

# Advertising & Selling

APRIL 17

1920

#

## Five States Versus Canada



HERE are twice as many people in The Chicago Territory (Illinois, Indiana, Iowa, Michigan and Wisconsin) as there are in all Canada. One advertising medium (The Chicago Tribune) reaches one family in five in this rich territory. This situation is fraught with great possibilities for the manufacturer who merchandises his advertising.

Public Library,  
Kansas City, Mo.



# Foldwell

TRADE MARK



## “There! That Circular Is *Right!*”

“That is exactly what I want—a circular with text that is clean and whole, with illustrations that are clear, with a general appearance of neatness. A circular like that will represent my product second only to a personal demonstration.”

Circulars are invested with an extra selling force when made of Foldwell Coated Book. For Foldwell's perfect printing surface will permit the use of fine half-tones and color plates that best express a product's value.

Foldwell never delivers cracked sales arguments, because its tough fibres never break out. So the Strength, Beauty, Style and Dignity, forcibly expressed in Foldwell, are never lost.

To print your next sales message on Foldwell is to put in an extra punch that will stay there till it has finished with your prospect.

Our Booklet “Paper As a Factor in Modern Merchandising” on request.

**CHICAGO PAPER CO., Manufacturers, 832 S. Wells St., Chicago, Ill.**

### NATIONALLY DISTRIBUTED BY

Lasher & Lathrop, Inc.,  
20 Lafayette Street, New York, N. Y.  
Whitehead & Alliger Company,  
8 Thomas Street, New York, N. Y.  
John Carter & Company,  
Boston, Mass.  
D. L. Ward Company,  
Philadelphia, Pa.  
The Alling & Cory Company,  
Pittsburgh, Pa.  
The Alling & Cory Company,  
Buffalo, N. Y.  
The Alling & Cory Company,  
Rochester, N. Y.  
Chope Stevens Paper Company,  
Detroit, Mich.  
Cincinnati Cordage & Paper Co.,  
Cincinnati, Ohio.


Cincinnati Cordage & Paper Co.,  
Dayton, Ohio.  
The Commerce Paper Company,  
40 St. Clair Street, Toledo, Ohio.  
Allman Christiansen Paper Co.,  
Milwaukee, Wis.  
Acme Paper Company,  
St. Louis, Mo.  
Kansas City Paper House,  
Kansas City, Mo.  
McClellan Paper Company,  
Minneapolis, Minn.  
St. Paul Paper Company,  
St. Paul, Minn.  
McClellan Paper Company,  
Duluth, Minn.  
Carpenter Paper Company,  
Des Moines, Iowa.  
Carpenter Paper Company,  
Omaha, Nebr.

Carpenter Paper Company,  
Salt Lake City, Utah.  
Blake, Moffit & Towne,  
San Francisco, Calif.  
Blake, Moffit & Towne,  
Los Angeles, Cal.  
American Paper Company,  
Seattle, Wash.  
Tacoma Paper & Stationery Co.,  
Tacoma, Wash.  
Spokane Paper & Stationery Co.,  
Spokane, Wash.  
Blake McFall Company,  
Portland, Oregon.  
John Martin Paper Company, Inc.  
Winnipeg, Ont., Canada.  
Parsons & Whittemore, Export,  
299 Broadway, New York, N. Y.



The  
**VITAL  
SPOT**  
TO START  
SOUTHERN  
CAMPAIGNS

The  
**VITAL  
NEWSPAPER**  
IS THE

WRITE   
ADVERTISING DIRECTOR

New Orleans  
**STATES**

**EVENING**

**SUNDAY**

# The Publisher's Representative



THE E. Katz Special Advertising Agency was established thirty-two years ago.

Long and hard have we worked at our business. For years we have studied its every angle, trying hard to be always more to our publishers than just advertising salesmen.

We have known intimately the business of many publishers, sat in their councils, with them worked out their problems, shared in their successes.

With that experience we have taken obscure, unknown publications and helped build them into the paying properties they are today.

And we have, too, aligned ourselves with publications already successful and increased enormously the value of their business and the quality of their good-will.

We have helped make newspapers better vehicles for advertising.

Among advertisers and agents we are respected as persistent, creative, dependable salesmen.

To publishers anticipating the future, desiring to insure a substantial income from national business, and who want to know more about our kind of representation, we have an attractive proposition to submit. Will you write for it?

## E. Katz Special Advertising Agency

15 East 26th Street, New York City

Harris Trust Bldg.  
CHICAGO

Waldheim Bldg.  
KANSAS CITY

Candler Annex  
ATLANTA

Monadnock Bldg.  
SAN FRANCISCO



# Advertising & Selling

Established 1891

J. M. Hopkins, President;  
H. B. Williams, Vice President;  
William B. Curtis, Treasurer;

ADVERTISING & SELLING Co., Inc.,  
471 Fourth Avenue, New York, N. Y.

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

29th Year

APRIL 17, 1920

Number 43

## Auditing the Advertising Agencies

Conditions Arising in That Great Branch  
of the Business Which Suggest the Need  
of Such Action and Some Methods Proposed

By RALPH BEVIN SMITH

IN a middle-sized New England manufactory not so many years ago, a smudgy placard adorned the hallway. It read simply:

BOOK AGENTS AND  
ADVERTISING MEN  
KEEP OUT!

The card no longer hangs upon the wall; the industry long since has become one of the great forces in "Down East" business. The man who lettered the sign is in his grave. But so long as he lived it stayed there as an admonition to persons of the advertising fraternity to attempt no business dealings with his house.

He was an advertiser—an ardent, intelligent one—but he had had an experience, obviously of the unfavorable sort, and he was SORE on the whole aggregation of persons and firms who form one side of the great Business Triangle of Production, Advertising and Publishing.

It may not be fair to assert that he represented a state of mind, a general attitude, toward makers of advertising. I have not the slightest doubt that this New Englander had "met up with" a firm whose members proclaim to the world that they are in "the advertising game."

In his day, of the three factors heretofore mentioned. Production

was the best organized, the most stable and the most reputable in the eyes of the world. Publishing was a haphazard business, all but in the

them as legal agents and their earnest desire to really render a maximum of service to their clients.

But there were then, and still exist, so many advertising agents, both firms and individuals, who either lack those up-standing ideals, or are manifestly incompetent to direct and engage in the business of advertising, that many a manufacturer and many a publisher may find little comfort and no profit in doing business with them.

The publishers themselves, it seems but a few years ago, were not averse to taking the underground routes to business, but in countless numbers they, too, have stepped into the light of over and above board dealings on standardized lines.

AGENCIES HELPED THE  
PUBLISHERS

I believe that, generally speaking and allowing for a very few exceptional cases, manufacturers and advertising agencies alike will admit the soundness of the publishing situation.

Manufacturers and agencies today are finding no difficulty whatever in transacting their affairs with the publishers on a solid square-deal basis.

In that connection need I add that it was the really reputable agencies, of their own volition, who helped put the publishing situation where it is?

### Auditing the Ad Agencies

NEARLY every advertising man, publisher and advertiser has, at some time or another recently, thought along the lines of Mr. Smith's article on auditing agencies. Whatever the conclusions have been the subject never has been discussed freely enough, nor has it been treated to the extent that the practices complained of have been eliminated.

There seems to be no reason to believe that the Audit Bureau of Circulations should be chosen for the task the writer cuts out for it; nor is it safe to assume that the A. B. C. would be available for such duty. But the fact remains that some good points have been scored and they are worthy of mature reflection before the subject is permitted to slide.

There may be better ways to improve the situation forecast for the "tight" years which seem to be ahead, and if there are we should wish to be among the first to bring them to notice.—THE EDITOR.

"game" class itself, while Advertising, because of the character of its individual workers and the practices they employed, was not, to say the least, in an ethical sense, a profession. If it is pressing on to that dignity today it is because of the high ideals of the central groups of toilers in the field; their faithfulness to the obligations put upon

The agencies, in having brought into existence the Audit Bureau of Circulations, if I may resort to personalities, have accomplished a great good for American industry. The statement is not far fetched. Anything that tends to make honest advertising more effective is to that purpose, granting that advertising is a truly powerful force in industrial development, as it has proven itself.

Is it possible that, while correcting the publishing situation, the agencies have overlooked another and very important—not to say urgent—matter, that of self-correction?

To get back to the New England manufacturer, I venture to state that the conditions of which he complained, and which he resented, have in some degree corrected themselves. In fact for some years there have been noted some remarkable developments in the advertising agency situation.

In a directory which lists 1,161 advertising agents in the United States and Canada, in 1919 (this same directory listed in 1918, a total of 1,144) it is remarked that 91 went out of business during 1919 and 108 new ones came into the field.

If twenty-three more agencies had failed the ones that went under would have equalled 10 per cent of the total.

The number that actually failed is equal to nearly 90 per cent of the number that began business in the same period.

These figures may or may not tend to show the popularity of "the advertising game."

#### THE "RECOGNIZED AGENCIES"

Of the 1,161 advertising agents now doing business, the American Newspaper Publishers' Association recognizes only 363, to be exact.

Membership in the American Association of Advertising Agencies numbers at present 117 agents.

Advertising agencies, baited by prospects of immense profits, which seemed easy to garner—and were all too "easy" in some cases—have been springing up on all sides since the old "Down East" businessman was laid to rest. The war has intervened, with its enthusiasm and its odd impulses. The war left its imprint upon advertising and the minds of the men who make it, and those who think they could do it better.

Who does not know, today, of some persons or group of persons recently (and with amazing lack of experience and financial equipment)

embarked in the "advertising game"? The lists are full of them. Where do they come from?

A leader in the advertising agency field received a very personal call from an acquaintance, a Wall street broker, not many months ago.

A conversation of interest to all who are engaged in advertising ensued.

"I'm just dropping in to get your advice," the broker began. "Wall Street is beginning to tire me, my strength isn't what it was once, and I am thinking of getting out down there. In fact, I expect to break into the advertising game."

"Are you serious?" inquired the cautious advertising agency chief.

"Yes, indeed. What do you think about it?" was the reply.

The advertising man did not reveal to his friend the fullness of his thoughts on the subject. His answer was:

"Just this: that if your many years of experience in the brokerage business have fitted you, and you can conscientiously offer the right degree of training and knowledge of advertising to your prospective clients, there is no reason whatsoever why you should not become an advertising agency man. But I want to tell you that it has taken me a lifetime to build my agency to a sound, service-giving standard upon which I can deliver to those who entrust their accounts with me all the value they pay for.

"It is no compliment to me, to say that you think of undertaking, without experience, what I have great difficulty in doing after years of study and practice.

"Why not tackle law—or medicine? Either one of them is far simpler to master and less complex in its ramifications than advertising."

In this case the stranger was turned away from the gates. But he has entered, in so many other cases under exactly similar conditions, that there arises in my mind the grave question of "When is an advertising agent really an advertising agent?" And I hold that the query is a just one.

It is toward the finding of the answer to that question that I have been turning my thoughts, as have many other persons, who have looked just a little into the past and gathered rather gloomy forebodings over the future.

#### A BUSINESS JUGGERNAUT

Today advertising is a giant industry, loosely operated and, by some, recklessly indulged in. Yes

terday it was an experimental effort to find and employ the best methods of obtaining distribution of ideas, service and merchandise. Tomorrow it will be a thoroughly established, scientifically operated business—again profession if you will—calling for the highest character, the deepest experience and the soundest financial integrity.

It is only fair to survey the past and present, as I have done, in order to arrive at a hint of what the future holds. The present is peculiarly indicative. The hand points to a situation more dangerous than ever existed before, both for the advertiser whose money is invested and for the publisher who is expected to maintain the mediums employed. The publisher suffers with the advertiser every time an inexperienced or unscrupulous agency "puts over" his methods. The publisher stands the loss every time an agency "goes to the wall." The publisher reduces his legitimate earnings every time he has to resort to unusual methods to collect his accounts from an agency. He is entitled to know in advance, what he has been assuming in the past, that all agencies he deals with are on the good standard of absolute reliability, irrespective of their size.

The newspapers of the United States now recognize about 500 advertising agencies, while the magazines, dealing with larger individual accounts, have pared the total down to not more than 350—except the Curtis publications which admit the existence of about half a hundred.

At first glance this might look like restraint of trade—as if certain interests were seeking to exclude all but themselves from the field. As a matter of fact, the restraint is upon only the irresponsible.

In the case of the newspapers and other publications, there is very little talk of restraint of trade because the Audit Bureau of Circulation sets up standards which all must accept and meet. And yet there are hundreds of small newspapers honestly filling their missions, doing business legitimately on known standards.

#### LOOKING TO THE IDEAL

Such a condition easily could be brought into existence in the advertising agency field, I believe. In fact, steps looking to that end already have been considered by the American Association of Advertising Agencies, formed largely for that purpose. Of course, my view-



point is that since the A. A. of A. A. came into existence there have been more marked gains in the other kind of advertising agencies than in the sound ones.

I do not see why there should not be an Audit Bureau of Agencies. And I am not alone in that attitude. But neither is the viewpoint unopposed.

The A. B. C. has been mentioned because of the remarkably fine work it does with the publications. That does not imply that it should perform a second similar service to the great Business Triangle. The result of an audit, however, would be beneficial perhaps even more to the advertising agency business than to the other two sides of the Triangle. There is nothing radical about the idea. The chief contention against it is that it is "meddling" with the business of others. But putting the A. B. C. on the trail of unfair publishers was "meddling," too, until the results became perfectly obvious. Now the publishers are taking pride and profits in their A. B. C. audits.

Advertisers should remember that a big name, a flashy office and a good "line of talk" do not make the best partners in an advertising enterprise. Personal integrity, financial soundness, unquestionable experience and complete equipment are far better participants in your advertising accounts.

In a publication there appeared recently an advertisement headed "Wanted, an Advertising Agent." It was an imposing, full-page ad that explained in detail just what kind of a man was desired. "We want someone," it ran, "who is a real asset to our advertising, not just a tax of 15 per cent on the budget. Considering what our agency is going to clean up on our account in the next ten years, we feel that we ought to get a few constructive ideas. *If none are available, we would rather do the best we can ourselves, and deal with someone on a purely brokerage basis.*"

Nothing could show much more clearly than that last sentence why some agencies are recognized and others are not. Here, in itself, is a cogent reason for the reputable agencies to demand a standard audit, that the sheep may be separated from the goats and each put where they may at one glance be spotted. The "brokerage basis" should be discouraged, no matter in what guise it appears.

#### OTHER POTENTIAL BENEFITS

The correcting of this evil, however, is not the only benefit that would accrue from supervision of an Audit Bureau. The rating of agencies and the auditing of their accounts would make for their standardization and the constructive stimulation of business as well. Not that business needs any stimulation just now—I am looking to the time when present day practices will be looked back upon as very fair by comparison with what seems to be in store, when the advertising rate cutters and rebaters of today will have to extend their practices to the

### The Rainbow

**The rainbow was the first great advertisement. It has position. It has color. It holds out a promise of benefit—in effect: "I shall not drown you again if you behave." And then it has the value of repetition, because it repeats in the same position and color and promise after every rain.—Arthur Brisbane.**

limit to induce accounts now easy to obtain.

Advertising agency heads, the most interested parties, ought to be able, and I believe they will be, upon mature reflection, to see that through such an audit arrangement a decidedly beneficial relationship among themselves might well be built up, through which perhaps the Four A's itself might be able to render inter-service of a highly valuable nature. For example, it might be desirable to assist each other financially to handle their affairs at times when purely financial matters were involved.

William H. Rankin, of the Wm. H. Rankin Company, of Chicago, who was among those to whom I went for the "inside point of view" not only believes the audit of advertising agencies is a good thing to undertake, but feels further that the Audit Bureau of Circulations would not be overstepping its legitimate field of improving the business of publishing, by conducting such service. Mr. Rankin expressed his views on the subject in this wise:

#### A MATTER OF SQUARE DEALING

"What's sauce for the goose is

sauce for the gander." The answer to the agency recognition question is to have the A. B. C. audit the new agencies and give an unbiased report to the newspapers, magazines, farm and trade papers, the same to be paid for by the applicant.

"Then, when the A. B. C. has made a success of auditing new agencies before recognition, let's have all agencies audited by the A. B. C., just as all agencies insists that publishers have their circulation audited. And then I'd go a step farther and have the A. B. C. give the publisher an audit showing that all agencies and advertisers are given the same square deal.

"Agencies never should be allowed to sell a publisher's space at lower rates than the publisher would sell the advertiser direct; and the A. B. C. audit will eliminate rebating and giving of commissions direct to advertisers.

"Three years ago, at an A. B. C. meeting at the Chicago Advertising Club, I made the suggestion that the agencies be audited and the publishers present certainly endorsed that idea.

"Now is the time to put that plan into effect and if the publishers will have their rates audited and the agencies their records audited, it is a 50-50 proposition."

"But why," another well known agency man asked me, "should the A. B. C., particularly, take up this work when it is already sufficiently covered by the functioning of the American Association of Advertising Agents?" Then he continued: "The members of the A. A. A. A., numbering 117, are the most highly accredited agencies in the country. Membership in this organization signifies close adherence to the ethics and standards of the business. Why is any further supervision or auditing necessary?"

The fact that the agency represented by this man is a member of the A. B. C. made his objection worthy of consideration at least. It may as well be stated right here that I met with the same attitude from several executives of well established and above-reproach agencies. The first reaction of these men to the idea is one of mild resentment. They seem to get the impression that it involves distrust of, if not disloyalty to, the American Association of Advertising Agencies, an organization which has conscientiously and consistently labored to raise the ethical standards of the profession. That much no

(Continued on page 48)



# Building Quality to Back Sales Campaign

The Interesting Story of How the Nunn, Bush & Weldon Shoe Company Struck Out for Prestige First

RECENTLY the first national advertisement for the Nunn, Bush & Weldon Shoe Co. appeared in one of the prominent weeklies. This advertisement marks the culmination of several years' planning and the beginning of a new effort in the highest class men's shoe field.

The business of Nunn, Bush & Weldon Shoe Co. was started some seven years ago. The first products were strictly work shoes and as the business grew semi-dress shoes were added to the line.

The aim of the founders always has been to make a quality product and to eventually make a finer shoe than any other house in America.

With this in mind preparations were begun several years ago to obtain a class of labor that could make really fine shoes. Various plans such as a profit sharing insurance, employees cooperative association, etc., were built up to hold employees with the house, because unusual skill is demanded of makers of fine shoes and a shifting labor would not assure the quality of work necessary.

In the meantime, the business had grown until three buildings are necessary to house the company and produce daily the more than seven thousand pairs of shoes required to care for each day's business.

A year ago the first shoes of superfine quality were placed with the trade with the idea that a year's experience with them would iron out all selling and manufacturing troubles. Last April an advertising department was organized under the direction of Gurth F. Chambers, formerly with the merchandising department of Klau-Van Pietersom-Dunlap of Milwaukee.

Under Mr. Chambers' direction, the complete campaign mapped out includes one general weekly, four juvenile publications for advertising the boys' line, three trade journals and direct literature and dealer aids.

The weekly used is the *Saturday Evening Post* and the idea behind the campaign there is to create the impression, through art and copy, of extreme quality. The illustrations of shoes are placed against

ity without attempting to describe any shoe. It has been decided preferable to build up in the consumer mind the idea of the extreme quality of Nunn-Bush shoes rather than attempt to sell one style.

The fact that the shoe is made of the most carefully selected hides, that only pure silk thread is used in fitting the uppers, that the tongues are curved to conform to the foot, are all exclusive points left for the Nunn-Bush dealer to emphasize.

Color inserts and black and white pages in the trade journals backed up by an intensive direct literature drive is merchandising the *Saturday Evening Post* advertising to the dealer.

Portfolios are carried by the salesmen showing all national advertising and dealer selling aids. A plan of getting the co-operation of local newspapers to induce local merchants to advertise, laid out by Mr. Chambers, is in successful operation and will increase the amount of space used by local dealers 300 per cent from present indications.

The thorough merchandising of the national advertising has been a big feature this campaign. The dealer has had the story of the campaign told him from several different angles. The first announcement piece sent to some 20,000 prospects brought replies from over 1500 shoe dealers in the United States who bought a pair of the new shoes and placed themselves open to attack by salesmen carrying the complete line.

This season's business during the first four weeks exceeded any previous first four weeks by over a half million dollars so it is felt that the company sales policy is proving a success.

The campaign is being extended into the junior field, by means of generous advertisements in *The American Boy*, and some of this copy is reproduced here, to show the juvenile appeal employed.

**"I Hardly Know I'm Wearing Shoes"**

American Boy shoes fit so snugly and are so smooth and pliable that the lucky boy who has a pair feels delightfully foot-free and easy. For twenty years thousands of boys have enjoyed the looks, fit and wear of

**American Boy Shoes**

"For School - For Play - For Holiday"

Made in Milwaukee, a great leather center where we have first choice of the finest leather and most skilled workmen.

American Boy shoes have the features that make you feel well-shod when you're dressed for a party. They are smooth, pliable and make them wonderful wear-resisters for country hikes or

They feel like socks, and give you a foot that's comfortable.

You can tell the merchant who sells you American Boy shoes.

**American Boy Shoe Co.**  
1000 N. MILWAUKEE ST.  
MILWAUKEE, WIS.



THOSE who are seeking distinctive neat and stylish footwear will find their ultimate choice in these better shoes

**NUNN BUSH**

AMERICAN BOY SHOES




Two excellent specimens of the quality copy

backgrounds that carry an appeal of quality. One advertisement shows a shoe on a velvet cushion against a background of heavy draperies. Another shows a shoe in a very exclusive store window with a full-blooded dog gazing in the window. Statuary, and indoor and outdoor scenes that bespeak quality, are also used.

The copy breathes exclusive qual-



## Alfred, the Adman, Clears His Desk for the A. N. P. A. Convention



Cartoonist Stanley, of ADVERTISING & SELLING, shows how obstacles are overcome

## Putting Story Interest In Advertisements

"Once Upon a Time—" Style Is Old Because It Is Good, and Makes for Reader Attention  
 By FRANK FARRINGTON

WHETHER we read stories or not, we all like stories. If we are reading a treatise on the Ethics of Ethnology or an essay on the Future of Fatalism and we scent the narrative effect, we prick up our ears immediately.

There used to be an old fellow in my town who claimed to be the first advertiser to use full page space. He offered one day to bet that he could prove his claim. A stranger who heard him make his boast invited him to put up his money, at the same time taking out of his own pocket a roll of bills. There, when I started in to tell you about an incident, about a case where something happened; in short to tell a little story, didn't you feel a quickened interest and jump right into that narrative? And doesn't that injection of a hint of a story prove my first statement?

Why isn't that natural tendency on the part of any reader fair game for the advertiser? Why ought not the advertiser to take advantage of that common interest in stories and

make his advertisements more compelling by the use of the narrative form in one way or another.

We will read the actual description of a concrete case with interest where we will not give any attention at all to the abstract. If an advertisement tells of the experiences of Johnson with his Plankrode Twinsix we will read it through, provided it has something worth while to say. If the same space is devoted to stating certain abstract principles, the same that were demonstrated in the Johnson story, we pass them over with a glance at the picture of the car. What do you say to these contrasts:

### THE MOTOR CAR BEAUTIFUL

Most beautiful car made in the United States.

Lines of grace, wonderful piano finish, exquisitely trimmed, the acme of style.

No car is so generally acclaimed the queen of all cars. To see it is to be delighted with its high class appearance.

It is impossible to buy a prettier car at any price. Let our dealers show you that all we claim for this car's attractive appearance is true. Plankrodes are beauties.

So much for the abstract. Now for the concrete:

### "CLASSIEST CAR IN TOWN"

Going down Broad street the other day a man stopped me and pointed to a Plankrode touring car parked by the curb.

"There's the classiest car in town," he said. "I was out riding with the owner and I noticed that all along the street people turned their heads to look at the car, and whenever we stopped someone would come up and look it over and exclaim about its good looks."

It is a common report that the Plankrode has it over the rest for good looks. The explanation may be that the designer, in addition to being an expert on automobile construction is an artist and sees how a car may be made beautiful as well as merely utilitarian.

Then suppose we replace the typical cut of a car in the first advertisement with an illustration in the second advertisement showing the man being shown by his friend the Plankrode standing by the street. This, in a way, makes a story out of the advertisement and gives it the human interest touch about which we hear so much.



Or we might take a different advertised product, tires:

#### WONDERS OF TIRE CONSTRUCTION!

The making of the modern automobile tire is a marvel of ingenuity.

Years of experimenting. Thousands of dollars spent in trials of all kinds of tires. The genius of hundreds of expert workmen. Factory tests and road tests.

We have stopped at nothing to perfect our product and today it stands paramount—the tire of perfection, the Hardnox Tire.

That is well enough as tire advertising goes, but wouldn't the narrative form get over better and in more instances?

#### HIS TIRES FOOLED HIM!

Joe Blossom of Catamount, Montana, is one of these rough drivers who never look to see where the road is smoothest! He drives his car right through the thickest of everything.

You know that kind?

He bought a new car equipped with Hardnox tires and in his usual way, he had two spares put right on because he always found that two were none too many right at the start.

Well, Joe has been driving that car for six months now and he has the same tires on it he started with and the spares have never been used.

We claim that Joe's experience is typical of Hardnox tires and we can prove it with lots of testimonials. Let us send you two or three from your vicinity.

And in illustrating this advertisement why not refrain from entering the contest for the production of the most beautiful tread design, and instead show a cut of a tire that has been used a record number of miles?

Along another line is a suggestion for a phonograph advertisement that will interest and instruct rather than merely instruct. Advertising that is instructive only does not get as many readers to instruct.

#### MARVELOUS TONE REPRODUCTION

The Tonafone presents a new development in the reproduction of the tones of the human voice or of musical instruments.

It presents an entirely new arrangement of tone arm and diaphragms. This new conception is the work of Mr. Brian who has given his life to the study of phonograph perfection.

The tones of the Tonafone cannot be found to differ from the natural original tones. You will be amazed when you hear one.

You can go on that way for pages and nobody cares much. You may interest some readers and a page of advertising of any kind will produce some results, but perhaps more readers might be secured by giving the advertisement more interest, for example:

#### THE CONGREGATION WEPT

Reginald Perrin for years sang each Sunday in the Church of the Messiah. By voice and by personality he was beloved to the people of that church.

He never allowed his engagements to meeting held at the Advertising Club last Saturday night.

Two business films, "How Mephisto Bits and Augers Are Made," and "The Story of Men's Hats," as they are manufactured by Stetson, were shown. Cleverly presented and intensely interesting all the way through, the pictures proved very entertaining as well as educational. In the Stetson picture particular interest was shown in Miss Donworth's pithy titles and "leaders" which, with sketches, traced the development of headgear from the days of Babylon to the present. Then, in viewing the evolution of a felt hat, beginning with that industrious little animal known as the beaver, was not only impressing to the young advertising men and women, but illuminating as to the wide range of possibilities that the film offers in the industrial field.

A few weeks ago at the morning service in his church a Tonafone, concealed by palms, gave two of his sacred songs. The absolutely life-like reproduction of each brought the congregation to tears. It was as if one had been restored from the dead.

The Tonafone reproduces tones absolutely. We have made hundreds of people think they were hearing the original.

Abundant volume of sound and perfect accuracy of tone makes the Tonafone great.

Then, take soap, for example:

#### THE PERFECTION OF PURITY

Soap that is almost pure is not pure at all. The slight impurity is just enough to create exactly the condition you seek to avoid.

It seems like a good deal to say that Camio Soap is absolutely pure, but it is true.

We not only eliminate from Ultimo part of the impurities. We eliminate them all, making a soap that will not irritate the skin or create any unpleasant sensations.

It does not infect. It cleanses. There can be no better soap than Ultimo. We know of none as good.

That is claiming enough for the soap, but not enough people will read it or believe it implicitly. Let us put the soap advertisement in a different form.

#### HE ASKED US OUR SECRET

A prominent chemist the other day asked us what was the secret of the production of our absolutely pure Ultimo soap.

Now, this chemist is a good friend of ours and he has sometimes intimated that we claim the impossible for our soap, though he confesses that he has found by analysis that we must be right.

"There is no secret," we told him. "All there is to it is the taking of infinite pains and never relaxing in vigilance. We see that every impurity is taken out of the soap and kept out not one day but every day."

That is the answer. We took this chemist through our plant and we proved to him that our claim is true. We proved it so conclusively that he said, "Even if I had never analyzed Ultimo I would be convinced."

In some periodicals the advertising pages today vie with the most interesting "reading matter" between the two covers. If this narrative form of advertisement were judiciously used—not foolishly and to extremes—the advertising pages would take a step still further in advance of the so-called "reading matter" and more people would go through the advertisements before they look at the other pages.

#### Miss Donworth Treats the Triad League to the Movies

Members of the Triad League of New York University and advertising students of Columbia University were given a treat by Miss Camilla Donworth, president of the Films-of-Business, at a

meeting held at the Advertising Club last Saturday night.

Following Joseph Ellner of the United States Foreign Language Press Association, who spoke on "Advertising in the Foreign Press," much applause greeted Miss Donworth when she made clear in no uncertain terms the attitude of the American manufacturer towards the foreign worker. In closing Miss Donworth told of the manner in which she secured her merchandising experience, and her first start in business. After having thanked her by a rising vote, a short business session was held in which Jason Rogers, publisher of the New York Globe was elected as an honorary member, and then the Triaders adjourned.

