

Advertising & Selling

APRIL 24

1920

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Public Library,
Kansas City, Mo.

Chicago Paper Has New York Prodigy

In June, 1919, The Chicago Tribune began publication of The New York News—a tabloid pictorial morning newspaper. The News is now selling more than 200,000 copies a day and has the eighth largest morning circulation in the United States. It is a notable fact also that The New York News is inspiring in its readers the same enthusiastic support which has characterized the relations between The Chicago Tribune and its readers—relations which are at the root of The Chicago Tribune's success as an advertising medium.

Public Library,
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Forty Years of Real Service!

THE ENVIABLE RECORD OF

THE S. C. BECKWITH SPECIAL AGENCY

Established 1880

World Building Post-Dispatch Building Tribune Building Moore Building Bryant Building Ford Building
NEW YORK ST. LOUIS CHICAGO ATLANTA KANSAS CITY DETROIT

SERVICE THAT IS REAL

FOR two-score years four distinct fundamental principles—*System, Energy, Perseverance and Dependability*—have dominated in the BECKWITH organization and this fact is known from coast to coast, with the result that the newspapers represented by this agency are among the largest and most progressive and *best satisfied* of any published. Character and standards maintained and exercised

Our Service Men

Each man in the group is picked for special excellence in some one form of advertising.

J. T. Beckwith	J. W. Cooper
R. W. Beckwith	S. C. Beckwith, Jr.
T. F. Flynn	E. D. Beckwith
C. T. Logan	J. L. Mandable
R. A. Fletcher	E. M. Roscher
S. W. DuBois	T. W. Davis
H. B. Raymond	C. D. Davis
J. R. Lisson	W. M. Thompson
M. H. Rowzee	S. S. Collins
A. Seiffer	J. J. Farrell
A. Gross	C. O. Langlois
A. J. Marucchi	M. P. Linn
G. Cinque	Joel C. Harris, Jr.
P. F. McKenna	A. H. Oman
P. L. Henriquez	

are responsible. No commission from those we serve too small or too great—our fullest ability behind each effort. Distance nor cost disturb our plans—we go on. The highest of ideals, backed by the experience of those on our working staff, insure the highest efficiency in our business relations with buyers of space and the newspapers we represent.

This, we submit, is *real service*.

THE BECKWITH SPECIAL AGENCY can furnish to advertisers and agencies trade information concerning selling conditions or distribution methods existing in each city where it represents a newspaper. The publishers represented are thorough believers in our co-operative ideas and are pleased with an opportunity to make stronger the advertising messages inserted in their columns. We can sell you *real service*. their columns. We can sell you real service.

The Beckwith Neo-Latin Division will aid you to establish your business or increase it, in South America, Central American and the West Indies. Write to New York Office for particulars.

THE S. C. BECKWITH SPECIAL AGENCY

NEW YORK ST. LOUIS ATLANTA CHICAGO DETROIT KANSAS CITY

Let this be a tribute—

to those forty-odd pioneer publishers who have demonstrated the value of newspaper Rotogravure Graphic Sections.

We, who are about to launch our Graphic, find the waters charted, shoals marked and channels buoyed.

The most dangerous reefs bear evidence of wrecks—lost ships of hardy mariners who dared and tried and lost.

Yet, through their very losing, marked and robbed the spot of danger for all time.

Hence, such strategy as marks our course is due to starting after others rather than to inspiration.

For instance, the selection of Saturday as the day of issue gives a marked advantage.

It is obvious that photographic news can be presented twenty-four hours ahead of Sunday graphics.

But perhaps the most important point in this earlier entree to the home is the fact that Saturday night, that home evening of the week, is undeniably ours.

Profiting by others' experience, we have purchased a year's supply in advance of high-grade super-calendered paper.

And, starting later, we are able to limit and determine a standard of acceptable advertising in keeping with quality illustrations and quality readers.

The New York Evening Post is almost as old as these United States. Its aim is to be a newspaper you can trust.

New features must be upon a par with its traditions and standard of quality. Upon this pattern the Graphic is cast.

First Issue—Saturday, May 1st.

Last advertising form closes ten days in advance of issue.

“daddy”

He is the “daddy” of them all.

—the Big Merchant.

Look upon him as the father of a big family—as the great big consumer.

That is just exactly what he is.

That is just exactly the way a hundred million shoppers look upon him.

That is just exactly the way he looks upon himself.

The consumer's point of view is his point of view.

—their wants are his wants.

His whole business is built on their satisfaction.

He meets any dissatisfaction with new merchandise or a cash refund.

In the eyes of the consumer he is the responsible party.

His is the most highly competitive business in existence.

Competing for the confidence, the good-will of a fixed local people.

His greatest effort and service is that of selection.

And he must select, on the basis of merchandise that will compete in price, appearance, quality and final satisfaction with merchandise similarly selected by his competitor.

* * * *

There is a close bond of friendship between this merchant and the Dry Goods Economist.

A friendship built on mutual confidence and sympathetic understanding.

A friendship that has grown steadily stronger through 74 years.

Do you really know the
DRY GOODS ECONOMIST?

DRY GOODS ECONOMIST
239 West 30th St.
New York

* **97%**
of Dry Goods and allied lines are sold on the recommendation of the Retail Merchant
In the eyes of the Consumer he is responsible

REGISTERED BY TRADE MARK

Advertising & Selling

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

Established 1891
ADVERTISING & SELLING CO., INC.,
471 Fourth Avenue, New York, N. Y.

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

29th Year

APRIL 24, 1920

Number 44

Give Thanks for Advertising, Mr. Thompson; Don't Tax It, Says Sales Manager

**Deliberately to Tax This Great Force for Good, He
Writes, Is to Kill the Goose That Lays the Golden Eggs**

WHATEVER the Hon. Charles J. Thompson, of Defiance, O., representing his district in Congress knew about advertising when he introduced into the House of Representatives his much discussed bill to levy a tax on advertising, he certainly has been put in the way of learning a good deal since the bill became public. Advertising has been advertised to him in a direct-by-mail campaign of proportions that must have astounded and may have dismayed him.

One of the most effective letters that Mr. Thompson has received, one best qualified to shed light on the economic question of what would be the result of taxing advertising—one of the tools, not one of the fruits of business enterprise, as the writer calls it—is from Jess H. Wilson, Sales Manager of the Pompeian Company, of Cleveland, O. Mr. Wilson's letter follows:

TEXT OF MR. WILSON'S LETTER

My Dear Mr. Thompson: House Bill 12976 which you introduced in Congress proposing a tax on advertising, it seems to me, affects the prosperity of the Public, of Capital and of Labor

Being only a salesman, and not being versed in the etiquette of "selling" a Congressman when you do not agree with him, I am making use of the written word to tell you why I think you are wrong in taxing advertising.

Having worked so closely with advertising, having seen it increase sales, having seen it make possible a lesser profit per sale, having seen it accomplish untold good for truth, having seen it reorganize merchandising methods, having seen it purge itself of untruthfulness, I naturally am a firm believer in advertis-

ing as a fundamental economic force.

It seems to me that when it is necessary to tax in order to raise necessary sums for carrying on our collective function as a Government, great care must be exercised to see that the tax is levied on the fruits of business enterprise and not upon the tools with which these fruits are developed.

It is axiomatic that "sales move the wheels of business." That the employment of labor, the payment of dividends and the payment of taxes is dependent upon the fruits of business enterprise, and that the fruits of business enterprise are not, as have been supposed, profit, but sales.

ADVERTISING INDUCES TURNOVERS

Without sales there are no profits, and frequently with sales, there is little profit, for your merchandiser of to-day is depending upon immense sales with very small profit per sale as his business salvation. Profits per sale are on the decrease but sales are on the increase, yet more and more profit is going to labor and more and more being required to pay taxes. Yet advertising is the tool that enables the merchandiser to stand up under this strain, for it gives him volume of sales.

Naturally, the merchandiser of to-day, whether he is selling the output of a factory, operating a department store, or what not, knows that his only solution of the mounting costs of doing business and meeting the necessary increases in wages, is sales and more sales; and if he can get these sales through small profit and quick "turnover" of his stocks, he can continue as an economic unit.

The simple little word "turnover" expresses an often misunderstood but fundamental operation in modern merchandising. It is the key which is turned by advertising. In its simplest form, it is represented by the huckster who invests his capital each day in a fresh supply of fruits and sells out in that one day, thus "turning" his capital over and taking a daily profit.

Formerly the merchant, because he made long profits per sale, was not interested in how fast goods sold, but in the profits he made. He was essentially a trader. Your old time merchant made his yearly trip to market. He received credit from the manufacturer or jobber for a long time, often a year, made one profit himself on the transaction, and likewise the seller, because he had his capital tied up in his book accounts, had to depend on one profit. It naturally had to be large in both instances to take care of the cost of doing business of both of these during the time the merchandise was "turning."

Advertising has changed this. It has enabled the manufacturer to go directly to the consumer and sell him in "mass" on the desirability of the manufacturer's products. This has created business. It has raised the standard of living. It has changed the merchandising habits of the merchant. Because of the steady sale of the merchandise, which has been created by advertising, the merchant can buy each month, thus turning the capital invested in the advertised article, twelve times a year. The manufacturer only has his book accounts tied up thirty days. Thus both he and the merchant can be satisfied with very much less profit per sale,

and the consumer buys better quality for less money.

SELLING AND RE-SELLING

Thus, the manufacturer gets his money back every thirty days, and can use this capital again and again, selling more goods and giving more employment to labor. Then the manufacturer's product must be absolutely right, for the advertising focuses the pitiless white light of publicity on it, and unless the product and the price be all that is claimed for it, the advertising hastens the manufacturer's failure.

Advertising makes it possible for the mass to have conveniences and opportunities which, without advertising, would be prohibitive in cost. Advertising has been the greatest barrier to the formation of classes in this country. The Advertiser knows that his greatest market lies in reaching these masses. To reach them he has to be content with a minimum amount of profit with a maximum gross of sales. Without advertising, the manufacturer would have to depend on a large profit per sale, boosting the price of his article out of reach of the great mass of people, and limiting its sale to the smaller class who had the money and would thus become the aristocracy. Thank God for Advertising.

For Advertising has done all of this and more.

Business generally has what are termed "peaks and valleys." There are, during certain periods, abnormal demands for certain articles, while during other periods the demand has been slack, necessitating the laying off of labor and slowing down production. Advertising has pushed up the valleys in many, many instances, so that labor may enjoy stable year around employment.

Just so, is advertising most necessary during periods of depression and unemployment. Yet, because of our tax laws, the manufacturer is not allowed to lay up a reserve during "fat" years with which to advertise during "lean" years, so that he may have enough sales to keep his plant running, and his labor employed. And the proposed tax on advertising certainly will put a damper on the courageous manufacturer who would attempt such a public benefaction.

Naturally, anything that has come through a period of evolution as has advertising, has committed sins, of omission and commission. No one knows this better than advertising men. But through their Associations, Truth in Advertising is an accomplished fact. Advertising clubs,

through their paid vigilance departments, are jealously guarding the reputation of advertising and making it increasingly hard for fakirs and confidence men to get by. Reputable periodicals have joined them and they have stretched forth their hands to Congress for constructive help and not destructive taxation.

EFFECT OF THE PROPOSED TAX

Now, to deliberately tax this great selling power, this great power that makes possible for the humblest laborer to enjoy the finest music in the land, to have automobiles, for his wife to have washing machines and vacuum cleaners, to wear clothes of such style, cut and material that you cannot distinguish between him and the bank official by appearances; to deliberately tax this great force for good, is to take the same position as the person in the fable, who killed the goose that laid the golden egg.

It is just as wise to tax the farmer for the fertilizer he uses to produce his crops, as it is to tax the manufacturer on the sums he spends on advertising; just as wise to tax the manufacturer on the wages he pays his traveling salesmen, as it is to tax his advertising expenditures.

Business today is honest. It wants to be on the level. It wants its representatives in Washington to realize as much and work with it to a fair solution of the problems that face the Public, Labor and Capital. It does not want taxes or laws that place a premium on dishonesty, neither does it want taxes that make the successful operation of business still more problematical than it is. The mortality figures of the business world, you know, show that it is now problem enough to successfully conduct a business enterprise.

So, I believe that a review of the business activity of this country as affects the interest of the Public, of Labor and Capital, will show that taxes should be laid, not upon the tools of commerce, but upon its fruits. Its fruits are not profits or advertising, but sales.

You naturally think your bill will solve a vexing problem. I think you have not gone deep enough into the subject. Am I right?

MR. THOMPSON'S REPLY

Under date of April 7, Representative Thompson made reply to Mr. Wilson as follows:

"I have your esteemed favor of April 3 and it is quite evident that you, together with others, are writing me through a misunderstanding of the bill and at the urgency of ad-

vertising agencies. I have given this matter careful consideration and do not agree with your statements.

"The advertising and printing business is now approximately the sixth industry of the United States. It may be possible that the aggregate amount of advertising done in the United States amounts to approximately one billion dollars at the present time. By taxing away one-half or two-thirds now spent for advertising, the government might raise millions in revenue. So far as your advertising is concerned, I cannot see how it would be an additional tax on you because you could simply cut down the volume of your advertising. Smith is trying to persuade the public to buy his wares instead of the wares of Jones. Now, there is no real reason to believe that Smith handles better wares than Jones and there is great waste in the realms of printed paper and the ugly, glaring billboards to tell the public to buy Smith's instead of Jones' wares. A compact statement quoting the grades and prices would answer equally as well every need of the consumer and the rest of the energy expended is a public loss.

"If you and all advertisers would use one-fifth of the paper space you would sell as many goods as before and a great amount of wasted effort would be eliminated. Why, then, should the government not use its taxing power to prevent needless waste of energy and material?

"Experts say there is only seventeen years' supply of spruce forests from which print paper may be manufactured. Several days ago the House of Representatives eliminated the tariff between this country and Canada for two years. If that bill becomes a law, it will not affect prices in my opinion for the reason that the exorbitant and tremendous demand for print paper is exceeding its supply and mills which require from one to two years to build cannot be built fast enough to supply demands of print paper and men who might build mills are going to be slow about building them because of the limited supply of raw materials from which the manufacturer makes paper.

"A single Sunday edition of only a single United States newspaper consumes as much newsprint as is used in two days by all the newspapers in Canada. There are twenty newspapers in four states of the United States which consume 38 per cent of the newsprint used in the United States and there are 34 newspapers

(Continued on page 20)

Pioneering in Raw Product Advertising

How the American Rolling Mill Company Has Simplified the Sending of Its Message Broadcast

By **BENNETT CHAPPLE**

Publicity Manager American Rolling Mill Co.

RAW product advertising has a bigness to it, something like the roaring of ocean breakers, or the contemplation of the mighty firmament. It is sometimes called "thin market" advertising in contradistinction to "thick market" advertising. By whatever name you choose, it means the advertising of something that you can't buy unless it has been made into an article of usefulness by somebody else.

All of which is by way of introduction to the fact that Armco Iron, the pioneer of raw product advertising in magazines of general circulation, seems to have become the beacon light of a new conception of advertising possibilities. It is now several years since The American Rolling Mill Company of Middletown, Ohio, first decided to tell the story of rust-resisting Armco Iron through general mediums and it has been at it ever since. What is more to the point, it has been successful to such an extent that the public is now asking for stoves, refrigerators, washing machines and other products made from this material.

When the announcement was first made that Armco advertising was going into general mediums some friends seriously objected to "the crazy idea of trying to advertise Armco Iron to the general public." Even yet it seems to be a great mystery. A recent letter from a teacher of advertising in a well known university put the question squarely: "Why does The American Rolling Mill Company advertise in *The Saturday Evening Post*, a magazine of 2,000,000 promiscuous circulation whose readers do not generally buy iron?"

A direct answer to this question is found in a full page announcement in a leading metropolitan daily by a firm of advertising councillors. In talking about advertising a raw product they made this argument: "This seemingly misdirected advertising service is highly important to you as a consumer. It enables you to buy with your eyes open. If you are inspecting a stove and the salesman says 'It is made of Armco Iron' you know that paint and porcelain have not been employed to cover up tin. If you are consider-

ing an automobile and the dealer tells you it has a Continental motor your opinion of the car is immediately improved."

SPREADING THE DOCTRINE

Almost every mail brings an inquiry from some manufacturer of raw products who is planning to go into national advertising. Or, perhaps, it is an advertising agent who writes concerning a prospective cli-

ent, feeling the Armco experience may prove a helpful guide.

iron will prove an ultimate economy to the consumer. To tie all the various products of these three hundred different concerns into the Armco national advertising campaign is a considerable task. As the first link in the chain, little round transfers containing the Armco triangle trademark with the words "Made from rust-resisting Armco Iron" are supplied to fabricators of Armco Iron products, which may be affixed under each manufacturer's label.

HOW THE ADS "WORK"

Here's the way it works. Upon entering a modern hardware store today, you will probably be attracted by a fine electric washing machine display in the window. A second look will no doubt reveal the Armco Triangle under the maker's label. You say to yourself that it is significant, for the life of all metal washing machines lies in the rust-resistance of its metal parts. Stepping further down into the store you come across a garbage can with this same label. Or it may be a galvanized pail or even a stove or a furnace. Wherever the little Armco label appears it instantly recalls the national advertising, even though the product itself is not advertised.

Hundreds of thousands of these little transfers are supplied to distinguish products made of Armco iron. In this way the Armco trademark "carries through" from the pages of the general magazine into the store and on to the home, where it meets itself in the pages in the general magazine again. The circle is complete. All the time the consumer is learning to associate highest quality, long life and wear with products made of Armco Iron.

The problem has its difficulties. Armco Iron costs more than ordinary steel, yet has no outward distinguishing features to reveal its superiority to the eye or touch. While the housewife can easily tell the difference between cotton and wool and judge of its wearing quality by the feel of the cloth, she has only the little Armco triangle to rely on in purchasing sheet metal products. Her confidence must be established through advertising. The little



Armco Iron Washing Machines Will Last Longer



A specimen of the "Raw Products" advertising as it reaches the household consumer

ent, feeling the Armco experience may prove a helpful guide.

And there you have it. To all the reply is the same: that national advertising has been a very large factor in the success of Armco Iron.

The raw product advertiser, naturally, must cover a much broader field than if confined to a single product. For example, in the new booklet "Who's Who in Armco," recently put to press, are listed nearly 300 representative concerns in America using Armco Iron in the fabrication of their sheet metal products. With some it is only one item, with others Armco Iron enters into the manufacture of their entire line of twenty or thirty articles. The list includes a broad variety of merchandise such as stoves, refrigerators, automobile radiator tanks, grain bins, ice cream cans, washing machines, wash tubs, garbage cans and a multitude of other items in which a rust-resisting

ARMCO IRON

FOR BURIAL VAULTS and CASKETS

BECAUSE of the growing scarcity of mahogany and other woods, metals are being used more and more in the manufacturing of caskets and grave vaults. Those made of Armco Iron are particularly desirable because they combine attractive appearance, absolute protection, durability, and moderate expense, but do not add excessive weight.

Armco Iron Caskets are beautiful examples of workmanship. They take a finish like the finest wood grains, and are much more serviceable.

Armco Iron Grave Vaults of air-tight and water-tight construction are also available. Porous materials, such as are sometimes used in grave-vault construction, let in water, and ordinary metals rust out because of alkaline and other severe corrosive influences underground.

But the purity, evenness, and rust-resisting properties of Armco (American Ingot) Iron insure the permanence and protection so necessary and desirable in grave appointments.

THE AMERICAN ROLLING MILL CO.
MIDDLETOWN, OHIO

Caskets and Grave Vaults of pure Armco Iron are made and sold by the following manufacturers:

Armco Iron Caskets	Armco Iron Grave Vaults
<ul style="list-style-type: none"> Chicago, Ill. St. Louis, Mo. St. Paul, Minn. St. Petersburg, Fla. Wichita, Kan. Wilmington, Del. Worcester, Mass. 	<ul style="list-style-type: none"> Albany, N. Y. Baltimore, Md. Buffalo, N. Y. Chicago, Ill. Cincinnati, O. Cleveland, O. Dayton, O. Indianapolis, Ind. Los Angeles, Cal. Memphis, Tenn. Minneapolis, Minn. Philadelphia, Pa. Pittsburgh, Pa. Portland, Ore. San Francisco, Cal. St. Louis, Mo. St. Paul, Minn. Wichita, Kan.

