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Advertising and Selling

March 13th
1920



Edward Goswell

15¢
the Copy

THE MAN WHO BUYS



IN the Purchasing Departments of more than 20,000* important concerns in the U. S., and 5,000* abroad, the above will be typical in this respect—while numerous papers, circulars, etc., daily come and go, one reference book stands in front of the buyer every day in the year. At any moment it gives him the sources of supply for anything he wants. It is the first thing he consults—usually the only thing. Likewise the foreman, superintendent and all others having to do with ordering go to it for information.

Descriptive and other advertising matter appearing therein will almost surely come to the attention of these 25,000 large concerns at the most important moment, *i. e.*—the moment when they are in the market. Cost per year only a fraction of the expense in weekly or monthly issues. 2,315 Advertisers—5,980 Advertisements. A. B. C. report upon request.

*FIGURES REFER TO YEAR 1920 The majority, but not all, will use the latest edition. Some will continue the use of one edition for more than one year.

THOMAS PUBLISHING COMPANY

129-135 Lafayette Street, New York City

BOSTON, Allston Sq. Tel., Brighton 1490 CHICAGO, 20 W. Jackson Blvd. Tel., Har. 2265 SAN FRANCISCO, 433 California St. Tel., Sutter 4604 TORONTO, 91 Constance St.

FOREIGN AGENCIES—Cable Address "Thomreg"

Mexico "The Aztec Land," Gante 11, Mexico, D. F. **Porto Rico**, E. W. Pope, 15 Condado St. **Santurce, Cuba**, Bernier Galiano 84 Altos, Havana. **British West Indies** Modern Supply Agency, Box 22, St. Fernandez, Trinidad. **Colombia** A. S. Reyes, Box 864, Bogota. **Argentina** Libreria de J. Menendez, Bernardo de Irigoyen 186, Buenos Aires. **England** One, Paper 24 Railway Approach, London, S. E. **France** A. G. Hostachy, 8 Rue d'Enghien, Paris. **Italy** F. Scrimaglio & Co., via Cesareo 8, Genoa. **Spain and Port-**

ugal La Union Hispano-Americana, San Bernardo 78, Madrid. Branch at Barcelona. **Holland** Scheltema & Holkema's Bookhandel, Rokin 71, Amsterdam. **Norway**, Sweden and Denmark Edgar H. Simpson, Magnus Berge Gade 4, Kristiania. **Hawaii** Chas. R. Frazier Co., Honolulu. **Philippines** The Admint. Kneeder Bldg., Manila. **Japan** Jas. Appleyard, No. 5 or 53 Miyamoto-Dori, 4 chome, Kobe. **China** Chun-Mei News Agency, 34 Nanking Rd., Shanghai, and 185 Hataman St., Peking. **Australia and New Zealand** Jno. H.

Saunders, Equitable Bldg., Sydney. **Java and Dutch East Indies** P. E. Staverman, See Handelsvereniging, Soerabaja. **Straits Settlements** A. G. Fletcher, 213 Orchard Rd., Singapore. **India, Burma and Ceylon** T. H. Campbell-Howes Publishing Co., 167 Grand Hotel Bldg., Calcutta. **French Indo-China** Biedermann & Co., 30 Quai de Belgique, Saigon. **South Africa** Sperrin-Palmer Co., 85 St. George's St., Capetown; J. Wright Sutcliffe, Henwood's Arcade, Johannesburg; Allan R. Lawrie 318 Smith St., Durban.

JULY and AUGUST

Chart showing tendency of Digest Advertisers to use the same volume of space in July and August as during the rest of the year.

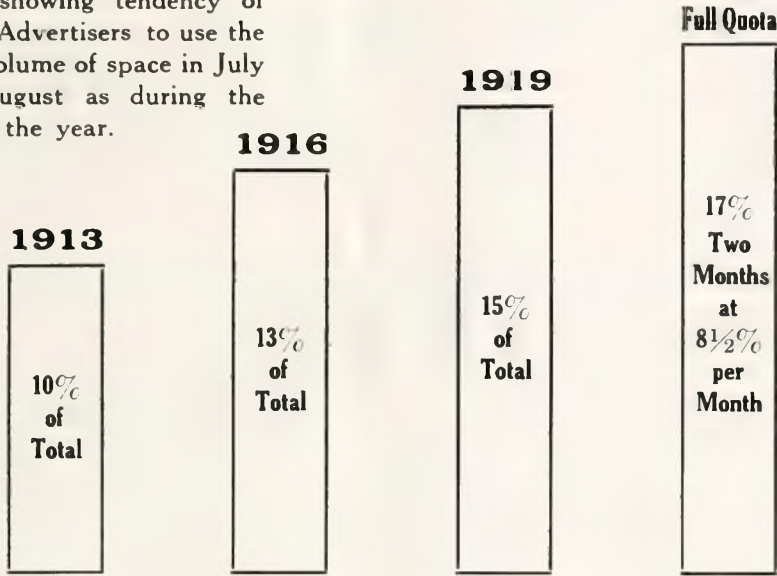
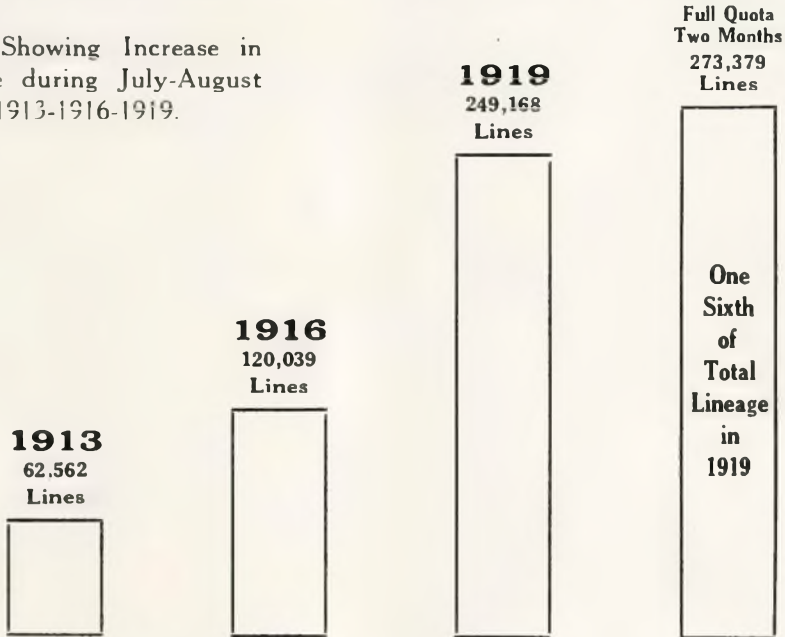


Chart Showing Increase in Lineage during July-August 1913-1916-1919.



The Literary Digest

We ourselves have been advertising without interruption for four years and know from experience that the Summer Months are as necessary from the advertising standpoint as any other period of the year.

Six Years Ago

the advertiser signed a contract for space with a sigh. He was gambling and he knew it.

He suspected that often the dice were loaded and that he would not get the circulation for which he was paying.

Today he buys advertising space with the same certainty that he buys any other commodity. It is measured just as surely as the coal for his furnace is measured.

The measuring machine is the Audit Bureau of Circulations and the A. B. C. report on a publication is his certificate from an impartial weighmaster.

The best publications in the country supply A. B. C. reports to their advertisers.

ADVERTISING & SELLING is one of that honorable company.

Advertising & Selling

J. M. Hopkins, President;
H. B. Williams, Vice President;
M. F. Duhamel, Managing Editor;

Established 1891

ADVERTISING & SELLING CO., INC.,
471 Fourth Avenue, New York, N. Y.

William B. Curtis, Treasurer;
Paul W. Kearney, Associate Editor.

29th Year

MARCH 13, 1920

Number 38

Was Shakespeare a Good Advertising Man?

The Bard of Avon as an Inspiration to Copy-writers

By BERNARD A. DAVEY

IN my assiduous perusal of ADVERTISING & SELLING I have seen Shakespeare quoted and misquoted times without number. And I've wondered if advertising men realized just how much inspiration the celebrated "poet, dramatist and story teller" furnishes the advertising and publicity crafts.

Consider the wealth of clever phrases in his "Two Gentlemen of Verona." "Midsummer Night's Dream." "Much Ado about Nothing" and "The Merchant of Venice," where epigrams fairly tumble over themselves to lend a helping hand to the brain-fagged modern copy-writer and advertising creator.

What a veritable fountain head of inspiration is revealed in his best known "bits." "The apparel oft proclaims the man." "One touch of pity makes the whole world kin"—each a vital mosaic of human thought, illuminating because it is human and hits a definite point of contact with human experiences and heritages.

In past years I have gathered a collection of ads which were based upon some quotation of Shakespeare or were by-products of some one of his pat, pertinent and polished comments upon men and things. You'll notice that each quotation exemplifies a vitally different phase of mental effort, but each advertising manager and copy writer simply twisted the quotation to suit his needs. The quotation is the same, but the application is wholly dependent upon the products advertised.

Note how one famous jeweler blazons the poet's thought, "Sweet are the uses of adversity, which like an ugly toad, yet wears a jewel in its head" to urge your inspection of

Not a Book Agent but He Sells Shakespeare

THE Ad Man who prefers his own stuff, unadulterated even by the language of the classical writers of other days, is as Mr. Davey here shows, fairly sure to find it difficult not to quote, subconsciously or otherwise, something that has been written before, perhaps, by the most uncommercial minded authors.

Running through our minds are many oft-quoted lines, and they will out, in spite of us. It seems that almost the only method we might employ to avoid this form of plagiarism would be to cease reading or throttle memory.

Not infrequently there arises, as here shown, occasion for turning to very good purpose the immortal sayings and writings of our present day and earlier speakers, dramatists and philosophers.

Undisputed leader in this regard, of course, is Ben Franklin, but there is pertinent thought in the article by Mr. Davey.—THE EDITOR.

precious stones, that you may take advantage of conditions that SEEM "ugly" yet insure your getting more value from the stones you purchase in that store.

TURNING THE THOUGHT UPWARD

A maker of family vaults and mausoleums skirts the ominous grounds of advertising "horrors" by the simple expedient of heading his copy with Shakespeare's "Sermons in Stones." Isn't that pointedly different from "Funeral Vaults"? And far less gloomy, more calculated to sell things than "Burial Mausoleums" of his less erudite competitors?

"All the World's a Stage" headlines a certain motion picture firm and then proceeds to prove that every man and woman, all countries and climes alike, possesses the dramatic instinct, leading the gentle readers

into their most receptive mood for a suggestion that "Reel-folk" are showing everywhere. William Shakespeare turned that trick because he knew the deep-seated desires and aspirations of men and women.

Here a maker of fishing tackle chants:

*"The pleasant'st angling is to see
The fish with her golden oars cut the
silver stream
And greedily devour the treacherous
bait."*

Promptly erudite "Waltonia" gets out the dog-eared books and our good friend William of Avon scores another "strike."

Member how frequently the clothing advertiser utilizes that gem, "The apparel oft proclaims the man," to boost the sales of Blank's Scarfs and Knotted Ties? Well, I've imagined that this phrase was the exclusive property of the wearing apparel folks until I ran across an ad in a certain famous Southern paper. Here the advertising manager used it to admonish advertisers to employ HIS staff of trained copy men for properly dressing their advertising, thus proving that even Shakespeare "buildd better than he wot of" and "the good that men do lives after them."

And from far-off San Francisco came this gem, "All is not Gold that Glitters," and we discover that a great department store is alliterating (may I coin that phrase, please!) to the world that its gold plates and service are "glittering—but golden beyond reproach." Serving thus a double purpose of spreading broadcast the pessimism of our good friend William and boosting the sale of gold dinner services for the store.

Contemplate the pointed discrimination of this little German grill in San Antonio, "Now good digestion wait on appetite, And HEALTH on both"—a remarkable tribute to the learning and naivete of the owner, but surely a far more subtle compliment to the culture of his patrons.

"How far a little candle throws its beams" disparagingly remarks a great electrical supply house of New Orleans and forthwith proves that the candle isn't to be seen in the same room as their new shipment of electric light bulbs.

And this gem of diatribe, "An empty vessel makes the greatest sound," employed by the head of an Eastern advertising agency, in reference no doubt, to one of his rivals who has been advertising extensively. 'Tis a pity that phrase has such an edge on both sides!

Mark how a nationally known financial house finds the Bard of Avon helpful in persuading its clients to INVEST—"Neither a borrower nor a lender be." And the booklet points out the need for proper investments to put one beyond the necessity of borrowing money.

Here's the chuckle: "I'd rather be a dog and bay the moon, than such

a fellow," headlines a plotting politician and when the apt paraphrase leaped out at the New England city breakfast table readers it provoked such a storm of laughter that the "Bay'd" man lost by a most ungenerous margin. Whether William Shakespeare defeated him, is of course open to debate, but just think of the possibilities for mud slinging political talent in Shakespeare's works.

What more delightful examples can be discovered I'll leave to you, but note this, "O, that I were a glove, that I might touch that cheek—" Surely the man who evolved that famous phrase, "A Skin You Love to Touch" must have been an ardent student of Shakespeare.

How well he expresses the vaulting ambitions—the inmost hopes and desires of every advertiser—"Then shall our names, Familiar in his mouth, as household words."

One might go on and instance thousands of clever phrases, unusual thoughts and human-interest appeals that owe their common origin to the mind and intellect of that simple English gentleman. Few of his age knew that daily there crossed the Thames Bridge a man whom we

would honor centuries after but to-day his commanding vision over men and their hearts and minds is ours to use as best we might. The well is not yet dry, the fountain is still playing upon the innumerable facets of humanity — dry-as-dust facts of life still need his inspiration. Read Shakespeare, O Advertising Man not only for pleasure, but to find it profitable, enriching alike the mind and the money bags, giving perspective and deepening the understanding of men and things, which is the Mecca of all good advertisers.

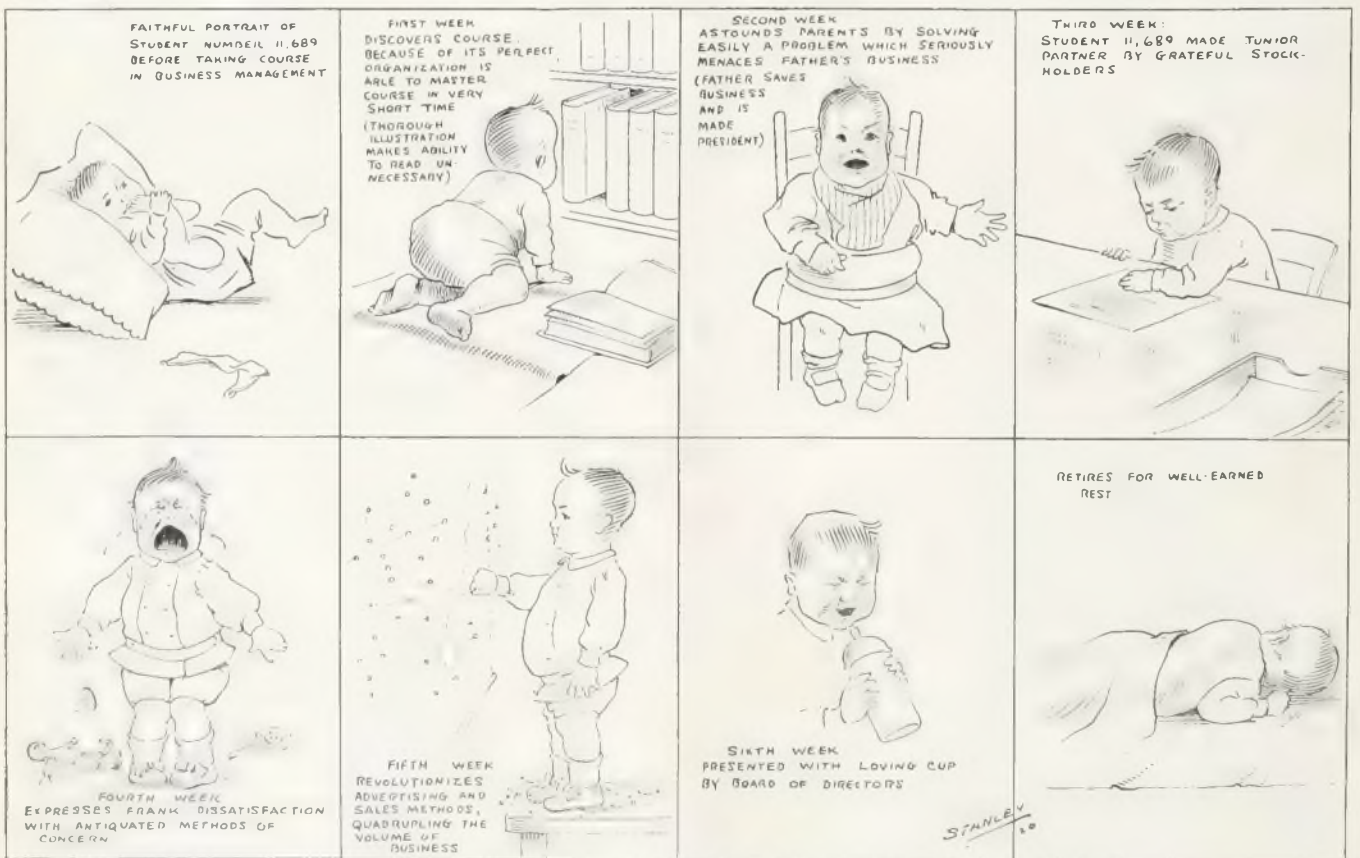
This Week's Cover

That a pencil drawing reproduced in half-tone can be employed to excellent advantage in conjunction with a straight zinc-etched tint block for a second color is the lesson of the cover of ADVERTISING & SELLING this week.

The process lends itself to a cover intended to be distinctly feminine, inasmuch as a goodly portion of ADVERTISING & SELLING this week is devoted to woman's interest in advertising—particularly of summer advertising.

It is so effective as to permit laying aside of the standard front page title for this issue.

And They Say There's No Royal Road to Success!



It seems easy enough to Stanley, ADVERTISING & SELLING's Special Cartoonist.

Trade Possibilities and Industrial Progress in the Philippines

America's Far East Territory Offers Big Opportunities to the American Business Developer, Who Is Ever on the Alert for Expansion

By CLAYTON SEDGWICK COOPER

Author of "The Modernizing of the Orient."

IT would seem to be a comparatively small population, 8,000,000 people, inhabiting the Philippine Islands, but the territory, comprising some 3,141 islands of all sizes and conditions of civilization and barbarity, contains 115,026 square miles, a larger arable area than that supporting 50,000,000 Japanese. The country moreover, has had a chance for development that is measured by centuries, Manila being founded in 1571, shortly after the Islands were discovered by Ferdinand Magellan.

There is a kind of "lives-there-a-man-with-soul-so-dead" sensation trickling up and down the spinal columns of most Americans, as after months of Asiatic wanderings, they look out of their cabin windows on a tropical morning upon the headlands of Luzon, and sailing calmly into Manila Bay, pass the rocky island of Corregdor, and get a glimpse of the floating colors at Cavite.

The American is more or less mindful of that May day in 1898, when, by one tragic stroke, Admiral Dewey and his fleet ended Castilian supremacy in the East, and involved the non-colonizing American in that which has been, for this Occidental of the Occident, one of the most incongruous and unique enterprises of his history.

When one sallies forth to get his bearings and orientation, traveler-like, after his first dinner in a new land, there are signs enough of Yankeedom to make the native of the United States quite comfortable.

It is something to be able to wander through streets whose signs talk to you of Pears' soap and Boston garters, and to feel again real ice-cold chocolate soda water percolating into your anatomy through a regulation, dust specked straw in an all-American drug store, while your listless eyes gloat upon advertisements of Bull Durham and fall perchance upon the serene undying face of Mrs. Lydia Pinkham. There are indeed, certain parts of Manila, this metropolis of our American far flung battle line, 11,600 miles from New York via Suez, with its nearly one million of people, where, but for

the Spanish padres, two-wheeled sulkies, and an occasional touch of medievalism in an old cathedral, you might easily feel that you had dropped by mistake into a city of Texas near the Mexican border.

The Americans, military or official, have not been recreant to their new and gigantic tasks. In less than fifteen years they have brought to a decadent, belated land the rejuvenation of a scientific and industrial new birth. They have taken this monsoon, semi-tropical land for which the United States paid \$20,000,000 indemnity to Spain, and have touched it with the magic wand of modernity. New and broad highways, sanitary improvements, city buildings of Western pattern, trolley cars and ice plants, pure water, and a system of industrial and primary education hardly surpassed in Asia. All these things have sprung up as in the night before the ever efficient genius of the American, arch apostle of utilitarian progress.

Five hundred miles of steam railways now carry the population and the products of the soil, which are mainly sugar, hemp, rice, cocoanut, coffee and lumber. These same colonists have converted the city of Manila, which only a few years ago served as a dumping ground and sanctuary for grafters and criminals

and the expatriated men and women of Eastern Asia, worse even than any Levantine Port Said, into a city of order and cleanliness. They have carried out the idea of the early governors, and have placed Filipinos upon the Governing Commission, teaching them the fundamental principles of self-government by participation in local authority, a thing which England did not learn to do until she had been fifty years in India, and then not entirely at her own unaided volition.

THE FACTS ABOUT THE PHILIPPINES

The following facts relative to population, exchange, gold reserve and principal exports have been recently gathered by the World Map Company, and will reveal the basic facts required by the world trader:

Population—8,918,000 (1917)
Exchange—Par 1 Peso—\$0.50 U. S. (\$0.4875 Nov. 18, 1919)

Principal Exports	1912-13	1917-18
Hemp	23,000,000	54,500,000
Copra	11,700,000	9,500,000
Sugar	9,500,000	13,300,000
Tobacco	5,400,000	10,700,000

Total Imports (\$U. S.)	54,550,000	83,800,000
Total Exports (\$U. S.)	50,320,000	114,580,000

During the past five years the products of the Philippines have been in great demand and a total



Modernity of methods is beginning to be evident in the Philippines—an American made harvester



This typical Manila street shows the handiwork of the American sanitation engineer

trade balance of over 200,000,000 pesos has been built up in favor of the Islands. On August 31, 1919, the cash balance in the Treasury was 141,181,050 pesos. The currency in circulation was 136,674,619 pesos. On the same date, in 1918, the Treasury balance was 169,000,000 pesos and the currency in circulation 126,000,000 pesos.

The above figures give the impression of very favorable conditions, but while the Islands are undoubtedly in a stronger position than before the war, the situation is in reality not so favorable as statistics present it. The war brought prosperity, but its ill effects are now beginning to tell. The local financial situation is uncertain, and the currency is inadequate. Exchange with the United States is unsettled, and consequently also with other countries. There is a lack of cheap rice, the staple food of the people.