#### Plan Chain of 1,000 Stores

The Community Wholesale Purchasing Corporation, which was organized with headquarters at 120 Broadway, New York, this week plans to establish a thousand or more co-operative stores throughout New York, in an effort to reduce the high cost of living.

The organization, which was incorporated in Delaware with a capital of 1,000,000 shares of par value of \$5, has modeled its plan after the Rochdale, England, co-operative scheme which began in 1813 with a capital of \$140, and in 1914 had grown to a membership of more than 3,000,000 and operated 1400 retail stores in England and Scotland, doing a business that year of more than \$650,000,000.

O. C. Trask, assistant grand president of the Brotherhood of Maintenance of Way Employes and Railway Shop Laborers, is the president of the new company. Robert P. Brindell, president of the New York Building Trades Council, is first vice-president; F. Hunting Clark, second vice-president; the Rev. Joseph J. Genthner, pastor of the Reformed Dutch Church and chairman of the East Harlem Community Council, treasurer, and George H. Salmon, secretary and chairman of the Executive Board. The directors include two Columbia University professors, members of the ministry and others.

#### Another New Beverage

To introduce the beverage, Family-ade, to the New York market, the Fruit Valley Corporation, Rochester, N. Y., are planning to release an extensive advertising campaign in the city's newspapers.

#### Kansas City Ad Club Publicity Director is a Woman

The publicity for the Kansas City Advertising Club is now being directed by Miss A. J. Lambkin of the Perry-Hanley Advertising Co. in that city.



# THE NEW YORK GLOBE

180,000 daily circulation among a class of  
New Yorkers with money to buy  
advertised goods.

## The Globe Sells Advertising As a Commodity

at the same time to all comers for like  
service under like conditions

### GLOBE READERS HAVE CONFIDENCE IN ITS ADVERTISING

Because its columns are kept clean and  
no fake or offensive copy is admitted.

Member A. B. C.

**The New York Globe**

180,000 A DAY

JASON ROGERS, Publisher

# Getting Your Trade Name Into Webster's and Losing It there

What Some of the National Advertisers Think of the Effects of Publicity That Makes a Proper Noun All too Common

By RALPH BEVIN SMITH

SHERMAN said it. War is just that for the poor etymologist.

Every time he came up for air during the great conflict in Europe, forsaking to listen to the boom of cannon along the western front those linguistic depths where the submarines with Skeat in hand and Max Muller for guide, pursuing the Greek enclitic or nosing among the succulent roots of the world's languages, some rude person in uniform shoved a new word down his gullet.

"Archie," "dud," "whizz-bang," "zoom," "wash-out" and "zero hour" choked off his cries for help; if he dived into the dictionary for safety, "tank," "blimp," "barrage" and "camouflage" still pursued him.

In fact, the late unpleasantness was just one awful annoyance after another for the men who labor at the dictionaries and under the delusion that they can ever write "finis" to their task of setting down the symbols that, taken together, compose our language.

Yet, as Milton did not say, peace hath her terrors, too, no less renowned than war; only, in peace, it is not Kipling's "single men in barracks," but ruthless men in advertising agencies who slam new syllables into the distraught countenances of the word-mongers.

## THEY'RE COMMON NOUNS NOW

Celluloid, kodak, victrola, pianola, comptometer, and a score of trade names like them get by without capitalization today, become generic terms and even climb into the dictionary, while the men who invent them or give them publicity pat themselves on the back over the success of their inventive genius or their advertising skill.

But, verily, I say unto you, the etymologist shall have his revenge.

There is another side to the case which F. W. Wilson set forth in the January 31 issue of ADVERTISING & SELLING, ending his summing up with this statement:

"In fact, it should be the aim of every advertiser, if possible, so to shape his advertising as to popularize his trade names so that they will be generally used as common nouns."

## The Other Side

ADVERTISING & SELLING promised to present the other side of the question as to whether manufacturers should endeavor to convert their trade names by advertising into common nouns at the time that F. W. Wilson's article, declaring that they should, was published.

The writer has succeeded in bringing together a number of interesting opinions from advertisers who disagree with Mr. Wilson quite emphatically and sets them down here in a lively tone that may prove provocative of further discussion of this very important subject.—THE EDITOR.

I find the argument for that other side best epitomized in these words of C. F. Abbott of the Celluloid Company:

"A trade name, according to my ideas, is of great value to the company that protects it. It is the character of protection and the manner in which it is safeguarded that permits it to develop into a valuable asset to any company.

"If you are going to permit the name to be absorbed as a general term, then it seems to me that you are going to lose the very thing that you are trying to develop."

What about the penalties—in counter-distinction to the profits—of getting your trade name into the language and into literature?

These are ably discussed by Mr. Abbott, who represents a company especially cited by Mr. Wilson as having put its trade name into the dictionary.

## ANGER OF ABSORPTION

"It is my personal opinion," he says, "that it is most undesirable to permit the general use of a trade name to the point where it is absorbed into the language as a generic term.

"I have seen a great many instances in the case of the trade name 'Celluloid' where it has developed very embarrassing situations, simply because it has become a general term, in wide commercial use. Throughout Europe 'Celluloid' is thus employed; again, in some of our own governmental statistical data, 'Celluloid' is used generally to cover pyroxylin compounds.

"The value of a trade name lies to a very large extent in its exclusive use by a certain manufacturer, jobber, or owner. If you are going to permit its general use by the public whenever they desire to do so, then the exclusiveness is gone and the value of the good will has been reduced."

C. W. Page of the C. W. Page Company, of Richmond, Va., is another who believes that "it is bad business to get the name of your product into the dictionary."

"Take the case of the Victrola," he said in discussing this question. "Has the Victor Company gained or lost by having the word 'Victrola' become a common noun—that is to say, a name for all talking machines? You'll notice every advertisement of the Victrola contains a notice that the genuine has the Victor trade mark, that the Victrola and the Victor records are made for one another and perfect results can be obtained only by their use in combination.

"Does the Victor Company fancy the indiscriminate use of the word 'Victrola' in reference to other talking machines? I do not pretend to speak for them, but imagine a large number of prospective Victrola customers, sold on the merits of the genuine article by the Victor Company's splendid advertising, going into a store that has thrown out the hint in one way or another that it has the genuine article.

## WHAT IS A "VICTROLA"?

"Imagine a line of buyers going into such a store, asking if they sell Victrolas and being answered, 'Yes certainly, just step this way.'

and being shown something that never saw the Victor plant.

"I believe the number of non-descript machines that are sold as Victrolas is beyond computation. How often have I heard some person say, 'We have bought a Victrola,' and on entering the home and lifting the lid of the machine found some other name there. I am sure that, in many cases, the owners of such instruments thought they had genuine Victrolas. Why did they think so when a different



# Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY  
10 cents in Canada



## ORANGE-CRUSH *and* Collier's

The Orange-Crush Co., is using Collier's as the backbone of its national advertising campaign for Ward's Orange-Crush and Lemon-Crush.

## Watch Collier's

name was plainly stamped on the machine? That, I cannot answer unless it is just natural carelessness. A great part of the public are only half way reached by advertising. They only get a smattering of the advertising message - not quite enough to keep them from being victimized by the dealer in the imitation article.

"I wonder how the Victor Company feels about that competitor who advertises in the classified columns of numerous daily papers to sell his 'Large size, new victrola model talking machine with records at a sacrifice for cash.' I say, 'I wonder,' but does anybody wonder how competition of that class is regarded?"

"My guess is that the Victor Company would rather 'Victrola' were not the common noun that it is.

"Equally suspicious am I that the Aeolian Company would rather the good name 'Pianola' had been kept out of Webster's. Haven't you noticed the sentence that runs in the Aeolian Company's advertisements to the effect that 'Pianola' is their trade mark name rightly used only with their product?"

"It's the same kind of a notice that the Victor Company publishes the same that the Eastman Company uses. Having advertised their trade mark name into the dictionary, they now strive to undo the damage.

#### PIANOLAS AND "PIANOLAS"

"Go into some music store that does not handle the Aeolian Company's Pianola, ask the salesman if he can show you a Pianola and notice the cheerful abandon with which he will lead you to the 'Smith and Jones' Player-Piano and demonstrate several other makes. Not every piano store will handle you that way, but enough to make it interesting for you and exceedingly uninteresting for the Aeolian Company, makers of the real Pianola.

"I've another guess to register namely, that the Aeolian Company would rather the name 'Pianola' were not the very common noun that it is.

"The trouble about getting the trade mark name of your product in the dictionary is that it then becomes everybody's property. Other manufacturers sell goods on the reputation of yours. It is much easier for the unscrupulous dealer to put off an imitation on a purchaser where he feels no restriction in using the name of your genuine product."

G. C. Hensch, President of the Measuregraph Company, will endorse the stand taken by Mr. Page.

Calling my attention to the Eastman Company's slogan—"If it isn't an Eastman, it isn't a Kodak," and to the fact that the well known firm of Felt & Tarrant is using a similar line to the effect that "If not made by Felt & Tarrant, it is not a Comptometer"—he expressed the opinion that Mr. Wilson's arguments for striving to get a trade name into the language are also excellent reasons for avoiding this result.

#### THE ETYMOLOGIST'S REVENGE

And, finally, Samuel C. Dobbs, President of the Coco-Cola Company, informs me that he would look with unfriendly eye, indeed, upon any attempt by a too clever advertising man to get the famous Coca-Cola name into Webster's as a common noun.

"My thoughts are," he said,

"that nothing should be done whereby a trademark would be made a generic term."

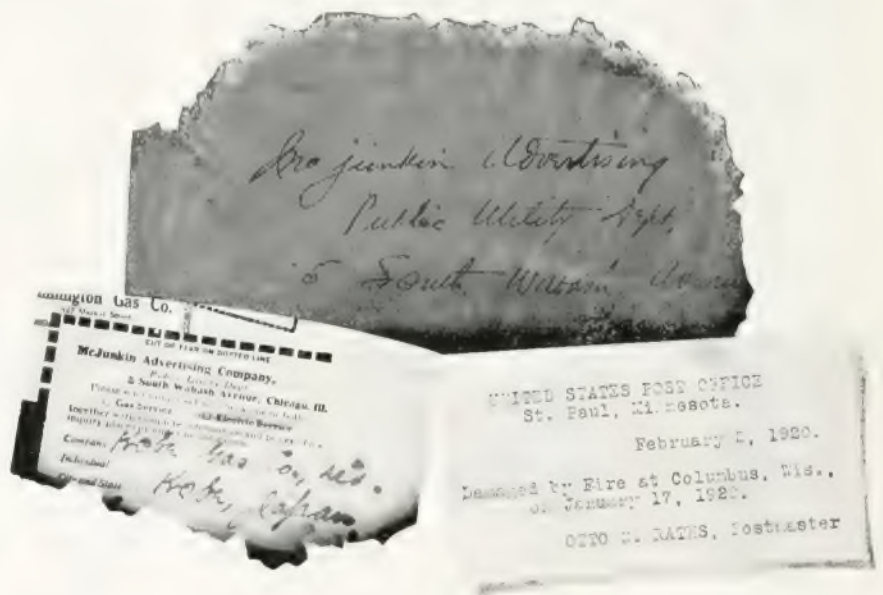
In other words, Mr. Dobbs and all those who agree with him have learned, through their own experiences or through the experience of others, to fear the revenge of the etymologist.

What that is, you have already guessed. Thrust upon him, for his dictionary, that precious trade name of yours that has something of yourself in it and he must, if you are insistent enough, take it. But he will take nothing of YOU. YOU will be squeezed out in the process. What goes into the dictionary will be a common noun, alright—so common that it will be used by the World and his Wife to cover every product in your line, as Mr. Abbott declares "Celluloid" is used.

And then, where will you get off?

Well, you won't have to get off—you won't be riding on the advertising bandwagon any more.

## Good Ad Resists Fire



From across the great Pacific with its storms and unexpected typhoons, over the perilous heights of the Rockies with their snow slides, a letter addressed to the McJunkin Advertising Company, and containing a coupon clipped in Kobe, Japan, from the *Gas Record*, a Chicago publication, traveled safely until it reached Columbus, Wisconsin. In the mail coach as the train neared the town of Columbus, a fire broke out, and it started to consume the package of letters with which the inquiry from Japan had weathered so many vicissitudes. The edges of the envelope and of the coupon burned away before a rescuing hand came.

All quite unusual, true enough, but probably even more strange when we know that the headquarters of the magazine which brought the answer from the distant land is located within a stone's throw of the advertiser, and that a matter per-

taining to gas should be harmed by fire, its ally, and aid, fire. Smoke-browned and charred, the crumbling letter, with both the address of the advertiser and inquirer still legible, was finally delivered, accompanied by a note from the postmaster at St. Paul, Minn. And so, the Kobe Gas Company, in spite of the elements, will get the advertising service of the McJunkin Agency.

#### Advertising "Henry the Fourth" Cigars

Schedules are being sent out to daily newspapers for the C. C. Snider Cigar & Tobacco Co., Birmingham, Ala., on Henry the Fourth cigars, by Chambers Agency, New Orleans. The Snider Co. are distributors in the South for the brand, which is manufactured by the Preferred Havana Co., of New York, Havana and Tampa.



# HABIT

**B**ACK in 42 B. C. a certain man made a remark which all those who want to sell to the railways today might well keep in mind.

"Powerful indeed is the empire of habit," remarked Publius Syrus; and while Friend Publius hadn't the slightest idea either of modern publicity or modern railways, he gave a tip which exactly meets railway conditions now that the roads are back under private control once more.

Sixty-four years ago railway officials first formed a habit which you who desire to sell to the railways the innumerable things needed in the business of transportation should consider with care.

That was the habit of reading the RAILWAY AGE—a habit which proved so valuable that each year it has grown stronger. And as the railway field became more highly specialized, other habits were formed by railway officials—the habits of reading the RAILWAY MECHANICAL ENGINEER, RAILWAY ELECTRICAL ENGINEER, RAILWAY SIGNAL ENGINEER and RAILWAY MAINTENANCE ENGINEER. And so valuable have these habits proved to them, that today it takes a circulation of 40,000 copies of these publications, which form *The Railway Service Unit*, to satisfy the demand.

Right now, when the railways must purchase innumerable articles in vast quantities, is the time to reap the advantage which comes from having your message placed exactly where busy railway officials have formed the habit of looking for information concerning ways of securing better service and greater economy.

The only problem is, which publication or combination of publications will best serve you. And here too, we can help you if you put that problem up to us, and more—we will tell you how best to use the publication which exactly meets your requirements.



## SIMMONS-BOARDMAN PUBLISHING CO.

WOOLWORTH BUILDING  
NEW YORK, N. Y., U. S. A.

CHICAGO, ILL.

CINCINNATI, O.

CLEVELAND, O.

WASHINGTON, D. C.

34 Victoria St.  
LONDON

All five members of the Railway Service Unit are members of the Audit Bureau of Circulations and Associated Business Papers.

# The Men and Women Who Make Our Mediums

GARDNER COWLES

Publisher of the Des Moines Register

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

By CHESLA C. SHERLOCK

SOME MEN are in the newspaper business because they were born with the smell of printing ink in their nostrils; others work within the sound of the roar of presses because to them it is the only business in the world that has any romance attached to it; and others (they are a rare species) have entered the newspaper business at middle age because they recognized a great chance to serve the public.

In setting out to introduce you to Gardner Cowles, publisher of the Des Moines Register, I am going to tell the story of a man who falls within the latter classification.

Do not look for references to a long ancestry engaged in the newspaper or printing business! it is not here.

Do not look for the usual story of the boy who set out to make his mark in the world, and did it by getting a job as "devil" in some shop and fighting his way up until he bought the sheet and married his rival's daughter.

There is nothing dramatic in the manner of Gardner Cowles' introduction to the newspaper business. The thought that he would make a good publisher never entered his head until a number of friends put it there, and it took some pretty persistent hammering to induce him to believe it.

#### A BUSINESS MAN FIRST

Seventeen years ago, Gardner Cowles was a country banker at Algona, Iowa. He had been in the banking business all his life, and he had made good. He liked Algona, his work, the business possibilities. He had plenty to do, and he felt that his service in aiding in the development of Northern Iowa was a man's task, and he was content to keep at it.

Then along came Fate in the guise of Harvey Ingham, a lifelong newspaper man, who had at one time owned a paper in Algona. Mr. Ingham had gone down to Des Moines sometime before to edit *The Register & Leader*, then published

by George E. Roberts, now a famous New York banker. In the course of time Mr. Roberts wished to go East. His interests were for sale.

Ingham could think of no one in the world who could step into Mr. Roberts' shoes better than Gardner Cowles, so he wrote him letters, had his friends get after Cowles, and finally he got on the train and went back to pry Cowles loose from his bank.

And so Gardner Cowles came to Des Moines and entered the realm of humming presses and extra editions.

"I felt from the first," he said, as he told me the story, "that the business principles which had made my bank a success could be applied to the newspaper business with equal success.

"So many papers were just printed—they had struck a gait and they seemed content to stick in the old rut. Makeup was poor, they lacked features, human interest.

"And there was usually a poor business organization getting out the paper. It was seldom well-knit, and the idea of team work hadn't yet found expression.

"Merchants were beginning to learn that the man who could furnish the best services to his patrons at the least cost was the one who was forging ahead. Newspapers often were content to furnish an ordinary service."

#### A SOUND NEWSPAPER BUILDER

When he took over *The Register* seventeen years ago, Mr. Cowles found a circulation slightly in excess of 10,000 copies. He has doubled his circulation every five years since then!

"It has been done, I think, through our policy of putting every possible dollar back into the paper," he said. "We have tried to give the public the utmost in newspaper service. That and the team work of every person on our staff has made the paper what it is."

*The Register* will be remembered as the home of "Ding," the famous cartoonist. Ding still makes it his home. He tried out New York City for awhile, but got so homesick for his old office and the atmosphere in Des Moines that he came back.

Having a cartoonist on the staff isn't a special feat, but it threatens to be one when you consider that Des Moines hasn't been able to claim more than a hundred thousand population until this census; and when you add to it a man of "Ding's" caliber you find that the Cowles' policy hasn't consisted in talk alone. But this is pertinent to the present discussion only insofar as it raises the question: "What sort of a man is Gardner Cowles?"

He is, first of all, an organizer. Team-work is his passion. Unless he can have team-work from his staff, he realizes that the paper will languish and fall by the wayside.

#### EXPONENT OF TEAM WORK

"When you have three hundred and fifty people employed on one project, every last one of them has to be on his toes with his shoulder to the wheel," he said, the other day. "If you are going to arrive."

The first and only thing you see when you enter his office is a large motto which hangs on the wall above his head. It is placed where YOU can see it, not him. It is from Kipling, and it reads:

"It ain't the individual nor the army as a whole.

But the everlasting team-work of every blooming soul!"

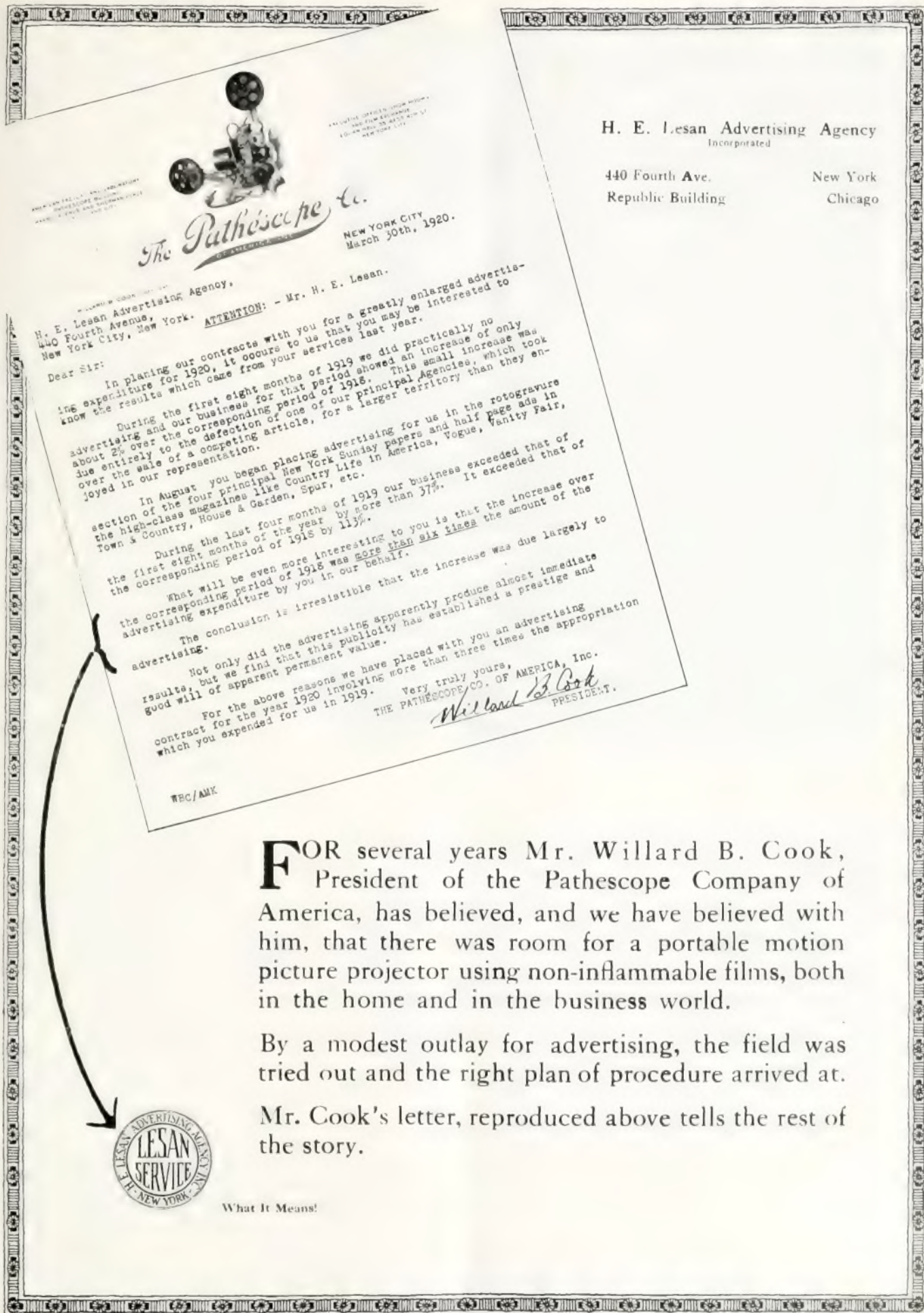
That expresses Gardner Cowles better than anything I can say. It is absolutely the only bit of decoration you will find in his office. With a desk, two chairs and a small filing cabinet, it makes up his entire working equipment.

He is a heavy built man, roundish in face and quiet in manner. He speaks and acts with a great deal of reserve. He is the sort of a man that could be described as having no temper at all. He never gets out of gear.

He is a smooth running machine, today, tomorrow and forever. He knows what he is after. He goes after it. There is no hustle and bustle and excitement.

One of his outstanding characteristics is his abhorrence of personal publicity. He is easy to meet, and will talk readily about *The Register* and his work for it, but when you get down to Gardner Cowles, it takes a great deal of cross-examining to strike pay dirt.





**The Pathoscope Co.**  
OF AMERICA, INC.

NEW YORK CITY  
March 30th, 1920.

AMERICAN TELEVISION AND BROADCASTING  
CORPORATION  
440 FOURTH AVENUE  
NEW YORK CITY

ALL LETTERS SHOULD BE ADDRESSED TO  
THE PATHOSCOPIC COMPANY  
440-442 FIFTH AVENUE  
NEW YORK CITY

H. E. Lesan Advertising Agency,  
440 Fourth Avenue,  
New York City, New York.

ATTENTION: - Mr. H. E. Lesan.

Dear Sir:

In placing our contracts with you for a greatly enlarged advertising expenditure for 1920, it occurs to us that you may be interested to know the results which came from your services last year.

During the first eight months of 1919 we did practically no advertising and our business for that period showed an increase of only about 2% over the corresponding period of 1918. This small increase was due entirely to the defection of one of our principal agencies, which took over the sale of a competing article, for a larger territory than they enjoyed in our representation.

In August you began placing advertising for us in the rotogravure section of the four principal New York Sunday papers and half page ads in the high-class magazines like Country Life in America, Vogue, Vanity Fair, Town & Country, House & Garden, Spar, etc.

During the last four months of 1919 our business exceeded that of the first eight months of the year by more than 37%. It exceeded that of the corresponding period of 1918 by 113%.

What will be even more interesting to you is that the increase over the corresponding period of 1918 was more than six times the amount of the advertising expenditure by you in our behalf.

The conclusion is irresistible that the increase was due largely to advertising.

Not only did the advertising apparently produce almost immediate results, but we find that this publicity has established a prestige and good will of apparent permanent value.

For the above reasons we have placed with you an advertising contract for the year 1920 involving more than three times the appropriation which you expended for us in 1919.

Very truly yours,  
THE PATHOSCOPIC CO. OF AMERICA, Inc.  
*Willard B. Cook*  
PRESIDENT.

WBC/AMK

H. E. Lesan Advertising Agency  
Incorporated

440 Fourth Ave.  
Republic Building

New York  
Chicago

**F**OR several years Mr. Willard B. Cook, President of the Pathoscope Company of America, has believed, and we have believed with him, that there was room for a portable motion picture projector using non-inflammable films, both in the home and in the business world.

By a modest outlay for advertising, the field was tried out and the right plan of procedure arrived at.

Mr. Cook's letter, reproduced above tells the rest of the story.



What It Means!



GARDNER COWLES

His belief in teamwork is probably the explanation for this trait. He doesn't consider himself any more important than any other unit in the organization; he is just a part of the whole, like anyone else in the institution. Gardner Cowles is the least known and least advertised man on the whole *Register* staff.

He works just as hard as anyone in the building, and as regularly. For months, I used to pass the building in the evening when the "help" were leaving. Sometimes they were all gone. But Gardner Cowles was sitting at his desk. Sometimes he was apparently dreaming, for his desk was cleared and he wasn't doing a thing. But that brings out another trait in him. He plans the next day's work in those few minutes in the evening so that first thing in the morning he knows just what that day is going to be.

He had his fling at politics a few years ago. He served four years in the Iowa Legislature, but that was

enough for him.

"Let the man who wants to hold office seek it," he said to me one night. "But not for me! A man can spend his time and his money in an honest effort to serve, and then have his motives misunderstood and his character assailed in the most uncalled for manner. Politics is an attractive goal to some people, but not for me."

He is one of those fellows who find their recreation in their work. He cares for golf about as much as he does for politics.

"I play sometimes for company, but as for being a golf bug, I deny the allegation."

There is only one thing that interests Gardner Cowles and that is his job. His avocation I would designate as his passion for keeping out of sight personally.

All he cares to do is to serve his readers and his advertisers a little better than they were served before. That is his job and his creed. To him, nothing else matters.

## How to Build a Mailing List

The compilation of a live mailing list becomes comparatively easy when the merchant sells principally to a special trade or profession, but, as the *Retail Public Ledger* points out, the firm which sells the general run of regular people has a little harder job.

Here are ten suggestions by Julian M. Solomon, manager of the exhibitors' service department of the Famous Players-Lasky Corporation. It's the way the movie houses get up their lists, and most of the ten suggestions will convey valuable hints.

First.—From local dealers. It's a case of swapping lists between two or more sellers of different types of goods to the same class of customers.

Second.—From Blue Book and Social Register. These publications give the names, addresses and lines of business of prominent people. They are valuable when it is desired to reach a social or money class.

Third.—From society columns of the newspapers. Here again it is a case of social or money prominence as a rule. The announcements of weddings, dances and other functions at least convey a pretty good hint as to who is spending money.

Fourth.—From canvas by boys. The children of a neighborhood may be put to work this way by the offer of prizes. Often the local Boy Scout organization is glad to undertake it in return for a donation of some sort to the organization. In this case printed slips for name, address and telephone number should be distributed to the canvassers.

Fifth.—From the telephone book. This is a fairly accurate guide to substantial people and within periods of publication (three or four times a year) is up to date. If a neighborhood list is desired, the compiler may run down the telephone number column, skipping all but the local exchange. It's a process that's somewhat tedious, but it yields a big list, with the phone numbers as well as addresses. Of course, the classified sections of the directories speak for themselves. They are ready-made.

Sixth.—Through newspaper advertisements. If the merchant is able to offer any inducements to prospects convincing them why they should be on his mailing list, there is no better way to announce it than in a newspaper advertisement. This will bring in a list of genuinely interested ones.

Seventh.—From membership lists of clubs, lodges and societies.

Eighth.—From canvassers who also "sell" the store. If the right saleswoman can be found it is often profitable to put one or two of them at work steadily over an extended period, in a house-to-house canvass. They make no attempt to take any orders unless the prospects themselves suggest it. They simply ask for names, and make some brief suggestions to the prospect as to reasons she might find it profitable to trade with the merchant in question.

Ninth.—From the State Highway Department. A list of automobile owners may often be secured from this source.

Tenth.—From the local librarian.



# What Has Become of Class Appeal?

**What Exploded This Time-Honored Theory Which, With All Its Subtle Variations, Made-Up About Two-Thirds of the Average Newspaper Representative's Selling Talk?**

By DONALD WILLIAMS

**W**HAT would you think of an advertiser whose product had an actual or potential national distribution, who decided not to erect a great electric sign on Broadway because *all* classes of people would see it?