For your protection, look for the little blue and gold triangle which appears on all Armco Iron Castings and Sheet Metal.

The mission of this striking advertisement is to sell coffin metal

that at least 90 per cent of all caskets will be fabricated out of metal instead of wood. There has also been a tremendous growth in the use of metal for water-tight grave vaults replacing porous ones of wood and concrete.

With these facts in hand, the Research Department of The American Rolling Mill Company obtained from the Bureau of Soils, at Washington, a complete analysis of soils in the various parts of the United States. Then tests were made on the basis of these government reports to prove that Armco Iron was the superior metal for grave installations before a dollar was invested in advertising the fact.

Full page ads were prepared for *The Saturday Evening Post* and the *Literary Digest*.

In addition to this a circular, "The Business of Burial" was printed and this was sent to undertakers in conjunction with the appearance of the national advertisements. A little poem was also included with the circular to give a touch of sentiment.

Thus Armco Iron graciously made its bow in an entirely new field. Today, practically every manufacturer of metal caskets is using Armco Iron and most of the grave vault manufacturers are too. And even here the little Armco Iron transfer trademark is in evidence following through to the finished product to assure the public of the quality of the material used.

Ten years have rolled away since the slogan "Armco Iron Resists Rust" first appeared as a tiny candle to enlighten the public on the merits of pure iron. It has since grown into a mighty light. The thousands of tons of Armco Iron put into service during this period in a countless number of different uses constitute the greatest of all advertisements of Armco—an advertisement such as only Time and Service together can write.

Barrett Succeeds Sackett as Studebaker Advertising Manager

O. S. Barrett has been appointed advertising manager of the Studebaker Corporation, automobile division, with headquarters in South Bend, Ind. He succeeds R. C. Sackett, who has gone into partnership with E. S. Gehagen, Studebaker distributor in Cincinnati, O.

Mr. Barrett, who was advertising manager of the vehicle division, has been associated with the Studebaker firm for twenty-two years, having started as an office boy. The company is making extensive plans for expansion, the manufacture of a Light-Six model having been started in a new \$15,000,000 plant, which when completed, is to have a capacity of 500 automobiles a day.

Armco Iron transfer is to give full assurance as to quality.

Quite a number of concerns using Armco Iron are themselves national advertisers and many of these take advantage of Armco publicity and feature the material in their own advertisements. Very frequently you pick up magazines of general circulation and read advertisements of stoves and other products in which the Armco triangle is featured. It surely means more to the public to know that an article is made of rust-resisting Armco Iron and the wise advertising man appreciates this fact. This is the reason that manufacturers using Armco Iron in their product feature in their catalogues and circulars the Armco Triangle, like the sterling mark on silver, a recognized standard of quality (99.84 per cent pure iron).

New markets open up almost every day. The American Rolling Mill Company makes it a business to watch the development of these new uses for sheet metal so that it may be prepared at any time to go

into a new field, providing that field is one in which pure iron should properly take leadership.

The recent Armco Iron advertisement on grave vaults and caskets is an illustration of this point. Within the next ten years it is estimated

ARMCO IRON
Resists Rust

Build with Armco Iron—Keep with It—
Use it for all Sheet Metal purposes on your Farm

How the Armco copy carries its message to the farmer

Analyzing Color Uses In Advertising

An Eminent Authority Takes Up the Cardinal Principles Upon Which Must Be Built the Effective Illuminated Display

By M. LUCKIESH

THE POWER of color in advertising cannot be reduced completely to simplified figures at present because the great field of psychology has not been sufficiently explored. This is also true of other phases of advertising and this condition will clarify only as experiments are conducted systematically and the results are garnered and coordinated.

Advertising is ever concerned with psychology and, therefore, the usefulness of color in advertising will be revealed by studies of the effects of color upon mankind in various stages of civilization and under the many complex conditions of modern life. The web of the science and art of color is intricate and the individual with only a little knowledge in this direction is liable to err often in his analyses. This is easily recognized in certain writings on advertising and in various advertisements.

Abundant proof now exists which indicates that in certain fundamental respects all mankind is affected by colors in the same general manner. In other respects the effects of colors depend upon race, creed and level of civilization. And finally it is well to remember that men are individuals because each has a different chain of experiences and associations behind him. For this reason a given color may not always possess the same appeal, power, or meaning. Its effect also depends upon its location and environment. An opinion regarding the power or use of color based upon its effect upon a single individual may be of little value. Its impressiveness and expressiveness as determined by the average results obtained from representative groups of persons must guide the advertising specialist. Furthermore, experiments in the field of psychology must be conducted by those cognizant of the intricacies and far-reaching influences of details

which ordinarily will be overlooked by one possessing only a meager and superficial knowledge of the sciences involved.

COLOR APPEAL

Advertising appeals to mankind chiefly through the visual sense and

the use of color and the unconscious reactions of persons toward colors and various colored environments. But conclusions drawn from a few instances are dangerous. Let the observations accumulate because the web is intricate and the variations among individuals are very great for certain reactions to color.

Knowledge pertaining to the effect of color upon mankind and the powers of colors may be drawn from such sources as nature, literature, the theatre, symbolism in various fields, the decorative arts, and the fine arts. Mankind is using color everywhere and thus is furnishing numberless examples which, combined, hold the keys to the solutions of the expressiveness and impressiveness of color.

Nations and creeds differ somewhat in their use of color. Yellow may be a sacred color in China; it may be used to paint the abodes of felons in another country; and it may be the symbol of quarantine for several nations. It may perform all these offices in a single country so that other considerations, perhaps the particular shade or tint or conditions of usage, must distinguish between its various representations. Persistent usage of color in such ways—and there are many such usages—helps to formulate the language of color.

Mankind is generally unobserving of color unless it is novel, emphatic, ludicrous or out-of-place. For example, man passes the day oblivious of the magical drapery of color spread over everything. The variety of interesting color in nature is unheeded except in such striking changes in nature's cloak as the sudden bursting forth of the riot of autumnal colors. Even then, many persons do not note the magical change. The marvelous sunsets at the end of each day are seen by relatively few persons, but if one of these gorgeous displays is fixed upon canvas and placed in the com-

Color In Advertising

LONG before the science of advertising was born Pope said, "A little knowledge is a dangerous thing." This applies as well to the field of color in advertising as to other phases of human endeavor. The science and art of advertising cover so many fields that there is room for many specialists; furthermore, it is well occasionally to remember that there is a groundwork lying far below the level in which we ordinarily carry on. Mr. Luckiesh has devoted many years to the study of color and is well known by his lectures, brochures, and books, his "Language of Color," his "Color and Its Applications," and his "Light and Shade and Their Applications," containing much of interest to the advertiser. He has analyzed the field of color in advertising and is presenting the fundamental ground work in a series of articles which will aid the advertising specialist in his specific problems.

The author justly deplors the application of superficial information too specifically and therefore has dug deeply. If the reader gains merely a true conception of the ramifications of the expressiveness and impressiveness of color, at least he will be freed from some of the dangers of a narrow viewpoint. However, the series of articles on color, of which this is the opening number, not only shows the immensity of the potentiality of color in advertising but on the whole is a careful analysis, full of practical value, and clearly expressed by an authority.—THE EDITOR.

the possession of the color-sense makes color an important feature in advertising. The value of color is well established, for proof exists in the colored pages and catalogues of successful advertisers. It is difficult to ascertain the relative pulling power of a colored ad compared with one in black and white, but from various considerations the writer would risk the opinion that in many cases color pulls many times more strongly than its increased cost necessitates.

The technical problem confronting the advertising specialist in regard to color is to ascertain its workings.

The sources of information regarding the effectiveness of color are found on every hand. The advertising specialist should observe

How We Sell Ourselves Every Day



Artist Stanley of ADVERTISING & SELLING staff - sets forth some old ways ever new

paratively drab environment of an interior it attracts attention. The endless variety of landscapes is unnoticed. Such considerations provide clues pertaining to the methods which will awaken the attention of mankind by the use of color. Where color has always existed man is indifferent to it. The greatest value of color lies in awakening man from his perennial indifference; in bringing him back to consciousness. The remaining attributes of color then come into play and these should be utilized in an appealing and forceful manner to reinforce the selling power of an advertisement.

CHARACTERISTICS OF COLOR

Vividness may awaken man but care must be exercised that the reaction which follows is not one of disgust. In a charming neighborhood of well-cared for homes a brilliant red house will attract attention and then disgust the person of refined taste. A spotless white house freshly painted will attract attention and then leave a pleasing impression. Ads of certain automobiles would attract attention if the car were in scarlet red, and the color would not be inappropriate if it applied to a car of the racy sport-

ing type which is built for speed and noise. Such an ad for a car which was meant for the more conservative would attract attention but certainly would not "pull." Novelty in the use of color may awaken man but he may then be disgusted with its incongruity or ludicrousness.

Vividness, novelty, and pulling power of colors must not sacrifice appropriateness; they must be allied to it.

If a magazine is printed wholly in color an ad in black and white would be novel and in a sense vivid. When all advertising is done in color the advertising specialist will doubtless see the novelty of black and white.

Appropriateness in the use of color involves the advertised product and the class to whom the appeal is made. It also involves the advertising medium such as show-window, newspaper, magazine, or billboard. Colors may be used on a billboard amid a green landscape in a booklet, in a first-class magazine, or on an artistic calendar even though the same product were advertised in the various cases. In fact, the billboard amid the variegated landscape of the country must

have striking colors to be noticed and read by those speeding by in automobile or train.

ASSEMBLING THE QUALITIES

Attractiveness of color may be due to the exquisite harmonies, the striking contrasts, the excellence of technique, the vividness, the novelty, the overwhelming areas.

Novelty of color may arise from incongruity, ludicrousness, daring, and combinations of these. If a man dares to wear a lady's red hat down the street, the incongruity is ludicrous. Novel uses of color in advertising are justifiable and necessary, but the advertising specialist must be certain of his ability to sense the result upon the reader's mind.

Realism of color in advertising is one of the simplest phases and perhaps the most generally useful characteristic of color. Realistic color makes food products "good to eat." It pictures products as they are and makes them attractive.

Usefulness of color in relation to an advertised product is closely allied to realism. Color may largely represent the value of products such as paints, dyes, and lacquers. From a decorative viewpoint the colors

(Continued on page 39)

THE NEW YORK GLOBE

Offers the advertiser the most direct appeal to
180,000 New Yorkers with money to
buy advertised goods.

Advertising Sold as a Commodity

The New York Globe sells advertising
at the same price for like service,
foreign or local.

To Help Conserve Print Paper

The Globe has established emergency rules and
regulations to secure reasonable service for
the largest number of customers.

Member A. B. C.

The New York Globe

180,000 A DAY

JASON ROGERS, Publisher

The Next President of the United States May Be a Farmer—Publisher

In Iowa They Have Decided Upon Edwin T. Meredith, a Common Sense Businessman, and This Is An Honor to Advertising Workers

IT IS REASONABLE to hope that the next President of the United States will possess, among many qualifications, the patient, kindly character which shall enable him to reunite in friendly, loyal and sympathetic relationship, his own fireside with every other fireside in this rather neighborly nation of ours. It is desirable, too, that his ambition be less keen to remake the world than to bring about in America that readjustment of viewpoint which shall convince average workers on farm or in city that their toil is related in purpose if not identical in nature to the efforts put forth on Capitol Hill. Likewise is it imperative that he assume the attitude and act upon it, that the direct route to a settlement of our relationship with the rest of the world is by the seemingly roundabout method of reestablishing the entente cordial among ourselves.

While this may appear to be asking too much of a President, it is, in reality, only a portion of the duties which, if left unperformed, will produce in his tenure of office, chaotic conditions that prosperity and national wellbeing may not weather.

There you have the exact impression of an observant person attending one of the great publishers' conventions in New York during the current week. He could not have come away from these gatherings without the thought that such men will demand for our next President a real builder, a methodical coordinator. And the added conviction would have been that the influence of these understanding, intelligent editors, properly exerted, would insure the election of a candidate, regardless of party affiliation, in whom our nation and the remainder of the world, may place full confidence.

It is unbelievable that publishers, advertisers or other groups of

builders could assemble at this time, upon any mission whatsoever, without discussing the outlook for the future of business and domestic relations. And into such discussion inevitably must enter the quadrennial subject of Presidential probabilities.

CHOICE OF IOWA DEMOCRATS

This consideration is made more

The Ad-Man's Candidate?

ACCUSTOMED to analysis, versed in business practices, and "by trade" an appraiser of men's worth, the successful Advertising Man ought to be fairly able to set forth the specifications of our next President.

In this article one has endeavored to do so. And not at all to his surprise, he has found that at nearly all points the picture fits one of his fellow-workers, the Hon. Edwin T. Meredith, Secretary of Agriculture, Publisher of *Successful Farming* and recently President of the Associated Advertising Clubs of the World.

Mr. Meredith is a big, sound businessman, a student of men and affairs and in many respects an established leader of business development.

It is pleasant to contemplate, at least, that a member of the advertising profession has been considered Presidential timber.

—THE EDITOR.

than reasonable by the fact that within the last week Edwin T. Meredith, farmer, publisher, advertiser and latterly Secretary of Agriculture, the principal speaker at the convention, had been nominated to presidential candidacy as the choice of the Democrats of the State of Iowa.

With fine disregard of partisanship, hundreds of members of the A. N. P. A., who had gathered from the great and small communities of the United States, mixed Presidential personalities with business discussion. And pretty generally they talked rather about persons than parties. They were in reality discussing problems nearest to their interests—the country's publishing problems—going through a program routine, in fact. In the

carrying on of business neither publishers nor other business men very often reckon partisan political alliance as of consequence in their selection of a leader from whom genuine performance must be expected. Occupying a unique position among his fellows, Secretary Meredith impressed his hearers with the fact that he is quite able to follow his already successful career to new and larger service. The impression is not a local one—it has been growing in the public mind year by year.

Meredith has risen to his high position not only among advertisers but among all persons who hold the interests of America first, by simple, human, common sense effort, rather than through inspirational heroics. It is thus, frequently, that leaders are developed for the real crises in national affairs. Such greatness is not easily dimmed and strength thus gained not quickly sapped.

It was significant that although Edwin T. Meredith, of *Successful Farming*, came to the convention as a worker in the field, aside from his high role of Secretary of Agriculture, he was readily recognized as Presidential timber and a man to whose ideas and ideals might be given the fullest measure of support.

It would have been strange, to put it mildly, if such a group as the American Newspaper Publishers' Association, every member of whom is a leader in public thought, had met at such a point in American affairs without the occasion bringing to the forefront some dominant personality.

It would be a calamity if, with such a personality brought to light, nothing were done to grasp the opportunities thus presented.

The non-partisan discussion of Meredith's qualifications brought out some interesting high lights of his character and attracted attention to

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY



San-Tox
and Collier's

De Pree is using Collier's as the backbone of the national advertising campaign for San-Tox shaving preparations.

Watch Collier's



HON. EDWIN T. MEREDITH

the sterling qualities he possesses which are so vital in the next President of the United States.

Meredith is not a prophet, except that his actions are often far in advance of his era. He is rather a sound, skilful, well endowed, highly trained doer of deeds. Defeated twice for public offices of high rank, he is not a beaten man; he is of the type that never bows to reverses but strives and strides on for greater accomplishment in the face of such setbacks.

A MAN OF STRENGTH AND PURPOSE

He is the embodiment of strength and high purpose, the essence and the substance of real citizenship; the alert product, in short, of broad, intelligent training and contact with major affairs.

Perhaps Meredith possesses such sound qualities because he sprang up in an American farming community where life is very real. Retaining all of the foundational instincts of the man of the soil he has gained in addition the extensive experience of wide association with worth-while men and motives. And he has done all this through his per-

sonal incentives, from very modest beginnings.

Sometimes, in a story book frame of mind, we call such men self-made. Meredith, if self-made men existed, would be one—but he is not self-made as writers are wont to style persons who have risen largely by their own efforts. He owes his progress to others as each of us owes to others all of the wisdom and tangible goods that accrue to us. Meredith won his way by cooperating with others faithfully and consistently, by giving to them out of his own stores and receiving from them the return values due him.

Such a man in the Presidential office at this time would have a decidedly stabilizing effect upon the world-wide situation which is vexing us all, whatever our rank or station.

When the time comes in which Americans will specify the dimensions, qualifications and functions of the President of the United States, I believe men of Meredith's calibre will be sought out as often as that office is vacant.

If it is within the province of

the American publishers to influence the choice of our next President, there should be little doubt that Edwin T. Meredith must receive a very gratifying vote. It should be apparent to publishers of all classes and sizes of mediums that the country must have a sound, human, business administration in the next four years—years fraught with greater and more serious problems than those just now drawing to a close. The character of the President who assumes office on March 4 next will have more to do with the trend of events; with the conduct of the publishing business and all businesses upon which it depends and which depend upon it; with our international standing and with the survival of unadulterated Americanism at home than any other factor or event here or abroad in that period. The next four years may bring foreign wars but they are far more likely to bring an increase in domestic disturbances, unless the nation's guiding hand is swayed by such a mentality as I have attempted to describe.

THIS KIND OF A PRESIDENT

The next President of the United States must be endowed above all with intelligent human kindness. He must have more than a mere "speaking acquaintance" with constructive business and economic science; he must have been closely linked up with our every day life; he must know men's minds as they are—not as he should like to have them; he must think with them, not for them; he must cooperate for their best interests and recognize that every day of domestic unsettlement is working against the interest not alone of America but of the entire world. He must be a man among men—not a theoretical bystander. The next President of the United States must be endowed with the faculty for understanding the people who are America. There can be little disagreement with the statement that Edwin T. Meredith as nearly approaches these specifications as any other man in the country.

The candidacy of Edwin T. Meredith never could be spectacular; it would have to be a sincere heart-to-heart effort to touch the lives of all real Americans—an effort to reassert his confidence in them and to feel in return theirs for him. Meredith long ago made his "swing around the circuit." In scores of public gatherings he has spoken,

(Continued on page 28)



New Equipment to Relieve Our Car Shortage

A RAILROAD is worth to you what it can give you in transportation service. Our system, like all the railroads of the country, is short of rolling stock, and this problem is yours as well as ours. The cost of railroad inability to handle traffic falls directly on business men, and indirectly on the public at large. A considerable element in the maintenance of the present high prices is the lack of cars for prompt and adequate movement of foodstuffs, raw materials, builders' supplies and manufactured articles.

We have arranged to acquire new equipment which will cost \$4,318,300. This will include:

196 locomotives	105 all-steel passenger coaches
4000 all-steel box cars	80 all-steel baggage cars
4000 coal cars	30 milk cars
894 stock cars	12 all-steel combination cars
250 refrigerator cars	15 multiple unit electric passenger cars
11 mail cars	12 all-steel dining cars

We are rebuilding 1000 coal cars now out of service, at a cost of approximately \$2,000,000, adding that number of 55-ton all-steel coal cars to our equipment. It is hoped to have a large part of this new rolling stock in service next fall.

Still More Evidence that the Six Billion Dollar Customer Is Getting Busy

We Repeat—Now is the Appointed Time

REMEMBER the *Simmons-Boardman Railway Service Unit*--- Railway Age, Railway Mechanical Engineer, Railway Electrical Engineer, Railway Signal Engineer, Railway Maintenance Engineer ---affords the *only* opportunity for the right kind of publicity in the Transportation Field.

WRITE OR WIRE "THE HOUSE OF TRANSPORTATION" FOR PARTICULARS

SIMMONS-BOARDMAN PUBLISHING CO.

WOOLWORTH BUILDING, NEW YORK

CHICAGO

CINCINNATI

WASHINGTON

CLEVELAND

LONDON

Each member of the Railway Service Unit is a member of Audit Bureau of Circulations and Associated Business Papers

400 Publishers Attend A. N. P. A. Convention

Important Questions Discussed and Notable Speakers Listed Attract Biggest Crowds in Association's History

ATTRACTED by the importance of the leading questions scheduled for discussion there, 400 newspaper publishers from all over North America flocked to New York this week to attend the thirty-fourth annual convention of the American Newspaper Publishers' Association at the Waldorf-Astoria Hotel.

At no time in the history of the association had the convention program been of such intense interest to the members as it was this year.

This was attested to by the earnestness with which those present at the Waldorf entered into the group discussions on the print paper situation, on labor and on postal conditions. As foreshadowed in the call to the big meeting, these questions overweighed all others in attention secured.

