

Advertising & Selling

OCTOBER 23, 1920

Is This Honest Advertising?

A certain manufacturer is urging dealers to stock his product and to advertise it in their local papers on the ground that he is conducting a campaign of "national advertising."

An analysis of the "national" campaign (which he asks his dealers to "back up") shows that it consists of less than 5,200 lines reaching less than 690,000 circulation. In other words, the force which is expected to impress the nation is the equivalent in lineage of little more than two pages in The Chicago Sunday Tribune, but reaches a smaller circulation. Many seasoned advertisers use ten times this much space in The Chicago Tribune alone.

Most of the failures charged against advertising are due to large promises and extravagant expectations based on small lineage or inadequate circulations or both. If you haven't enough money to advertise properly to a hundred million people, concentrate in a market that you can cover.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Write For The Tribune's 1920 BOOK OF FACTS



“a corking, good mailing piece!”

“Unusual? Absolutely! Yet it’s merely a matter of portraying the bow ties. Pictures sell goods—if they are faithful pictures.”

IT took Foldwell’s specially prepared surface to bring out faithfully the colors used on the mailing piece pictured here. And it took Foldwell’s remarkable strength to hold at the seven repeated folds—each one weakened by die cutting. More remarkable still—no cracks appeared at the folds to deface the impressions which portray silk cloth.

Faithful visualization! Better results in direct advertising.

CHICAGO PAPER CO.

Manufacturers

832 S. WELLS ST.
CHICAGO, ILL.

NATIONALLY DISTRIBUTED

COATED WRITING & COATED BOOK & COATED COVER

Foldwell
TRADE MARK

The Seattle Daily Times

A Good Newspaper Cannot Be Produced Cheaply

An Expensive Newspaper Cannot Be Sold at a Low Price

Seattle Newspapers Are Sold at the Following Rates:

	<i>Sunday</i>	<i>Daily</i>	<i>Month</i>	<i>Year</i>	<i>Rate</i>
THE TIMES . . .	\$.10	\$.05	\$1.50	\$18.00	Net
The Post-Intelligencer10	.03	.90	10.00	Subject to Discount
The Star	—	.02	.50	5.00	Subject to Discount

OFFICIAL CIRCULATION FIGURES

City of Seattle:

SUNDAY TIMES . . .	60,851
Sunday Post-Intelligencer	34,632
DAILY TIMES . . .	47,378
Daily Post-Intelligencer . . .	32,608
Daily Star	38,116

Total Circulations:

SUNDAY TIMES . . .	91,258
DAILY TIMES . . .	57,738
Sunday Post-Intelligencer	65,549
Daily Post-Intelligencer . . .	50,795
Daily Star (No Sunday Issue)	58,586

These Figures From Audit Bureau of Circulations Report for Year Ending June 30, 1920—Just Published

Eastern Representative

THE S. C. BECKWITH SPECIAL AGENCY

New York Chicago Detroit St. Louis Kansas City Atlanta

Pacific Coast Representative

R. J. BIDWELL CO.

SAN FRANCISCO



The Call of The Farm Market

Farm trade has always been a basic factor in American business.

Today it is the *most vital* factor.

The last few years have seen the farmers' profits amount to undreamed millions.

It is inevitable that these profits will increase steadily—because the growing urban population will demand more of the farmers' products each year and pay higher prices for them.

That is why so many manufacturers have sought and established such a large farm trade in recent years.

That is why so many more manufacturers are turning to the farm market for 1921 sales.

That is why manufacturers invested over Four and One-Half Million Dollars in the Standard Group of Quality Farm Papers in 1920, and will spend *more* than this amount, in this market, in 1921.

THE STANDARD FARM PAPERS

Edited by men who know

Over 1,150,000 farm homes

Prairie Farmer, Chicago
Established 1841

Pennsylvania Farmer
Established 1880

The Breeder's Gazette
Established 1881

Wallace's Farmer
Established 1895

The Ohio Farmer
Established 1848

The Wisconsin Agriculturist
Established 1877

Hoard's Dairyman
Established 1870

The Nebraska Farmer
Established 1859

The Progressive Farmer
Established 1886

Memphis, Dallas
Birmingham, Raleigh

The Michigan Farmer
Established 1843

Pacific Rural Press
Established 1870

The Farmer, St. Paul
Established 1882

Western Representatives

STANDARD FARM PAPERS, INC.,
Conway Building, Chicago

Eastern Representatives

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

All Standard Farm Papers are members of the Audit Bureau of Circulation

ADVERTISING & SELLING

The National Weekly of Modern Merchandising—Established 1891

J. M. Hopkins, President;
H. B. Williams, Vice President;

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

M. F. Duhamel, Managing Editor;
Ralph H. Smith, Associate Editor;
George Roosevelt, News Editor.

30th Year

OCTOBER 23, 1920

Number 18

Analyzing the Reluctant Buyer

Air-Tight Salesmanship is the One Way to Capture a Market Now Getting Back to Normal

By ROY B. SIMPSON

President, Simpson Advertising Service Company, St. Louis, Mo.

THERE is a lot of talk and some misunderstanding about the difference between a buyers' market and a sellers' market. There are some big men who are confused on this issue, and it is the purpose of this article to set them right. Some of them declare that we have a sellers' market, while others are equally emphatic that it is now a buyers' market.

A prominent automobile manufacturer in Wisconsin has just sent out some elaborate literature emphasizing the fact that we now have the greatest sellers' market we have ever known. He attributes this to the fact that he has begun to sell for the first time in several years and that because of the general prosperity of the country he has a better opportunity to sell his surplus which seems to be accumulating in a volume that is rather unpleasant to contemplate.

Other automobile manufacturers take the opposite view, and claim that there are more prospective buyers of motor cars than previously existed. During the last two or three years, until the present slump in prices began, nearly all manufacturers and retail merchants were selling their goods with very little effort. They were order takers.

Traveling salesmen were welcomed very effusively by the great rank and file of merchants. Prominent hat manufacturers said that merchants would come in and take their samples as fast as they were produced. Many

shoe houses stopped issuing catalogs. It required little or no effort to sell merchandise. In fact our mills and factories were oversold thirty to ninety days and sometimes longer.

In the great retail stores of the country fabulous prices were charged for merchandise. The furniture department of a great store in Detroit

tan "brogues." The best shoe of this particular style was priced at \$15. The negro wanted to pay \$20, so the salesman sent him to another store that sold the same line of shoes and before the customer was out of ear-shot the news of his coming was telephoned to the other store with a request to charge him \$20 for the \$15 footwear.

A prominent men's store opened up a new line of hats about a month ago. One of the stunning numbers was a beautiful velour hat of golden brown color. It was priced at \$25. Several customers bought this hat without a murmur, but today a man who a few months ago was buying silk shirts at \$20 each priced this hat. When the salesman told him it would cost him \$25 he said with considerable heat, "You go to h——. Prices are coming down," and he walked out of the store.

TOUGH ON THE SALESMEN

A great number of traveling salesmen have forgotten how to sell goods. In the department stores the retail sales people are still intimating to their customers that they can "take it or leave it." The arrogance which prevailed during the period when merchandise was scarce is still in evidence in many of our stores.

A number of advertising men and advertising agents who have had liberal appropriations at a time when they did not want orders have forgotten how to plan and write advertising that really sells goods. It

THE DIFFERENCE

THE writer of this article recently visited fourteen cities between St. Louis and New York, calling upon great department stores and several manufacturing institutions studying conditions.

Under such circumstances he hardly could have helped making some interesting discoveries and drawing pointed conclusions.

The accompanying is a reflection, rather than a report, of marketing necessities brought about through the change from a sellers' to a buyers' market, which is, after all, the normal status of business.

THE EDITOR.

priced an ordinary bedroom suite at \$3,030. It could have been sold for \$1,500 and still yield a very large profit. In this same store a complete outfit for a bedroom of average size was priced at \$5,085. The manager said he was ashamed to take the money, but people were willing to pay such prices and if he didn't get the money his competitors would.

A colored man visited a shoe store in St. Louis and wanted a pair of

*Table of Contents of this issue
on page 44*

should be apparent to them that the long expected slump in prices has come and every man with something to sell has got to sell it.

For several years motor cars have not been sold. They have been bought. Any man who had the money and who felt that high prices and high wages would continue indefinitely would, if he wanted it badly enough, purchase a motor car. With him it was not a question of "which car shall I select," but "what car can I get." Does that indicate a buyers' market in the motor car field? It was distinctly a sellers' market because the seller dominated to the extent that he could charge any price he thought he could get for his goods and history shows that motor car manufacturers got the money while the getting was good.

In the life of every great university we have what is known as "student days." The faculty retires to the background; all the activities of the institution are in the hands of the students and they dominate. At other times in the life of the institution the faculty dominates and student life is conformed to the rules of the institution.

The same general principle applies to buying and selling. When the buyer dominates to the extent that he will refuse to buy your goods because he knows he can get a better price or a better grade somewhere else, he is decisively the determining factor in the success of your institution, and that is just what the buyers are doing today.

THE SCENE CHANGES

As long as the great consuming public thought that merchandising was scarce, as long as the price trend was upward, consumption of all lines of merchandising was abnormally heavy. The seller could dispose of more merchandising than he could produce or buy. He fixed the prices, he dictated terms and conditions and we had a sellers' market.

Today the condition is exactly reversed. When prices begin to decline, the consuming public begins to curtail. It is human nature for people to stop buying when the market declines, therefore instead of the consumer madly striving to buy everything he wants, he is now buying only what he needs. Manufacturers in every line are beginning to accumulate a surplus and, as the demand has fallen off, they are trying to persuade the buyers to take their goods.

The buyers and users of merchandise no longer are asking if they can get a certain thing, but are trying to

solve the problem of which clothes washer, vacuum cleaner or motor car they will finally purchase.

When the producers and sellers of merchandise increase the prices, as they always do when the demand exceeds the supply, we have a sellers' market, but when production comes up to a point where there is more merchandise than the consuming public can use, we have a buyers' market and that is just the condition we are facing.

THE EFFECT ON ADVERTISING

The advertising of the future must be good advertising. No advertising campaign should be curtailed because the demand has fallen off. If there was any reason whatever for the frenzied expenditure of money for advertising when no manufacturer wanted orders, there is a better reason for advertising in a buyers' mar-

New England Advertising Association to be Reorganized

By Wire from Walter Sammis, Editor of
Associated Advertising

BOSTON.—More than three hundred members of the New England Association Advertising Clubs gathered at the Copley-Plaza hotel here Thursday to undertake a program which at the very outset furnished a high degree of interest.

The election of officers scheduled for Thursday morning was deferred because of the consensus of opinion that the New England Association would disband and reorganize as a part of the Associated Advertising Clubs of the World.

A committee was selected to report on Friday as to the final form of this action, with Frank Black, vice-president for the New England district, as its chairman and two members from each club and one from the A. C. of W. headquarters in its membership. It was said there appeared to be no chance for a hitch in the recognition.

Virtually all of the speakers expected put in an appearance, President Rowe Stewart and General Secretary P. S. Florea of the Associated Clubs also being on hand.

The chief speaker was Richard H. Lee, special counsel for the Associated Advertising Clubs and the leading authority on the better business movement.

Members of the executive committee of the New England association were: F. A. Black, of Filene's, Boston; H. W. Curtis, of the J. W. Barber Advertising Agency, Boston; Major Charles T. Cahill, of the United Shoe Machinery Company, Boston; F. W. Spollett, of the Shoe Retailer, Boston; R. C. Moore, of the Perry, Elliott Company, Boston; R. R. Spencer, of the Davis Press, Worcester; Harry Pearson, of the Old Colony Advertising Company, Providence. Mr. Black was chairman of the general convention committee, and responsible for program and publicity. H. W. Curtis was chairman of the sales committee. Miss Frances Hanson was chairman of the registration committee. Major C. T. Cahill chairman of reception committee, H. B. Porter chairman of

committee on finance, Charles T. Marble, assistant publisher of "Modern Priscilla," of Boston, chairman of committee in charge of the banquet. The luncheon given by the publishers' association was in charge of the committee headed by William Rogers, advertising manager of the Boston Transcript, and the luncheon given by the New England Council of the American Advertising Agents' Association was in charge of George Dunham, of the Greenleaf Advertising Agency.

If there ever was a time for advertisers to earn large dividends on their advertising investment that time is here, and it will continue over a long period, but no campaign is going to make good unless it is planned and carried out along the lines of good merchandising practice.

The public is tired of what is known as institutional advertising. The average buyer does not give a hang where the goods are made, nor does he care anything about the age of the concern that makes them, nor its volume of business. In the future, Mr. Buyer is going to demand the goods that give him the most satisfaction for each dollar he pays.

committee on finance, Charles T. Marble, assistant publisher of "Modern Priscilla," of Boston, chairman of committee in charge of the banquet. The luncheon given by the publishers' association was in charge of the committee headed by William Rogers, advertising manager of the Boston Transcript, and the luncheon given by the New England Council of the American Advertising Agents' Association was in charge of George Dunham, of the Greenleaf Advertising Agency.

Daniel M. Lord Explains the "Evolution of Advertising"

In a highly interesting address, interspersed with numerous incidents of pioneers in the advertising business, Daniel M. Lord, founder and for many years member of the firm of Lord & Thomas, Chicago, recounted for the members of the New York Advertising Club, Wednesday, the progress of advertising during the past fifty years. George W. Hopkins presided at the luncheon in Mr. Lord's honor, and Frank Presbrey introduced the speaker.

Mr. Lord, who retired sixteen years ago after more than forty years in advertising, told his eager listeners of the schemes by which advertising was conducted in the latter part of the nineteenth century, of the gambler attitude of the public towards it, and of how he broke into the business as an advertising solicitor for the *Interior*, a religious publication of Chicago. He spoke of his burning desire to raise the ethical standards of the profession, and related the facts of the first advertising agents association, composed of Mr. Lord, Al Thomas, Charles H. Fuller and the Chicago representative of J. Walter Thompson, which began the work of elevating advertising. Later John Lee Mahin and others joined, and a similar association was started in New York.

The methods employed by the first advertising agents drew numerous laughs from the audience, and the story of how Mr. Lord came to write his first copy for a "customer," an insurance company; and of the difficulty with which he secured his first advertising illustration—for a stove manufacturer—interested all.

Make Them Enjoy Reading Your Advertising

Some Concerns Are Finding It Profitable to Present Pleasant, Popular Selling Messages

By J. H. LEWIS

AMERICANS are not naturally Acrabs. As a race we aren't supposed to be eternally serious, grim and professional. When our boys got to France we found them equaling the well-advertised cheerfulness and fun of the British, the ready quip of the Irishman, the distinctive humor of the French. The Yank brought his sense of humor along with him and he used it as energetically as he did his tools of war.

The American likes to laugh, he likes to be funny—he needs it. Maybe the American businessman needs it more than ever just now when his problems are more perplexing.

Pick up the magazines of general calibre that go into the better homes of the country, as figured from the financial and social standpoint. You will find them full of humor and wit. Look at the books that pull and the plays that are popular. You will find the humorous work and the laugh-provoking play mighty strong in the hearts of your neighbors. And the people with the greatest spending power are as keen about these mirthful productions as the less fortunate group, if not keener.