And yet that seems to be the mental attitude of many advertisers who still worship the fetish, "quality-class-appeal."

Up to two years ago, forty-five minutes of every hour in conference between advertiser and space seller was devoted to an analysis of the "quality-class-appeal" of the newspapers under consideration. Of late in the minds of most national advertisers this time-honored, wind-worn theory has been exploded.

*The successful advertiser now methodically builds up mass interest in his product. He gives the idea of its reliability, utility and superiority a tremendous momentum by driving it into the massed minds of all the overlapping classes of Americans. The product that all the people think about and talk about, has working for it a selling force as powerful and as lasting as the Falls of Niagara.*

The seasoned advertiser has found out that while individual minds are more intelligent than others, individual tastes more sophisticated, in the mass, the elementary impulses which move all humanity are the same. The society favorite, and her sec-

Advertisement

ond maid are moved by identical psychological impulses, and what interests the one to a great degree interests the other also.

If all the people in every little neighborhood think about your goods, they will also talk about your goods. And the retailers—if your goods are handled by retailers—hearing many customers speak of

your brands, will decide that yours is a line to carry.

On every side of us we find testimony to the value of mass interest in products of every price. Rents and property values in certain city sections, for example, are tremendous because the crystallized experience of generations has taught merchants that it is profitable, at almost any price, to establish shops where they can be conveniently reached by the greatest number of passers-by. Successful merchants devote valuable space to great display windows because the same crystallized experience has taught them that the most advantageous location loses much of its value unless it offers an opportunity to display merchandise attractively and effectively to all classes of passers-by.



**S**PRING writes the promise of the future in a blaze of color. Who can resist the blue of her sky, the gold of her sun, the green of the grass and trees, the pink of blossoming orchards, the cheery red tulip and her dancing daffodil, as she breathlessly tears through the grey, silent background of winter, and reenters gay and buoyant—the symbol of nature's rebirth.

**TWO AND A HALF MILLION FAMILIES READ THE AMERICAN WEEKLY**

*"If you want to see the color of their money—Use Color"—A.J.K.*

*And so in selecting an advertising medium the decisions of the seasoned advertiser are being based more and more on large circulation and the opportunity offered by the publication for a large and effective display.*

But, says some one, all this is theory. We agree with him but we also agree with Edgar Allan Poe—that unless theory will work when applied it is not a real theory at all.

We claim the actual results from great color pages in the American Weekly, with its two and a half million circulation, have done more than anything else to turn advertising thought away from the carefully nourished fallacy of the "quality-class-appeal."

*For direct returns prove that the American Weekly sells anything from five cent packages of candy to \$10,000 ready-to-erect houses in great volume to all classes of people—in fact it sells anything that more than two and one-half million progressive American families use*

Consider for a moment a few of numerous astonishing examples. A color page in the issue of December 28 brought 30,000 inquiries for a product costing from \$500 to \$10,000 (name furnished on request).

A toilet goods manufacturer ran a page which brought 45,000 inquiries, each with ten cents enclosed (name furnished on request).

And perhaps the most astonishing, overturning all the fixed ideas of book advertisers, a single color page run by the Review of Reviews Company recently sold directly \$100,000 worth of O. Henry books.

And—after using a single of these great color pages—The Fleishman Yeast Company writes that they have scored a substantial increase in sales in every considerably sized city and town in America.

*When we consider this remarkable and diversified pulling power of AMERICAN WEEKLY color pages, naturally for our own information, we analyze the factors which create it.*

First, the American Weekly has a circulation of more than 2,500,000, the largest of any publication in America. It is the leading feature of the Sunday editions of seven great metropolitan newspapers: The New York American, Boston Advertiser and American, Chicago Herald-Examiner, Atlanta Georgian-American, Los Angeles Examiner, San Francisco Examiner, and the Washington (D. C.) Times.

An important fact! The AMERICAN WEEKLY is national in reader interest—*but*, it is circulated with fresh, local news. Wherever it circulates it is a newspaper; the most progressive and leading newspaper in its locality.

Again, the American Weekly, because of its widely separated points of distribution as a feature section of local

newspapers must have a fundamental and universal appeal.

For superficially the New York City dweller differs from the New England Yankee, the Southern from the California "native son" and the breezy Chicagoan. But the American Weekly appeals to them all alike. Advertisers of all kinds of products find that returns come—in direct proportion to the distribution of the American Weekly's circulation—from all parts of the country.

*In other words, the American Weekly makes no "class" appeal. It makes an "every-class-appeal," an universal appeal to two and one-half millions of prosperous, pro-*

*gressive American families. The quality is all there—broadly distributed.*

But even the largest circulation in America and a universal "every-class" appeal would scarcely account for the phenomenal returns obtained by advertisers in the American Weekly if one did not consider also that the American Weekly publishes the largest page for advertising purposes printed in full color.

The effect of a large color advertisement cannot be over estimated. Color is the natural medium of human expression. Displayed effectively as in the American Weekly it becomes almost irresistible.

It attracts the eye and startles the imagination. It awakens mental associations and impulses. It is a powerful action stimulant of all living things.

It has been scientifically proved that while black and white tax the imagination to form color associations, color alone, without a written word, can create any emotion or impulse in the human mind and actively stimulate the imagination.

When one considers that the American Weekly is distributed with seven progressive newspapers, that it makes a universal appeal to every class of people, that it has the largest circulation of any publication in America and that its color pages are the largest in any publication, is it any wonder that:

*90% of last years advertisers in the American Weekly doubled their space contracts for 1920. And that most of the available space for 1920 is already contracted for.*

**NO wonder great color pages in the American Weekly are producing phenomenal returns on everything from a five cent package of candy to a ten thousand dollar ready-to-erect house.**

**Not only are its color pages the largest available, permitting the most effective display of color, but its circulation is larger than that of any other publication in America. Two and a half million of the more progressive and well-to-do families of the United States look for it every Sunday as the principal feature of the**

**NEW YORK AMERICAN  
CHICAGO HERALD & EXAMINER  
BOSTON ADVERTISER  
WASHINGTON TIMES  
LOS ANGELES EXAMINER  
SAN FRANCISCO EXAMINER  
ATLANTA-GEORGIAN-AMERICAN**



**A. J. KOBLER, Manager**      **NEW YORK**  
1800 BROADWAY

**W. J. Griswold, Western Representative**      **CHICAGO, ILL.**  
HEARST BUILDING



# Why Our Men Now Sell 50 Per Cent More

The Golden Rule in Selling Brings the Seller Something More Substantial Than a Feeling of Satisfaction

By MARTIN L. PIERCE

Merchandising Manager, the Hoover Suction Sweeper Company

**W**ITHIN my recollection there are three distinct types of sales control. All three are still to be found in business, but the two older types are of interest historically and as warnings rather than as models. I shall relate my experience with all three types, and tell about some methods distinctive of the third type that are giving exceptional results.

The first of the three types existed during the period when the traveling salesman, representing either manufacturer or jobber, literally owned his trade. During this period, in many cases, the employer did not dare to send a letter or a piece of literature to the trade without the consent of the salesman. The control of the salesman over his trade was so complete that in many cases he changed his line or changed his house and held in line practically every one of his dealers.

My first experience in merchandising was in a small store in eastern Indiana. In the community it was known as the West End Grocery, one of those typical small stores that kept groceries, standard drugs, hardware, thread, and a few dry-goods. The boss and I did all the selling and the traveling salesmen who visited us did all the buying.

One salesman in particular very vividly typifies this. He represented a wholesale grocery house in Richmond, Ind. He came usually on Friday, driving up to the store in a buggy between 3 and 4 o'clock. He would get out of the buggy, go into the store, walk behind the counter, look in all the barrels and boxes, take out his order book and commence to write up what we needed for the next week. Practically everything that the boss did was to sign the order after it had been made out.

This salesman was typical. He was shrewd, a hail-fellow-well-met, always had a good story, plenty of good cigars, and knew just when the boss was due a good meal. He always threw an air of mystery about his business and when taking the order he talked in a low, subdued tone of voice. After putting down each item he invariably would say, "Do you think that's enough?" Each week he would take time for

a little visit but would always leave immediately after the order was signed.

Two or three years later I was working in a clothing store in Richmond, Ind., where the same methods were repeated. A man by the name of Levy, selling children's clothes, visited us regularly. He looked over our line and made up the order and even would go so far as to count out the money at night and make a record of the cash, put it in a sack, and hand it to the boss. It is not a misstatement to say that Levy literally owned the business. As with the grocery salesman, he could have changed lines and still sold the boss just as many clothes.

## What Do YOU Think?

Which branch of advertising pays best? This is a question frequently discussed. Representatives of good papers imagine that the selling end brings in the better prizes. On the other hand, skilful copy writers find this the best way to important and influential positions. Whether the beginner in advertising should start as a canvasser or on the inside staff of an agency is still undecided, but there can, I think, be no question that work in an agency gives the better training. It would be interesting to have the views of leaders in the profession on what course should be adopted by those who wish to take up advertising as their career. The subject is certainly sufficiently important.

I presume that every other man of 40 or more who began his merchandising experience early in the 'teens could recite other illustrations of the same kind.

WHEN A MERCHANT IS AT THE SALESMAN'S MERCY

The merchants in those days, for the most part, were held in line because of their gross ignorance of the business in which they were engaged. For instance, my boss in the grocery had started in business as a representative of a northern Ohio nursery company. Practically all he had done in a business way during his life was to sell fruit trees until he bought out this grocery. It is literally true that he could not

have made out a bill of groceries intelligently to show quantities and qualities needed.

It was always a part of the salesman's work to stick something in which had a long profit for his house no matter how slowly it might move for the dealer. Half of our stock was dead. We had eight or ten different brands of baking powder, and quantities of stuff for which we never had a call. This went on until all of the boss's capital was tied up in inactive goods and he was compelled to sell out or go into the hands of a receiver.

The clothier for whom I worked had a similar experience. I remember certain patterns vividly to this day because of the number of times I dusted them off. As was the custom in those days, we started on Monday morning to clean stock, working at odd times until we had completed our work. We had a line of odd pants. Ninety per cent of them had been in stock for over three years but we kept buying from year to year new stock to be sold and the old stock was retained.

My second boss did not go into the hands of a receiver but went out of business, having made practically no money in a venture that took up some of the best years of his life.

The second type of sales control has been known as psychological. Later merchandising history has gone to prove that the methods were neither psychological nor was the man using the methods of a real salesman.

When my boss in the clothing store failed to give me a much needed raise, I launched into the insurance business. One of the first experiences I had was to be taken to a city nearby, along with about 100 other insurance salesmen from various towns in that district, to spend two days under the direction of one of these high-pressure distributors of psychological selling methods. He did not spend 15 minutes during the two days in talking about the real service the company was capable of rendering. He did not lay upon the representatives the necessity of carrying insurance in the company; but he did lay out to them strong-arm selling points

and methods and strong talk that would help them to go to their prospect and carry away an application.

WHEN THE GOLDEN RULE WAS  
NOT CONSIDERED

The idea of fitting the policy to the prospect or the idea of selling the prospect what he really needed was not mentioned. The sole motive put into the minds of the agents during that conference was that a certain percentage of the first year's commissions would revert to them and for that reason they should sell the prospect as large a premium as possible.

The history of life insurance as a profession is literally strewn with the wreck of hundreds of fine young fellows who could have made a success, had the insurance companies in those days had the same visions that a number of them have today, realizing that the company is responsible for the development of the salesmen who come to them, rather than simply handing them a rate book and telling them to go and hunt up the prospects.

Years later, while I was teaching in a southern college, we had several of the same type of men visit us. The college I was identified with was an industrial school. The boys went out from year to year, during vacations, to do some type of selling. It was my business, directly after the holidays, to drill these fellows for the work they expected to do during the following summer.

Invariably, sales representatives of the high-pressure variety would be sent to us from the companies representing stereopticons, books, kitchenware, and similar products. They brought no message of service and spent no time in showing the men how they could be of real help to the people they were to call upon; the whole time was spent in showing the tricks of the trade and the quickest and easiest methods to get names on the dotted line.

These high-pressure men made it a business to spend a day or two with the men in the field, going over again with the group the same tactics and the same methods pursued before the men had commenced work. Until quite recently the majority of sales managers, particularly those selling specialties, followed this method of sales control. As a result, a constant procession of salesmen went through their offices. Sometimes during a year there would be a turnover of 200 or 300 per cent.

The men knew nothing of the

commodity and cared less. As a rule, they did not even read the advertising matter that was sent out from the house describing the product they were selling. They had but one thought and that was getting an order, sending it to the house, and getting the commission check. When they had sold once they never expected to see their prospect again.

This method of sales control, and these men, as I have said, represents a past generation. There are still salesmen, however, who do own the business. There are sales managers still trying to put across their business with strong-arm selling methods. But each year their number becomes less. Merchandising today is being recognized as simply a method whereby one man serves another.

In the third type of sales control, as I see it, the outstanding function of the manufacturer and jobber is to sell his salesmen and his dealers a selling plan independent of any given volume of business. The American Multigraph Company says, "You can't buy a Multigraph unless you need it." Hart, Schaffner and Marx says, "Every suit is all wool." The American Chicle Company advertises good digestion. The Elliott-Fisher Company advertises the service performed by their products; and so I might go through the entire list of up-to-date merchandisers.

These concerns carry on educational work with their salesmen, their dealers, and their dealers' salesmen, to the end that they shall know the value of their commodities and shall enthusiastically satisfy the consumer demand by recommending these advertised products.

Overloading the dealer has "gone out." Profit is based on turnover and in order that the retailer may realize the full possibilities of his commodity, it must come to his stockroom persistently, but at no time in large quantities. Every manufacturer turns down enthusiastic dealers who insist on placing orders for more stock than can readily be disposed of.

EVEN THE NEW DEALER CAN'T ALWAYS  
HAVE EXACTLY WHAT  
HE ORDERS

This policy has been so persistently followed by our company that it dates back as one of the very first of our fixed principles of merchandising. It would be hard to find a single manager in the entire organization that could not give you a long list of instances where new accounts were made without any

reference whatever to the number of machines that were being ordered.

Some time ago a new dealer in an Ohio city was put on. Our manager deliberately cut the initial order to one-fourth of its original size. This, of course, was in the days when the company could make shipments within 30 to 60 days of the time the order was placed, but it definitely sets forth the spirit of the company and its attitude.

Some time ago, according to a washing machine friend of mine, a washing machine company doing business in Chicago found that they were making slow progress with the old method of loading up the dealer, and therefore suddenly changed the past policy, upon the advent of a new sales manager. The manager began a policy of giving the dealer only what he could reasonably be expected to sell within 30 days; and then the company cooperated persistently in the sale of the product. As a result of this changed policy the sales were increased 100 per cent during the following six months.

Last summer I met a salesman for a stove concern in the store of one of our hardware dealers. I found that his method of handling the trade corresponded exactly with our own. He was then booking the dealer for the following year but was doing it on the basis of his past sales, and after a careful analysis of the sales possibilities of the dealer's territory. There was absolutely no attempt made to sell a single stove in the line that he could not reasonably expect the dealer to sell during the stove season.

AN IMPORTANT TRUTH THAT  
SOME EXECUTIVES MISS

Goods are not really sold until they are in the hands of satisfied users. Manufacturers have learned from experience that the service end of selling is after all just as important as the initial sale, and in many cases it is really more important, for it affects not simply the sale of the original quantity sent to the dealer but also an endless string of other units that are to be sent into that territory year after year. One stove, in a community, that does not give real service, can kill the sale of a hundred others. One of our district managers not long ago told me that he definitely figures that every machine properly sold will, within the next thirty days, produce another unsolicited sale. Over a period of three or



---

# \$122,500,000— Baltimore's Industrial Payroll

The latest available figures show the number of industrial plants in Baltimore to be 2,700, with a yearly output valued at \$640,000,000. The salaries and wages paid to the employes of these 2,700 plants every year amount to over \$122,500,000.

Even the wage-earner of Baltimore can afford nearly anything he desires. He has more money to spend today than ever before in history and he is spending it.

Clearings of Baltimore banks for the year 1919 were \$4,343,466,570, a gain of \$987,864,826 over the year 1918.

With so much money in circulation, any worthy product finds a ready and responsive market in Baltimore.

This exceptional market can be covered thoroughly, effectively, economically, by the use of *The Sunpapers* because—

## Everything In Baltimore Revolves Around **THE SUN**

**Morning**

**Evening**

**Sunday**

JOHN B. WOODWARD  
Times Bldg., New York.

GUY S. OSBORN  
Tribune Bldg., Chicago.

---

four years this has absolutely checked out in his territory.

My thought is that the manufacturer or jobber who today does not realize that his prosperity and the prosperity of his dealer is one, is doomed to failure. Because of this merchandising fact the manufacturer or jobber today is constantly funding the experience of his own sales organization, that of the dealer, the dealer's salesmen, and the user, and then passes these facts on for further use in the development of his merchandising plan.

With these educational facts in front of him, the manufacturer or jobber can definitely forecast the volume of business that there is for him in any given territory during any given year. It is just as mathematical as for a man to go to his register and count out the cash in the evening. In our case we know how many electrically lighted homes there are in a given community. We know the sales that dealers throughout the country have made in a community over a period of years. We know the volume of business in the community. This volume and an exact chart can be laid before the dealer to show him how to get the business. It is a definite, scientific method of sales development.

The last educational development which our company has made is the establishment of a school at North Canton. The purpose of this school is definitely to fund all the experiences of the entire Hoover organization, to classify them, adjust them, standardize them, and pass them on to the managers, dealers, and salesmen selling to the consumer. Various groups are brought in to the factory and these facts are laid before them.

A certain amount of field work is done by this department where this information is carried out and given to groups in the territory that cannot conveniently come to the factory. This field work, however, in no way takes the place of the regular class work being done by the school at North Canton.

The results thus obtained have been phenomenal. Men who have had no selling experience have gone into the territory and made good from the very first day. Men who have been fair salesmen, have as a result of receiving this educational cooperation, gone back into their territories and doubled their former sales record. One salesman, who had had practically no selling experience whatever, went back to his dealer but found that he had

no stock. This man borrowed a machine from a user for demonstration purposes and he sold thirty machines before the dealer had obtained his shipment. The average increase in sales of men who have gone through the school is 50 per cent over their former volume of sales.

Thomas Edison recently said that the present century would stand out in history as a century of human engineering in the same way that the last century stood out as a century of mechanical engineering. Every economic fact gleaned from present-day experience would indicate that this is a true analysis of the present situation.

For that reason, if for no other, the success of every manufacturer

and jobber is intimately tied up with this third method of sales control. People can no longer be controlled by petty bribery nor by personal influence; nor can they be controlled permanently by strong-arm selling talks. There must be a fundamental basis on which the buyer has as much, if not a greater, opportunity for profit than the seller. The seller must absolutely see the transaction from the standpoint of the buyer and he must be genuinely interested in the success and prosperity of his customer. This is the only satisfactory, reasonable, and successful way whereby the modern merchandiser may extend the glad hand to his customer.—*System*, the Magazine of Business.

## Building Export Departments Calls For Much Care

Generalities Should Be Avoided and Particular Aims and Requirements Considered

By DR. E. E. PRATT

President E. E. Pratt & Co., Inc., formerly Chief Bureau of Foreign and Domestic Commerce, Washington, D. C.

### Foreign Trade Questions Answered by Dr. Pratt

**D**R. E. E. PRATT, now president of E. E. Pratt & Co., Inc., and formerly Chief of the U. S. Bureau of Foreign and Domestic Commerce, in this department every other week will answer specific questions as to actual practice of foreign trade.

Dr. Pratt's answer to foreign trade questions will alternate with the series of articles on foreign trade by Clayton Sedgwick Cooper, the next article of which will appear in an early issue.

Mail your questions to Dr. E. E. Pratt, care of ADVERTISING & SELLING Co., Inc., 471 Fourth Ave., New York City.

J. and H., Inc.,

Cincinnati, Ohio.

*We are manufacturers of a specialty which is widely used in this country, and for which we believe there is a market abroad. Would you advise us to develop an export department of our own, or make use of the export firms in New York and elsewhere? Please give us the reasons for your advice.*

This question goes to the root of the export problem, as it affects the manufacturer. The questioner in this case has made the usual mistake,—a mistake always made by those unfamiliar with export business. He assumes that there is a

right and a wrong method for the manufacturer to pursue, and that the question of establishing an export department is an abstract one like any mere engineering problem or a chemical reaction. To talk with some uninformed manufacturers, you would think that the export problems of his organization could be analyzed in the laboratory and an exact answer found to each query.

Nothing could be farther from the truth. No man, however skilled, can answer the question propounded in this instance. In the first place, we haven't sufficient information. Only the writer of this letter, or possibly his Board of Directors, can give the necessary information. The best that I can do is to point out some glittering generalities that bear on the subject.

As indicated, there are in general two courses open to the manufacturer: first, the establishment of an export department, and in consequence the development of a *direct* export business; second, the making of certain connections with export houses in New York and San Francisco, and in consequence the development of an *indirect* export business.

The decision as to whether his



# Market Data on Erie, Pa.

*This analysis of the Erie market and newspapers is designed to help you get the salient features immediately; then clip and file the page for convenient reference.*

## Population

Erie present estimate, 105,000. Suburban (35 mile radius), 52,000. Substantial, desirable class of citizens; small foreign element.

## Appearance of City

Scientifically laid out. Streets are straight and generally of good width. Principal thoroughfare 100 feet wide. Majority of other streets 60 feet wide. Principal retail business street is State. Stores are many with plenty of the finest class of merchandise. Mercantile and public buildings and factories, modern and imposing. No poor residential district. Most houses are brick or concrete. Many mansions. Modern apartments. Several manufacturers have high class, modern housing developments for employees. This insures a steady, more-than-average worker, accustomed to modern conveniences, luxuries and responsive to judicious advertising.

## Manufacturing

Erie is a prosperous manufacturing city. Diversification of manufacture insures stability. No abnormal labor supply or excessive unemployment. Fair wage scale and high class of employees are reflected in character of large number of homes owned by workers. Erie is the center of the engine and boiler industries of the world with factories which lead in the manufacture of sterilizing machinery, clothes wringers, bond and ledger paper, roofing and building paper, steel forgings, tools, malleable and grey iron castings, horseshoes, stoves, hardware, pig iron, hollow ware, brass and iron pipe fittings, meters, electric motors, electric engines and electrical goods, locomotives, art metal specialties, rubber tires and tubes, baby carriages, wood products, building materials, air compressors, bolts and nuts, brass tubes, chemicals, flour and feed, lubricating oils, bricks, freight cars, structural steel, silks, pipe organs, furnaces, and sheet metal specialties, paper boxes, stove furniture, valves, vises and wrenches, corsets, trousers and overalls, confections, foundry products, feed water and storage heaters, show cases, caskets, aeroplane parts, etc.

## Fishing

Erie is the largest fresh water fishing port in the world, with an annual haul of from 12,000,000 to 20,000,000 pounds of fish, most of which is handled and shipped by large freezing and packing houses located on Presque Isle Bay.

## Location and Relation to Future

Erie (port on south shore of Lake Erie on Presque Isle Bay) is 88 miles from Buffalo, 95 miles from Cleveland and about mid-way between New York and Chicago. Erie harbor, 4 1/2 miles long and 1 1/2 miles wide, insofar as nature has a hand in it, is the finest on the great lakes. Commercially, however, this wonderful natural advantage has been neglected, although the lake commerce right now is of no small consequence. This under-development of the port is but an added assurance of future prosperity and certain growth. This means that the City is sure to become larger and more important, and therefore a logical market for you to obtain a foothold in right now. Erie's location for commercial purposes is unsurpassed. It is within easy reach of half the population of the United States. The outlying territory includes a splendid fruit growing and farming region.

## Transportation

The facilities are adequate, including steam and electric railroads and limited lake boats. The New York Central, Nickel Plate, Pennsylvania, Erie & Pittsburgh, and Bessemer & Lake Erie Railroads pass through or have their terminals at Erie. Three interurban trolley lines connect Erie with all the important cities and territory east, west and south, affording freight as well as passenger service.

## Wholesaling

With Erie increasing in size and importance, the wholesale business should rapidly develop. At any rate, there lies certain opportunity. While the greater portion of the jobbing business is now controlled from Buffalo and Cleveland, from an advertising and merchandising standpoint Erie stands alone and supreme.

# Erie Daily Times

(A. B. C. Member)

Paid Circulation 28,194

Average for 6 months ending March 31, 1920

Line Rate 7c Flat

Evenings Except Sunday

Not a little of Erie's growth is due to the influence of its dominant newspaper—the Times. Space will not permit showing the Times' imposing record of influence for good. Established 32 years ago in 1888, its policy has been and is fearlessly independent.

The Times' policy is to publish the news, speak the truth, and to advocate policies which it believes to be for the best interests of the greatest number, regardless of opposition. The paper is independently owned, has no private interests to foster, no axe to grind.

## Circulation

A. B. C. records show to what extent the Times saturates the Erie market reaching practically every worthwhile family. Obviously the Times is at once the class and mass paper.

The following record shows the paid average circulation for March, 1920:

Territory	Population	Number of Homes	Erie Times' Paid Circulation
Erie City	105,000	21,000	20,238
Erie suburbs (35 mile radius)	52,000	10,000	7,262
Country			1,366
Total			28,866

Erie has three daily newspapers—one morning, two evening. The Erie Times has about 50 per cent MORE than the combined paid circulation of its two DAILY competitors and about TREBLE the circulation of either.

## Few Parallels in the Nation

Of what avail is an oversized market in a disputed newspaper territory? How much actual money do you make by entering a vast field where to dominate you must increase your selling cost in several mediums.

Indeed, Erie and the Times stand out as one of the exceptional combinations, with few parallels in the entire United States.

Erie, Pa., and the Times should be in every national campaign. The territory is big, concentrated and prosperous; one newspaper saturates

the field—which reduces your selling expense to a minimum and increases your actual net profit even above that in larger cities where keen newspaper competition increases your selling cost.

The Erie Daily Times for EVERY National Advertiser Representatives

## E. Katz Special Advertising Agency

15 E. 26th St.  
NEW YORK

Harris Trust Bldg.  
CHICAGO

Established 1888  
Waldheim Bldg.  
KANSAS CITY

Candler Annex  
ATLANTA

Monadnock Bldg.  
SAN FRANCISCO

export business shall be *direct* or *indirect* rests upon the manufacturer and the facts upon which to base that decision are mostly in his hands and nowhere else.

The decision of *direct* or *indirect* exporting rests, in the main, upon the following considerations:

(1) *Character of the Product.*

Some articles are particularly adapted to direct exporting, as for example those widely used; e.g., sewing machines, cigarettes, etc., or articles where the element of service is important and where direct contact with the factory is essential. In other cases, where the product is more standardized, e.g., coffee, zinc, certain types of machinery, etc., the necessity of close contact with the buyer is absent and the manufacturer is well served by an exporter.

(2) *Capital and Credit.*

Any producer or manufacturer who desires to export direct to foreign markets must be prepared to give credit to

his foreign customers. In order to give credit, he must have not only sufficient capital to carry on his domestic business, but to add a very considerable line of credit for his foreign customers. Some manufacturers have been fortunate enough to be able to exact cash for their merchandise, especially during the war. But today the manufacturer in general has the choice of giving credit or doing business through a middleman.

(3) *Margin of Profit.*

The margin of profit oftentimes determines the question for the manufacturers. If the margin is wide, a large and specialized selling organization may be built up. If the margin is small, any selling organization may be too expensive. To a very considerable extent the margin of profit depends upon competition abroad—a point that must be kept in mind.

(4) *Brains.*

Some industries are notoriously lacking in brains. If the manufacturer thinks that such is the case in his business, he had better not embark on a program of direct exporting. There is in fact no business in which the necessity for highly trained brains is so great as in the export department of a manufacturing establishment. No executive, no matter how competent, can look after the details of an export business, and hence that part of the business must be delegated. There must be brains at the top, and brains in the export department.

(5) *Willingness to Export.*

Manufacturers sometimes think they want to go in for direct export business, when they have not really considered all the consequences. The Willingness to develop direct export business presupposes a carefully and thoughtfully made decision and not a chance, a prejudice, or a mere lucky stroke. Any man who decides to go into direct export business should have the determination to go through with it, come what may.

The considerations mentioned above apply to all export business, but particularly to direct exporting. The direct exporter carries his products directly into foreign markets. He builds up a selling organization abroad, which may consist of his own officers, travellers, warehouses; or of his own agents and representatives; or of a large number of customers and mail contracts. He builds up his foreign advertising. His foreign credit information equals his domestic credit information. His shipping department is familiar with the technique of foreign shipments. His financial department understands drafts and foreign collections. In short, the man who exports direct must be prepared to extend his domestic organization with foreign countries.

If the manufacturer is not prepared to do these things, he can use the export house or a middleman, and his obligations will be discharged upon the delivery of his merchandise into their care.

Finally, let me say that the decision

to extend his business into any foreign territory should be based by the manufacturer on exactly the same factors as his decision to open up any new domestic territory. If his decision is so based, it is likely to be successful; if not, he is likely to meet with unfortunate results.