CONVENTION SESSIONS CROWDED

Practically every convention session, starting Wednesday morning, saw the old Astor Gallery crowded with members. Group meetings were held in other parts of the first floor, which was given over entirely to the A. N. P. A., and there were even informal group meetings in the lobby, on the stairways and around the once jocund bar. They were enthusiastic meetings, too, despite the fact that the print paper and postal, not to say the labor, situations are not calculated to inspire cheer in the publisher's heart. As the convention drew toward a close it was the consensus of opinion that 1920 was going to be a bigger year for publishers than ever in spite of the handicaps under which they will labor until there is a let-up in print paper worries, at least.

As in former years, the convention of the A. N. P. A. followed on the heels of the Associated Press annual meeting and many of those present sat in the sessions of both organizations. The A. N. P. A. met in six convention sessions beginning Wednesday morning, and held two important luncheons—that of the association's Bureau of Advertising, Wednesday noon and the general A. N. P. A. luncheon, Thursday noon. This latter event superseded the annual banquet of former years.

At the convention sessions, some of the most valuable and informative discussions centered around methods of economy in the use of print paper and data for comparison was brought out from talks on this subject by publishers in the various circulation classes and geographical sections of the country. The report of the manager of the A. N. P. A., Lincoln B. Palmer, showed what the association machinery has accomplished in this respect.

One of the most notable events of the 1920 convention was the Bureau of Advertising luncheon held

on Wednesday at which William A. Thompson, director of the bureau, reported that the total of National newspaper advertising in 1919 was \$150,000,000, and told his audience that the bureau's members had averaged a 70 per cent increase in National advertising in the year, while the bureau had raised its membership during that period 50 per cent.

THE ADVERTISING BUREAU LUNCHEON

This luncheon was addressed by Edwin T. Meredith, Secretary of Agriculture, formerly president of the A. A. C. W., by Harry Dwight Smith, of Fuller & Smith, of Cleveland, president of the A. A. A. A., and by John Sullivan, of New York, secretary-treasurer of the Association of National Advertisers. Wm. F. Rogers, chairman of the bureau committee, acted as toastmaster.

For the luncheon, newsprint, postal and labor troubles were forgotten while attention was focussed on the subject of advertising, the only troubles in connection with which arise from the overwhelming volume now pouring into the publishers' crowded columns.

Attention was focussed on advertising and agriculture. Agriculture got on the program through the address of the principal speaker, the Secretary of Agriculture. Mr. Meredith took for his subject "The Nation's 1,000 Per Cent Investment"—the Department of Agriculture, and devoted his time allotment to selling the publishers on the idea that the department was doing too big a work for the whole nation for newspaper men to listen to and to give publicity to every minor, heckling criticism brought against it. Lafayette Young, Jr., introduced him.

"THE NATION'S 1,000 PER CENT INVESTMENT"

"The Department of Agriculture makes for its stockholders—the people of the United States," he said, "a profit of several times 1,000 per cent a year on all the money invested in it. The Department is made up of an earnest, able lot of men—21,000 of them—who are striving to serve all the people in the country—the producers of farm products and the consumers of farm products alike. Every one of them heartily welcomes constructive criticism of his work. But we realize that, with the exception of myself, the men who are there now in responsible positions will in all probability be there in responsible positions under the next administration—Democratic or Republican—and certainly it is desirable

Keeping Up With The Times

A FACT A WEEK

The rental value of a store is largely determined by the number of people who can conveniently reach it.

The advertising value of a newspaper is largely determined by the proportion of its readers who can conveniently get the products advertised.

That is why The Washington Times circulation has so high a "per thousand" value.

More than 91 per cent of The Times' circulation is in Washington and immediate suburbs—and all in one edition.

The distribution points—the retail stores—at which the products are sold, are immediately accessible to the reader.

In Washington

The Washington Times,
WASHINGTON, D. C.

that the department shall have the confidence and respect of the people as a whole so that the 21,000 members of the department may retain their effectiveness as public servants.

"There is no group of men in the United States to whom I would rather convey this conception of the situation than to you men, because there are few other groups who could do so much toward putting it into execution. Let us in our columns have all the constructive criticism possible, but not destructive or unjust criticism, and if there is a way of correcting any faults that may exist in this business of ours, let us do it without destroying the business itself.

"I want to remind you of another way in which you can help the country by helping agriculture. I have suggested a thing that I wish you would not do. Now let me tell you a thing that I would be glad to see you do.

"Prosperity, both national and local, depends upon three things—business, labor, and agriculture. Business and labor usually have their day in court, their column of type whenever the occasion demands it. Agriculture, the one without which the other two could not exist, is not always given the consideration it deserves.

PUBLICITY FOR THE FARMER

"If a bill is pending in the legislature, for instance, that is inimical to agriculture, it should have the spotlight of publicity turned on it just as a vicious franchise bill would have. If the farmers are making an effort to secure some legislation that they need, it should be discussed in the daily press, just as a meritorious public service measure would be. Your newspapers ought to see that these things are done, not alone because it is a matter of even-handed justice, not alone because the prosperity of the nation depends upon the agriculture of the country, but because the prosperity of your city depends upon the agriculture outside your corporation limits."

Among the other speakers, Mr. Sullivan, secretary-treasurer of the Association of National Advertisers, spoke on the necessity of educating the public up to the value of advertising and of demonstrating to the masses its power for good, in order to defeat attempts to restrict and restrain it. Mr. Smith addressed the publishers on the subject of the advertising agency and emphasized the fact that, although there were 1,161 advertising agencies listed in the United States and Canada in 1919, only 120 had been admitted to membership in the American Association of Advertising Agencies. Calling attention to the part that the agency plays in the building of the great business triangle, he urged upon the publishers the necessity of their getting closer to the agent, cooperating more effectively with him and understanding him better. In his introductory remarks, Wm. F. Rogers, chairman of the Bureau of Advertising of the A. N. P. A., told his audience that the presence of so many friends of the bureau at the

luncheon—in greater numbers than ever before—indicated the interest of the publishers in this cooperative endeavor.

"We are all learning," he said, "to compete less and cooperate more, that it is better to combine to create business, than to try to increase at the expense of those in our own line.

A. N. P. A. PRESIDENT DELIVERS VALEDICTORY

On Wednesday Frank P. Glass, retiring president of the A. N. P. A. delivered his valedictory speech, devoting much of it to a plea for more economy in the use of newsprint. When he

closed it was with this note of warning:

"If you have been saving newsprint, redouble your efforts now, for if you don't, by the time next fall arrives, the newsprint situation will have become infinitely worse than it is now. Publishers have no right to think that the worst is over, that the situation will be cured by this summer's improved output of paper or the new machines coming into the market."

Graham Will Manage Denby Sales

L. D. Graham, formerly wholesale distributor of Apperson automobiles in Chicago, has succeeded Percival Dodge as general sales manager of the Denby Motor Truck Company, Detroit.

When General Lafayette came to Philadelphia

bath tubs, steam heating and electric lights were unknown.

Today, the hundreds of thousands of homes in Philadelphia and its beautiful suburbs absorb vast quantities of plumbing supplies, bath tubs, wash stands, toilet equipment, steam, hot water and hot air heating outfits.

Practically all the homes in Philadelphia's suburbs and about one hundred thousand in the city limits are wired for electricity and are big buyers of electric labor saving and comfort bringing devices.

More than a half-a-million homes in this territory also have gas service, thus presenting a vast market for cooking ranges, gas heaters, lamps, etc.

If you sell anything that helps to make a home more comfortable, you'll find Philadelphians wonderfully receptive to it because so many of them own the home they live in.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin



Net paid average circulation for six months ending April 1, 1920, as per U. S. Post office report

466,732 copies a day

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

The Bulletin's circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania, and is one of the largest in the United States.



How much engineering equipment could you sell this crowd?

Here's a crowd of American folks—brokers, lawyers, chauffeurs, typists, physicians, shoe dealers, carpenters, bricklayers—and **a few engineers**. How many generators could you sell them? How many stokers, bridges, smelters, or paving machines?

Engineering equipment and material is bought by **engineers**. How many engineers are there in this crowd? A dozen perhaps. It's a fine crowd to sell collars or pleasure cars or cigarettes to. But it's not an **equipment** market.

Coal Age Power
American Machinist
Electric Railway Journal
Ingenieria Internacional
Engineering News-Record

Electrical World
Electrical Merchandising
Journal of Electricity
Engineering & Mining Journal
Chemical & Metallurgical Engineering



You can sell to engineers via McGraw-Hill publications

And here's a crowd of engineers and executives—every one of them. Which is just another way of saying that here is a crowd of McGraw-Hill readers.

The 11 McGraw-Hill publications reach men whose decisions count in the purchase of engineering equipment. Through McGraw-Hill Journals you can address a picked audience and talk **sales** without a wasted word.

The 11 McGraw-Hill
McGraw-Hill Co., Inc. *Publications*
Tenth Ave. at 36th St., New York

The Personality Behind a Great Advertising Industry

Truman A. De Weese of "Shredded Wheat" Is Styled
the "Joseph Addison of Publicity," a Model for All

By HUGH WILSON PATTERSON

MACAULAY declared that if one wishes to become a master of English he "must give his days and his nights to a study of Addison."

Truman A. DeWeese is the Joseph Addison of publicity and he who would become perfect in publicity "must give his days and his nights" to the study of DeWeese.

Effort is a mighty test—but we all know where good intentions are used for paving blocks.

Results are the one sure test. Beside the "Thundering Waters" of Niagara stands an institution known throughout the world. Shredded Wheat, in large measure, is De-

Weese but DeWeese is by no means only Shredded Wheat.

It means something—a statement like that. When an institution for which a man labors becomes one of the hall-marks of the man himself—that man's place and power are sure and certain. It means more when the man himself towers above such big work. Such men are never the mere pack horses of the Philistines.

Philosophical history has brought us something of far more value than all the encyclopedias of date and event. Philosophical history has shown us the inside of the machinery, the urge of the personal, the impulse of the individual. It en-

ables us to see men in their human aspects to see through a man's work and see the man himself, as God made him. Earth is made brighter by such men as Truman A. DeWeese who stand apart from the everyday dullness of monotony. Men in the mass are, like the club of Hercules, massy. Man alone, separate and individualized, is, like the wings of Hermes, distinguishable, potent and pertinent. All of us are, finally, far more interested in the man than in his work for the answer to "What manner of man is this?" gives us his accomplishments and more. Even the beachcomber may have his visions.

The universality of the work of DeWeese makes many men inclined to think that he is ALL Shredded Wheat. DeWeese is a great, vital part of Shredded Wheat, and Shredded Wheat is a large part of De Weese, but there is a bigger part of the man than that. He is versatile, but his versatility never degenerates into a "jack of all trades, master of none." He is a master in publicity. He is (the far more important thing), a master of life.

WHEN A MAN MAKES HIS MARK

Cæsar dictated seven letters at once and planned the conquest of a city. The big thing is that the seven letters "got across" and that the city was conquered. It is the fate of man to be judged by results in human judgment. "The end of every thought," says the canny Carlyle, "must be an Action." DeWeese, by human standards, has succeeded in writing, in publicity, in business. On the higher plane, by the higher test, he has succeeded, also, in life.

Well does the writer remember his first glimpse of this master of living and master of life. All one afternoon, then a reporter on a Buffalo newspaper, he had been listening to the intricacies of an involved, important and tedious law suit. The evening assignment was to report a meeting of the Advertising Club. Another round of words, words, speeches, platitudes and "horn blowing"! The tired reporter nearly cut that meeting (a report could, he thought, be written *en passant*) for a prize fight. However, "the stings



TRUMAN A. DE WEESE



CIRCULATION OF TEXAS NEWSPAPERS

As shown by statement made to the Government and filed with the Postoffice Department, showing increase or decrease during the past six months.

Newspapers	CIRCULATION					Change In Last 6 Months	
	Apr. 1,'18	Oct. 1,'18	Apr. 1,'19	Oct. 1,'19	Apr. 1,'20	Gain	Loss
Fort Worth Star-Telegram	56,936	65,599	62,123	65,514	72,256	6,742	
Dallas News	62,915	71,612	72,340	63,572	65,020	1,448	----
Houston Chronicle	48,703	54,573	54,936	51,771	51,687	----	84
Dallas Times-Herald	41,263	44,439	45,142	45,283	45,397	114	----
Houston Post	36,329	40,819	43,379	44,252	43,731	----	521
Dallas Journal	41,066	47,518	41,370	33,618	34,352	734	----
San Antonio Express	34,599	38,958	35,884	31,126	31,545	419	----
Fort Worth Record	25,354	24,695	24,043	25,666	27,781	2,115	----
El Paso Herald	27,311	27,162	24,716	24,504	25,770	1,266	----
Dallas Dispatch	25,517	29,014	25,014	24,101	22,464	----	1,637
San Antonio Light	26,281	29,363	25,709	20,242	20,203	----	39
Beaumont Enterprise	16,906	20,033	19,318	20,124	19,626	----	498
San Antonio Evening News	----	----	18,500	15,854	17,947	2,093	----
Houston Press	19,424	18,011	15,726	15,299	14,023	----	1,276
El Paso Times	22,693	17,484	15,181	14,381	13,967	----	414
Waco News-Tribune	11,145	12,617	12,068	11,037	11,328	291	----
Galveston News	10,900	12,453	11,722	10,750	10,775	25	----
Wichita Times	----	----	----	----	9,252	----	----
Galveston Tribune	9,003	9,131	8,831	8,211	8,541	330	----
Austin Statesman	10,362	7,337	7,573	7,973	7,108	----	865
Waco Times-Herald	7,128	8,112	7,864	7,220	7,782	562	----

Compiled by

FORT WORTH STAR-TELEGRAM

FIRST PAPER IN TEXAS

Now leads next paper by over 7,000 average circulation for six months ending March 31, according to Government Statements.

Over 2 1/2 Times the Circulation of Next Fort Worth Paper

Circulation now

Over 75,000 daily

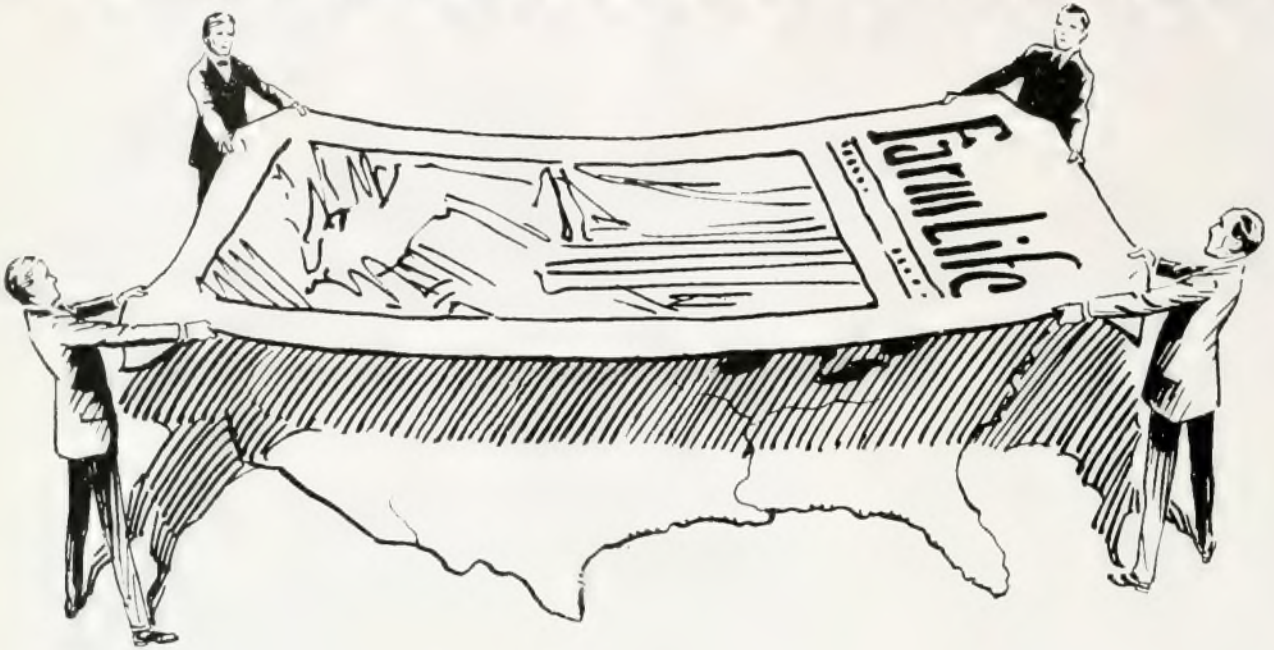
90,000 Sunday

Charter Member A. B. C.

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

A. L. SHUMAN,
Advertising Manager

"A Blanket That



Many agricultural advertisers make up a national advertising campaign by piecing together a list of sectional farm papers and then adding national mediums to "blanket" the country and to get into the corners where the sectional papers do not reach.

We disagree with this method of selecting a list. We believe that the national papers provide ample coverage for the whole country, with support in occasional sections where a campaign of especial intensity is desired.

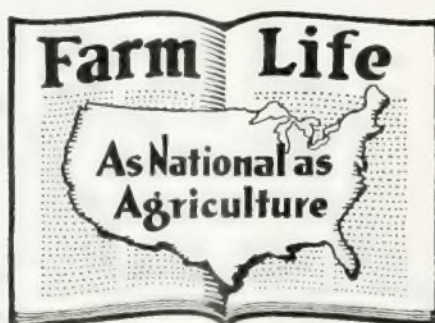
But if an advertiser buys a "Blanket" it is of first importance that it should be large enough to cover the country—it should be really national.

Middle States

Farms 36% of Total in United States
Farm Life 32% of Total Circulation

Western States

Farms 6% of Total in United States
Farm Life 6% of Total Circulation



Eastern States

Farms 12% of Total in United States
Farm Life 17% of Total Circulation

Southern States

Farms 46% of Total in United States
Farm Life 45% of Total Circulation

Really Covers the Country"

And Farm Life, the All-American Farm Paper, does cover the country. The distribution of its circulation parallels almost exactly the distribution of American farms and American farm income.

When you buy Farm Life circulation you cover every agricultural state fully as you cover Oregon, and Texas as well as Maine, and all those between.

It covers parts of the country where it is hard to get regional Farm papers that are strong and do not merely duplicate the circulation of those papers in the sections where they are strongest.

Farm Life's 450 line page brings dominant space into the range of moderate expenditure. Circulation 650,000.

THE FARM LIFE PUBLISHING COMPANY

The John M. Branham Company

Advertising Representatives

NEW YORK, CHICAGO, DETROIT, ATLANTA,
ST. LOUIS

SPENCER, IND.
FarmLife

and torments of an outraged conscience" kept him, luckily, to his task.

The meeting opened, progressed, minutes grew long and dull. Some one inadvertently said something. DeWeese was on his feet. No longer was the meeting dull and drab. Striking through the tinsel of pretense and the veil of empty dogmatism, he hit home. When he sat down there was a story to write, a tale to be told.

Every advertising club in his bailiwick has heard of and from De Weese. If they were composed of wise men, they have prospered. As a speaker at advertising clubs and chamber of commerce affairs, De Weese stands as Depew and Choate and Twain stood as after-dinner speakers. He speaks with authority. At the conventions of the various advertising associations and at those of the Associated Advertising Clubs of the World he has taken a foremost part. To all of these audiences he has preached his doctrine of tried and true publicity.

A man with the vision and experience of Truman A. DeWeese is always a contributor to the progress of his time and place. Such a man must, naturally, take his place in constructive work. Many men have the experience; few have the vision. Hence we find him serving as the motive force for progress in education in his residence city of Buffalo, where he has been vice-president and member of the executive committee of the Public Education Association and a member of the educational committee of the Chamber of Commerce. We find him putting his doctrine into practice, schooling the School Masters' Association under the theme, "Shall the Schools Make Parasites or Producers?" advising the graduates of the Technical High School under the subject of "The Lure of Unproductive Learning" and arousing the occupants of the soft cushioned chairs at the Niagara Club at Niagara Falls with the query "Is Public Education a Failure?" and giving of his best in every possible quarter in every practical way to bring education to its proper place in the scheme of life.