As a result of the war, the value of imports from the United Kingdom, already reduced by the tariff policy of the United States, in the Philippines, to something over 10,000,000 pesos, has fallen off nearly 50%. In 1918 the value of imports from the United Kingdom was only 5,528,814 pesos. Before the war, imports from the United Kingdom consisted mainly of textile goods of finer counts, wider widths, and high quality, earthenware, some brass manufactures, copper sheets, machinery, paints and shipchandlery, biscuits and jams, some leather goods, and heavy chemicals and crude drugs. During the war, export restrictions, high freights, dear materials and heavy taxes, all contributed to lessen the quantity of goods imported from the United Kingdom. With a return to normal conditions, provided there is a ma-

terial decline in costs, it is thought that the trade of the United Kingdom will revive.

The American in the Philippines has not feared to tackle that most difficult of all difficult questions in the Orient involving religion, and the settlement of the issues relative to the Friars' lands, seems to meet with general satisfaction among people of various classes.

There has also been founded and equipped the University of the Philippines, favorably comparing with institutions of this order in the Orient. There have been gathered nearly one-half million children into schools that are under supervision. One finds a first class Young Men's Christian Association system, together with a brace of missionary activities, including hostels and schools for both boys and girls. The Americans have also begun and have accomplished much in the standardization of English as a medium in educational policy in the Orient.

Through the able leadership of the late Director of Education, Frank R. White, to whose courtesy and kindness visitors and investigators were deeply indebted, one sees here advances in craftsmanship and trade schools that may be studied with profit by both Americans and Europeans, being examples of enterprising genius, unique in this branch of educational training.

For days, under the conduct of trained experts having in charge the manual training and trades schools, I visited the institutions which are laying the permanent foundations for future success in the Philippines. Designing, carpentry, machine shops, basket making and domestic science are carried on under the most modern circumstances of machinery and method. One sees almost every

practical art, from the dexterous stripping of the Tipon-tipon palm, to be converted into the weaving of a lunch basket, to the manufacture of an automobile in which the educational officials ride in their tours of inspection.

The educational creed of the Islands is epitomized in the words of Lowell, which the educational director has placed as a foreword in his *Philippine Craftsman* and incarnated in his working policy:

"No man is born into the world whose work is not born with him: there is always work and tools to work withal, for those who will; and blessed are the horny hands of toil."

Although the American occupation of the Philippines has brought about advances that are revolutionary in their beneficial influence and sweep, the problems of the Islands are ever present in the minds of the foreigners who are either temporarily or permanently finding here their home.

RICH IN TIMBER

One of these problems arises from the fact that the islands are rich in timber lands, and also contain fine possibilities for the growing of such products as rice, coconuts, tobacco and other tropical crops, but that, as yet, American capital has found investment in these lines to be attended with considerable risk.

Some friends of mine, not long ago, sent a representative to the Philippines to look up the feasibility of lumber investments. The firm was a wealthy one and capable of putting in large sums of money if a report from their agent was favorable. He returned to say that although he found sections rich in timber land, the inaccessibility of these sections and the difficulties of securing labor of the right sort, together with many problems connected with transportation, made such investment uncertain and problematical.

I talked with a group of Americans who had made a trip to the Philippines especially for the purpose of investing in coconut plantations, but upon hearing of the impediments attendant upon this tropical industry, the discovery and preparation of the soil, the securing of the right exposure, the labor of preparing copra, and many other difficulties connected therewith, abandoned the idea as impracticable.

A further large problem facing prospective investors is the problem of labor. If the Chinese could be employed in the Islands, many of the doubtful questions of tropical

(Continued on page 34)

Meet Mrs. Summer Buyer!

The American Woman Buys 85 Per Cent. of All the Goods Sold at Retail

By PAUL W. KEARNEY

IF you would get an idea of the purchasing power of the American woman and her salableness during the summer months, you first must understand, clearly, what a tremendous factor she really is in the exchange of goods and commodities that goes to make up what we are prone to disguise as "domestic trade."

Few of us know what a vital part woman plays in the success or failure of our respective affairs. I mean business affairs, of course. Advertising affairs, particularly.

Therefore, to be short and sweet, we'll get right to it. Two years ago James H. Collins, writing in *Mother's Magazine*, estimated that American women spent ten billion dollars a year to run the American home—\$20,000 a minute! Prices have doubled in the intervening time, so I feel safe in doubling that figure. She spends twenty billions a year now. Do you realize how much that is? It is enough money to pay off the net funded debt of New York and Chicago combined in five months!

Indeed, with the money the American woman spends each year, she could cover the property investment of all the railroads in the United States and still have a little to spare. She could equal all the bank deposits and all of the bank loans made during the fiscal year of 1919. Really, she's SOME customer!

And in the process of spending this money, she buys 85 per cent. of all the retail goods sold in this country. In department stores she makes 80 per cent. of the purchases; in drug stores, 68 per cent.; in grocery stores, 89 per cent.

SHE BUYS HUBBY'S STUFF, TOO

But you mustn't get the idea from these figures that she merely buys food and dishes and brooms and her clothing. We might steal the famous line of the poet and say that she buys "shoes and ships and sealing wax, and cabbages and kings." Not to mention the king's underwear! And socks!

The American woman buys an awe-inspiring lot of stuff for the American man—the figures would make a proud bachelor die of mortification. Here are some statistics gathered a few years ago by a New

York department store, showing what proportion of their sales of men's goods were made to women:

Neckwear.....	65 per cent.
Shirts.....	35 per cent.
Nightwear.....	65 per cent.
Underwear.....	50 per cent.
Socks.....	75 per cent.

Along this same line, *McCall's Magazine* made an investigation of their subscribers in towns of 10,000 and less and they found that women bought 50 per cent. of the underwear used by their husbands and men of the family and were at least consulted in 66 per cent. of the cases where men's shoes, shirts, etc., were purchased, and in 71 per cent. of the cases where men's suits were bought.

WOMEN ADVISE AS WELL AS BUY

Dr. Hollingworth, of Columbia University, once made a test of a group of New York women with incomes from \$2,000 to \$5,000, and from the results established these conclusions:

1. Women buy men's goods eleven times as much as men buy women's.
2. Women help men buy twice as much as men help women buy.

It is fitting and proper, then, that the customary plan of attack in a clothing salesroom when the man is accompanied by a woman is to SELL THE WOMAN. And it is also fitting and proper that John David, one of New York's best known men's clothiers, should conduct his advertising under the idea: "To the Head of the Head of the House," calling HER attention to the advantages this particular establishment has to offer her husband—and her, through him.

There are other interesting facts before we drop this subject. At the Butterick Publishing Company's offices I saw the results of some questionnaires sent to dealers in various lines showing how women affected their business.

In one case, sixteen Valentine varnish dealers reported on the proportion of sales made on this division. There were eight dealers who said that most of their high grade varnish was sold to women; five said men bought most of it; and three said *both*. Excluding new buildings, thirteen of them said women bought most of their floor varnish.

In another case sixteen Hallet & Davis piano dealers were queried. In the sale of player piano rolls, thirteen of them said that from 50 to 90 per cent. of them were bought by women. On pianos, twelve dealers said that from 50 to 90 per cent. of their instruments were selected by women.

Still in the musical line, eighty-three Victor and Edison dealers were asked about phonograph sales, and the overwhelming majority replied that the same proportion as above, fifty to ninety bought or selected machines.

THE SAME TREND IN OTHER LINES

The same trend of figures shows up in the investigations made in in other lines. To cite a single case it is estimated that 50 per cent. of the automobiles bought are picked out by women. That doesn't mean that they *buy* them, necessarily, but that they swing the vote—make the selection. It is a heavy point to remember when advertising cars!

The American Woman must be remembered when advertising anything. Considering her spending power, added to which is her power to sway decisions from brand to brand or style to style, you have an invaluable aid in the marketing of your goods if you only get her to help you. If you have the goods and tell her about them, she'll help. Consider her, next, as a precedent buster, an unconventional, change-loving creature. Consider, you with "seasonable" products, her absolute scorn for seasons, weather, elements, temperature!

Do you recollect that once upon a time women wore cloth or fabric hats in the cold months—do you remember the days when they actually *wore hats for warmth*? Women have changed that—straw hats in January aren't consistent, we men growl. No! Not consistent with our foolish ideas about *seasons*, but being bought and worn, nevertheless. To get back to the summer idea, look at the American woman during the coming months; she'll probably wear velvet, velour or fur on her hat shape this year.

And, to be sure, haven't they worn *furs* all summer long for the past two or three years? Lord bless 'em, how they must break the hearts of the seasonable guys!

WOMAN HAS HER OWN IDEAS

All of which, rolled into one, makes my second point: the American Woman, with twenty billion dollars in her dainty little fist, isn't tied down to any religious prejudices about the relation of the calendar

to hat material or any other material. What strikes her fancy, whether it has been done before or not, looks good. And she has the money to see herself through.

Why not get an introduction to The Lady, Mr. Advertiser? Don't break your neck chasing her husband.

Which brings us face to face with the main theme of the story, the American woman as a summer prospect. As a pure prospect, summer or winter, spring or fall, she's mighty good. The foregoing may have suggested that.

But she is a better prospect in the warm months, the summer months, the vacation months, or whatever you want to call them, than at any other time in the year for the simple reason that she has more leisure and more money. I take it for granted that she has more money because the banks tell me that they make bigger inroads on their deposits in July than in any other month. The summer withdrawals are heavy—that is natural with vacations, week-end parties and active social life for such a long stretch

But the people that draw out that money don't spend it all on railroad tickets and Japanese lanterns, you can bet. I know from experience that a "raft" of Ingersoll watches are sold in the summer. And Waterman pens and Eastman Kodaks and Lyons tooth powder, etc. The Lyons folks told me that their largest month always is July.

And, speaking about having more time as well as more money, that certainly is true, too. Her housework is lighter; she doesn't do as much cooking and baking; if she has children she is out most of the time with them and whether she has or not she is out ten times as much as she is in winter. She reaches buying places more often and, since the day is much longer, she still has time to read after supper without lights even in the hottest part of the country where unessential lights are avoided.

MY WIFE'S GONE TO THE COUNTRY

From another angle, please recall that the annual exodus of wives from urban to rural communities eventually got to be so noticeable that it has been commemorated in undying song! The cartoonists already are whetting their tools for the business of drawing pictures of the besieged cellars and the slovenly houses and the sleepless nights of the vacation-widowers.

Which is not all comedy. It means that the American Woman

manages to cut loose once in a while and have some free time. She has more leisure than her husband, counting the consecutive days of it in the summer. And what does she do with her leisure?

SHE READS! She reads so much that the women's magazines and the fiction periodicals jam their books with stories from cover to cover, and what volume is lost through the weak hearted advertisers who hibernate for the warm weather is more than made up by "reading matter."

There is a reason why all the big fiction numbers come in the summer months. The reason is simply that women read.

And aren't advertisements "reading matter"? I'll say they are and that women will read them in the summer just as eagerly as they read them in the winter and just as surely as they read more fiction in August than they do in December, provided you will give them some to read.

Most advertisers curtail their space in the summer, while some twenty or thirty million women, disbursing the tidy sum of \$40,000 a minute, sit around on the front porch in the long, cool evenings—**READING.**

There's no room for argument. There is only one answer: "Mrs. Summer Buyer, may I present Mr. Advertiser?"

Men and Women Who Make Our Mediums

SAMUEL O. DUNN

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 G. D. CRAIN, Jr.

IF Horatio Alger, Jr., still were writing the stories that thrilled the boys and girls of a generation ago, he could find in Samuel O. Dunn, editor of *Railway Age*, all of the material for a sort of story that would enthuse the ambitious youngster hungry for fame and fortune.

Dunn occupies one of the top niches in the structure of business journalism. Take in the picture: editor of one of the world's greatest technical journals, the acknowledged spokesman of the country's leading industrial interest, famous as an editor and as a magazine contributor and lecturer on economic subjects; and contrast it with that of a boy of fourteen, leaving school to become a bread winner, working as a janitor to obtain one more hard fought for year in high school, serving as printers' devil in country newspaper office, starting at the very bottom rung of the journalistic ladder.

If anyone wants to get really enthusiastic over the possibilities in America for the boy of industry and determination, Dunn's career furnishes the material. The self-taught youth, contented with nothing except the bigger thing further on, is bound to succeed, if the story of one of America's biggest business paper editors is a criterion.

The editor of *Railway Age* not

only overcame handicaps in the lack of formal schooling, but he overcame the heavier handicap of ill-health. Now, at forty-three, he is as young, vigorous and active as the average youngster of twenty-five, and has a hard time convincing his friends that he has a son bigger than he is.

When one sees Sam Dunn presiding as head of the Associated Business Papers, Inc., an office to which he was elected last September, or addressing some such organization as the City Club of Chicago on transportation problems, and injecting life and vivid interest into what ordinarily are considered dry subjects, it is hard to think of him as he pictures himself in the following:

THE BEGINNINGS OF SUCCESS

"I started in as a printers' devil when I was twelve years old. I learned to set type when I was thirteen. My first pay was \$1.25 a week. Later I was raised to \$2 a week. When I was fourteen my father died and I left school. I had been working in the summer and going to school in the winter, but after that I got only one more year of schooling, working as a janitor to pay my way."

The experience in the atmosphere of printers' ink evidently fixed a

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DURING 1919 three hundred and sixty-three advertisers used more space in *Cosmopolitan* in the summer months than at any other time.

Their copy was written to produce direct results; it was keyed; returns were carefully checked, and many of these summer advertisers testify that *Cosmopolitan* pays them better than any other magazine.

Since they appeal to the highest type of reader a magazine can have, much of their success in *Cosmopolitan* is traceable to the kind of people who read the magazine. Nearly everybody worth while reads *Cosmopolitan*.

Much may be credited to the fact that wherever its readers go during June, July and

August, *Cosmopolitan* is on sale at a place conveniently near. *Cosmopolitan's* great news-stand sale—the largest in the world—means buying convenience the year around.

Cosmopolitan's readers carry their preference for really great fiction with them wherever they go, summer or winter. They buy *Cosmopolitan* as regularly away from home as they do at home. *Cosmopolitan's* sale, leading all others, at the best hotels and resorts, proves this.

The fact that these three hundred and sixty-three private school advertisers find *Cosmopolitan* so productive during the summer certainly shows that every advertiser, in any line of business, can profitably use *Cosmopolitan* every month in the year.

Cosmopolitan

"America's Greatest Magazine"



SAMUEL O. DUNN

determination along journalistic lines, however, for at the age of eighteen he was embarking on his own account as proprietor of the Quitman, Mo., *Record*, leased for the sum of \$25 a month. The lease covered the complete equipment, which included a hand press and a variegated assortment of type faces. His only assistant was a boy who earned \$5 a week and who helped to get out the paper on press day. This was not such a big job, as Mr. Dunn admits now that the *Record* had only 250 circulation. The future railroad expert not only wrote all of the news, but solicited the advertisements. When he landed an order, he set the ad up and submitted proof in person, so that it may fairly be said that he knows all sides of the newspaper publishing business.

After six months of this, during which he made a living, at all events, he became associate editor of the Maryville, Mo., *Tribune*, whose owner, E. E. E. McJimsey, had

been attracted by some of the articles that had appeared in the neighboring *Record*. Mr. McJimsey paid Dunn \$30 a month and in addition provided a room in his own home.

"I was associate editor of the *Tribune*," Dunn reminisced recently, "and we made it one of the best country papers in the United States. We didn't attempt to compete with the big city papers by printing general news, but we made ours a local paper exclusively. It made a big hit, because we threw out the boiler plate and substituted live stuff about folks in our country. It was a new idea in country journalism, and it was a success."

"In 1896 I nominated William J. Bryan for President—on the Democratic ticket. Ours was a Republican paper."

"Mr. McJimsey gave me a lot of encouragement and it was in his home that I learned how to read systematically. I used to go down into his library and get a whole arm load of books that I carried upstairs

to my room. By planning a regular course of reading in literature, economics, law, history, science and philosophy, I was able to educate myself and to make up for the years in school that I had been compelled to miss."

HOW HE EDUCATED HIMSELF

The plan which Mr. Dunn employed is good enough to describe in detail, because it is regarded by himself as the thing that qualified him later on for the big jobs that he had an opportunity to tackle. He put in half an hour a day on each of the six general subjects that he had assigned to himself and for seven years kept up this plan of study without a break. By that time he had become interested in railroad work and began to specialize in that direction. With the background of his general reading to go on, he was able to specialize to advantage, and his reading on transportation subjects was assimilated along with his knowledge of economics and sociology.

Mr. Dunn worked at Maryville for four years, doing everything from setting type to reporting murder trials. He had become acquainted, in the meantime, with Colonel Craig, editor-in-chief of the *Kansas City Journal*, and had contributed occasional editorials to that paper. Then he was given a job as reporter on the *Journal*. That was in 1900, and he got a wide experience, covering all of the standard newspaper assignments before becoming an editorial writer two years later. In 1904 he was offered a position as editorial writer on the *Chicago Tribune* by J. M. Patterson.

"I was fired off the editorial page two years later for incompetency by R. W. Patterson," Mr. Dunn relates without rancor. "He said I didn't know enough about economics. That hurt for a while, but it didn't discourage me. I stayed on as copy-reader on the *Tribune*, contributing an occasional editorial still, and then was made railroad editor. After six months more I was offered the position of managing editor of *Railway Age* by Hugh Wilson, the publisher. That marked my entrance into the field where I have since served, and where I am most happy to be."

His advancement in the railway journal field was rapid. Following the merger of the *Railroad Gazette* with the *Railway Age* he became Western editor, and in 1910 was appointed managing editor of the consolidated publication. He was made editor on the retirement of W. H. Boardman, October 1, 1911,

Print Paper Conservation

The New York Globe has at critical periods of acute print paper shortage during the past three and a half years enforced regulations which have enabled it to keep within its contract allowance.

The basic theory has been to provide reasonable space for all advertisers through limitations on those inclined to use more space than contracted for.

Anticipating a pinch in 1920, for several months we have written all new contracts for advertising and renewals with clauses permitting us to adjust rates every quarter and enabling us to omit or limit the size of any ad. any day.

By these processes we can hold the newspaper within any required size, and have produced a condition which enables us to give better service to all advertisers than would otherwise be possible.

Unless newspapers and advertisers generally fall in with such practices, radical advances in rates and absolute ruination of the whole advertising industry are threatened.

*Member
A. B. C.*

THE NEW YORK GLOBE

*180,000
A DAY*

JASON ROGERS, Publisher

thus reaching the top post in the editorial department of the Simmons-Boardman organization in four and a half years. He became vice-president of the company in 1910.

WORKED WITH A FREE HAND

The thing that Mr. Dunn appreciates most in connection with his career is the freedom which has been accorded him by the publishers with whom he has been associated. In Mr. McJimsey, whose country weekly gave him the widest opportunity for freedom of action, in Colonel Craig, of the *Kansas City Journal*, and in Mr. Wilson and Colonel Simmons on the *Railway Age* he always has been given an opportunity to carry out his ideas without the handicap of a too rigid supervision from the publishers.

"My own opinion is," said Mr. Dunn, "that the publisher should get an editor in whom he has confidence and, after laying down the general policies of the paper, should allow the editor really to edit. If he hasn't that confidence, he should get another editor.

"Furthermore, if the publisher gives to the business and other details of the publication the attention which usually is necessary, he is not in a position to maintain the contact with the field that enables him to direct the editorial work successfully. If he does give a great deal of time to the editorial department, he doesn't need an editor."

The editor of *Railway Age* is enthusiastic about his work and about the newspaper field, especially as he contrasts it with the other lines of journalistic effort with which he has been familiar.

"If I had my life to live over," he declares, "I would pick out the business paper field and would seek the job I am holding now.

"Editing a business paper requires knowledge. A man who really knows something gets a great deal more satisfaction out of editing a trade or technical paper than in the smattering treatment that he is able to give subjects in any other kind of publication.

"But one of the most attractive features about the work is that the man who makes a success in this field makes many friends. The business paper editor must be in intimate personal contact with his field and this means that he makes friends as he goes along, friends who are worth while from every standpoint.

"Further, the business paper editorial field pays better than any other branch of journalistic effort. The average compensation paid on

business papers, whether in the editorial or business departments, is higher, generally speaking, than in any other line. The good editor is almost impossible to replace, and is valued accordingly by his publication."

Mr. Dunn is widely known as a contributor on railroad subjects to the general magazines, his articles having appeared in such publications as the *North American Review*, *Atlantic Monthly*, *Scribner's*, *Review of Reviews*, *Collier's*, *Journal of Political Economy*, etc. Mr. Dunn believes that the editor of the business paper is well qualified to interpret his field to the general public in this way, and that as a matter of fact he renders an important service to his industry through this means. The popular magazines, he finds, are glad to obtain timely articles of this character, since they regard the editor of the business paper who knows his field as the best possible individual to explain its situation to their readers.

Sam Dunn is a very human individual. He likes people, he likes to meet others and see what they have to say. In fact, he insists that maintaining this human contact is one of the things that the business paper editor, above all, must insure. There are twenty-five members of the Simmons-Boardman editorial staff and personal work with railroad men and supply men is required of them as the best possible way of insuring proper interpretation of railroad ideas and methods.

"An editor must be a human being first and an editor afterward," is one of Dunn's pet aphorisms. Others are, "A man doesn't deserve credit for how high he gets—it's how far he comes that counts," and "No man is a good specialist who is only a specialist."

Dunn is a glutton for work. He lives in Chicago, where two of the Simmons-Boardman publications are printed, but *Railway Age* is issued from New York. That means that he is often on the road between Chicago and New York, for, without slamming New York, he insists that he would rather live in the big city by the lake. He keeps in trim by regular, systematic exercise and by playing golf at least three times a week, as part of his business of keeping well. And he also gets a lot of fun out of it.

Married at twenty-two, Sam Dunn is a fine advertisement for early matrimony, for he is young in face and figure and mind and heart.

"My wife did it," he says, and means it all.

The Director of Arrangements in Indianapolis for the June A. A. C. W. Convention



HOWARD T. GRIFFITH

Meet Howard T. Griffith of Indianapolis, director of arrangements for the 1920 convention of the Associated Advertising Clubs of the World, the world's greatest business convention during this year. He is sales manager of the Udell Works of Indianapolis, phonograph cabinet and furniture manufacturers.

Mr. Griffith, who has attended many conventions of the advertising clubs, hopes and believes that the Indianapolis convention will be the greatest in the history of the organization. According to his own words, "he is being paid by the Udell Works, but is really working for the convention."

He is making plans for the designing of several elaborate advertising floats to participate in the historical parade when Indianapolis celebrates its one hundredth anniversary. The parade will be one of the biggest ever seen in Indianapolis, and no effort will be spared to make it artistically faithful to history. It will be held on the evening of June 7 or 8.

American Woolen Co. Opens Chain Stores for Workers

According to a report from Lawrence, Mass., the American Woolen Co., through its president, William M. Wood, has opened a chain of co-operative stores for the firm's fifteen thousand employees where staple articles such as groceries, shoes, and clothing are sold at prices much lower than those of retail stores in the cities. The company operates fifty-four mills, but it intends to finance and operate stores only in Lawrence, where four of its mills are located.