### Philippine Advertising Plan a Feature of Missouri Journalism Week

An extensive advertising plan of the government of the Philippine Islands, taking the form of a Made-in-the-Philippines Banquet, will have a prominent place on the program of the eleventh annual Journalism Week of the School of Journalism of the University of Missouri to be held from May 3 to 7 this year. Newspaper men and women from all over the United States who will come to Columbia, Missouri, for Journalism Week will be dined on the food of the Philippines, delighted with the decorations from the Philippines, and have displayed before them numerous exhibits, both agricultural and industrial, to prove to them the remarkable development of the Philippines along these lines since becoming possessions of our government. Appropriations by the government there to cover the expenses of the banquet amount to 150,000 pesos or \$75,000.

Food for 600 guests, to which number the plates is to be limited, will be accompanied to Columbia by Filipino cooks who will prepare and serve it in the Philippine manner. Decorations characteristic of the Islands will transform the banquet hall to a tropical scene where Filipino students now studying in this country will sing their native melodies. The shipment of materials, now being collected in Manila to be sent direct on an army transport, will also include appropriate souvenirs which will be distributed among the guests.

Another event standing out on the program for Journalism Week is the dedication of Jay H. Neff Hall, the new \$75,000 home of the school, which is now nearing completion. It is a gift to the school from Ward A. Neff, an alumnus, in memory of his father, Jay H. Neff, who was widely known as an agricultural editor of the Middle West. The building is now being equipped with a modern newspaper plant at a cost of approximately \$30,000 in which will be published the *Evening Missourian*, the daily paper issued as a laboratory product by the students of the school. In addition, it will contain a stereotyping department and class rooms, and will be the first building in the country to be used exclusively as a newspaper plant and for instruction in newspaper work.

### 622 Registered Beverages in U. S.

Given in a list of manufacturers and distributors of beverages, including beer substitutes, soft drinks, grape juice, table waters, etc., prepared by the National Register Publishing Co., New York, are the names 622 brands. The names ranging alphabetically from Aca-dia, and numerical identifications such as 40-60, to the last drink Zip the Zip, were compiled, with a few exceptions, from the trade marks registered in the United States Patent Office during the past three years.

## Keeping Up With The Times

### A FACT A WEEK

Put out of the reckoning, for the moment, the phrases, "most responsive circulation," "the paper of results," "a hundred thousand lines gained a month," "advertising refused," "the paper of the home," and think of *The Washington Times* in this aspect:

*The Washington Times* has 60,000 daily buyers—all in one edition—not duplicated (population and circulation figures prove that) sells out completely every day—circulation growth limited by white paper shortage.

This big Times city is waiting, money in hand, to buy the products that appeal. The rest is up to the advertiser.

### The Washington Times

WASHINGTON, D. C.



**ADVERTISING IN FINLAND**

The following are the principal papers in Finland, which carry most of the advertising done in the country:

Name	Place	Language	Circulation
Helsingin Sanomat	Helsingfors	Finnish	60,70,000
Hufvudstadsbladet	"	Swedish	45,000
Uusi Suomi	"	Finnish	35,000
Kauppalehti	"	"	"
Mercator	"	"	"
Turun Sanomat	Abo	"	30,000
Uusi Auranmaa	"	"	24,000
Abo Undersattelser	"	"	"
Aamulehti	Tammerfors	Finnish	6,500
Karjala	Viborg	Finnish	25,000
Karjalainen Aamulehti	"	"	20,000
Ilkka	Vasa	"	12,000
Vasa	"	"	10,000
Vasabladet	"	"	8,000

*Kauppalehti*, a daily published in Finnish, and *Mercator*, a weekly magazine, published in Swedish, are commercial organs. The others are general newspapers.

The circulation of papers published in Swedish is confined largely to the cities and the south and west coasts, as these are the centers of the Swedish-speaking population. It is estimated that one-seventh to one-fifth of the circulation of the papers published in Finnish is confined to the cities. The remainder goes to country subscribers.

**COST OF ADVERTISING—CHAMBERS OF COMMERCE**

The first and last pages of Finnish papers are given up to advertising. The middle is the news section. Advertising on the first pages costs 60 penni\*, on the last pages 50 penni, and in the news section 70 penni, per millimeter column. For Sunday editions these figures are 70, 60, and 80 penni, respectively. If the advertising is to occupy a fixed place on the page the charge is 10 penni additional per line. The Vasa papers are carrying advertising at 10 penni per millimeter column less than other papers at the present time.

There are well-organized chambers of commerce in Helsingfors, Abo, Hango, Viborg, Tammerfors, Vasa, Uleaborg, Bjorneborg and Kuopio. The central chamber for all Finland is at Helsingfors (Central Handelskammare Borshuset, Helsingfors). Commercial catalogues and trade magazines descriptive of American goods will be received by these chambers and placed at the disposal of interested merchants.

\*100 penni make 1 mark, the normal value of which is 10.3 cents.

**Southern Pine Association Appointments**

King H. Pullen, publicity manager of the Southern Pine Association since 1917, has been appointed acting manager of the Trade Extension Department to succeed L. R. Putman, who resigned to become manager of the newly organized American Lumber Association.

J. F. Rhodes, secretary-manager of the association, also announces the appointment of Earl Dionne to have charge of the Salesmen's Service Association. Mr. Dionne, who has been identified with lumber trade journal work, will edit "The Southern Pine Salesman," and will serve as secretary-treasurer of the salesmen's association.

*America's*

**NEW YORK AMERICAN**

**THE BEST PAPER  
for the BEST PEOPLE**

***Sunday American Circulation  
Limited to a Million***

**TWICE the PRICE  
and**

**TWICE the WORTH**

**of Any Other New York Newspaper**

**READ BY THOSE WHO  
WANT THE BEST AND  
ARE READY TO PAY FOR IT**

***The Most Prosperous, the Most Liberal  
and the Most Discriminating Body  
of Citizens in the United States***

**AND MORE THAN A MILLION OF THEM**



**LARGEST CIRCULATION IN AMERICA**

# Selling a New Idea to Old Salesmen

**How Adler Orders Were Increased  
by Use of the Advertising Portfolio**

**D**URING one of the departmental sessions of the Associated Advertising Clubs at New Orleans the question arose as to how to best insure hearty cooperation from the salesmen in the carrying and use of portfolios containing the pieces of matter which go to make up the average advertising campaign.

Considerable complaint was made that salesmen too frequently neglected this important material, either failing altogether to take it out on their trips or else handling it in a way not calculated to secure the big return which should accrue from a proper presentation to the trade.

The consensus of opinion seemed to be that the proposition was, in its final analysis, one of selling the salesmen so completely that they would recognize that the neglect of such a sales stimulator reacted directly against their respective sales records. In support of this and as an evidence of accomplishing the wished for result under especially difficult conditions Ed. D. Wolff, Advertising Manager of David Adler & Sons Clothing Co., of Milwaukee, manufacturers of Collegian Clothes related the experience.

"Our organization," said Mr. Wolff, "is made up of capable fellows who have reason to feel that they know their business thoroughly and most of their customers intimately. I expect that most of them feel that their territories are handled to the very best advantage and, in the main, we are inclined to agree with them.

"Our product is marketed through the medium of one good agency in each town and since it is our earnest endeavor to place that agency with only the best type of merchants it is not always possible or policy to appoint a distributor unless we can get just the sort of representation we feel our line demands.

SELLING NEW IDEAS TO OLD  
SALESMEN

"Because the business was established in 1849 we naturally have some old timers in our sales organization. They have been selling David Adler's clothes for such a long time that it is not the easiest thing in the world to convince them that the said world do move and

that some of the innovations of present day sales methods might be helpful in the way of increasing their commissions.

"When we decided to get up a portfolio of our advertising with a view to having our men carry the material with them I knew there was some selling ahead for me. I could foresee trouble and knew pretty well where to look for the strongest opposition.

"Regardless of this we went

ahead and prepared the portfolio confident that in the final analysis we could be able to convince the organization that the carrying of such ammunition was good business and certain of increasing the earnings of the salesmen.

"When we were ready to 'shoot' I decided to pick out the hardest target first, arguing that if I could sell him the others would be easier. We have one salesman who has been selling Adler clothes for forty-two years and I decided to practice on him.

"When I had him comfortably seated in my office I brought forth the portfolio and laid it on the table before him. 'I've fixed up some-



*The*  
**CAPPER FARM PRESS**

will help you  
investigate, for your  
product, the **World's  
Greatest Farm Market**

*The*  
**CAPPER FARM PRESS**

has established  
a standard for  
authoritative sales  
data in the Midwest—



thing here," I said, "which I thought you would like to have. It might help you get some more business." He looked at it a minute, grunted and rose from his chair, remarking as he did so, "Not for me! I don't need any of that sort of truck to help ME sell clothes."

"I realized that I'd have to work quickly or he would be down stairs freely expressing his opinion of the new fangled scheme the advertising manager had sprung on him. So I said, "Now just wait a minute, old man! I don't know whether the scheme is any good either, but there is a chance it might be. What's the harm of trying it on some of the folks you aren't selling in your ter-

ritory? Supposing you do not show it to your old accounts! I guess perhaps they won't be interested anyway seeing they know you so well."

"Let's see, haven't you got a couple of towns out there where we haven't been able to 'horn in' because we can't get just the folks we want? Seems to me one of the firms you wanted does a lot of advertising. I'd guess they would be interested in seeing what we are thinking of doing this year in the way of clothing advertising—curiosity, if nothing else."

A "SALE" HALF-MADE

"That seemed to strike the old man as quite reasonable for he sat

down again and commenced to look the portfolio through very carefully while I continued on with my job of selling the idea. He listened carefully and when I'd about run out my string, said in a somewhat doubtful tone, "Well, Ed, maybe you're right! Anyway I'll give it a show."

"He again arose but I asked him to sit down again. "Now," said I, "I want you to take this thing down stairs and show it to—(I then named the three other men whom I thought would be hardest to sell on the idea)—and try and persuade them to try it in their territories the same as you are willing to do."

"He took the book under his arm and said he'd see what he could do. In about an hour he came back with a broad grin on his face and said he had got them to agree. And then he added, "Say, do you know I believe that's going to be a darned good scheme!" Well, then I knew I had won—he had sold himself in his efforts to sell the others.

"The best part of the story lies in the fact that on his very first trip out with the new portfolio he landed the firm we had talked about as being good advertisers. They were very much interested indeed as soon as he gave them a peep at the Adler portfolio and the account has been worth from one thousand dollars up in commissions to him each year since."

International Publicity Co. Started

The International Publicity Co. has been established at Lima, Peru, to act as advertising and general publicity agents not only in Peru but also all through South America, where the firm is establishing branches, agencies or affiliated companies. J. Laureano Rodrigo, who is general manager, has had over ten years' experience in the publicity business in Argentine and Peru and has recently stayed over a year in New York studying advertising.

N. Y. U. Campaign to Start Wednesday

With the slogan, "It's in New York—It's for New York," the advertising campaign to raise \$6,450,000 for New York University, will be launched in New York morning papers on April 21, and will continue until May 21.

Who Can Spare Copies of Advertising & Selling for November 15, 1919?

THE ARCHITECTURAL AND BUILDING PRESS, INC.  
Publisher of  
*The American Architect, Building Law, Metal Worker, Plumber and Steam Fitter*  
243 WEST 30TH STREET  
NEW YORK

Editor, ADVERTISING & SELLING.  
In accordance with our telephone conversation I am desirous of securing one or two copies of the last Trade Directory Number of ADVERTISING & SELLING, and if you can do anything to assist me in securing this I will greatly appreciate it.

Very sincerely yours:  
FRED S. SLY, Business Manager.

Will the farm folk of the 16 Capper States buy YOUR product?

A Kansas City Distributor recently said:

"If we were just opening up this territory I would go first to the Bureau of Research of THE CAPPER FARM PRESS and enlist its services; the men in charge know the territory; they know the sales possibilities; they know the potential markets and they can route our travelers the efficient way."

It is the province of our Bureau of Research to study trade conditions, sales opportunities and potential markets in the Midwest; and to furnish advertisers data based on first hand contact.

Thru our field men and our branch offices in leading distributing centers, the Bureau makes investigations that many advertising agencies and advertisers have found of real value in planning campaigns that sell goods.

Its services are at your disposal. You will never find a better time to investigate and develop this market.

*The*  
**CAPPER FARM PRESS**

(Member A. B. C.)

Arthur Capper, Publisher

Marco Morrow, Asst. Publisher

Topeka, Kansas

- CHICAGO.....109 N. Dearborn St.
- NEW YORK.....501 Fifth Avenue
- DETROIT..... Ford Building
- KANSAS CITY.....Graphic Arts Bldg.
- ST. LOUIS.....Chemical Bldg.
- OMAHA.....Farnam Bldg.
- OKLAHOMA CITY...Farmers Nat'l Bank

## How Fifth Avenue Was "Sold"

A Famous Shopping Street Takes a Week to Tell About Its Wares  
By MYRTLE PEARSON

HAVE you picked out a week for your very own yet? Everybody's doing it. "Coffee Week," "Bicycle Week," "Orange Week," "Save Money on Meat Week," and many others—considerably more than the year's quota of 52—are marching by in close array, over-

lapping and, we strongly suspect, overworking. Sometimes the weak idea is a pretty weak idea, indeed. It's a wartime idea. War times are past. Public opinion is more than willing to consign war ideas to war's boneyard. Like inimitable Cousin Eghert, of Harry Leon Wilson's

"Ruggles of Red Gap," the harried consumer "can be pushed just so far"—and no drive on earth is going to push your product or service over the top if he is pushed further. He has already been pushed a long ways. 'Ware rebellion.

But when Fifth Avenue has a week in a Fifth Avenue way, that is a steed of an entirely different complexion. From April 4 to April 10, Fifth Avenue—"New York's Rue de la Paix," as we say if we are Francomaniacs, or "New York's Bond Street," if we are Anglomaniacs—celebrated a week that was as "different" as Fifth Avenue is different from every other street in America. For seven days, Fifth Avenue shops became a thing of beauty, the memory of which is a joy forever.

### SELLING FIFTH AVENUE

The basic idea of Fifth Avenue week was the selling, not only of New York, but of the whole United States, the whole world, on the idea that the merchandise displayed and sold in the Fifth Avenue shops is the very finest that can be found in the richest country in the world. For Fifth Avenue week, and in competition for the Arthur Williams Medal, offered as an award, the shops along the noted thoroughfare surpassed all previous achievements in window decoration. The medal being offered for the most artistic evening window display, special efforts were put forth to arrange unusual lighting effects. A drive down the avenue on any night of the week became a journey through a corridor of the land of faerie. The medal was awarded to the House of Joseph, 632 Fifth Avenue; B. Altman & Co., William Baumgarten & Co., and Dobbs & Co., receiving special mention in the order named.

Sales managers cooperated with the window display managers, arranged special sales for the week and bent their efforts toward convincing customers of the unique opportunities offered for quality buying "on the Avenue." It was consistent with the Avenue's reputation that emphasis should have been placed on quality rather than price.

To the advertising managers fell the biggest task of all—that of selling Fifth Avenue Week to the nation. The fete idea was stressed both in the newspaper space during the week and in national mediums. Consumers country-wide were invited to make this week—the traditionally dull after-Easter week incidentally—their shopping week in New York.

## FORTIFY YOUR PRESENT MARKET AGAINST FUTURE COMPETITION

And be ready for the period that is rapidly approaching when the supply of goods in many lines will exceed the demand, when competition will be keen again, and when manufacturers will have to do more than quote prices.

## OUR PREMIUM SERVICE TAKES CARE OF THIS SITUATION

IT IS "GOOD-WILL ADVERTISING"

It insures continuous buying on the part of the consumer, because he receives a direct monetary return for money expended. Quality and price being equal he will insist on such brands.

*No stock to carry. No detail to worry over. No investment for premiums. You pay after the sale has been made.*

The following firms that we serve are a few that may be referred to:

The Nestles Food Company  
Lever Brothers Company  
The J. B. Williams Co.  
Foulds Milling Company  
Federal Snap Fastener Corporation.

If you have a trade-mark product, write or 'phone.

## THE PREMIUM SERVICE COMPANY

50 and 52 Franklin Street, New York, N. Y.

ESTEN W. PORTER, President and General Manager

F. W. HUTCHINSON, Sales Manager

Telephones—Franklin 1130-1131



## DID IT GET ACROSS?

What of results? That Fifth Avenue Week was an artistic, civic and educational success goes without saying. That the big firms along the avenue are more than favorably impressed with its value as an advertising and selling feature is testified to by the commendatory remarks of ten firm members, advertising or sales managers whom it queried on the matter.

I. M. Wheeler, vice-president of C. G. Gunther's Sons, furriers, was a keen supporter of the proposition to make an annual event of the week. "It made the store executives wake up to the possibilities of displaying and merchandising their wares," he said. "It encouraged them to do big things in a big way. On the consumer's side, Fifth Avenue Week put before the public the distinctive characteristics of Fifth Avenue merchandise, an achievement of very certain publicity value."

"It centered shoppers' attention on the Avenue for the week and it will keep the Avenue in their minds the year around," said R. U. Brett, advertising manager of James McCreery & Co. "While the drive should not be overworked, I feel that this effort, as an attention-fixer, was exceedingly worth while. It should go on every year."

"I believe that all the stores along the Avenue have enjoyed increased sales during the week," said Francis J. Best, publicity director of Franklin Simon & Co. "Fifth Avenue Week looks forward to the day when, with America increasing in wealth and importance, Fifth Avenue will become the Rue de la Paix of the world."

"It is a little early to express an opinion as to results," said A. S. Jackson, advertising manager of B. Altman & Co., "but certainly Fifth Avenue Week attracted attention to the Avenue and the Avenue's stores and anything that does that is good publicity."

"Advertising Fifth Avenue's prestige must increase Fifth Avenue's prestige," said James White, advertising manager of the Lord & Taylor store. "I think the idea and the way it was carried out, particularly the way the stores cooperated with their splendid window displays, reflects great credit on the business men of the Avenue."

## AN IDEA FOR OTHERS

And so they go.

Fifth Avenue is big enough and famous enough to sell to the whole country or the whole world. There

are other great shopping streets of wide fame in the United States that can be sold, if not to the whole United States, to special sections of it. It is probable that the Fifth Avenue Week idea, its display features, its entertainment features and its educational features will be adopted and adapted in many cities throughout the country. Indeed, inquiries that have been pouring in from Chambers of Commerce and Boards of Trade to the headquarters of the Fifth Avenue Association makes this a certainty rather than a probability.

## M. Walter Dunne Dies

M. Walter Dunne, who was associated with the late Peter F. Collier in the formation of the publishing firm of P. F. Collier & Son, died on Friday of last week in Brentwood, N. J., aged 57 years. During his connection with the firm he directed the preparation of an American edition of de Maupassant.

## U. S. Tire Sales Manager Rewarded

George S. Shugart, general sales manager of the United States Tire Co., has been honored by his election as a vice-president of the company. Mr. Shugart assumes the office formerly held by Joseph C. Weston.

**"I infer that the  
nine hundred girls  
in this state college  
must 'eat it up.'"**

So a professor of English in one of the large women's colleges of the middle West wrote to the publisher of the

# Theatre Magazine

"We especially enjoy your department of amateur theatricals," he goes on, "and get some very valuable suggestions as well as pictorial enjoyment out of it."

**The Theatre Magazine is a valuable text book of dramatic art, as well as one of the most popular school and college magazines.**

Indeed, The Theatre Magazine in the library of a school is an index to the spirit of the students. The Theatre Magazine in the library of a home is an index to the culture of its residents.

And remember, advertisers, those who are interested in things theatrical, are those who buy fine clothes and cars, vanities and luxuries.

## Theatre Magazine

LOUIS AND PAUL MEYER, Publishers.

6 East 39th St., New York

# Advertising in Newspapers and Other Mediums

A User of All Kinds of "Space" Gives the Experiences Which Determine His Appropriation

By J. M. DUNLAP

Sales and Advertising Manager, Chandler Motor Car Co.

AS to the proper division of expenditure between newspaper and other advertising, no general rule can be given because conditions are so different with different manufacturers. Frankly, my people are great believers in newspaper advertising. We believe it is the most active selling element in all our advertising. For the past year, for example, our own expenditure in newspaper advertising has been 30 per cent. of everything chargeable to advertising, and you know what that includes. But coupling with that 30 per cent an equal amount of money, dollar for dollar, spent by us for our distributors and dealers, it increases our newspaper advertising expenditure, as against total expenditures of which we have any record—because we have no record of outdoor advertising or theatre programs—to 50 per cent.

We look on our newspaper advertising as an active selling factor, and try to use it in just that way. We do not lay out six months of advertising and prepare the copy and send it out—it is mostly done from month to month. Sometimes, if we feel very certain of what we want to accomplish particularly, we will plan and prepare copy for two months ahead. Generally, though, it is only a month, although we have our general plans outlined for six months at a time.

I believe in magazine advertising, and we buy as fine a list and use it regularly, as we can put together in this country, and buy it on good big schedule. Our magazine advertising runs about 21 per cent of our total advertising expenditures, but the total is a very low percentage of our sales, and is getting lower all the time, although the advertising is getting heavier.

We are using about 11 per cent in farm papers. A lot of people use farm paper advertising I believe with little benefit. Chandler never did much farm paper advertising in the first three or four years of its history, frankly because our car in the country towns was at that time, you know, a fairly high priced car. Country people were buying small cars largely. There was an occasional sale of a medium or high

priced car, but it looked to us as though until we built up distribution in the small towns we should not do foreign advertising, but now we have increased that to the point of 11 per cent.

Three years ago in July, when there used to be slumps at about that season, I had a few things that I wanted to tell and decided to tell it through the newspapers. We did not have much time, but we had something to say, and we dictated it and sent it to thirty Sunday newspapers. It costs a trifle over \$9,000 to send it to papers all across the country. Two days after the publication of that newspaper page, which went to probably six million people, we could just feel things. We ran forty-seven extra orders a day over the wire, which shows the selling power of newspaper advertising.

There is no question in my mind that the good magazine—and there are different kinds of good magazines—carries a lot of value, a lot of steady influence, and it is helpful. And I want to say that you can buy volume in magazines and not put all your eggs in one basket. I buy three units that give me over three million. We would not give this advertising up for anything. But the newspaper seems to be the one active sales force. It does all the

salesman's work. Now that is our story, and that is all I am trying to tell you because I do not theorize on these things. I have been in advertising for fifteen years; I was in agency work for eleven years.

I was a newspaper man when a youngster on the St. Louis *Chronicle*. I know something about newspapers and that perhaps, is why I am a little more enthusiastic. The sales effect itself is hard to measure—I do not care whether it is a little old home paper or what it is. It certainly carries an active influence in the development of business. I had the pleasure of helping work out, in my old days at the office, the first regular fifty-fifty contract form that was ever sent to the publishers. At that time most factories were sending out cuts, and maybe some sample pieces of copy and leaving it to the dealers as to when they would run them, and the bills came to the factory and had to be checked, and all that sort of thing. We absolutely control our newspaper lists except for such special work as the dealers may wish to do. We do not share in that at all because we believe our releases are sufficient to meet the situation. If the dealer has some special reason for additional expenditures we generally approve it.

## The Motor Serves Two Purposes



The owners of this automobile truck consider it one of their best advertising mediums and feel that by employing its front and sides for advertising purposes the truck is helping doubly to pay for itself. This is an ad for the ad, not for the car.





## The Newspaper Publisher Is Doing Great Work; Stand By Him

The newspaper publishers of today are manufacturers. Into their finished product go vast quantities of expensive raw material, an extraordinary amount of costly skilled labor and a great deal of brain, real brain.

Their output, the newspapers, nowadays of higher quality than ever before in the world's history, constantly and regularly produced and widely distributed, are very properly recognized as tremendous factors in the successful merchandising of nearly every other manufactured article.

No other manufacturers have been beset and badgered by such exasperating difficulties as have fallen to the lot of newspaper publishers.

It is not alone the high and uncertain price of newsprint and other material, but all too often, a question of any supply at all.

Their labor problem never deserts them for a moment. Wages have mounted to points to which salaries never aspired in days gone by, and salaries have gone figure-mad.

They must face and fight their way constantly through the same transportation troubles that others battle with occasionally.

The newspapers are standing loyally and faithfully on tried and true precepts and principles. Their vigilance and the searchlight they constantly bring to bear does much to assure public safety now. Eventually the return of sanity and reason to lines of public thought will come all the more quickly and surely because the multitude of real newspapers of the land have not wavered nor wobbled.

They are teaching courage, cheer, optimism, and faith in our established institutions. They are spreading the doctrine of Americanism with its uplifting message of equality and opportunity. They are proving that religious and political liberty is a fact and not a theory, whenever and wherever the sowers of seeds of unrest and discontent poke their dastardly faces.

The advertising manufacturer, his advertising agency, the advertising fraternity generally, owe to newspaper publishers a greater, more cheerful, and active spirit of helpfulness than ever before.

Moss-covered customs and precedents that hamper and restrict the newspaper publishers should be forgotten. Selfish requirements and demands founded thereon, that serve only to put obstacles in the publishers' way and prevent better service to all, should be taboo.

This is a new day, with new conditions, situations, and problems, and they are best met and most satisfactorily solved in every line of business by those of vision and mind who can see beyond the moment and think without the accompaniment of a precedent.

The pre-eminent value of newspapers among advertising media was absolutely established and acknowledged in the dark days behind us.

The need of the newspaper as an advertising medium was never greater than now, and surely will increase in days to come, when the period of re-adjustment already dawning will tax our resourcefulness to the utmost.

Right now every shoulder should go to the wheel with a hearty Heave Ho!

The newspaper publishers have truly earned and richly deserve unhesitating and unstinted support.

Heave Ho!

# THE JOHN BUDD COMPANY

National Advertising Representatives of Newspapers

NEW YORK  
9 East 37th Street

Tribune Building  
CHICAGO

Chemical Building  
ST. LOUIS

Examiner Building  
SAN FRANCISCO

Title Insurance Building  
LOS ANGELES

Healey Building  
ATLANTA

Post Intelligencer Bldg.  
SEATTLE

# Advertising & Selling

*The National Magazine of Modern Merchandising*

A Publisher asked us a few days ago:

"Why should I bother about Merchandising Problems?"

And we told him:

"Because that's how you get your living—by Merchandising. Your ability to produce, your advertising wisdom and your sales skill measure your success as a Publisher."

Whereupon he said:

"I see what you mean, but how am I to obtain all this information?"

**There are fifty-two ways every year—one for each issue of Advertising & Selling, The National Magazine of Modern Merchandising.**

ADVERTISING & SELLING is edited in a Helpful, Interesting, HUMAN style, to appeal to National Advertisers. It helps them in every phase of their work. Many of the ideas adopted by the National Advertisers are being used with profit by Publishers in building their own business.

The Publisher who is not concerned with National Advertising Campaigns, with modern business problems, with labor conditions as they affect advertising and with advertising as it influences labor conditions, is not a candidate for *More Business* in his medium.

ADVERTISING & SELLING is the Medium of Mediums, the clearing house of Ideas and a means to the solution of promotion problems in the *Modern Way*.

It is the Story Book of Successful Business. Its contributors say their say in an entertaining, easy-to-digest manner which renders the problems they deal with simple, and at the same time points lessons that apply to general Business Practice.



Do you sometimes look at the advertisements on the pages of your publication and wonder how they got there? Do not the Stories behind those great campaigns, the stories of Merchandising Success, tug at your interest? They are full of helpful suggestions. And you ought to know your National Advertisers if only to meet them on the basis of *what you understand about their aims*.

That's some of the Brass Tacks Information supplied by ADVERTISING & SELLING, seldom obtainable by personal effort and never gleaned from books.

Because it gives you just such help as this ADVERTISING & SELLING is today the fastest growing publication in the Advertising world, a medium serving its field in the widest sense and making some notable records in so doing.

This Publication recently received the largest contract for space ever placed by a Publishing house with an Advertising Journal.

This Publication recently received from another advertiser the largest contract ever placed by *any concern* with an Advertising journal.

This Publication has just received the largest contract ever placed by a Newspaper with an Advertising journal.

**ALL BECAUSE ADVERTISING & SELLING IS THE  
GREATEST SERVICE MEDIUM IN ITS FIELD**

# Advertising & Selling

INCORPORATED

471 Fourth Avenue,

New York, N. Y.

J. M. HOPKINS  
President

H. B. WILLIAMS  
Vice-President

WM. B. CURTIS  
Treasurer

**To Reach National Advertisers Advertise in  
Advertising & Selling**



*Influencing*  
Business with the right paper





**The Right Paper  
For Your Business Will  
Increase Your Returns  
Up to 25%**

A big advertiser—a customer of ours increased the results from his direct advertising between twenty and twenty-five percent because he used a paper that increased the sales producing value of his circulars and broadsides.

*The analysis we will make of your direct advertising will help you select the papers which will influence more business for you.*

**SEND ONE PIECE OR A COMPLETE CAMPAIGN**

Circulars—Booklets—Mailing Cards—Letterheads—House Organs—Folders—Enclosures—whatever you use can be made more effective if printed on paper of the right color, finish and texture.

*This service is free but exceptionally profitable—act to-day, you incur no obligation whatever.*

**RESEARCH LABORATORIES**

**SEAMAN PAPER COMPANY**

1162—208 South La Salle Street  
CHICAGO, ILLINOIS

# Further Letters of an Adman to His Son

In Which It Is Shown That There Are Many Really Worth While Things to Be Considered In Preparing Campaigns

By S. DEWITT CLOUGH

**D**EAR BUD: Congratulations, Chief. I knew you'd make the grade. Your mother is as proud of you as the day you were made a corporal and so am I. Now that you've captured the first trench, I suppose you'll be planning an early offensive on the copy department. Your last letter would seem to indicate that you have been doing some scouting in that direction.