A MANY SIDED PHILOSOPHER

For want of a better term, we must call him a practical philosopher of every day life; for in his work and his play, in his vocation and his avocations, he is ever teaching the fundamentals which he has found on his searching pilgrimage. And so we find the best interpretation of

"The Spirit of the Naval Academy" coming from his pen and, when we turn the pages of the record, we find him preaching in the First Presbyterian Church, of Chicago, on the text "His Father's Business," and too bad it was that all the clergy of the country could not have heard the lesson of that hour. In the wide diversity of his teachings, one finds, running all through like a connecting cable, that noble fundamental truth that man was born to enjoy life and that every man could gain that end by making his just contribution to life.

To advertising men, aside from a wide personal acquaintance—Truman A. DeWeese is always found among his fellows, never above, never apart—he is known as the author of "Practical Publicity," a guide book of the highways and byways of successful adventure in publicity. "Practical Publicity" is not a Baedeker of advertising, sketchy and lumpy, but it is the highest type; not a brochure on any one aspect, not propaganda for any style or means, but a fundamental treatise for every man who has something to sell and who wishes to develop his market on solid basis. A later and less pretentious book from his pen is entitled, "Keeping a Dollar at Work," published by the *New York Evening Post*.

Truman A. DeWeese came into his own by way of the print shop and the "leg work" on small newspapers and the editorial desk of a great daily. He was born in the rich Miami valley in Ohio. Early ambition turned his mind to the study of medicine and for two years he studied to follow that profession but the printshop captured him just as it has captured big-brained, high purposed youth, in all the years, and the youth who had first turned to the professions surrendered to the broader field of work. He went into the newspaper field and stayed long enough to reap the benefits and came away soon enough to escape the case-hardening and the hide-binding.

After a thorough-going adventure on several smaller papers in Indiana and Illinois, he "won through" to an editorial position on the *Chicago Times-Herald* in the heyday of that journal's power and influence. The Board of Managers of the St. Louis Exposition combed the country for ideas on publicity. They invited De Weese to submit his ideas and then invited him to carry out those ideas to spread the news of the great ex-

position. He became director of Special Publicity.

TO THE GREAT ANCHORAGE

From this work, he came, fifteen years ago to Shredded Wheat. Then Shredded Wheat was a novelty—now it is a necessity. Then one "show factory" produced its three hundred thousand cases per year—now four big, modernly equipped, powerful factories, with another in prospect, produce their three million cases a year. Then the common stock was a football at the feet of chance—now it has reached the highest rung in the ladder and rests tranquil, sure and certain.

Through his methods of publicity, he has educated the people into an appreciation of the qualities of his product, a product clean, wholesome and nourishing. Today it all looks easy. The results stand before all the world. Success has come and in the measure of that success, many men forget its causes. As he has said himself repeatedly, "The advertising has been along educational lines, playing up the fact that the product is made up of whole wheat grain. There has never been anything flashy or spectacular in the advertising—just plain, common sense appeal to intelligent people, and keeping at it steadily from year to year."

"Common sense appeal," "never been anything flashy or spectacular," are the words not refreshing in these days of strain and stress and storm? "Common sense"—nothing else could come from the work of Truman A. DeWeese and he towers above all the long haired "geniuses" of this latter day spasm of splash and superficiality.

It has been said that Truman A. DeWeese is bigger than his work, bigger than all the results that crowd to make up the story of his success. Fortunately, we have been given an insight into the man—he has put down himself for us in his book, "The Bend in the Road."

Follow him in this pilgrimage and as we see him searching for "the bend in the road," and having found it, to see him "tarry in the quiet shade of the hills until the strength and the enthusiasm of youth has returned," give us to see the human philosophy of the man.

At "Hilltop Farm" in blue jeans, among his trees and vines, he found his rest in his work as a companion with Nature. "I have found it as last," he writes, "the thing I have been dreaming about all these years

Capital, Labor, Public Need— The Leaven of Understanding

“UNDER the Leitch Plan, when a man wanted to quit, every other man in the shop argued with him and tried to make him stay. Cooperation among the workers, as well as between the mass of workers and the employer, became real.”

*From "Mending Your Business"
By William Almon Wolf*

“All my dealings with my employees would be business, pure and simple. There would be no sentiment, excepting that sentiment which is born of mutual good will. I have scant sympathy for the theory of the generous employer and the loyal workman, in the usual meaning of that phrase. I do not believe that the giving or accepting of a job is ever a favor.”

*From "If I Were a Large Employer"
By John Mitchell*

“Our help have never asked, or suggested any shop councils, or any collective bargaining, or have never apparently been willing to have any unions within their ranks. Many labor leaders have visited our plants, and the honest ones say that we are doing for our help what they are striving to do.”

*From "The Valley of Fair Play"
Unpublished letters of H. B. Endicott
President of the great
Endicott, Johnson Corporation*

“Comrades: If we can get our stuff into an idle man's hands—and his head—before he finds work, we can get somewhere with him.” I often heard the secretary of Communist Meetings pleading in these words.

*From "Seven Months with a Shovel"
By Whiting Williams,
in the Red Cross Magazine for May*

WE'VE reprinted here a few quotations from the live, constructive articles by which The Red Cross Magazine is doing its bit to promote the vital leaven of understanding between Capital and Labor.

Do you know a better way for us to live up to our slogan of “Better Americanism”?

From all over the United States big business men, big manufacturers have written to

The Magazine of Better America
**Red Cross
Magazine**

asking for five, fifty, or five hundred copies of the issue containing these and similar articles.

Men of vision, the big men of industry, are reading The Red Cross Magazine because in it they are finding constructive ideas for stabilizing industrial relationships.

The RED CROSS MAGAZINE

Owned and Published Exclusively by The American Red Cross

1107 BROADWAY, NEW YORK CITY

Chicago

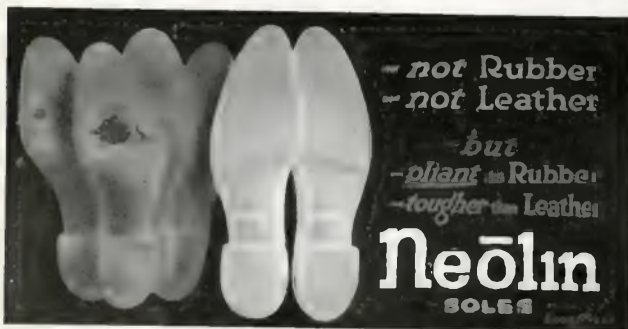
San Francisco

Boston

Precaution in Working With Colors on Car Cards

COLOR is such a powerful element in itself that in the street cars where color plays a prominent part, it often develops into an actual hindrance to the selection of sketches for a proposed campaign.

An instance is recalled where it was sensed that a certain advertiser was putting a wrong emphasis on color in selecting his sketches and copy.



He just naturally got to thinking more about color than anything else. The next time we sent him sketches they were in rough pencil form. We received a letter by return mail expressing his disappointment that the sketches were

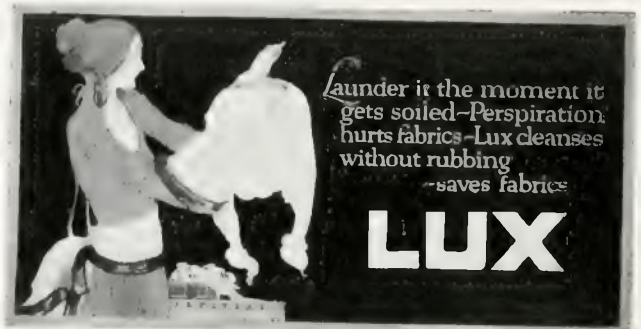


not in color, and asking why we had sent them in that form. To which we replied: "The sketches were purposely sent you in black and white



because if you will permit us to suggest it, you were unconsciously placing too much emphasis on color in the selection of your car cards.

Color is so powerful that you have to watch out or it will influence you against your will. It is doing the



same thing to you that it does to the people who sit in front of your Card in the cars.

Color, not only invites attention, it commands it. It reaches out and



captures your eye and takes it where it will.

In the preparatory stages of your advertising we want to consider color as an incident to the picture. The primary mission of the picture is to express an idea. But the idea comes first. After we have all decided upon the idea which best con-

watched very carefully when preparing street car cards.

Be sure your basic plan is there first --then correctly interpret that plan or idea in picture or text, taking full advantage of the color element.

If you realize the power of the picture in advertising (as all advertis-

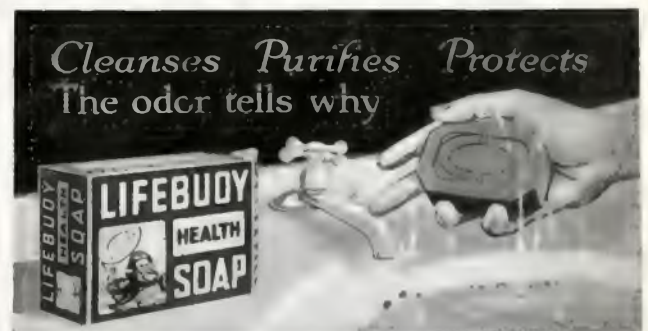


ing men do today) you must realize the power of the picture intensified a thousand fold by color, with the added element of Actual Size to lend conviction.

In no other medium do you get quite the intimacy or realism of the prod-



veys your message to the Public, then we will proceed to express that idea in form of picture and color." This is a point which should be



uct or picture, actual size, in full colors.

**STREET RAILWAYS
ADVERTISING CO.**
HOME OFFICE
Candler Bldg. New York



of city bondage, the thing that opens up the vistas of bucolic beauty and benediction; a rift of blue sky through the smudge and smoke of strenuous life."

THOUGHTS ON COUNTRY LIFE

No man having won the rewards of success in his chosen field, having year after year plodded along in the harness of business, no man, 'less he has within him the divine spark, in full free flow, could practice and write down such a philosophy as this:—"The country encourages the expression of one's natural self. If one enters freely and

genuinely into partnership with Nature the expression of one's individuality becomes the most natural thing in the world. Nothing can curb or restrain it. It unfolds in the sunlight of God as sweetly and as silently as the leaf buds in the mountain ash. There are no artificial values. Everything is rated for what it is worth. Truly the emancipation of the city man from the fetters of foolish fussiness and petty hypocrisies is the chief joy of the return to the soil."

Work well done and play well played! A steady common sense course in business chartered by com-

mon sense guides, and winning the practical rewards of such action; it is a big accomplishment! To give to his fellows abundantly and well, the fruits of his experience and the lights of his vision—such is wholesome success. To be never too busy to pause and to counsel some younger man who is groping on the road, to hold high ideals of citizenship without being a pedant or a chauvinist, such is practical patriotism. These things this man has done. He can, therefore, contemplate the End of the Day, even in the afternoon of life, in these words from his own book—for he has tasted of life in all its fullness—"And when the drowsy day hushes your spirit into calm repose and you feel the tired body yielding to the listless languor that comes to the laborer as the sound of the reaper on the distant hills grows fainter and fainter and fades away at the end of the harvest, you can say with Stonewall Jackson, 'Let us cross over the River and lie down in the shade of the trees.'"

Introducing Miss Diamond Effie

To give the salesmen of the Diamond State Fibre Company, Bridgeport, Pa., all the "inside dope" on what's going on at the factory and outside, W. A. Adams, Jr., advertising manager, has added to his force an original young lady known as Miss Diamond Effie. She's the private stenog to Uncle Henry Fibre, boss of the Fibre industry, and her trade mark appears on each of the firm's products.

Miss Effie will hand out her authoritative gossip to the Bunch informally in a well stenciled, personally signed letter. She wants it clearly understood that the "stuff is straight," and is to be treated as confidential as the Boss would fire her if he ever learned that she was telling tales out of school. She promises to include a page of cartoons in her next letter.


Hawley Advertising Company Moves

The Hawley Advertising Company, 19 West 44th Street, New York, has moved to new quarters at 95 Madison Avenue.

Rufus Fleming is Dead

News from Edinburgh, Scotland, brings the notice of the death of Rufus Fleming, former newspaper man who was American Consul in that city for nearly a quarter of a century.

Mr. Fleming was born in West Lebanon, Ind., in 1853, and following study at the University of Michigan, took up newspaper work. After being connected as a reporter with the *Missouri Republican*, published in St. Louis, he became in 1882 managing editor of the Cincinnati *Times-Star*, a position which he held until 1897. In that year he was appointed to the consular service by President McKinley, and since then he has been the representative of the United States in Edinburgh.



Poster Advertising
brings your product
into the big spotlight
of the public eye.

Nordhem Service
is a warranty that
every individual 24
sheet poster does full
duty under most favorable
circumstances.

IVAN B. NORDHEM COMPANY
Posters, Advertising, Printed & Electrical Displays
in the United States & Canada
8 West 40th Street . . . New York City
Boessmer Bldg. Pittsburg, Pa.

Annual Gathering of A. P. Members

The annual convention of the Associated Press was held at the Waldorf-Astoria Hotel on Monday and Tuesday of this week preceding the A. N. P. A. convention. Reports on last year's A. P. work and the present state of the association showed that the A. P. has made good progress, and is at present in a flourishing condition.

At the annual meeting held on Tuesday, the retiring members of the Board of Directors were reelected. These were Frank B. Noyes, of the *Washington Star*; W. L. McLean, of the *Philadelphia Bulletin*; Adolph S. Ochs, of the *New York Times*; and John R. Rathom, of the *Providence Journal*.

Thomas R. Marshal, vice-president of the United States, was the principal speaker at the annual luncheon held Tuesday. Mr. Marshal made a plea of common sense in the application of the laws governing freedom of speech and freedom of the press.

At a meeting of the Board of Directors on Wednesday, which concluded the annual gathering, Frank B. Noyes, of the *Washington Star*, was re-elected president of the association.

Calvin Cobb of the Boise, Idaho, *Statesman* was elected first vice-president, in place of A. N. McKay of the *Salt Lake Tribune*, whose term expired, and John Lawrence Horne of the Rocky Mount, N. C., *Telegram* was elected second vice-president, in place of J. L. Sturtevant, of the Wausau, Wis., *Record-Herald*, whose term expired.

All of the members of the executive committee were reelected as follows: Frank B. Noyes, *Washington Star*; W. L. McLean, *Philadelphia Bulletin*; Adolph S. Ochs, *New York Times*; John R. Rathom, *Providence Journal*; Victor F. Lawson, *Chicago Daily News*; Charles A. Rook, *Pittsburgh Dispatch*, and Charles Hopkins Clark, of the *Hartford Courant*.

Melville E. Stone was reelected secretary, and will also continue to serve as general manager. Frederick Roy Martin was reelected assistant secretary, and J. R. Youatt, treasurer.

Richardson Managing Editor, Macon "Telegraph"

M. L. Richardson, well known Southern newspaper man, has been named as managing editor of the Macon *Telegraph* to succeed the late George H. Long, whose death occurred recently. Mr. Richardson has been with *The Telegraph* for the last ten years, having held the positions of city editor, news editor and assistant managing editor.

Des Moines "News" Manager Resigns

N. E. Battenfield, for the last four years editor of *The Des Moines News*, has been promoted to editor and general manager.

J. E. Snively has resigned as business manager. For the last four years Mr. Snively and Mr. Battenfield have jointly operated the *News*, which is a Scripps newspaper. Mr. Snively will retain his financial interest in the *News*, but will devote all his time to developing his real estate holdings and to other enterprises in which he is interested.

DuPonts Will Manufacture Silk

The DuPont Company and the Comtoir des Textiles Artificiels of Paris have en-

tered into an agreement to form a company in the United States with a capital of \$4,000,000 for the manufacturer of artificial silk. The directors of the new firm, which is to be known as the DuPont Filore Silk Co., will be Lamotte duPont, Walter S. Carpenter, Jr., William C. Spruance, Jr., F. W. Pickard, Donaldson Brown, Leonard Yerkes, Benjamin C. Paskus and Albert Blum.

Frank J. Taylor on New York "Globe"

Frank J. Taylor, of the Washington Staff of the United Press, has joined the editorial staff of the *New York Globe*, where he will do special feature assignments.

Taylor, who began newspaper work on California dailies, organized an ambulance unit with a group of friends early in 1917 and served on the Balkan front. After six months of service he went to

Paris and joined the staff of the United Press, covering the Lorraine front, Cha-teau Thierry and the Verdun drives. After the armistice he went into Alsace with the French army and was then sent to Berlin, where he reorganized the U. P. service from Germany, Czecho-Slovakia, Austria and Hungary. The following May he managed to get into Soviet Russia, and after experiences in which he narrowly avoided being executed, but saved his life escaping under fire from a concentration camp. Since then he has worked for the U. P. in New York and Washington, covering recently the Peace Treaty, Senate and House.

Knowlton & Babcock Add Carr to Staff

Knowlton & Babcock, Chicago advertising agency, announces that Hyman Z. Carr has been added to their staff. Mr. Carr has had experience in the art, publicity and direct advertising fields.

The Standard Union

doesn't stop to present itself with a medal every time it breaks a record.

This would interfere too often with business.

Most advertisers know how to get Brooklyn trade; that's why all our records are being smashed to flinders.

Edwin T. Meredith

(Continued from page 12)

from the brain and from the heart, to sensible men and women, on subjects closely touching their needs and aims. He never has stressed personal theories and opinions to the exclusion of discussion of existing problems. I doubt if he has any personal theories on government as suited to a remade social, political or economic fabric for these United States. Like most advertising men—and Meredith is essentially one of that group—he probably more often acts upon tested plans and does not trust to raw theory.

In the council rooms of communities; at assemblages of business builders; before audiences of persons whose calling is to think professionally for those who do not pause to ponder—and seldom before political audiences, in the partisan sense—Meredith has gone about, assisting with big, tried ideas there and absorbing the viewpoint here. There is not to be found frequently a man of broader comprehension of the true status of our national and personal affairs than he, nor a man to whom we might look with greater assurance for good counsel.

Much sought after as a speaker, he has confined himself to constructive aims. And it must be a pleasure to publishers, to manufacturers, to advertising and selling workers, to contemplate the fact that he has at all times devoted himself to interests larger than self. He has never neglected his patriotic duties nor in his enthusiasm overstepped them. His course has been one of sane, progressive Americanism. He is a profit sharer in that he believes everything he does that will profit him should be shared by his fellows. He is as practical as the plow whose handles he held in boyhood and as idealistic as the productive sunlight that brings golden tints to Iowa's grain fields.

LOOKING BACKWARD

ADVERTISING & SELLING, has spoken of Meredith in an enthusiastic, not to say prophetic strain, at other times. On October 4, the Editor, in discussing this remarkable man as a publisher, declared that "a successful farmer may be the Democratic candidate for President in 1920." Meredith then was occupying the enviable office of President of the Associated Advertising Clubs of the World, an office which he reluctantly gave up after being appointed to President Wilson's cabinet. Earlier he had been honored with membership in a con-

ference of twenty-one experts for consideration of controversies between capital and labor and at another time was in a group of American editors and publishers who, during the war, went to Europe to carry to the downcast people "over there" the message of strength, hope and perseverance, at the invitation of the British government. This was a mission which did more to strengthen the relations of America and Europe than any other single act since the declaration of war. There are in existence none but favorable reports on the good work he and his colleagues accomplished on that pilgrimage.

Meredith is not a stranger to success nor to defeat, but he has a happy faculty for making his successes stick and turning his losses to good account. In 1914 he was beaten in a race for the United States Senate. Again in 1916 he failed to win the Governorship of Iowa. To retell one of the good stories of Iowa politics, "They licked me," Mr. Meredith asserts today, "but I had the satisfaction of seeing that for which I stood enacted into law in Iowa within two years, and the further pleasure of observing since that it has been of real benefit to Iowans."



Selling the World



One of a series of Foreign Advertisements prepared for Worthington Pump and Machinery Corporation

Meredith is not a political "patriarch" by any means. He is forty-four years old—at the age at which the redoubtable Roosevelt began to make himself felt in national and international affairs. He is rugged in physique as in character; a man of convincing and charming personality, who puts all of his immense capabilities for work to the daily test. His family includes his wife, a daughter and a son named for him.

Edwin T. Meredith possesses all of the strength, plus the understanding, needed to carry the increasingly vexatious burdens of the great office of President. His candidacy is not

self sought. If Meredith really had wanted to be President he would not have hesitated to take his aspirations to the people, the high court of decision in such cases. He was chosen by the Iowa delegation before he had the faintest inkling of what they were doing or what they intended to do in his or any other person's behalf. This is in itself a signal honor and if Meredith does not get the nomination, he at least may know that a great number of persons were willing and actually tried to elevate him to an office they believed he ought to occupy for the best interests of the United States.