Perhaps this is extra-significant in view of the fact that the advertising manager may, under pressure, today be taking his work somewhat too seriously and producing too staid effects in his printed announcements.

THE BASIS OF SOME CAMPAIGNS

Humor, in moments of unusual tension, is undeniably desirable. And that is why advertisers might do well to realize that it can be brought into business dealings with good results. It doesn't do to be too grave at any time but just now, it seems to me, there is unusual opportunity for cheery trade messages that will make the public enjoy reading about what you have to sell.

What appeals to a man's fancy in a Morris chair or in a theatre seat surely ought to appeal to his fancy in a swivel desk chair or in the traction car. If a reader's sense of humor is

as well developed as his analytical mind, why not cater to it for the purpose of attention and interest in your product, either in conjunction with or in place of the more sedate reason-why arguments?

Thawing a Market

SOMETIMES, when business is not so good as we had hoped, a note of gravity creeps into our advertising and causes reader-consumers to take us too seriously—that is, we lose the element of popular cordiality in our relations with our market. The same thing might happen if between the lines of every letter we wrote its recipient could read the doleful message "Business is had."

So it pays, this writer avers, to be pleasant at all times, humorous sometimes and even witty now and then, in our advertising, and he cites some advertisers who follow the practice with good effect.

THE EDITOR.

Many up-to-now concerns are doing it. The Neco wafer campaign in the newspapers is a splendid example. The Life Savers campaign in all mediums, based entirely upon puns, was pretty substantial support of the theory that Americans like to smile, inasmuch as the company was compelled to overwork in order to keep from being oversold. The Ridgway Tea advertising is another argument.

Aside from the many complete campaigns based entirely on our love for laughter, there have been a great number of other good examples of the use of subtle humor or calm pleasantry in advertising, even though more or less isolated or individual. In its early stages, all of this advertising contented itself with puns or words and sayings of double meaning, but even that mild form surely sufficed, for it is hardly essential that copy be so uproarious as to rock the reader off his chair. A little flicker of a smile, so to speak, is sufficient. Or even the mere discovery of the double meaning tends to make the mind work and leave a favorable im-

pression on the reader, and he is left with something to think about.

Take, for instance, the old Colgate car card and poster slogan: "A Miss Is As Good As Her Smile." Or the cards the same firm ran in the Hudson & Manhattan tubes, in New York, "Take the Tube Home." A man didn't have to stop and hold his sides when he read those, but they created a great deal of favorable comment because they appealed to the imagination and carried a degree of wit along with the message.

THE APPEAL TO WOMEN

The Conklin Pen Company uses the same idea in their slogan: "Right to the Point." The Rieser Company, selling Venida hair nets, works along the same lines in their car cards showing a woman with wavy locks under the caption: "Venida Rules the Waves."

There are many others all as effective and proven effective by the fact that they excite comment. How many times have your friends said to you: "Have you seen So-and-So's card in the cars—it's pretty clever." Dozens of people have told me about some of the good advertisements they've seen that had no other appeal than to the sense of humor.

Rit Dyes came in for its share of attention by this method. "Never Say 'Dye'—Say 'Rit!'" is the familiar, pleasant-sounding message. And it attracts.

Some time ago, during the Safety First educational drive's infant development, the Ridgway Tea folks used "Safe-Tea First" with considerable success. Lately they have advertised their line as "The Tea for All of U. S."

Both timely and witty is the Sheffield Farms epigram: "The League of Rations," which pictures the several trade characters interested in the distribution and consumption of milk—the farmer, milkman, housewife, the children and so on.

A recent Washburn-Crosby advertisement for Gold Medal Flour falls

in this same classification by featuring a clown and his dog snoozing against a Gold Medal sign. The title of the illustration is, "A Good Loaf." On the back cover of a recent issue of **ADVERTISING & SELLING** the Thos. Cusack Company entered the punning list with "The Good Old Ship 'Business' Sails On When Outdoor Advertising Fills the Sales." One of the most famous of all double meanings is the National Biscuit Company's pun, "Unedea Biscuit." Can you show me a 100 per cent serious slogan with more value than that one?

There are dozens of other illustrations and more coming every day. The Kapo Manufacturing Company shows a cut of its life-belt on a girl, with her hands upraised. "A Regular Hold Up" is the heading. The Beacon Sales Company starts an advertisement with "Dam a Puncture: Use the Air Container."

Then, too, there is the very pleasant little quip, "Keep TABS on Your Tongue," advertising a popular brand of candy. And Armour's Oats comes along with a card, "The Best Cereal Story Ever Written."

All of these deserve niches in the advertising hall of fame because they are pioneers in a new field—the field of selling goods through the appeal of clean humor, imagination and mirth. For years this lighter side of life has been shunned by the "practical" businessman who had no time for such tomfoolery, but that fellow is rapidly moving toward the rear seats.

People have time to be cheerful, because it is a national trait, and if they haven't the time, they make it. Having found that out, we have only to go on making use of it. I know of a publishing firm that has collected hundreds of dollars' worth of small bills with a little comical cartoon. I know also of a national

manufacturer who pulled phenomenal returns with a humorous collection system. I've collected money, settled nasty complaints, sold hard-shelled customers with letters that

your advertising of this character.

All of these things are true for the simple reason that you and I and the other fellow have enough troubles of our own so we appreciate

a chance to smile or grin just as often as the opportunity comes along. As a matter of fact, we don't wait for them to come—we go out and get them. For proof of that, consider the tickets sold for musical comedies, comedies and farces; consider the number of humorous books and periodicals sold every year—something over a million of Booth

Larkington's "Seventeen" off the presses, bought and paid for; and don't forget the pulling power of the Sunshine, Semett, Chaplin and other so-called funny films.

Americans like to laugh. They like to be amused. They enjoy anything witty or clever.

The wise advertiser doesn't wait for them to go out and get it—he brings it to them! And it seems to me that, in spite of a decrease in that school of advertising at the present moment, it might be done far more with growing success.

Advertisers must, of course, not let their risibilities carry them away in the execution of these comic, clever or extra-entertaining advertisements. And the so-called humor must not go over the heads of the reader audiences selected.

The effective value of an advertisement is increased in the widening of its appeal to the understanding of its readers.

On this page are reproduced several excellent specimens of "good-natured" advertising which, it is safe to wager, win a high degree of favorable interest.

There is no pattern to be followed; it is better to cut your own pattern.

While it may be profitable to imitate, any advertiser who imitates knows what the logical conclusion of the reader may be.



Some characteristic appeals to good nature, in recent American periodicals

carried a tinge of human humor in them. One of the best circulars I ever saw was packed with chuckles. You get your readers to like you, in proportion to the spirit and the merit of the humor-interest you get into

Advertising Sold as a Commodity

On August 1, 1920, The New York Globe, by going on the flat rate basis on all new business and on the expiration of existing contracts, took a decided step forward in Metropolitan journalism.

This means that any advertiser, no matter where located, can buy his space at exactly the same rate as a large local department store.

The Globe offers the sales manager the use of 180,000 high grade circulation.

The Globe's circulation is wonderfully responsive. Its rates are fair—lower to the small user than any other newspaper of the same circulation.

THE NEW YORK GLOBE

Member
A. B. C.

Jason Rogers, Publisher

180,000
A Day

Business Paper Problems Discussed

Leadership and Opportunities Theme of Annual Meeting at Hotel Astor, New York

CLOSER co-operation between the business papers to enable business paper leadership to live up to its responsibilities and take advantage of its opportunities, formed the keynote of the fifteenth annual convention of the Associated Business Papers, Inc., held at the Hotel Astor, New York City, October 20, 21, 22.

This keynote was sounded clearly and forcefully in the address of Samuel O. Dunn, president of the A. B. P., at the first joint session of all departments on Wednesday morning. Appealing for closer contact among business paper men with the problems of production, labor, transportation and others vital to the industry, Mr. Dunn, at the same time, expressed his hope that if it became necessary, in view of the increased cost of serving the business field, to raise both advertising and subscription rates, the business paper publishers would act with that degree of unanimity that the situation would demand.

Mr. Dunn and those who spoke after him through the crowded three days addressed record audiences and met with enthusiastic response. Wednesday morning and afternoon saw joint sessions; Thursday was devoted to separate sessions of the advertising, circulation, publishing and editorial departments; the annual banquet was held at the Astor Thursday evening; while the sessions concluded Friday morning with the reading of reports and the election of officers.

The National Conference of Business Papers Editors, held on Thursday in conjunction with the convention, attracted wide attention. A full program of addresses on pertinent aspects of the editor's problem extended through the day. Portions of some of the important talks are published in this issue of ADVERTISING & SELLING. A feature of all of the departmental sessions was the opportunity given to those present to discuss from the floor points brought up by the speakers.

Besides Mr. Dunn, those who spoke before the joint sessions on Wednesday were F. M. Feiker, of the McGraw-Hill Company, chairman of the general program commit-

tee; M. C. Robbins, president, *Gas Age*; E. T. Howson, editor *Railway Maintenance Engineer*; H. A. Lewis, advertising director of the *Electrical World* and *Electrical Merchandiser*; M. B. Lum, circulation manager, A. W. Shaw Co.; and Harry E. Taylor, advertising manager, *Dry Goods Economist*. Harry Tipper, manager *Automotive Industries*, delivered the principal address to the advertising departmental session, talking on "Agency Relations," as chairman of the committee handling that subject.

Better Co-operation Keynote of A. B. P. Meeting

By SAMUEL O. DUNN,

President of the Associated Business Papers, Inc., and Editor of "Railway Age"

IN pursuance of a resolution adopted at our last annual convention, a year ago, your executive committee considered the subject of what advance in dues of members should be made and called a special meeting of the association to act upon this and other matters, which was held at New York last April. The meeting resulted in an increase and reclassification of dues. It is very gratifying that we came through this readjustment of rates with a spirit of unanimity and good feeling which has never been exceeded in any organization. Up to this time there have been only two resignations from the association because of the change in dues and undoubtedly the increased results it will enable the association to get will prove a complete justification of it.

At your meeting a year ago action was taken authorizing your executive committee to take steps for better organization of the editors of business papers in the organization of the National Conference of Business Paper Editors.

The results which have been obtained by the formation of the Associated Business Papers, Inc., and the National Conference of Business Papers Editors have been great and gratifying, but I venture to urge upon you consideration of the question whether a still greater degree of co-operation between both the publishers and the editors in our field would not be justified by still greater results. I have in mind co-operation, first, directly to promote our own selfish interests, and secondly, to promote the interests of the industries and the people of the United States.

Within recent years all classes of business concerns have been confronted with the problem of meeting largely increased expenses, many of them also have suffered greatly from inability to obtain adequate amounts of raw materials. No industry, however, has suffered more from these causes than the publishing business. We have seen the costs of engraving, paper, printing, binding and postage advance at

portentous rates. Many of us have had great difficulty in obtaining adequate supplies of paper. In many other well-organized industries increases in expenses have been promptly met by advances in prices which have resulted in the various concerns in these industries fully maintaining and even increasing their pre-war profits.

There is no good reason that I know of either in law, morals or economics why concerns engaged in the publication of business papers should not adopt a similar policy. Why should we not advance our subscription rates and our advertising rates in proportion to our increased costs, over which we have no control, when we know that not only do our business necessities demand it, but that our subscribers and advertisers are receiving increased prices and increased incomes which enable them to pay the increased rates?

INCREASED PRICES URGED

Many business papers come into direct competition with each other, however, and one paper in a given field may not be able to adopt the policies necessary to protect itself unless competing publications take similar action. I know as well as any one that there are laws against agreements and combinations in restraint of trade and commerce, but the experience of concerns in other lines of business within recent years has shown that it is not only wise but safe for concerns in the same general lines of business to adopt similar policies for the protection of their legitimate interests when they do not venture over the line of fairness and sanity.

Furthermore, I think we ought to substitute the spirit and practice of co-operation for those of competition to the extent of making our advances in subscription and advertising rates sufficiently uniform that none of us by extreme competitive practices will impose undue hardships upon others. I venture to say there is hardly a business paper in this country whose pages are not today worth more to its readers and its advertisers than its readers and advertisers are paying for them, and the result of keeping our subscription and advertising rates below what is a fair basis is to impair the prestige of business papers and prevent them as a class from realizing the returns they should.

There is another kind of co-operation which I think we can carry further than we have and that is co-operation to promote the welfare of the industries of the country as a whole. There never was a time when the business interests of the country were confronted with more difficult and important problems than they are now.

The business press within the last year, through its editorial columns, has rendered a service of the first importance in presenting to business men of all classes throughout the country the facts regarding the transportation situation and the measures needed to meet it. I urge the publishers and editors of business papers to continue to keep themselves and their

(Continued on page 42)

Collier's

THE NATIONAL WEEKLY

5¢ a copy



Mobiloils

A grade for each type of motor

Vacuum Oil and Collier's

The Vacuum Oil Company has chosen Collier's as a leading factor in its national advertising campaign.

Read Collier's

Standardizing Newspaper Advertising

A Statement of the Aims, Policies and Methods Practiced by the A. A. A. A.

By COLLIN ARMSTRONG

National Chairman, Newspaper Committee, American Association of Advertising Agencies

FOR THIS opportunity to speak to all the various interests in advertising I am thankful. The gratifying and increasing influence of the American Association of Advertising Agencies makes it most desirable that its aims and policies should be clearly outlined and distinctly understood. The American Association of Advertising Agencies has nothing to conceal; no ulterior motives. It believes that in the last analysis all advertising has a common, basic interest. We believe that whatever is of substantial benefit to the honest advertiser is of advantage to the publisher and to the agency. That, I take it, is the creed of the Association, and the Committee, of which I have the honor of being chairman, accepts that creed without reservations.

What we are trying to do, and we feel that we have just begun the work in the last ten months, is to standardize newspaper advertising methods and practices that they may be uniform along ethical and businesslike lines, to the end that newspaper advertising may be simplified and made more profitable to all concerned. This great commercial force should function more smoothly and effectively as approach is made to ideal conditions. Those conditions will not be brought about unless we all work together for our common good.

THE COMMITTEE'S WORK

I think I am most likely to succeed in having that offer accepted by telling you as briefly as possible of the work of our committee and what has been accomplished in the last few months. We started with the conviction that the most important step to take first was to try to establish the one-price principle in newspaper advertising. Precedent was with us, in the success of the great department stores all over the country, the policy of the common carriers and of public utility corporations, of many

private and corporate industries and mercantile concerns, and, in our own line, the precedent of all the standard periodicals. Indeed, in the newspaper field there is only one price to the daily purchaser and to the sub-

sult that not one of the New York newspapers has yet carried a line of this advertising and many special representatives declined to take it at less than gross card rates. We have no means of checking up the complete results of this and subsequent efforts to convince publishers of the desirability of sticking to their rate cards in this case, but we do know that in many cases the fact that we were taking cognizance of the situation elicited a great amount of evidence from publishers that they did not propose to permit this advertiser to dictate rates to them.

Finding that we had struck a responsive chord in the hearts of many newspaper publishers and their associates, we endeavored to tell all of them what we believed to be the first and most important step to be taken to correct unbusinesslike and unprofitable practices in newspaper advertising. The first effort to reach publishers was made through the bulletins of the American Newspaper Publishers' Association and the American Press last December. But, for obvious reasons, that message did not get 100 per cent circulation.