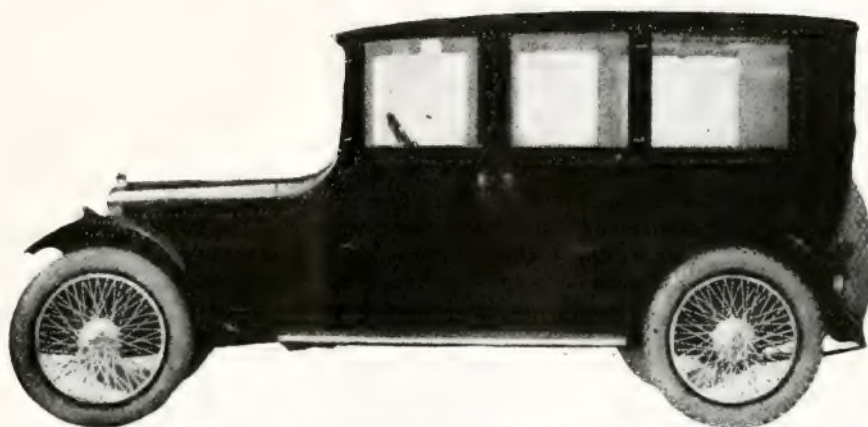
Bolton, "J. R.," Affiliates With J. W. Gannon

Joseph R. Bolton, or "Bolton, J. R.," as he is better known, hitherto engaged in advertising and sales promotion work for the *Encyclopaedia Britannica*, Royal Typewriter Company, Borden's Condensed Milk Company, and others, has become associated with the J. W. Gannon, Inc., advertising agency, New York. Mr. Bolton has also spent ten years in the mail-order field.

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY
10 CENTS IN CANADA



THIS NEW OAKLAND SENSIBLE SIX FOUR DOOR SEDAN IS POWERED WITH THE FAMOUS 44-HORSEPOWER, OVERHEAD-VALVE OAKLAND ENGINE

Oakland and Collier's

The Oakland Motor Car Company is now using more space in Collier's than in any other general publication.

“Watch Collier's”

How Competitive Advertising Re-created the Boys' Clothing Industry in a Single Year

Every Branch of a Now Towering Business Re-adjusted to Meet
Consumer Demand for Trade Name Goods—Concluding Article

By LEWIS F. LEVENSON

NO finer example of the ability of competitive advertising to shake an entire industry to the foundations and to rebuild it on a higher plane in a remarkably short time can be found than in the experience of the boys' clothing trade this year. In January, 1919, boys' clothing was on its old basis, profitable to all concerned because the product had a certain uniform demand each season. Three months later several national advertising campaigns were under way. Six months later they were under way in earnest and, when the fall season began, in September, a veritable fever of expansion had hit the trade. New houses had entered the field, the old houses were sold up 100 per cent., retailers were awakened to extraordinary efforts, mail-order houses announced campaigns, styles were improved, sizes re-established to a scientific standard and the largest manufacturer of men's clothing in the world had acknowledged the importance of boys' apparel by announcing that it would be made thereafter under a nationally famous label.

These results hardly could have been accomplished save by competi-

tive advertising. As a previous article pointed out, boys' clothing manufacturers now exhibit commendable rivalry in claiming the honor of originating the idea of national campaigns. The records seem to show that Dubbelbilt Boys' Clothes, Inc., was first in the field. In the last week of January, this year, they announced the abandonment of their former methods of publicity and the beginning of a national advertising campaign. Previously they had advertised generally, but in a limited way, depending on local efforts to gather the fruits of their publicity. For instance, their line was placed in a large Broadway store, featured in window displays for a week during the height of the buying season, so that incoming buyers might find ideas in display. In January they stated that their national campaign would begin in the March magazines.

Apparently the boys' clothing industry was ready to pick up the gauntlet. Two months later, in March, two more announcements followed. They seemed to startle the entire trade. The turning point had come. The manufacturers of

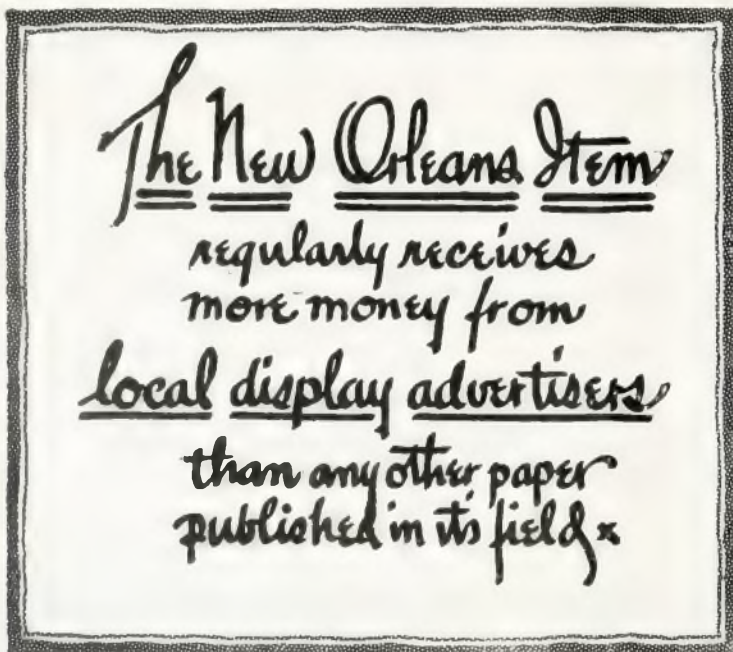
boys' clothing, competing against one another in advertising as in selling, were actually marching shoulder to shoulder in the struggle to elevate their product.

Simultaneously with the application of many specialized advertising men upon the problem of sales, new sales arguments appeared with great rapidity. For instance, it was realized that quite as good results might be obtained through an appeal to fathers as to mothers. "Wear clothes like Dad wears" became the slogan of one house. Even a direct appeal to children was used: "Oh, Boy, you want to get a suit like this!" Furthermore, style was made almost as desirable as serviceability or durability. English and French designing was studied and in some cases imitated; in others elaborated to suit American requirements. It was discovered that the "waistseam" style, originally fashioned for men, was even more suited to boys, and became the leading style feature of many tailored lines.

THE RETAILER REINFORCED

No single advertiser, indeed no group of advertisers, could have influenced the retailer so impressively as the news that an entire corps of advertising men was working out his sales problems for him. The very fact that rival firms, opposing each other, were striving to help him gave assurance of the sincerity of their efforts. Certain that he could now depend upon the support of half a dozen large manufacturers, he went ahead with his own plans. The volume of consumer advertising and dealer helps grew. Utilizing many of the dealer helps and noting the satisfactory increase in his own business as a result of consumer publicity, the retailer began to appropriate money for local advertising and store improvements.

Many retailers lagged behind, unwilling to believe that the national advertising campaigns and dealer helps would be continued over a long period. They were converted, however, when the climax of the campaign was reached coincident with the announcement by one of the leading manufacturers of men's



clothing, Hart, Schaffner & Marx, that it was about to offer its dealers a boys' clothing line, fashioned after the product it had advertised nationally for years. As this firm has exclusive dealers in practically every community in the country, the announcement came as a guarantee that there would be no slackening in the publicity of specialized boys' clothing manufacturers.

Cooperation with the retailer was the keynote of most of the advertising campaigns of the larger manufacturers. One well known house, The Bauman Clothing Corporation, sent in advance to its dealers a summary of the publicity steps planned to insure a large consumer demand for their clothing. This advance literature, addressed to a selected list, instead of being printed in the usual booklet or folder, was printed on a rolled scroll, with a return card enclosed, requesting their representative to call.

GUARANTEES "PLAYED UP"

Another specimen of direct literature explained the scope of an insurance policy issued with each suit or overcoat made by the firm, and also contained a return request card for the retailer. Enclosed was a letter in facsimile handwriting, announcing that a woman representative would visit the mothers of the city some time in August to convince them that these "guaranteed" clothes were the best they could buy for their children.

As an indication of the ease with which a competitive advertising campaign can attain the same results as an association campaign, the practice of this firm in sending to other manufacturers specimens of its dealer literature and helps is interesting. When the campaign was launched a circular was distributed giving details of the publicity planned, together with a letter outlining the aims of the campaign and the policy of the organization.

Later in the year, this house distributed to its dealers reproductions of a double page spread which appeared in several weekly magazines of national circulation. The poster was done in two colors and retailers were urged to display it in their windows two days before the appearance of the magazines in question on the bookstands, so as to tie up their store with the national advertising campaign. Each consumer advertisement was similarly supplied to dealers in poster form.

In addition this house furnished its dealers with matrix trade-names and advertising suggestions.

NEW NAMES ARE BORN

A second firm, J. J. Preis & Co., chose this year as the psychological time for the launching of a new trade-name. The word "Leatherized" was coined and they announced that thereafter they would utilize the wearing quality of their clothing to the fullest degree, not only in their consumer advertising, but in the manufacture of the garments themselves. Knees, seat, elbows and pockets of their line are reinforced with good quality, soft leather.

Believing that the use of one telling argument is more emphatic than scattered appeals of a diverse sort, this house chose two slogans which appear in all consumer and local advertising. They are: "Leather Lined Where the Wear Comes" and "The Wear Resistant Suit."

While the direct campaign was at its height, the vice-president of this house, A. Rossman, made a tour of the country, stopping in most of the large cities and visiting in each city

one large merchant. By virtue of his official position with the firm he was able to clinch many contracts with dealers who were not yet convinced of the breadth of the campaigns or the benefits which would accrue as a result of them.

NOTABLE STYLE BROADENING

From the style point of view, the efforts of a Chicago house, Langendorf Clothing Co., are notable. Before 1919, style had existed, but it was so standardized that little difference might be noted between the products of one house and another. This house specialized this year in sports clothing for boys, and introduced such features as single or double-breasted coats, three-button fronts, welt-seam lapels and edges, cuffs and welt seam down sleeves, raglan shoulders, all around belts, four patch-pocket coats, and others. By carefully accentuating these style features in their advertising, this

(Continued on page 42)



CHARLES J. BOYLE

I first met Charlie Boyle at a Dartmouth football game. As he was a former Dartmouth football star, I was bound to meet him there. He was at that time New England manager for Butterick. I said to a mutual friend, "There is a man I would like to have associated with me." That was over twelve years ago.

He joined me a few months later and has been my associate and friend ever since.

Laure Block

It has been my privilege to represent the *Memphis News* (now the *News-Scimitar*) from the day of its birth, over fifteen years ago. There are few newspapers which have grown so consistently and become so powerful in their communities as has the *News-Scimitar* since it was purchased by Mr. S. W. Ragland and his associates. It was among the first of the three-cent evening newspapers of this country and its clientele is of the kind which has faith in its editorial, news and advertising columns. Fifteen years is a long time to be associated with a newspaper but they have been pleasant years for me as I have watched the great progress of this fine newspaper property.

Getting Over the Summer Bogey

Quite a Few Advertisers Have Found
that One May Make Some Money
in the "Slack Months" After All!

By E. WALTER OSBORNE

IT seems that every profession, trade or calling has its own little superstitions. A thoroughbred sailor won't sail on Friday. A thoroughbred ball player won't pass a cross-eyed man on the way to a game. Nor will an automobile racer drive Car 13 any more than a thoroughbred second-story man would re-enter a house once he was out. Neither would a thoroughbred soldier take the third light from a match!

And, it appears, it is quite as impossible for a thoroughbred advertising man to run a full schedule during the summer.

Summer insertions rate about on a level with black cats, crossed tea leaves and the underside of ladders.

"September to May" is the slogan. Nobody knows what the reason is.

There are a lot of *excuses*, to be sure—but no reasons! One of the commonest answers to the charge that the idea is off is that "business is slow in the summer." One of the answers to the answer as I find it—and I am merely reporting, not propounding—is that "the man who thinks business is slow in summer probably is right; but so is the man who thinks business is good. It is a matter of attitude."

Not that you have to kid yourself into believing what is not so. But rather that business doesn't have to be slow if you are in earnest about speeding it up.

SELLING CHRISTMAS GOODS IN JUNE

If you want some prime evidence proving that dull summer months are cureable, consider the toy business first of all. What line of goods on earth is more confined to a short season than toys? For generations the toy manufacturer who had any stock left over after Christmas was a sorry figure. His only hope was to insure the stuff and pray (or pay) for a fire!

For years the toy business has been a strictly holiday venture. Yet to-day we find retailers all over the country selling toys the year around, summer and winter, with marked success. Everyone of them that ever has tried it has found that it pays. If you doubt it, go to Lord & Taylor's in New York, or Marshall Field's in Chicago, and ask them

why they carry toys all the year round.

Ask Marshall Field why that great enterprise devotes as much space to toys in July as in December. You can guess, without asking, that it pays or it would be cut out! Butler Brothers, in New York, is another house that has pioneered the summer sale of toys: and is glad it did.

Which ought to dispose of the toy line. Take another, equally as reasonable and restricted also, to Christmas. I speak of the walnut growers. Time was, and not so long back, when a walnut man who had any stock left over after the Christmas rush considered it a dead loss. He just naturally counted it off his profits, for the walnut growers once were "skeered" of the summer bogey.

FIFTY-TWO WEEKS INSTEAD OF ONE

But eventually they saw the light. They organized into a cooperative body called the California Walnut Growers' Association and they all chipped in for a fund for advertising. When they started off they had a "carry over" of forty thousand 100 pound bags of nuts.

They not only got rid of those four hundred thousand pounds "pronto," but, with a three months' campaign at a cost of about \$75,000 they changed a nation's habit and multiplied a one-week market by exactly fifty-two!

Incidentally, they took walnuts out of the "seasonable" line of goods and put them where they belong. It is hardly amiss to remark that the California Fruit Growers did the same thing with Sunkist oranges and lemons. They had the same problem. So did the Dromedary date folk, the raisin producers and the Northwestern apple men.

They seem to have gotten "hep" out there on the West Coast and imaginary seasons don't bother them any more. It is rather different in the East and Middle West, although there are some admirable exceptions.

The men who put Teco Pancake Flour over for all year use present one good example. In the old days pancakes (griddle, flannel, wheat or whatnot) were unqualifiedly a cold-morning breakfast. You got 'em steaming hot and were glad,

because you'd just dressed in a room where the mercury had vanished entirely.

Being hot and timely, pancakes built a reputation for being "hot stuff," not usually resorted to in the summer.

HOT CAKES IN THE SUMMER

The Teco folk, nevertheless, gradually arrived at a different conclusion. They couldn't see any reason why pancakes weren't eatable in the summer time and they proceeded to tell the public about it. The public is glad to hear it and they pay so well for the news that you don't notice any slump in Teco advertising!

This is only one illustration of what can be done, but a fair one.

There are any number of other lines that have been bothered for years by "seasons." They hunted bad conditions out and contracted them, so to speak, necessary evils—like granddad's bunions. There was nothing to do for them except stretch his shoes! Which remark suggests that the shoe manufacturers themselves once had the idea that they could advertise profitably only twice a year. The idea did not last because it would not fit!

Furniture dealers, too, by consistent advertising, have obviated the necessity for special sales and clearances and have killed much of the old seasonable superstition which used to prevail in their circle. Even more recent has been the sign of an intelligent effort on the part of coal producers and dealers to advertise and sell coal during the hot weather. It is an idea which holds forth many advantages and has been propagated successfully where the effort has been expended.

CROSS COUNTRY FISH IN AUGUST

Take another angle of the business that cannot be done in summer time: that presented by Friend Davis, of Gloucester, Mass. Selling fish by mail is radical, to say the least. But to carry the idea to an extreme, is there anything you can think of which might be more useless than a sea bass mailed from Massachusetts to Kansas City, Mo., in the heat of August?

Can you dope out a more damning argument against buying than that? Have you as good a reason for believing in the summer slack theory?

If you have, there still is hope, for Davis of Gloucester, is doing a splendid business supplying about 100,000 families with fish each year, all over the land. Objections to

(Continued on page 19)

How Much Is Two and a Half Million?

Do You Form Any Vivid Mental Picture at the Mention of a Mere Figure? An Interesting Method of Visualizing the Size of a Publication

BILLION dollar war appropriations have blunted our sense of proportion when the consideration is merely a figure.

But when we think of the entire population of the United States we have a very definite picture of a great group of people—equal, if not surpassing in resourcefulness, wealth and abilities—any other group in the world.

And yet there are in the entire United States—according to latest available figures—only about twenty-one million families. And a publication that goes in two and a half million homes reaches, therefore, about one-eighth of all the population of the United States. As you ride home to-night, rushing past a myriad of homes, think of a publication that goes into one out of every eight of these homes that are scattered throughout the country. Then you can picture the size and influence of a publication with two and a half million circulation.

There is only one publication in the world with a circulation of two and a half millions. That is the American Weekly.

Even if you were not at all interested in advertising, you would be interested in a publication coming in contact with one-eighth of all the inhabitants of the United States.

You can also visualize a great circulation in many ways. Here for example are a few other methods:

The American Weekly

is distributed every Sunday as the principal feature of each of the seven great Hearst Sunday newspapers.

Now suppose for our speculation, we take only the circulation of the Sunday New York American.

If all the yards of paper in a million copies of the Sunday American were cloth they would make uniforms for 2,252,000 American soldiers—more soldiers than the

United States sent over to France.

Cut out and pasted end to end, all the columns of the Sunday American would make a strip 227,000 miles long. The distance from the earth to the moon is 240,000 miles. *All the columns of a single New York edition then stretched out in line would reach almost to the moon.*

The weight of one complete copy of the Sunday American is about one and a quarter pounds. The weight of a million copies would be about 1,250,000 pounds. *It would require 625 one-ton motor trucks to carry all these papers.*

If all the pages of one copy were unfolded and spread flat their area would be one hundred and thirteen and seven-tenths square feet. And the area of the entire issue of one million copies is, therefore, a little over four square miles. In this enormous sheet you could wrap up the entire financial, banking and wholesale and retail districts of New York from river to river and from the Battery to about Forty-second street.

But, these amazing figures are for the million circulation of the New York American only. If you are mathematically inclined you may add to this the additional million and one-half circulation of the other six papers, in Boston, Washington, Chicago, Atlanta, Los Angeles and San Francisco. Pick up a pencil and amuse yourself figuring it all out.

But so much for mere size—for size to be sure is not the final criterion of an advertising medium's value.

In addition to offering advertisers the largest circulation of any publication in America, the American Weekly publishes the largest color pages available.

The American Weekly combines the greatest circulation with the most effective possible use of color.

COLOR

THE AMERICAN WEEKLY for February 29th carries five full page color advertisements. This is more national advertising than has ever before appeared in a feature section of any newspaper. And it represents the largest sum ever spent for any sort of advertising in a single issue of a feature section of any newspaper.

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

Color we believe, has had a great influence on producing the uniformly high returns received by advertisers using the American Weekly.

Color has a clear, free track into the mind. It makes an immediate impression on the brain. We think faster in color than in any other way.

As far back as our memory can carry, color has warmed us, cheered, inspired, saddened us. Nature does all her advertising by color. Bright pink for the cheeks of healthy children. Yellow for the jaundiced face that tells of folly and health ignorance. The lightning's warning comes with a flash of brilliant red that lights up the whole sky and compels the inner conscience to ask, "How have I been behaving lately?" Our lives are just one broad mass of color.

Color multiplies by ten the meaning of a picture. Memories, associations, desires are instantly awakened by color. An advertisement in color stimulates the imagination, while ordinary black and white taxes the imagination.

There are harmonies in color; harmonies which sing and talk and argue for you—and discords which may be used discreetly to command attention. And in the color pages of the American Weekly—the largest available in any publication—you have the greatest of all opportunities to use color.

The distribution of the American Weekly's circulation is another reason for its exceptional returns to advertisers. It is concentrated in the seven great metropolitan centers of America—exactly where most national advertisers have their best distribution.

It is looked for by two and a half million families as a principal part of the New York American, the Boston Advertiser, the Washington Times, the

Chicago Herald-Examiner, the Atlanta Sunday American, the Los Angeles Examiner and the San Francisco Examiner—seven live and progressive papers attracting not only the largest but the most progressive group of newspaper readers in America.

Some ultra-conservative advertisers are apt to look askance at the publication that is admittedly progressive.

But the progressive newspaper invariably has a progressive following and a progressive following means the young, active, aggressive, thoughtful and successful element of a community.

And this is the most valuable clientèle for a newspaper and an advertiser.

As proof of this let us look over the contract files of the American Weekly and also consider the experience of some very recent advertisers.

Color pages in the American Weekly are too expensive for an advertiser to use them indiscriminately. No advertiser would re-invest in them on a large scale unless the results previously obtained completely justified the expenditure. Therefore this is very significant:

90% of the advertisers using American Weekly color pages have doubled—or more than doubled their space for 1920.

Contracts have been received for practically all the space available in 1920.

Here is remarkable proof of the responsiveness of this great group of progressive readers. But to be more specific let us consider individual advertisers and their experiences.

On December 28, one color page brought 30,000 inquiries for a product costing from \$500 to \$10,000 (name furnished on request).

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

And another advertiser—featuring a cook book in his advertising—had an appropriation of \$125,000. Of this total, only \$8,000 spent for one page in the American Weekly, produced 40,000, or 8 per cent. of all the inquiries received from his entire campaign.

A color page in the American Weekly is in itself a complete national advertising campaign.

THE AMERICAN WEEKLY giving the largest color pages available in any publication, together with the largest and most progressive circulation in America—is quite naturally the best advertising medium for advertising of any and every sort of product.

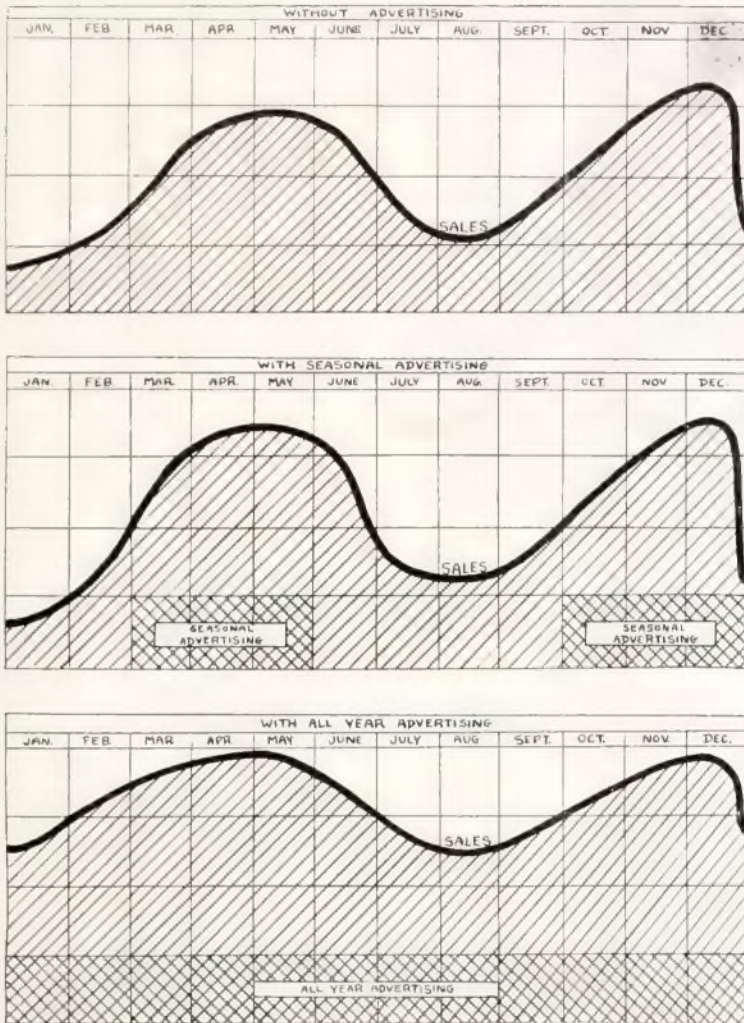
Every Sunday in the year two and a half millions of the more progressive and well-to-do families of the United States look for its great color pages as one of the splendid features of the

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

American Weekly

A. J. KOBLER, Manager
1034 BROADWAY NEW YORK
W. J. Griswold, Western Representative
HEARST BUILDING CHICAGO, ILL.

EFFECT OF SEASONAL AND ALL YEAR ADVERTISING ON SALES



These charts leave no doubt of what all-year advertising may do

Getting Over the Summer Bogy

(Continued from page 16)

summer business must come harder than that in order to dampen our ardor.

