers are in direct ratio to the amount of thought and correctness used in their compilation and maintenance; and for this reason compilation and maintenance ought to be done in the Dutch East Indies with the utmost care.

Mr. Prins adds that no subscription fee or postage should be charged up to the addresses in the first year, but in the course of that year the government representative should secure a complete and correct list of all the subscribers, hand each publisher his contingent in this list and then transfer his duties and information to a sales agent who could be placed on a commission basis.

Publishing companies and American corporations might give these suggestions a trial. The Government, eager to push foreign trade, might also take a hand.



Calendar of Coming Events

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

The WOMAN'S VIEWPOINT
backed by a long experience in all
branches of ADVERTISING
Does YOUR advertising need it?
MINNA HALL SIMMONS
15 West 38th St. :: New York City
Room 1205 Phone FitzRoy 5196
SERVICE COPY BOOKLETS

P

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



PICTURE REVIEW

PRINTABILITY— A Modern Problem

PEN and ink has come back into its own again—because of an era of poor paper and poor printing. Yet this graceful, plastic medium was ever popular with the public. Some of the greatest artists of all times have worked in no other way.

Magazines and newspapers are not printed as well as they were; conditions, unavoidable perhaps, bring about many a half-tone hazard. Line plates from pen and ink originals ask no favors of paper, ink or printing press—they are fool-proof.

But this medium is adaptable for advertising purposes only when technique and a high degree of artistic skill are combined. Mr. John Richard Flannagan, of our staff, a specialist in costume, period and wide-world-over subjects, is much sought after by magazine art editors and book publishers. At a time when printability is a vital problem, we recommend the genius of this really great master of pen and ink.

It will prove profitable to you to send for the free envelope of pen and ink techniques by Mr. Flannagan and other members of our staff.



HARPER'S

The **ETHRIDGE** ASSOCIATION of ARTISTS
 New York Studios - 25 East 26th Street Chicago Studios - 140 N. Dearborn Street

"Eighteen Years in Business"

Certified Circulations

Some Mediums in Several Classes Whose Audits are Made by the

AUDIT BUREAU OF CIRCULATION

CLASS TRADE AND TECHNICAL

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

The weekly business newspaper of the architectural profession subscribed to at \$10.00 per year by practically every worthwhile architect. Published every week since 1876.

AMERICAN EXPORTER, New York

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

THE ARCHITECTURAL RECORD, New York

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

AUTOMOTIVE INDUSTRIES, New York

The only journal dealing with engineering and industrial problems in the third largest industry. Published weekly. Subscribed to by manufacturers, engineers and other industrial officials, allied industries, foreign manufacturers, etc. Net paid circulation 8,519. Member Associated Business Papers, Inc.

BAKERS WEEKLY, New York City

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

BOOT AND SHOE RECORDER, Boston

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

BUILDING AGE, New York

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

THE DRY GOODS ECONOMIST, New York

The Dry Goods Economist, a national dry goods weekly for retailers and jobbers, is the accepted authority of the dry goods trade. Eight issues of each year are World Wide numbers with over three thousand added foreign circulation. Type page 8 1/2 x 12 1/2. Published Saturdays—forms close Wednesday preceding. Member of the Associated Business Papers, Inc. The Dry Goods Economist, 231 West 39th Street, New York City.

EXPORT AMER. INDUSTRIES, New York

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

THE GAS RECORD, Chicago

Semi-Monthly. Edited by practical gas men. Reaches builders and operators of artificial and natural gas plants, and makers and sellers of gas-consuming appliances. Member A. B. C. and A.