Your Product



WE have in our Foreign Department the men and the facilities for originating, writing, illustrating and placing advertising in any country in the world.

FRANK SEAMAN
 INCORPORATED
Foreign and Domestic Advertising
 470 Fourth Ave., cor. 32nd St.
 New York City
 Chicago Office: *Monroe Building*
 Monroe St. and Michigan Ave.
 Associated with *Mather and Crowther, Ltd.*, London, Eng.

Be Thankful for Advertising

(Continued from page 4)

which consume 47 per cent. Efforts of the American Newspaper Publishers' Association to bring about conservation of newsprint by moral suasion have to date been more or less fruitless, largely owing to an extraordinary large amount of advertising.

"In New York city, in the trade publication field alone, there are trade papers running from 150 to 300 pages of advertising and only 30 to 50 pages of editorial and reading matter. Their sole purpose is evidently to fill the pockets of the publisher, for is it humanly impossible to read 200 pages of advertising each week, do you think?"

"You are one of the advertisers who would certainly prefer this tax to a tax on surplus or individual incomes and it could be collected more economically and without evasion.

"As I said before, there is too much waste in advertising, too much large space and too much money spent to evade income tax. I do not believe you understand my bill and I would like to have you write me another letter if you care to and I would also like to have you inform me whether or not you would like to appear before the Committee on Ways and Means of the House of Representatives to express your opinion when this matter comes up for hearing."

THE AD-MANAGER'S REJOINDER

Acting upon the invitation of Representative Thompson, Mr. Wilson, under date of April 10, forwarded to the Ohioan the following reply:

"Your letter of the 7th is intensely interesting reading, and I am going to avail myself of your suggestion that I write again, even though my salesman's training tells me never to argue with a man whom you want to 'sell.'

"Do I understand aright that you propose this tax, simply because advertising and printing has reached a volume of one billion dollars, without considering the economic value of this industry?"

"I want to take issue with you on your case of Smith vs. Jones. Smith is advertising and Jones is not. We will say that they both manufacture the same commodity equally well. Theoretically, from your standpoint, the money Smith spends for advertising is wasted because you argue that Smith takes some business Jones has or wants.

"Practically, it does not work out

that way except in political campaigns. In business, Smith does greater volume of business at less cost per sale, but at the same time Jones will find his volume increasing. Simply because Smith's advertising to be successful must first 'sell' the consumer on the advantages the consumer gains from the ownership of the article, and second, on the desirability of Smith's to supply that advantage.

"Because of the increased 'consumer demand' that Smith's advertising creates, for the article advertised, not only does Smith's business increase, but so does Jones' and all other manufacturers in the same field. This has been proven too many times to be questioned. How can there be excessive waste when the money spent for advertising produces business and lowers the cost, and at the same time gives employment to thousands in supplying the larger market created?

"The inside story of advertising campaigns and results are not generally made public, consequently, those who see just the finished advertisement are sometimes misled and forget that this advertising really pays; that hard-headed boards of directors require absolute proof from their advertising managers in accounting for their advertising appropriations.

"If it were true that a 'compact statement quoting the grades and prices would answer equally as well every need of the consumer and the rest of the energy expended is a public loss,' then, logically, any sales effort is a loss; for advertising is merely applying in mass the principles of selling, to the printed advertisements.

"But this compact statement won't do, and any manufacturer who depended on it to sell his goods would find the money spent for it wasted; and the dealers who bought his merchandise would find it did not move from their shelves rapidly, causing a loss of 'turnover' and space. If it were true, printed price lists could replace salesmen. It's mighty nice to figure this out in theory, but you'd starve to death if you tried to make a living by practicing it.

"Now, let us take a selling operation that you are better acquainted with than I, and see how far the 'compact statement' goes. I refer to the process of a candidate for Congress selling himself to the voters.

"Can the candidate print a lit-

tle 'compact statement' in the paper, saying he is a candidate, and get elected? No, sir; this candidate has got to 'sell' his fitness to serve the people, and you will find his advertisements elaborating on the 'why' and 'wherefore' of his fitness, showing directly his ability for serving the personal interests of the voter. And, he'll write some letters; letters that have been carefully thought out, and these letters will not be limited to 'compact statements.' He will organize his friends as his salesmen to go out and 'sell' the candidate to their friends. And the candidate himself will get out and make speeches, 'selling' himself where it will do the most good.

"In other words, your candidate applies selling principles to his campaign, but the results are different from the merchandising campaign, for his campaign is to beat the other fellow, while your manufacturer's advertising campaign is to increase the market. This is the reason political advertisements so often descend to personal vilification, for they are not backed by the ideals of the business campaign, nor do they face the necessity to account in results for every dollar spent, as does your manufacturer.

"I will agree with you that the conservation of paper is a very vital and important consideration. Will your taxation plan stop it? I think

LEADERSHIP
doesn't come by chance
and can't be forced. It is
always earned by service

Arthur Capper and
his associated editors
have earned the place
occupied by

The
CAPPER FARM PRESS

And discerning men
 recognize it—as is
 evidenced by the true
 story on the next page—

not. Could not a group, composed of newspapers, magazines, advertisers, paper manufacturers and others, meet with a committee from Congress and with some of the interested government experts, and work out a plan that would be fundamentally sound and correct?

"Naturally, I can't claim that all advertising is 100 per cent perfect. It is devised by human beings and the perfect human is a very rare bird, even among Congressmen and sales managers; but it is not right that the efficient should suffer for the sins of the minority who are inefficient. There is, unfortunately, hardly a business operation in which there is not some waste, and there is

even rumor to the effect that there is a bit of waste and lack of efficiency in Congress itself, but that does not prove the wisdom of 'taxing away' Congress.

"Why did you select advertising and printing just because it has reached a total of one billion dollars a year? Wouldn't it have been better to trace the results of this billion of dollars and find the fruit of it in many more billions of sales, and then fasten your tax on the sales where it belongs? This would give you a staggering sum of money, sufficient to take care of the disbursements of even an optimistic Congress, and business would be 'free' to grow and work night and

day, increasing its volume and growing more taxes which Congressmen are paid to spend.

"Building your tax on advertising on the promise that the present excess profit tax is correct is allogical to an extreme and will not remedy the condition you aim to correct. A definite, understood tax on sales, regardless of profit, would put the burden of the tax, and the tax alone, where it belongs; it would allow business to utilize its intelligence in the use of production, selling and advertising with less regulation and more efficiency, so that it may grow and increase our national wealth. It would make unnecessary the taxing of every successful tool of business just because it is successful.

"In conclusion, I have read the bill you sent me, but I cannot, from my experience, fathom a reason why newspapers and magazines having a circulation of less than five thousand could be exempted? Will you enlighten me?

"Naturally, if it is possible for me to be of any real help in opposing this bill of yours, I shall do so happily; but really there are so many men in the United States who are far superior to me in their ability to 'sell opposition' to your bill, that I know the time would be utilized to better advantage if they and not I appeared before the Ways and Means Committee when this bill is considered."

Joerns Takes Over Clifford Bleyer Accounts

Business of the Clifford Bleyer Advertising Company, of Chicago, will be taken over by Arnold Joerns Co., with offices in the Lytton Building, Chicago. The Eagle Lye account is one of the principal accounts taken over in the consolidation, the details of which have not been made public.

New Advertising Manager for Orange Crush

W. A. Withers, who has been advertising manager for Kling Bros. & Co., Chicago, clothing manufacturers, will become advertising manager of The Orange Crush Company, of Chicago, on May 1.

"Toledo Blade" Publisher Dies

Robinson Locke, editor and owner of the Toledo Blade, died in a hospital in Toledo, O., last Tuesday following an operation performed three days ago for appendicitis. Mr. Locke, who was born in Toledo in 1856, was nationally known as a dramatic critic. He inherited the Blade from his father.

Nesbit Edits "The Cheery Circle"

Wilbur D. Nesbit, vice-president of Wm. H. Rankin Company, of Chicago, has been made editor of the Chicago Athletic Club's house magazine, *The Cheery Circle*.



John Fields
Editor
The Oklahoma Farmer

The advertising agent who knows, said to a big-claiming-insistent solicitor:

"I don't for a minute believe that you have on your subscription list all the leading farmers of even a single county in Oklahoma but even if you had I would still know that those men are successful farmers only because they have directly or indirectly followed the agricultural teachings of John Fields—the man who gave our state a sane and safe agriculture suited to its soil and climate."

John Fields is still serving his state. He is the editor of The Oklahoma Farmer, the Oklahoma section of—

The
CAPPER FARM PRESS

(MEMBER A. B. C.)

Arthur Capper, Publisher

Marco Morrow, Asst. Publisher

TOPEKA, KANSAS

SECTIONS

Capper's Farmer (Mid-West).....	Monthly
Kansas Farmer and Mail and Breeze.....	Weekly
Missouri Ruralist.....	Semi-Monthly
Nebraska Farm Journal.....	Semi-Monthly
Oklahoma Farmer.....	Semi-Monthly

Newspapers and Periodicals as Foreign Trade Builders

A Comprehensive Digest of the Mediums and Methods for Establishment of Contact With Our Business Relatives in Other Lands

By CLAYTON SEDGWICK COOPER

Author of "Understanding South America," "The Man of Egypt," etc.

ADVERTISING media, the daily press and the periodical, both at home and abroad, are among the most potent means of extending American foreign commerce. This propaganda has failed in many instances through lack of knowledge as to how and where to place advertising material.

Now that the United States is fairly embarked upon the sea of foreign trade enterprises, it is timely to review certain of those conditions which make for success in presenting, through the printed page, those elements of acquaintanceship with peoples and with products essential for increasing, and maintaining successful business.

There is no doubt but that the work of the press in the United States has been instrumental in recent years in arousing a new and widespread interest in the South American Republics. One American Consul informed me that in the year 1914-15, when South America became particularly prominent in our newspaper world, he received, largely from business men in the United States, ten thousand two hundred (10,200) pieces of mail. There were floods of letters about every conceivable subject germane to the securing of South American business, and a

deluge of catalogues, which for the most part, being printed only in English, were quite useless to prospective Latin American customers.

It is quite evident from a study of this particular subject that the American press as a whole has failed to include in its information concerning South America many facts of prime importance, and in some cases it has so highly colored other facts as to give a wrong impression. For example, one will be told by the most level headed business men in South America that while there is a real opportunity for large capital, and for those firms to enter the arena of trade which can meditate enterprises like the building of railroads, the opening of mines, the construction of large docks or the starting of steamship lines, the opportunity for the man with little capital and with no branch house in South America is more greatly limited. The press would do well to emphasize the fact that the American business man who goes down there is at once confronted with the Spaniard, the German, the Englishman, the Italian and the Portuguese, who are at home in the language of the people; who in many cases have inherited generations of experience in selling goods to the South Americans and who also

are probably unsurpassed as traders and foreign manufacturers for these countries. To meet such competition, as Mr. Arnold says, the American business man must "go after" his foreign markets.

The truth about South America would include also the fact that the sending of young, inexperienced men down there to cope with these hardened veterans in trade has proved disastrous to many a firm; a further truth which may not be too often repeated is to the effect that the South American at present, even while he is forced to buy certain manufactures of the United States, which he is unable to obtain in the ordinary channels from Europe, is not predisposed to trade with the North Americans, and he is quite as independent relative to this matter as are our own manufacturers.

It is quite evident to an unprejudiced observer that South American business is not a prize to be gained at a bound; it must be necessarily an evolution, for the South American does nothing in trade lines in a hurry. His conservatism and traditions hold him as in a vise. It will take every ounce of ingenuity and perseverance which the North American business man possesses to gain an equal footing in these Republics with England, for example, and if he accomplishes this in the next twenty years, it will be by dint of the keenest exertion and a far more profound study of the South American people and their country than he has yet deigned to give them. This at least is the common testimony which one who mixes with all sorts of business men in these countries will receive today.

Another contribution which the press of the United States may make in the interests of mutual relationships would be a more careful study of South American journalism, especially with the view of publishing material in these papers which the South Americans would gladly read, and which would enable them in turn to get acquainted with the United States.

ARTICLES ARE WELCOMED

While I was in Lima, Peru, the leading newspaper was publishing a

HAWLEY ADVERTISING COMPANY

Incorporated

have moved their offices and are now
located in larger quarters at

95 Madison Avenue, New York

JOHN H. HAWLEY
RAY BROWN
WM. H. MEYER
DAVE E. BLOCH
LOUISE FRANCIS
GEORGE N. BOYD

Telephones 4254—4255—4256
Madison Square

series of articles upon conditions in North America which were making a decided impression in that city. The articles were a revelation to many who had as little conception of what the United States was like as that possessed by many of our people regarding the Land of Pizarro. The editors of many newspapers have told me that they would be glad to form connections with newspapers in the United States for such articles, and they also have said that they realize that their papers gave far more space to European matters and to their sister Republics than they furnished for their Northern neighbor.

In writing these articles it should be remembered that the Latin American has a different idea of the presentation of his material than does our press. It would seem to Northerners to be lacking in system, and frequently as dull as a *Congressional Record*. One of the largest newspapers in Spanish America makes a boast that it has never during its entire eighty years of history, published a picture. Glaring head lines also are conspicuous by their absence in the best journals, while long communications on serious subjects are given considerable space, sometimes even a whole page. The *Journal do Commercio*, for example, while I was in Brazil, gave eleven columns of space to the account of an event of the Academy of Letters in Rio de Janeiro, while it is not uncommon in South American journalism to find several pages given to the verbatim description of a debate in Congress.

It is said that the South American reads only his newspaper, and also that the newspapers are responsible for the molding of sentiment in a way far beyond that known in other parts of the world. One editor told me that he nearly lost his life because the people claimed that his paper was responsible for starting the greatest revolution which his country had ever experienced. One only needs to go to the clubs to see the crowds of men surrounding the newspaper tables, and then visit the libraries of these institutions (which is the one place in the building where you can be perfectly sure of being quite alone), in order to recognize the influence of the newspaper among the Latin American gentry.

Another service which might well be entered upon as a policy by certain of our newspapers and publishers who are interested in Pan-Americanism, would be to start a

campaign for travelers to South America. In the last analysis the only way to understand a country is to go and see it, and the study of successful American business south of the Rio Grande proves beyond a shadow of a doubt that it has been a far sighted plan for manufacturers themselves to visit these countries in person before spending their money upon projects that would have been found at once by them to have been impracticable had they previously visited the country. Some day, not far off, South America is to be the traveler's paradise. In Cuzco and along the whole stretch of the Cordilleras one will find conditions as primitive as exist in any part of the Orient; in Southern Chile there is a beauty of mountain and sea which rivals anything to be seen in the Alps; the haciendas of Argentina, the coffee plantations of Brazil and the rubber regions of the Amazon make unforgettable impres-

sions upon the traveler, while the American will travel the world over through all his years without finding such a dream city of enchantment as is Rio de Janeiro, lodged in an amphitheatre of hills, and looking down through tropical sunshine upon its peerless bay.

ADVERSE CRITICISM IS FATAL

Furthermore if the press of the United States would get on with the South American, it should realize that adverse criticism without presenting the more promising traits of the country and the people, is fatal to success. One is dealing with a different temperament there, and with natures as sensitive to dispraise as are the Orientals. They are willing to have their weaknesses pointed out providing a man is "simpatico" in the manner of his presentation. There is not, in this part of the world, the custom common in the United States and England of hit-



CORNELIUS A. REGAN

"Neil" Regan came to me as a youngster, just out of school. That was nearly twenty years ago. He has worked up through every phase of our business and I am proud of his association with me.

Paul Block

The Washington Post

Every city has a newspaper that has prestige and influence and that is representative of its community. New York has the *Times*, Chicago, the *Tribune* and Washington, the *POST*.

The *POST* is delivered into ninety per cent of the "white" homes of Washington every day in the year by its own carriers and agents. No advertiser can hope to cover Washington properly unless the *POST* is included in his list.

ting every head that comes to the surface. When they do hit them, it is done with politeness.

A writer on South America said recently in his preface that enough flattering remarks had been made concerning these people, and it was his intention in his book virtually to show them up with all their weaknesses and faults. It is needless to say that such an announcement doomed the book in the minds of many of these intelligent and keenly sensitive people. As a matter of fact, the press of the United States can find remarkable material for the

interest of its readers in the old settlements of this hemisphere which are only just learning to become Republics. The history of Pizarro in Peru, of Valdivia in Chile, and of Cortes in Mexico, is as fascinating in adventure as any historical romance; while Paraguay with its Dictator Lopez and its war in 1860 that practically eliminated every man in Paraguay, or the picturesque colonial and imperial history of Brazil, the only large American Republic which has possessed an Emperor, read like the story of "a thousand-and-one-nights."

Foreign trade is a far bigger thing than shopkeeping, or consular statistics. It is based upon national characteristics, and its ramifications are as wide as history and as vital as personality. No one travels abroad with seeing eyes who does not recognize the provincialism in many sections of our press in the United States. In this era of world expansion, when the nations of the earth are drawing together, in order to be able to live separately, the newspaper that limits itself to the locality where it happens to be published is destined to a career of superficial and shortsighted opinion.

The press of the United States needs editors with telescopes as well as microscopes. The newspaper is the mirror held up to human nature, and human nature is not bounded by any such narrow limits as north or south, or east or west; it is a world thing, and it includes as Kipling would say, every country "where two strong men stand face to face."

There are signs apparent that the press of North America is beginning to realize this, and it is one of the most encouraging symptoms on the horizon, not only as far as relationships with South America are concerned, but also as regards the intelligent part that the United States may be called upon to assume in the fraternal federation of the world.

POINT OF VIEW IN ADVERTISING

There is no doubt but that advertising in newspapers and periodicals both at home and abroad would be doubled in value if such publications possessed the right point of view in relation to foreign lands and carried in their news columns and editorials the spirit of cooperative understanding so necessary to foreign trade relationships.

As to suggestions concerning advertising in periodicals for the purpose of fostering foreign commerce, a few hints may be made.

First: The advertising campaign must be reasonably continuous. Advertising in foreign periodicals is subject to the same laws as advertising at home, in many respects, a definite policy being required.

Second: The advertisement should be written in the native tongue and not translated from another language, especially from English where the idioms are often difficult of interpretation. It must be remembered that "selling" Spanish or "selling" Japanese is quite a different thing from "correct" Spanish or "correct" Japanese. The right appeal can usually be obtained only by having the advertisement written by a native of the country where goods are to be sold or by a competent advertising agent.

Third: Each country should be handled by itself. Rarely will the same ad-

GETTING YOUR NAME ON THE LIST

today does not mean that your space will be used tomorrow. You cannot afford to stop soliciting future business because of overflowing columns or news print shortage today.

KEEP AFTER THE BUSINESS

Co-operate with your Special Representatives in every possible way. The best way to keep thoroughly posted—to know how, when and where to go after new business—to know when a letter or call supplementing the work of your Special Representative will be most effective, is to

USE THE STANDARD ADVERTISING REGISTER

The new 1920 edition now ready for delivery with April Supplement. New Agency List and Geographical Index ready by May 1. Complete service \$75 per year. Individual forms from \$5 up. We can help you. Many Specials recommend the use of our service to their papers. Ask yours about us, or—send in the attached coupon.

National Register Pub. Co., Inc.
1901 Times Bldg., New York City.

Gentlemen:—You may send us a set of your publications with descriptive letter. Books to be returned at our expense or order forwarded for forms of service desired, after five days' inspection.

Name

Address

**National Register
Publishing Co., Inc.**

**1901 Times Bldg.
New York City**

vertisement copy meet the needs of a number of different nations. It must be remembered that there are eighty-seven countries in the world and no two of them are alike.

Fourth: The choice of the media for advertising abroad should be given as great care and consideration as that given to domestic campaigns to reach the American market.

Fifth: Make sure that you are not advertising an article in a foreign country where it will be impossible or almost impossible to sell it. For example, a certain American advertiser spent a large amount of money attempting to sell the English trade a syrup for pancakes, discovering too late that pancakes were not on the English bill of fare. Likewise, an American seller would not try to dispose of breakfast cereal in France unless he first established a comprehensive educational campaign. In some countries the servant classes are so illiterate that advertising campaigns for such articles as laundry soap or washing machines would not have an immediate effect. Knowledge of the country is in every case essential. "Study the market" is the slogan for foreign trade advertising. A certain advertiser persistently advertised in Japan his lawn-mower, using follow-up letters, etc., not realizing that there is hardly a lawn to be found in the "Sunrise Kingdom." An American went down to Argentina to try to revolutionize the Argentinians by advertising a brand of chewing gum. Nobody knew what the words meant and the Argentinians couldn't pronounce the words "chewing gum." After considerable advertising in street cars, etc., the Argentinians were led to believe that chewing gum was a "sure cure for smoking," at which announcement the Argentinian would not touch the article, thinking it might make him want to stop smoking cigarettes.