Another thing seemingly illogical when viewed from the habitual angle is the sale of heating systems in summer. Likewise, kitchen ware and cooking utensils were not supposed to be very good summer sellers once. Yet heating systems are being sold in the hot months and the sales of cooking utensils show practically no difference the year around. The American Radiator Company now is a confirmed year around space user.

The manufacturers of a certain heating system tried a little advertising last summer and intend to do it again this year on a much more extensive scale. Another concern,

producing aluminum ware, is using space throughout the summer and intends to continue. A buyer for a big chain of retail stores in New York told me the other day that their sale of the aluminum ware now is about even all the year 'round.

CLOSED CARS AND SOUP INCLUDED

Even in the automobile line we can find some instances where the crepe hangers were worsted in such a free for all set-to. I remember one case where a group of Ford dealers had a flock of Sedans left on their hands when spring came. Nobody ever had thought of trying to sell sedans for hot weather use, but these men got together and advertised the whole bunch right into the garages of their prospects.

Another case was pretty much of the same nature, happening in Seattle a year or so ago. When the

last snow had thawed, the automobile dealers in that city were confronted with the problem of moving a heavy surplus stock of closed cars or facing a loss. They chose to take a whack at moving them and in order to do it they got together and put out a joint advertising campaign.

The campaign not only sold all of the closed cars, against all precedent, but created a demand for more!

Further first hand evidence of what can be done to avert a summer slump is offered by advertisers who sell canned products like vegetables, fruit and soup. The canned goods field presents two angles, differing a trifle. The main objection to buying tinned vegetables or fruits in the summer is that you always can buy fresh goods (even in the city, which is never very far from the farm) at any time and in thousands of places.

The principal objection to soup, however, is the same argument we used to shove against pancakes—hot weather.

Yet in spite of the devastating indictments, packers like Heinz, Campbell, Del Monte and Wilson, are consistent summer advertisers to the extent of changing the nation's habit, again, and persuading it to spend money for something to which there is a very easy and natural objection.

The products of these concerns are, for the most part, winter goods or, rather, for winter use. Yet we use car loads of things put up in tins every hot month of the year!

Which prompts us to remark, supported by the previous evidence, that the word "seasonable" has the accent on the last syllable!

In short, I believe, it time the "thoroughbred" advertising man got over his funny ideas about the slack period from May to September.

McJunkin Adds Three to Staff

Phillip C. Paek, formerly advertising manager of the Seng Company, Chicago, has become a member of the copy staff of the McJunkin Advertising Co. in that city.

Clarence H. Smith, formerly in charge of service and copy for *Brick & Clay Record*, and recently connected with the Collins-Kirk Advertising Co., Chicago, has also become a member of the copy staff, and Vernon L. Clapp, associated for several years with Erwin & Wasey Co., Chicago, has joined the service department of the McJunkin company.

Fred Webster Elected President of Paper Co.

Fred Webster, who for over twelve years was manager of sales promotion for the American Writing Paper Co., has been elected president of the Gardner Paper Company, Holyoke, Mass. This was effective on February 20th.



56 men producing technical advertisements

Copy men and artists? Yes! Fifty-six of them. But mere writers and sketchers could not produce the sort of printed salesmanship that comes from the McGraw-Hill Advertising Service Department.

Before a man can write transformer copy he must know what a transformer is, what it does, and how it does it. He must know how it is made, who needs it and what considerations will influence Mr. Engineering Purchaser to buy this kind. Field knowledge is just as necessary as manufacturing knowledge and the man who goes out on the job to collect his black-and-white yes-or-no facts needs a technical background in order properly to interpret what he sees and hears.

Obviously, this kind of service is not possible for the non-technical agency. And it is not necessary for the agency to provide such service, for McGraw-Hill service is here to use. An agency seeking real help in planning technical advertising may be sure of real help from the Advertising Service Department and they may be sure that the strictest confidence will be maintained regarding service rendered.

THE MCGRAW-HILL
PUBLICATIONS



Completing a service in engineering publishing

Technical copy particularly requires general advertising knowledge. So the Advertising Service Department is divided into groups, each group specializing on one line of engineering advertising. In every group you will find technical men who have watched their products from raw material to acceptance tests. And in the same group you'll find that lovable, effervescent, headline-spilling gentleman known everywhere as an "advertising man."

They work together, the one giving freely of technical fundamentals and terminology in exchange for the skill of expression and the smash of display which are second nature to the other.

Drop into the eighth floor of the big white building at Tenth and Thirty-sixth and meet the Advertising Service Department. They are there to help everybody who has anything to sell to engineers- and to increase the number of manufacturers and agencies who have proved for themselves that the 168,000 readers of the eleven McGraw-Hill publications are good buyers.

The 11 McGraw-Hill Publications

McGraw-Hill Co., Inc.
Tenth Avenue at 36th Street
New York

Electrical World
Journal of Electricity
Ingénieria Internacional
Power
American Machinist
Chemical & Metallurgical Engineering

Electrical Merchandising
Electric Railway Journal
Engineering News-Record
Coal Age
Engineering & Mining Journal

Use Newspapers on a Three-year Basis

Here Frankly a Newspaperman Argues for More Effective Newspaper Advertising and Presents Some Striking Arguments

By FRANK T. CARROLL

Advertising Manager The Indianapolis News

THE greatest failure of national advertising in newspapers today is a lack of continuity in advertising campaigns. National advertisers have a tendency to use newspapers for a short intensive campaign to secure distribution, leaving it up to the national medium to sustain dealer interest and consumer demand. It is like a golfer attempting a drive without a follow through. It simply can't be done, that is—right. If the national medium is not strong enough to secure thorough local distribution, it is certainly not heavy enough to hold the fort against the fire of newcomers with a

SMASHING campaigns in the newspapers, usually too brief to more than flag reader attention used to be one of the great burdens of the smaller city publisher. To-day he is getting the business a little more evenly distributed, whereas it always used to hit him when he wasn't looking.

With newspaper advertising assigned to its proper functions and spheres, there still is much good relationship to be established between advertiser and editor and each must give more than one passing thought to its early accomplishment.

Mr. Carroll's views should be of great value to all interested parties in advertising and selling lines.—THE EDITOR.

smashing newspaper advertising barrage.

Look over the files of any newspaper for a period of two or three years. It will show campaign after campaign started and abandoned, and then started again. Each start consumes valuable advertising energy in overcoming the inertia of the stalled campaign. And each stop makes it just that much easier for competition to jump in and reap a harvest where some other manufacturer has sown.

Check the sales of commodities advertised steadily in newspapers and you will find these are the leaders in their respective fields, if backed with consistent local sales effort. When the stimulus of regular newspaper advertising is withdrawn, the sales force of the advertising gradually weakens and the gate is opened for the next manufacturer who is attracted to the market.

CHEAPER TO PROTECT THAN
REJUVENATE FREQUENTLY

National advertisers must realize that it is far cheaper to protect a market through a small continuous campaign than to apply whirlwind methods and extravagant campaigns every year or two in an endeavor to pull up to normal the market which has been lost merely because a continuous campaign was not thought necessary.

The old time proprietary remedy advertiser had his faults, but he also had his virtues. He was first to call attention to the newspaper as a national medium, and his great success in securing distribution and in

selling the consumer lay in continuous year in and year out newspaper advertising. He was unable to use magazines with profit, consequently, did not jump into a town, use big newspaper space for a short time, jump out again and forget all about the market he had created. He did not lull himself to sleep with the sophistry that national mediums can take care of consumer demand and dealer interest. As a result, continued newspaper advertising, over a period of years instead of months has been such a powerful factor that many of the old-time proprietary remedies (with some actual merit) are to-day enjoying sales, although advertising has been withdrawn for years.

You would laugh at a department store attempting to use newspaper space in the manner of the average national advertiser of to-day. Yet, fifteen years ago many department stores, then as now, the largest users of newspaper advertising space, figured their appropriation almost from day to day. Even the size of their Friday and Sunday copy depended largely on the weather report, and a rainy Saturday or Monday, if prophesied early enough, meant a light paper Friday and Sunday.

LOCAL ADVERTISERS HAVE LEARNED
THE LESSON

It has taken local advertisers less than fifteen years to see the fallacy of this plan and now the successful local advertiser lays out an advertising policy with a definite appropriation far in advance and adheres to it religiously. One Indianapolis specialty store owner, investing more than \$25,000 a year in our paper alone, has made a practice of deciding not only the size of his appropriations a year in advance, but also the size of individual advertisements, the days of insertion, dates of sales, etc., and then continues on this policy day after day, regardless of weather, local conditions, or anything else. This firm realizes that fully half the value of its advertising lies in its prestige building continuity and if it rains this Saturday cutting down the normal response to a page Friday advertisement that the next week's business, or the next month's business, backed by steady,

Keeping Up With The Times

A FACT A WEEK

Why is it that in every newspaper office a press dispatch carrying a Washington date line gets preferred attention?

Obviously, because a large share of the big news originates in Washington.

The men who make this big news live in Washington.

They are picked men and their influence reaches over all the country.

They provide the most important of all audiences to the manufacturer and advertiser.

They read The Washington Times.

The Washington Times

WASHINGTON, D. C.

consistent advertising will take care of the average gross sales. As a result, this firm has built up the largest and most profitable business of its kind in Indiana.

Contrast this policy with the advertising methods of the average national advertiser. The following is the sad but true experience of a soap manufacturer in Indianapolis, a user of large space in national media.

SOME RESULTS

This Middle Western manufacturer went after the Indianapolis and central Indiana territory with a bang in January, 1919. With a real live local sales manager and a corps of salesmen, backed with intensive co-operation from our merchandise service department, eighteen carloads of soap were sold local jobbers before the newspaper advertising was started. During February, March, April and May a total of 8,643 agate lines of space at an expense of less than \$1,300 was used. The product was right and the market responsive. A check of Indianapolis retail stores, March 21, 1919, revealed a distribution of 80 per cent., which had been increased from approximately 18 per cent. since January 1. Then the advertising stopped—sales work was continued and national mediums used to cover Indiana. A check-up of distribution in Indianapolis stores made December 3, 1919, showed only 30 per cent., a loss in nine months of 50 per cent. A market made and lost—an opportunity to dominate lost through failure to follow through. Leadership, distribution and sales could have been retained through a newspaper campaign costing \$1,200 last fall and the campaign would have paid a handsome profit. Every community can point to a score of such instances. Every newspaper has a score of similar accounts every season. And it's just as bad for the newspaper as it is for the advertiser.

Newspaper publishers have depreciated the value of their advertising columns in the eyes of national advertisers by making it too easy for the national advertiser to contract for inadequate space for an insufficient period and to cancel contracts which if completed might have produced definite results. Response to newspaper advertising has been so definite and quick that national advertisers have been led to believe that the newspaper could be made a side-issue and the magazine the big show. It is not, however, merely a question of convincing advertisers and agencies that news-

paper advertising is not the exception which proves the rule "Keeping Everlastingly at it Brings Success." The necessity of adequate advertising, consistent advertising, and continuous advertising must be sold to every newspaper publisher and to every newspaper representative.

The New York *World* has adopted a slogan which every newspaper should preach—"Try Advertising in Newspapers by the Year." Change this to "Use Newspapers on a Three-year Basis" and have every newspaper, business paper, and every representative sound this to advertisers and agencies and national advertising will be put on a sound, solid

investment basis, which will revolutionize present day sales and advertising methods.

SEE INCREASING USE OF SMALL SPACE

One of these days we are going to have a buyers' market instead of a sellers' market. Flash campaigns of full pages will disappear and results must be secured from intelligently written copy in comparatively small space. Increasing rates will also be a factor. To hold the volume of newspaper business now coming from national advertisers and to develop new business it will be necessary to educate not only the advertisers and agencies, but also

"The tail wags the dog." The new census shows Brooklyn's population as two and one-half million. Instead of "Greater New York," America's Premier City should be called Greater Brooklyn. The Standard Union also is greater.

the entire newspaper fraternity to the fundamental principles of newspaper advertising, which the local merchant has discovered during the past fifteen years. First, the real results can be accomplished only through steady, consistent plugging backed up by carefully planned local sales work. Second, that no newspaper campaign should be started without a definite appropriation covering at least three years regular advertising. Third, that advertisers be encouraged to develop only the markets in which they are prepared to stick for at least three years, with campaigns large enough and with copy running often enough to keep the consumer sold.

We have carried the slogan "Use Newspapers on a Three-year Basis" in every business paper advertisement for the past six months. Perhaps the newspaper fraternity can develop a better slogan to put this idea over. Every business paper announcement, every letter sent to agencies and advertisers, and every solicitation for more national advertising should be built around some slogan which will emphasize the necessity of continuous newspaper campaigns, not only for one year, but for a period of years. If the national advertiser will seriously consider newspapers on this basis, no medium will ever be able to pry him away from the newspapers. The growth of national newspaper advertising will be certain, sure and will accomplish results at a far smaller cost than the present system.

Ethridge Association of Artists Increases Staff by Nine

The staff of the Ethridge Association of Artists has been augmented by the addition of six artists and three solicitors. The artists are: Leon Harold Soderston, whose landscape and portrait work has been frequently on exhibition; John A. McPherson, who received his art education at the Slade School of Art, London, England, and Hugh Mackay, whose exhibition in Munich and London of Algerian pictures was widely noted, and who was formerly on the advertising staff of ADVERTISING & SELLING. W. J. Duffield, a graduate of the Beau Arts, who served in the Ordnance Corps, English Section, during the war, making drawings; Ernest Walker, the recipient of two bronze medal awards in national art competitions, London, England, and a graduate of the Royal College of Art, and John J. Messinger, Jr., known for his effective poster treatment and fine color handling, are the other three artists. Russell Radford, Roosevelt Leasure Clark and A. F. Thompson have joined the soliciting department.

Former Bloomingdale Advertising Manager Directs Bauman Advertising

Theodore Berg, former advertising manager of Bloomingdale's Department store, New York, has been appointed advertising manager of the Bauman Clothing Corporation, manufacturers in New York, of Wearplugs, clothes for boys.

Advertising Agency Cautions Clients

In a pamphlet called, "How About Christmas?"—a warning, which the Wylie B. Jones Advertising Agency, of Binghamton, N. Y., is sending out to all its clients, the serious situation now existing in the paper market is forcibly brought home, and clients are warned to make immediate decision regarding all printed advertising that they expect to use during 1920.

Chicago Advertising Men to Hold Big Benefit Show

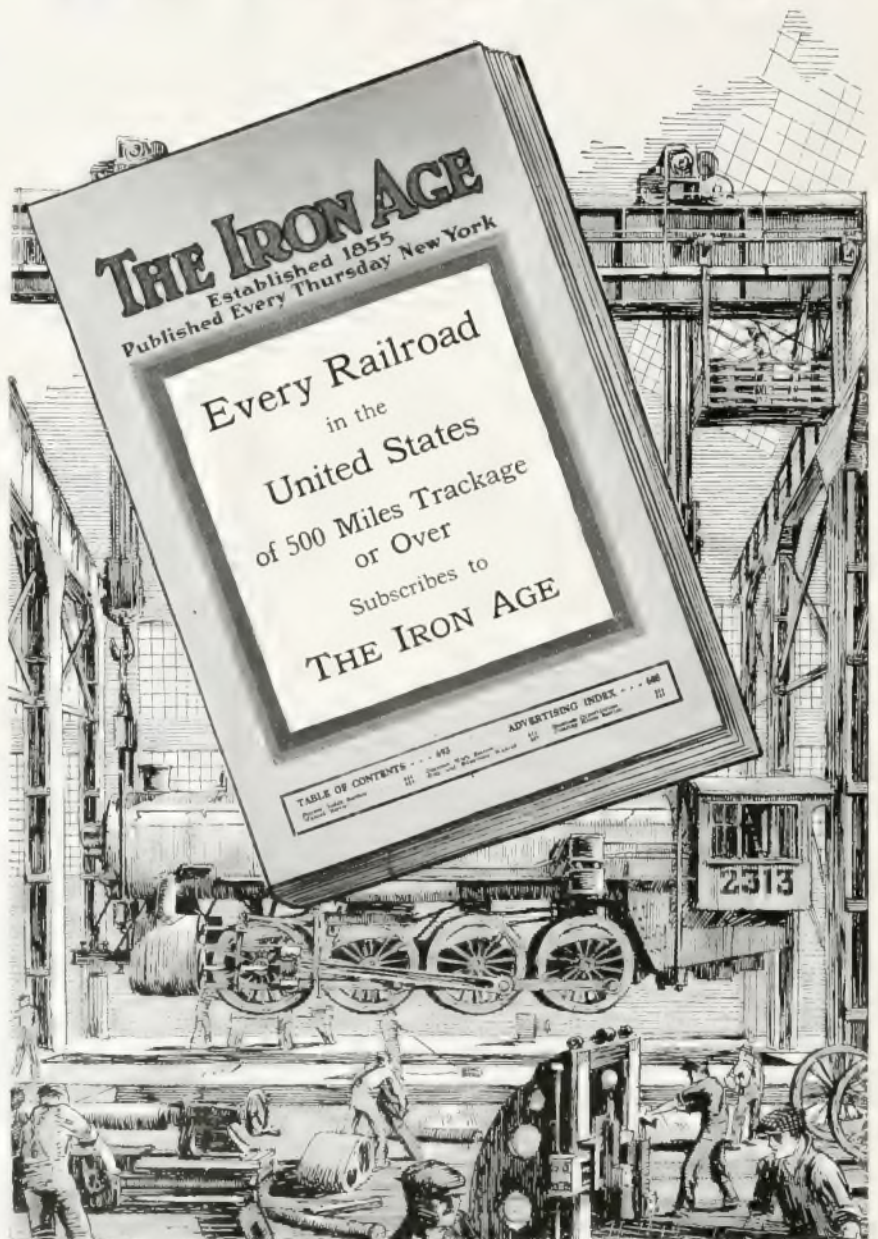
The Atlas Club of Chicago will hold its annual Griddle on April 1, in the Gold Room of the Congress Hotel. This is a big show, which the advertising men of Chicago hold each year, to support The Off the Street Club, an organization devoted to the wel-

fare of children. They will have a minstrel show, and a burlesque entitled, "The Fatherless Account." Howard E. Patterson, general manager of the Warner-Patterson Company, is handling the 1920 Griddle, and Louis R. Wasey, of Erwin, Wasey & Co. is the 1920 president of the Atlas Griddle.

Alexander an Executive of Goldwyn Pictures

Harry W. Alexander has resigned as assistant to the president of the American Writing Paper Co., to accept an executive position in the administrative department of the Goldwyn Pictures Corporation. Before his connection with the American Writing Paper Co., Mr. Alexander was director of publicity for the Society for Electrical Development.

THE IRON AGE AND



Thomas A. Edison Examines Advertising Campaign on 73d Birthday

One of the many gifts that Thomas A. Edison received from the various departments of his organization on his seventy-third birthday was the 1920 prospectus of the Edison Laboratories. While he examined the prospectus with his son, Charles Edison, chairman of the Board of Directors of the Edison Laboratories, and with William Maxwell, vice-president of Thomas A. Edison, Inc., many photographers, representing moving picture corporations, great newspapers and magazines and news syndicates from every part of the reading world, made pictures of "The Wizard." The 1920 advertising, it is said, "incorporates the greatest advertising and sales promotion campaign ever planned."

Aladdin Co. Appoints King Assistant Director of Advertising

A. F. Huebner, Advertising Director of the Aladdin Company, Bay City, Mich., announces the appointment of Emory L. King as assistant director of advertising.

Mr. King has been identified with the sales and advertising departments of the American Radiator Company; Curtis Publishing Company and Burnett-Larsh Manufacturing Company, prior to eleven months' service overseas as Captain of Infantry. Since his return from France, he has been associated with The Fred M. Randall Company, Detroit, Mich.

The recent opening of territorial sales offices and mills of the Aladdin Company in Portland, Ore.; Hattiesburg, Miss., and Wilmington, N. C., made it necessary to increase their advertising and selling staff.

Montgomery, Ward & Company to Establish in St. Paul

Montgomery, Ward & Company, through Robert J. Thorne, president, announces the completion of plans for another large mail-order house, which will be built at St. Paul, Minn. A seventeen-acre tract, located on the highest point of the Midway between St. Paul and Minneapolis, has been purchased at a cost of \$170,000 for the site of the new building. About \$2,750,000 will be spent in erecting an eight-story concrete building, with a floor space of 750,000 square feet, and accommodating 5,000 employees. It is planned to have the new house in operation by May 1, 1921. P. C. Maylone, assistant merchandise manager of the company, will be general manager. The publicity will be under the direction of Henry Schott, director of publicity, at the general offices in Chicago. It is stated that the establishment of the St. Paul house is part of the plan of the company to quicken and cheapen the delivery of merchandise by operating large mail-order houses and distributing warehouses in the territories to be served. A plant similar to that planned for St. Paul is now being built at Portland, Ore.

THE RAILROADS

THE return of the railroads to private ownership has created a brand-new market overnight. Locomotives, cars, track materials, machine tools and other shop equipment must be purchased in huge quantities. Throughout the whole fabric of this new market is woven the service of The Iron Age. Now, as in all of its 65 years service to industry, The Iron Age will be used in making recommendations, in approving and in actually purchasing all the items which the railroads must buy in the metal products field.

Of vital significance to every manufacturer in the country who sells to this field is the fact that every railroad of 500 miles trackage or over is a subscriber to The Iron Age. It goes every week to the desks of the men who will place this new business.

The railroad buying, of course, is only one phase of the situation. Of equal importance is the stimulus which will be given to industry as a whole when the car and locomotive builders and innumerable other manufacturers start placing their orders for materials, equipment and machinery which they need in order to supply railroad requirements.

Manufacturers selling to the railroads or to the metal-working industries who indirectly supply the railroads, should be represented in The Iron Age to take full advantage of this unusual opportunity.

THE IRON AGE

The World's Greatest Industrial Paper
 239 W. 39th Street New York City
 CHARTER MEMBER A. B. C. AND A. B. P.