B. P. Eastern office, 56 W. 45th St., New York. Telephone, Vanderbilt 3695.

HARDWARE AGE, New York City

Iron Age Publishing Company, 219 West 39th Street, New York City, established 1855; published weekly on Thursdays; forms close ten days preceding; type page, 7x10; one-time rate, \$1.45; 52 pages a year, \$96; subscription price, \$3.00; charter member A. B. C. and A. U. P. The national market report paper of the hardware industry and for 65 years an inspiration to better hardware merchandising; anticipating the changes, recording the achievements and cooperating in the success of hardware merchants from the Atlantic area to the Pacific coast. Read on paid subscription, as a business service, by practically every worthwhile hardware retailer and wholesaler, North, South, East and West, as well as their traveling salesmen, retail clerks, department managers, etc. Branch offices: Chicago, Boston, Philadelphia, Cleveland, Pittsburgh, and San Francisco.

THE IRON AGE, New York

"The World's Greatest Industrial Paper," established 1855; published every Thursday; forms close eight days preceding; type page, 6 7/8 x 11 1/2; one-time page rate, \$1.28; 52 pages a year, \$110; subscription price \$6; charter member, A. B. C. and A. B. P. The Iron Age serves buyers and sellers in the machinery, automotive, shipbuilding, railroad, farm implement, foundry, iron, steel and other metal-working industries. Its circulation is world-wide and is composed almost entirely of manufacturing plants. Its readers therein are the executives charged with the problems of management involved in purchase, production, costs and sales. Branch offices in Chicago, Pittsburgh, Boston, Philadelphia, Cleveland, Cincinnati, Washington and San Francisco.

MARINE ENGINEERING, New York

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

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

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

MOTOR AGE, Chicago

The Weekly News and Service Magazine of the Automotive Trade. Editorially it is devoted to the interests of the automotive trade as a dealers' paper specializing in service and maintenance problems. Circulation over 35,000, of which at least 70 per cent are dealers in cars, trucks and tractors or operate Garages, Service Stations, Repairshops, etc. Member A. B. C. and A. B. P.

MOTOR WORLD, New York

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

THE RETAIL LUMBERMAN, Kansas City, Mo.

The dominant trade paper in the retail lumber and building material field. It furnishes lumber dealers with building, advertising and sales service, and is a

CLASS TRADE AND TECHNICAL

high-class advertising medium. Total net paid circulation in excess of 5,000. Ask for statement. Member Associated Business Papers, Inc.

SHOE AND LEATHER REPORTER, Boston

For 63 years the most influential and intensive paper in an industry rated as fourth in the country's business. During 1919, the REPORTER carried 4,000 pages of paid advertising, which is 454 more pages than its chief contemporary. Published each Thursday. World-wide circulation at \$6 a year. Member Associated Business Papers, Inc. Ask for A. B. C. Report.

THE SHOE RETAILER,

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

TEXTILE WORLD JOURNAL, New York

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

AGRICULTURAL

NATIONAL STOCKMAN & FARMER, Pittsburgh, Pa.

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

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THE MODERN PRISCILLA,

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

NEWSPAPERS

THE COURIER NEWS, Fargo, N. Dak.

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



GET DOWN TO EARTH

If you want to make progress in an automobile or in an advertising campaign you must have all four wheels on the ground.

If you will make use of the service Successful Farming has to offer you will be carried swiftly and surely to the very heart of the farm market in the great food producing heart of the country.

Add the buying power of more than 800,000 farm families served by Successful Farming to your present market, and see your percentage of profits increase with the same overhead.

SUCCESSFUL

E. T. MEREDITH, Publisher
Des Moines, Iowa



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*The only American Newspaper
with a Million Circulation!*

The net paid circulation of the

New York American
CHARACTER QUALITY ENTERPRISE ACCURACY
THE AMERICAN PEOPLE'S CHOICE THE AMERICAN REVEALER

Sunday, December 19, at 10 cents, was

1,047,549

*Almost Twice the Circulation
at Twice the Price!*

In round figures the Sunday New York American has almost twice the circulation of any of the other four New York Sunday newspapers. The Sunday New York American sells everywhere for 10 cents. The selling price of every other New York Sunday newspaper in the local territory is 5 cents.

And this year, selling at 10 cents a copy, the Sunday New York American has more circulation than it had last year, when it, too, sold for only five cents a copy