The sample ads you enclose look



good for a starter. You've done just right in scraping an acquaintance with the art department. Keep it up. I want to talk to you later about illustrations.

Advertising art is a study in itself. The more you learn about it, the better copy you will produce. But, to get back to your ads. Don't you think you can get a little more human interest into your copy? Loosen up and meet us common folks with the smile and hand-shake you did on the dock that day. You've got the punch all right. That's fine, but you sort of want to put yourself in the other fellow's shoes, when you write copy and think how it would appeal to you if you were the reader and not the writer. Just try to be natural, that's all; not flashy, or mushy, or too high-brow, either. Of course, the product you are writing about, and the audience you are talking to, must determine, in a measure, the style of your copy, but the same psychology appeals as a rule to the layman, the professional man and the chap we sent to Congress last fall.

Striking an average and drilling deep, you will find the same source for a common appeal. We all want health—that's fundamental. The health appeal forms the basis for much effective copy, both good and bad. Fortunately, you are entering business at a time when the quack and the faker in advertising are about eliminated. They are on the defensive and waging a losing battle against the forces that have fought for honest advertising, so I repeat:

the legitimate appeal for the preservation of health and the promotion of hygiene is most effective.

Of course, we all want to be wealthy—who doesn't. You're traveling a well beaten path when you appeal to the pocketbook, and listen, Bud: now that the almighty dollar has fallen from its throne it's like a fifty cent piece calling for its keeper. There never was a better time to talk values, if you really have them.

All classes of people are on common ground in wanting, wisdom, comforts, clothes and good cooking. Advertising is one of the greatest educational factors we have for teaching people what is worth while and where they can get it. There is little or no advertising in Russia. That's the proper place to live for those who don't believe in advertising, or let them at least spend a few years in Russia. When they return they'll enjoy reading real advertising and appreciate what it is doing for civilization.

You see, Bud, it's not hard to discourse at length on how to write an ad, but there are mighty few who, with a lead pencil in one hand and a can of beans in the other, are able to induce attention, interest, desire to buy and action. Some get attention without interest; others interest



without awakening desire and still more attention, interest, willingness to buy, but no action. The copy-writer who can combine all these result-producing effects in every ad is a rare bird.

You can't hit the bull's eye every time, especially on the long range. You can, with practice, become an expert marksman and then a sharpshooter. And say, when you're out with your gun don't poach too much.

I'll be expecting to hear in your next letter that you're well on your

way over No Man's Land to the next trench.

Send me some more samples of your work, if you don't mind the chatter of your

PROUD PATER.

\* \* \*

Dear Bud: Your bundle of proofs came to the office this morning. I took them home with me and have just had a chance to give them some study. You are coming along fine. That new soft drink ad is a dandy. It has action and punch and is unusual, too, in attention value. There is a lot of competition now in this class of copy—it must be unusual to get across.

You don't say whether you prepared the layout or not, but it dovetails with the copy, showing that you at least must have collaborated with the art department in hooking up the display with the reading matter.

You've noticed ads which appear



to be the work of three or four different departments, working independently. First, the artist has a brilliant idea all his own; next, the copy writer must, in some way, adapt his story to the picture and then the sales department has to shape its course accordingly, to catch the wind. It's like building a factory before you know what you're going to use it for, or how you are going to sell its output.

You know how it was in the Army, Bud, when an offensive was planned. First, the point of attack—generally the line of least resistance—then the forces to be engaged and the tactics to be employed. There must be so many divisions of infantry, aided by machine gun battalions, supported by artillery, backed by reserves, followed by ammunition trains and fed by the service of supply. Every detail is worked out in full-dress rehearsal. The artillery preparation, directed by keen observers, the rolling barrage, laid down with scientific accuracy, and the jump off, with



every man knowing just what he is to do, all are timed to the minute and with a definite objective in view.

If this system was applied to more advertising campaigns, there would be fewer self-casualties. That's why I want you to study every angle of the advertising business, Bud, so you can start with an idea, develop your plan, chart your campaign and carry it through to a successful conclusion. When you can do that, you will have graduated from the copy desk and be outside handling accounts of your own.

You'll find the conference plan helpful in securing cooperation and tying up all the factors in a successful campaign. After local investigations and tests have been made to find the range, the factory must know about production demands and be prepared for emergencies. The sales department must institute preliminary training for the salesmen, branches and agencies. The trade must be notified, dealers stocked and everybody made familiar with the part he is to play.

The advertising agency, cooperating with the production, sales and advertising departments, will prepare not only the copy in accordance with and along prearranged lines, but will have in readiness a follow-up plan which will not fall down under stress, including samples (if used), letters, literature, dealers, helps, lists, house-organs and the various other aids to a well-rounded campaign.

You'll think I started out to write a book, but I assure you, Bud that a book could be written about each and every item I have mentioned. You will find this out later for yourself. The idea I am trying to put over briefly, and the one I want you to get, is that advertising and merchandising are Siamese twins. A top-notch advertising man must be an organizer, an executive, a merchandiser and a mixer. He must be an art critic, a copy analyst, a student of psychology, a salesman; and a practical day-dreamer, with imagination, initiative, diplomacy, pep and the ability to work with and for other people.

Some bill of fare, you say. I'll say so, too, and "tell the world," as the Gob says. Trouble is, though, we're mostly "la Carte" advertising men instead of "Table d'hote." I hope you'll fill the bill, from "soup to nuts," gastronomically speaking.

Now, for the good news, which I've saved for the last. Mother is going East soon, and there'll be a young lady with her who answers to

the name of Edith. So cheer up, and plan to separate yourself from dull care, for a few days, at least. Stay young as long as you can—take this tip from

FATHER.

#### A. B. Hall Elected a Director to the Greenleaf Co.

A. B. Hall, general manager of the Greenleaf Company, advertising counselors in Boston, was elected to the Board of Directors and became a member of the firm on April 1st.

As the result of a \$1.80 classified advertisement in a business magazine, Mr.



A. B. HALL.

Hall ten years ago came to Boston from North Dakota to become advertising and assistant sales manager for a prominent manufacturer of food products. He had graduated from the University of Michigan in 1908, and despite the attempts of relatives to decide his profession and career, he clung through the years to his one ambition—"to make good, selling goods."

Mr. Hall became sales and advertising manager of the Angier Mills, manufacturer of waterproof paper and packing specialties at Ashland, Mass., in 1913, and established a reputation as an authority on market investigations and direct-by-mail advertising. In 1917 at the St. Louis Convention of the A. A. C. W., he was awarded one of the three silver loving cups offered in the contest held by the "Making Letters Pay System."

A little more than three years ago Mr. Hall came with the Greenleaf organization as manager of their production department, and he was made general manager of the company last September.

#### Newspaper Departmental Program for Indianapolis Convention

Newspaper men will be interested in the program for their departmental at the A. A. C. W. Convention at Indianapolis June 6-10. According to plans just announced by Charlie Miller, president of the Daily Newspaper Departmental, they will crowd 14 business sessions into the short space of time allotted by the National Commission. These occur at the following hours:

Monday, June 7, 1:30 to 2:30 p. m.—executive; 2:30 to 4:30 p. m.—open; 4:30 to 6:30 p. m.—executive; 8:00 to 8:45, 8:45 to 9:30 p. m.—executive.

Tuesday, June 8, 2:00 to 2:30 p. m.—executive; 2:30 to 6:00 p. m.—open; 7:30 to 9:30 p. m.—executive; 9:30 to 10:30 p. m.—executive.

Wednesday, June 9, 1:30 to 2:30 p. m.—executive; 2:30 to 6:00 p. m.—open.

Thursday, June 10, 12:30 to 2:20 p. m.—executive.

It is important to note that membership in the A. A. C. W. gives every member who pays his registration fee at Indianapolis the right to attend the open sessions, but only members of the Daily Newspaper Department who have paid their dues, viz., \$10.00 a year, will be permitted to attend the executive sessions. These are expected to be of the utmost value to publishers, business and advertising managers. Between 500 and 700 members are expected to attend them and a large hall is being arranged to accommodate that number.

One of the most important open sessions scheduled is that beginning at 2:30 Wednesday afternoon which will be given over to a discussion of the advertising agencies from the newspaper's standpoint. Some of America's leading newspaper men will throw bouquets and brickbats at the advertising agencies, while Collin Armstrong, Chairman of the Newspaper Committee of the A. A. A. and Thomas E. Basham, Chairman of the Southern Council of the A. A. A., will engage to handle the missiles. Members of the Advertising Agencies Departmental will be urged to attend this session.

Dates and hours for some of the important subjects on the program are: "Publicity Evils," discussed by A. C. Newmayer, New Orleans Item and Lincoln B. Palmer, Manager, A. N. P. A.—Monday, 8:00 p. m.; "The Flat Rate versus the Sliding Scale," A. L. Sherman, Fort Worth Star-Telegram—Monday, 2:30 p. m.; "The Value of Special Pages," W. A. Beatty, Lexington Herald—Monday, 8:45 p. m.; "The Zone Idea in Merchandising," by W. J. Merrill, Chicago Tribune, Tuesday, 2:00 p. m.; "The Daily Newspaper as a National Advertising Medium," Frank Webb, Baltimore News, and Frank Carroll, Indianapolis News, (for the newspapers), Horace Ryan, advertising manager, L. S. Avers & Co., Indianapolis (for the retailers), G. B. Moxley, general manager, Keifer-Stewart Co., Indianapolis (for the jobbers), speakers for the agencies and for the manufacturers to be announced—Tuesday, 2:30 p. m.

Election of officers for the ensuing year will take place at the final executive session Thursday afternoon.

#### Raleigh "News Observer" Advertising Manager Resigns

James Stanley Brown, for ten years advertising manager of the Raleigh *News and Observer*, has resigned his position to manage two Texas newspapers. Mr. Brown, who was formerly of New York City, will go to Amarillo, Texas, to become general manager of the *Amarillo News* and the *Daily Panhandle*, the two Associated Press newspapers at that point.

The *News and Observer* has appointed J. T. Bell, of its organization, to succeed Mr. Brown as advertising manager.

Now ready for distribution

The Committee for Newspaper Research  
announces the publication of

# Attainable Ideals in Newspaper Advertising

An impartial study of  
the best ways to use Newspaper space

**D**URING the next week there will be distributed to the principal advertisers and advertising agencies two publications of the Committee for Newspaper Research.

One book takes up the problem of getting satisfactory effects in illustration, reproduction and typography with newspaper stock and facilities. It is illustrative and suggestive, rather than dogmatic. It consists of a forty-page newspaper printed on newspaper stock, under regular newspaper conditions. It is filled with specially prepared sample advertisements which illustrate different phases of the problem.

The "copy" of each advertisement is expository of the principle involved.

The other book is text matter which takes up comprehensively and without bias the points for and against the newspaper as an advertising medium.

The publications will solicit nothing and have nothing to sell. They will be distributed without charge.

The Committee offers its publications in the hope that they will help solve some of the problems that confront users of newspaper space. It believes that those who receive them will find it worth while to study them carefully.

This study has been made under the auspices of:

THE BROOKLYN DAILY EAGLE

THE SACRAMENTO BLE

THE MINNEAPOLIS JOURNAL

THE MILWAUKEE JOURNAL

THE DES MOINES CAPITAL

THE OMAHA WORLD-HERALD

and their national representatives

O'MARA & ORMSBEE, INC.

*Committee for Newspaper Research* 225 Fifth Avenue, New York



# Why National Associations Need National Advertising

With the Palmy Days of Free Publicity Gone,  
Space Today Must Be Bought and Paid For

By PHILIP C. GUNION

Advertising Manager, Hyatt Roller Bearing Co.

THE time has come when manufacturers' associations, or combinations in any other division of the country's economic organization, must turn to paid advertising to gain publicity for the constructive ideas that they have to offer.

Free publicity, as a factor in getting an association's message before the public, is almost negligible under present conditions. Free publicity, when you can avail yourself of it, is, undoubtedly, first class publicity; but you must have paid publicity to back it up.

No association has benefitted more from, or gotten across more, free publicity than the Material Handling Machinery Manufacturers' Association before whom I spoke on this subject in February; but I do not think for a moment that the Material Handling Machinery Manufacturers could afford to stop with free publicity.

## THE BAN ON FREE COPY

Without belittling the value and scope of free publicity in any way, I wish to point out why paid publicity—advertising—is superior. The publications of the country are fed up on publicity material of all kinds. They have been deluged with reams and reams of printed matter from Washington, most of which they must throw away. It is getting more and more difficult for them to winnow any wheat from the overwhelming amount of chaff. You may have heard the story of the editor of a small country newspaper who was recently fined for not making a special report required of corporations making less than a thousand dollars profit. His excuse was that he had never seen the notice informing him that he was required to make this return and he added that he got so much franked stuff from the Government that in order to have time to run his business he had to throw practically all of it away and he supposed he had thrown the revenue department's letter away also. Even after paying a fine for his negligence, he was still of the opinion that it would not pay him to read all of the material fur-

nished by the various and sundry departments of the Government who are endeavoring to get free publicity. It is claimed that of every million dollars spent by departments on so called free publicity, nine hundred and ninety-nine thousand, nine hundred and ninety-nine dollars are wasted.

So much for the competition that exists in obtaining free publicity.



PHILIP C. GUNION

There's another reason why paid publicity—advertising, can be more effective—because it can be specific. In a free publicity article, much story must be woven around the kernel of truth that we are trying to get across to the readers. In advertising we can flat-footedly state our case based on the facts and ask for the action we desire.

There's a great deal of business lost yearly because salesmen sometimes overlook the importance of asking the buyer for what they want. You have all had salesmen talk to you fifteen minutes, present a smooth-sounding story, but one that meant nothing to you, so that when they finished you didn't know whether they wanted you to say "yes" or "no," spend one dollar or a thousand.

## SELLING HENRY FORD

An interesting story on this subject was recently told me by the vice-president of the Hyatt Roller Bearing Company. Henry Ford was in Indianapolis one day visiting the Marmon plant. Mr. Marmon in the course of the conversation asked him why he didn't buy a Marmon Sedan. Ford replied, "You never asked me before—sure, send me one."

Several weeks later the car was delivered in Detroit and caused a sensation among the Detroit automobile men. One of them, a representative of the Pierce Arrow, went to Ford and said, "Look, here, Henry, you and I have been mighty good friends in the D. A. C. for a long time, why did you go down to Indianapolis and buy a car? You're a fine patriotic Detroit citizen. Why didn't you buy a Pierce Arrow from me?"

"Because you didn't ask me to," replied Ford.

To get such an economically important idea as that, for example, of handling materials by machinery across to the responsible men of the country, we must tell them in no uncertain language just what it will do for them and we must ask them to take the desired action.

The effective way to do it is by using bought—not only free—space in the proper mediums and therein driving our message home. Advertising is easily controlled, it appears just when we desire it to appear, and in the form we select. Talk through free publicity whenever we can, by all means, but let's clinch our arguments with the hard-hitting "ad."

## Maas Joins "Tractor & Implement Topics"

Frank W. Maas, who for a number of years has been connected with the tractor publishing field, having represented *Power Farming*, *Agrimotor* and the *Implement and Tractor Trade Journal*, has, through the purchase of a large block of stock in *Tractor and Implement Topics*, become identified with that publication and has been elected vice-president and appointed advertising director.

Mr. Maas will also be advertising director of the new export paper, *Tractor and Implement Topics*. For over five years Mr. Maas was advertising manager of ADVERTISING & SELLING.

## Newspaper Research Book to Be Exhibited at A. N. P. A. Convention

The Committee of Newspaper Research will share the booth of the Mergenthaler Linotype Co. at the American Newspaper Publishers Association convention at the Waldorf-Astoria next week. Copies of the Committee's publication will be on exhibition and the scope and purpose of the work will be explained to all publishers interested.



# Boston Daily Post

Circulation Average for Year 1919

# 409,310

Copies per Day

# Boston Sunday Post

Circulation Average for Year 1919

# 353,032

Copies per Sunday



## HOW THE BOSTON POST COVERS ITS TERRITORY

IN METROPOLITAN BOSTON there is one copy of The Boston Post sold daily for EVERY dwelling in this section.

IN MASSACHUSETTS there is one copy of The Boston Post sold for every two dwellings in the State.

IN NEW HAMPSHIRE there is one copy of The Boston Post sold for every three dwellings

IN MAINE there is one copy of The Boston Post sold for every four dwellings.

IN VERMONT there is one copy of the Boston Post sold for every five dwellings.



### New Orleans Advertising Man Directs New American Lumber Association

L. R. Putman, formerly director of advertising and trade extension of the Southern Pine Association, is now manager and director of the newly formed American Lumber Association, which is composed of the wholesale lumber dealers in all the important cities of the United States and which now has selling connections all over the world.

The association, which has its headquarters in Chicago, plans the creation of a central sales force to eliminate a large proportion of the \$50,000,000 now said to be expended annually by the individual manufacturers in marketing the nation's lumber output, now the largest of any country on earth and totaling more than 35 billion feet a year. It is proposed that the new organization shall render the same service that was performed for the government in the war by the National Bureau of Wholesale Lumber Distributors.

Mr. Putman, who has been identified with the lumber business practically all his life, is a former president of the New Orleans Advertising Club.

### John F. D. Aue New Publisher Burlington "Hawk-Eye"

John F. D. Aue will go to Burlington, Iowa, to take the place of the late W. B. Southwell as publisher of the Burlington *Hawk-Eye*.

Mr. Aue was interested with Mr. Southwell in the Fort Smith *Times-Record*. He sold his interest in that property in order to come to Burlington where he will join the existing organization which will experience no other change. J. L. Waite will continue as editor. Mr. Aue went to Fort Smith about three years ago from Des Moines where he was connected with *The Register and Tribune*. Prior to that he published the Alton, *Iowa Democrat*.

J. F. Henry who was associated with

Mr. Aue on *The Times-Record* will continue at Fort Smith. The interests of Mr. Aue and Mr. Southwell in that were taken over by J. S. Parks and G. D. Carsey.

### Mabel Hennessy Joins Winchester Advertising Staff

Miss Mabel Hennessy, for six years advertising manager of the Bunting Co., large hardware store of Kansas City, Mo., has joined the staff of the Winchester Repeating Arms Co., New Haven, Conn. Miss Hennessy has established a reputation for her writing on household hardware goods from the woman's viewpoint.

### Batten to Advertise New Shoe Dressing

The Fitz Chemical Co., manufacturers of Dri-foot waterproofing for shoes at Phillipsburg, N. J., are planning to introduce a new shoe dressing. The company's advertising is now being placed through the George Batten Co., New York, and is directed by H. H. Garis, treasurer of the Fitz Co.

### Southern Magazine Changes Name

The *Georgia Legionnaire*, a monthly magazine published at Atlanta, has changed its name to the *Dixie Legionnaire* effective with the current issue, and becomes the official organ of the American Legion in the states of South Carolina, Georgia and Alabama. Kirk Smith, until recently publisher and owner of the *Georgia Legionnaire*, then official organ in Georgia only, has sold his interests to the Dixie Legionnaire Publishing Company.

### Finch Merchants Advertiser's Club Started

A co-operative merchandising service known as the Finch Merchants Advertisers Club has been organized by merchants in the Northwest in connection

with the advertising service department of Finch, Van Slyck & McConville, St. Paul, Minn.

The merchandising service, which, beginning with advertising, includes ten branches, is to be furnished to retail merchants who become members of the club for one year at \$25. C. E. Lawrence, advertising manager of Finch, Van Slyck & McConville, is the president; Fred P. Mann, of Mann's Store, Devils Lake, N. D., vice-president; J. W. Hamilton, sales manager of Finch, Van Slyck & McConville, is secretary-treasurer, and nine other merchants are members of the Board of Directors.

### Edison Advertising Plans Weigh 15 Pounds

The portfolio in which the advertising and sales promotion plans of Thomas A. Edison, Inc., for this year have been placed, weighs 15 pounds. For three months the entire Edison sales and advertising personnel, together with advertising men and jobbers, are said to have worked upon the book. Every jobbers' salesman has been provided with one of the leather bound volumes.

### "The Farm Journal" Conducts Straw Vote

The presidential vote which is being conducted by *The Farm Journal*, shows at this time that General Wood is running about one-fourth of one per cent ahead of Herbert Hoover, and that Hiram Johnson is a poor third. It is interesting to note that the poll based on nominations, which has been carried on by *The Farm Journal* during the past four elections, was correct in each instance.

### Butler Oneida Truck Sales Manager

H. J. Butler has been appointed sales manager of the Oneida Motor Truck Co., Green Bay, Wis., succeeding C. J. Welch. Mr. Butler was formerly manager of the Chicago district for the Edison Storage Battery Co.

### U. S. Shipping Board Advertisises

Through George Edwards & Co., Philadelphia advertising agency, the Emergency Fleet Corporation, Washington, D. C., is advertising its surplus war materials.

### Stein-Bloch Places Account

The Stein-Bloch Co., manufacturers of clothing in Rochester, N. Y., have placed their account with the Vredenburg-Kennedy Co., New York.

### Omaha Agency Will Advertise Tires

The Darlow Advertising Co., Omaha, Nebraska, has secured the account of the Sprague Tire & Rubber Co.

### Seeds Agency Handles Purity Oats

The Russel M. Seeds Co., Indianapolis, is now handling the advertising of the Purity Oats Co., Keokuk, Iowa.

### Corbin Corporation Advertising with Maternach

The P. & F. Corbin Co., the big manufacturers of hardware at New Britain, Conn., have appointed the Maternach Co., Hartford, as their agents. The company formerly placed its advertising direct.

Only Evening Paper  
on the twenty-page  
schedule of the  
Farm Papers of  
America is

**THE INDIANAPOLIS NEWS**

First in America in 3c Evening Field

New York Office  
DAN A. CARROLL  
Folsom Building

FRANK T. CARROLL  
Advertising Manager

Chicago Office  
J. E. LUTZ  
First National Bank Building

USE NEWSPAPERS ON A THREE-YEAR BASIS

### Harold W. Ross, Appointed Editor, "American Legion Weekly"—Former "Stars and Stripes" Men on Staff

Harold W. Ross, who was editor of the *Stars and Stripes* in France, and has directed the editorial work of the *Home Sector* since its establishment, has been appointed editor of the *American Legion Weekly*. With the last issue of the *Home Sector*, which appears on April 17, three of Mr. Ross's associates who served with him on the *Stars and Stripes* will join the Legion as associate editors. They are: John P. Winterich, Philip A. Von Blon and Tyler A. Bliss. Mr. Winterich was managing editor of the *Home Sector* and Messrs. Von Blon and Bliss, associate editors.

Marquis James, who has been acting as editor of the *Legion*, is to be identified with the magazine in a publicity capacity.

### Ten Best Books on Advertising

Professor George Burton Hotchkiss, head of the Advertising and Marketing Department of New York University, recently gave a list of ten books which he considers to be the best on advertising, to the students' newspaper, the *Washington Square Dealer*.

The list follows:

"Advertising, Its Principles and Practice," by Tipper, Hotchkiss, Hollingworth and Parsons.

"Advertising as a Business Force," by Paul T. Cherington.

"Making Type Work," by Benjamin Sherbow.

"The Psychology of Advertising," by Walter D. Scott.

"The Theory of Advertising," by Walter D. Scott.

"How to Advertise," by George French.

"Writing an Advertisement," by S. Roland Hall.

"Advertising and Selling," by Harry L. Hollingworth.

"Typegraphy of Advertisements," by Gilbert P. Farrar.

"The Business of Advertising," by Ernest Elmo Calkins.

### Arthur Freeman Will Direct Group of Stores

Arthur Freeman, president of Einson Litho, Inc., who was formerly director of sales and advertising for Gimbel Brothers, New York, has been appointed director of the Sadowsky group of retail stores. Mr. Freeman will retain his interest in Einson Litho, but will devote his entire time to the activities of the association, which makes its temporary offices at 1372 Broadway.

The first activities of the group, which consists of 12 stores, will be research work in retailing among the members, standardization of systems, and exchange of information. Members of the organization are: Frank & Seder, Rosenbaum Co., and Lewin-Neiman Co., all of Pittsburgh; B. Nugent & Bro., St. Louis, Mo.; Ed. Schuster & Co., Minneapolis, Minn.; Wolf Marx Co., San Antonio, Tex.; Bailey Co., Cleveland, O.; Levy Bros. Dry Goods Co., Houston, Tex.; Grand Leader Co., Houston, Tex.; Ames Co., Cleveland, O.; Gus Blas, Little Rock, Ark., and the Bry-Block Co., of Memphis, Tenn.

### J. Roland Kay Adds Three to Staff

Frank C. Lempert, who has been living in China for the last few years, has recently returned to this country and is now associated with the J. Roland Kay Co., international advertising agents, New York and Chicago. During Mr. Lempert's sojourn in China he was in the sales department and for two years acted as assistant advertising manager of the British-American Tobacco Company, making his headquarters at Shanghai. Mr. Lempert will devote the greater part of his time to helping manufacturers solve their sales and advertising problems for increasing the sales of American manufactures in the Chinese market.

Thomas M. Quinn, who has been assistant manager of Messrs. T. B. Brown, international advertising agents, New York, has recently joined the staff of the J. Roland Kay Co. and will make his headquarters for the time being in Chicago.

Harry Eduard Snohr, recently of Copenhagen, Denmark, who has been in the New York offices of the J. Roland Kay Co. for the last few months, is being transferred to the head office in Chicago. Mr. Snohr is intimately acquainted with local existing conditions, and is especially well posted on advertising in Norway, Sweden, and Denmark.

### To Select Candidates

A nominating committee consisting of Frank H. Little, chairman, C. C. Green, Frank Presbrey, Paul Block, George B. Gallup, William H. Ingersoll and Dan A. Carroll, was appointed by the directors of the New York Advertising Club to select candidates for the offices of president, treasurer and three directorships, who will be voted upon at an election on May 11.

## The Big Summer Issues of our Telephone Directories Go To Press Soon

They cover all of New York State and Northern New Jersey.

Over 9,200 advertisers are now using these books to deliver their sales message with good results. You can, too.

*Ask us about them.*



**NEW YORK TELEPHONE COMPANY**

P. W. ELDRIDGE, Sales Mgr., Dir. Advtg.

15 Dey Street, New York Telephone Cortlandt 12000



# Putting Over "Coffee Week"

**How Association Advertising Handled a Short Drive Successfully**

"COFFEE WEEK" has come and gone, leaving behind it another advertising footprint, so to speak, deep-marked in the sands of salesmanship.

"Coffee Week," extending from Monday, March 29, to Saturday, April 3, inclusive, was a "drive" week, during which the Joint Coffee Trade Publicity Committee of the United States bent all its efforts to showing the importer, roaster, jobber and dealer how to make each other, and finally, the consumer, "Think Coffee and Drink Coffee" as they had never thought it—or bought it—before.

It was more than that. It was a public demonstration of the high power to which real, live association publicity can be carried to get results.

The range of this week's campaign and the diversity of media used in reaching the eyes and minds and stirring the buying impulses of those at whom it was aimed make up its remarkable features and distinguish it from a number of other association campaigns of a similar nature.

## TALKING COFFEE

Space in twenty-six magazines with a combined circulation of 16,000,000 in 270 newspapers, in forty-four trade papers, and on 100,000 paster strips for window display talked, shouted, shrieked coffee throughout the week.

Not satisfied with that, the Joint Coffee Trade Publicity Committee appropriated \$7,500 from its national advertising funds to produce a one reel motion picture story about coffee, called "The Gift of Heaven," which was produced in 500 theatres in 100 big American cities.

Not satisfied with that, it organized a nation-wide window display contest offering a capital prize of \$100 to the best coffee window in each of four districts of the country, and other prizes totaling \$400 more in each district.

Not satisfied with that, it went out to its dealers with a large variety of dealer helps in the shape of "heralds" for the movie, window cards, local publicity and other matter calculated to put the campaign across in each town and hamlet of the country.

This was the big week of a cam-

paign that was started just about a year ago when roasters and importers and other men interested in the coffee trade called into being the Joint Coffee Trade Publicity Committee, raised a sizeable appropriation for it and instructed it to go ahead and impress upon America that coffee was the American national drink. However, there was nothing but coincidence in the exit of John Barleycorn about this time, they declare.

## PREVIOUS PUBLICITY

Throughout the year, the committee has been hard at work on a national advertising campaign intended, by appealing to the keen American sense of the ridiculous, to dispel some of the existant fears about coffee. This campaign was described by Allan P. Ames in the November 29 issue of ADVERTISING & SELLING. A typical layout appeared in the national magazines during "Coffee Week." It depicted a mediaeval group of villagers burning coal in their public square as "injurious," and declared that calling coffee "injurious" is a modern form of superstition.

When the members of the com-





mittee came to put their heads together over "Coffee Week" it found that the trade leaders who had been behind them through the year were backing them stronger than ever for this week. As examples, duplications, by individual roasters, of the window display prizes offered by the committee raised the amount that will be disbursed for this purpose from \$2,000 to \$10,000; roasters, acting independently, called for 130 prints of "The Gift of Heaven" to distribute through their own efforts; advertising space regularly used by roasters and importers was greatly increased for this week; to the \$25,000 spent by the Committee during the week some \$200,000 was added by individual advertising out through the trade.