Bureau of Advertising of A. N. P. A. Opens Chicago Office with F. Guy Davis as Manager

F. Guy Davis, formerly Chicago representative of the L. H. Crall Co., has been appointed western manager of the Bureau of Advertising, A. N. P. A., with headquarters in Chicago.

The Bureau of Advertising has just announced the opening of a Chicago office at 841-842 Marquette Building, and Mr. Davis in charge of this office, will carry forward the work of the Bureau in the middle western territory. He will report for duty at the main office of the Bureau in New York, March 15, and is expected to take up his duties in Chicago about March 25.

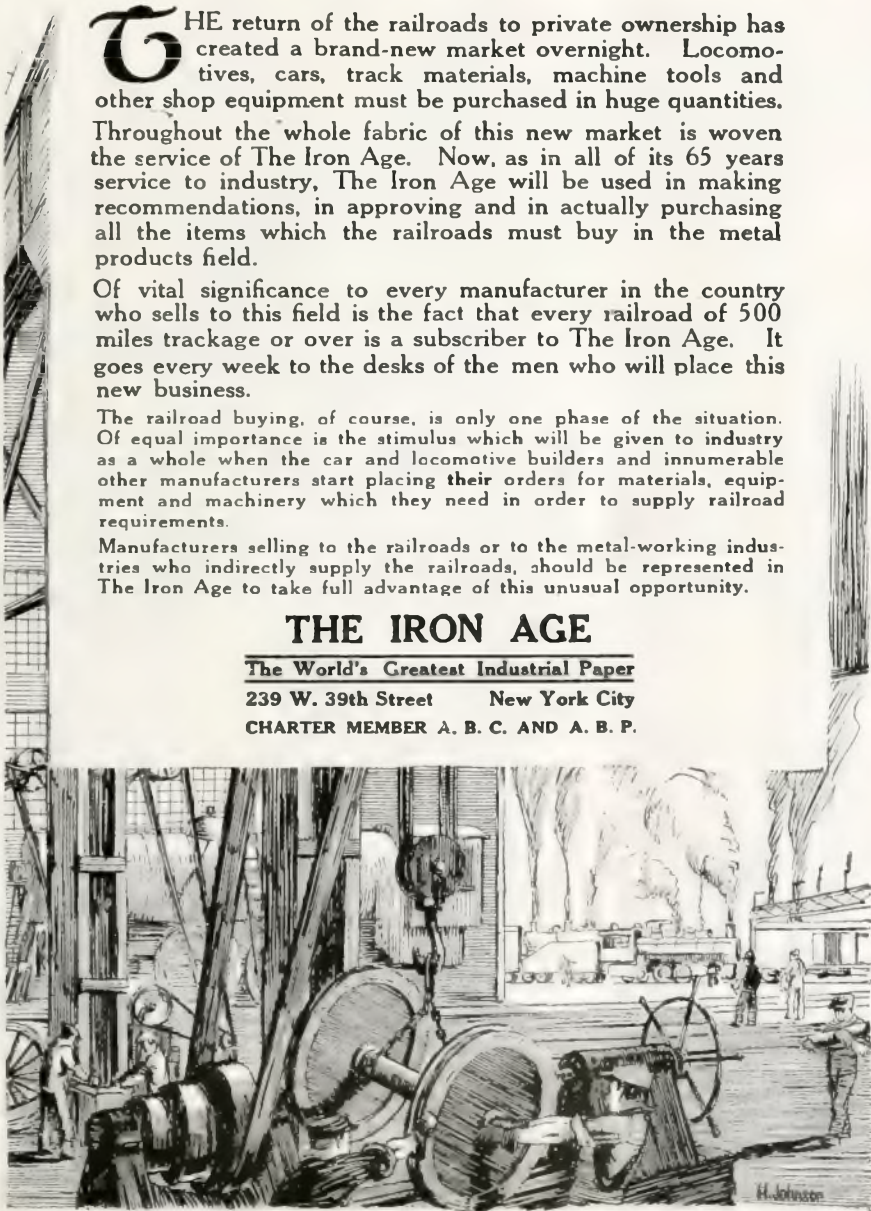
Mr. Davis is well known among advertisers, agencies and publishers in the middle west. He is now president of the Newspaper Representatives Association of Chicago, and chairman of the Newspaper Departmental, Advertising Council, Chicago Commerce Association. As president of the Representatives Association, he also served as advisory member of the Committee in Charge of the Bureau of Advertising.

The Bureau of Advertising has largely increased its membership through the establishment of a Chicago office and there are now about five hundred newspapers supporting the organization.

Babcox Affiliates with Akron Advertising Agency

Edward S. Babcox, sales manager of the Rubber Products Company, of Barberton, Ohio, who is widely known in the advertising business, has resigned his position to accept the vice-presidency and a directorship in the Akron Advertising Agency Company, Akron, Ohio, which is now little more than a year old.

Mr. Babcox was advertising manager of the Firestone Tire & Rubber Company for six years; served as vice-president of the Association of National Advertisers for two terms, and has also been president of the Audit Bureau of Circulations. He started in the advertising department of Yawman & Erbe, of Rochester, about twelve years ago, went to the Burroughs Adding Machine Company as assistant to E. St. Elmo Lewis, who was then advertising manager, and, a year or so later, returned to Yawman & Erbe as advertising manager. He was there until 1913, when he took over the advertising management of the Firestone Company.



Examiner, (Sunday)

239,156

Measurin

San Francisco Examiner
(Monarch of the Daily)

There is
no substitute for
circulation

Average Net Paid Circulation, January, 1920
Daily 134,292 Sunday 257,754

Total 1919 Advertising
12,747,182 Lines

Examiner, (Daily)

126,260

**2nd morning
paper, (Daily)**

90,886

2nd morning paper, (Sunday)

116,501

1st evening paper,

92,292

2nd evening paper,

78,383

3rd evening paper

48,541

NOT AUDITED

Morning · Sunday · Evening —

g Up to California

Concentration: Fully one-fourth of the population of the State of California is concentrated on San Francisco Bay in a territory smaller than one-third the area of the City of Los Angeles.

Density: The density of population in this area is therefore five times as great as that of the next largest center on the Pacific Coast.

Coverage: This concentrated group of one million people absorbs sixty percent of THE SAN FRANCISCO EXAMINER'S present daily circulation.

Nearby: Seventy-four percent is kept inside the fifty-mile radius.

Outside: Only six percent goes beyond Central and Northern California.

Compact: Official San Francisco's area and population are almost identical with the Bronx, New York. But San Francisco and its immediate trading territory combined, constituting an area fifteen percent smaller

than Philadelphia, offer the fourth center of population in the land.

Attraction: An average of one person to every five families commutes daily to San Francisco from the three East Bay cities alone. Nearly fifty thousand persons a day come into San Francisco by the two main ferry systems.

Morning: Despite the preferences of other communities, San Francisco is a morning newspaper city. THE EXAMINER has the largest circulation, both daily and Sunday, of any San Francisco paper, morning or evening. The combined morning circulation—two papers—is greater than the combined evening circulation—three papers. THE EXAMINER sells for five cents a copy daily, Sunday ten cents; evening papers for two and three cents a copy.

Gaining: The latest comparative circulation figures available cover the third quarter of 1919. The average date is therefore already six months old. Since then THE EXAMINER'S gains, both daily and Sunday, have been extraordinary.

	Examiner Daily	Examiner Sunday	Second Morning	Second Sunday	First Evening	Second Evening
Fourth Quarter, 1918	118,364	262,603	98,663	146,364	100,781	91,854
Third Quarter, 1919	126,260	239,156	90,886	16,501	92,292	78,383
Gain	7,896	*-23,447	-7,777	-29,863	-8,489	-13,471

Retention: *Raising the price of THE SUNDAY EXAMINER from five to ten cents, effective June 15, 1919, caused a temporary loss. Nevertheless, this loss, at the average date of August 15, 1919, was less than nine percent of the total. For January, 1920, the net paid Sunday average was less than two percent below the high figure shown above, practically one hundred percent recovery in seven months.

Lead: Compared with the second morning paper, THE EXAMINER now has fifty percent more circulation daily, and greatly in excess of one hundred percent more circulation on Sundays. THE EXAMINER'S daily circulation is considerably greater than the second paper's Sunday circulation.

Dominance: THE SUNDAY EXAMINER alone has a greater circulation than the entire evening field. Contrary to a common impression, less than four percent of this immense circulation goes beyond Central and Northern California.

Records: In October, 1919, THE EXAMINER passed all former high marks in average net paid daily circulation. The record lasted one month; it was broken in thirty days. For four months in succession—October, November, December, January—THE EXAMINER established new records in daily circulation, surpassing anything accomplished even in Exposition days. February, when completed, will head the column, with no lease on the place.

Circulation is the life-blood of advertising. THE EXAMINER has the circulation—it also has the advertising. With a forty-six percent advertising lead over the second San Francisco paper for the year of 1919, it is apparent that these circulation superiorities are the firm foundation on which THE EXAMINER'S advertising supremacy is maintained. California is the second largest state in the Union, and THE EXAMINER measures up to California.

M. D. HUNTON
Eastern Representative
American Circle Bldg.
New York



W. H. WILSON
Western Representative
909 Hearst Bldg.
Chicago

Basing your paper selection on KNOWN FACTS

Paper Knowledge Means Greater Sales Power

Paper is a vital factor in putting your sales story across — perfect reproduction — creating the proper mental attitude and — approaching your prospect from the right angle are all dependent upon the proper selection of paper.

You can have a complete analysis made of your direct advertising that will form a profitable basis for your paper specifications

If you will send us samples of your direct advertising — catalogues, booklets, mailing cards, circulars, letterheads and house organs we will make a detailed analysis which will increase the results from your campaign.

Base your paper selection on known facts — no obligation, no expense but very profitable.

Research Laboratories

SEAMAN PAPER COMPANY

1102-208 South La Salle Street
CHICAGO, ILLINOIS



- WOMEN'S FURNISHINGS
- Mail Order
- MOTORBIKES
- FARM MACHINERY
- SPORTING SUPPLIES
- WARRANTY
- PRICE LISTS
- DESKS
- BOOK OF PLANS
- TOYS
- GLASSWARE
- Office Appliances
- ELECTRICAL GOODS

Summer Advertisers—and Some're Not!

But Those Who Have Used Hot Weather Space Find Many Features in Its Favor

By J. H. LEWIS

THE conflicting arguments presented for and against advertising in the summer time (speaking of the usual run of nationally advertised lines in the general magazines) unearths some interesting ideas on a question usually dismissed with an arbitrary opinion. For some time I have been grinding axes with advertising men on this topic, for nothing on earth seems more logical to me than the business of maintaining one's schedule in the summer.

That there is room for doubt and argument is evidenced by the fact that the advertising pages of the magazines *shrink* during the warm months, while the editorial or "reading" pages *fatten*.

On that account, the first thing which comes to mind is the statement made to me a short time ago by P. S. Salisbury, sales promotion manager of Robt. H. Ingersoll & Bro., New York. Mr. Salisbury said:

"It is odd, but many folks pass up such obvious opportunities for 'getting rich quick.' This summer time advertising proposition suggests to me a very definite plan of attack that the *wise* advertiser of to-day isn't letting slip by. Down South, for example, there are several big cotton men who work the same theory. When cotton prices rise and the crops sell well, they *stop* growing cotton and plant or prepare to plant some other commodity.

"Why? Well, they figure that with the cotton boom, everybody will rush to cotton, dropping their other lines, and flood the market for the coming year, thus forcing the prices down. The other goods, in turn, being neglected, will bring higher prices. And those are the goods the wise cotton kings will speculate in while competition is stifled.

"Personally, I feel somewhat the same way about advertising in the summer time. So many concerns concentrate on their publicity from September to May and so few from May to September that paid space competition is cut considerably for the fellow who gets in during this slack period."

As I have remarked, the summer proposition seems horribly logical to me. And presented in this light, it is even more so—if possible. There are others, too, who agree on the feasibility of using a goodly amount of advertising in summer. The advertising manager for a certain furnace manufacturer, for example, told me a short time ago that he was going to deliver some sound advertising wallops this coming summer because he has ceased to believe in spasmodic advertising, even though he has a winter product!

AND OTHERS AGREE

In an effort to ascertain what some of the leading national advertisers of the country think about this question, we sent out a letter of inquiry recently and while the answers are still coming in, it will be interesting to reproduce a few of them here. They show a distinct tendency on the part of some to get away from the old hallucination about the "seasons" in trade and agree that the only way to overcome slack periods, real or imaginary, is to advertise against them.

As H. H. Johnson, of the M. M. Johnson Company, incubator manufacturers, of Clay Center, Neb., says: "All the year around advertising would have a tendency to break down the big business at one season of the year and fill in the season where it is slack. There is always a season when expenses are heavy and income low, and continuous advertising would help do away with this trouble. We think there is room for improvement along these lines."

THE RIGHT TIME IS ALL THE TIME

H. B. Le Quatte, business manager of Street & Finney, Inc., the New York advertising agency, says: "It has been one of the basic thoughts of this organization for years that an advertiser should advertise throughout the entire year. One of the first places where we succeeded in using this idea years ago was at the Rice & Hutchins Educator Shoe Company, of Boston. The custom of the trade for generations was to advertise only in the Spring and Fall, but Rice & Hutchins have gone at it twelve

months a year and have found it so profitable that they emphasize that method this year more than ever before."

Another supporting opinion comes from L. A. Devoe, advertising manager of the Conklin Pen Manufacturing Company, Toledo, Ohio. Mr. Devoe has this to say: "I am a firm believer in universal 'all-the-year-around' advertising. I believe that the so-called 'slack period' is slack simply because everyone has taken it for granted that certain goods cannot be sold at certain periods. I believe it very good logic to consider the idea of universal rather than periodic advertising."

Sam J. Turnes, general sales manager, Tire Division, Brunswick-Balke-Collender Company, of Chicago, although being directly connected with a line which has a great summer use, nevertheless has his own opinions about seasonable stuff:

"I have always believed," he says, "that it is good policy to put on pressure during any slack months which may be done for several good reasons. The first is that a sick man is more in need of a tonic than a healthy man. When business is slack or sick, advertising is the proper tonic to apply.

"My second reason is that it pays to put on a little extra sales and advertising effort when most of the competitors are resting quietly because they believe in their own minds that business is quiet."

WHEN DEFEAT THREATENS, ATTACK

There is still another analogy which works perfectly in this instance where a genuine lull is felt in business. You all remember the memorable words of Foch early in the war, before he attained his supreme rank. The message was sent to Joffre from the front and it ran somewhat like this: "My left is shaken; my right is weakening; my center is retreating—I shall attack."

He did, of course, with singular success. And that is the idea. Force the issue when the other fellow appears to be trying that very stunt. A practical application of it is presented by the Moto Meter Company, Inc., of Long Island City. C. R. Smith, advertising manager, says:

"This year we are planning a special campaign covering what is to be known as Boyce Moto Meter Month of May. May is generally our slack month—we are acting on the idea that it is good policy to advertise during the dull period."

This concern, carrying its advertising all through the year as a fixed

policy, betters that general idea by concentrating on the traditional slow month of the twelve.

In the case of Moto Meters, however, we see a concern with what is *actually* a dull time. While at least one-half of this argument is aimed at the other concerns with the same condition (but who are not trying to meet it) the remaining half is intended to hit the fellows who merely *think* a bad season and a good season for their respective products does exist. There are a lot of them. Every advertising man knows them—they are almost as plentiful as those chronic ailment cranks, who constitute a goodly portion of each physician's daily rounds.

Through the power of imagination they have wished an uneven trend of business upon themselves and, through the power of precedent, never attempt to remedy the matter.

To them, especially, I'd like to refer the opinion of Mac Martin, president of the Mac Martin Advertising Agency, of Minneapolis. Mr. Martin says:

"Your letter of the twenty-fifth touches on a subject which I feel is probably the most important matter before the advertising fraternity at the present time. Manufacturers are having trouble filling orders during the winter months, yet as soon as summer commences there is going to be this awful drop in the business curve. They seem to think this slack in summer is necessary and cannot be overcome. Yet they do not stop to realize that thirty years ago the curve was the reverse of what it is to-day.

THE WINTER USED TO BE DEAD

"Thirty years ago business was done during the summer and because the canals, lakes and roads were closed during the winter, very little commerce was accomplished then.

"We always have endeavored to avoid seasonal advertising and we have quite a number of accounts which have shown very satisfactory results from the year-around policy. Barrington Hall Coffee is a case in point. Some people seem to think winter the best time to sell coffee. We last year ran a heavier schedule in the summer than we did in the winter because we realized the advantage of using space when there were not so many competitors in the publications. This year the advertising will be even all the year around.

"Creamettes, a macaroni product which must be cooked, might be considered seasonal, but we have never regarded it as such and we find that since the company has

advertised, the business curve has become more even through establishing this policy.

"We are thoroughly convinced that the time to advertise is all the time, and it has been proven again and again from experience with our clients."

So much for the opinions and beliefs of some men well fitted to voice them. Such evidence is hardly contestable—the authorities rather make it final. Yet to support what they say and to show, in a substantial way, what a few other firms, not mentioned here, are doing with this question, I'd like to have you look at

the following figures taken from the *Ladies' Home Journal* and the *Saturday Evening Post* for the months of May, June, July and August of the years specified:

In 1915 these three concerns invested the following amounts for advertising space in the publications mentioned during the summer:

H. J. Heinz Co.	\$6,000
Joseph Campbell Co.	34,500
California Fruit Growers	41,500

Total \$82,000

In 1919 these same concerns invested the following during the same period:

REALITY

ADVERTISERS have discovered that the best way to sell foodstuffs is to present them as appetizingly as possible and with accessories that provide artistic atmosphere. The humble ham and the delectable apple pie, as we see them in current magazines, certainly look "Good enough to eat."

It is an exceptionally wide field with unlimited possibilities. And just to prove that he is in sympathy with advertising's mission, the artist paints a plate of irresistible doughnuts as seriously and as well as he would paint a portrait. It's all in wanting to do the job well—and knowing how.

In touch with domestic science kitchens, where any recipe is made up, on special order, and backed by artists who put artistic realism into these subjects, we feel we deserve the generous proportion of "still life" orders that come our way. "Creating appetite" is good salesmanship.

The ETHRIDGE ASSOCIATION of ARTISTS

New York Studios Chicago Studios
23 East 26th St. 140 N. Dearborn St.

H. J. Heinz Co. \$46,400
 Joseph Campbell Co. 111,000
 California Fruit Growers 58,000

Total \$215,400

In four years, you will observe, three manufacturers or advertisers marketing products consumed principally during the winter under the old idea, have nearly tripled their advertising appropriations for the summer months!

When three of the best advertisers in the country, judging by results, feel this way about the so-called seasons, it is high time the rest of us took the cue.

Advertising Managership and Plans of Rudolph Wurlitzer Co. Changes—All Advertising to be Handled from Cincinnati

Ralph Heaton, for several years advertising manager of a Cincinnati department store, has been made advertising manager of the Rudolph Wurlitzer Co., manufacturers of pianos in Cincinnati. Mr. Heaton succeeds Thomas J. Moore, who has entered the advertising business for himself, with offices in the Second National Bank Building of that city.

The Wurlitzer Co. has also announced the abolishment of its Chicago advertising office, and hereafter all advertising will be handled through the Cincinnati office. Several copy-writers and artists will be added to the advertising staff.

Simon Barr Joins Office of Pendleton Dudley

Simon Barr has resigned his position on the editorial staff of *Municipal Journal and Public Works* (now *Public Works*), New York City, and has joined the office of Pendleton Dudley, publicity representatives, also in this city. Mr. Barr held his editorial post for nearly seven years, and during that time was also a contributor to magazines and newspapers.

Frank Presbrey Is a Member of the A. A. C. W. Program Committee

Inadvertently, in announcing the names of the Indianapolis Program Committee last week, Chairman Jessie H. Neal omitted the name of Frank Presbrey, of the Frank Presbrey Co., New York.

More Business for Scott & Scott

The National Hair Goods Co., New York, is preparing to launch a national advertising campaign through Scott & Scott. This agency is now handling also advertising in national magazines for the Portfolio Co., manufacturers of ladies' lingerie.

Buzby-Raughley Co. Secures Four New Accounts

The Buzby-Raughley Company, Philadelphia, has secured the advertising accounts of the Traylor Engineering and Manufacturing Co., makers of mining, milling, cement mixing and stone crushers, also manufacturers of the Traylor Motor Truck and Farm Tractor, of Allentown and Cornwells, Pa.; that of The Fruit Belt Products Co., Elm, N. J., producers of Elmaid banned fruits; the Consumers Brewing Company, producers of Penn-Cera beverages and the Hero Manufacturing Co., Philadelphia, makers of Kennedy Internal Gear Axles.

Stationery Manufacturers Are Moving for Standardized Catalogues

President Bauer of the National Association of Stationers and Manufacturers has appointed a committee set up standards for stationers' catalogues. The committee will report to the convention in St. Louis next fall.

Mr. Woodward Would Have "A & S" Article Bound in Morocco

THE W. O. WOODWARD COMPANY,
 1269 Broadway,
 New York

February 24, 1920.

Editor, ADVERTISING & SELLING:
 The article in your January 31st issue, called "The Stone That the Builders Rejected," was a "daisy" and ought to be bound in morocco; and I hope that its truths have made the sparks fly, for it takes a long time with some advertising men to open their eyes to modern advertising in its broadest sense.

Incidentally, in this connection, it may interest you to know that one of the biggest agencies recently lost a large national account to a smaller one, for the smaller one was recommending Window Displays, and the executive that placed the account was a practical salesman and knew the value of the medium.

Again, too, the article in this week's issue on "American Trade in India" was very interesting to me, as I have entirely circumnavigated the globe with my eyes wide open and I feel that I can quickly sort the wheat from the chaff on most of the foreign trade writers.

Time and again in our own advertising we have suggested our clients and prospective clients to read special articles in ADVERTISING & SELLING, and through our advertising have sent quite a number of subscribers to you.

Yours for Building Better Business,
 W. O. WOODWARD, President

Ballentine Is Appointed Assistant Advertising Manager, Timken-Detroit Axle Co.

D. L. Ballentine, for many years associated with automotive advertising in Detroit, has been appointed assistant advertising manager of the Timken-Detroit Axle Company, Detroit.



Developing Credit Sense in Salesmen Good for the Men and the House

It Is Sometimes a Simple Matter to Convince Workers on the Road That When the Firm Loses It Hurts All Around

By RICHARD WALSH

I AM pretty well convinced that there is no use trying to put selling instinct and credit instinct in the same head. The very mental tendencies which make a good salesman seem to be those ones that leave him a poor judge of credit risks. The necessary optimism of the good salesman must give way to the necessary pessimism of the good credit man. The salesman must be hopeful and confident and must be able to spread confidence among his customers to the end that they may feel like purchasing good, big orders. If your credit man is full of that everlasting confidence, however, he will look upon a nice, big order and just because it looks fine and 'juicy' he will pass it through and maybe later get badly stuck.