What was really the first message to publishers was sent to them last March, addressed personally to each one of the 2,150 publishers of daily newspapers on the most accurate list we could obtain. We since have improved upon that list and, through the cordial assistance of special representatives generally, have compiled a list of the men in charge of national advertising in over 1,700 newspaper offices. So that when we send out our second message shortly, we feel pretty certain it will go directly to the man behind the gun. In the cases of the remaining 400 or more, publishers who do not utilize the valuable services of special representatives, we address the publisher by name.

What we wish is to get into personal contact with every one of them.

"Four A" Standards

OUT in Chicago last week the Newspaper Representatives' Association of that city gave a luncheon, at the Hotel La Salle, to Collin Armstrong, a leader in the movement for standardizing newspaper advertising and advertising agency practices.

The accompanying report gives very fully Mr. Armstrong's message to the Representatives and is also a message of great interest to advertisers and advertising makers in all lines.

The attention of the entire advertising fraternity in America is directed to this excellent exposition of what is being done by this body for the betterment of publishers and those who do business with publishers.

THE EDITOR.

scriber. Why not apply the same tried principle to newspaper advertising?

Coincident with the appointment of this committee and the receipt of mandates from those higher up in our Association, an influential special representative in New York and the publisher of one of the larger morning papers of that city showed us where to begin our undertaking. A Southern manufacturing concern, that for years has bought the space of newspapers in the South on its own terms, sought to extend that practice in many of the Northern states. Both the "special" and the publisher had declined the contracts, and were told that gross rates would not be considered until the advertiser was satisfied that he could not get the circulation he wanted on his own terms, namely, agency net rates.

These facts were promptly communicated to all of the New York newspapers and to all members of The Six Point League with the re-

"No Stropping—No Honing"



Putting Across the "Big Fellow" Via Newspapers

THE Big Fellow — a new style Gillette Safety Razor Set built for the big-fisted man—was introduced to the public through the medium of newspapers in May, 1920.

Evidently a large percentage of Americans are "big-fisted," for within three months, sales of the new Gillette Set had far exceeded not only predictions, but the records of the first three month's sales of any other Gillette Set.

Unique sales plans were responsible

for a complete distribution of the new razor, *but moving the Big Fellow off the dealers' shelves was the job of Newspaper Advertising.*

Beating records is possible, but when sales also beat predictions born of enthusiasm, it is safe to concede that the media used were selected because of their known worth.

Newspapers produce sales in quicker time and greater volume than any other medium.

Are you interested in sales?

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

NEW YORK

CHICAGO

ATLANTA

KANSAS CITY

SAN FRANCISCO

These lists have other value than that of informing publishers and advertising managers of what we are trying to help them to do. When we write to one of them, and we are writing to many of them every day, a copy of the letter goes in the same mail to the "special" representing him, if the subject calls for correspondence between the two; and vice versa if we are writing to a representative. Much time and labor is obviously saved by this system.

But to return to our efforts to help improve conditions in the newspaper advertising field. In our preliminary announcement and in the first message, as well as in the one which is about to be sent out, we have endeavored to present as forcefully and as cogently as we could why the one-price principle should be adopted by every self-respecting and ambitious publisher in the land. As the work has progressed our fund of arguments has been constantly increased by publishers and their representatives and they have given us concrete examples and experiences in support of the proposition.

THE PUBLISHER'S INTEREST

The establishment of the one-price principle in national advertising means to the publisher a clear conscience because he is dealing fairly and justly with all his advertising patrons and the satisfaction that he is getting 100 cents on the dollar for all the space he sells instead of 85 cents or less for a part of it.

And to show you how small a part that is, let me cite one case that may be typical of many. A publisher, whom many of you know well, writes us that a factor in inducing him to adopt the one-price principle was an analysis of his last year's national advertising. He found that out of a total of \$350,000, barely \$50,000 came to him direct, and the portion of that \$50,000 on which he was allowing agency net rates was a little less than \$10,000. He figured that he would be happier and sleep more peacefully if he lost three per cent of his national advertising than if he discriminated in favor of a few patrons giving him that comparatively paltry amount of business.

Now, I want it distinctly understood that the agency attitude toward this question is not that of hoping to secure some or most of this direct, favored business. The great bulk of it is of a character that many agents do not care to handle. What they do feel is that their clients seeking to sell meritorious articles or commodities, many of them necessities of

life, should not be discriminated against in favor of a few competitors and a long list of manufacturers of proprietary concoctions styled medicines, some of which are a delusion rather than a benefit to suffering humanity.

The advertising agency worthy of the name devotes its entire energies, the best that is in it, to creating and developing advertising. Does the direct advertiser? He is an economist whose horizon is limited to the dimension of his till. The best answer to a direct advertiser seeking agency net rates that I know of was written by an Iowa publisher who said:

"We can't give you an agency commission until you organize a force of men who will go out and do missionary work for us and other papers, making advertisers out of people who have never advertised before and making bigger advertisers out of those who have only advertised on a small scale."

These are the functions of an advertising agency and they cannot be successfully fulfilled unless the advertising is made profitable to the advertiser, the fount from which all our blessings flow. The differential was created to secure and stimulate just that kind of advertising service for newspapers and other publications; not to help advertisers to de-

It's
a
fact-

pay the expense of an advertising department, for that is the reason why most direct advertisers see their claim for agency net rates. The data could be compiled, I believe it would be found that national advertisers who employ agencies spend more money per dollar of their sales on their advertising departments than direct advertisers.

MAKING BETTER AGENCIES

What the genuine agency wants to be brought about is a dignifying of compensation by limiting it solely to agencies that are qualified and equipped to actually earn it and are

honest enough to keep it, and not used by publishers as a factor in trading with advertisers or dangled as a bait before the unfit, inexperienced and unscrupulous self-elected agency.

We want a universally accepted standard by which agencies shall be measured by both publishers and advertisers with compensation from publishers limited absolutely to those who measure up to the standard. An important step toward the attainment of this condition is the establishment of the one-price principle.

This is one reason why we are in favor of it. Another is justice to

our clients. They naturally want to buy the space they use at as low a figure as anyone else. We want to be able to assure them that they are getting the lowest price anyone can get. To that end we are giving to our members, as rapidly as we can secure the information, the names of newspapers that have adopted the one-price policy, some of them without qualifications, others to the extent that they will not give concessions to any advertiser not now on their books and that they will withdraw concessions from those as speedily as they can. They say in substance that they want the proverbial cherry, but for various reasons are constrained to make two bites of it.

Why isn't an advertiser as much entitled to know the ethics and business policy of a newspaper as he is to know its circulation? It is the prevailing practice with agencies nowadays, in discussing newspapers with a client, to call attention to the fact that the circulation of a paper and the character of it have been audited by the Audit Bureau of Circulations and that similar information is not obtainable regarding a competing paper.

No one wants to buy the unknown. Hence the odds are in favor of the one that lays all the cards on the table. Some agencies make the rate cards of A. B. C. audited papers easily discernible by stamping them conspicuously before filing them, so that the clerical force can distinguish them readily. As the information that publishers are giving to agencies through this committee is considered fully as important as verified facts regarding circulation, it has been suggested that the price policy of each paper also be strikingly indicated on rate cards. All of this information helps the advertiser and the agency to proceed intelligently in selecting media.

You will be interested to know that there are now approximately 350 newspapers on the lists that publishers have enabled us to compile, and now that the purposes and practical benefits of the movement are constantly becoming better understood, we are confident that the number will be doubled in the near future. We believe the time is not far distant when it will be decidedly unfashionable for a newspaper to allow agency net rates or other concessions to direct advertisers and you know that no one wants to be out of fashion. Moreover, I am hopeful that the advantages that will accrue to newspapers that adopt the one-price-to-all principle will be so

—over 2,000
advertisers
regularly use
the World's
Greatest
Industrial
Paper—
The Iron Age
Established 1855

239 West Thirty-ninth Street

New York

patent that no publisher can afford to pursue a different policy.

As many of you know, we have had some experience during the last year with new direct advertisers, in addition to the one that I have already mentioned, and in the most conspicuous case publishers and representatives agree that we were helpful in limiting the aggressions of the advertiser. In fact, our joint efforts were so prompt and thorough that we do not know of a single newspaper that is executing the contracts of this advertiser on his own terms. If there are any, they are exceedingly unimportant ones.

We met with nearly equal success with what may be described as an uncamouflaged "house" agency, which, like the advertiser just spoken of, was located here in the Middle West. The last advices we received regarding that concern were that it will give up the job of trying to be an advertisers' agency, admitting that it was organized solely to handle the one account and that it never expected to apply for A. N. P. A. recognition. I speak of these cases because they prove that when publishers, "specials" and agencies work together on a proposition that they believe to be for the best and most

profitable interests of the business, we can succeed.

This encourages us to approach with a good deal of confidence the task of eliminating camouflaged "house" agencies. We have been importuned by many publishers and "specials" to join them in doing so but there is a limitation to our time and exertions; moreover, our co-laborers have agreed with us that it is wisest to take only one important step at a time. However, now that the one-price campaign is steadily progressing towards success, we may agree with our fellow-workers to give attention to the class of agencies described at the same time we endeavor to minimize, if not entirely eradicate, the free publicity evil.

I must improve this opportunity to tell you why we are interested in the suppression of "house" agencies and also in the recognition of new agencies. The American Association of Advertising Agencies does not desire to impede in the slightest degree the organization and development of real advertising agencies. If we or anyone of us cannot withstand legitimate competition, the fault is with the agency. But what we do deprecate is being placed in competition with agencies that are a subterfuge for rate cutting and which, by their lack of ability and equipment, destroy rather than create and foster newspaper advertising. That is the reason we welcomed the decision of the Recognition Committee of the New York Publishers' Association to devise a method of curtailing the activities of rate-cutting agencies, a system that we are told will shortly be put into operation.

Anyone familiar with agency operations knows that an agency organized and equipped to give complete and helpful service to advertisers and publishers cannot, on the present basis of costs, secure a profit for itself of much over three per cent on its volume of business. Trustworthy figures have been compiled, showing that some agencies did not clear that much last year, and it was the exception for an agency to make earnings much in excess of the percentage stated. Now how can an agency that rebates a third, to say nothing of a half, of its commissions to its clients render a service that will be beneficial to the advertiser or to publications? We all believe, and some of us possibly know, that there are many agencies that do a purely brokerage business, which means that they are cutting the rates of publishers. They are an element in the agency field that should, in the inter-

Reaching the Home Through the Boy



means so effective an introduction to both that an increasing number of national advertisers are capitalizing on Boy-campaigns in the Boy-field with most satisfactory returns—immediate and future.

THE BOYS' WORLD, the one NATIONAL WEEKLY in this field, with its 400,000 subscribers provides practically half of the entire available Boy-circulation—with results in proportion.

THE BOYS' WORLD

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

WESLEY E. FARMILOR, 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

ests of better and more profitable advertising, be plowed under.

It is going to take a good deal of time to bring about something approaching ideal conditions in newspaper advertising, but now that publishers and their representatives are thoroughly awake to the desirability of improving conditions and one hundred and thirty-five of the leading agencies of the country are bound together by fraternal, as well as business, ties and ready and willing to do their share of the work, I sincerely believe that we will succeed in placing newspaper advertising upon a higher, more dignified and more profitable basis that will make each and every one of us proud of the fact that we are integral parts of this tremendous economic, civic and moral force.

Matteson Elected President of Agencies' Association

Jesse F. Matteson, of Chicago, will head the American Association of Advertising Agents for the 1920-21 term. Mr. Matteson who, as chief of the Matteson-Fogarty-Jordan Company, advertising agents, and a very active member of the agencies' association, has long been a prominent figure in American advertising, was elected to succeed Harry Dwight Smith as president of the Four A's at the final session of the Chicago meeting held at the La Salle Hotel Tuesday. At the same session, Walter R. Hine, of New York, was named vice-president; H. S. Gardner, of St. Louis, secretary; and John P. Hallman, of New York, treasurer. The executive board for the ensuing term will be composed of Harry Dwight Smith, of Cleveland, retiring president; Stanley Resor, of New York; John Benson, of Chicago; A. W. Erickson, of New York; William H. Johns, of New York; Paul E. Faust, of Chicago; Harold A. Lebaie, of New York; J. Wesley Barber, of Boston; Eugene McGuckin, of Philadelphia; Henry A. Groth, of Chicago; and Ernest E. Dallis, of Atlanta.

The convention closed Tuesday night with a banquet given by the agencies' association to the members of the Audit Bureau of Circulations, also meeting this week at Chicago.

New Agency in Philadelphia

Louis A. Fehling and Warren S. Barnes, formerly of Geo. W. Edwards & Company, Philadelphia, have started a general advertising agency at 818 Perry Building, Philadelphia, under the firm name of Barnes & Fehling Company.

Mr. Fehling, who was space buyer and contact man for the Edwards agency, previously had been with the Philadelphia Record and the Evening Telegraph. Mr. Barnes was affiliated with the Curtis Publishing Company for five years, with N. W. Ayer & Son for one year, and after two years in the army joined the Edwards organization.

Sunkist Advertising Cost 66,100 of 1 Per Cent

Sunkist advertising for the year closing August 31, 1920, cost only 66,100 of 1 per cent of the delivered value of the fruit, according to the annual report of G. Har-

old Powell, general manager of the California Fruit Growers' Exchange. The assessment for advertising and dealer service work on lemons was raised to six cents a box, but the orange advertising assessment was continued at 2½ cents. It will be increased to 3½ cents this year. More than 119,000,000 copies of national magazines contained Sunkist advertisements last year.

Greene Directs Ferris Motor Sales

C. Floyd Greene, formerly sales manager for the Grant-Lees Gear Company, Cleveland, has resigned to become sales manager of the Ohio Motor Vehicle Company, Cleveland, builder of the Ferris automobile.

Accounts With Weinik-Hayes Co.

The Weinik-Hayes Co., advertising Agency, and Myron S. Mendelssohn, 50

Park place, New York, have secured and are now making up schedules for the following accounts:

Pitts & Kitts Mfg. & Supply Company, steam specialties; Perolin Company of America, Formetal; Julius Aderer, Inc., dental supply manufacturers; Fleischer & Company, human hair goods; New York Machinery Company, steel lockers and baling presses, and the F. & R. Company, novelties.

Business publications, newspapers and magazines will be used.

Robert Reis Sales Make Big Gain

Gross sales of Robert Reis and Company and its subsidiaries for the nine months ended September 30 amounted to \$6,077,357, against \$4,088,049 for the corresponding period of 1919.

When It Rains
Newsboy sales fall off.

When It Snows
Newsboy circulation slumps.

When There's a Holiday
Newsboys don't get to all the people.

Newsboy and news-stand circulation is as fickle as a weather vane.

The Kansas City Star has practically no newsboy or news-stand circulation. Its distribution is accomplished by an exclusive carrier service which delivers The Star twice every day to the doorstep of every family in Kansas City.

Rain, shine, sleet, snow, holiday or work-day—the story is the same. Star circulation is rainproof, snowproof, holiday proof—100% thorough, 100% uniform, 365 days of the year.