## Campaigning for Foreign Trade

The Part Which Statistics Play  
Is Analyzed by An Authority

STATISTICS and foreign trade are inseparable. To be a successful trader is to study statistics, not in a cursory manner but in an intensive manner. The great bulk of all information emanates from statistics. Dry, bare figures form the foundation. Out of analytical minds issues the comprehensive statements that show statistics in striking and understandable terms, which are of great importance in the carrying on of international business. A study of comparative sta-

tistics is absolutely necessary to every exporter planning to enter foreign markets under the most favorable circumstances and to the veteran traders seeking to retain and extend their connections.

Statistics are the concrete facts of history reduced to its lowest terms, declares Philip N. Kennedy, director of the Bureau of Foreign and Domestic Commerce of the United States Department of Commerce. Nothing is truer, he says, than the old adage that figures do not lie, but it sometimes takes a wise man to interpret them correctly. The more knowledge brought to bear on a subject, the more illuminating are the statistics. In a single page of figures giving the annual exports or imports of any staple commodity for a hundred years past may be read the growth and history of the nation, tariffs or reciprocity treaties; the gain in population and national wealth. The development of the industry may be inferred from increased domestic exports, and the creditor nation is indicated by the balance of trade as shown in the difference between imports and exports.

What bookkeeping is to the individual trader, statistics are to the nation's commerce, says Director Kennedy. The Division of Statistics of the United States Department of Commerce is one of the greatest melting pots for statistics in the world. In the statistics published by the department in the consular reports from the various countries, new fields are indicated that may be profitably exploited by American enterprise. A manufacturer, on receipt of a monthly statistical statement showing exports of metal-working machinery from the United States by countries, recently wrote that the figures had stimulated his interests in the market in British India, with the result that he investigated it and had already made considerable shipments to that country.

FIGURES TELL MUCH

Figures tell of enormous opportunities. They hold much valuable information and will be productive of great results to those who stop to analyze them. Many statistics reach the trader already analyzed, but other statistics come in the nude and

WITH the paths of foreign commerce and shipping opening up, America will surely come into its own. New methods will be required to hold and increase the field already gained. A quick turn-over of merchandise will be one of the first requisites. And the greatest aid in the "turnover" is advertising with a meaning.

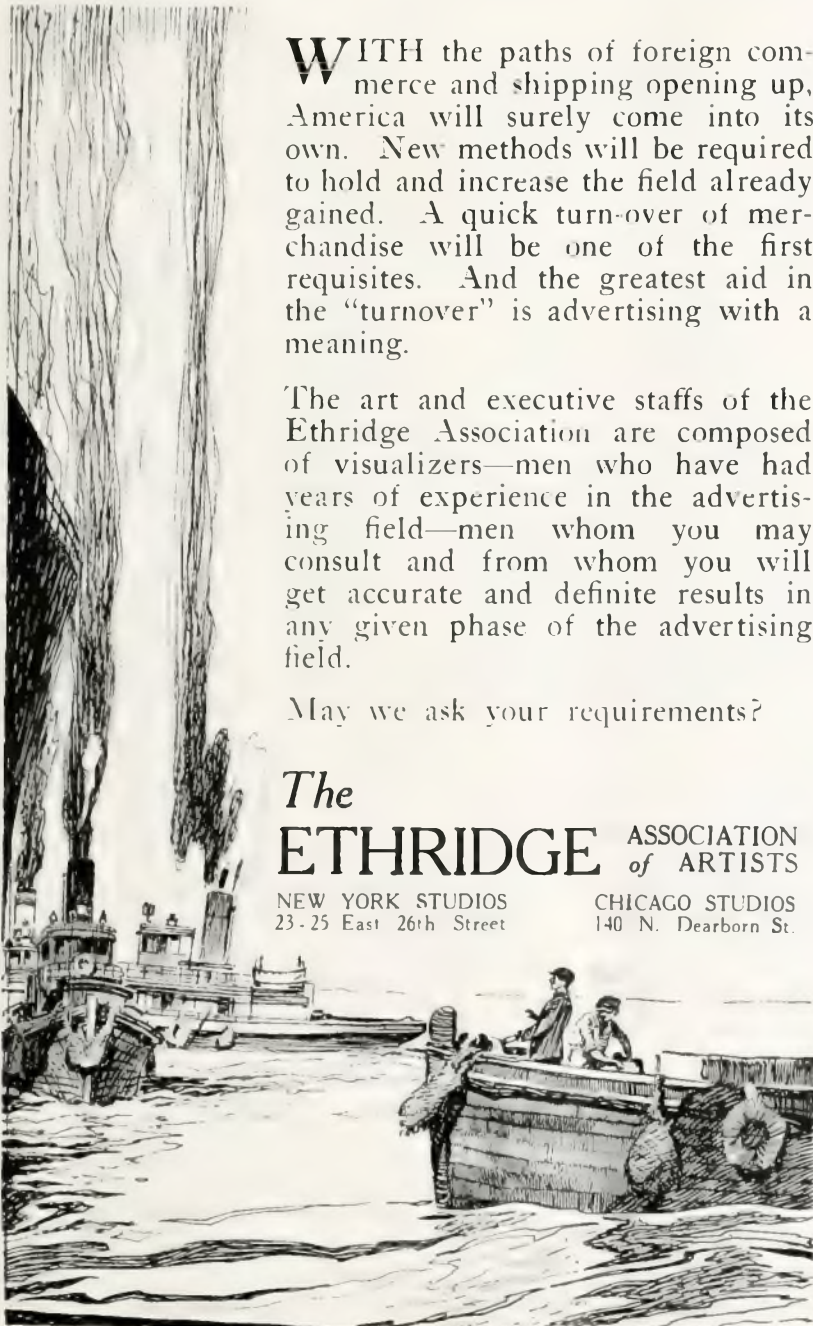
The art and executive staffs of the Ethridge Association are composed of visualizers—men who have had years of experience in the advertising field—men whom you may consult and from whom you will get accurate and definite results in any given phase of the advertising field.

May we ask your requirements?

The  
**ETHRIDGE** ASSOCIATION  
of ARTISTS

NEW YORK STUDIOS  
23-25 East 26th Street

CHICAGO STUDIOS  
140 N. Dearborn St.





it is too frequent that they go into the discard without being examined.

Fresh statistics should be read in conjunction with those of the same earlier periods, declares O. P. Austin, of the National City Bank of New York city, one of the best-known statisticians in the country. It is of comparatively little importance to know that the imports of such a country were so much for a single year, but if you have at the same time those for a dozen or score of years preceding, or if you care to compare them with those of other countries for the same year and for earlier years, they become meaningful. The greater the field for comparison both as to the earlier years, other countries and other lines of a similar general character, the more useful they are.

It is interesting to know, for example, that our own exportation of manufactures in the year before the war was a billion dollars, adds Mr. Austin, but that information becomes the more valuable when you have at hand the value of manufactures exported by our rivals—Great Britain, France, Germany and Austria Hungary. It is even more pleasing at the present moment to find that our exports of manufactures are three times as great in value as at the beginning of the war, and that we are now supplying more than one-third of the finished manufactures entering international commerce, instead of only one-sixth as was the case prior to the war, and that from 75 to 85 per cent of our exports to Asia, Oceania, South America and Africa consist of manufactures. It is also interesting to find, by comparing our own figures of imports of India rubber with the world figures of rubber production, that we are taking and consuming two-thirds of the world's rubber; also, by a similar process, to find that we are consuming considerably more than one-half of the world's silk.

#### HOW TO STUDY STATISTICS

"This is the spirit in which statistical statements should be studied; in comparison with those of preceding years and of other countries and with world production and consumption generally," says M. Austin. "They should, in fact, be considered as 'index numbers' rather than the mere single statement, for a single article or a single year."

The specific function of the Division of Statistics of the United States Department of Commerce is to collate, compile and publish the

import and export returns from the forty-seven customs districts of the United States, including Alaska, Hawaii and Porto Rico.

On account of certain fixed limitations incident to a public service, its stories are a little more difficult to prepare than those written by journalists for trade papers and magazines. For example, every government office, to effectively serve the public, must maintain an impartial attitude. This eliminates the personal element. The writers do not sign articles, which are credited to the division of the bureau in which they are prepared, nor is there an expression of personal opinion on

#### Hint to Copy Writers

Recently a prize of £25 was offered by the Ideal Film Renting Co. for the best four words to be used in connection with a poster dealing with their short Pictures, called "Ideal" Varieties.

Although many thousands of suggestions were sent in from all parts of the country, the best was deemed to be a quotation from Shakespeare's "Richard III."—(slightly adapted)—"Better brief than tedious."

The winner of the prize was a lady librarian in Bristol, Miss Nellie Gilshenan.—

—*Advertisers' (London) Weekly.*

any subject. As a rule, no facts or figures are used, other than those taken from official government sources, no deductions drawn unless they logically follow from a comparison or study of the statistics.

With these limitations, augmented by the rules of the government style book as issued by the public printer, a statistical story may be written on any article or commodity entering into the foreign trade of the United States shown in the export or import schedules of subjects related thereto, as, for instance, transportation, immigration, cost of living, prices, Panama Canal tonnage, etc. The writer may select a subject or accept suggestions from anyone in the division, or an appropriate topic may be found in the daily mail. The correspondence of the bureau keeps it in close touch with the subjects in which manufacturers, importers, commercial organizations and the public generally are most vitally interested.

#### HOW ARTICLES ARE PREPARED

In writing a story, advance figures not yet available in the published reports of the Bureau may be used, in the form of tables with similar sta-

tistics for previous corresponding periods of time in parallel columns, to show at a glance the increase or decrease, monthly or annually, in quantity, value, price, etc., as the case may be. The accompanying text may cover percentages of increase or decrease, the countries of origin and destination, the customs districts through which the trade passes, average prices, effect of the war on such trade, domestic production and consumption, the reaction during the peace year 1919, changes in the international trend of the trade, and any unusual features or developments in the industry indicated by the statistics.

The departmental library has on file 125,000 volumes and receives regularly about 3,000 periodicals, which include the various official publications of the United States, as well as many from foreign governments, the leading newspapers and financial, industrial, technical, and commercial trade journals, all of which are available for reference purposes. In addition the Division of Statistics has its own file of government reports and technical reference works, and subscribes to a limited number of trade journals.

While outside information is not used in the text of the stories, wide reading is necessary in order to properly interpret the figures. Text and tables are combined in a complete story which is passed to the revision section, where facts and figures are checked and double checked. The chief of the division then passes on the manuscript and transmits it to the editorial division, where it is edited for publication in Commerce Reports, galley proofs going to the Washington press correspondents, who call daily for copy. When published, the story is also used to answer future correspondence on the same subject.

Statistics should be read in correlation with other available data on a given subject. They should be read because they show exactly the quantity and value of the various classified commodities imported or exported, by countries, and by customs districts. Statistics showing the foreign competition in world markets are published in the consular reports from the various countries. They often indicate new fields that may be profitably exploited by American enterprise. S. E. THORNTON, in *Pacific Ports*

# SOCIETE EUROPEENNE DE PUBLICITE

*10, rue de la Victoire*

**PARIS**



Dear Sirs:

It is with unfeigned pleasure that we are enabled to inform you that on the 17th of December last, the Court of Appeal in Paris pronounced a judgment ordering the withdrawal of the sequestration imposed on the Societe Europeenne de Publicite on the 13th of January, 1918.

By this judgment of the Court of Appeal, a great wrong has been righted, and tardy reparation has been made for the slanders, false statements, and judicial error of which we were the unfortunate victims for over two years.

In consequence of this judgment, our Company is enabled to resume its former activities; that is to say, that all Contracts and all Agreements which were operative on the 13th of January, 1918, between the Company and other parties are again in force.

It is on this basis that we shall be happy to take up again our former relations with you, and we think you will be pleased to hear that it has been indubitably proved that the Societe Europeenne was wrongly accused. We hope you will have the kindness to put us on your Service List.

We beg to add that the firm PUBLICITAS (formerly HAASENSTEIN & VOGLER) of Geneva, has been recognized as a purely Swiss firm, working with Swiss capital and under an entirely Swiss management.

JOHN F. JONES,  
Knight of the Legion of Honour.  
MAURICE MERY VAN MINDEN,  
MAJOR PAUL MERY VAN MINDEN,  
War Cross Managing Directors.

Directors:

President and Chairman: CHARLES GEORG, President and Chairman of the Publicitas Company of Geneva and The Unione Publicita Italiana of Milan (Italy)

Vice-President: HENRY GEORGE, Director of the same Companies.

B. GIROUD, Director of the Publicitas Company

B. WELHOFF, Honorary Financial Director of the City of Lille,  
Officer of the Legion of Honour.

J. LECONTE, formerly Public Notary.

LIEUTENANT A. BERTHELOT, Knight of the Legion of Honour; War Cross.



# How To Test Out Bank Advertising

**An Exposition of a Concrete Checking-Plan That Has Been Employed by One Big Institution for Determining the Influence Controlling Depositors in Opening New Accounts**

**H**OW do you know that this hand that medium produces new business?"

This is a question I am called upon to answer almost daily.

"By what new depositors tell our new-account tellers is one of the ways," is my answer.

If a new depositor upon opening an account volunteers the information that Mr. Copeland, one of our old depositors, invited him to open an account with us, it is conclusive evidence that the credit for putting over the final punch that secured the account belongs in the column on my records headed by "Sent in by our friends." If another depositor upon opening an account tells us that he chose our bank because of its convenient location to his place of business or his office, it is just as evident that the credit for this new account belongs in the column headed "Bank Location."

Just what part newspaper advertising, bill-boards, and similar mediums may have had in securing this particular new business is hard to determine; but that they do play a big part is evidenced by the fact that right across the street and almost backing up into the "Guaranty" are two other banks with fully as convenient locations and fully as imposing fronts. These mediums undoubtedly influenced many of these new customers in their choice.

## APPLY THIS TEST YOURSELF

Rule up a sheet of paper 8 1-2 x 11 inches so that the lines run lengthwise of the paper, and allow about one-half inch between each line. This should give you a line for your principal business-getting mediums and several lines for miscellaneous reasons why you secure new accounts. Begin far to the right and put down the several mediums you use, under each other. You can begin your list with "Sent in by friends," and under this, "Introduced by our officers and employees." Continue on down the column with "Newspapers," "Booklets," "Bank Location," "Window Displays," etc. Then rule this sheet with perpendicular lines so as to provide one column for each day of the week. Head-up these columns with the days of the week, beginning with Monday. After you

have decided upon a certain week in which to make your test, turn over your record sheet to your new-account teller, with the instruction that he place a small check for each new account after the medium entitled to credit for the account. Of course, he will not fail to keep each day's business separate from the other days of the week.

Infrequently a depositor may hesitate to tell why he chose your bank in preference to others, but with a little practice and experience your new-account teller will be successful in obtaining a satisfactory response from nearly every new depositor.

In tests which I have made periodically during the past six years, our new-account tellers have been successful in getting definite information in nearly every instance. We have found that about 25 per cent of all new depositors volunteer the desired information in one way or another while opening their accounts, and about 65 per cent freely declare their reason or reasons, as the case may be, upon invitation to do so. A little pressure put upon the remaining 10 per cent will usually bring a satisfactory answer of some kind, and without offending or embarrassing the depositor. If a depositor flatly refuses to disclose his reasons, after the bank has clearly stated why it wishes to know, there is nothing one can do but to apologize for detaining the customer, and of course he should not be permitted to go without the assurance that he has your good will.

## ADVERTISING BUILDS BUSINESS

A great surprise awaits the banker who will apply a test as to why people select his bank in preference to others. Such a test will explode that old mistaken notion which a few bankers have that a large percentage of people just drift into the first bank that gets in their way, and without any good reason for opening an account there, throw their savings down upon the counter and call for a pass book. The facts are, 80 per cent of new depositors, according to my tests, have good and sufficient reasons for opening their accounts with the Guaranty Trust and Savings Bank, with which I am associated. This large percentage convinces me of the great

value of advertising as a business-getter for banks. If it were true that people drift aimlessly about, and opened their bank accounts without regard to where and why, so many of our leading banks would not be advertising for new accounts. But these tests show that the average new depositor gives considerable thought and study as to where he is to transact his banking business. Probably not two out of every hundred just drop into a certain bank because it looks good to them, and without any good reason part with their hard-earned money.

Just recently I conducted one of my periodical tests covering three days' business in our new-account department. During this period our new-account tellers obtained the desired information of 164 new depositors as to why they had walked past other banks to open their accounts with us. In every case the new customers gave good and sufficient reasons for choosing the "Guaranty," which reasons our new-account tellers recorded on the test sheet, and at the conclusion of the test passed on to me for my careful perusal.

It was disclosed that 32 per cent of those opening accounts during the first three days of the week were either sent to the bank by its pleased customers or personally introduced at the new-account department. In commenting on the percentage named above, let me say that it does not do justice to the good work which a bank's pleased depositors are doing for their bank. The percentage of new accounts as a result of the recommendations and introductions of your old depositors should not fall much short of one-half, or 50 per cent, of all new business obtained. Add to the above named 32 per cent nearly 20 per cent as a result of efficient service, which makes pleased customers, and your answer is about where it should be.

I believe, from the results of all such tests I have made that at least 50 per cent of the new depositors coming into the Guaranty Bank can be properly credited to the efficiency of the service rendered to those already our patrons. For it is only

---

## *A Record Breaker*

---

In automobile advertising the News-Times scored a six months' victory of 155,722 lines over its competition in the South Bend field. During the six-month period the News-Times carried 319,396 lines of motor advertising to 163,674 in the rival paper.

This record clearly demonstrates the fact that the News-Times dominates in Northern Indiana and Southern Michigan in automobile advertising. More national advertisers are selecting the News-Times in South Bend.

What is true in motor advertising applies in a general way. During the same six months' period the News-Times totaled 195,174 more lines than its competition. No doubt about it, the News-Times is the paper to use in the South Bend territory.

*Let us send you News-Times, Jr.*

## South Bend News-Times

Morning

Evening

Sunday

J. M. STEPHENSON, Publisher

*Foreign Representatives*

CONE, LORENZEN & WOODMAN

Chicago New York Detroit Atlanta Kansas City



by pleasing our present patrons that we can induce them to recommend this bank to their friends.

#### OTHER CONTROLLING INFLUENCES

"Business from other departments" scored 16 per cent of all accounts opened. This is due to the fact that the Guaranty Trust and Savings Bank never loses an opportunity to induce a customer of one department to become a customer of other departments of the bank. This is accomplished in different ways. I will mention but one. We have a list of several thousand

names of depositors in our savings department whom we circularize (direct-by-mail) in order to interest them in our trust department, or we may on a special occasion circularize these same depositors regarding the safety and convenience of safe deposit boxes, or the purchase or sale of bonds and other investments. We have other lists of our patrons, among which is a list of safe deposit box renters whom we circularize periodically in the interest of securing their savings and commercial accounts.

This 16 per cent is due to the efficient service rendered in other departments and to the results of direct-by-mail advertising. There is a big opportunity in large departmental banks with thousands of patrons to develop all departments equally right among their own customers by the use of direct-by-mail. Many banks are not making the most of this opportunity.

"Employees' Contests" scored 10 per cent of all the new accounts received while this test was being made. This is a little under the average for the past five years, due partly to the fact that our contests have run at frequent intervals during this long term, and the field is pretty thoroughly gleaned for new accounts so far as our employees' personal pull goes among their friends. It is my experience that business secured by the employees cost much less per account and per each \$100 than by many of the other mediums now being used by our banks, besides the business is inclined to be more permanent and more likely to grow. In a contest which closed December 31, 1919, our employees secured 183 new accounts, aggregating \$200,000 of new deposits, an average of approximately \$1150 an account. In addition to the splendid business secured, these contests have other features which should commend them to every banker. They make business-getters out of employees who ordinarily manifest but a nominal interest in the growth of the bank, besides every cent of money paid for this business goes directly to the bank's own employees, which in itself is a consideration of no little importance in these days of the high cost of living.

#### EFFECTIVE WINDOW DISPLAYS

Ten per cent of all new accounts received, according to this test, was the direct result of our twelve large window displays. How did we ascertain that 10 per cent of the 164 new depositors came to the "Guaranty" as a result of these window

displays? This is how: Upon opening their accounts, sixteen new depositors called for the kind of accounts outlined in our window displays, or they asked for the loan of one of the small home safes then on exhibition in our windows.

The remaining 32 per cent was credited up to a half dozen mediums of more or less importance.

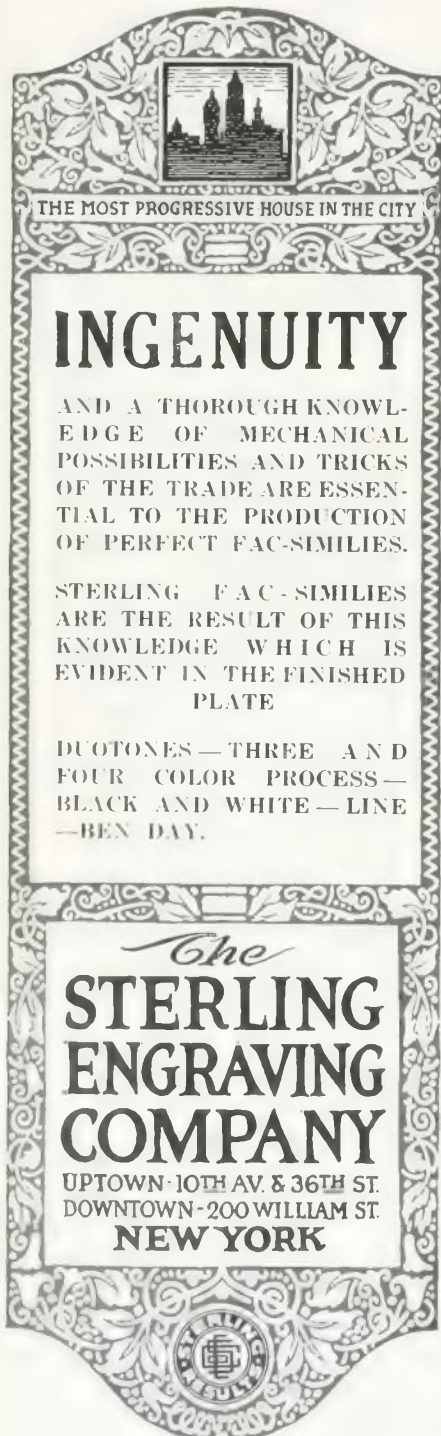
In drawing any conclusions from such tests as are made above it must be borne in mind that the medium checked as getting the business can not be given entire credit. As a matter of fact it may be likened to a salesman for a tire manufacturer. Certain salesmen are credited with all the sales which they may book, and if one goes no deeper, it would seem that money spent on national magazine advertising, billboards, etc., were wasted—that all that is necessary is to keep a force of good, live salesmen on the road. But the fact that an ordinary clerk can go out and take more orders for any one of the big advertising tire manufacturers than could be secured by the best salesman in the business trying to push an unadvertised and unknown line shows the folly of trying to test out such advertising mediums as newspapers, magazines, billboards, and car-cards by a merely superficial check of the reasons why any particular bit of new business is secured.

Once the test has been made and you have completed your report showing what mediums are pulling a full share of new business and those which are evidently ineffective, your problem is to either make the ineffective mediums producers or discard them, and thereafter expend your best thought and money on those mediums which your tests show conclusively are good business-builders.

#### MAKING THE TESTS

I would recommend that you take at least three tests before reaching definite conclusions. Select one week this coming month, another week the following month, and still another week the third month, and when you have made your tests take an average of the results for the three tests, and govern yourself accordingly.

In any event, it is good banking for you to know beyond any doubt which mediums are producing and which are non-productive. Your new depositors are in a most favorable position to give you this information, if you will but give them an opportunity to express themselves



THE MOST PROGRESSIVE HOUSE IN THE CITY

# INGENUITY

AND A THOROUGH KNOWLEDGE OF MECHANICAL POSSIBILITIES AND TRICKS OF THE TRADE ARE ESSENTIAL TO THE PRODUCTION OF PERFECT FAC-SIMILIES.

STERLING FAC-SIMILIES ARE THE RESULT OF THIS KNOWLEDGE WHICH IS EVIDENT IN THE FINISHED PLATE

DUOTONES — THREE AND FOUR COLOR PROCESS — BLACK AND WHITE — LINE — BEN DAY.

*The*  
**STERLING ENGRAVING COMPANY**  
UPTOWN - 10TH AV. & 36TH ST.  
DOWNTOWN - 200 WILLIAM ST.  
**NEW YORK**

on the subject. The cold facts are, if they do not know why they chose your bank in preference to others, who does know?

Put your advertising to the test, and I venture to say that you will find great satisfaction in knowing just how effective your advertising mediums really are, at least from the standpoint of those who call to open accounts. If your case is not an exception to the rule, I venture to say that you are using some advertising mediums which you will discard after you see the results of a test, while others will make such a good showing that you will push them for larger results in the future.—W. R. MOREHOUSE, in the *Pacific Banker*.

#### B. T. Babbitt Combines Advertising and Premium Departments

B. T. Babbitt, Inc., the large manufacturer of soaps and cleansers, has combined its premium department with the advertising department, and has placed J. B. Miller in charge. Mr. Miller, who succeeds E. C. Looker, Jr., as advertising manager, was formerly at the head of the premium department.

#### Savage Arms Buys Stevens Co.

The Savage Arms Co., manufacturers of automatic revolvers, have purchased the Stevens Arms Co., makers of shot-guns and small bore rifles and pistols in Chicopee Falls, Mass. At the annual meeting of the Savage Co. these directors were elected: W. F. Kies, F. H. Moses and F. R. Phillips. They succeed C. S. Miller, E. M. Willys and Henry Bruere, resigned.

#### Sarnoff-Irving Hats to be Advertised

A newspaper campaign for Sarnoff-Irving Hats is being prepared by Hanff-Metzger, Inc., New York. The campaign has already started in New Orleans and will open in other cities, including New York, within the next few weeks.

#### Presbrey Absorbs Bryant Advertising

The Frank Presbrey Co. has taken over the accounts of the Bryant Advertising Corporation, 103 Park Avenue, from April 1st; the Bryant agency discontinuing business.

#### \$50,000 to Advertise Piston Rings

The Burd High Compression Ring Co., Rockford, Ill., have appropriated \$50,000 this year for advertising. The company, which formerly placed its advertising direct, is now using trade papers and newspapers through Comrie & Cleary, Chicago advertising agents. M. L. Hogard is the advertising manager.

#### Southern Agency in Larger Quarters

For the third time in a year the George W. Ford Company, advertising agents of Atlanta, have been required to move into larger quarters. The company now occupies a large suite in the Austell building, having until just recently been located in the Rhodes building.

#### Campaign for Ready-to-Fry Codfish Cakes

The Gorton-Pew Fisheries Co., Gloucester, Mass., has launched a newspaper advertising campaign in New York to introduce the Gorton Ready-to-Fry Codfish cakes.

#### Advertising Head, Business Manager

D. A. McKenzie, until recently advertising manager of the *Elgin Daily News*, will assume the duties of business manager of the *Elgin Courier* on April 19. Mr. McKenzie, who has spent more than twenty years in the newspaper business in Elgin, succeeds C. B. Strohn, whose election as vice-president of the Western United Gas and Electric Co. will necessitate his presence in Aurora, Ill.

#### I. W. Lyon to Wed

The engagement of Irving W. Lyon, son of the late Whitney Lyon of New York, to Miss Helen Maie Wilberding has been announced. Miss Wilberding is the daughter of Mr. and Mrs. Joseph C. Wilberding of Pelham Manor, N. Y. Mr. Lyon, who was a member of the class of '19 at Yale, left college for the war, serving as an ensign in the naval aviation. He is a member of the firm of I. W. Lyon & Son, the manufacturers of tooth powder.

#### Kramer with Comrie and Cleary

George A. Kramer, who was formerly with The Brunswick-Balke-Collender Company, Chicago, auditing department, statistical reports, is now connected with Comrie and Cleary, Chicago.

## SYSTEMS BOND

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



### The Needed Punch

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

SYSTEMS BOND will make your letters look better and give your sales message every chance to win.

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

## Eastern Manufacturing Company

General Sales Offices:

501 Fifth Avenue

New York

Mills at Bangor and Lincoln, Maine



# These Things the A. N. P. A. Stands for and These it has Accomplished

A Brief Review of Organization Ideals and  
Achievements, on the Eve of the Convention

By WARD GEDNEY

**I**N THE BAD old days of long ago when Lincoln B. Palmer, now manager of the American Newspaper Publishers Association, was advertising manager of the New York *Commercial Advertiser*, now the *Globe*, when every newspaper advertising manager thought every other newspaper advertising manager no better than he should be, never spoke to him and seldom spoke of him except in short and ugly words, someone, in an inspired moment, conceived the revolutionary idea of gathering the newspaper advertising managers of New York together at lunch once a week. "It would help them to know and to understand each other better," the inspired one said.

The idea was taken up in fear and trembling and, to everybody's surprise, proved a huge success. Those who came to scoff at it remained to see it pay and the metropolitan advertising managers, instead of acting like Kilkenny cats, suddenly realized that individually and collectively they were not such bad fellows after all.