The following advice given by a prominent manager of a foreign trade department of advertising is worthy of notice:

"Advertising is not 'the royal road to success' in the general acceptance of that sentiment. Advertising alone will not sell goods. The expenditure of a certain fixed sum of money in and of itself is no guarantee of large sales or repeat orders. There is no magic wand of any kind which the American manufacturers can wave over the Latin American or any other foreign field and obtain immediate success as the result. Instead, you will find that the same basics which have been employed in building up domestic trade are equally necessary in establishing foreign relations with such allowances as are called for by differences in temperament, race and climatic conditions. No merchant or manufacturer should seriously consider entering any foreign field without first having made a study of the country, its people and the things they buy."

(concluded next week)

Kytes and Askue Join Fidelity Agency

Henry W. Kytes, well known in the automotive industry as United States distributor for Hayes Wire Wheels and prior to that as general sales manager for the Houk Manufacturing Co., Buffalo, has become merchandising counsel for the Fidelity Advertising Agency, Cleveland.

O. He was at one time associated with the Chasmar-Winchell Press and with the advertising department of the American Steel & Wire Co., in Chicago.

Russell P. Askue, for five years connected with the advertising department of the National Lamp Works of the General Electric Co., Nela Park, has joined the copy staff of the Fidelity agency. Mr. Askue was editor of *The Hunchman*, published for the Ivanhoe-Regent division, and of *The Lamp Tip*, an internal house organ circulated among the sales force of the National Lamp Works.

Magazines Curtail Activities

Shortage of paper caused by the freight tie-up in the railroad strike compelled three New York periodicals to curtail activities last week.

Collier's Weekly postponed publication, and *The Delineator* and *The Designer* will each combine their July and August numbers.

Agency Headed by Women Secures Trust Company Account

Currey & Williams, an advertising and publicity service, with offices in the Monroe Building at Monroe and Michigan, Chicago, has lately taken over the advertising account of the Great Lakes Trust Company of Chicago. The new agency is made up by Miss Margery Currey, formerly private secretary to H. H. Merrick, a prominent Chicago banker and Miss Irene Williams, former Chicago newspaper writer.

Another Lady Advertising Manager

Miss M. McNaughton has been appointed advertising manager of the Bunting Hardware Co., Kansas City, Mo., to take the place of Miss Mabel Hennessy who resigned to go to the advertising department of the Winchester Repeating Arms Co.

Nation-wide Food Distribution!

QUICK!

WITH a staple product especially, wide and complete distribution is one of the indispensable requirements of the business.

But—a sales organization of a size sufficient to cope with this big problem cannot be created over night.

The manufacturer who lacks a sales force must rely upon other methods!

Recognizing this, we have gone to considerable effort and expense to gather information that will enable us to be of unique assistance to manufacturers whose natural outlet is through the grocery trade.

We are able, in short, to put them in immediate touch with *responsible* selling agents in every state in the Union.

Given a product of real value, selling at a fair price, we can indicate how, *through correspondence alone* and at trifling expense, sales connections can be made that will cover the country like a blanket—and do it "quick."

New manufacturers, and old concerns that aim to branch out, are invited to write us—either office.



H. E. Lesan Advertising Agency
Incorporated

440 Fourth Avenue New York
Republic Building Chicago

What it means!

The Men and Women Who Make Our Mediums

GEORGE WEYMOUTH
 Publisher of *Farm Life*

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 JOHN T. BARTLETT

THE AGE at which a man marries is in some ways the most significant single fact concerning him. George Weymouth married at twenty-one.

The number of his children, and what they are, are other important facts. Weymouth has five living children. The three girls grew up to be newspaper workers. Two of them are now married. Of the two boys, the younger, now in high school, is headed for Purdue and an agricultural career and the older is a practising physician. Both boys were in the service, the elder one as a first lieutenant.

Another interesting and very significant thing is the books he read, and how, as an impressionable boy. Living with his mother in the Ozarks of Missouri, going to a log school-house, he got on track of William Shakespeare—in McGuffey's Fourth Reader. He saved up a dollar and the country storekeeper sent to St. Louis for a complete edition. George Weymouth read them all—plays, sonnets and uncensored rhymes and liked them. This was the exactly right way to read Shakespeare, but how few do it so!

"Then—it's queer how things happen to meet a boy's need, isn't it?" Weymouth related to me once, "a woman came into our neighborhood to spend the winter—a lovely, gracious, red-headed woman from 'way off New York. Doctor had sent her down there. Bless that doctor!

"Her husband, I remember, was an editorial writer on the *New York World*—or was it *The Sun*?—and got sixty dollars a week, a fabulous and unbelievable salary at that time.

"Well, her husband sent her a complete set of the old Seaside Library—reprints from the uncopied English and American classics—and when she went back to New York she gave the whole bunch of paper-backs to me. Hume, Gibbon, Macaulay, all the histories I guess, and pretty nearly everything else worth printing or reading at that time."

It took the boy a long time to devour these treasures. But he accomplished it, resorting to the quilt-over-the-door-cracks-trick, which he probably thought he was originating, and the burning of coal oil far into the night. Somehow the lost sleep didn't hurt his health. A boy can stand a good deal!

Going to town school winters, young Weymouth learned the printers' trade to pay his way. His father and grandfather had been lawyers and in accordance with the family tradition the young fellow studied law, and actually practiced it for a year. Then he acquired a country newspaper and threw Blackstone overboard. He got to writing for the dailies, married, went to Southwest Minnesota and farmed—with success.

He kept up the writing, went to Chicago, did special "Sunday work" on the old *Inter-Ocean* and editorial page features for the *Daily News* when Henry Ten Eyck White was editor—"Butch" White, the "bunch" called him. Then there was another country newspaper experience, in Missouri; Chicago again for feature work on the *Sunday Tribune*; then he became editor of *Woman's World* when Herbert Kaufman was editorial director. When Weymouth left again for the rural districts" it was to take charge of *Farm Life*, a national farm paper published at Spencer, a little Indiana country town.

At various times in his fifty years, Weymouth had peddled books and things; cut saw logs, taught school, "clerked" in a store, herded cattle; had run a printing office, operated a linotype, read proof, and dipped into every branch of editorial work—all for a living. By way of diversion he had written poetry, to the point of actually selling a poem to *The Century*.

AN EDITOR'S SIGNIFICANCE TO ADVERTISERS

The significance of an editor, George Weymouth among the rest, to advertisers, and I am mainly con-

cerned with that, can be plainly put. It is in the kind of people the editor reaches, and in how he reaches them. The much more interesting information is in how he reaches people. This is significant to advertisers, other editors, to writers of advertising copy and to the writers of any kind of literature. These facts are not hard to get at.

Insofar as reaching people goes, an editor's career is an enterprise, an experiment, an adventure—sometimes comic or pathetic, sometimes even glorious—in human interest. His success or otherwise in the field of human interest gauges his success as an editor. The greatest discoveries he ever makes, his experiments which have the deepest fundamental significance are in human interest.

George Weymouth, going to *Farm Life*, was familiar with the kind of human interest we typically find in daily newspapers in every column, the big smashing kind—mysteries, romances, crimes—sensations in infinite variation. Daily newspaper human interest, like moving picture human interest, is rather broad stuff. There are shades to it, of course—but it's usually pretty broad. It belongs to the daily newspaper.

Then another sort of human interest we get in the ordinary magazine, in its fiction matter full of dramatic color.

Then we come to the farm paper, a publication more or less a law unto itself; a publication which has climbed to enormous power, and sometimes to enormous circulation, during the last thirty years. A farm paper cannot be nourished with the kind of human interest found in daily newspapers. That has been proved. It cannot be nourished with the kind of fiction human interest found in popular magazines. That also has been proved. Yet it must have human interest.

INTERESTING FARM READERS

The one big problem of the farm paper editor—George Weymouth's problem when he went to Spencer—is in human interest. He must put something which arouses interest, grips, satisfies, into a publication whose very existence is based on instructional value. He must endow with human interest the stuff government agricultural bulletins are made of—and government farm bulletins are so interesting that it is a salesman's job to give them away.

I have watched George Wey-

mouth's work as an editor and I have searched out his ideas on the subject of making a farmpaper, with results which interested me. Confessing to only youthful observation, I do not know anywhere a more genuine example of personal journalism than Weymouth furnishes. His discoveries in human interest are these:

He has discovered and capitalized the value of humility in editing a farmpaper.

He has discovered how well good-nature wears and how surprisingly much of that illusive thing, human interest, is wrapt up in it.

He senses the true importance and significance of the laugh, the smile, and capitalizes them with judgment and effect. Mind you, too, he edits first and last a serious farmpaper and nothing else.

He has learned the power of restraint. His way of saying this might be that he calculates never to try to do what he can't do. He doesn't strain after effect.

All the foregoing are integral factors in the particular Weymouth brand of human interest with which farm families are appealed to, reached, and held as willing monthly readers of his editorial pencillings.

HOW WEYMOUTH USES THE LAUGH

There are various fashions of editorial behavior during a national crisis or near-crisis. I think the Weymouth way is effective.

In humility and with restraint, yet with canny regard for human interest values, Weymouth typically lets Gaar Williams, of the Indianapolis *News*, draw a cartoon for him—an innocent laugh provoker. The cartoon, such is its peculiar character, furnishes about as big a mouthful from a little bite as any literary device in existence. It is mighty serious stuff, despite the laugh it stimulates. Weymouth just publishes it, maybe as a cover—that's all.

He has introduced a monthly department by a well-known humorist. When there is something heavy in national topics, Weymouth sometimes lets Gillilan handle it. I remember a little incident in this connection a year or so ago, when many Americans were trying to get excited over the so called "Bolshevik menace." Bolshevism has never had a July snowball's chance in the United States—the owning farmers mean that, if they mean anything—but a lot of good folks were worrying. Gillilan poked fun in his column at Bolshevism. Weymouth, editorializ-



GEORGE WEYMOUTH

ing, said it did him good, getting Gillilan's copy that month, to read what the latter said, and it might do somebody else good. It did, of course.

One of Weymouth's valued assistants is Ben-Puttin-It-Off—a feature small in space required, but large in other ways. "Ben" is a woman—Mary C. Barnett, of Winslow, Ind. Weymouth discovered her—a letter to the circulation department which made everybody laugh. You can guess what it was about and how the name originated. "Ben" has been making farm folk everywhere laugh since then, with quaint philosophy concealed in laughs and smiles.

These are out and out features frankly chosen by this man to produce laughs, and they are not the sum total, by any means, of Weymouth's proclivities in this direction. Is a farm publication an odd place to use abundant well-chosen humor?

If there is any one particular grace that laughter is associated with, it is the grace of common sense, which

farm people characteristically hang onto when most other senses are higher'n a kite. A certain English writer, G. K. Chesterton, in an essay which more persons should read because it is the sort of stuff which common ordinary folks can appreciate, alluded to that at-first-shock surprising fact that the things men joke about are the grave, serious things, like a wife's relatives, prohibition and the policeman, and the matters they are characteristically grave about are the things that are not important—like the color of a necktie.

Henri Bergson, in his essay on the comic, brought out the point that laughter—primitive, universal thing that it is—serves serious ends. The thing we laugh at, more times than not, is the thing which, examined right up close, violates mankind's idea of what is sensible, normal and right. Laughter is constructive.

With the laugh an editor can inject human interest into the treatment of big serious things which,

handled in the conventional way, would put people to sleep, so to speak. George Weymouth reaches readers with the laugh.

THE HUMAN INTEREST CONCEALED IN GOOD-NATURE

Insofar as an editorial craftsman can, Weymouth makes cheery, neighborly good-nature a dominant characteristic of his work. He flavors editorials with it; he looks for it in contributed matter of a pronounced practical, instructional turn. Good-nature is quiet; it never splurges; it never roars; but good-nature—this is its significant human interest as-

pect—has acquired through time an astonishing attraction for humanity in the large.

The good-natured person typically keeps his head—the race of Men learned that ages ago. The good-natured person is often likeable, always interesting and frequently wise—men learned these things, too. Implied in good-nature is the power to rise up above the fogs of human struggle and error and see things calmly, dispassionately, judicially, in their true light, with—and here is the great fact—an appreciation of the human factors involved; an understanding of and sympathy for the

failings and weaknesses of the flesh; a realization how devilish hard it may be to actually do the thing which it is easy to put down on paper.

A nice kind of good-nature, recognizing that human people with normal interests read the paper, accounts for, rather than makes surprising, another one of Weymouth's choices—talks about girl problems, by Annie Frances. It makes logical, and guarantees a serious hearing for the little sermon which Dr. Frank Crane writes every month.

I got George Weymouth to admit once that honesty was his first big idea in editing. Think of it! And then, in embarrassment, he hastened to add that he was something of a hypocrite in saying so, because in spite of an effort to be sincere—mind you, he admitted he had to exercise conscious effort—he continually found himself posing a little, over-emphasizing, dodging. George Weymouth is not the first editor, or writer for that matter, to have a refractory conscience. But he is one of the first to talk about it. That is humility and, somehow, something mighty valuable in editing a publication.

George Weymouth is humble. He is good natured, after many years of varied life. He believes in honesty and knows it sometimes comes hard—like the rest of us. He has a happy faculty for making himself at home among different kinds of people. We call that "being a good mixer." The first good mixer was the first human interest expert.

He projects certain personal and very human qualities into print. And he gets—human interest in the farm paper!

In Spencer, Weymouth participates in typical "small town stuff" and enjoys it. Sometimes he lives the year round at his hill farm two miles out, going to and from in a flivver. Mrs. Weymouth likes to keep hens—she is that sort of blessed woman. In town of an evening, George pitches horseshoes in the alley maybe, or plays croquet, or goes up to the "lodge" hall and helps at initiations. Even when in Spencer, living on a town lot, he keeps a cow and milks her himself, which is wholesome small town stuff if it is anything.

South Bend "Tribune" Reorganizes

The Tribune Printing Co., publisher of the South Bend *Tribune*, has discontinued its job printing department and bindery, and has reorganized with an increased capital as the South Bend *Tribune*. The newspaper is erecting a new plant at present.


To Refuse Trapping and Fur Advertisements

SIXTH SCOUT LAW: "A scout is kind. He is a friend to animals. He will not kill nor hurt any living creature needlessly, but will strive to save and protect all harmless life."

Some adverse criticism has been directed at the Boy Scouts of America over the trapping of wild animals.

In order to help clear up any misunderstanding, the Editorial Board of the Boy Scouts of America has decided to eliminate from **BOYS' LIFE**, the Boy Scouts' Magazine, all Trapping and Fur advertisements. This policy becomes effective at once.

BOYS' LIFE is the only publication covering the Scout field

BOYS' LIFE

THE BOY SCOUTS' MAGAZINE
The Quality Magazine for Boys

200 Fifth Ave.,
 New York City

37 South Wabash Ave.,
 Chicago

Member A. B. C.

W. G. Bryan Gives Luncheon to Three Hundred Ministers

W. G. Bryan, publisher of the New York *American*, gave a luncheon at the Plaza Hotel on April 10, to three hundred ministers of every Protestant denomination. Colonel John Temple Graves, of Washington, spoke on "The Relation of the Pulpit and the Press" and said that relief from the present chaotic conditions was only to be had through the cooperation of the churches and the press.

Colonel Graves, in one of his most eloquent speeches, told the ministers assembled that very often in their sermons it would seem that they were preaching the sermons from their own viewpoint of life, and not from the viewpoint of the members of their congregation, and that ministers would have a much better understanding of the needs of their congregation if they would mix more with members of their church and try to make each sermon one of real helpfulness, which would bring their members closer to the church. Colonel Graves said that what was needed today was an old-fashioned revival such as our fathers and grandfathers knew, which would bring into the church many thousands of people who are now dissatisfied with life and present working conditions, and that it was the duty of the church to do its utmost to not only teach religion, but Americanism, and bring back into the fold men who are not only a trouble to themselves today, but a trouble to their neighbors, and who are helping to unsettle business in every walk of life. He told of the revival held at Atlanta, Ga., several years ago in which Mr. Bryan, who was then publisher of the *Atlanta Georgian*, contributed over six hundred columns of free space, which, if it had been charged for, would have cost over \$40,000—and he said that, if ministers would do their part towards getting the country back into normal conditions, they would find they would receive the heartiest kind of support from every newspaper publisher in the United States.

James B. Wootan, director of publicity for the Presbyterian Church in the United States, told of the work his bureau is doing, and how they are cooperating with churches and newspapers throughout the country.

Herbert H. Smith, author of "Publicity and Progress," gave the first of a series of lectures entitled "How to Increase the Power of the Pulpit Through Publicity." Mr. Smith was for several years editor of a religious publication and has devoted a number of years to the development of the right kind of publicity for churches, and made some very interesting suggestions to the ministers assembled as to how they could not only increase the membership of their churches, but hold their present members and make them take a keener interest in church work. On April 22 another lecture was delivered at the Plaza Hotel by Mr. Smith on "The News Element in Church Activities," and on April 26 the last of the series of three lectures will be delivered by Mr. Smith on "Effective Church Publicity," to which every minister of the city has been invited to attend.

coverings and textiles are of supreme importance. In such cases advertisements which attempt to suggest the products in black and white are surely weak in pulling power compared with the colored ad.

Distinctiveness of color may be used in advertising to associate a certain color persistently with a certain product. Nothing can compete with color in this respect. A certain soap may always have a green wrapper with a black band. A distinctiveness may be given to the advertisements of a certain company by the character or quality of the ads. The atmosphere and style

may remain the same but the colors may vary. However, color even in such a case makes the distinctiveness of the technique possible.

Surely a color may possess an innate appeal entirely independent of other factors. However, in actual practice it is complicated by such psychological factors as association, culture, appropriateness, esthetics, affective value, preference, etc.

The foregoing are some of the chief characteristics of color. It is true that they overlap more or less but dissection of this kind is necessary if the powers of colors are to be revealed.

What About the Boys—



the specific 400,000 boys that read **THE BOYS' WORLD?**

Well, they are all of good family; their average age is 14 years; their fathers are farmers, doctors, lawyers, business men, college professors, railroad men, etc. They are already planning for their future—some to capably fill Dad's shoes, others to fulfill their own pet ambitions.

In the meantime they are always hungry, and wear out their clothes with incredible speed. They enjoy thoroughly all sports, with Bicycling, Baseball, Fishing, Swimming, Hunting and Trapping topping a list that includes every sport on the calendar.

All this information was given us direct by the boys themselves, from every state in the Union, in 608 of the most interesting letters we have ever read—and they all said they wished **THE BOYS' WORLD** was twice as big.

These are some of the many good reasons why **THE BOYS' WORLD** (providing half the entire circulation, and the one **NATIONAL WEEKLY** in the boy-field) is successfully serving a steadily growing list of national advertisers—*our April Gain is 60%*.

THE BOYS' WORLD

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

WESLEY F. FARMHOE, Advertising Manager

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

COOK'S WEEKLY TRIO: A MILLION BOYS AND GIRLS

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

Analyzing Color Uses

(Continued from page 8)

of many materials such as wall-

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JUST as the growth of a mighty tree is ever dependent upon the virility of its tap-root, so too does the progress of a magazine depend upon the strength of its editorial policy.

For sixty-five years the tree that is Leslie's has gone steadily up into our American sunlight, fed through limb and branch by the rugged tap-root of an editorial policy embedded in the best traditions of the nation.

And as that policy has been true to the ideals of those who first conceived it, so has the institution flourished in every department. It was inevitable that with such consistent growth, Leslie's should have attracted to it an ever-increasing audience of unusual discrimination and high standing. Inevitable too that the gathering of such an audience should have brought to Leslie's the advertising patronage indicated on the opposite page.