THE KANSAS CITY STAR

Average Net Paid Circulation during September:

Morning	Evening	Sunday
210,019	214,111	213,748

Chicago Office,
1418 Century Bldg.

New York Office,
2 Rector St.

Are You "Jumpy" About Your Advertising?

Questions Concerning the National Marketing Situation Pressing for Answers

By J. D. ADAMS

Vice-President The Corman Company, New York

PROBABLY the highest level of morality which the human mind can attain is that experienced during the waking hours following an extended debauch.

It seems to me that the profession of advertising is about due for something like that—for a soul-searching self-communion incident to the painful process of sobering up.

There's nothing basically wrong with advertising—not even with a lot which has been done during the wild three years which have just passed. Just the same, it has been a debauch—brilliant, at times hysterical and frightfully costly.

GETTING THE EDUCATION

I suppose an advertising man's education is the most expensive that is conceivable. Speaking in general figures, he has to disburse, wisely or unwisely, at least a million dollars of other people's money before his judgment is sufficiently developed to make his counsel of much value. A lot of advertising men have received such an education recently.

Just what have we learned, anyway? How much of the old, time-tested dogma has been found wanting? Has some modern alchemy at last discovered how to create gold out of nothing? Has the advertising dollar a magic power to multiply itself indefinitely or does it still consist of one hundred cents?

SOME PRESSING QUESTIONS

Has anyone located a secret door into the human mind through which it is possible to slip a full-grown, able-bodied idea with one or two dazzling advertisements, or must we still employ the old method of building up this idea with many, many impressions?

Has a way been found to eliminate the element of time? Is anyone now selling good will over the counter all done up in a nicely sealed package, or must we still win it slow-

ly according to our good works?

More specific questions puzzle me. So many new things have been tried, so much new technique has been developed, that we ought to find out quickly about any new laws which

was? Has anyone learned what anyone else means by the phrase "Institutional Advertising"?

Considering the millions which have been spent on these and other incursions into the unknown, it does seem as if whoever has the answers should disclose them for the good of the profession.

A CALL FOR SIMPLICITY

Personally, I can't answer them. In fact, I find myself leaning more and more to the advertising copy book maxims I was brought up on and which never yet have failed me. I still believe that if an idea isn't simple enough to be expressed simply, it isn't a good advertising idea. I believe that the one and only function of an advertisement is to convey an idea into the brain of the reader. It isn't merely a vehicle for the output of the latest popular portrayer of suggestively posed women nor is its chief purpose to create a market for engravers of colored plates.

I believe there is only one way to measure the effectiveness of an advertisement and that is by the compelling force and clarity of the idea expressed. It isn't a matter of space at all. Advertising isn't physical, it is intellectual. You can't gauge its power in terms of space or number of insertions.

Finally, I believe that spending other people's money is a serious responsibility which calls for a lot of hard brain work and study. I cannot sympathize with the point of view which considers that appropriations are nebulous quantities, useful chiefly as topics for boastful conversation and that the only real money involved in advertising is that earned in commissions. It is perhaps natural that one hundred thousand dollars means little to some advertising men, for there is nothing in their personal experience to give them an intimate understanding of such a

(Continued on page 21)

ADVERTISING

ADVERTISERS and the men who make advertising will be interested in what this accompanying article says under the general heading of "Sobering Up."

It will occur to many readers of *ADVERTISING & SELLING* that those who pay the advertising bills have had plenty of time recently in which to give sober thought—and, of course, the writer uses the word only in reference to mental processes—to the nature and value of their publicity.

Some of our readers will agree that there still is room aplenty for improvement, while others may have formed the opinion that there still are too many flowers in our printed salesmanship.

At any rate, Mr. Adams seems to hurl a challenge at those responsible for the character of the advertising to which he takes exception.

THE EDITOR.

have been demonstrated.

As for example: Are seagulls and statuary the most effective symbolisms for truck axles? Do sirens disporting in exquisitely tinted foam and seaweed create a strong buying impulse for talcum? Are one-piece bathing suits a universally effective illustrative theme for anything when the visualizer can think of nothing else? Is autumn foliage a powerful analogy for the performance of an automobile? Has anyone accurately measured the pulling power of a Greek god? Is a scientist, gazing into a test tube with microscope and other laboratory properties vignettied in foreground, the right picture for a pseudo-scientific discussion of a patent remedy? Is a group of factory executives tensely studying whatever it is the factory makes, just as effective as it always

Circulation and Rates

Rates for advertising in the *Woman's Home Companion*, *The American Magazine* and *Farm & Fireside*, in effect in 1921, work out as follows:

WOMAN'S HOME COMPANION

Circulation	Line Rate	Page Rate	Color Page Rate	Line Rate per Thou. Bl. & Wh.	Page Rate per Thou. Bl. & Wh.	4 Color Page Rate per Thou.
1,600,000	\$10	\$6,800	\$10,000	.00625	\$4.25	\$6.25

THE AMERICAN MAGAZINE

Circulation	Line Rate	Page Rate	Color Page Rate	Line Rate per Thou. Bl. & Wh.	Page Rate per Thou. Bl. & Wh.	Tint Page Rate per Thousand
1,650,000	\$10	\$4,200	\$5,000	.00606	\$2.54	\$3.03

FARM & FIRESIDE

Circulation	Line Rate	Page Rate	Color Page Rate	Line Rate per Thou. Bl. & Wh.	Page Rate per Thou. Bl. & Wh.	Tint Page Rate per Thousand
800,000	\$5	\$3,500	\$3,900	.00625	\$4.37	\$4.87

We feel that you will want this information at this time.

The Crowell Publishing Company

Frank Braucher, Manager of Advertising

381 Fourth Avenue,

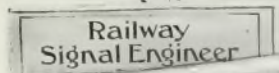
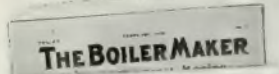
New York

Woman's Home Companion—The American Magazine—Farm & Fireside

THE HOUSE OF

Transportation is the market

you know it. You know the demand of the world for better, by water. You realize that the solution of this big problem of transportation demands, one of the greatest sales' markets. But do you realize that *The House of Transportation* through means to reach those who control the purchase power of



RAILWAY

THE Railway field today is the second largest and most important industry in the world—no industry is more highly specialized. It functions by departments, and to meet the needs and demands of the officials of those departments, *The House of Transportation* publishes five railway papers and three cyclopedias, each devoted to distinct phases of the railway field—each of fundamental importance to those whose business is transportation, and to those whose business it is to make the vast variety of articles modern railway transportation demands: RAILWAY AGE, RAILWAY MECHANICAL ENGINEER, RAILWAY ELEC-

TRICAL ENGINEER, RAILWAY SIGNAL ENGINEER, RAILWAY MAINTENANCE ENGINEER, LOCOMOTIVE CYCLOPEDIA, CAR BUILDERS' CYCLOPEDIA, and MAINTENANCE OF WAY CYCLOPEDIA. Remember, there is scarcely a product in the field, shop and forge which is not bought by the railways today, and the proof that manufacturers are awake to the service rendered by these publications in reaching those who buy for railway needs is that each year they buy over 10,000 pages of advertising—exclusive of the Cyclopedias—in The Railway Service Unit of The House of Transportation.

MARINE

TO meet the demand of those whose business is transportation by water for a service unit to meet their needs, The House of Transportation has established its "Shipbuilding Unit"—SHIPBUILDING CYCLO-

PEDIA and MARINE ENGINEERING. The former pronounced "a magnificent work of prime importance," the latter long noted for its high standing.

SIMMONS - BOARDMAN

NEW YORK
Woolworth Bldg.

CHICAGO
Transportation Bldg.

CLEVELAND
The Arcade

TRANSPORTATION

—no need to tell you that—

efficient, more economical means of transportation by land and
ords the makers of the innumerable articles which the business
ld has ever known.

elve publications, affords you the most direct and effective
atest market?

MATERIAL HANDLING

MATERIAL handling by means of ma-
chinery is an important factor in both
production and distribution, and plays a big
part in the progress of transportation both by
land and water.

With this thought in mind The House of
Transportation has added to its other Units
a Material Handling Section consisting of
the MATERIAL HANDLING CYCLO-
PEDIA to be published annually. In it will
be gathered together and classified all ma-
chinery and appliances made in this country
for handling material of all kinds. This
Cyclopedia, like the others published by The
House of Transportation, will contain a Cat-

alog Section, which, due to the method of
indexing, will be an integral part of the text,
and will thus afford a most effective means
of placing the sales message of those who
make such products before all those who are
interested in the great problem of efficient
material handling.

Remember—*Transportation Is the Market
Now*, and that as each of the above publi-
cations meets definite needs of transportation
officials, each—either alone or in combina-
tion with others of this group—insures direct
contact with those who control the purchase
power of transportation by land and sea,
right now when Transportation is the market.

*Every Publication of The House of Transportation is a member of the
A. B. C. or has made application for membership.*

PUBLISHING COMPANY

CINCINNATI

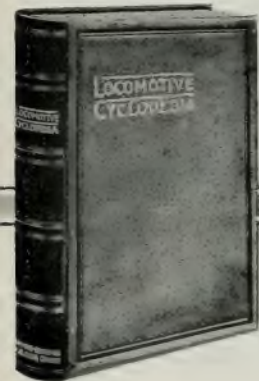
First Nat'l Bank Bldg.

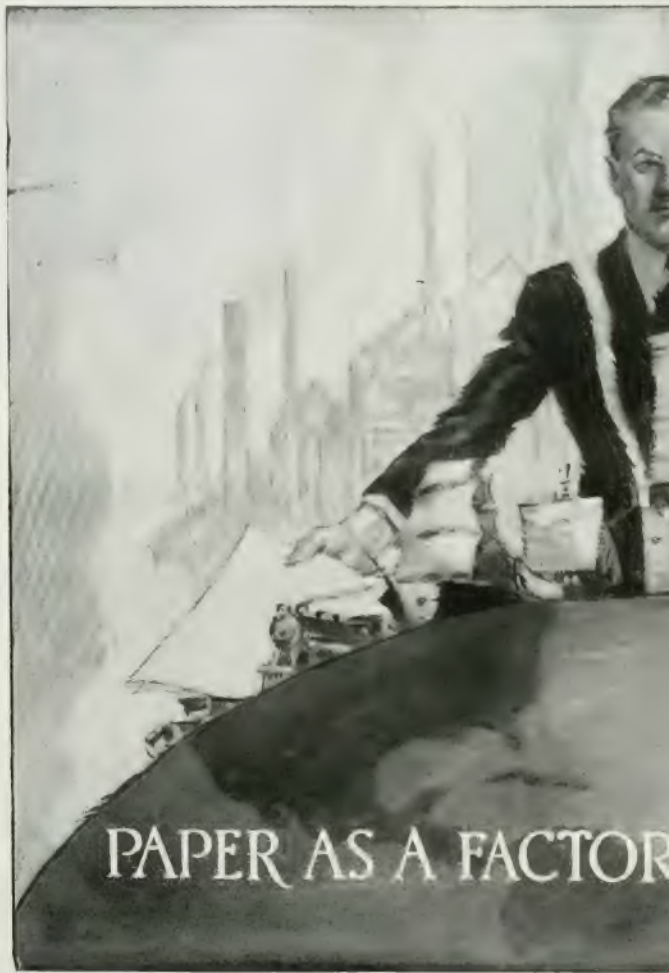
WASHINGTON

Home Life Bldg.


LONDON

34 Victoria St.





PAPER AS A FACTOR



The Tribes of the Himalaya Mountains Never Destroy a Picture

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

White is the mourning color of China

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

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

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

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

Research Laboratories

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

R IN FOREIGN TRADE

(Continued from page 16)
sum. Nevertheless it is still a very large amount of money.

MAKING ADVERTISERS "JUMPY"

I have recently learned the inside facts of a campaign in which half a million dollars was expended in a year in a way which could not possibly accomplish anything. Moreover, the reasons why it could not ought

to have been manifest at the start to anyone who would have devoted to the problem half an hour of clear, common sense thinking.

That sort of thing is bad for advertising. It tends to raise doubts in the minds of conservative business men. It makes them "jumpy" when advertising men are in their immediate vicinity.

Advertising is a great force and a

great profession. Soundly applied, it carries the solution of many business problems. But it isn't a panacea. It isn't magic. It isn't a Ponzi shortcut for immature boys or for palm-itching theorists. It demands the same qualities of broad experience, clear thinking and hard work as any other phase of business.

Advertising is all right, but it needs to sober up.

Advertising to Make Public Save and Invest

The American Bankers' Association Hears of a Comprehensive Co-operative Advertising Campaign

By FRED W. ELLSWORTH

Vice-president, Hibernia Bank & Trust Co., New Orleans

IF IT is logical and sensible to advertise in order to persuade folks to spend, is it not just as logical and just as sensible to advertise for the purpose of persuading people to *save*, or *invest*, or otherwise conserve their means? If such a plan is logical, how shall it be undertaken, and by whom? The best answer to this question rests in certain collective and co-operative movements already planned and concerning which I want to talk to you for just a few minutes.

The Savings Bank Section of the American Bankers' Association is right now working on a comprehensive plan for advertising thrift among our people, as it never has been advertised before. The savings banks of the country realize that in spite of the fact that millions of our people have savings accounts, the habit of thrift has not yet taken hold in America as it should.

The Trust Company Section, through its publicity committee, has arranged a nation-wide advertising campaign designed to acquaint the general public with the various forms of service which trust companies are equipped to render. Several hundred of the trust companies of the country have subscribed to this advertising campaign, and it is expected that this campaign will prove so genuinely worthwhile that the second and succeeding years will witness a permanent and ever-increasing campaign participated in almost unanimously by the progressive trust companies of America.

HOW NEW ORLEANS ADVERTISES

In various cities throughout the length and breadth of the land, the

banks are getting together and are advertising collectively, thus strengthening the appeal, co-ordinating the message, increasing the amount of advertising, and actually decreasing the cost. As a concrete illustration of what may be termed as community advertising, let me refer to what the New Orleans banks are doing. For some time, they have been conducting a continuous advertising campaign in the New Orleans dailies, emphasizing those functions which are common to all of the banks—savings and trust business. In addition to these two subjects, "blue sky" investments have also been featured. This advertising is handled by a committee consisting of one representative from each bank. This committee meets regularly once a week at lunch and discusses advertising copy, and also incidentally handles "without gloves" all applications for undesirable "complimentary" advertising that have come to the various banks during the week. By means of this collective effort, the banks of New Orleans are able to tell their story to the New Orleans public in a big way every business day in the year. And this, of course, is supplemented and strengthened by the individual advertising of the several institutions.

That the banks of the country are awakening to the importance of keeping in touch with the public is well evidenced by the remarkable growth in recent years of the Financial Advertisers' Association. This Association started only four years ago, and now has a membership in excess of 500, and every member is

intimately in touch with the publicity or public relations of his institution. The work that this Association is doing, both by individual effort and as an Association, in practically every important community in this country, is producing definite results in acquainting Mr. Average Man with the essential part that the banker plays in the commercial, and industrial, and agricultural program of the community.