## THE IDEA BEHIND IT

Thereafter, the fraudulent "advertising game" began to lag in New York. Word got around that the ad. managers had formed an offensive and defensive alliance and that the days when you put something over on one of them by telling him that the others had already fallen for it were gone. The one knew just what the others were doing. Everything in the line of advertising information, outside of legitimate business secrets, became the common property of the alliance. From that day, newspaper advertising in New York began to walk with its head up.

Just such an idea as that which inspired the organization of the New York newspaper ad. managers' informal lunch club of yore fathered the organization of the American Newspaper Publishers Association. As Mr. Palmer put it in an address which he delivered before the New York Associated Dailies at Albany in 1917:

"During the years preceding the organization of the A. N. P. A. in

Rochester in 1887, newspaper publishers were working in an atmosphere of low visibility, and cooperation among them was unknown.

"The birth of the Association brought about a happier condition and today mutual helpfulness among newspapers is the rule.

"As a direct consequence of the spirit of amity which prevails, the Association has achieved results which have been of vital import to the well-being and prosperity of the craft and which, without organization, would have been impossible of accomplishment."

In other words, the A. N. P. A.

## THE CONVENTION GALLERY

**On the opposite and succeeding pages are new photos of some of the busy conventioners of the coming publishers' gatherings.**

forms a national nucleus about which national ideals of newspaper publishing can develop and through which the battles of the newspaper publishing trade can be fought.

## HOW IT STARTED

The American Newspaper Publishers Association, now passing its thirty-third anniversary, has 515 active members and three associate members. Few publishers outside of the membership have any conception of the extent and variety of the work done in many lines through the machinery of the Association, yet every daily newspaper in North America has been the beneficiary of the Association's work and is under obligation to it.

Prior to 1887, there were a number of editorial and telegraphic press associations but no organization of

the newspaper business interests. In consequence of the lack of cooperation between publishers, many difficulties were encountered and losses incurred. Publishers were not protected from irresponsible advertising agencies. Standing alone, their interests could not be represented in Congress when postal rate bills and other measures affecting their prosperity and their freedom from unwarranted interference were under consideration. They had no organization to confront the closely welded newsprint manufacturers. With the formation of the A. N. P. A. and the extension of its activities in many lines, all this has been changed. Today, there is a special Bureau of Advertising to stimulate advertising, and again and again in the last few crowded years the ability of A. N. P. A. committees to handle other problems germane to the newspaper trade as a whole has been adequately demonstrated.

The first convention of the A. N. P. A., at which its present name was adopted and its initial program of work laid down, was called to order by W. H. Brearley, advertising manager of the Detroit *Free Press*, originator of the A. N. P. A. idea, at Powers Hotel, Rochester, N. Y., February 16, 1887. The register of the convention contains 51 signatures, and 29 signatures of prominent newspaper publishers were affixed to the articles of association.

## ADVERTISING FIRST PROBLEM

That misrepresentation of circulation and fluctuating advertising rates were the major evils of the time is shown in the subjects for discussion listed in the last call for the Rochester meeting, the bulk of which were concerned with rate-cutting, with the publisher's relations with the advertising agency, and with the necessity of having all publications truthfully represent their circulation.

Again, at the second convention of the Association held at the New Denison Hotel, Indianapolis, Ind., February 8-9, 1888, advertising was to the forefront. Messrs. Rowell, Goodrich, Erickson, Lord, Fuller



**Newspaper Men Who Will Figure in the A. N. P. A. Convention**

EDWARD W. BARRETT  
Birmingham Age-Herald

J. M. THOMPSON  
New Orleans Item

E. D. SHAW  
Washington Times

LOUIS WILEY  
New York Times

JAMES L. EWING  
New Orleans States

F. A. GROZIER  
Boston Post

W. A. ELLIOTT  
Jacksonville Times-Union

ARTHUR D. MARKS  
Washington Post

HUGH HOFFMAN

ARTHUR CAPPER  
Topeka Capital

HARRY J. GRANT  
Milwaukee Journal



*Newspaper Men Who Will Figure in the A. N. P. A. Convention*

**JOS. M. STEPHENSON**  
South Bend News-Times

**FRANK A. MUNSEY**  
New York Sun

**WILLIAM F. ROGERS**  
Boston Transcript

**HERBERT F. GUNNISON**  
Brooklyn Daily Eagle

**F. D. WEBB**  
Baltimore News

**JOSEPH BLETHEN**  
Seattle Times

**A. G. NEWMYER**  
New Orleans Item

**HARRY CHANDLER**  
Los Angeles Times

**W. G. BRYAN**  
New York American

**DAVID B. PLUM**  
Eva Record

HUGH HOFFMAN



*Newspaper Men Who Will Figure in the A. N. P. A. Convention*

**JASON ROGERS**  
New York Globe

**G. B. DEALEY**  
Dallas News and Journal

**LAFAYETTE YOUNG**  
Des Moines Capital

**FRANK T. CAROLY**  
Indianapolis News

**WILLIAM FINDLAY**  
Toronto Globe

**M. E. HANSON**  
Philadelphia Record

**JOSEPH A. DEAR**  
Jersey City Journal

**COL. C. A. ROOK**  
Pittsburg Dispatch

**L. J. VAN LAEYS**  
Houston Post

**W. T. ANDERSON**  
Macon Daily Telegraph

**HUGH HOFFMAN**



and Doughty, the latter representing Messrs. S. H. Parvin's Sons, of Cincinnati, all of them advertising agents, appeared before the convention by invitation and delivered addresses. At the third convention, held at the Hoffman House, New York, February 13-14, 1889, the fruits of this long discussion of advertising problems were brought out in the adoption of resolutions recommending that the maximum commission paid advertising agencies by members of the A. N. P. A. be 15 per cent; that members pay commissions only to those agents whose names were upon a list approved by the executive committee; and that members have no preferred positions for advertising, but that when such positions were allowed an extra price be charged. In 1913, the A. N. P. A.'s Bureau of Advertising was organized. During the last year, the operations of this Bureau under the directorship of William A. Thompson and his associate, Thomas H. Moore, as described in the April 10 issue of ADVERTISING & SELLING, played an important part in rolling up the stupendous total of \$150,000,000 of national advertising placed in daily newspapers during the year.

As the A. N. P. A. has grown, the problems presented to it for solution have multiplied. The advertising question we shall always have with us. Indeed, advertising will hold a position not far from the center of the stage at the 1920 convention. Since 1915, the cost of newsprint has jumped 100 per cent. In the same period, overhead charges have increased at least 75 percent. According to an estimate made by the Bureau of Advertising of the A. N. P. A., average newspaper advertising rates throughout the country have been advanced no more than 25 per cent during the four years. While the subject of advertising has the floor next week there will be plenty of members to sound the alarm that the continued prosperity of the newspapers in the face of advancing costs demands an Association recommendation that advertising rates be raised all along the line.

#### TACKLING NEWSPRINT

However, the Association began to take up other big, vital problems soon after its formation. Among them—at the head of them was the newsprint paper difficulty.

The use of improved machinery and methods caused a downward tendency in the price of newsprint during the eighteen years preceding

1898, which year saw the incorporation of the International Paper Company, with a capital stock of \$55,000,000 and composed of twenty-four (subsequently increased to thirty) of the largest mills in the country and controlling 80 per cent of the total output.

During the same year, the A. N. P. A. appointed a committee to investigate the Paper Trust and at the annual convention of 1900 resolutions were adopted urging Congress to inquire into the price of newsprint which had been "arbitrarily increased in price from 60 per cent to 100 per cent without reason or warrant to be found in the conditions of the industry itself."

It is interesting to note that during 1900, for the purpose of combatting the trust, newspapers were trying most of the methods of economies practised today, such as abolishing returns, cooperative buying, and increase of subscription and selling price.

### A. N. P. A. PROGRAM 1920

**Wednesday, April 21:**

Advertising Bureau Luncheon

**Thursday, April 22:**

Sessions at 10 a. m.; Luncheon at 12.30 p. m.; Session at 2 p. m.

**Friday, April 23:**

Session 10 a. m.; Concluding Sessions, 2 p. m.

at the  
**WALDORF-ASTORIA  
NEW YORK**

This year of 1900 was memorable because the General Paper Co., a consolidation of twenty-five mills in Wisconsin, Michigan, and Minnesota was also organized to secure control of the western market and compete with trust prices.

At a meeting of the A. N. P. A. in 1904, Don C. Seitz called attention to the advances in prices which newsprint paper makers had enforced. On behalf of Joseph Pulitzer, he subscribed \$10,000 toward a fund to combat the restrictive methods of the paper makers. Other subscriptions were tendered and a committee on Paper consisting of Don C. Seitz, John Norris and Condé Hamlin was appointed. As a result of that effort, the United States Department of Justice started proceedings which ended in the dissolution of the General Paper Com-

pany in June, 1906. The outcome was the first substantial victory of the Anti-Trust Law.

#### THE PRESENT CRISIS

From then until the fall of 1907 the average price of news print delivered in the eastern freight zone was \$40.17 per ton and the lowest price \$38 a ton. During August of that year, however, famine reports began to come in and quotations shifted from \$38 to a minimum of \$50 a ton.

The situation was so serious that the A. N. P. A. held a special meeting in September, 1907, to protest against the action of the paper makers and steps were taken to break the prices, which the protestants declared artificial, by legislation which would promote normal conditions. This action resulted in the reduction of the \$6 tariff on newsprint to \$3.75 and, subsequently, to its abolition on October 3, 1913.

From 1913 to 1916 the prevailing market price of paper was around \$38 per ton f.o.b. mill. The fall of 1915 witnessed an unexpected increase of newspaper advertising which resulted in increased deliveries from the mills and, by July 1, 1916, newsprint stocks on hand had dwindled to 58,000 tons, well below the danger mark.

At the end of 1916 came the third big squeeze. Contracts were renewed at increasing prices. During December of that year the International announced its minimum price to be about \$62 a ton at the mill for 1917 delivery and some other mills fixed even higher prices. In 1917, came the inquiry of the Federal Trade Commission into the activities of the Newsprint Manufacturers Association resulting in the dissolution of the Association and the imposing of fines upon some of the members. Everyone knows what part the A. N. P. A. played in the initiation of this inquiry. Followed closely, the war and the fixing of newsprint prices by the government.

In the present newsprint crisis, which finds the publishers caught in a fairly bad hole with the demand for newsprint paper far overreaching the supply, the A. N. P. A. has been of unquestioned service. Not as successful as it had hoped to be in regulating prices at the supply end, it has turned to the task of encouraging economy at the consumption end and has done much to bring about cooperative reduction in the tonnage of newsprint used. A. N. P. A. bulletins warn



**Newspaper Men Who Will Figure in the A. N. P. A. Convention**

**E. LANSING RAY**  
St. Louis Globe-Democrat

**CLARK HOWELL**  
Atlanta Constitution

**ED. FLICKER**  
Bridgeport Post

**M. E. FOSTER**  
Houston Chronicle

**MARCO MORROW**  
Copper publications

**JAMES J. SMITH**  
Birmingham Ledger

**JOHN MEAD**  
Eric Times

**THOMAS H. MOORE**  
A. N. P. A. Adv. Bureau

**FELIX AGNUS**  
Baltimore American

**GEORGE F. MORAN**  
Cleveland News-Leader

**HUGH HOFFMAN**



members of fresh advances and advise of changing production conditions. Recently, the Association covered the country in an investigation to find out if any newspapers were really unable to secure newsprint as had been reported in Congress, and in the few cases located afforded prompt relief.

#### WATCHING POSTAGE LAWS

One should not leave the subject of this remarkable association without referring to the third phase of its activity—that which has to do with legislation affecting the newspaper publishing interests. Probably the two most important pieces of legislation of this kind in the past decade have been the Post Office Appropriations Bill of 1912 and the second class postage sections of the War Revenue Bill of 1917.

In helping to bring about a test, before the Supreme Court, of the constitutionality of the rider in the former which demanded that every daily newspaper advise the Post Office Department of its average daily paid circulation and publish the same every six months, and that every newspaper mark all paid matter "advertising," under pain of debarment from the mails, the A. N. P. A. helped to clarify these provisions of the bill and establish certain data that would prevent the Post Office Department from using its authority arbitrarily.

In the hearings on the second class postage sections of the War Revenue Bill of 1917, representatives of the A. N. P. A.'s Second Class Postage Committee were among those who spoke before the Senate Finance Committee. Unfortunately, the Association found itself divided into two factions on this vexing question and, with other factions which argued on the three and even four suggested solutions of the problem presented by the determined upon advance in rates, won the negative success of the hybrid flat rate and zone rate provision which went into effect July 1, 1918, to extend over four years from that date. Two of the specified years have passed and the highly unsatisfactory results of this law have, it is believed, united the members of the Association in favor of the Fess Bill, designed to correct its inequalities, which is now before Congress.

#### THAT BULLETIN SERVICE

This brief outline of A. N. P. A. activities will serve to indicate some of the aims and achievements of the great organization. It does not pretend to do more than outline the

program and to outline only some of the main features of the program at that. For instance, nothing has been said of the splendid vigilance work of the men at headquarters and in the field. The success of the leaders in arranging arbitration agreements between newspaper publishers and newspaper labor has not been touched upon. No more than a hint has been given as to that famous A. N. P. A. bulletin service, which posts its members on the latest developments in all departments of newspaperdom, warns them of

breakers ahead, advises them as to what others are doing, presents to them results of investigations carried on, furnishes them with data on proposed legislation affecting them, and gives them confidential information as to fraudulent operators in the publishing and advertising fields. Suffice it to say that the American Newspaper Publishers Association is doing a big work, the value of which to the press and to the nation, is being realized more fully with every passing year.

## Expect Large Attendance at A. N. P. A. Convention

"The American Newspaper Publishers Association convention, which will be held at the Waldorf-Astoria Hotel, New York City, April 21, 22 and 23, will be more largely attended this year than ever before. The great importance of the discussions on newsprint, postage and labor, at this time, make certain that the various sessions will not only be crowded with members seeking information, but that they will also be of unusual value to those present."

This is the announcement sent out from A. N. P. A. headquarters heralding the big convention, which will be opened at 10 o'clock next Wednesday morning when the members gather for their first session in the Astor Gallery on the first floor of the Waldorf. As a heavy program will be carried out, emphasis is being laid on the fact that the business of each session will start promptly at the hour named for meeting, whether there is a full attendance at that time or not.

A. N. P. A. meetings will, as in former years, occupy Wednesday, Thursday and Friday. Practically the only deviation from the customary program will be the replacing of the final banquet by a luncheon on Thursday. This will be held in the ballroom of the Waldorf. At this luncheon, the addresses will be short, but there is a promise that they will be of the type that will hold members in their seats until the final applause has subsided.

On Monday, the directors of the Associated Press will continue their sessions from this week and on the same day there will be various committee meetings. On Tuesday the A. P. will hold its annual meeting in the morning. At this time will be presented the annual report of the retiring board of directors, applications for membership will be considered and passed upon, five new directors will be elected, with advisory boards and nominating and auditing committees. After luncheon, the A. P. members will re-assemble to hear the results of the morning's election and to wind up their meeting.

Wednesday will see the opening of the A. N. P. A. convention and the luncheon of the Advertising Bureau. Two sessions will be held on that day and on each of the two following days.

The full list of events for the week follows:

Tuesday, April 20.—11 p. m., A. P. annual meeting; 1 p. m., A. P. luncheon;

3 p. m., A. P. Meeting (concluded).

Wednesday, April 21.—10 a. m., A. N. P. A. opening session; 12:00 p. m., Advertising Bureau luncheon; 2 p. m., A. N. P. A. convention session.

Thursday, April 22.—10 a. m., A. N. P. A. convention session; 12:30 p. m., A. N. P. A. luncheon; 2:00 p. m., A. N. P. A. convention session.

Friday, April 23.—10 a. m., A. N. P. A. convention session; 2 p. m., A. N. P. A. concluding session.

Newsprint and postage again will hold the center of the stage in the convention discussions, and the question of boosting advertising rates to meet increased costs of publishing will be debated. Comparison of data as to methods in economizing in the use of newsprint paper is expected to furnish much interesting material for recommendations on this subject.

The election of officers for the coming year will take place on Friday.

As is customary, all available space on the convention floor outside of the ballroom and the Astor Gallery will be occupied by the representatives' offices and exhibition booths of publishing trade papers, printing machinery companies, feature services and syndicates. Twenty-two of these interests have obtained allotments on the floor.

Those announced to speak at the A. N. P. A. luncheon on Thursday are Edwin T. Meredith, Secretary of Agriculture, Harry Dwight Smith, of Fuller & Smith, Cleveland, president of the American Association of Advertising Agencies, and John Sullivan of New York, secretary-treasurer of the Association of National Advertisers. William F. Rogers, chairman of the ad bureau committee will be toastmaster.

#### Bill Would Prohibit False or Objectionable Advertisements Entering Mail

A bill introduced into the House of Representatives by Representative Steenerson last week would declare "any advertisement which contains any false or fraudulent statement or representation," and which refers to any person or persons from whom, or to any means by which, or to any place at which treatment or cure for certain private diseases, as nonmailable matter.

A penalty of \$1,000 fine or imprisonment for one year or both would be inflicted upon all violators.

### Marshall Field Advertising Manager to Become Merchandise Chief of Federal Agency

Russell A. Brown, resigning as advertising manager of Marshall Field & Company's retail store to become merchandise manager for the Federal Advertising Agency (Inc.) of New York, was given a farewell luncheon by his former staff, in the Tip Top Inn on April 9. Those present were: Miss Rene Matisfield, Mrs. Irene S. Sims, Herbert Chadwick, V. C. Cutts, Miss Frances Hooper, Miss Margaret Macy, S. A. Sullivan, Nate Salisbury, Mrs. C. P. Wilson, Miss Aehsah Gardner, Miss Margaret Haas, Miss Anne Mathieson and H. L. Peiwitch.

### Detroit Club Condemns Advertising Tax

The Detroit Advertiser club at its last meeting went on record as opposing the advertising tax bill, now before Congress, as unfair. A resolution condemning the legislation will be forwarded to the House of Representatives. It is pointed out in the resolution that present heavy advertising appropriations, which have aroused the suspicion of congressmen apparently, were necessary in order for manufacturers to resume communication at the close of the war, with their markets. The resolution brands as foolish any suspicion that concerns are avoiding high income taxes by investing heavily in advertising space.

### Meredith & Co. Organizes for Advertising and Selling

Meredith & Company, Inc., has been incorporated at Troy, N. Y., to carry on the business of a general advertising and selling agency. The president, Russell D. Meredith, was advertising manager for a number of years for Van Zandt, Jacobs & Co., makers of Triangle collars, Troy, N. Y., and more recently he was associated with the Byron G. Moon Agency, at Troy, as head of the sales department. The new company has its headquarters in Cannon Place Building.

### Fletcher a "Visualizer" for Wales Agency

J. Alan Fletcher has joined the Wales Advertising Co., New York, in the capacity of "visualizer." A "visualizer" is an advertising executive who has a faculty for analysis, for the selection or creation of dominant ideas on which to base advertising campaigns, and for their execution in an effective manner. The larger advertising agencies, it is said, have created this position in the profession.

Mr. Fletcher did work along the same lines for the George Batten Co., and the H. K. McCann Co. before coming with the Wales agency.

### Will Advertise Baker Tractors and Trucks—Rauch & Lang Buy Electric Vehicle Business

The Baker R. & L. Co., Cleveland, have disposed of their electric vehicle business to Rauch & Lang, Inc., of Chicopee Falls, Mass. The plant capacity thus released is now being devoted to a greatly increased production of electric industrial shop tractors and to closed automobile bodies. Plans now in preparation for an advertising campaign for the industrial tractors and trucks are in charge of The Powers-House Co., Cleveland.

### Farnsworth Joins Murray Howe & Co.

Clarkson L. Farnsworth, who has been assisting in the editing of the "Advertising Club News" in New York for some time, has left the Club to accept a position with Murray Howe & Co., advertising agency.

Walter H. Collins, formerly with Louis Wiley on the New York Times, has succeeded Mr. Farnsworth on the "News."

### Mallory, Mitchell & Faust Add to Staff

Clyde M. Joice, Lyman L. Weld and E. O. Ham have been added to the staff of Mallory, Mitchell & Faust, Chicago, advertising agency.

For five years Mr. Joice was connected with the Fair department store in Chicago, holding the position of advertising manager for the greater part of the

time. Mr. Weld, who is a graduate of the University of Chicago, has had a broad and varied agency experience, particularly in connection with national campaigns on rubber products, musical instruments, sporting goods, food products, automobiles and accessories. Mr. Ham was formerly editor for five years of "The Armour Magazine."

### Chapin, Vaporub Advertising Manager

H. S. Richardson, president of the Vick Chemical Co., manufacturers of Vaporub in Greensboro, N. C., announces that C. F. Chapin has become advertising manager effective March 31. Mr. Chapin, who for the past four and a half years has been assistant advertising manager, except for the eighteen months he spent in khaki, succeeds Richard B. G. Gardner.

# Concentrate

**M**ANY national advertisers who want Chicago business are dazzled by far-flung circulation *when their objective is a single market.*

They have visions of dominating thirteen million people *around* Chicago, and disastrously forget the nearly three million right in Chicago that can be and are dominated by a single advertising influence—that of **The Chicago Daily News.**



## How Much Can I Spend In Advertising

"How much can I safely spend in advertising?" is a question many local advertisers often ask. Of course they mean how much can be spent with safety, because it is quite possible to spend too much and too little.

There are several ways of arriving at the amount of the appropriation, but probably the best way is a percentage of the previous year's gross business.

The following table may be of some help in planning advertising appropriations. The figures are authoritative and are as recent as could be compiled. While no names are mentioned, they are all national advertisers.

Business	Per cent
Collar manufacturer	3½
Paint manufacturer	3½
Spark plug manufacturer	7
Clothing manufacturer	1½
Clothing manufacturer	3½
Soaps and perfumes	2
Cigarette manufacturer	5
Soap manufacturer	3
Phonographs	5
Grape juice manufacturer	10
Refrigerator manufacturer	7½
Food products	5

These manufacturers are large advertisers; their appropriations, based upon this percentage table, will all run over one hundred thousand dollars and some of them well over a million, annually.

If the appropriation is too small the progress will not be great enough to justify any advertising; on the other hand, not enough profit can be shown if the appropriation is too large. It is false economy to skimp the advertising appropriation.—*The Guiding Post*.

## Auditing the Ad Agencies

(Continued from page 5)

one in possession of the facts will deny.

### SUGGESTS THE FOUR A'S DO THE AUDITING

Said one agent, "Why go to an OUTSIDE organization to have our books audited; if they need auditing in this manner, why not have it done by the Four A's?"

I pursued this same line of discussion with the president of a big agency, and then asked him if he would express himself for publication. He is a member of both the Four A's and the A. B. C., and loyal to each in its established field. He said: "If the A. B. C. displays the same thoroughness and impartiality in handling the agencies that they have in handling newspaper and magazine audits, I cannot see that anything but good can result."

Perhaps more agency heads will feel the same way when they have

given the matter adequate consideration. Ninety per cent of the publishers are honest; 10 per cent, let us say, are dishonest. The 90 per cent support the A. B. C. and, with these as a nucleus, a campaign to bring all that are worthy of recognition into the Bureau could be attempted with prospects of success. The agencies backed the campaign for publisher members, and no doubt the publisher members would reciprocate. I admit, of course, that the A. B. C. might not look with favor upon the subject of assuming new responsibilities, of such magnitude.

It is pretty well established that there is need for an absolute discourager of rebating, and if it can be arranged before it is necessary to have recourse to legal measures, so much the better. For if the practice is not fought from within, it will be fought from without.

That, at any rate, is what I glean from the statement made by Commissioner William B. Colver of the Federal Trade Commission, who says:

### TRADE COMMISSIONER'S OPINION

"I have expressed it as my personal opinion, not, however, as the opinion of the Commission nor as an official opinion, that the splitting of commissions with respect to advertising is an unfair method of competition.

"There are some legal questions involved which perhaps need not be gone into and which will have to be settled before a determination of the matter. A test case where the facts are undisputed and where the single and simple question is presented will be extremely useful in clearing up any doubts in the situation."

There has been some divergency of opinion, as I have indicated before, as to the suitability of the A. B. C. for the job of rating and standardizing. N. W. Ayer & Sons inquire, "What's the matter with Dun and Bradstreet?"

Jason Rogers, publisher of the *New York Globe*, gave me a short but carefully prepared statement as follows:

"In my opinion it would be foolish to inflict on the A. B. C. any checking up of the advertising agencies. Between the American Newspaper Publishers' Association, which insists on financial statements and other information before extending recognition, and the American Association of Advertising Agents, which is putting the whole advertising agency industry on a higher plane, I believe much progress toward increased efficiency and reliability is being worked out.

"The Audit Bureau of Circulation has about all it can reasonably care for in auditing circulations, which is what it was organized for. It is up to the publisher to recognize agents or not, and with the A. N. P. A. and the A. A. A. A. operating, we have practically eliminated the old-time fly-by-night agent. It is up to us to prevent unfair practices by illegitimate house agents cutting into the field of real agents, and to give increasing protection and practical support to legitimate advertising agents."

### UNSTABLE AGENCIES NOT MADE STANDARD

It is perhaps unnecessary to explain why Dun and Bradstreet ratings do not cover the situation, but

there are many who will disagree with Mr. Rogers' assertion, "With the A. N. P. A. and the A. A. A. A. operating, we have practically eliminated the old-time fly-by-night agent." Remember that the newspapers recognize about 150 more agencies than do the magazines, and then consider that it is not merely the fly-by-nights who should come without the pale. There are several of the big and well-established agencies that are not free from the suspicion of being under the financial aegis of one or more of their large accounts.

Of course, as Mr. Rogers asserts, "it is up to the publishers to recognize agents or not," but inasmuch as there has been such a variation in publishers' standards, there is a corresponding variation in the matter of agency recognition.

Collin Armstrong, who feels positive that he represents between 99 per cent and 100 per cent of the agents, says that "if the publishers want an audit, they are the people to demand it," but he considers it "highly illogical" that the matter should be handled by the Audit Bureau of Circulations. "If I want credit from the bank," is his parallel, "the bank is the organization to investigate me." The suggestion is that the publishers and the advertisers should do their own investigating of advertising agents.

Mr. Armstrong is not hostile to the idea of some organized audit of the agencies. On the contrary, he says he would welcome it, but he asseverates with very definite emphasis that the demand for it must come from the publishers. Having made this statement, he opened the way for my query:

"Supposing the publishers, believing as they do in the efficiency of the A. B. C., asked that the functions of the A. B. C. be extended to cover the auditing of agency accounts. This would satisfy your requirement that the demand should come from the publishers. Would you then be in favor of the A. B. C. taking up the work?"

The question was a leading one, but Mr. Armstrong side-stepped. He would not admit the hypothesis. The publishers wouldn't ask the A. B. C. to do it; the A. B. C. wasn't intended to do this sort of thing; and the A. B. C. wouldn't do it.

#### THE VIEW OF A BIG ADVERTISER

It is said that the American Chicle Company employs in the neighborhood of \$2,000,000 annually in advertising chewing gum. There are few institutions that in-

vest more, so I considered that the advertising manager would have a valuable opinion to express on the subject.

Accordingly, I called on J. F. Bresnahan and asked for a frank expression of his ideas. What he told me so completely represents the general feeling that I have saved it for this paragraph of my article. Mr. Bresnahan was guarded in what he said, and the full significance of his statement does not appear on the surface, but he spoke whole-heartedly.

"If the A. B. C. audit of publishers is a good thing for agencies," said Mr. Bresnahan, "why isn't an audit of agencies a good thing for publishers?"

Strictly speaking, that isn't a statement; it's a question.

If, in the near future, the publishers encounter more of the difficulties with agencies of a sort which they have been meeting in the recent past, it is more than likely that they will answer the question and solve the problem for themselves.

For, after all, the remedy is in their hands. They publish the advertisements; they control the circulation mediums of the United States.

How many publishers, banded together for the purpose, do you suppose it would take to put the agencies on a standardized AUDITED basis?

#### "Wallace's Farmer" Purchases Large Site

*Wallace's Farmer* of Des Moines, Ia., has purchased property on the southwest corner of Walnut and Fifteenth streets, for \$85,000. The property is 120 by 100 feet, and offers splendid transportation facilities.

Although the new purchasers were noncommittal in regard to the disposition they will make of the property, which at present is unimproved, it is understood that it will be used as a location for a large publishing plant.

#### Ferguson Co. Account with Powers-House

The H. K. Ferguson Co., engineers and builders of standardized factory buildings in Cleveland, O., have placed their advertising with the Powers-House Co. of that city.

#### Introducing a New Disinfectant

Within the next few days Alexander D. Shaw & Co., 12 Stone Street, New York, will inaugurate an extensive advertising campaign in New York to market Milton, a product that has anti-septic, disinfectant and other properties.



**The Greatest Magazine in the World**

The greatest magazine—the best story book—the leading fashion authority—is right before you.

It has more readers than all other publications printed; is better written, and every page is done in colors.

It is the unending panorama of store windows—the house organ of the retail merchant. These windows all have a leading position, and they are everywhere.

They are filled with all the things that interest people, and are often true works of art.

These windows are preferred positions for your ad. The space is to be had. You just prepare your copy.

Prepare that copy, with the aid of experts, and, as in other publications, change it regularly.

We are the expert creators of advertising "copy" for windows.