"Another favorite indoor sport of many a clever salesman is to write a first-class letter to the credit man, attached to a risky order. If the credit man is not retiring and more or less gloomy in his viewpoint, he is apt to be sold by the good letter the salesman writes. We have one man in particular who is not only a first-class salesman and a very poor credit man, but he is also a wonderful letter writer and when he has taken an order he thinks the credit man may question he sits down and proceeds to sell the order to the credit man. This worked splendidly several times, but finally his own scheme turned up on him and defeated itself. We got so that every time we had an order from this man, accompanied by a letter telling about the merits of this particular order and the dealer who gave it, we knew that the salesman considered it a risky order and turned it down on what you might call his 'negative recommendation.' In reverse ratio, when an order came in unaccompanied by a selling letter, even though the order might be rather heavy for that particular dealer, we often were inclined to look further into it before turning it down because it was evident that this dealer stood well enough, otherwise our salesman would have proceeded to sell him to us.

"Taken all in all, whenever I see a good salesman I am on the lookout for poor credit judgment, or at any

Showing When Sales Are Sales, Indeed

WHYY should a good salesman be any thing else?" is a question more often asked by the salesman himself than by his employing house.

In the good old days when there were "drummers" it was easier for the man on the road to know the firm's mind than now. There weren't so many complex details in business.

Mr. Walsh, in the accompanying article, which we hope is the first of a series from his able pen for ADVERTISING & SELLING, brings selling down to date and shows that not only "the chief" but the newest traveler on the road has to do his bit for the financial interest of the firm by keeping in touch with the credit department.—THE EDITOR.

rate credit judgment warped by selling enthusiasm. The better the salesman, the more I ask our credit man to watch his orders."

The above is the boiled down opinion of a successful manufacturer. This man has a medium sized factory, traveling some thirty salesmen in a limited territory. The size of his business enables him to come into contact with all ends of his business and his slant on the selling and credit ends are of more than average soundness.

His opinion on the credit judgment of the average salesman is backed by experience of twenty years and he can quote instances to back it.

NO HELP FOR THE SALESMAN?

There is only one really apparent weakness in his attitude and that is his willingness to assume that the condition cannot be remedied—that a salesman naturally is a poor judge of credits and that there is no use trying to make him a good one.

Now, over against his theory, no doubt a sound one, we come to the interesting experiments of a credit man who had much the same idea but was not willing to let it stand.

He went on the assumption that the better a salesman could judge credits, the more leeway the credit man could give him and the less chance there was, in consequence, of a good order being turned down by the credit department.

Going on this assumption he

undertook to see what could be done to develop credit judgment among the men on the sales force and his plans have resulted in a splendid development of credit judgment in the salesman on that particular force.

His sales force was about of the same size as that of the man first quoted. The first move of this credit man was the building up of the "Credit Department Prize Fund." This fund was made up as follows: Each salesman who wanted to go into the contest could do so, but any salesman who wished to stay out was free to remain out. Every salesman who went in had to put in five dollars to show his good faith. That made \$150 and the house put another \$150 against that sum, making a total fund of \$300. This fund was to be divided into three cash prizes, to the three men who made the best showing in a period of six months so far as credit losses were concerned. When the contest closed it was understood that all accounts more than ninety days old were to be classed together with "lost accounts."

HOW THE PLAN WORKED

Every week during the contest the credit man got out a little bulletin, telling the men where they stood and handling his contest exactly as the sales manager handled his. In fact, most of the bulletins were written by the sales manager and the same "whoop'er up" tactics were used as in the case of a contest on sales volumes. When a salesman collected an especially tough account from a dealer who had failed to remit by mail, special mention was made of this fact in that week's Bulletin. The salesmen who stood down toward the end of the list were written special letters and given extra attention.

In order that this contest would not detract from the volume of business a salesman would get, credit losses against each salesman were not figured in the actual amount of dollars lost but in the percentage of losses, based on sales, so that just as much depended upon volume in

(Continued on page 37)

GOOD YEAR
AKRON

and the News-Times



In the South Bend territory Goodyear uses the News-Times exclusively — because the News-Times dominates the Northern Indiana and Southern Michigan field. Let us give you facts and figures.

Let us send you News-Times, Jr.

South Bend News-Times

Morning

Evening

Sunday

J. M. STEPHENSON, Publisher

Foreign Representatives

COLE, LORENZEN & WOODMAN

Chicago

New York

Detroit

Atlanta

Kansas City

Trade Possibilities and Industrial Progress in the Philippines

(Continued from page 6)

cultivation undoubtedly would be solved. Filipino labor has not proved especially profitable, though modern machinery is slowly being utilized to advantage. The Chinese, however, are to the manor born upon Eastern land, and have already turned the tide of industry in the Malay Peninsula and Java. On the other hand, it is thought, and probably it is true, that the introduction of Chinese labor in the Philippines

would work to the decided disadvantage of the Filipino, if it did not entirely deprive him of a place in the smaller industries of the islands.

An ever present difficulty is that of legislating at home for a people who live nearly 12,000 miles away. There is in America, and naturally enough, no such general knowledge, and no such settled administrative policy governing colonies, as that which is found connecting the British Parliament with its Asiatic dependencies. The policy of governing India, for example, is in the main a generally conceded and settled one,

going on steadily like the English Constitution, more or less regardless of Viceroy's and changing home ministries.

In the Philippines, contrariwise, the shifting of party administrations at home are inclined to be followed by disturbed and uncertain conditions there.

My visit to these islands occurred at a time of such unrest, due not only to unknown or undetermined plans as regards the best things for these islands, but also one is bound to believe, to the ignorance of legislators concerning Asiatic situations and peoples. One of the first pieces of news that greeted me upon arrival at Manila, was the dubious intelligence that the Government revenues had been falling off five hundred thousand pesos a month for several months, and the reason given by the officials was that a new political administration at home, with a somewhat different attitude toward the self-government of the islands, was throwing out of balance the whole system of trade and business conditions. Without going into the merits or demerits of the case, one could easily see that all departments were being affected by the change.

The educational officials and directors were feeling the insecurity of trying to work out advance policies that had been made to cover a period of years. I talked with many Filipino politicians also, whose views varied, to be sure, as widely as most politicians' views vary in both the East and the West, but regarding one question all were more or less agreed—that question was, "the Philippines for the Filipinos." The attitude was not unlike that which one finds to-day in the new nationalism of Egypt, India, and in fact, in the political attitude of every subject race in the Orient.

THE MATTER OF SELF-GOVERNMENT

One prominent native official declared: "It (self-government) may come to our islands in eight months; it may linger for a year or more; but our people about Manila at least are thrilled with the expectation of some form of independent self-control of the country on the part of the native inhabitants."

One who has not been "on the ground" cannot possibly conceive of the changes in sentiment that can be brought about amongst an Oriental people by that which may seem to be, at the base of home government, a mere reiteration of policy. No one, I am sure, if he had not seen it with his own eyes, could appreciate the precarious unsettled-

No A. B. C. in South America—yet

So LA NACION has done the next best thing—engaged a real yankee circulation manager—J. A. McNeil, of Bridgeport, Conn., who was first president of the New England Association of Circulation Managers.

LA NACION'S circulation is no uncertain quantity or quality; its books are wide open to advertisers or their authorized agents.

LA NACION is built editorially to interest the man of large affairs and its circulation department reaches those men through more than eleven hundred selling agents in as many different communities in Argentina and Uruguay.

You buy a definite value when you buy LA NACION advertising space.

LA NACION

Buenos Aires, Argentina
United States Business Office:
4 Wall Street, New York

A. EUGENE BOLLES
United States Advertising Director
120 West 32nd St., New York

JAMES A. RICE
58 East Washington St., Chicago

CHARLES B. BLOUNT
444 Tremont Bldg., Boston

ness in which the discussions in Congress regarding the Jones bill threw the foreign as well as native population in the Philippines.

There are many misunderstandings growing out of distance and the contrasts between the mental point of view of America and Asia, but the problem which is always uppermost both in the United States and in these islands is associated with the self-independence of these people, whether or when it should come and by what means it should be brought about. We are told that a certain diplomat who was closely associated with President McKinley in 1898, stated that the Philippines were annexed because no one could suggest any other feasible way of dealing with them.

As far as one could learn, from association with those who have reason to know most accurately the temper and life of these people, there is but one opinion at present amongst most of the officials and American colonists in the islands. This opinion is to the effect that for the present, and for a long time to come, the United States must remain at the helm of government in order to save the islanders from themselves or to obviate an exchange in the islands, of government of the United States, to government by another European nation, or by Japan. There is little doubt that the wilder tribes, which are by no means civilized as frequent outbreaks prove, because of their powerful fighting qualities would overthrow any Filipino government that might be left unprotected by Uncle Sam's troops, making intervention by some stronger power a veritable necessity.

Those who have contrasted the character and ability of the East Indians, for example, and their ability to rule themselves, with the heterogeneous views and capabilities of these island children, are generally united in their opinion that the intelligent Indian should be given self-government generations ahead of the Filipino. On the contrary, the American Government is based on a conception of freedom in a way that British government and colonization cannot fully understand or sympathetically appreciate. The United States, to be consistent, therefore, must take the position that the general principles which control at home must be given, sooner or later, the opportunity to express themselves in each of its tributary states or dependencies. In other words, the Philippines furnish the somewhat unique meeting ground between ideal theories and practical politics. Here we have a

melting-pot in which are seething the diverse problems known in a half dozen of Asiatic areas, combined with the multitude of Western administrative Republican ideas and forces which have not yet been brought to full fruition in America.

THE POSITION OF THE FEDERAL OFFICIAL

The Federal official finds himself more or less distracted between his practical desire to follow England with an iron hand of authoritative rulership, and his own inherent temperament and training which would give the "square deal" of

Statehood to these people. Add to these conflicting sentiments a constant stirring of the caldron by the ever changing partisan politics at home, and you have the political dilemma of the Philippine Islands. The end is not yet, and in fact the end cannot be prophesied with any accuracy. In the way of the Englishman, the best we seem to be able to do at present is to play the game of civilizing and modernizing in accordance with the plan already so wisely and successfully inaugurated, and trust in the "muddling through" idea, assisted by developments which at present can only be guessed. Of



FOREIGN
DEPARTMENT

Foreign Advertising Service

is not a new department of our business. For many years we have been attending to the needs of our clients abroad, establishing foreign connections for that purpose.

Today we are one of the few advertising agencies able to originate, write, illustrate and place foreign business direct.

Among the clients whose foreign interests we are serving are the following:

E. I. du Pont de Nemours & Company, Inc.
Eastman Kodak Company
International General Electric Co.
Worthington Pump and Machinery Corporation
Atlas Portland Cement Co.
Corona Typewriter Company
The Miller Lock Company
The Studebaker Corporation

We shall be glad, through our Foreign Department, to serve the interests of any advertiser not engaged in competing lines.

FRANK SEAMAN

INCORPORATED

470 Fourth Avenue, corner of 32nd Street
New York City

Chicago Office: Monroe Building
Monroe St. and Michigan Ave.

Associated with Mather & Crowther, Ltd., London, England

one thing we are sure--the United States has put its hand to the plow and it cannot look back. In all probability there are more problems ahead than those which have already been encountered. It is a great job, and a fine one, but when it is eventually accomplished, one can have little doubt but that the islander of these southern tropical seas will have grown to somewhat of the stature and the independent individuality of the freeborn American.

American Tobacco Advertising Manager on Trip of Inspection

Arthur C. Mower, advertising director of the American Tobacco Co., left last week for an extended trip to the Pacific Coast.

Reo Advertising Department Merged With Sales Promotion

With the resignation of F. L. Waite as advertising manager of the Reo Motor Car Co., Lansing, Mich., the advertising department was merged with the sales promotion department under the direction of Walter K. Towers, sales promotion manager. F. H. Akers, sales manager, continues in general charge of the advertising as sales and advertising manager.

Rothacker Film Co. Absorbs Old Established Advertising Film Company

The Rothacker Film Manufacturing Company, the motion picture advertising specialists, has bought out the Leggett-Gruen Corporation of New York, which was one of the oldest firms in the film advertising field.

T. Gruen retires and J. Alexander Leggett becomes manager of Rothacker Eastern industrial-advertising pictures activities. He

will have charge of the branches in New York, Philadelphia and Boston. Mr. Leggett was one of the pioneers in harnessing the power of the picture screen to the uses of business. Among his national advertising campaigns were those for Swift & Co., the California Fruit Growers Association, the American Bell Telephone Company and the L. E. Waterman Company.

Amberola-Edison Sales Managers Change

K. R. Moses, Amberola sales manager for Thomas A. Edison, Inc., has resigned his position to become sales manager for Schultz Bros., Edison jobbers at Omaha, Neb. He is succeeded by P. J. Burns, who is now Edison supervisor for Canada.

Bill to Improve Advertising

A bill has been introduced in the House of Delegates at Annapolis, Md., by Delegate Burke, which if enacted, it is believed, will enforce truth in advertising. The measure provides punishment for misleading and deceptive advertising, and it is said to have the strong backing of the Advertising Club members.

Speaking of Newspaper Advertising

What is probably the record for department store advertising, if not the largest single advertisement, in a newspaper, has been set up by L. Hart & Son of San Jose. In a recent issue of the San Jose *Mercury-Herald*, thirty-two pages of advertising were taken in connection with the opening of a new store, which absorbed the old building, and now gives this firm an entire block.

Sealdsweet "Sale" Advertising Creates Larger Demand for Grapefruit

Through advertising the Florida Citrus Exchange, which markets Sealdsweet products, has found a means of placing grapefruit in the hands of consumers at reasonable prices, and thus overcome the greatest handicap which has stood in the way of general consumption of this product this season. Recently with advertising placed in 100 Northern newspapers, through the Thomas Advertising Service, of Jacksonville and Tampa, the Exchange enlisted leading retailers to conduct special sales at popular prices. In some instances, retailers and jobbers got together and gave up their usual profits so that the fruit was advertised and sold at the wholesale cost. In Detroit, where a grapefruit booth was conducted, within six days 12,000 women were initiated into the delights of Sealdsweet grapefruit, and a demand was created which was felt by many of the dealers throughout the city.

In all parts of the country, the specially advertised sales, in which the Exchange furnished the advertising to dealers who agreed to mark down prices, have been so successful that the board of directors have expressed their approval of this new plan of marketing by authorizing additional effort along the same lines. The use of "flash" advertisements by the Exchange, encouraging the eating of oranges during the influenza epidemic, also produced results that were very gratifying.

The Advertising Success of Wrigley's

The phenomenal success of the Wm. Wrigley, Jr., Company, the *Retail Grocer's Advocate* says in a recent issue, is a striking example of the effective use of advertising. Spearmint was launched in the panic year of 1907. Advertising continued on a big scale through 1908, and produced a heavy volume of business. To-day the Wm. Wrigley, Jr., Company spends \$3,500,000 in advertising and earns 20 per cent. on its capital of \$16,500,000, with sales of \$25,000,000.

REUTERS

LIMITED

24 OLD JEWRY
LONDON, E. C.

announce the establishment of a branch organization
in New York of their Department of

International Advertising

extending to American advertisers and agencies world-wide facilities for the planning and placing of American advertising campaigns in the BRITISH ISLES, in HOLLAND, NORWAY, SWEDEN, DENMARK, AUSTRALIA, NEW ZEALAND, AFRICA, INDIA and other important markets, where Reuters maintain distinct advertising organizations.

With complete information on foreign trade and markets and direct connections with Reuters advertising agencies abroad, our Advertising Department in New York offers American advertisers an exceptional service in every phase of their foreign campaigns.

ISROY M. NORR
ADVERTISEMENT MANAGER

REUTERS
LIMITED

NEW YORK

20 BROAD STREET

Developing Credit Sense in Salesmen Good for the Men and the House

(Continued from page 32)

this contest as in any other kind of salesmen's contest.

At the end of six months when the prize money was distributed so much interest had been aroused by this contest that it was easy to start another one. At first the house had questioned the advisability of making each salesman contribute his five dollars but it soon became evident that this little financial interest which each man had in the race was just enough to keep him interested and working. Any time he lost interest he could signify the fact by keeping out of the next race. But the reverse was the result. The two men who elected not to go into the first contest had become so interested that when the second race began they were the first to enter.

As the credit man aptly put it. "Probably the most valuable feature of this whole plan was that it put the salesmen into a frame of mind where they were willing to listen to advice from the credit department. For many years I had tried to get the interest and attention of the salesmen, knowing that any salesman who desired could get the rudiments of credit and make himself much more valuable to the house. But I had to realize that I was talking or writing to men who could not be brought down to earth and made to take an interest. This is the first plan I ever have worked which resulted in the men themselves being anxious to see that no bad accounts were opened and that slow pay customers sent in their money.

One little incident might be illuminating. There is a certain dealer, Jones, we will call him, because that isn't his name. This Jones is a big buyer and has been in business many years. He is perfectly good in our estimation, but he operates upon the seller's money and habitually takes from ninety days to four months. Because he stands so well there always are enough houses willing to take on his business and wait for him. But just as he takes the limit on credit, so he also buys with wonderful shrewdness. All of these factors combine to make him undesirable to have on our books. On the other hand, his total purchases are large and his business would be most desirable if a house could collect from him in a reasonable period.

MADE COLLECTIONS EASIER

Our salesman, calling upon this particular trade, asked me how much

time we would give him. I told him "regular terms, the same as anybody else." On his first trip after the contest was on, our man sent in a good sized order from this dealer. Knowing that I would not pass the order under ordinary conditions, this salesman wrote a letter accompanying the order in which he said that he had arranged for this dealer to pay on regular terms.

He went so far as to say that he personally would guarantee the prompt payment of the account and inasmuch as he was an old man with the company and had considerable bonus money undrawn, the risk was a good one, so we passed the order.

Much to our surprise, the dealer not only paid promptly but took advantage of his discount. Later on, after we had become well acquainted, he mentioned the fact that while he never paid a statement until the last possible moment, still, if he had to pay within a short time he made it a point to take advantage of his discount. Through some first-class salesmanship Jones was sold and became a steady customer, and a first-class one, at that. I don't know what sort of tactics our man employed but he got the business and he got it on the right basis. I don't think he ever would have been driven into it without some contest like

As We Have Said

"Retailers in each locality are guided largely in the selection of merchandise by the preference of the *leading families* among their patrons. That is, on the farm as well as in the city the preferences of a comparatively *small number of leaders* determine what will be carried by the merchants and what will be sold in the community.

"Obviously, those manufacturers who secure the good-will of the *leadership families* occupy a position of great strategic advantage. They obtain a larger proportion of the business in their line. This has been one of the most powerful forces promoting concentration in the manufacture of products used in the farm market as well as in other fields."—Charles Coolidge Parlin of the Curtis Publishing Company.



THE QUALITY GROUP

ATLANTIC MONTHLY	REVIEW of REVIEWS
CENTURY MAGAZINE	SCRIBNER'S MAGAZINE
HARPER'S MAGAZINE	WORLD'S WORK

The Quality Market

ours. Instead of having an antagonistic viewpoint toward the credit department, he came to be in accord with us and in sympathy with credit problems. Others of our men, instead of looking upon the credit man as a porch-climber and horse thief, came to appreciate the importance of getting in the money.

In conclusion we have the simple expedient which this credit manager uses in the case of men who question his judgment on credits. This is especially true in the case of men who are getting their first experience calling on trade and to whom the stories of poor payers yet ring true.

When a salesman brings in such an order, this credit manager talks it over with him and then explains why he has turned it down. Now and then it happens that the salesman is not yet convinced. Then the credit man suggests that he cut the order down to a reasonable amount, say \$25 or \$30 and ship it out on condition that the salesman personally O. K.'s it. Now and then a salesman is willing to do this. After he loses \$25 or \$30 he generally develops credit judgment with amazing rapidity. If a youngster stands up and roars at the suggestion, the credit manager says to him: "I don't see

how you can ask me to do something you wouldn't do yourself. You say you know him well and that he is perfectly good. If you are sincere you are not taking any chances. If not then I am not any more inclined to risk the money than you are."

Jason Rogers Addresses Triaders—Otto Kleppner Wins the Tipper Trophy

After addressing the Six Point League last Saturday evening, Jason Rogers, publisher of the *New York Globe*, made a fast taxi trip to the New York Advertising Club to tell the Triad League of New York University some vital truths about the market covered by newspaper media. Mr. Rogers has compiled a large number of new and striking facts, which he is planning to mail to every space buyer in the country, and he read many of them to the Triaders. Mr. Rogers emphasized the importance of a new movement now in advertising. The slogan has been for many years, "Truth in Advertising," but we are coming to the point where we will soon make it the "Truth About Advertising," he said.

At the opening of the Triad meeting Professor George Burton Hotchkiss announced the result of the Tipper Trophy Contest and awarded the silver loving cup to Otto Kleppner, for submitting the best plan for an advertising campaign for New York University. Mr. Kleppner is president of the league and has been active in the advertising business for several years.

South American Division of A. A. C. W. Will Lunch To-day

To-day, March 13, the South American Division of the A. A. C. W. will lunch at 1 P.M. at the Advertising Club, New York, to "shape up" plans for their branch of the convention in June.

Jason Advertising Corporation Formed

Jason Advertising Corporation, Esopus, N. Y., was formed this week with a capital of \$10,000 by J. E. Jacobson, M. M. McAllister and H. B. Heylman, 395 Fort Washington avenue.

Story in "Crane-ing" Makes Big Hit

So many requests have been made for the Christmas Number of *Crane-ing*, the house organ of the Cleveland Crane & Engineering Co., Wickliffe, Ohio, on account of "The Story of a Man 1923 Years Old Who is Still Living," which appeared in it, that the company reprinted the story in the January-February issue. C. C. Encoy, editor, is the author of the interesting message.

"Steinews" Now Published in Trade Papers

Due to the prevalent paper shortage A. Stein & Co., makers of Paris Garters, have discontinued publishing a regular house-organ, and are publishing *Steinews*, a monthly bulletin containing news and suggestions of interest to the trade in the various trade papers of their field.

Four Chicago Agencies Move to Tribune Building in May

Several Chicago advertising agencies will change locations May 1. Among those moving to Tribune Building, at Madison and Dearborn streets, are the following: Chas. H. Touzalin & Company from the Kesner Building; Mallory, Mitchell & Faust from the Security Building; Brandt Advertising Company from the Hartford Building, and Guenther, Bradford & Company from 64 West Randolph street.

Eclipsing 1919



March Advertising

The Delineator

**Electrical Trade Publishing Co.
Is Organized**

The Electrical Trade Publishing Co., 1018-24 South Wabash avenue, Chicago, Ill., has been organized to publish a monthly magazine to be known as *The Jobber's Salesman* and *The E. M. F. Electrical Year Book*, a combined electrical encyclopedia, trade directory and dictionary. Howard Ehrlich, formerly managing editor of *Electrical Review*, is president and editorial director, Charles W. Forbireh, former secretary and treasurer of *Western Electrician* and general advertising manager, International Trade Press who has been identified with electrical publishing business since 1888, is vice-president and treasurer; and Frank A. Merkel, associated with *Electrical Review* for twenty-two years, and advertising manager since 1909, is secretary and general manager of the new company.