One of the several activities of the Financial Advertisers' Association consists of a portfolio of selected advertisements of various kinds, gathered from among the members of the Association, and distributed in turn to the members for the purpose of informing them as to just what the live, progressive banks of the country are actually accomplishing by way of intelligent, consistent, continuous advertising. The members are invited to make use of the ideas contained in this portfolio, and naturally this practice is raising the standard of bank advertising, and will increase the results that can be obtained from intelligent bank publicity.

PUBLIC RELATIONS COMMITTEE

Probably the most significant concrete action of the American Bankers' Association in recent years along the line of intelligent, continuous, educational publicity, was the authorization of a committee on public relations. This committee has a big purpose and with proper support and the undivided co-operation of the members of the American Bankers' Association, it can produce tremendous results by way of popular-

izing the profession of banking, making known to the average man just how necessary are the banker and his activities to the business world, and how genuinely helpful and advantageous are the functions of a bank to the individual, the firm, the corporation, the community and the nation. Mr. William P. Sharer, chairman of this committee, in his report to the executive council at Pinehurst last spring, said:

"After spending some six or seven months since my appointment as chairman in investigating the possibilities of public relations, I am firmly convinced that great benefits

to the banking profession and to the association lie in an encouragement and enlargement of this work. In general, the banker is one of the least understood components of our economic existence and not only least understood, but misunderstood, more, possibly, than any other profession. This is due, no doubt, to the inherent modesty characteristic of bankers as individuals and also in the business distinction and seleteness to which they as a class aspire.

"Advertising and publicity, however, have been established and dignified business functions for years. Proper public relations through pub-

licity and other methods violate no decorum of business practice and the acceptance of such methods by individual banks in the building up of their business is evidence enough of the success of such work."

The value which the Public Relations Committee—or as is provided in the proposed new constitution of the Association—"The Public Relations Commission"—can be to the Association, to the banking profession, and to the general public, naturally depends on the amount of financial and moral support that it receives from the Association. As one of the members of this committee, I have been in more or less intimate touch with its operations during the past year, and therefore feel competent to express an opinion as to its possibilities. In my judgment, the Association can well afford to make this committee one of the most important committees in our organization. An appropriation of \$25,000 would be little enough as a starter, and I am here to say that in two or three years from now, if not sooner, the committee with a minimum appropriation of \$250,000 could give a better account of itself on a bigger, broader and more constructive basis than most of the committees that have functioned during the life of the Association. 'Too much money,' you say? Well, it was only a few days ago that I read that one of the big gum manufacturers who spends annually several million dollars of advertising money announces a half million dollar increase in his advertising appropriation for 1921. If one man can spend several million dollars a year advertising gum, it seems to me entirely feasible that 20,000 banks working collectively, and each contributing an average of only \$12.50 annually, can afford to spend \$250,000 advertising their banks.

American Engineering Co. in Cincinnati

The American Engineering Company, Philadelphia, has opened an office at 207 Neave Building, Cincinnati, in charge of M. M. Masson, for extending representation and service of the Taylor Stoker.

Kelley Advertises Templar Motors

The Templar Motors Corporation has placed its advertising in the hands of the Martin V. Kelley Company. This account will be handled through the Agency's Toledo office.

Beckman on the "Loyal American"

James W. Beckman, assistant sales manager of the O. Armleder Co., manufacturers of trucks in Cincinnati, has been appointed associate editor of the *Loyal American*, the official organ of several soldier organizations. He will retain his position with the O. Armleder Co.



"YOUR PRODUCT SPEAKING"

Millions of Times Daily

to users of telephone directories in New York State and Northern New Jersey.

Telephone Directory Advertising doesn't cost much and it certainly produces the desired results. 80% of the advertisers who use it now renew or increase their space regularly.

Consult us *now* about space
in the next issues.

NEW YORK TELEPHONE COMPANY

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

1261 Broadway at 31st Street, New York

Telephone Vanderbilt Official 130

Much Interest in Direct Mail Advertising—A Brilliant Convention Program

Advertising men are taking great interest in the third annual convention of the Direct Mail Advertising Association and Association of House Organ Editors which opens in Detroit on October 27 and lasts three days.

The Michigan Inter-City Advertising League has abandoned its plan of having a separate convention and will merge its meeting with the Direct Mail Association. It will have one meeting of its own, however. Between 500 and 600 delegates will attend, coming from all over the country and Canada.

Campbell Ewald Company, Detroit advertising agency, will have an exhibit showing its direct mail division. The Advertisers Bureau of Detroit will also exhibit. Twenty-three printing, paper and advertising concerns have engaged booths.

The convention will hear the following addresses: "How Direct Advertising Helped Build a National Business," Martin L. Pierce, merchandising manager, Hoover Suction Sweeper Company, North Canton, Ohio; "Eight Per Cent and Better, Inquiries From Circular Letters," D. H. Nelson, agency supervisor, Massachusetts Bonding & Insurance Company, Saginaw, Mich.; "Putting the Big Ben (Human Interest) Talk Into Booklets, House Organs and Letters," W. S. Ashby, advertising manager, Western Clock Company, LaSalle, Ill.; "Selling 75,000 Women a \$61 Proposition Entirely by Mail," G. Lynn Sumner, president, Woman's Institute of Domestic Arts & Sciences, Scranton, Pa.; "Successful Direct Advertising to the Farm Field" (illustrated with stereopticon slides), O. A. Brock, sales and advertising manager, Keystone Steel & Wire Company, Peoria, Ill.; "Building Good Will by a House Organ," J. R. Shultz, managing editor, DuPont Company, Wilmington, Del.; "The Part Effective Business Letters Play in the Success of a Direct Advertising Campaign," Prof. Edward Hall Gardner, University of Wisconsin, Madison, Wis.; "Selling Jewelers Direct by Mail," W. B. Griffin, advertising manager, Holmes & Edwards Division, International Silver Co., Bridgeport, Conn.

Thursday will be devoted to the following speeches, followed by discussion, as in all cases, and the Annual Swap-Fest in the afternoon: "The House Organ That Helped Build a Business," P. C. Leffell, publicity director, Chicago Mill & Lumber Company, Chicago, Ill.; "Getting Dealer Co-operation by Direct Advertising," M. E. Yadon, advertising manager, Bradley Knitting Company, Delevan, Wis.; "27% of a Business From Direct Advertising Leads," Frank L. Chance, advertising manager, Holcomb & Hoke Manufacturing Company; "How Direct Advertising Materially Helped in Building the World's Biggest Drug Business," George C. Frolich, president, Pilgrim Publicity Association and manager drug department, United Drug Company, Boston, Mass.; "Paving the Way for the Salesmen by Direct Advertising," C. W. Giller, advertising manager, Shelby Salesbook Company, Shelby, Ohio; "The Postal Situation—Its Message to Direct-by-Mail Advertisers," Honorable J. C. Koons, first assistant postmaster-general, Washington, D. C.; "What Standardization Means to Direct Advertisers and House Organ Publishers," George A. Heintzman, advertising manager, Dexter Folder Company, New York, N. Y.

Closing the convention on Friday will be addressed as follows: "Making Your National Advertising Effective by a House Magazine to Customers and Prospects,"

Wm. A. Biddle, advertising manager, American Laundry Machinery Company, Cincinnati, Ohio; "Where the Printer Can Help the Direct Advertiser and House Organ Publisher—and Especially What the U. T. A. Means to the D. M. A. A. Members as Well as All Printing Buyers," Fred W. Gage, treasurer United Typothetae of America (of Gage Printing Company, Battle Creek, Mich.); "Increasing Direct Advertising Returns by Personalizing," A. J. Rogers, advertising manager, Nordyke & Marmon Company, Indianapolis, Ind.; "The Importance of Giving a High Degree of Care to Mechanical Perfection in Direct Advertising," B. A. Dahlke, Dahlke Stationery & Manufacturing Company, Buffalo, N. Y.; "Turning Indiscriminate Names Into Buyers by Direct Advertising," Leon A. Soper, mfg. sales service, Phoenix Mutual Life Insurance Company,

Hartford, Conn.; "Good Lists, How to Get Them and How to Keep Them Good—From the Angle of the National Advertiser," C. P. Ufford, manager, Trade Extension and Research Departments, E. F. Goodrich Company, Akron, Ohio; "Good Lists, How to Get Them and How to Keep Them Good—From the Angle of the Mail Order Advertiser," R. B. Rope, Larkin Company, Buffalo, N. Y.; "Direct Advertising for the Retailer," S. N. Baskin, advertising manager, House of Kuppenheimer, Chicago, Ill.; "Unusual Direct Advertising—Using Your Regular Correspondence to Build Good Will," Louis Balsam, correspondence supervisor, Lewis Manufacturing Company, Walpole, Mass.; "Making Every Direct Advertising Dollar Bring Back Five," R. J. Rehwinkel, advertising manager, McCray Refrigerator Company, Kendallville, Ind.



BUSINESS DISTRICT, ANDERSON

**"Star" Lights on Indiana—
A Gleam or Two on Anderson**

Anderson, a thriving Indiana city of some thirty thousand and the county seat of Madison County, lies some thirty-eight miles north-east of Indianapolis.

Among the many manufacturing interests which make their home in Anderson the largest is the Remy Electric Works, which alone gives employment to approximately twenty-six hundred workers.

There are two excellent newspapers in Anderson, yet in the city proper 762 daily and 1,450 Sunday copies of The Star are sold, while Madison County takes a total of 1,474 daily and 2,121 Sunday copies of The Indianapolis Star.

It is the progressive, financially able class of people who buy Indiana's metropolitan daily, in Anderson, as in all Indiana cities. Data gathered from 28 cities in a 75-mile radius of Indianapolis show that one out of every five business and professional men reads —

The Indianapolis Star

Largest Morning and Sunday Circulation in Indiana

Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York

Western Representative: John Glass, Peoples Gas Bldg., Chicago

CHICAGO EVENING AMERICAN

IS there any *three* cent evening newspaper in this country (other than the *Chicago Evening American*) with a circulation of about 350,000 net paid daily average



Note Of course, we all know about the New York Evening Journal—but IT is in a class all by itself.

CHICAGO EVENING AMERICAN

ALLS AT THREE CENTS PER COPY

“U.S. Government Statements”

Chicago Evening American
Circulation Statements for Four Years

Oct. 1, 1917 326,998

Oct. 1, 1918 325,017

Oct. 1, 1919 339,721

Oct. 1, 1920. 364,769

We believe the CHICAGO EVENING AMERICAN has the largest 3-cent daily circulation in this country—of course, barring Hearst’s New York Evening Journal.



Member Audit Bureau of Circulations.

ALLS AT THREE CENTS PER COPY

EXPORT ADVERTISING and SELLING

A Department of Foreign Trade Extension Service

Winning South American Trade

Energetic, Seasoned Competition Enters Into Our Consideration of This Very Neighborly Market

By CLAYTON SEDGWICK COOPER

Author of "Understanding South America," "The Brazilians and Their Country," etc.

THE WORD "winning" is used with premeditation, in the sense of a race to be won, a race in which our competitors are trained for the contest as we in the United States are not. South American trade will not be conquered merely by wishing for it, nor by writing pleasant compliments about Latin America, nor by a sudden dash of advertising, or starting business agencies. It is going to be a contest, and this pearl of great price, the markets of a freshly developing continent, is to be won by effort, by most thoughtful organization, and the most efficient service of which the best American brains and skill are capable.

FOUR ESSENTIALS TO SUCCESS

There are four essentials needed for winning South American commerce: money for investment in South American enterprises, reciprocity of trade between the northern

and southern Republics, sympathetic understanding, and adaptability to business methods in use among South Americans.

It is of prime importance to help these republics, now on the threshold of great development. Capital is needed to build their railways, to construct their ports and shipping appliances, to tunnel their mountains, to open up their mines, to furnish their cities with electrical power for public service works, and to develop their latent industries. By such use of capital American business will gain a business foothold and command the sympathetic co-operation of the South Americans.

That trade follows the dollar is a truism. South Americans are Latins by heritage, and their traditions differ from our Anglo-Saxon ones, but South Americans are as human as are the Chinese, or the Egyptians, or East Indians, or any other race

when it comes to giving a preference to those who pour money into their country's development. One needs only to observe the hold of the Englishman upon Argentina through the millions of pounds spent on railways in that country to realize the value of money investment as a pledge for future trade.

It is surprising even to first travelers in South America to note the way in which foreigners have gained a foothold in Latin American enterprises. Why do not the South Americans do these things for themselves, one asks. Why call in foreign capital and foreign leadership in relation to such enterprises as furnishing hydro-electric power to run the tramways and light plants of such important cities as Rio de Janeiro and Sao Paulo?

Why has the Peruvian Corporation with its British backing gained control of the great railway systems in Peru?

The answer to such queries lies far back in the historical and racial background of South America. For centuries this country lay beneath the spell and control of mediaeval Spain and Portugal.

NON-COLONIZING ELEMENTS

The Spaniards and the Portuguese of the 16th century were great explorers, hardy adventurers, and born to endure hardships of the severest kind on sea and land. But they were not colonizers as were our early American settlers. Agriculture and the routine of daily toil in mines or on farms were repugnant to them. These early gentlemen adventurers, caring only for the treasure of South America for themselves and their kings in the old country, gave South America a bad start as far as inter-

(Continued on page 30)



The City of Cuzco, Peru, in olden days the center of the Incas for worshipping faith

Farm Life and the Big Dailies

Farm Life Families! who Subscribe to Daily Papers

	Take			
	Replies	Met. Daily		
Alabama	195	16	Arkansas Gazette	15
Arizona	141	1	Atlanta Constitution	56
Arkansas	141	6	Atlanta Journal	17
California	50	3	Baltimore American	10
Colorado	33	17	Baltimore News	7
Connecticut	24	2	Baltimore Sun	7
Delaware	22	7	Birmingham News	16
Florida	65	2	Boston Globe	6
Georgia	290	68	Boston Post	12
Idaho	43	11	Buffalo News	5
Illinois	417	89	Chicago American	6
Indiana	381	117	Chicago Daily Journal	15
Iowa	117	20	Chicago News	13
Kansas	98	12	Chicago Tribune	26
Kentucky	248	72	Cincinnati Post	33
Louisiana	70	22	Cincinnati Times	10
Maine	43	14	Cleveland News	6
Maryland	35	11	Cleveland Press	6
Massachusetts	36	11	Cleveland Plain Dealer	12
Michigan	201	26	Dallas News	19
Minnesota	170	29	Dayton Daily News	5
Mississippi	252	66	Detroit Journal	6
Montana	73	5	Detroit Free Press	8
Nebraska	69	18	Denver Post	9
Nevada	3	1	Fort Worth Telegram	17
New Hampshire	12	6	Houston Chronicle	15
New Jersey	29	1	Idaho Daily Statesman	8
New Mexico	14	4	Indianapolis News	43
New York	189	15	Indianapolis Star	39
North Carolina	215	2	Indianapolis Times	17
North Dakota	125	19	Kansas City Journal	9
Ohio	336	67	Kansas City Post	12
Oklahoma	121	12	Kansas City Star	25
Oregon	53	11	Louisville Courier	27
Pennsylvania	355	52	Louisville Herald	17
Rhode Island	5	1	Milwaukee Sentinel	9
South Carolina	96	9	New York Herald	8
South Dakota	85	12	Oklahoma Times	5
Tennessee	184	9	Omaha Daily Bee	20
Texas	240	48	Omaha News	13
Utah	18	1	Philadelphia Inquirer	6
Vermont	32	2	Philadelphia News	14
Virginia	266	7	Philadelphia Record	9
Washington	72	20	Pittsburgh Dispatch	10
West Virginia	160	18	Pittsburgh Gazette	16
Wisconsin	134	30	Pittsburgh Post	7
Wyoming	13	2	Savannah Morning News	10
	6,115	983	Shreveport News	10
			St. Louis Times	11
			St. Louis Times	13
			St. Louis Times	6
			Toledo Blade	25
			Toledo News Bee	17
			Miss.	983

(Table based on newspaper tabulation from the questionnaire.)