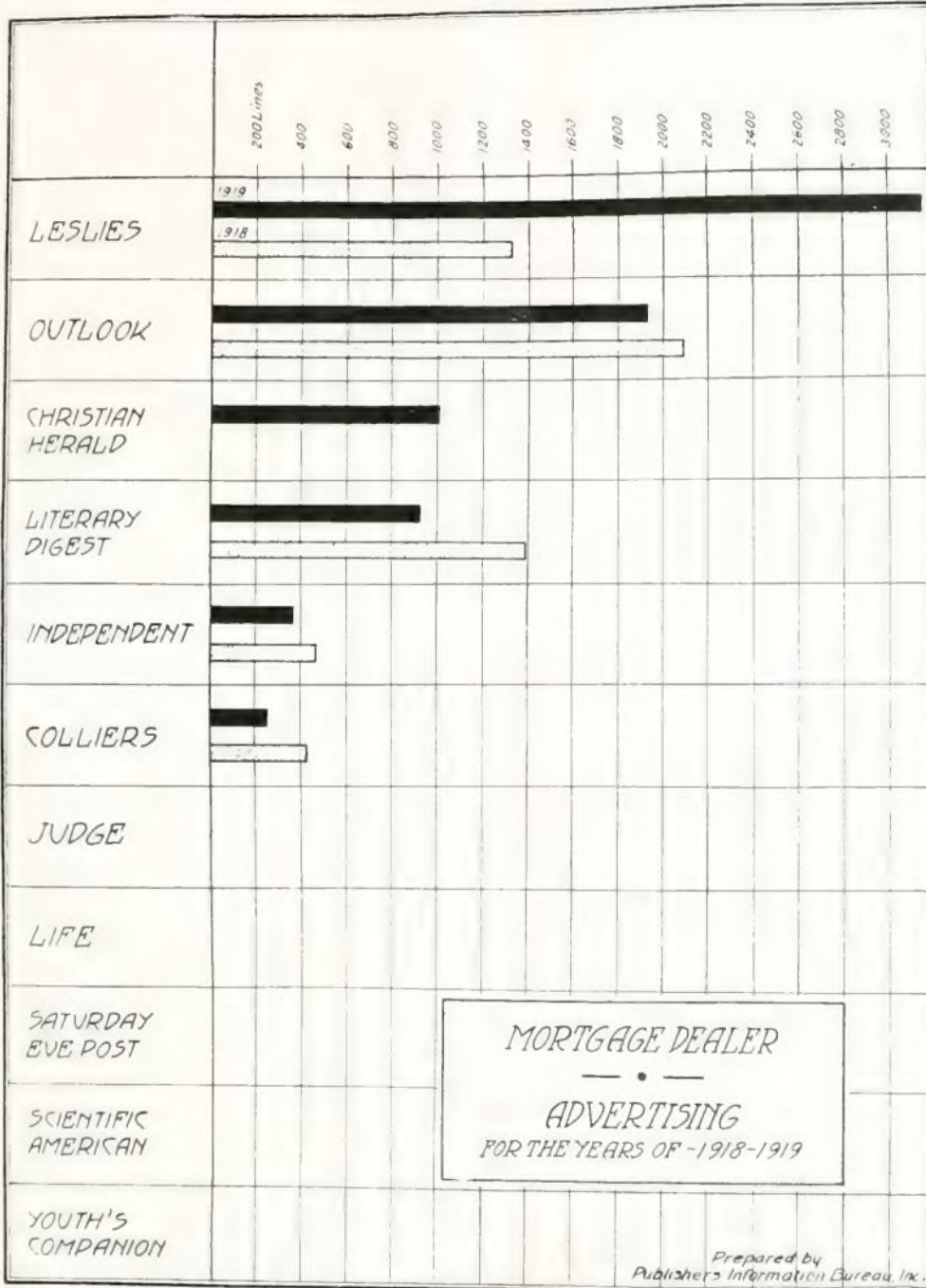
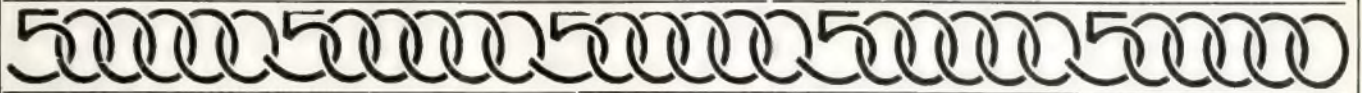
FRANK L. E. GAUSS

Advertising Director

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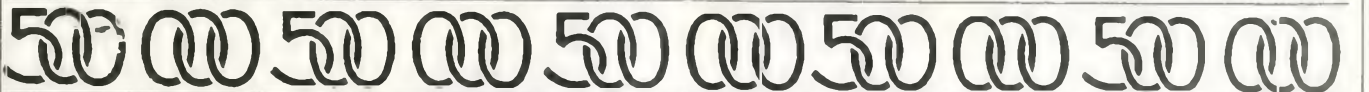
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LESLIE'S

ILLUSTRATED WEEKLY MAGAZINE

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Establishing Contact by Your Sales Letters

By CHARLES H. BAKER, Jr.

AS was mentioned in a previous article, the best selling medium is in a personal contact between buyer and seller through the sales manager, salesman, service man, etc. The reason for this is self-evident; few people can deliver in cold typed lines the same message that could be transmitted by spoken words, with the help of tone expression, facial expression, and personality, that combine to form the psychology of an interview. Next to such personal contact comes the typewritten signed letter.

If your product is one which requires considerable expert service by service-salesmen, bring this point out in your letters from time to time. Especially in this age of new developments expert help is welcome, and will often get an opening into a concern through the production end when a straight selling man would get only a brief interview in the purchasing department. This applies especially to dictators in firms which manufacture machine tools, grinding wheels, belting, motors, transmission systems, conveying machinery; in short anything which produces, and whose value is determined to keep up that production to maximum.* * *

Thus cooperation with your outside men is strengthened and your

customer is helped, to the mutual advantage of everyone. A line added to your letter about good service, whether of this specialized type or merely the quick handling of orders, is well worth while. It can never do any harm and will often do good, through adding the human touch—the personal desire to serve—to the question. Good service in a pinch is always appreciated and long remembered. Now that the war is won a good many articles are more plentiful and a customer will buy where he got service during the flurry just ended.

There are so many sides to this question of humanness that it is impossible to cover them all here. There is one, however, which comes up in any business; the case where an inquiry comes in to you for a product which you do not manufacture. Figure 3 shows an average clear courteous answer. Figure 4 shows a clear courteous answer—plus the human touch.

FIGURE THREE

"Your esteemed favor of the 13th inst. received today. We would state that recently we have had much serious trouble getting the proper steel for our dies, which accounts partly for the delay in shipment over the time originally estimated. This delay is regretted and everything possible is being done to push the order along. Also until just now the munition plants were paying such high wages here that all good mechanics left and new and inexperienced men had to be broken in to take their places.

"This order for 12 Special 4" pipe threading dies will now be shipped on or before January 20th instead of December 30th as originally promised. It is covered by your order number S-1608 of Sept. 6, 1918. Shipment will be made by express paid, and marked to care of "Service Dept." as you specified."

FIGURE FOUR

Yours January 13

Order No. S-1608 of 0/6/18

12—Special 4" Pipe Threading Dies

This shipment will go out on or before January 20th by American Railway Express paid, and marked to care of "Service Department" as you have requested.

Let us assure you that this delay was not due in any way to neglect on our part, but was caused entirely by our inability to get the proper quality of steel necessary for this work, combined with the iron-clad demands placed on us by the War Department and which only now have been cut down.

The delay in filling this order is regretted. You may rest assured that it will not occur again as our steel stocks are now ample for our needs, and although our acknowledgement forms will continue to quote approximate shipping dates, we will be able to live up to them closely and often anticipate on the delivery. This approximation is required due to the unforeseen circumstances which sometimes arise in making special dies for you of this particular type. We hope this delay has not inconvenienced you greatly and that the shipment reaches you promptly in time for your needs.

In a similar case mention if possible more than one source of supply. Such little acts of tactfulness are worth dollars to any organiza-

tion. If you want to experience the feelings of the man who has received the letter in Figure 3 go to any Pullman office and try to get a lower berth (no disrespect meant to our RR administration); or better still try to annex a decent seat in any New York box office. After you have done this, analyse your reactions. The question which comes to your mind at last is: "How do they do it and live?" The same applies to your customer.

Auto Men Join Fuller Agency

Harry L. Spohn, formerly of *Motor Age*, *Motor World*, *Automotive Industries* and *Commercial Vehicle*, and Frank A. Kapp, formerly of *Motor Life*, *The Automobile Trade Directory* and the *Automobile Blue Books*, have become associated with the Charles H. Fuller Co., Chicago advertising agency.

Spohn was at one time commercial manager for the U. S. Ball Bearing Co., Chicago, and Kapp, after serving in the advertising department of the Willys-Overland Co., in 1914, later for a time was advertising manager of the Mitchell Motors Company.

Lowe is With Easton Machine

William V. Lowe, formerly with Hess-Bright Co., as sales engineer and recently in the advertising and engineering departments of Manning, Maxwell & Moore, Inc., has resigned from the latter firm to accept the position of sales engineer for the Easton Machine Co., South Easton, Mass.

Sinclair Promotes Sales Director

H. A. Goddard, who has been director of sales of the Sinclair Motors Corporation, New York, for over a year, has been elected vice-president in charge of sales and a member of the board of directors.

"The Thought Shop" a New Agency

"The Thought Shop" is the name of an advertising agency which has been started in South Bend, Ind., by A. A. Eastman, at one time in the advertising department of the Studebaker Corporation. A retail advertising service will be a feature of the agency.

Hagerty a Vanderhoof Executive

Chris. D. Hagerty, formerly with the Associated Press in Chicago, is now an account executive with Vanderhoof & Co., advertising agents with offices in the Marquette Building, Chicago.

Sweet Potatoes To Be Advertised

Executive representatives of the Southland Sweet Potato Curing and Storage Association at a meeting held in Dallas, Texas, recently subscribed \$5,000 toward an advertising campaign, beginning a movement to create a market for the Southern sweet potato in the North. Representatives of more than a score of states attended the meeting.

It was decided to market the potatoes under the registered trade-mark of "Dixie Sweets." The fact that the number of curing plants in the South is rapidly increasing and that they will soon make the sweet potato business there permanent, is said to have influenced the movement.

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

BATON, CRANE & PIKE COMPANY
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.

Among the Better Books on Business

A Review of Recent Publications Related in Some Degree to the Advertising and Selling Fraternity

LYDIATT'S BOOK FOR 1920: What's What in Canadian Advertising: Compiled and published by W. A. Lydiatt, Toronto, Ont.

"Lydiatt's Book," in its seventh annual edition, is jammed tighter than ever with every kind of fact and statistical data that might be sought by one thinking of marketing merchandise in Canada. Its compilations relate to the land, to its people, its manufactures, its advertising mediums, show in detail, how much and what kind of advertising is already being done in Canada and where heavy newspaper circulations, heavy trolley traffic, or other advantages offer inducements for further advertising of one type or another.

Its figures and facts aim to present a statistical picture of the Canadian market. They contain much new, post-war material which, compared with data for 1914, supplies the needed information as to what changes war conditions have made in the Dominion. Canadians are busy telling the world today that they have a wonderful market. Here is the proof.

Appended material on type techniques, electrotypes, handy copy rules, etc., makes "Lydiatt's" an indispensable pocket book for the ad man who has, or expects to have, connections in the Canadian field.

EXPORT POLICIES: By Edward Ewing Pratt, E. C. Porter, and P. B. Kennedy; being the third unit of a course in Foreign Trade. Prepared by the Business Training Corporation, New York City. Published by the Corporation.

This volume is intended to point the way to manufacturers desirous of breaking into foreign trade. A competent adviser, Edward Ewing Pratt, Chief of the Bureau of Foreign and Domestic Commerce, United States Department of Commerce, has been selected to set down some of the fundamental principles and practical details of shaping an export trade policy that will fit the manufacturer's goods to the foreign market. Two other inside men in foreign trade, E. C. Porter, Secretary, American-Russian Chamber of Commerce, New York, and P. B. Kennedy, Commercial Attaché, United States Department of Commerce, Melbourne, Australia, have compiled vital data on export policies that have been successfully employed in certain specified lines by American and European industries.

This is not a book of vague generalities but of forthright, practical facts that tell what the foreign market is, what the foreign buyer needs and how the American manufacturer can supply those needs at best profit to himself. Comparisons between American and British export methods are especially interesting and valuable.

MERCHANDISING ADVERTISED PRODUCTS THROUGH DRUG STORES: By the J. H. Cross Company, Philadelphia, and published by the same. Sent free on request.

As its title indicates, this is a service booklet designed for the use of manufacturers of the varied products handled by the average drug store. Its 64 pages are crammed with illuminating facts as to the character of the average druggist and the kind of business he does.

In the United States there are approximately 49,000 drug stores disposing of not less than a billion dollars worth of merchandise annually. Yet the druggist's hold on the public is mainly one of convenience. Striking the note that his importance as a retailer lies mainly in the fact that he offers a large outlet for merchandise the merit of which is established by other forces than the fact that he sells it, the booklet follows on with carefully considered advice as to how advertising can best be utilized to create the demand that will result in the druggist's stocking—and selling—your product.

This little volume is well worth asking for of its writer-publishers.

ELEMENTS OF RETAIL SALES-MANSHIP: By Paul Wesley Ivey, Ph.D., Associate Professor of Economics and Commerce, University of Nebraska. Published by the MacMillan Company.

In his preface, Prof. Ivey said: "With the widening scope of mail order business and the increasing competition between towns due to better transportation facilities, methods of selling goods are receiving attention that a few years ago would have seemed misplaced. Selling service has now become as important as selling goods. The significance of this new development and its application to retail stores forms the ground plan for the material herein presented."

The writer, who has lectured to the salespeople of many large department stores along these lines, places special emphasis on the need of knowing the customer and on knowing oneself. According to his definition, "salesmanship is the art of persuading people to purchase goods which will give off lasting satisfactions, by using methods which consume the least time and effort." In his teaching of the art he has laid down certain simple psychological principles and tied them up with the work of the retail salesman by showing how sales are influenced by the observation or non-observation of these principles. He has taken care not to be too psychological or too technical and has succeeded in presenting the personality of the average customer and the ideal salesman in a way that merits, and will gain, the attention of the man and woman behind the counter.

HOW TO WRITE SPECIAL FEATURE ARTICLES: A handbook for reporters, correspondents and free-lance writers who desire to contribute to popular magazines and magazine sections of newspapers. By Willard Grosvenor Bleyer, Ph.D. Published by Houghton Mifflin Company.

Some day, gentle reader, if you are

the enthusiastic type of advertising man or woman who goes to make up the majority of the subscribers of *ADVERTISING & SELLING*, you will find yourself so full of some trade subject in which you are interested that you will not be able to resist the temptation to tell the world about it through the columns of this magazine.

You won't need to read "How to Write Special Feature Articles" before you do it, perhaps. Just the same, if you find the writing habit growing on you, as it has grown on some others, there are few better written or better arranged books to which you could turn for advice as to how to make it a good habit rather than a bad one.

Mr. Bleyer, who has brought out several books on news writing and is the director of a course in journalism in the University of Wisconsin, has compiled here an informative and authoritative volume on the field of the special article, the preparation and writing of the article, subjects that are suitable or can be made suitable for feature writing, and other related material. He has included copious illustrative examples culled from newspapers and magazines. This represents the first attempt to discuss exclusively and in detail the writing of special articles.

Hinkley With La Salle University

A. Rockwell Hinkley, for the past two and a half years editorial director of *The Novelty News*, Chicago, and a frequent contributor to *ADVERTISING & SELLING*, is now with The La Salle Extension University, Chicago. Both the Sales Promotional and Advertising departments will command his services, in addition to which, he will act as editor of *La Salle Points and Pointers*, the business-building bulletin of the sales representatives, scattered throughout the world.

Hudson Will Direct Sprague Tire Advertising

R. C. Hudson, formerly copy chief for the Connor Advertising Agency, Denver, Colo., has been appointed advertising manager for the Sprague Tire and Rubber Company of Omaha, Nebraska. An intensive advertising campaign is contemplated in western territory. Mr. Hudson formerly was space buyer and copy man for the Cramer-Krasselt Company of Milwaukee, Wis.

Leonard in Albert Frank Service

Among the recent additions to the service department of Albert Frank & Company agency, Chicago, is John Felix Leonard. Mr. Leonard was previously with Thomas A. Edison & Co., advertising department, Orange, N. J.; promotion department, Hearst Enterprises; Simmonds & Simmonds, advertising agency, Chicago; advertising and sales manager, Brown Portable Conveying Machinery Co., Chicago.

Sherwin-Williams Official Celebrates Golden Jubilee

On April 1, Sereno Peck Fenn, vice-president and treasurer of the Sherwin-Williams Company, completed fifty years

of active work, and the occasion was fittingly celebrated by his associates in business with a banquet at which 350 members of the Sherwin-Williams organization and their guests did honor to Mr. Fenn. Among those present were several who have been working with Mr. Fenn for forty years or more, while a score of his associates have been with the company for more than a quarter of a century. No one present among the employees had seen less than five years of service with the company.

Candee New President, Direct Mail Association—Board of Governors Meeting in Cleveland

The quarterly meeting of the Board of Governors of the Direct Mail Advertising Association, Inc., was held at Hotel Winton, Cleveland, on April 2. At this meeting Frank Hubbell, president of the association, tendered his resignation, being unable to devote the necessary time to the work on account of diversified business interests he has recently entered. It was the unanimous choice of the board to elect as president, to fill out the unexpired term, Alexander M. Candee, of Milwaukee. Mr. Candee is the advertising manager of the National Enamel & Stamping Co., of that city, who are prominent users of direct by mail advertising. He is also author of the new book on the subject of Business Letter Writing.

To fill the vacancy caused by the resignation of Mr. Hubbell, Mr. Frank L. Pierce, manager of the mail sales department of the Remington Typewriter Company, New York City, was chosen.

At this board meeting plans for re-organization with their own paid managing director and their own offices were thoroughly completed, and the committee to execute this work was headed by Robert C. Fay. Other appointments made at this board meeting were as follows: A new member of the National Commission of the Associated Advertising Clubs of the World, Martin Tuttle, Motor List Company, Des Moines; Homer J. Buckley, chairman, postal service committee; Charles Henry McIntosh, LaSalle Extension University, chairman educational committee; Robert E. Ramsay, American Writing Paper Company, chairman, speakers and publicity committee.

Advertising Manager to Direct Concerts

R. O. Weiss, for five years advertising manager of the Sam Fox Publishing Co., Cleveland, Ohio, has resigned to enter the concert field and to devote his efforts to exploiting artists. Mr. Weiss, who will make his office in New York City, has made arrangements to continue to direct much of the advertising of the Cleveland music publishing house, as well as the booking of musical talent.

Hyatt Bearing Co. Moves

D. Gleichen, manager, Industrial Bearings Division, Hyatt Roller Bearing Company, announces that their offices have been moved to a new building at 100 West 41st Street, New York, where much larger quarters have been secured for the advertising, sales and engineering departments.

"Advertiser's Weekly" Has American Number

Rumors of a British invasion into the American field and reports that Great Britain is wider awake than ever to American opportunities are all confirmed in the American Market Number of the *Advertiser's Weekly*, which has just reached these shores. British advertisers in this issue, who take up about two-thirds of the total ad space, stress the necessity of bringing exchange back to par by encouraging increased exports to this country, and every important advertiser and advertising medium in the United Kingdom seems to have come into the number to cooperate in the effort to break new ground in the United States. American space sellers and space fillers have reciprocated in good measure, particularly those with London offices.

Australian Newspapermen Coming

Australian newspaper men who will visit Canada the coming summer to attend the Imperial Press conference and tour the dominion have been invited to visit South Bend. The invitation was extended on behalf of the South Bend Chamber of Commerce by F. A. Miller, editor of the *South Bend Tribune*, appointed by the organization chairman of a committee to invite the Australians, and prepare entertainment.

According to present plans the Australian newspaper men will arrive in Halifax, July 25, and sail from Quebec for home, September 15. Much of their time in Canada will be spent on an organized tour from coast to coast.

John Curtis Co. Organized

John Curtis has withdrawn from the Atlas Advertising Agency, New York, to organize his own agency under the name of the John Curtis Co., Inc., 1470 Broadway. Among Mr. Curtis' accounts will be that of B. T. Babbitt, Inc., the soap manufacturer.