**Atlanta Ad Club Will Introduce Bill in
Legislature**

The Atlanta Ad Club has appointed a committee to frame and present at the next session of the Georgia State Legislature, a bill to create an advertising law against dishonest and untruthful advertising in Georgia. Harrison Jones, C. V. Hohenstein, Howard See and Walter Hill were appointed on this committee. The club is just now waging a bitter fight against radical advertising; the following committee having been appointed by President Dave Webb to consider ways and means of combatting radical advertising and propaganda: R. W. Harvey, J. F. Travvaire, Press Huddleston, *Atlanta Constitution*; Charles D. Atkinson, *Atlanta Journal*; C. V. Hohenstein, *Atlanta Georgian*.

**Dudley Elected President Detroit Adcraft
Club**

Lynn B. Dudley, advertising manager of the Federal Motor Truck Company, was elected president of the Detroit Adcraft Club, March 4.

**Power, Alexander and Jenkins Increase
Service Department**

W. C. Dudgeon, an ex-army man, has joined the service department of the advertising agency of Power, Alexander and Jenkins, Detroit, Mich.

**First of Germany's Advertising Matter
Reaches United States**

In the form of a new monthly magazine called the *Transatlantic Trade* the first of Germany's advertising, endeavoring to resume trade relations with the United States, has arrived in this country from Berlin. This first issue, of the magazine, which is called the official organ of the American Association of Commerce and Trade, Berlin, said to be the American Chamber of Commerce there, is gotten up in very attractive form. The paper is to take the place of the *Bulletin*, which was the association's official paper before the war. To quote from the publisher's announcement: "The *Transatlantic Trade* will provide space for merchants of both countries to advertise their goods, and will also serve as a medium for the establishment of commercial connections. The editors will give special attention to all questions pertaining to commerce and transportation, finance, legal matters export and import regulations and tariff questions."

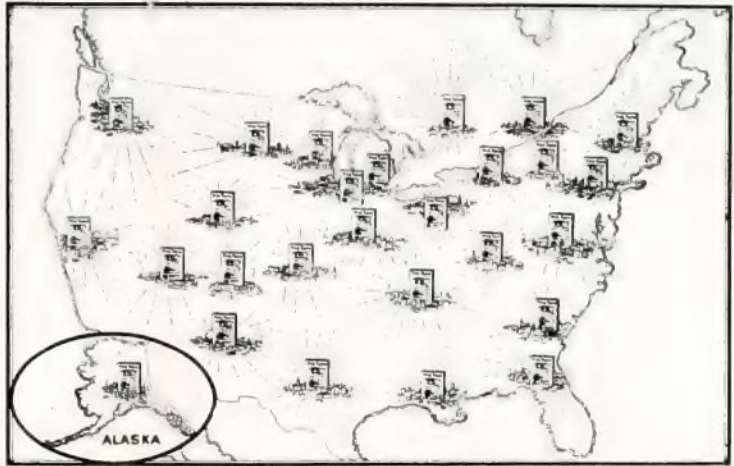
I. Wolf, Jr., of the International Art Publishing Co., Philadelphia, is named as president of the association. Frederick W. King, 1st vice-president; G. H. Wark, National Cash Register Co., Toledo, 2d vice-president; and J. C. Osborne, International Multigraph Co., Cleveland, O., 3d vice-president.

**Tribute to William Woodhead—Comrades
of Former President of Associated Clubs
Pay Homage at Impressive Meeting**

Services in memory of William Woodhead were held at the New York Advertising Club on March 3. George W. Hopkins, president of the New York Advertising Club opened the ceremonies, and then turned the meeting over to Secretary of Agriculture Meredith. Mr. Meredith spoke of the many fine qualities that endeared Mr. Woodhead in the hearts of all and expressed the opinion that the world would find benefit in the splendid, inspiring example that he had set. The second speaker, George W. Coleman, also a former president of the Associated Clubs of the World, and a co-worker with Mr. Woodhead told of the six characteristics which were exemplified in his life: Modesty, simplicity, sincerity, in conjunc-

tion with strength, courage and persistence.

The audience was moved deeply when Herbert S. Houston, another former president of the organization, declared Mr. Woodhead's friendship to have been "a rare human experience." William C. Freeman, long time friend and admirer drew an interesting picture of the effect Mr. Woodhead's friendship had upon his life, and George B. Caldwell, president of Sperry & Hutchinson Co., lauded the splendid spirit of cooperation evinced by Mr. Woodhead in the work he had undertaken, and quoted his slogan: "Live up to your advertisements and you may live by your advertisements." Messages were read from Samuel C. Dobbs and William C. D'Arcy, former presidents of the A. A. C. W., and Miss Teresa Jackson, secretary of the League of Advertising Women, read a message from its president, Miss Jane J. Martin.



**Every Druggist
Every Month**

When *Drug Topics* was bought by the Topics Publishing Company, Inc., three months ago, it had grown—in 36 years—to be the largest publication in the drug field, having a paid-in-advance circulation of over 17,000.

Now the greatest drug jobbers in the country have paid for the subscription of every druggist in their territory at the regular rate of \$1.00 per year, so that today *Drug Topics* has a circulation of

- every retail druggist in the United States, Canada and Alaska.
- every jobber's executives and buyers.
- every jobber's salesman.

With *Drug Topics* you can cover the entire drug trade every month at a cost of a fraction of a cent per reader. Thousands of voluntary letters prove that *Drug Topics* is read—and read carefully.

First forms for the April issue close March 10th, last forms close March 15th.

Drug Topics

The National Magazine of the Drug Trade

Now—89 Fulton Street, New York; After March 15th, Evening Mail Bldg.

Jerry M. Small
Editor

VERNEUR E. PRATT
Publisher

MARVIN S. SMALL
Business Manager

South African Advertisers Plan Overseas Campaign at Johannesburg



Delegates to the conference called by the Union government, at which the work of assembling ideas and appropriations to tell the world about the advantages of living in and doing business with South Africa. Municipalities, Chambers of Commerce and Publicity Workers attended.

Advertising—a Billion Dollar Business

Conservative Estimate of the Money Expended in 1919 Shows a Healthy Investment in Publicity

IT is a matter of general interest to observe the advances made by the advertising profession in the extent of its operations and the development of the rapidly growing confidence in this force. A survey made by ADVERTISING & SELLING indicates \$1,250,000,000 was invested in advertising appropriations during the year 1919. A billion and a quarter dollars is quite a vast sum—it represents nearly \$11 in the purse of every man, woman and child in the United States of America. It represents a sum of money equal to about five times the entire gold production of the United States for the past 33 years. It is about equal to the earnings of the Standard Oil Corporation from 1912 to 1918, multiplied by two.

In making the calculation, we picked about ten of the leading men in each individual field of activity pertaining to the advertising profession, and asked each man to give us his estimate of the amount of money spent in that line during the previous year. In practically every case, the assurance was given that the estimate was approximate, of course, but conservative—resulting in the compilation of what is easily a *minimum* guess at the genuine figure

Divided into classes, the returns are as follows:

Newspapers	\$ 500,000,000
Direct Mail	300,000,000
Magazines	150,000,000
Business papers	130,000,000
Farm papers	75,000,000
Litho, posters and Novelties	70,000,000
Demonstrating	18,000,000
Street car cards	10,000,000
Distributing samples	6,000,000

Total \$1,250,000,000

The last comprehensive estimate of this sort was made in *Scribner's* by Edward Mott Wooley covering the year 1915. Mr Wooley's total amounts to about \$650,000,000 for that period, and has been characterized by nearly everybody consulted in this latest survey as "very liberal." On the basis that Mr. Wooley's figures are generous and those above rather close, it is safe to assume that the country's advertising expenditure has doubled in the last four years.

The figures quoted are the result of averaging the sum of all the estimates given for each line, most of the suggestions running pretty close to each other and supporting each other's accuracy.

Brashears and Crouch Join C. R. Larson and Staff

A. J. Brashears, for a number of years a writer for the Hearst publications, and more recently a member of the editorial staff of the *American Weekly*, has affiliated with the advertising agency of C. R. Larson and staff, New York. Arthur Crouch, formerly of the Ethridge Association of Artists, and with A. J. Pickard, Inc., has joined the art staff.

Ramey Is Cotta Advertising Manager

Cotta Transmission Company, Rockford, Ill., which manufactures transmissions for trucks exclusively, and is the largest exclusive manufacturer of truck transmissions, announces the appointment of F. W. Ramey as advertising manager. Mr. Ramey was formerly in the sales department of the Cotta Transmission Company, and has had an engineering training. Cotta Transmission Company is said to be the first manufacturer of a transmission to advertise nationally.

Burbach, St. Louis "Post-Dispatch" Advertising Manager, Celebrates Twentieth Year in Business

George M. Burbach, advertising manager of the St. Louis *Post-Dispatch*, celebrated the twentieth anniversary of his entrance into the newspaper business on March 4. Beginning as office boy on the old St. Louis *Republic* on March 4, 1900, he worked his way upward until 1913 when he resigned as Chicago representative of the *Republic* to accept a position with the Frank Munsey publications. Six years ago he returned to St. Louis as advertising manager of the *Post-Dispatch*, probably the youngest advertising manager of a metropolitan newspaper in the United States; for "George M." is still on the sunny side of forty with a good margin to spare.

Michigan Ad Clubs to Form Association at Kalamazoo Next Week

An association of Michigan advertising clubs will be formed at Kalamazoo, Mich., on March 18. Ad men from all over the State will attend. An effort will be made to have advertising clubs in all cities in the State.

This man's business has grown from *nothing* to \$480,000 annually—in three years' time.



"The wisest decision I ever made"

When he was directed on the right road he "made good" quickly

FORTY years old before he "found himself," Walter R. Crippen, President of the Crippen Co., Inc., 437 Fifth Avenue, New York, rose from piano salesman to a successful manufacturer of player pianos.

From the time he enrolled for the Modern Business Course and Service of the Alexander Hamilton Institute in 1916, until the present day, he continually uses in his business what he has learned and is always enthusiastic in attributing his success to the Course.

Read what Mr. Crippen says of the Course

"Enrolling for the Modern Business Course and Service was the wisest decision I ever made. The consequences reacted richly in my favor.

"In a comparatively short time the practical instructions I received from the Alexander Hamilton Institute equipped me to solve all kinds of business problems and gave me confidence to go into business for myself. In other words, the Course helped me to find myself—to truly express myself.

"Whatever measure of success I have attained I frankly attribute to the powers I developed under the stimulus and tuition of the Alexander Hamilton Institute more than to any other single influence.

"To be specific, I can truthfully say that after studying the Alexander Hamilton Course I could write a better business letter, I could write a better advertisement. I had a keener conception of scientific salesmanship and I had a more developed faculty for creative effort than before. I learned finance. I can now master production

problems. I approach any big business problem now with the utmost confidence.

"The Course has been an invaluable help to me."

Trained executives have greatest opportunity

What are your chances for greater success in business against the intensively trained man of experience and keen reasoning powers?

What chance have you for the bigger position ahead—for real, permanent success, unless you too qualify yourself by obtaining actual knowledge—unless you profit by the experience of others—learn the fundamentals that underlie all business?

What the Course is, and how YOU will profit by it

The Modern Business Course and Service of the Alexander Hamilton Institute gives you in easily readable, convenient form the practical working experience, plans and analysis of thousands of successful men.

It teaches you the fundamentals of finance, marketing, production, accounting, advertising, transportation, exporting and the scores of

other fundamentals of business that a man must know if he is to reach the top and guide the footsteps of others in the paths of greater usefulness in business.

You will begin to profit by what you learn from it right from the start. It will gradually prepare you to be a bigger, better and more valuable man in every way.

Such men as Mr. Crippen and thousands of others have materially increased their income, bettered their business, grown to greater success—and attribute their progress to what they have learned from this intensive training.

Get further information

Learn how your mental and financial growth can be assured. Send today for a free copy of our 116-page book "Forging Ahead in Business." It will help you just as it helped Mr. Crippen. It will show you the way to greater success in business. Use the coupon now.

Alexander Hamilton Institute
298 Astor Place New York City

Send me "FORGING AHEAD IN BUSINESS" without obligation.



Name
Print Here

Business Address

Business Position

How Competitive Advertising Recreated the Clothing Industry

(Continued from page 15)

house spurred others on to renewed efforts, and at one time half a dozen houses in Chicago were showing modifications of the old Norfolk model, varied from a standard pattern used for years.

These three examples give only a bare sketch of the scope of the boys' clothing campaigns of the year. They were so effective, however, that the impetus given the entire industry overflowed and affected side lines which theretofore had used

little advertising and had standardized their product to such degree that little attention was paid to style or sizes. Hat, undergarment, shirt and collar manufacturers, aroused by the furore which the competitive clothing campaigns had caused, began to announce new style features, a change in the methods of sizing. A hat manufacturer who previously had made straws according to arbitrary reductions from men's sizes announced that his new line was being made up to actual measurements of boys' heads. An underwear house began a campaign to acquaint its dealers with the fact that

its merchandise for the coming season was being resized with scientific accuracy to suit the needs of boys. Neckwear, formerly cheap, lacking good taste, was being designed with as great care as men's cravats were.

A suspender manufacturer, The Harris Suspender Co., began a correct posture campaign simultaneously with the clothing campaigns. A representative of this house, E. M. Silverman, said:

"Boys' wear, even more than men's wear, is essentially a group proposition. The net result of these campaigns for boys' outer apparel is bound to be a great stimulus to other articles. A clothing house which centers its argument on style and smartness is accelerating the demand for smart shoes, good looking hats, neckties."

With these numerous campaigns well under way, retailers everywhere undertook their share of the burden. One of the large national mail order houses, for instance, Sears, Roebuck & Co., chose a new trade-name for its boys' clothing, calling the line "Boyville Clothes," and contracted for simultaneous full-page advertisements in Sunday newspapers throughout the country. This campaign was based on a single garment, a two-style knickerbocker suit of all wool, worn with a belt all around, or with a waist seam of specially woven cloth, priced at \$12.85.

Some of the introductory publicity in this advertisement read as follows:

PUTTING IT UP TO MOTHER

"A new kind of suit, all wool, \$12.85. Boys are hard on clothes! Mothers know boys will play ball and leapfrog, slide down cellar and banisters, vault fences and run foot races—and every jump and slide and strain tears and wears the fabric, pulls apart the seams, rips off buttons. Heretofore, boys' suits quickly went to pieces. You'll find the remedy in such clothes as Boyville, a new kind of suit for your boy, which is designed to stand these strains. It is a suit made of specially woven fabric, all-wool—a suit with new strength to stand wear and tear at more than twenty points of strain."

Even in Chicago, whose inhabitants have been denied the privilege of buying goods directly from this mail-order house, the ban was lifted for this occasion, making it appear that the offering was so exceptional that Chicagoans would not be excepted from those who would profit by it.

Early fall advertising by retailers was as great in volume in the boys' departments as in the men's. In



MORE new textile mills were constructed in 1919 than in any one of the previous ten years, with the exception of 1917. If the projects planned for 1920 are carried out this will be a record breaking year. Textile machinery manufacturers have their entire output sold ahead for an average of three years. These facts are a matter of record and we would be glad to submit the actual figures to anyone who is interested.

There are to-day over 8,000 textile mills in the United States spending an average of \$10,000,000 per week for new construction, machinery, mill supplies and manufacturing equipment. Vast as these figures are, they are increasing at a tremendous pace. Here is a potential industrial market which needs your best efforts to cultivate.

The TEXTILE WORLD offers you that intimate contact demanded by conditions which prevail in this highly specialized field. Let us show you how complete TEXTILE WORLD service is and how you can tie it up with your present selling organization.

Textile World Journal

Audit Bureau of Circulations
Associated Business Papers, Inc.



BRAGDON, LORD & NAGLE CO.
334 Fourth Avenue
NEW YORK

New York, R. H. Macy & Co. used a full page in all local newspapers and many newspapers in near-by cities and towns. Franklin Simon & Co. divided up their publicity to cover several weeks. Other houses advertised in proportion. In Chicago Marshall Field & Co. published each day for a week a three-quarter page, made up to resemble a news sheet, headed "The Juvenile World." It contained fictitious humorous news stories written up from the children's point of view, and characteristic advertisements.

More important than the local advertising, however, were the announcements of expansion plans of retailers to meet the new demand. In New York the formation of a chain of boys' clothing stores was announced, under the name, The New York Boys' Shops, Inc. Six stores were open by September 15. In Baltimore Kahn's Quality Shop opened a boys' section, fitted with a boys' club corner, where boys might amuse themselves with parlor games and reading while their mothers went shopping. Mayer Brothers, of Chicago, went to great expense to provide free toy aeroplanes, aers "that fly," to its boy customers. The Pelletier Co., Sioux City, Ia., has been holding entertainments for boys and girls at regular intervals throughout the season. In Canada, Eaton's big Toronto store, gives a full page to boys' apparel several times each month and holds festivals for children from time to time.

Although the season satisfied the greatest expectations of all concerned, enthusiasm continues. Recently came the announcement that next summer retailers will be able to show Palm Beach and other summer wear lines made up with all the care and style bestowed on men's summer apparel. Even sports apparel for boys is now being planned and, as a result of the success of these rival advertising campaigns, it seems not unlikely that the American boy soon will replace the English lad as the best dressed of all children, to the advantage, of course, of the boys' apparel industry of the United States.

Exact figures are hard to obtain, but it is known that on September 1, 1919, 93 per cent. of the retailers who formerly had handled a nationally advertised men's clothing line had accepted the offer of a boys' line made by the same house. In nearly every case a readjustment of departments was necessary within the store. A tribute, was this announcement, to the absolute success of the advertising campaigns of the year, begun spontaneously, carried on in good rivalry and quickened, made

keener, surer of good results by the fact that they pitted one manufacturer against the other to the advantage of all.

Sunkist Advertising Is Going Out

Orders are going out from the Chicago offices of Lord & Thomas for the California Fruit Growers' Association on Sunkist Oranges. The list, however, is being made up in the Los Angeles office of Lord & Thomas.

Van Patten Is Placing Contracts in the South

Van Patten, Inc., of Chicago, is sending out advertising schedules for Cornell Wood Products Company of Chicago. The advertising is being centered, for the time being, in Southern territory.

**Of Interest and Help to the Advertising Department of the Firm
THE TRIUMPH MFG. CO.
Cincinnati, O.**

EDITOR ADVERTISING & SELLING:

We are in receipt of your communication of the 26th inst., with invoice enclosed covering the renewal of our subscription to ADVERTISING & SELLING for the ensuing year.

In this connection wish to advise that we have passed this invoice through our accounting department, and payment for same will come forward to you in the next several days. Consequently we trust that there will be no interruptions to the delivery of your magazines to us, as we have found same to be of considerable interest and help to our advertising department.

Trusting that this will be entirely satisfactory to you, and assuring you of our very best wishes, we are

Very truly,
THE TRIUMPH MFG. CO.,
August B. Moening.

Is It Eye Trouble —Or What?

It is generally agreed that Poster Advertising appeals to all the people—the blind alone being exempt from its influence.

Q—and it is this *universal* appeal that every manufacturer wants and for which he invests his advertising appropriation.

A failure to see the urgent necessity for Poster Advertising would seem to give the need of merchandising eyeglasses

Consult Poster Advertising specialists

IVAN · B · NORDHEM COMPANY
*Poster Advertising, Painted & Electrical Displays
in the United States & Canada*
8 West 40th Street . . . New York City
Bessemer Bldg. . . . Pittsburgh, Pa.

Canadian Representative
THE WADSWORTH-NATHANSON COMPANY
Toronto, Canada

THE ANNUAL DINNER OF THE SIX POINT LEAGUE TO THE SPACE BUYERS OF NEW YORK ADVERTISING AGENCIES



Space buyers of New York Advertising Agencies were the guests of the Six Point League at the Hotel Astor on last Saturday evening, March 6. More than 200 persons were present. The report of the excellent speeches by Jason Rogers, George S. Fowler, O. H. Blackman, Frank H. Little and of the enjoyable vaudeville program is to be found elsewhere in this issue.

Six Point Club Guests Hear Views on Papers and Profits

At the annual dinner of the Six Point League given to New York Advertising Agents at the Hotel Astor, more than two hundred advertising and newspaper men had the pleasure of hearing four excellent speakers, and a very enjoyable vaudeville program.

Jason Rogers was the first speaker. "There is more business in prospect than ever before in history and not enough paper to print it on," he told the diners. "That is the most serious thing we have before us. The situation is more acute because of the lack of freight cars. The mills cannot produce more than can be shipped, because paper must be properly stored in protective warehouses."

Wherefore, Mr. Rogers urged reduction of advertising space.

"Urge your publishers to curtail space," he told the special representative, "and tell your advertisers and your agents to do the same thing. Get them to use half pages where they used full ones before, and to cut out broadside campaigns. Eliminate unnecessary advertising, that of a get-rich-quick and cure-all nature.

"Paper is going to from eighteen to twenty cents a pound this fall, ten times the price we paid before the war. I know of at least two hundred publishers who have no assurance of any paper at all. Many others, like the *Globe*, have assurance, but no paper. I signed a contract for 1920 on a blank form with no mention of price or other details. I was so eager to get paper."

Herman G. Halsted, of Paul Block, Inc., who acted as toastmaster, introduced the second speaker, George S. Fowler, advertising manager of Colgate & Company.

Mr. Fowler spoke from notes, which he asserted, were prepared by a mysterious Mr. Thresher, who handles all the newspaper advertising for Colgate & Company.

"By granting local service to foreign advertisers," said Mr. Fowler, in a more serious moment, "you help the publisher help the local dealer make more advertising possible. As Mr. Rogers said, the advertiser does pay for it all, and deserves service, not as a great favor to himself but in the interests of all.

"We believe that foreign advertising should be encouraged by the newspapers by attractive rates, no higher than those made for local advertising."

Mr. Fowler urged the representatives to encourage their publishers to join the Audit Bureau of Circulations.

"The A. B. C. represents known value in circulation, and is a definite expression of standard quantity. Any concern that is buying advertising wants to buy a known value."

O. H. Blackman, of the Blackman Company, advertising agency, pleaded with special representatives for more definite analyses of their markets. "One great thing the special representatives can do for us, themselves and the advertiser," he said, "is to give us a real view of their markets, the town and the territory in which their publication is issued. Make a genuine commercial survey of your territory, which will provide evidence that there is a market there for space and for articles described in that space. Make the market you have clear, practical, distinct!"

"It isn't only what the A. B. C. tells that makes a market for advertising, it's a matter of people!"

Frank H. Little, of the George Batten Company advertising agency, was the final speaker. "Making advertising better," was his theme. He advocated increased commission to advertising agents in the interests of more effective advertising work.

"We always used to learn in school how big Texas was," he said, "Now our eyes are being opened as to how big the United States is, and that's why we have so much advertising.

"There are many more things to be done in advertising—things we are not doing now. We need not only to increase wages—but to do things and incur expenses we have never had before. We must put in better men, add departments, combine science and art to improve our business, and the more we put into it, the better our business will become."

One hundred and sixteen out of 117 advertising agencies and all but sixty-four newspapers of the first, second and third classes have agreed to an increase of agency rates above 15 per cent. according to Mr. Little.