Correspondence invited

**EINSON  
LITHO  
INCORPORATED**



NEW YORK:  
71 W. 23d St.

CHICAGO:  
332 S. Michigan Ave.





HON. CHAMP CLARK—STATESMAN AUTOBIOGRAPHER

### BOOK REVIEWS

**MY QUARTER CENTURY OF AMERICAN POLITICS:** By Champ Clark. Two volumes. Illustrated. Harper & Bros. \$6.

On the occasion of the complimentary "birthday session" of the House of Representatives on the day that former Speaker Joseph Gurney Cannon became eighty years old, Champ Clark of Missouri, then Speaker, in the key speech of the occasion, told the House that there were three Americans who owed it to themselves and to their countrymen to write books of reminiscences. The men he named were "Uncle Joe," Senator Depew, and "Marse" Henry Watterson, the latter of whom has recently fulfilled his obligation. Modesty prevented Mr. Clark from adding his name to the trio, but we now have "My Quarter Century of American Politics" to prove how certainly it belonged there.

From those who have read Colonel Watterson's delightful memoirs, so recently brought out, and have closed the volumes with appetites whetted for more biographical material of this sort—intimate, frankly opinionated, reflecting the events and the thought currents of a notable period in American history,

Champ Clark's story will receive a royal welcome. It belongs with "Marse" Henry's book.

It belongs, particularly, on the publisher's table. Most men who think of Champ Clark as a great Democrat—who are thinking of him now as a candidate for the Democratic nomination for the Presidency at the San Francisco convention—who think of him as a statesman, or as a lawyer who made an imperishable record as a lawmaker, do not know that he was once a newspaper man. True, it was only a short career that he had in a newspaper office, but it was an eminently successful one, seeing that he bought his newspaper—a Pike County, Mo., sheet—on credit; ran it for a year, made twenty-two hundred dollars and then sold it to the man he bought it from for seven hundred dollars more than he paid for it.

This happened in the early days of his eventful life not long after he had, like many other great men—been expelled from one college and then—contrary to the tradition—had won chief honors at another.

Writing in "My Quarter Century of American Politics" of Daniel S. Lamont, Secretary of War under Cleveland, a

man who came from the newspaper field, Mr. Clark says:

"Speaking from a somewhat varied experience, I state for the benefit of all boys that even my short career of eleven months as a country editor has been of more lasting benefit to me than any other portion of my life.

"Newspaper work forces rapidity of thought and facility in writing. A newspaper man must frequently fire off-hand without a rest. He can't afford to scratch his head and chew the end of his pencil a week waiting for an idea or for inspiration. He must strike while the iron is hot. Consequently, newspaper men in Congress are among the readiest talkers and most skillful wrestlers. They may not be as profound as the philosophers, but in the general melee usually come out on top."

In his introductory chapter, Mr. Clark ventures the opinion that his whole life could be condensed into these words: "Fifty-odd years of unremitting toil."

"I started out to accomplish certain things," he says. "I kept pounding away at them and have achieved most of them. As a rule, I out-pounded my opponents. Sometimes I didn't—particularly on one most notable occasion."

This "most notable occasion" was the occasion of the Baltimore convention where Mr. Clark was defeated in the contest for the Democratic Presidential nomination after he had led Woodrow Wilson and the field in thirty ballots, in eight of which he had a clear majority. The dramatic story of that convention and of the part that William Jennings Bryan played in dashing down the cup that was so near the Missourian's lips is told in the final chapter of the book.

The story is, as the title suggests, largely of politics, but Mr. Clark's career touched upon many other phases of American life. Besides having been a politician, in the best sense of the word, and a newspaper man, he has been a school teacher and a college president. He grew up with the West and practiced law in Missouri when law was almost more an adventure than a profession. He came to Washington to make a fine, high-spirited adventure of statesmanship and there, and in his travels about the country, met a vast quantity of men—good, bad and indifferent—of whom he has written intimately and interestingly in "My Quarter Century." He came nearer at Baltimore than any other unsuccessful candidate ever has come to achieving the Presidential nomination of a great party. With another Presidential convention approaching, he looms up as an increasingly prominent figure and there may be another volume to write more important than these two that he has already been set down, before he can close the story of his career.

### Publisher Heads Atlanta Committee

President Dave Webb of the Atlanta Ad Club has appointed W. R. C. Smith, president of the W. R. C. Smith Publishing Company, of Atlanta, as chairman of a committee that will bend its efforts toward securing the 1921 convention of the Associated Advertising Clubs of the World for Atlanta. The W. R. C. Smith Publishing Company publishes the business journals, *Southern Engineer*, *Southern Hardware and Improvement Journal*, and *Colton*.



# A few laps ahead

The George L. Dyer Company  
42 Broadway  
New York



November 22nd, 1919.

Mr. H. A. Weisberger, Pres.  
Advertising Artists, Inc.  
33 West 42nd Street,  
New York City

Dear Mr. Weisberger,

The application of Brains and Selling Ideas to Perfection and Technique in Composition seem to be rare during these days of maximum volume advertising.

Your organization is not only keeping pace with the demands of the hour in publicity but my experience with you urges that I say, because I know, that you're a few "laps" ahead.

You never need thank me for the business I have given you. To the contrary, I thank you for your Service, Quality and Intelligent Cooperation.

Very truly yours,

THE GEORGE L. DYER COMPANY

EVE SCR



NO STOPPING—NO HONING



The Gillette at Home

## Broer Rabbit

WASTING HOUSES  
ELECTRIC FANS



### STEEL



AMERICA is producing more drugs and chemicals did before sending the best busi Cuba, Jan and South sell them.

The power of the Great flow through the... There are... with prison... They are... well as... The... at the... business... cargo space... ing and ship... May we... Passenger T...

GOWNS and tailored suits for the well-dressed women of Latin

UNITED FRUIT COMPANY STEAMSHIP SERVICE Chicago, New Orleans, New York

ULTI... eme... chi... of... ded... Am... st... Com... Am... gress... of at... m... g... ch... -cap... per... ber...

FIFTH Avenue... UNITED FRUIT COMPANY STEAMSHIP SERVICE Chicago, New Orleans, New York

... Amer... king to States steel and railway cultural r... tural chinery... over of the... res... re... to... to these... 'ubs... fa... or... and... at... each... of the... ay... is at... can... but... the... nation... and... park... with... and... m... RUT... NY... IP SERVICE... New Orleans

THE BRUSH OF THE RIGHT HAND IS THE RIGHT BRUSH FOR YOUR PET WEIGHT

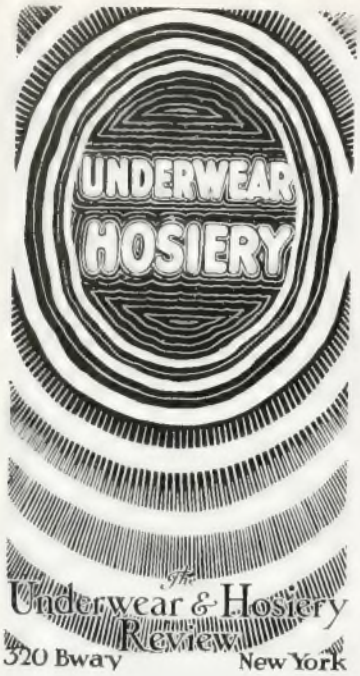
**Karo**  
IMAPLE FLAVOR

Karo is guaranteed to please you or your Grocer returns your money

Denk ik ook Broer Rabbit  
Frank Pure  
New Orleans  
Molasses







**Hickory Garters Advertised in 26 States**

In the Spring campaign for Hickory garters and waists for children, A. Stein & Co., Chicago, will use the principal papers in twenty-six states and the District of Columbia.

**Will Advertise Hides and Furs**

The Coolidge Service, Des Moines, Ia., is placing "From Rib to Robe" advertising for the Globe Tanning and Manufacturing Co., of that city. An appropriation of \$25,000 has been made by Kenneth Smith, president, who directs sales and advertising.

**Sales Offices Moved to Baltimore**

The general sales offices of the National Wire Wheel Works, have been removed from Detroit, Mich., to Baltimore.

Statement of the ownership, management, circulation, etc., required by the Act of Congress of August 24, 1912, of Advertising & Selling, published weekly, at New York, N. Y., for April 1, 1920.

State of New York  
County of New York.  
Before me, a notary public in and for the State and county aforesaid, personally appeared Wm. B. Curtis, who, having been duly sworn according to law, deposes and says that he is the treasurer of Advertising & Selling, Inc., publishers of Advertising & Selling, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, Advertising & Selling Co., Inc., 471 Fourth Ave., New York City.  
Managing Editor, M. F. Duhamel, 471 Fourth Ave., New York City.

Business Manager, J. M. Hopkins, 471 Fourth Ave., New York City.

2. That the owners are: (give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock):

Advertising & Selling Co., Inc., 471 Fourth Ave., New York City.

J. M. Hopkins, 471 Fourth Ave., New York City.

H. B. Williams, 471 Fourth Ave., New York City.

Wm. B. Curtis, 471 Fourth Ave., New York City.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are (if there are none, so state): None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

Wm. B. Curtis, Treasurer.  
Sworn to and subscribed before me this 8th day of April, 1920. Charles Bischoff, Notary Public, N. Y. County No. 143, Registers Certificate No. 1118. (My commission expires March 30, 1921.)

**George Terris Ferris Dies**

George Terris Ferris, associate editor of the Montclair Times, died suddenly at Bloomfield, N. J., on Sunday in his 78th year. After graduation from Yale University, he went to Chicago and entered newspaper work. In the early 70s he held editorial positions on the New York Commercial and on the Newark Evening News.

**Bergfeld Joins "The American Weekly"**

A. J. Kobler, advertising director of the American Weekly, announces the appointment of M. F. Bergfeld as a member of the selling organization of the American Weekly.

Mr Bergfeld resigned from Ruggles & Brainard to accept his present position. For a number of years Mr Bergfeld was with the Hearst organization in the New York office, and resigned a few years ago to become advertising manager of the Chicago Herald, remaining until that newspaper was consolidated with the Examiner. "Jack" Bergfeld is one of the best known advertising men in the business.

**A Fertile Field for Shaving Soaps**

Over 6,000 retail cutlery dealers and hardware dealers whose cutlery sales are important enough to warrant them studying the market read *The American Cutler*—the official monthly magazine of the American cutlery trade. The dealer who sells a man a razor should also sell your shaving soap or powder, if you cultivated his goodwill through the advertising pages of *The American Cutler*.

**The American Cutler**  
15 Park Row New York

We specialize in house to house distributing of

**Advertising Literature and Advertising Samples**

We solicit your account  
**JAMES T. CASSIDY**  
206 No. Front St., PHILADELPHIA, PA.  
Write for our paper "FACTS"

In every large institution THE SALES MANAGER—Monthly will be found on the desks of "Sales Managers"—because it makes them better sellers. Better selling means better pay. 25c a copy—\$3 a year. The William Edward Ross Service, Inc. 1414 Sun Bldg., New York City, N. Y.

**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

What we sell is College and School papers space. However, the advertiser gets also, without extra charge, the most efficient college town merchandising service that possibly can be devised.

**CSAA**

**Collegiate Special Advertising Agency, Inc.**  
503 Fifth Avenue, New York Established 1913  
Chicago office: 110 So. Wabash Ave.

**WORDS WIN!**

For want of the right word many an appeal or description has suffered. Like the enthusiastic Frenchman's remarks on witnessing some notable scene: Superb! Sublime! Pretty Good!"

To all of us comes that moment "When words fail," and so to save us the tedious task of searching thru our ponderous Webster, we have compiled a handy little WEBSTERETTE, which gives you easy access to the choicest words that may be successfully employed in the making of a good advertisement or sales letter.

**Selected Words For Selling**

Contains the most expressive and convincing words in the entire realm of human thought which may be used to express

**Quality—Advantages—Price**

To the man who writes advertising or sales letters this little book is worth real money. Pocket size, so arranged that —ZIP!—you have before you a complete selection of those words which, if correctly used, will influence your readers to your way of thinking. Price One Dollar. Postpaid.

**DALL PUBLISHING COMPANY**  
Denham Building Denver, Colorado

**"GIBBONS KNOWS CANADA"**



# A Federal Department of Advertising?

Plan for Its Creation in the United States Government  
Will Be Offered at the June Convention in Indianapolis

A PLAN for a Federal Department of Advertising, presented in the form of a proposed bill creating it, will be offered at the Indianapolis convention of the Associated Advertising Clubs, June 6 to 10, the program committee announces.

The bill, which will be drawn by eminent authorities, will be presented by a man of high position, who will show, briefly, what advertising has done and still must do, for the Government.

The committee has announced an outline for the program which, while still tentative in a measure, is practically as it will be presented. Few speakers have been announced, though the committee has, of course, begun the work of engaging them.

As heretofore announced, there will be an inspirational meeting Sunday afternoon, with sermons in five leading churches, preached by men of prominence in the advertising and publishing fields.

General sessions will take place Monday, Tuesday and Wednesday forenoons, Wednesday night and Thursday afternoon. For Monday and Tuesday afternoons, departmental sessions are scheduled, and Wednesday afternoon and Thursday morning have been reserved for interdepartmental sessions for the representation of the best addresses delivered before departmental sessions. At the general session Wednesday night, delegates will hear talks by some of those whose advertising campaigns are displayed in the National Advertising Exhibit, which will be an important feature of the convention.

## COMMITTEE FURNISHES "ATMOSPHERE"

Attractive entertainment features are being planned by the Indianapolis Advertising Club for Monday and Tuesday nights.

"Atmosphere" is as important at an advertising convention as in a theatre, the program committee believes, and it intends to supply it at the Indianapolis gathering. The stage setting for the first morning will be a richly furnished director's room, with the necessary "props." This primary session will be opened by a man attired in an old-fashioned town crier's costume, who will make a five-minute announcement in rhyme, after ringing a bell, advancing to the center of the stage and reading from a large scroll. At the close of this introduction, the curtain will be raised.

No one will occupy the stage except those participating in the program. Meetings will be started promptly, and no one will be permitted to interrupt the address by entering while some one is speaking. An electric light signal, concealed from the audience in the footlights, will be employed to remind the speakers when their time is up.

The walls of the main auditorium will be lined with large charts and posters bearing instructive and timely facts about advertising. These charts will be illuminated, and will be an attractive addition to the general advertising atmosphere, it is believed. The best of these charts will be reproduced in advance of the convention, in sizes suitable

for publicity in newspapers and other publications. J. George Frederick, president of Business Bourse and a former editor of ADVERTISING & SELLING, a member of the program committee, will be in charge of this phase of the program. Posters, containing an outline of the general program will be displayed in each departmental meeting place.

The general plan for the program, as it stands to date, follows:

General Convention Theme—ADVERTISING: HOW AND NOW.

Sunday Sessions, Afternoon—Principal speaker, Richard H. Lee. Subject, "The Golden Rule as an Applied Business Force." Other speakers, features and musical program to be provided. President Donnelley will be temporary chairman, introducing retiring president E. T. Meredith as permanent chairman, at Mr. Donnelley's suggestion.

Evening.—Services in downtown churches. The pulpits will be occupied by laymen of prominence who attend the convention.

Monday Morning—Session subject, "How to Make the Best Use of Advertising Now"; Advertising as an Economic Force; How to Analyze Buying Motives; The Economics and Economics of Product and Market Analysis; Putting Longer Legs on the Advertising Dollar; Scientific Advertising Training in Schools and Colleges, and Its Effect Upon Advertising; How to Keep Production Up with the Advertising by Selling the Advertising to the Workers.

Tuesday Morning—Session subject, "Advertising, How and Now, in Its Relation to Distribution." The Efficient Distribution of Agricultural Products; The Part That Advertising Can Play, by E. T. Meredith, Secretary of Agriculture; How to Fit the Display Window into Local and National Advertising; The Function of the Wholesaler as an Independent Advertiser and Merchant, as Well as a Distributor; How National Retail Distribution Can Best Be Obtained, (a) By National Mediums, (b) By Other Means; How Advertising Facilities Economical Distribution of Raw Materials and Manufactured Articles from One Industry to Another; Advertising as a Modern Sales Machine for Getting Distribution at Minimum Cost to the Final Consumer.

Wednesday Morning—Session subject, "New and Significant Developments in Advertising"; Co-operative Advertising as a Social Service as well as a Powerful Sales Force; A Plan for a U. S. Department of Advertising; The Clean-up, Paint-Up Movement—Developing a Market Through Cultivation of Interest in Civic Hygiene and Beauty; What Applied and Practical Psychology is Doing to Shorten the Distance Between Human Minds; Advertising a Nationalizing, Unifying Influence; How It Creates National Standards in Dress, Food, Amusements, Buildings, Furniture and All Necessities of Life, Thus Standardizing All Industry from Raw Materials to the Finished Product, and Uniting People and Sections through Common Taste and Interests; Alternatives; What Women Owe to the Home-making Influence

of Advertising; by a Woman; Advertising and Americanization.

## MEETING PLACES ARRANGED

The general sessions of the convention will be held in Tomlinson Hall, Market and Delaware Streets, just two blocks directly east from the famous Soldiers' and Sailors' Monument. The list of other meeting places is as follows:

General Sessions—Tomlinson Hall.  
Inspirational Meeting—University Park Newspaper—Assembly Hall, Claypool Hotel.

National Advertisers—Senate at State House.

Financial Advertisers—Riley Room, Claypool.

Graphic Arts—Lieut. Governor's Office, State House.

Directory Publishers—7th floor, Chamber of Commerce.

Associated Business Papers—2nd floor Denison.

Outdoor Advertisers—Severin Roof Garden.

Poster Association—Club Room, 12th floor Severin.

Export Advertisers—7th floor, Board of Trade.

Agricultural Publishers—Parlor at Lincoln.

Direct Mail Advertisers—Odd Fellow Building.

Advertising Agencies—House, State House.

Religious Press—Basement, Central Library.

Club Secretaries—Library, Columbia Club.

Retailers—Tomlinson Hall.

Advertising Women—L. S. Ayres Tea Room.

Community Advertisers—City Hall.

Screen Advertisers—6th floor Claypool.

Periodical Publishers—7th floor, Chamber of Commerce.

Lithographers—12th floor, Odd Fellow Building.

Advertisers Specialties—Parlor, Washington Hotel.

Theatre Program—Committee Room, Chamber of Commerce.

Church Advertising—Committee Room, Chamber of Commerce.

Vigilance Committee—Moorish Room, Claypool.

Registration—First floor, Claypool.

## Holeproof Advertising in Canada

The Holeproof Hosiery Company of Milwaukee is sending out contracts to Canadian newspapers through Lord & Thomas of Chicago.

## New Advertising Head for Union Machines

O. A. Horsack has become advertising manager of the Union Special Machine Company of Chicago, A. C. Klein, the former advertising manager having resigned.



"Gotham for Art Work"



Our new  
telephone  
numbers  
are  
**Madison  
Square  
8517  
8518**

**GOTHAM STUDIOS INC.**  
111 East 24th Street  
New York  
MARTIN ULLMAN, Managing Artist

Good. Better. Best.  
Never let it rest.  
Till the Good is Better.  
And the Better Best.

## Calendar of Coming Events

- April 21-23—Annual Convention, American Newspaper Publishers' Association, Waldorf-Astoria, New York.
- April 26—National Association of Hosiery and Underwear Manufacturers' Convention and Annual Exhibition, Phila.
- April 27-28—Meeting of the Ohio Wholesale Grocers' Association Co., Columbus, Ohio.
- April 27-29—Eighth Annual Meeting, Chamber of Commerce of the United States, Atlantic City, N. J.
- April 28-30—National Association of Cotton Manufacturers' Convention, Boston, Mass.
- May 12-15—Seventh National Foreign Trade Convention, National Foreign Trade Council, San Francisco, California.
- May 18-20—Annual Convention National Association of Manufacturers of the United States of America, New York City.
- May 19-20—Second National Convention Tobacco Merchants' Association of America, New Hotel Willard, Washington, D. C.
- May 25-27—National Confectioners' Association of the United States, Annual Convention, St. Paul, Minn.
- June 1-5—Annual Convention of the National Association of Credit Men, Atlantic City.
- June 6-10—Annual Convention of the Associated Advertising Clubs of the World, Indianapolis.

### Newsprint Situation Acute—Much Advertising Curtailed

The railroad strike now in progress has further aggravated the newsprint situation, and as a result many of the leading dailies of the country have been compelled to cut their advertising still more, and in many instances have come out in abbreviated form without display advertisements of any nature.

The three Munsey papers in New York: the *Evening Sun*, *The Sun* and *New York Herald* and the *Evening Telegram*, issuing in restricted sizes with only news and theatre announcements, have made a "horrible slaughter," leaving out a total of 225 to 250 columns of advertising a day.

Like the *Pittsburgh Sun and Post* which for six days last fall came out with nary an "ad," other papers are reported now to have been forced to do likewise.

Besides refusing to accept further advertisements, a very large number of newspapers are endeavoring to reduce the space of their old advertisers. The *Newark Evening News* has succeeded in getting the several department stores in its city, formerly using full page copy, to make radical cuts. The *Pittsburgh Chronicle Telegraph* and the *Pittsburgh Gazette Times* are urging old advertisers to reduce copy 25 per cent. The *Detroit Journal* and numerous others have refused to accept classified advertising but for one edition or have restricted it to type no larger than agate. Others are forbidding blank space for display, cut or rules; nothing which will help conserve white print paper is being overlooked.

### Agricultural Advertising Course and Exhibit Held in Milwaukee

In connection with the Milwaukee Ad Show and under the direction of the National Advertising Commission, a two evening short course on agricultural advertising and a large exhibit was held in Milwaukee, April 8 and 9 by the Agricultural Publishers' Association.

One of the specific results of the short course was the resolution adopted by advertisers, agency men and farm paper representatives in attendance, favoring special courses in state schools of commerce for small town merchants. Such courses, it was asserted, would do much to bring about better conditions on the

farm through improving the local buying and selling market and giving of a general better service to farmers. This resolution will be forwarded to the Governors' of agricultural states and the chancellors or presidents of state universities by the Agricultural Publishers' Association.

### National Organization Planned to Aid Publishers Hard Pressed for Paper

To relieve hard-pressed publishers who are shown upon investigation to be unable to obtain a sufficient supply of paper through the usual trade channels, a national organization is being planned, according to Willard E. Carpenter, publisher of the *Courier-Herald* of Lincoln, Ill., and chairman of the board of directors of the Inland Daily Press Association, which is composed of newspapers in the thirteen central states.

Mr. Carpenter, after a conference with representatives of paper manufacturers, recently said that the International Paper Co. and George H. Mead of Dayton, Ohio, the principal paper manufacturing and distributing firms represented at the conference, had written to their customers asking the latter to release 1 or 2 per cent of the amount of paper called for by their contracts during the months of April, May and June. Distribution to the needy publishers will be through the Newsprint Service Bureau and committees to be appointed in each State at the price fixed in each contract.

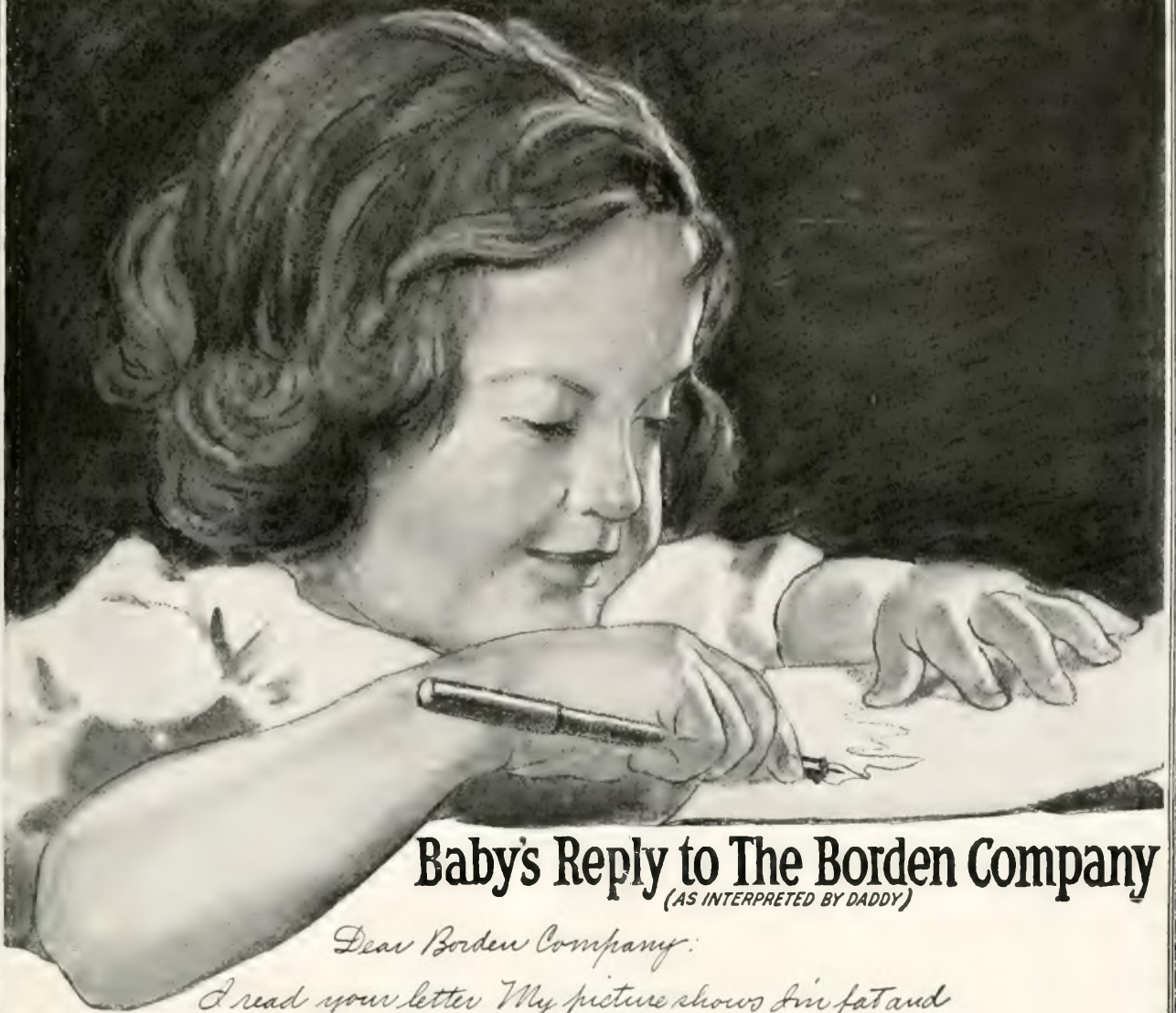
### Harry A. Meyers Now with Raugh

The Richard S. Raugh Co., advertising firm in Pittsburgh, announces the appointment of Harry A. Meyers as office manager and space buyer. Mr. Meyers was formerly of the E. P. Remington Co., Buffalo and Pittsburgh, and the A. P. Hill Co., Pittsburgh.

### E. W. Hellwig Resigns from George L. Dyer Company

E. W. Hellwig, for ten years with the George L. Dyer Company, New York, has resigned to establish his own advertising agency under the name of the E. W. Hellwig Company. Among Mr. Hellwig's accounts will be the Corn Products Corporation and Penick & Ford, Ltd., manufacturers of Brer Rabbit molasses in New Orleans.





## Baby's Reply to The Borden Company

(AS INTERPRETED BY DADDY)

*Dear Borden Company:*

*I read your letter. My picture shows I'm fat and healthy - my mother fed me Borden's Eagle Brand Condensed Milk. Daddy is a "big" sales manager. Mamma says he's big because his mamma fed him same as me. There are lots of my little friends though who are puny and weak. They weren't raised on Eagle Brand. I think it's a shame, don't you? I would like to see some other pictures of Borden babies. Then the skinny babies' mamas would take the hint and feed them Borden's too.*

*Baby Edna.*

A handsome prize will be given to the handsomest "Eagle Brand" baby of a Sales Manager. Send photos to address below.

Send for booklets, "The Message of The Months", "Baby's Biography." Free for the asking.

THE BORDEN COMPANY, Inc.

Established 1857

Borden Building

New York



# EFFICIENT SERVICE

---

---

The proper presentation of outdoor advertising requires unusual care in space selection, design, execution, construction and maintenance. That advertisers may be assured of efficient country-wide service, plants are maintained at

CHICAGO	NEW YORK
PHILADELPHIA	ST. LOUIS
CLEVELAND	PITTSBURGH
NEW ORLEANS	WASHINGTON
BUFFALO	MILWAUKEE
MINNEAPOLIS	KANSAS CITY
ST. PAUL	INDIANAPOLIS
DENVER	ROCHESTER
LOUISVILLE	TOLEDO
ATLANTA	OMAHA
MEMPHIS	COUNCIL BLUFFS
NASHVILLE	DAYTON
YOUNGSTOWN	HARTFORD
DULUTH	SPRINGFIELD
SUPERIOR	WILMINGTON
ST. JOSEPH	CAMDEN
OKLAHOMA CITY	AKRON
HARRISBURG	JACKSONVILLE
PUEBLO	ST. AUGUSTINE
LINCOLN	DAVENPORT
ASHTABULA	ROCK ISLAND
ALTOONA	MOLINE
LORAIN	BALTIMORE
SOUTH BEND	ELKHART

CHICAGO

Inos. Cusack Co.

NEW YORK