The returns to Farm Life's questionnaire showed that in all about 60 per cent of the subscribers read some kind of a newspaper.

But 44 per cent read small dailies and country weeklies of a few thousand circulation which are only included on a very few of the largest national advertisers' lists.

Of the 6,115 readers of Farm Life who replied to this questionnaire only 983 or 16 per cent are readers of those metropolitan

daily newspapers shown in the table. These are the newspapers most national advertisers use, but few, if any national advertisers use all these papers.

Study the figures and calculate the percentage that YOUR newspaper list is reaching.

The newspapers like the general magazines have their important place, but that place is chiefly in the cities.

To sell Farm Life readers you must use Farm Life.

The Farm Life Publishing Company

THE JOHN M. BRANHAM COMPANY

ADVERTISING REPRESENTATIVES

NEW YORK
ST. LOUIS

CHICAGO
KANSAS CITY

DETROIT
ATLANTA

CLEVELAND
SAN FRANCISCO

SPENCER, IND.

Farm Life

"How Can I Choose Between Business Papers?"



HOW can I choose between two business papers in the same field?" said the advertising man to the McGRAW-HILL representative. "Suppose I want to reach a certain field. I have a limited amount of money with which to do it. There are two prominent papers catering to that field. Both have a large circulation. Both appear to be well read, and, in so far as I can discover, both are highly regarded by their readers. Both carry considerable advertising.

"Being at best a layman in the technicalities of their field, I cannot, personally, get a dependable idea of the respective value of their editorial character to that field.

"In brief, my slight knowledge of them and their field is insufficient for me to determine their relative merit as a medium of advertising to this field. Superficially, they seem to be on a par; and both are ably 'sold' by their representatives.

"And yet I simply have to decide between them. The money I have available is insufficient to cover satisfactory space representation in both. One must be chosen. But how shall I choose?"

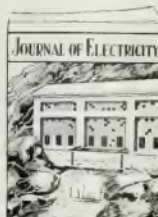
"That," continued the Advertising Man, "is a problem that I am often up against.

"Subsequent developments in a number of cases lead me to believe that on those occasions I have chosen wrongly. But how can I tell? You people publish business papers. You ought to be able to give me a lead in this thing. I am sure that there are many others like me who are often perplexed in the same way. I believe you can help us."

* * * * *

"With all the pleasure in life," responded the McGRAW-HILL man.

"From what you say, I should judge that you have been overlooking an element that is the key to the solution of your problem.



Between Two in the Same Field?"

"Bear in mind that for a great many people that problem is already solved. They KNOW because they went ahead and spent their money to find out.

"Having determined—by actual trial—which paper is the most productive means of reaching that field, they concentrated in that paper their appropriation for covering that field.

"Therefore, in my opinion, your surest and best guide is to discover the number and character of concerns advertising products similar or related to that in which you are interested, which are exclusively using one of the two publications you have in mind to reach the field they serve.

"Then compare your findings. The publication which makes the best showing when put to this test will, I believe, prove best for your purpose."

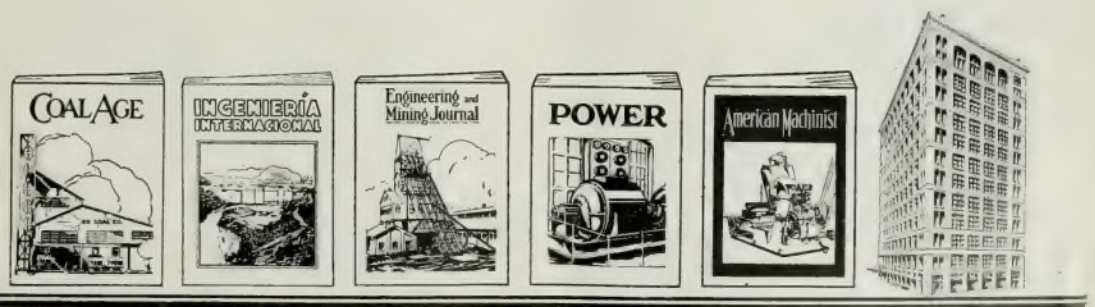
* * * * *

The eleven McGRAW-HILL publications are always ready to meet this test.

In every field served by these eleven engineering and industrial journals leadership has been earned by service, and is demonstrated by the number of prominent concerns able and willing to advertise wherever they can do so profitably, who concentrate in McGRAW-HILL publications their advertising to the fields those publications serve.

McGRAW-HILL COMPANY, Inc.

TENTH AVENUE AT 36th STREET
NEW YORK



(Continued from page 26)

nal, national, industrial and agricultural development was concerned. Furthermore, the natural proclivities of the Latin race for politics, for gentlemanly pursuits, for the literary and artistic side of life were encouraged at the expense of training in the practical utilitarian enterprises primarily needed to conquer the land and to erect industrialism. Consequently when these states threw off the yoke of the mother countries in the early days of the 19th century, they found their republics with an intelligent and cultured class at the

summit of society, with no middle class, and below a more or less ignorant and primitive laboring population composed largely of Indians and mestizos, with many negroes in the tropical section. Altogether the population were like helpless children in the midst of their riches of natural resources, which required above all the modern arts of science and modern industry to unlock their treasures.

It was natural, therefore, for Latin Americans to turn to the British, to the Germans, and to the North Americans, not only to furnish the me-

chanical appliances, but also the means and the men with which to establish the basic foundations for their material prosperity. While these countries can boast of great gentlemen and patriots like Bolivar, Valdivia, Pizarro and Cortes, they have lacked such leaders as Fulton, and Morse, and Edison, and Harriman. Today in the larger republics like Peru, Chile, Argentina and Uruguay, investments are practically as safe as in the United States, since revolutions of any moment have been conspicuous by their absence in these republics for many years.

The opportunities for showing South Americans that we believe in them and want their trade at present are great and none of them more important than the opportunity of large American combines to assist these South American republics in a financial way, taking in return both excellent security and the promise for future trade.

RECIPROcity OF TRADE

Another necessity in gaining commercial standing in South America lies in the realization that trade must go both ways between the northern and southern portions of this continent. South America has invaluable products and raw materials to send to us such as the nitrates of Chile, the wool and meat products of Argentina and Patagonia, the copper and alpaca of Peru, the cocoa and ivory nuts of Ecuador, and the rubber, coffee, timber, and manganese of Brazil. In return these nations want our manufactured products of all kinds. They need our agricultural and railway machinery, our chemical products, our automobiles, our electrical appliances, our industrial equipments for mills and factories, and also our technical experts and engineers to assist in the construction of their new mechanical and mining enterprises.

There was never such an opportunity for this reciprocity of trade as at present with new steamship lines, both for passengers and cargo down the West Coast between New York and Valparaiso, and new lines of ships about to be inaugurated down the East Coast, together with other sailings between New Orleans and the West Indies to the Pacific Coast through the Panama Canal.

Just at present the British are following their traditional method of winning trade by sending commissions and delegations in their own ships to Chile and to other countries, using the method of friendly acquaintanceship between business men—a tremendous leverage, in gaining Latin American trade.

Wealth in Short Stories

BOYS' LIFE has not only gathered about the best writers of boys' stories in the country, but has in addition made a special effort to interest writers of adult fiction in the work of writing stories for boys. In this the magazine has been unusually successful, so successful in fact, that it is able to offer its readers such exceptional short stories as those included in the series of Kit Carson tales by J. Allan Dunn, the western series of Reddy Brant stories by W. C. Tuttle and the series of stories of scouting in Africa by Captain A. P. Corcoran.

These authors will
write boys' stories
exclusively for
BOYS' LIFE in
1921 →

Dan Beard
Joseph B. Ames
E. L. Bacon
J. Allan Dunn
W. C. Tuttle
Capt. A. P. Corcoran
Ed. Leonard
Evan Gunnison
John Garth
Irving Crump
Geo. G. Livermore
Belmore Browne
Wilbur S. Boyer

Other writers and artists who will contribute to **BOYS' LIFE** are:

Authors Who Will Write for **BOYS' LIFE** during 1920-1921

Ira M. Tarbell
Ralph Henry Barbour
Percy K. Fitzhugh
Brewer Corcoran
Albert W. Tolman
Dillon Wallace
Denzil C. Lees
James Raven-croft
Ed. L. Carson
Joseph Kessel
Arthur S. Chapman
F. A. Collins
Edwin Cole
Wm. L. Gaylord
Arthur F. Rice

Artists Who Will Illustrate **BOYS' LIFE** during 1920-1921

Chas. Livingstone Bull
Charles S. Chapman
Joseph Eastley
Clyde Forsythe
Henry C. Pitz
Frank J. Rigney
Bert L. Sull
Remington Schuyler
Gordon Smyth
Harold Anderson
Leslie Crump
Douglas Ryan
Clinton Balmer
Douglas Duer
John R. Neill

BOYS' LIFE
THE BOY SCOUTS' MAGAZINE
The Quality Magazine for Boys

200 Fifth Ave.
New York City

203 So. Dearborn St.
Chicago

Member A. B. C.

It must always be remembered that sentiment and favorable regard born of knowing the people with whom we trade are vital factors in securing commercial footholds in Latin America. It is necessary for Americans to study the problem of what South Americans want from us quite as much as to plan what we want to sell to them, if we expect to build up a strong, permanent foreign business with these nations.

Unless South America as well as North America prospers by our trade relationships we cannot in the long run be successful. It is encouraging to note that our import as well as our export trade with Latin America has been rapidly increasing of late, as the following statistics will show:

FOREIGN TRADE FIGURES

Total value of merchandise imported from and exported to South America by the United States during January and the seven months ended January, 1920, compared with corresponding periods of the preceding year:

	Month of January	
	1920	1919
Imports	\$77,538,965	\$36,018,707
Exports	39,627,288	52,026,810
	Seven months ended with January	
	1920	1919
Imports	\$499,631,348	\$138,580,606
Exports	245,021,991	216,251,065

SYMPATHETIC UNDERSTANDING

Allusion has already been made to the fact that the South American is ruled more largely by sentiment than are the people in the colder climates of our Anglo-Saxon land. Feelings lie near the surface in Latin America as they do in Japan. Criticism of South American habits of life or business procedure is inimical to gaining trade with these people. Salesmen and advertisers dealing with South America should remember that as a rule there is no color line among these republics and that the attitude toward women is different by tradition than it is with us.

It should also be remembered that a strong Oriental strain permeates South America, having been inherited from the Moorish dominion of Spain and Portugal for several centuries.

When, therefore, the South American shudders at talking business with the brusque directness of the Northerner and requires politeness and culture as an introductory means to talk business, the North American will do well to fall into line, and "when in Rome do as the Romans do." It is true that the adaptability of the Germans has greatly assisted their enterprises in winning South American trade.

They have studied carefully the South American's temperament, his wants and his character. They have learned Spanish and Portuguese before going to these republics and

have considered seriously the question of the "what" and "how" of South American business.

If the North American manufacturer or exporter in sending his agents to South America, or in his first letters, or through his personal contact with these people always will keep in mind the necessity of putting himself in the South American's place and securing the mental point of view of his customer he will seldom have difficulty in obtaining business or conducting it. Half of the trade errors with South Americans have occurred through this inability or inattention on the part of American business men.

ADJUSTING OUR BUSINESS METHODS

The fourth and vital essential in winning Latin American trade resides in the proper adjustment of our methods of business to suit the Latin American desires and temperament. This topic is hackneyed enough, but so long as we are losing South American trade by our indifference to cer-

tain details of business intercourse it is a subject that must be considered.

In spite of the great wave of enthusiastic admiration that swept across South America by reason of the results of American participation in the late war, the most recent observations in these southern republics prove that no amount of admiration and sentiment will take the place of business methods approved in South America in winning trade. Business is business in South America and when it comes to economics the South American will favor Germany, France, England, Japan, or any other country which caters most carefully to his national demands and idiosyncrasies.

The situation along this line was expressed by a business man returning from South America whose views were published in the *New York Times* on June 13th. Among other things he said:

"It is unfortunate that American business (Continued on page 34)



CHARLES SANDERSON

When Charlie Sanderson graduated from Cornell University he immediately entered the publishing business. For some years he was with the Brooklyn Eagle and the Frank Munsey papers, and for a number of years now he has been a valued member of my organization. The fact that he married a Publisher's daughter (the only child of my old friend Harry Brooks, who "brought me up" on the *Elmira Telegram*) is, perhaps, partly responsible for the fine success he has made.

Paul Block

Worcester Telegram

The October 1st government statement of THE WORCESTER TELEGRAM shows 36,153 Circulation. This is an increase of more than 1600 copies over the last statement, and more than 4500 more than the next nearest Worcester newspaper.

THE TELEGRAM continues to lead all Worcester papers, not only in circulation, but in advertising volume. It carries more local advertising, and also more total advertising than any other Worcester newspaper, not only seven days per week, but also six days per week.

In Worcester, it's THE TELEGRAM.

The *Fifth Estate* and Its Interpreter

At one time the King was supreme.

Then the powerful Nobles wrested from him a share in the ruling power.

Then the Common People, by industry and education, became aware of their own strength, and forced their entry to the councils of the nation.

About the time of the American Revolution, Edmund Burke said: "There are three estates in Parliament, but in the reporters' gallery yonder there sits a Fourth Estate more important far than them all."

From that day the Press was known as the Fourth Estate, and King, Nobility and Commons were compelled to recognize it as a force in the government. It was an influence that, by sheer will and intelligence, has become one of the dominating elements in the political and social life of the world.



Nor is this true alone of monarchies. What would the will of the President be worth without the support of Congress? What would the will of Congress be worth without the support of the People? How could the will of the People be made operative without the support of the Press—the Fourth Estate?

The Moving Picture is today the Fifth Estate, by virtue of the fact that it has come into the life of the people, not merely as a plaything, but as a revelation of

their own existence, in form so vivid and true that for the first time in history they recognize themselves as they are.

The Moving Picture is the Fifth Estate because it is Democracy's own child and not the outcome of an intellectual movement, a political upheaval, a religious revival. It is the Fifth Estate because the vast, mute, unlettered masses, demanding a voice, found it in the Moving Picture—a silent voice, speaking the language of common men.

It is the Fifth Estate despite the fact that its speech is not always coherent, despite the fact that certain academic snobs are prone to look upon it with scorn, despite the fact that unscrupulous men frequently betray it for quick profit, despite the fact that it has not even yet found the keynote of its full diapason.

Q

It is the Fifth Estate because it lives in the hearts and the lives of the millions, because it is armed with the magic sword of simplicity that severs all Gordian knots and cleaves down into the fundamental meaning of things.