Henry Ford's Editor Resigns

E. G. Pipp, editor-in-chief of the Dearborn *Independent*, Henry Ford's weekly, has resigned, and has started publishing a new weekly magazine intended for national circulation. It will be called *Pipp's Weekly*.

Pettingell Regal Shoe Advertising Head

A. Pettingell, formerly assistant advertising manager of the Gillette Safety Razor Co., Boston, has been placed in charge of the advertising of the Regal Shoe Co., Boston.

Italy's Newspapers Cut to Two Pages

The Italian government has decreed that from April 18 until further notice newspapers shall be restricted to two pages.

Two New A. B. P. Members

The Associated Business Papers, Inc., announces that *Hospital Management*, Chicago, and *Implement and Tractor Trade Journal*, Kansas City, Mo., have been admitted to membership.

We are pleased to announce the appointment of



MR. LYNN H. GAMBLE

as manager of our new St. Louis and Kansas City office

Payne, Burns & Smith, Inc.
G. Logan Payne Co.

New York	Chicago
Boston	Detroit
St. Louis	Kansas City

We specialize in house to house distributing of

Advertising Literature and Advertising Samples

We solicit your account
JAMES T. CASSIDY
206 No. Front St., PHILADELPHIA, PA.
Write for our paper "FACTS"

In every large institution THE SALES MANAGER—Monthly will be found on the desks of "Sales Managers"—because it makes them better sellers. Better selling means better pay.
25c a copy—\$3 a year
The William Edward Ross Service, Inc.
1414 Sun Bldg., New York City, N. Y.

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

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

"GIBBONS KNOWS CANADA"
MONTREAL TORONTO WINNIPEG

"The Play's the Thing" to Visualize

How the National Cash Register Company
Used Drama to Sell Ideas to Its Salesmen

By C. E. STEFFEY

General Sales Manager, National Cash Register Company

"WHEN YOU TALK to a man, what you say usually goes in one ear and out of the other. It has been proven that teaching by the eye is twenty-two times more effective than that done through the ear. A man remembers what he sees better than what he hears because the nerve from the eye to the brain is twenty-two times as strong as the nerve from the ear to the brain."

Out of that dictum of President John H. Patterson, of the National Cash Register Company, grew the idea of the "speechless" convention of the N. C. R. Company's Hundred Per Cent Club, which recently attracted such widespread interest.

It wasn't quite speechless, but every attempt was made to make it so as far as possible. Every thought presented was illustrated in some way. During the week nineteen pageants and playlets were given to make the company's 100 per cent salesmen actually see the things told about. In addition, there were many motion pictures and stereopticon slides run off.

This program was carried out under the direction of the head of the advertising department and it called into service representatives of every division of the firm. The convention, after many rehearsals, was held in the N. C. R. schoolhouse at Dayton, which has an auditorium seating 1,200 persons.

After the committee was organized, every man who had a subject to present to the convention was called before it. He gave them the ideas which he wanted to get before the salesmen. In conference with this committee it was decided how the ideas could best be presented. With few exceptions, it was found that they could best be dramatized. When it was decided that a subject could best be presented by slides, motion pictures, or by talk, those methods were used; but we discovered that almost any problem, carefully analyzed and reduced to its simple elements could be presented in a play or pageant.

HUNDREDS OF PLACARDS

The property for the events was

assembled in the proper stalls. These were as carefully arranged as the property for any theatrical production. For some of the pageants they consisted of nothing but signs or placards. For others they ranged from a complete set of fixtures for an agent's office to a stage setting in

which was shown an agent's office, a scene from a merchant's store, and a scene in the Sales Promotion Department at the factory.

One of the pageants required 395 placards, each of which showed the name of one of the factory operations necessary in the production of



HOTTER THAN ---- !

WOULD be a good description of the inside of a paper mill boiler house and the "Old Boy" would surely glory in it. Many a wise advertiser glories in it too, for he knows that the paper mills have to buy a bunch of equipment to "keep the mill fires burning."

Man! how those hungry furnaces eat up the coal! And after they have had a good meal, the life blood goes zipping thru the steam pipes at what the old medicos would say was a killing blood pressure. And remember that the man who keeps his finger on the throbbing pulse of power also writes the prescriptions for the plant. Good medicine generally consists of stokers, boilers, engines, pumps, fuel, valves, recording instruments, firebrick, meters, blowers, oils and greases, and last but not lowest, chimneys with a thousand other things in between. And while you are giving your undivided attention, don't forget the medium to carry your little message. "Paper" is nominated on the first ballot and if you will write us we will tell you the candidates' preconvention promises.

PAPER

471 FOURTH AVE. NEW YORK CITY

cash registers. These placards were made so that they could be carried by men from the factory into the convention hall where they formed a complete chain around the hall. To present another idea required a muslin sign 6 feet wide and 130 feet long. This was carried into the hall and hung across the stage and down the sides of the auditorium. A total of more than 1,200 hand-lettered signs and placards were used during the week.

The first event shown was an elaborate materials pageant. The problem here was to make the men realize the many different kinds of materials used, the quantities necessary, and the difficulty in securing these materials as well as the increase in their cost since 1913.

The pageant opened with a brief series of reading slides introducing a scene showing a box car (one of the 1,570 carloads of material used in 1919). From the door of this car a man appeared. He carried a placard bearing the name of a certain kind of material used in the factory, and figures to show the amount used last year, together with a comparison of the costs in 1919 and those of 1913. A spotlight lighted up this placard so that it attracted the attention of everyone. It could easily be read by all the men in the convention. This man was followed by fifty other men, each bearing a placard representing some material. Every effort was made not to confuse the salesmen with names of material or technical terms which they could not understand.

The men bearing the placards then took an assigned position on the stage. Following them came fourteen girls representing a foreign country from which a material is obtained. (The girls were all factory employees.) Each was dressed in the costume of the country which she represented. As each girl appeared on the stage, slides were shown above the tableau with the name of the material and a scene from that country.

SELLING IDEAS BY DRAMA

As a climax to the pageant, a girl dressed as Columbia appeared beside one of the latest model cash registers. Over her hung the American and Canadian flags. She was given the center of the stage with lights centered on her, and the girls representing the other countries in the tableau arranged themselves about her.

The testing of materials, inspec-

Certified Circulations

Some Mediums in Several Classes Whose Audits are Made by the
AUDIT BUREAU OF CIRCULATION

"Publishers, advertisers and advertising agencies, in our estimation, cannot afford to ignore the market benefits which the A. B. C. holds for them individually and collectively."

McJunkin Advertising Co.

CLASS TRADE AND TECHNICAL

AERIAL AGE WEEKLY, New York

The National Technical, Engineering, and Trade Authority of the aeronautic industry. The foremost aeronautical magazine in America in point of quality, circulation, and authoritative editorial contents.

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

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

AMERICAN EXPORTER, New York

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

THE ARCHITECTURAL RECORD, New York

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

THE ARCHITECTURAL REVIEW, New York

Established 1887, is an ably edited, progressive monthly for the architects, basing its appeal to both its subscribers and advertisers on quality.

AUTOMOTIVE INDUSTRIES, New York

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

BAKERS WEEKLY, New York City

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

BOOT AND SHOE RECORDER, Boston

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

BUILDING AGE, New York

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

THE DRY GOODS ECONOMIST, New York

The Dry Goods Economist, a national dry goods weekly for retailers and jobbers, is the accepted authority of the dry goods trade. Eight issues of each year are World Wide numbers with over three thousand added for foreign circulation. Type page 84x12 1/2. Published Saturdays—forms close Wednesday preceding. Member of the Associated Business Papers, Inc. The Dry Goods Economist, 231 West 39th Street, New York City.

EL COMMERCIO, New York City

The first and oldest Export Journal in the World. Established 1875, published monthly. In considering export advertising do not overlook El Comercio. Under the same management for 44 years. Send for free sample copy, rates, etc.

EXPORT AMER. INDUSTRIES, New York

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

THE GAS RECORD, Chicago

Semi-Monthly. Edited by practical gas men. Reaches builders and operators of artificial and natural gas plants, and makers and sellers of gas-consuming appliances. Member A. B. C. and A. B. P. Eastern office 51 E. 42d Street, New York.

HARDWARE AGE, New York City

An inspiration to better merchandising in hardware, house furnishings, sporting goods and kindred lines. Established 1855. Circulation exceeds 17,000 copies weekly. First in paid circulation, in editorial merit and in volume of advertising. Member Associated Business Papers, Inc.

THE IRON AGE, New York

"The World's Greatest Industrial Paper," established 1855; published every Thursday; forms close eight days preceding; type page 6 7/8x11"; one-time rate \$88.00; 52 pages a year, \$60.00; member A. B. C. and A. B. P. The Iron Age represents the operating and commercial side of the iron, steel, foundry, machinery, automotive, rail road, shipbuilding, farm implement and other metal-working industries. Its readers are men of the executive type with real buying power.

MARINE ENGINEERING, New York

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

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

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

METAL WORKER, PLUMBER & STEAM FITTER, New York

Established 1874. Published weekly. Recognized authority on heating, plumbing, roofing and sheet metal work. Devoted particularly to the interests of the buyers of materials in the above lines—the combination shops. Market Report an important feature. Member Associated Business Papers, Inc.

MOTOR AGE, Chicago

The Weekly News and Service magazine of the automotive trade. Editorially, it specializes on the maintenance of motor cars, trucks and tractors and is devoted to the interests of motor car, truck and tractor dealers who make up over 60% of its more than 10,000 paid subscribers. Member Associated Business Papers, Inc.

Certified Circulations

Some Mediums in Several Classes Whose Audits are Made by the
AUDIT BUREAU OF CIRCULATION

"The A. B. C. furnishes one authentic source through which definite true information can be obtained."

The Richard A. Foley, Advertising Agency, Inc.

CLASS TRADE AND TECHNICAL

MOTOR WORLD. New York

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

RAILWAY AGE. New York

Founded in 1856. Read by executive officers and heads of the operating, traffic, financial, legal, purchasing, mechanical, engineering and maintenance departments. It reaches the final buying power of railway supplies and equipment. Weekly. Average circulation 6,250 copies. Members Associated Business Papers, Inc.

RAILWAY ELECTRICAL ENGINEER. New York

Founded in 1908. The only paper devoted exclusively to steam railway electrical problems. Of special interest to mechanical and electrical engineers, heads of electrical departments and their staffs, electric welders, third rail men, power house, sub-station and car lighting men. Monthly. Average circulation 3,300 copies. Member Associated Business Papers, Inc.

RAILWAY MAINTENANCE ENGINEER. Chicago

The only publication devoted to the problems of track, bridges, buildings, terminals, water and steam heat service of the steam railways. Reaches all railway officers concerned with maintenance of way problems. Monthly. Average circulation 8,900 copies. Member Associated Business Papers, Inc.

RAILWAY SIGNAL ENGINEER. Chicago

Founded 1908. Read by signal engineers and their staffs, signal superintendents, inspectors, maintainers, foremen, battery men, wiremen, towermen, lampmen and grade crossing engineers. Monthly. Average circulation 5,500 copies. Member Associated Business Papers, Inc.

MAGAZINES

THE MODERN PRISCILLA.

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

NEWSPAPERS

THE COURIER NEWS.

Fargo, N. Dak.

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

THE BRITISH WHIG.

Kingston, Ontario

Only A. B. C. paper in city of 25,000. April average 6,424. City circulation 4,501; country, 2,474. Carries many exclusive news features. 14 to 22 pages, something unique in newspaper journals, daily. Write for house organ. "More Pep."

RAILWAY MECHANICAL ENGINEER. New York

Established in 1832. Devoted to subjects pertaining to motive power, rolling stock, power house, shop and roundhouse problems. Read by all officials interested in the repairs or renewals to motive power and rolling stock. Monthly. Average circulation 11,400 copies. Member Associated Business Papers, Inc.

THE RETAIL LUMBERMAN. Kansas City, Mo.

The dominant trade paper in the retail lumber and building material field. It furnishes lumber dealers with building, advertising and sales service, and is a high class advertising medium. Total net paid circulation in excess of 5,000. Ask for statement. Member Associated Business Papers, Inc.

SHOE AND LEATHER REPORTER. Boston

For 63 years the most influential and intensive paper in an industry rated as fourth in the country's business. During 1919 the REPORTER carried 4,000 pages of paid advertising, which is 454 more pages than its chief contemporary. Published each Thursday. World-wide circulation at \$5 a year. Member Associated Business Papers, Inc. Ask for A. B. C. Report.

THE SHOE RETAILER.

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

TEXTILE WORLD JOURNAL. New York

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

AGRICULTURAL

NATIONAL STOCKMAN & FARMER. Pittsburgh, Pa.

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

THE CAPPER FARM PRESS. Topeka, Kansas

Five distinct editorial staffs, located in and knowing their respective territories do not try to serve a heterogeneous group with one edition—what is sensible in one state may be a month old in another; advice on cotton does not interest the winter wheat farmer. An unusual opportunity to reach the prosperous farmers of the great middle west—the winter wheat belt, alfalfa belt, corn belt, hog belt, and tractor belt—the country's ready money belt. May we show you graphically how to fit your sales plan to this wonderful farm market?

FARMER AND BREEDER. Sioux City, Iowa

Devoted to the interests of the capricious farmers and breeders of the Golden Egg Territory—southeastern South Dakota, northwestern Iowa, northeastern Nebraska and southwestern Minnesota. Circulation 90,000. Rate 50 cents an agate line.

tion of parts, and many other problems relating to production were presented in the same manner. This enabled the men unfamiliar with the technical part of this work to realize what it means. After the factory part of the program had been completed, the more direct selling ideas and messages from the management were presented.

Throughout the entire convention the program was arranged so that each day opened with a playlet or pageant, and each day ended with one. The entire program was built around the plays and pageants. Talks were given while the stage was being sent or cleared. They were used where dramatic presentations could not be used, and to fill in between the playlets and pageants, but at no time were the talks or discussions permitted to continue long enough to become tiresome.

The results of this convention are already evident. The men are taking advantage of the company's help and using advertising to a much greater extent than ever before. They are enthusiastic about the future and have more faith in their company and its policies than we could have given to them in any other way. The first thing they did upon returning to their territories was to hang up a new sales record for the first two months of the year.

Additions to Ross Co. Personnel

Three departments of F. J. Ross Company, advertising agents, New York, have been augmented by the services of Charles M. White, head of research department, O. W. McKenney, executive assistant to art director, and Howard K. Hollister, in the copy department.

Mr. White is an electrical engineer who has had practical experience with the Western Electric Company, the Union Switch and Signal Company, and in mining work in the west. His specialization in research work was gained with McGraw-Hill, Class Journal, and Penton Publishing organizations and with the Business Bourse.

Mr. McKenney was formerly with Calkins & Holden. Mr. Hollister upon graduation from Yale did editorial work on System Magazine, especially in connection with interviewing of men of big business. His advertising agency experience was gained in connection with the J. Walter Thompson Co., before the war and (since his discharge from army service) with the C. Henry Mason, advertising agency of Rochester.

New Agency Specializes on Wearing Apparel

Edward B. Spiero, who has had experience in the service and copy-writing fields, heads a new advertising agency that has just been opened at 366 Fifth Avenue, New York. The company is called Edward B. Spiero, Inc., and is specializing in wearing apparel.

Calendar of Coming Events

- April 26—National Association of Hosiery and Underwear Manufacturers' Convention and Annual Exhibition, Phila.
- April 27-28—Meeting of the Ohio Wholesale Grocers' Association Co., Columbus, Ohio.
- April 27-29—Eighth Annual Meeting, Chamber of Commerce of the United States, Atlantic City, N. J.
- April 28-30—National Association of Cotton Manufacturers' Convention, Boston, Mass.
- May 12-15—Seventh National Foreign Trade Convention, National Foreign Trade Council, San Francisco, California.
- May 18-20—Annual Convention National Association of Manufacturers of the United States of America, New York City.

- May 19-20—Second National Convention Tobacco Merchants' Association of America, New Hotel Willard, Washington, D. C.
- May 25-27—National Confectioners' Association of the United States, Annual Convention, St. Paul, Minn.
- June 1-5—Annual Convention of the National Association of Credit Men, Atlantic City.
- June 6-10—Annual Convention of the Associated Advertising Clubs of the World, Indianapolis.
- June 12-15—Semi-annual Meeting, Association of National Advertisers, Bedford Springs, Pa.

Publishers to Meet at Shore

A group meeting of the business press section of the Atlantic City convention of the United States Chamber of Commerce will be held Tuesday afternoon, April 27, the chairman of which is H. M. Swetland, president of the United Publishers Corporation. On the general program, Secretary of Agriculture Meredith, John H. Fahey, former president of the chamber, and James H. McGraw, president of the McGraw-Hill Co., are publishers who will speak.

Mr. Fahey will also open the business press section meeting, and following him will be: M. C. Robbins, president of the *Gas Age*, and vice-president of the Associated Business Papers, on "The Function of the Business Press in Relation to Trade and Industry," and C. H. Clark, editor, *Textile World Journal*, making "The Coordination of Raw Material Supplies with Manufacturing Demands" his subject. A discussion on "The Relation of Efficient Distribution to Increased Production" will be carried on in ten minute addresses. Charles H. Phillips, president of the *Dry Goods Economist*, will take the retail side of the problem. Roy V. Wright, editor of *Railway Age*, is to talk on the subject as transportation affects it, and Arthur J. Baldwin, vice-president of the McGraw-Hill Co., "From Industry to Industry." After a general discussion, resolutions adopted will be presented to the general resolutions committee of the chamber.

The following list of publishers have exhibits on the Million Dollar Pier: United Publishers Corporation, McGraw-Hill Co., Inc.; Simmons-Boardman Co., *Manufacturers' Record*; Class Journal Publishing Co., *Dry Goods Economist*, *Architectural Record*; Allen-Nugent Publications, *Popular Science Monthly*; New York Times, *Lumber World Review*; Penton Publishing Co., *Oil, Paint & Drug Reporter*, *The Farm Journal*, *American Metal Market*, *Shoe & Leather Reporter*; South American Publishing Co., *Journal of Commerce* (St. Louis); Associated Business Papers, Trades Publishing Co., *Nations Business*, *Northwestern Druggist*, *Pan-American Magazine*, *Express Gazette*; Barrel & Box, United Advertising Corporation, Chicago Trade Press Association, *Textile World*, *New York Commercial*; Industrial Relations, Fairchild Publications, A. W. Shaw Co., Manufacturers Publicity Bureau, *Export*

ers & Importers' Journal; Technical Publishing Co., *Saturday Evening Post*, Business Press Club, of Philadelphia.

France to Put Tax on Business

According to a New York *Sun-Herald* cable from Paris, the French government will place a 1 per cent tax on all business transactions, in addition to 10 per cent tax on luxuries. The new program, it is stated will bring in 8,500,000,000 francs, as well as retain 10,000,000,000 francs under the old budget.

S. deB. Keim Becomes Rolls-Royce Sales and Advertising Manager

S. deB. Keim, New York branch manager of the Locomobile Company of America, and associated with the company for the past twenty years, has been appointed sales and advertising manager for the Rolls-Royce car in North America.

This comprehends the entire distribution of the British product at present, and the American replica which is to follow when the new plant at Springfield, Mass., is in operation. While the American-built Rolls-Royce will not come into the market until 1921, a certain portion of the British output has been reserved for American consumption, and will be delivered during the present year.

H. Bertram Lewis Directs New Automotive Department of Hanff-Metzger

Under the direction of H. Bertram Lewis, lately general distribution manager and formerly advertising manager of the Packard Motor Car Company, of New York, an automotive department has been established by Hanff-Metzger, New York advertising agents. The agency is now handling the advertising of Hare's Motors, Locomobile, Mercer and Simplex.

Anniversary of the Sunday "Capital"

The Des Moines Sunday *Capital*, published by Lafayette Young, celebrated its first anniversary on April 4. Publishers at various parts of Iowa wired congratulations.

'Purchasing Agent' to Move

The offices of *The Purchasing Agent*, 25 Beaver Street, New York, will be moved on May 1, to larger quarters at 10 Park Place.

"Gotham for Art Work"



Our new
telephone
numbers
are

Madison
Square
8517
8518

GOTHAM STUDIOS INC.
111 East 24th Street
New York

MARTIN ULLMAN, Managing Artist

Good, Better, Best,
Never let it rest,
Till the Good is Better
And the Better Best.

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