Entertainment was provided through courtesy of E. F. Albee, president of the B. F. Keith Circuit and Paul Meyer of *Theatre Magazine*. Songs and chorus leaders were provided by Leo Feist, Inc. James Hill sang ballads and William Gordon, Chicago representative of ADVERTISING & SELLING, gave an impromptu recital, including an imitation of Harry Lauder.

George W. Walter of the *New York Journal*, gave an amusing monologue entitled "The Mysterious Rural Parson."

At the guests' table were seated Hugh Burke, president of the Six Point League, Collin Armstrong, O. H. Blackman, George S. Fowler, H. G. Halsted, Frank Little, Jason Rogers and William A. Thompson.

Louis Gilman, G. W. Brett, W. J. Morton, and A. W. Creel composed the committee on arrangements.

OUR TELEPHONE DIRECTORIES

**Cover the entire State of
New York and the Northern
Part of New Jersey**

The fifty-four different Telephone Directories, which we publish, reach the farmers, merchants, manufacturers, traders and housewives within this vast productive area. And they do it effectively every day at small cost to you.

Any advertiser interested in all or any part of this territory should consult us soon for rates and facts concerning the forthcoming issues of these real business building mediums.



NEW YORK TELEPHONE COMPANY

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

15 Dey Street

New York City

Telephone Cortlandt 12000

Business Paper Advertising Takes No "Summer Vacation"

Far-sighted National Advertisers Keep on Shoveling the Coal of Advertising Even Though the Temperature May Rise

By HORACE HOLLEY

ANY man connected with the advertising department of a business paper is likely to be very much surprised when the fact is pointed out to him that many advertisers using other mediums consider their advertising as only a part-time sales force. The business paper advertiser takes it for granted that space is worth as much to him in July as in December. His own plant is equally busy warm weather as cold—his market weather in other plants or in retail distributors is no less active during the summer than during the winter months.

Examination of the advertising carried by a business paper like *The Iron Age*, for example, shows that the summer period maintains the same rate of steady gain as the balance of the year. So far as this field is concerned,—the machinery, automotive, railroad, shipbuilding, farm implement, foundry, iron, steel and other metal-working industries—the advertiser makes no distinction between the results obtainable by consistent publicity one season over another.

On the contrary, the practice among business paper advertisers points quite the other way. Constant representation seems to be sought for, rather than explosive domination. The business paper advertiser works his advertising medium on exactly the same principle he works his facilities for production—that the evenly distributed load is more profitable than *peak* followed by *minimum* output.

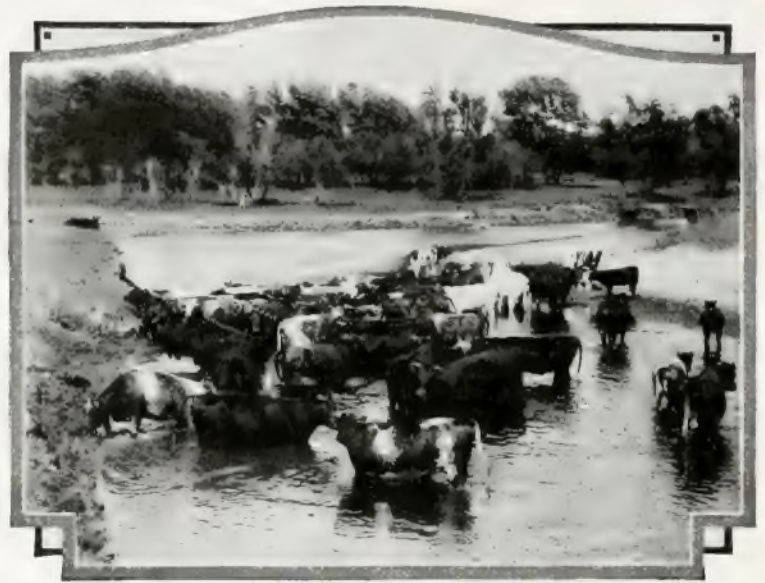
EXPERIENCED BUSINESS PAPER ADVERTISERS KEEP AT IT

The experienced advertiser in this field is not content with trying to place his sales message before the buyer at just the moment the buyer is in the market—he prepares the way for the buyer's preference months, even years ahead. In this field, the product is a large unit, not purchased by casual judgment. In many cases the installation of one unit means the beginning of standardizing production along the new lines. Buyer and seller are frequently brought into more or less permanent relations on account of the need or

opportunity for *service*. For all these reasons, the business paper advertiser of the more experienced type makes his advertising message positive and constant. He does not attempt to overcome the influence

of years of advertising done by competitors with advertising his own product intermittently and occasionally. The business buyer, whether he buys for use or re-sale, takes many factors into consideration, and the year-in, year-out advertiser can cover the whole ground much more thoroughly than the advertiser who merely comes and goes.

But since it appears that many National advertisers do slacken their efforts between June and September, the question arises whether this practice is based upon thorough tests of all-year advertising, or has gradually come to be a business habit—a



Six Million Dollars Spot Cash Every Day

LIVE STOCK farmers receive an average of \$6,000,000 every working day in the year for live stock alone at Chicago, Kansas City, Omaha and St. Louis.

¶ Every essential detail of this great volume of business in cattle, hogs and sheep is accurately presented day by day in THE CORN BELT FARM DAILIES. These publications, one at each of the four principal market centers, serve as the barometer of the industry.

Corn Belt

more or less unconscious agreement between advertisers in the consumer field.

The power of mere habit in such matters is not to be despised. Time was when it seemed impossible to educate the young more than eight or nine months a year. Now the "Summer School" is a mighty profitable business—reaping the harvests neglected by the institutions too much impressed with the vacation theory. Perhaps the time has come for national advertisers, also, to realize that older people can be "educated" very profitably the whole year round.

It is impossible to apply any one argument to cover all cases. Some products with a seasonable use would apparently be limited to a seasonable advertising campaign. You can't sell as many tickets to baseball games in winter as in summer—or as many ice skates in summer as in winter.

Apart from such products, the larger view of advertising does seem to indicate that lapsed advertising is lost influence. Even in the case of baseball, however, while the sale of tickets is a part-time proposition, the sale of the game itself can certainly be extended right around the year. Are the "magnates" per-

fectly sure that their market is yet saturated? Your true fisherman reads up on his sport on just the days when he can't ply the line.

Now the annual exodus to Europe during the summer months in the years before the war, has impressed national advertisers with the general emptiness of life back home during that season, but observation of town and city business made at present would warrant the conclusion that there are enough people up and about every business day to justify at least some timid advertising hot weather as well as cold.

THE REASON BEHIND IT

As a matter of fact, the very feverish intensity of many competitive consumer campaigns seems to be due to the fact that like the theatre business they are concentrated into one brief period. Or rather—not like the theatre business, which with the help of advertising has lately extended its season two months at each end.

Again it is to be remarked: every man probably knows his own business best. There may be unanswerable reasons why for certain lines it would not pay to advertise between June and September. From the business paper's point of view, however, the extra effort necessary to overcome the inertia of lost interest is alone enough to justify continuous advertising. In cases where the product is only seasonably consumed, the *service* of the product provides valuable material for the out-of-season campaign. While concentrated advertising may serve to "clean up" the present market, continuous advertising serves to extend the market to be "cleaned up" in following years. Of some well-known products it may be true enough that "the flavor lingers," yet it would be hard to convince the business paper advertiser that any product, by continuous advertising, could not extend its market, intensify it, or make it better balanced and so more profitably sold.

It is, of course, the definite function of business papers to close the gaps that sometimes arise between production and distribution, and as conditions change, educate the trade to adopt new methods better fitted to the new conditions. For that reason, the business paper's comment upon the fact that national advertising likes to play hookey in the bright swimminghole days, is that this situation gives the consumer medium an opportunity to show that national advertising how much more profitable pleasure it could enjoy in *Summer School*.

¶ In addition they give the live stock farmer prices of grain, hay, produce, hides, wool, etc. They tell him what is going on in the money centers. Correspondents in all leading agricultural sections report live stock and crop conditions. Two special correspondents at Washington keep him informed on legislative matters affecting his industry. He gets the essence of the world's news through the United Press Association telegraphic and cable service.

¶ His problems of production are covered in special articles and regular departments such as Farm Engineering, Crops and Soils, Feeds and Feeding, Poultry, Veterinary, etc. The Household, Fashion and Junior Departments, with other features, hold the interest of the women and children.

¶ Such an editorial service reflects the character of those it serves. 117,000 prosperous live stock farmers of the Corn Belt have the money to buy your product right now. You can reach them through THE CORN BELT FARM DAILIES.

Daily Drivers Journal, Chicago, Ill.

Daily Drivers Telegram, Kansas City, Mo.

Daily Drivers Journal-Stockman, Omaha, Neb.

Daily National Live Stock Reporter, E. St. Louis, Ill.

General Advertising Office:

THE CORN BELT FARM DAILIES

836 Exchange Ave., Chicago

W. E. Hutchinson, Adv. Mgr.

Eastern Advertising Office:

PAUL W. AND GUY F. MINNICK

303 Fifth Ave., New York



Farm Dailies

Writing the Modern-Day Sales Letter

Courtesy Must Be Kept Unostentatiously But Visibly in the Correspondence Foreground

By CHARLES H. BAKER, Jr.

PROBABLY every dictator in the country has had "courtesy" dinned into his ears. However, it is seldom expressed that courtesy does not apply solely to the wording of a letter but is determined by the way in which the whole situation has been handled.

Promptness is one of the essentials of courtesy. If Mrs. President of your own company invited you to dinner on a certain evening you would not telephone your acceptance or regrets about the time places were being laid. You would reply as soon as possible, both for your own reputation's sake and in order that your hostess would appreciate your promptness and could plan accordingly. To do otherwise would be discourteous no matter how you worded your message when you did send it. Thus it is with a business letter. It is only courteous when your attitude as well as your wording reflects the courtesy you really feel. Your letter may be a model, containing all the virtues, but if it has taken a week in the writing its value is largely lost; provided of course it could have been answered sooner.

Courtesy is of extra value in

LETTERS AND COURTESY

ACCURACY, pure English, Enthusiasm and Knowledge of your products are presupposed by Mr. Baker in these articles. Let somebody else write your letters unless you have these fundamentals.

CLEARNESS and HUMAN-NESS will be taken up by the writer presently. It is increasingly evident that letter writing is a subject of broad, general interest—if you do not think so ask the man who intrusts his best correspondence only to "professionals."
—THE EDITOR.

handling the small business. Quite a few small accounts of to-day will be the large ones of to-morrow and concerns remember those who were kind to them in the early days.

Sometimes a new customer may appear somewhat ignorant to you when he sends in his first inquiry. Have a good laugh at the spelling or at the ideas expressed, but remember that everyone cannot be as familiar with your product, and perhaps your language, as you are. Often foreigners of the class we Americans desire for citizens start out in a small way and learn the ropes before investing heavily and putting off your reply to such is both poor business and a contradiction of our national hospitality. Be prompt, tactful, courteous, informative.

In the credit department, courteous letter writing is very essential, especially in connection with the small fellow. Naturally most of the correspondence from this department is on more or less disagreeable subjects—overdue accounts, references and the like. This, combined with a natural lack of patience with slipshod payments, makes the general tone of the letters tend toward the very brusque and rather short type. Very often such a letter is absolutely in order, regarding the wrong taking of a discount or a flagrant case of avoiding payment.

With reference to the former, a large user will concede the possibility of an error creeping in now and then. The size of their own business tends to broaden their vision often. The smaller concern with its necessarily more limited field, is some-

times more easily offended by such a letter if not tactfully worded; often without reason and always where no offense is meant.

To illustrate my point, take a simple case where, as it happened, a customer did not like the implication in the word "doubtless" in paragraph two. Their taking of a two per cent. discount was entirely accidental and purely the result of habit, yet the word "doubtless" implies that it might have been done with the express purpose of getting by with it dishonestly.

THIS CAUSED THE TROUBLE

WORCESTER, MASS., February 20, 1919.
The Mohawk Construction Co.,
Schenectady, N. Y.

DEAR SIR:

Your esteemed check for \$80.01 came duly to hand. The taking of 2 per cent. discount or \$1.63 we assume was doubtless an error, as our uniform terms are 1 per cent. on the 20th of the month covering previous months' shipments, net 60 days. These have been in effect since January, 1915.

We have charged your account with \$0.81. Please favor us with a check for this amount at your earliest convenience.

Yours very truly,
THE BUTLER DIE CORPORATION.
Per James Walker.

A slight change in the wording, through the medium of the correspondence supervisor, might accomplish the result desired and leave nothing but good feeling on the part of the customer. Never give the impression of questioning honesty until dishonest intentions are proved beyond any doubt. One of the biggest business men in this country attributes his unusual success in handling many small accounts to the fact that he considers—and figures have shown—that more than ninety-eight men in the hundred are honest in their buying and expressing this belief in his collection and statement letters has accomplished results we usually leave to an expensive collecting agency, to say nothing of the lasting good-will he has created. This is the letter for the first case:

NOTE THIS LETTER'S EVEN TONE

WORCESTER, MASS., February 20, 1919.
The Mohawk Construction Co.,
Schenectady, N. Y.

Our Invoice January 29, \$81.64
Your Check No. 56—Error in Discount
On January 1, 1915, our discount terms were changed to "1 per cent. on 20th of the month covering previous month's shipments, net 60 days," appearing at the bottom of our invoice forms.

On this basis your check for the above amount taking a discount of 2 per cent. of \$1.63 is not in order and we are therefore charging your account with the difference, or \$0.81, which we ask you to pass upon so that it may be included in your next remittance.

Your kind co-operation in adjusting this matter will be appreciated.

THE BUTLER DIE CORPORATION.
(Signed) James Walker,
Credit Department.

(Mr. Baker's article will be included in an early issue.)

San Francisco Advertising Man Resigns

A. McKie Donnan, editor of the *Ad Age*, published by the San Francisco Advertising Club, has resigned his position as advertising manager of the Ezonall Products Company, of San Francisco, to become associated with Emil Brisacher, advertising engineer, in the Flood Building of that city.

Paper for Letterheads

LETTERS but they can never be best
MAY BE unless they are written on
BETTER the right kind of paper.

BERKSHIRE TYPEWRITER PAPERS
A Business Paper For Every Business Use
EATON, CRANE & PIKE CO.

New York Pittsfield Boston
San Francisco Chicago

Blotters

"To make Better Letters
Use Our Better Blotters"

Famous World and Reliance Brands

The Albemarle Paper Mfg. Co.
Richmond, Va.

Mailing Lists

Mailing Lists

Commercial, Automobile, Investors or any classification wanted.

Trade Circular Addressing Co.

166 W. Adams St., Chicago

References: Agency Books or any bank or business house in Chicago.

“If I were President”

“IF you were President, what would you do about the Peace Treaty and the League of Nations?”

Governors of States, mayors of important cities, members of Congress, college presidents, famous editors, prominent churchmen—replies came pouring in from all of them in answer to this question asked by the CHRISTIAN HERALD a few weeks ago.

These replies were published in the issue of February 28th. The consensus of opinion was unmistakable: *Reach a compromise, and reach it quickly!*

This fair and accurate reflection of the views of the nation's leading citizens is characteristic of CHRISTIAN HERALD policy. It illustrates how the CHRISTIAN HERALD has gained its enviable hold on the interest and enthusiasm of three hundred thousand weekly readers.

Up-to-the-minute information on all the topics of the day—brilliantly-written articles covering every phase of world activity—that is what subscribers find in the editorial sections. And through the advertising columns these intelligent, prosperous men and women choose the best the market can offer to meet their daily needs.



THE CHRISTIAN HERALD

GRAHAM PATTERSON, *Publisher*
NEW YORK

Des Moines "Capital" Appoints Geneva Advertising Director

Forrest R. Geneva will assume the position of advertising manager of the Des Moines *Capital* on March 15. Mr. Geneva, who succeeds C. C. Norris, Jr., the manager for fourteen years, is a well-known advertising salesman. He has spent five years in the advertising department of the Des Moines *Register*, two years with the *Capital*; as advertising manager of the *Winnipeg Tribune*; advertising manager of the *National Clothier*; and has now left a partnership with Clifford Depuy, in the publication of the *Underwriters' Review*, to take his new position.

Frank B. Beath, of Wm. H. Rankin Co., Dies

Frank B. Beath, newspaper space buyer and manager of the newspaper department of the Wm. H. Rankin Company, died Saturday morning after an illness of several weeks. Mr. Beath was one of the best-known men in the advertising business in Chicago, especially among business and advertising representatives of newspapers all over the country. He was very popular because of his straightforward methods of business. Among advertising managers he was noted for his analytical ability and his comprehensive knowledge of newspaper circulations and their territorial influence.

Mr. Beath was born in Lafayette, Ind., thirty-four years ago. He is survived by his widow, a son, Gordon Robert Beath, nine years old, and by his mother and sister. The funeral services were held Monday, March 8, from his late residence, 516 South Oak Park avenue, Oak Park, Ill.

We specialize in house to house distributing of
**Advertising Literature
 and Advertising Samples**
 We solicit your account
JAMES T. CASSIDY
 206 North Front St., PHILADELPHIA, PENNA.
 Write for our paper "FACTS"

**YOU CANNOT BUY OUR IDEA
 UNLESS IT WILL SELL YOUR GOODS**
B & B SIGN CO. INC.
 341-347 Fifth Ave. N.Y.
 Advertising Signs Window Displays
 Counter Display Cases

POSTAGE
 The monthly magazine that tells how to transact business by mail—Advertising, Selling, Buying, Collecting, Letters, Office Systems. A necessity in every business office. 6 mos., \$1.00; 1 year, \$2.00.
 POSTAGE, Room 297, Metropolitan Building, New York

In every large institution THE SALES MANAGER—Monthly will be found on the desks of "Sales Managers"—because it makes them better sellers

SALES MANAGER

Better selling means better pay.
 25c a copy—\$3 a year

The William Edward Ross Service, Inc.
 114 Sun Bldg., New York City, N. Y.

Calendar of Coming Events

Under this standing heading ADVERTISING & SELLING will run regularly the dates of all future conventions of any association or other body that has any direct relation to the field of advertising, salesmanship and allied lines.

The officers of all such organizations are requested to keep ADVERTISING & SELLING advised of the dates of future conventions.

The following are, therefore, by no means all of those occurring in the near future, or on which dates have been set but will be supplemented in forthcoming issues as the information reaches our editorial office:

April 21-22—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, O.

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.

Bathon Publishing Co. Revives "Public Service Journal"

The Bathon Publishing Company, organized with a capital stock of \$25,000, has opened offices in the Munsey Building, Washington, D. C., and announces the revival of the *Public Service Journal*, an illustrated monthly magazine devoted to the interest and organization of public utility security owners. Wingrove Bathon, president of the company, was formerly managing editor of the *Cosmopolitan* magazine, former city editor of the *Washington Post*, for five years staff man on the *Washington Star*, and recent manager of the Washington office of the McGraw-Hill Engineering publications. The Bathon Company also publishes *Distribution* and the *American Security Holder*.

Sales Managers for American Tobacco Change on Coast

R. T. Briggs has succeeded L. Lowry as division sales manager for the American Tobacco Co. on the Pacific Coast.

Travel and Resort Association Will Advertise

The Fred M. Randall Company, advertising agency, Detroit, has been retained to handle the advertising of the East Michigan Travel and Resort Association. They are now making up a list of national magazines and outing publications, and newspapers in the central west.

Beech-Nut Packing Co. Is Vindicated by U. S. Court of Appeals in Trade Controversy

The United States Circuit Court of Appeals for the Second Circuit sitting in New York City has handed down a unanimous decision setting aside the order issued by the Federal Trade Commission against the Beech-Nut Packing Company, whereby they had been directed to cease from refusing to sell to dealers who either failed to observe the resale prices suggested by them or who resold to other dealers who failed to observe such prices. In this decree, the Court accepts, applies and reasserts the principle established by the United States Supreme Court in the Colgate case; which to the effect that a manufacturer or trader, engaged

in an entirely private business, has the right to exercise his own independent discretion as to the parties with whom he will deal, and to announce in advance the circumstances under which he will refuse to sell so long as there is no purpose to create or maintain a monopoly.

Unfair and False Advertising Alleged

The Federal Trade Commission has cited the Big Four Grocery Company, Chicago, in a formal complaint of unfair competition. The respondent has forty days in which to file answer. The commission's complaint alleges false and misleading advertising in connection with the sale of merchandise in combination lots or assortments.

Against the National Wire Wheel Works, Inc., Hagerstown, Md., the commission has brought the charge of false advertising in connection with the advertising of the company which claims that its automobile tires possess exclusive, patented features.

Des Moines Club Starts Advertising Campaign Against Bolshevism

The Des Moines Advertising Club, as part of Americanization plan it has worked out, has begun a campaign of propaganda against Bolshevism that is very unusual.

The committee in charge of the campaign has produced a number of quotations, each consisting of a short sentence telling about the advantages of America. The plan is to release one of these quotations each day, to be printed in daily newspapers, weekly newspapers, shown on movie screens and have teachers write them on the school blackboards.

The campaign started March 1st and the newspapers of the State have taken up the plan with much enthusiasm. All the Des Moines schools are cooperating and various organizations throughout Iowa are helping spread these "little bombs against Bolshevism."

\$100,000 to Advertise Baby Carriages

The Lloyd Baby Carriage Company, of Menominee, Mich., has launched a \$100,000 advertising campaign in twenty-seven large newspapers, promoting the sale of the Lloyd Baby Carriage.

"GIBBONS KNOWS CANADA"



What have a Cat's Footprints to do with My Catalog ?

“**W**HAT'S it all about?” you ask when we show you that the wet footprints of a cat are clearer, more distinct on smooth linoleum than on a deep-napped rug.

Compare the cat's paw to a printing plate, the moisture to ink, and the floor to printing paper, and you see the truth of what your printer has probably told you—that the kind of printing paper you use will determine in a large measure the kind of printing you will get.

For, take note that even the coarse impression of a cat's foot, while it will “print” a faithful outline on a smooth surface, becomes only a shapeless track on a soft, porous rug.

Any subject that is to be printed on paper will print *better* if printed on a *better* paper.

The Warren Standard Printing Papers contribute to the cause of

Better Paper—Better Printing in just the degree that a “better” paper is one made to perform exactly the kind of work expected of it.

Not all the Warren Standards are so smooth and white as Warren's Lustró. Not all are so dull and ivory-like in their beauty as Warren's Cameo, nor as well suited for simple type announcements as Warren's Olde Style, but every Warren Standard Paper was developed for one special field of book paper printing.

Master catalog printers all have copies of Warren's Paper Buyer's Guide, which shows specimens of what fine presswork can do on a standardized paper. This book and the volumes of the Warren Service Library are also to be seen in the public libraries of our larger cities and in the offices of any paper merchant who sells the Warren Standards.

S. D. WARREN COMPANY, BOSTON, MASS.

better
paper
better
printing

Warren's

STANDARD

Printing Papers

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

Thos. Osack Co.

NEW YORK