It is the Fifth Estate, last-born of Humanity's brood—yet who shall say that it shall not be first in influence?

The recognized mouthpiece of the Fifth Estate in this country today is

PHOTOPLAY

Let the name stick in your mind; it's imitated

JAMES R. QUIRK, PUBLISHER

350 NORTH CLARK STREET
CHICAGO

NEW YORK OFFICE : : 25 WEST 45th STREET



Scene in a large hacienda in the interior of Peru, where wool growing is a huge industry

(Continued from page 31)

ness men have not done all they should have done to follow up the great wave of admiration for their country which has swept over South America. The total volume of American trade with South America is greater than it was before the war, but the fact remains that Americans have not been able to hold all the gain which the war brought to them. Importers in South American republics have turned again not only to Great Britain but also to Germany. This is true of some of the most pro-Allied business houses in Argentina and elsewhere. It means that German methods of doing business in South America are so astute, the prices quoted by German houses so low, that anti-German sentiment is all too frequently not proof against the hope of business advantage. Orders are being placed by South American houses for German goods even when there is great uncertainty as to when they can be delivered.

I venture to predict that if the Germans can get raw materials they will get back 90 per cent of the business which they had in South America before the war, unless they are met by American and other competitors with methods like their own, or by other methods which may prevent them from forging ahead by application of the business methods which have served them so well in the past. You have no idea of the thoroughness with which the Germans

work. The English have of late become more and more formidable competitors, but the Germans are still pre-eminent as salesmen. It isn't that the South Americans like them particularly. They don't. They simply buy where the buying seems best.

The Germans study native South American idiosyncrasies with minute care. For instance, when an Argentine merchant becomes a proud father the German merchant with whom he has had dealings loses no time in sending him a card of congratulation. That tickles the Argentine, and it is more than likely that, other things being equal, it will dispose him kindly toward the Teuton when the time comes for placing orders. Some Englishmen are learning how to do that sort of little courtesy—but how many American business men would think it worth while?"

OTHER CONSIDERATIONS

The business methods which Americans need to watch have to do also with the study of the hours of doing business in South America, which in many sections are quite different from the business hours in the United States; salesmen's methods, requiring far more courtesy and deference than at home; and having re-

gard for "mail days" when calling upon customers as well as discarding haste and bustle.

Legal formalities should be taken up with the American Consul when opening business houses, branches, or agencies, together with an effort to keep out of Latin American courts; a study should be made also of custom house fees and procedures. Banking methods most desired by Latin Americans should be studied, never forgetting the inevitable fact that South Americans require credit, packing and prompt attention to orders from us equal to the service they have been accustomed to receive from European countries.

Although there is in certain republics of South America some jealousy of the United States (*los yanquis*) there is no widespread feeling of hostility in South America toward us. On the other hand we believe that for the most part there is a decided admiration for the industrial and business efficiency of Americans.

If such essential points as the foregoing are emphasized by our exporters and manufacturers there is no reason why the volume of trade between the two Americas should not mount up increasingly. It should always be remembered, however, that to win South American trade we must consider that the capture of South American markets is dependent upon the winning of the South American heart as well as the buying and selling of goods. This will require the combined best efforts and thought of the manufacturer, the export manager, the salesman and the advertiser. Let no one doubt, however, that this combined effort will pay abundantly in future results.

H. R. Schaeffer With Hancock Payne Agency

H. R. Schaeffer has become associated with the Hancock Payne Advertising Agency in the New York office as an account executive. Mr. Schaeffer was for a number of years connected with the Martin V. Kelley Company, and has resigned his position as production manager with Robert Hoyne, Inc., to become associated with the Payne Agency.

Tire Account for Brotherton-Knoble

The advertising account of the Cleveland Rubber Corporation, which has just erected a new factory to produce cord tires and tubes, has been secured by the Cleveland office of the Brotherton-Knoble Company.

Earl Hadley Goes With the "Globe"

Earl Hadley, city editor of the *Evening Sun*, this week becomes assistant managing editor of the New York *Globe*. Mr. Hadley for two years was assistant editor of *Collier's Weekly*.

George T. Hughes, city editor of the *Globe* for many years, is now devoting his entire time to the financial department

of the paper. Gerald B. Breitigam, for several years on the news staff, has been appointed city editor.

Clough Renews Remedy Advertising

The John L. Clough Advertising Agency, Inc., of Indianapolis, is again placing copy with newspapers for the fall advertising campaign of the Hoosier Remedy Company's Laxa Pirin.

Advertising Club at Port Huron

Port Huron, Mich., advertising men have organized the Port Huron Display and Ad Men's Club, with a membership of forty. C. J. Fitzpatrick, of the J. A. Davidson's Company, is president; A. Dexter, of J. C. Penney Company, vice-president; George Knox, of Knox Dry Goods Company, secretary, and Edward Palmer, Ballantine Dry Goods Company, treasurer. Representatives of six national advertisers are included in the membership.

Gundlach Sends Shoe Advertising

Frederick M. Dunham, advertising shoes, is sending out orders through the Gundlach Advertising Agency of Chicago

Coca-Cola Plans Baltimore Plant

The Coca-Cola Company is planning to erect in Baltimore a mammoth manufacturing plant to cost \$1,000,000.

Collin Armstrong, Inc., Has Gilbert Clock Advertising

Collin Armstrong, Inc., New York, has obtained the account of the William L. Gilbert Clock Co., makers of radium dial clocks at Winsted, Conn.

McManus-O'Regan Has Maxwell-Chalmers Advertising

McManus-O'Regan Co., Market Building, Detroit, has secured the advertising account of the Maxwell-Chalmers automobiles.

From Cover to Cover, Every Issue of A. & S.

Editor, ADVERTISING & SELLING:—

We read from cover to cover every issue of ADVERTISING & SELLING in the Publicity Department of the National Lamp Works.—J. M. HICKERSON, Publicity Department, National Lamp Works, General Electric Co., Cleveland, Ohio.

Fresno "Herald" Buys "Republican"
 Chas. E. Osborne and George A. Osborne, publishers of the Fresno *Herald*, have purchased the Fresno *Republican* from Chester H. Rowell, its editor and publisher, for a price which is reported to have been one million dollars. The *Republican* will be issued mornings under the name of *Herald-Republican*, and the *Herald* will be issued evenings as before.

"American Wool & Cotton Reporter" in A. B. C.

The *American Wool & Cotton Reporter* of Boston, Mass., has been admitted to membership in the Audit Bureau of Circulations.

Penney Stores Sales Ahead

Sales of the chain of retail dry goods stores operated by the J. C. Penney Company, Inc., amounted to \$4,673,133 during September, a gain of \$1,719,784.28 over the same month in 1919. From January 1 to October 1, sales of these stores have totaled \$27,206,792.18. In the same period last year they amounted to \$18,494,937.44.

Seattle Advertising Women Elect

The Women's Advertising Club of Seattle at a recent meeting elected the following officers: Miss Martha K. Look, advertising manager for the Crescent Manufacturing Company, was re-elected president; Mrs. Kathryn Wilson of Strang & Grosser was elected vice-president; Miss Florence Curtis, advertising manager of Curtis-Livengood Motor Company, secretary, and Miss M. G. Baldwin, advertising manager J. S. Graham, Inc., treasurer.

Maxwell-Chalmers Assistant Director of Sales

Arthur E. Barker, general sales manager of the Maxwell-Chalmers companies, Detroit, has announced the addition of William D. Hurlburt as assistant director of sales.

Bank Account for Hoyt's Service

The National American Bank, a new institution, of which Julian M. Gerard is president, has placed its advertising account with Hoyt's Service, Inc., New York.

Calox Tooth Powder Advertising With Hellwig

McKesson & Robbins, New York, has placed the advertising of Calox tooth powder in the hands of the E. W. Hellwig Co., New York. The advertising of An-alax and other McK. & R. products will remain with the Redfield Advertising Agency. Sales Manager C. J. Kiger and E. H. Gane will direct the campaigns.

Firm Sells \$34,487,000 in Fruit

The American Fruit Growers, Inc., of Pittsburgh, reports for its first thirteen months, ended June 30, gross sales of \$34,487,000.

Besides its marketing operations, the company owns and operates more than 8,000 acres of apple and peach orchards, citrus groves and vegetable farms, representing an investment of \$5,600,000.

Farms Now Number 6,459,998

According to a preliminary announcement of the census on agriculture there are 6,459,998 farms in the United States, an increase of 10.5 per cent over the number in 1910. The number of farms in the East, however, is decreasing; New York State having 193,060 in 1920 as compared with 215,597 in 1910.



The Little Dot that stands for New Dongola



OF AMERICA
 The Recognized Authority

Every business man should place his order now for this new atlas. The edition is limited.

The RAND McNALLY Commercial Atlas of America shows every detail of commercial value on the American continent. Individual maps of States, Canadian Provinces, South American countries, Mexico, the Philippines, etc.

540 pages, 250 pages of index, listing nearly 200,000 cities and towns. Nearly 300 maps in all, 66 double-page maps, 21 x 28 inches, showing: Counties, Congressional Townships, Cities, Towns, Villages, Railroads, Electric Lines, Steamship Routes, Canals, Rivers, Lakes, Mountains. Also Special Maps as follows: Ocean Traffic Map of the World; Commercial Map of U. S., in three sections (scale 60 miles to one inch); New Black and White Mileage Maps showing rail mileage between towns; Map of Great Lakes and vicinity, etc.

In addition to complete 1920 Census returns, this atlas shows the geographical changes created by the war.

SOLD DIRECT ONLY
 Write for large free map and Commercial Atlas circular.

Save \$5.00 by ordering now

The price of the 1921 New Census Edition of the RAND McNALLY Commercial Atlas of America will be \$35 net. Orders will be accepted prior to December 31st, 1920, at the pre-publication price of \$30 net, transportation prepaid.

TURN to your map of Africa and put the point of your pencil on Alexandria. Follow the wiggly line of the Nile southward past Cairo, past Assiut, past Assuan, past Wady Halfa and you come finally to—*New Dongola*

Few people have ever seen this sun-burned little village between the Sahara and Nubian deserts. Yet should you ever visit it, you know that you would find it in exactly the spot marked on your RAND McNALLY map.

Of all things purchased, there is hardly one that you buy as much on faith as a map or atlas. You cannot possibly visit all the countries shown—you cannot possibly check up all the figures.

When you buy a map or atlas, be sure, therefore, that it bears the imprint of a manufacturer you can depend on. For more than fifty years, the name RAND McNALLY has stood for the highest ideals of map making.

RAND McNALLY & COMPANY

Map Headquarters

536 S. CLARK STREET, CHICAGO—42 E. 22ND STREET, NEW YORK

WRITE TO US ON YOUR LETTERHEAD FOR LARGE COMMERCIAL ATLAS CIRCULAR WITH SAMPLE MAP

Men and Women Who Make Our Mediums

Lt.-Col. Edward A. Simmons, President of the Simmons-Boardman Publishing Co.

37 WARD GEDNEY

THIS might have been the history of a great publishing house. But the writer got onto another "lead" and found a bigger theme.

So it is the life story of a man.

Colonel Edward A. Simmons, his associates say, is bigger than his publishing house, bigger than any or all three of the companies in the conduct of whose affairs his voice is dominant whenever he chooses to make it so; so big, for example, that he never has chosen to make it so, except in the exigency of a crisis.

It's a story that starts behind a department store counter with the talk of "big money" and ends with a man behind a mahogany desk swept away on a cloud of reminiscence as he fingers the pages of a historic old minute book.

FROM MODEST BEGINNINGS

Colonel Simmons, today president of the Simmons-Boardman Publishing Company, "The House of Transportation," chairman of the board of the American Saw Mill and Machinery Company, president of the American Machine Tool Company, president of the American Saw Works, and holder of one or two other offices that the writer has forgotten, started his business career behind a counter in the department store of A. D. Matthews & Son, at that time, in 1889, one of the leading department store firms of Brooklyn. He got his job through the good offices of a little old lady, a friend of the family and of one of "Sons" in the Matthews firm and on the recommendation of his Sunday School teacher. In getting the job, he also got One Dollar and a Half (\$1.50) a week!

Now Colonel Simmons—he was just "young Simmons" then—had left grammar school in his graduating year to help his widowed mother support the household and \$1.50 a week didn't look so big even in those days, especially when a surreptitious comparison of cash books showed him that his sales in challis, turkey red, etc., were running higher than those of the head salesman. So an interview with the floorwalker ensued and another fifty cents a week went into the Simmons pay envelope.

This happened once more before the budding salesman bade farewell to the counter—but not to selling—forever.

On Sunday, September 18, 1889, a tenor in the choir at St. Mary's

By Way of Introduction

ANOTHER of those remarkable life stories of Publishers and Editors whose policies and personalities are so important in the Advertising Plan.

The writer has brought out some interesting sidelights upon the career of Colonel Simmons, in which may be found some of the major reasons for his enviable success.

THE EDITOR.

P. E. Church, Brooklyn, in harmony with which the Simmons voice was raised in melody at least twice a week, asked the possessor of the voice how he would like a job in his interrogator's office.

"How much is there in it?" was the reply he received.

When he said "\$5 a week" the Colonel-to-be gave up the challis and turkey reds without a sigh.

The "office" was the office of *Railroad Gazette*, then located in the old Empire Building, at 71 Broadway, corner of Rector street. The *Railroad Gazette* had been founded in Chicago in 1856. Driven out of Chicago by the great fire, it came to New York and remained there. In 1883, the publishing company, which William H. Boardman had owned in partnership with M. N. Forney and S. Wright Dunning, had been incorporated as The Railroad Gazette, that being the name of the publishing company, the magazine itself dropping the "The."

Young Simmons—still in knickerbockers—was put to work reading

and clipping exchanges. His first promotion was to the position of assistant to the News Editor, who at that time, was Robert W. Martin, now a member of the firm of William A. Read & Company. Later, he was shifted to advertising make-up and put in charge of the task of handling and routing all the advertising copy sent in to the *Gazette*. Leaning toward that end of the publishing job, he was shortly afterward sent out on the road to solicit advertisements and in late September, 1893, transferred to the Chicago office as Western manager—at Twelve Dollars a Week!

After three homesick months in Chicago, he asked to be recalled and came back to the old familiar latitude and longitude of Brooklyn. The fly in the ointment was that he was informed at the office that there was no place open there for him. When he was told that he could go out on the road and solicit subscriptions on a commission basis, he proceeded to pick that fly out of said ointment by the scruff of its neck by the simple process of making several times more as a lowly "subscription chaser" than he had made as a "high-salaried" Western manager.

From soliciting subscriptions he went back to soliciting advertisements until in November, 1898, at the age of twenty-three, he was made secretary of the company. On March 9, 1903, he went up a peg to be treasurer and was elected a director, still holding the position of secretary. On November 5, 1903, he became vice-president and treasurer, Ray Morris, now a member of the firm of White, Weld & Company and a brother-in-law of President Hadley of Yale, was elected secretary.

It was in 1908, after the so-called "panic of 1907," that the old *Railroad Gazette* began to expand. The young vice-president had begun the study of medicine at Long Island College Hospital in his spare time—meaning mostly before working hours in the morning—which time he spent in the dissecting room. He had no idea of becoming a physician, but was swayed by the thought that he might be able to devote some of his newly acquired talent to charitable work, in

YOUR Printer



*Do you make him your partner
or your victim?*

BRAINY men—men whose abilities would net them greater profits in other industries—spend their lives as printers because each day they learn something new about the work they love.

These printers, just as other notable men in other professions, are sometimes very timid. This may be because of their complicated subject, which they fear the buyer of printing does not clearly understand. Whatever the reason is, many buyers of printing construe it as an opportunity to force their opinions on the printer.

What is the result? Very often it is poor printing, a dissatisfied buyer, and a disliked printer.

Why should the printer, of all persons, be the craftsman whom everybody feels qualified to tell how to run his business?

Why will many buyers of printing continue to think that printing is philanthropy? "You can't get something for nothing" is as true in printing as in any other business. And it is more evident,

because nothing shows its cheapness quicker than cheap printing.

But if a printer does turn out a good job, even in the face of difficulties, what is his reward? Isn't it often only an opportunity to hand in a competitive bid on the next job?

Why is the printer so seldom allowed to feel a spirit of partnership with the buyer—to feel that he is working *with* him instead of *for* him? Why is the spectre of a rejected order or a lost account hung ever before his eyes?

Buyers of printing remember this: The first step toward better printing is to make your printer your partner.

We can make this plea for the printer because of our intimate knowledge of the situation. Just a step away, we get a true viewpoint on both the printer and you.

We do our share for the printer and you by providing better paper. It's up to you to do yours by placing greater confidence in your printer.

S. D. WARREN COMPANY, BOSTON, MASS.



Printing Papers



LT.-COL. EDWARD A. SIMMONS

which he has always been largely—but quietly—interested.

His dream remained a dream. While Mr. Boardman was in Europe prosecuting a law suit, the information was brought to his associate that *Railway Age* of Chicago, a big competitor, could be bought at what impressed him as a reasonable price—\$265,000. He cabled Mr. Boardman the news and it was agreed that each of the two men was to raise half of the required sum. A week later, Mr. Boardman got another cable saying that his vice-president had raised all the money. In June, 1908, old *Railroad Gazette* appeared as *Railroad Age Gazette*. It was later changed to *Railway Age Gazette* for the sake of euphony, and the name *Gazette* was finally dropped. All this activity put a stop to the dissecting. Some few years later the Colonel became treasurer and a member of the Board of Regents of The Long Island College Hospital, an office he still holds.

At the same time, another complication entered the problem. Mr. Boardman's health began to fail. In January, 1911, he and Colonel Sim-

mons exchanged options on each other's stock to assure the continuation of the control in the hands of the family of one or the other. A letter from Mr. Boardman to his partner acknowledging receipt of the draft of the agreement throws an interesting light on the warmth of the relationship between the two men. "It is lovely and sweet," wrote the failing older man in characteristic strain, "to have these conferences and to have such abiding faith in you."

THE STORY OF THE HOUSE

On May 9, 1911, Mr. Boardman became too ill to function as head of the house. Colonel Simmons was made president, Mr. Boardman becoming chairman of the board. The Colonel was succeeded as treasurer by Henry Lee, now vice-president and treasurer. In December of the same year, with the expansion of the capital stock from \$200,000 to \$1,200,000, the name of the company was changed to its present form. Incidentally, it is interesting to note that the widely known slogan-name "The

House of Transportation," was originated by the Colonel.

There were many steps in the expansion of the old *Railroad Gazette* to a form which would justify this ambitious name. In November, 1911, the *American Engineer and Railroad Journal*, the oldest technical paper in America, was purchased by the Simmons-Boardman house and renamed the *Railway Mechanical Engineer*. In May, 1910, the house bought the *Signal Engineer*, now the *Railway Signal Engineer*. In October, 1915, *Electrical Engineer* became *Railway Electrical Engineer*, announcing the fact that it, too, had joined "The House of Transportation." In April, 1916, *Railway Engineer and Maintenance of Way* and *Railway Master Mechanic* were purchased, the former becoming *Railway Maintenance Engineer* and the latter being consolidated with *Railway Mechanical Engineer*. In April, 1920, by the purchase of the entire stock of the Aldrich Publishing Company, the *Marine Engineer* and *The Boiler Maker* came under the Simmons-Boardman aegis.

But you will say that we have gotten into the life story of the house, after all. *Revenons nous à nos colonels*.

In March, 1912, Colonel Simmons took the step that his associates had been long expecting, by buying out Mr. Boardman's stock in the corporation and becoming its controlling voice. Today all of the minority stock-holders are members of the corporation, with the exception that the Boardman family still holds a few shares.

Mr. Boardman died February 16, 1914, and *Railway Age* paid fitting tribute in its next issue to the man who had so long guided it. Colonel Simmons "carried on."

The entry of the United States into the war gave a new interest to the big man behind the mahogany desk down in the Woolworth Building. He was commissioned a major in the Quartermaster Corps, Construction Division, on February 19, 1918. He was being transferred to the Engineer Corps with the rank of Lieutenant-Colonel and detailed for service with the American Military Railways in France when the armistice was signed. Although deprived of his chance of going across, Colonel Simmons was able to perform splendid service on this side. Army men know him best for his work at the big Fox Hills Hospital, of which he was Construction Quartermaster. Upon the completion of that \$2,500,000 project

he became Regional Construction Quartermaster in charge of all new army work in and around New York Harbor. Once he had twenty-two jobs under his surveillance. The Colonel was mustered out just a year from the date of his commission. On September 19, 1919, he was commissioned Lieutenant-Colonel in the Quartermaster Section of the Officers' Reserve Corps.

We said that war gave a new interest to Colonel Simmons. He is not a man of fads and hobbies. Life has always been pretty much of a business proposition with him, perhaps too much so. If one seeks for avocations one only runs up against more vocations. For example, his big interest outside of "The House of Transportation" is a series of three corporations that he developed out of a little company organized by him back in 1903 to sell railroad supplies abroad. By a twist of chance this turned into a general exporting proposition specializing in portable saw mills. Today the offspring of that little company is the American Saw Mill Machinery Company of Hackettstown, N. J., the largest concern in the world devoted exclusively to making portable saw mills, shingle mills, saw benches, cordwood saws and other wood working machinery of like nature. During the war the company sent to France more than two thousand of their machines; and, as commanding officers of the Twentieth Engineers have certified, some of the machines helped to win battles at St. Mihiel and Argonne. After the armistice was signed the American Saw Mill Company was cited by the War Department for the efficiency of the machines it sent to the other side—all of which pleased the Colonel, as one may easily understand. Two later developments of that concern are the American Saw Works and American Machine Tool Company, also of Hackettstown—the latter the result of helping the British Government prior to our entry into the war by building for them a number of heavy lathes for turning twenty-four-inch shells.

Colonel Simmons' particular forte, say his associates, is finance. His advantage over men who think that he is a better "guesser" than they are lies in his faculty to visualize all the factors entering into a given situation, plus the ability to keep cool when the resulting picture is ominous. Sometimes this genius for analysis, and for keeping cool, conveys the impression that he is not only cool, but cold. The Colonel is frank, open, cordial, but unflinchingly serious. When he smiles, it is with the warm

smile of a man big physically, mentally and morally, but he is slow to smile. Out of office hours he is thoroughly human. In office hours he is thoroughly human, if being human is being democratic, courteous, thoughtful of his associates, and charitable to those in trouble. Colonel Simmons did not say anything about this side of his activities, but his associates have more than one tale of a nerve-wrecked stenographer sent to a hospital, or a harried clerk tided over a financial depression.

NEGLECTING HIS HOBBY

Colonel Simmons knows advertising from both sides of the desk, from the inside and from the outside. As a publisher he has final control over the advertising policies of "The House of Transportation." As a manufacturer of saw mills and companion machines he has been a large scale advertiser, particularly in trade and farm papers. He credits advertising with a large part of the success of his companies. As a publisher of several very powerful advertising mediums he adheres closely to the policy of selling space on one argument, and one argument only—which, summed up, comes pretty close to meaning "reader interest." In other words, railway supply houses are asked to advertise in the publications of "The House of Transportation" because they are read, and because they are read in each case by the men who buy what they, as manufacturers or jobbers, have to sell.

I am revealing no secret in closing, when I say that the Colonel's friends find one fault with him. He has given up golf, or at least he hasn't played it in many a day. And he is a big man, anyhow. And they say there's such a thing as too much attention to business and too little to the "lusts of the flesh"—if you can call golf that.

Canadian Agencies Elect Officers

At the sixteenth annual meeting of the Canadian Association of Advertising Agencies held in Toronto recently, J. P. Patterson was elected president; E. Desbarats, Desbarats Advertising Agency, Ltd., first vice-president; J. E. McConnell, McConnell & Ferguson, second vice-president; and A. J. Dene, Smith, Dene & Moore, Ltd., secretary-treasurer. R. A. Baker, Baker Advertising Agency, Ltd., was chosen member of committee, and W. B. Somerset, McKim, Ltd., immediate past president.

Crowell Publishes "The Mentor"

The Crowell Publishing Company, New York, in purchasing *The Mentor*, a publication devoted to history, science, art, literature, travel and music from the Mentor Association, has added its fifth periodical. The new magazine makes its initial appearance under the new management with the October issue, selling for thirty-five cents.

Kresge Sales \$6,067,266 Ahead

S. S. Kresge Company reports sales of \$4,024,424 for September, an increase of \$650,666 over the same month a year ago. From January 1 to date, \$34,238,353, a gain of \$6,067,266 over the corresponding period of last year.

Paul F. Burger Joins Dorland

Paul F. Burger, formerly advertising manager of the Vacuum Oil Company, and lately identified with Picard & Company of New York, has become associated with the Dorland Agencies in the capacity of account executive for a number of new accounts recently developed by this agency.

Meiser Succeeds Behrend on "Free Press"

Fred M. Meiser, formerly of the Detroit News, has been appointed classified advertising manager of the Detroit *Free Press*, succeeding Fred Behrend, who has entered the automotive advertising field.

B. F. Wolfinger With "Christian Advocate"

H. W. Beals, advertising manager of the Methodist Book Concern, announces the appointment of B. F. Wolfinger as Eastern representative of the *Christian Advocate*.

McAtamney With Story, Brooks & Finley

Hugh McAtamney has joined the staff of Story, Brooks & Finley, Inc., and will have charge of financial advertising for the newspapers on their list.

F. R. Steel Opens Agency

F. R. Steel, for the past two years general manager of the Gossard Breeding Estates, has opened a general advertising agency at 201 East Ontario street, Chicago, Ill. He will continue to handle the advertising for the Gossard Breeding Estates, and will specialize in agricultural paper advertising.

Available Truck Promotes Blaha

Wm. F. Blaha, manager of the advertising and sales promotion departments of the Available Truck Company, Chicago, has been promoted to the position of acting sales manager. Previous to his present connection Mr. Blaha was chief of the copy department of the Coolidge Advertising Company, Des Moines, Ia.

Tracy-Parry Advertises Shoe Laces

The advertising of the Narrow Fabric Co., Reading, Pa., manufacturers of Nu-Fashioned shoe laces, is now with the Tracy-Parry Co., Philadelphia.

Newspaper Advertising for Public Accountants

David Berdon & Co., certified public accountants, of 277 Broadway, New York, has undertaken a campaign of daily newspaper advertising. It will be directed and placed by Alfred Stephen Bryan.

Two Accounts for Triangle Service

Triangle Service, Inc., New York, has taken on the accounts of the M. Shaffer Company, Philadelphia, and the Gibbons Manufacturing Company, Duomo, Pa. A national newspaper campaign is being planned for the Shaffer Co., and copy for the Gibbons Co. is now appearing in Pennsylvania newspapers.

Financing Profitable Foreign Trading

The Whole Problem of International Buying and Selling Is Reducible to Simple Form

By ALLEN WALKER

Manager Foreign Trade Department, Guaranty Trust Co., New York

TODAY there are probably twenty thousand merchants and manufacturers in the United States who have a direct interest in our international trade relations. The Federal Reserve Act, under the terms of which American banks have been enabled to establish branches abroad, has led to the vast extension of our direct foreign financial interest, and there are new branches of our banks in a score of foreign countries.

Our export trade and our merchant marine both have grown to great proportions and today we see quite a large number of the manufacturing and mercantile interests of the country with a direct, practical part in international affairs.

In olden days when the exchange of commodities took place upon a barter basis, the main function of the importer and exporter was one of simple merchandising. Now, particularly in these days of complex currencies, some knowledge of foreign banking is a large part of the equipment of the successful foreign trader. If America is to continue to hold the commercial and financial supremacy gained during the war, our merchants and manufacturers must become thoroughly and practically acquainted with the financial

machinery for marketing and distributing their goods both at home and abroad.

FINANCING EXPORT TRANSACTIONS

One of the chief obstacles to the extensive development of our overseas commerce, in fact, has been a more or less general unfamiliarity on the part of our manufacturers and merchants with the means which the international banks afford for the financing of this business.

Bank credit bridges the gap between the raw material and the finished product—between production and distribution. There is no mystery about financing foreign trade. The fundamental principles are the same as in domestic business. There are only the differences of language, differences of currencies, and the greater distances. To explain how the financing of exports is conducted under ordinary circumstances, let us take as an illustration a shipment of cotton from the United States to England.

An importer in England desiring to purchase cotton in this country first goes to his bank in England and establishes a credit for a certain amount of money, which he estimates will be sufficient to cover the pur-

chases he is about to make. He next instructs his agent in this country to purchase for him a certain amount of cotton and to draw 60- and 90-day drafts on the English bank where he has previously established his credit. These drafts are drawn in English currency, namely, pounds sterling. As a 90-day draft in pounds, shillings and pence, payable in London, would not be acceptable to the cotton grower in payment of his cotton, the American agent arranges with one of the large banks in New York, New Orleans, Savannah, Galveston, or some of the larger cities, to take these drafts and pay for them in United States currency. In this way the cotton grower can receive payment immediately in money he can use. The buyer may make such arrangement with the local bank and the local bank may, in turn, make the arrangements with the larger banks, but this is a minor detail.

So far the transaction is simple, but now come the phases which require expert knowledge, foresight and sound judgment. These 60- and 90-day drafts carry no interest and the 60 or 90 days begin only from the time such drafts are accepted by the manufacturer in England. Therefore, the bank purchasing such drafts must calculate the number of days it will be "out" the use of the money; that is, the time which will be required to send the drafts to England and have them accepted, in addition to the 60 or 90 days they must run after acceptance. This calculation is necessary not only to include a sufficient interest charge during the time the bank is "out" the money, but also for reimbursement of the principal itself. After the New York bank has made these calculations, it is then in position to advise the cotton buyer, or the local bank, of the rate of exchange, or the amount in United States currency it is prepared to pay for the draft drawn in foreign currency. *The grower does not care anything about all this foreign figuring and calculation, as he simply sells his cotton at so much per pound, yet his process must all be gone through with and the machinery must be there*



ALLEN WALKER

Do You Want

A special advertising representative around the world?

Your product introduced in some novel way in China, India, the Fiji Islands, South Africa, Italy, or anywhere else?

For your house organ or your general advertising, unique, specially written, originally illustrated articles concerning your product as I see it used or use it myself in the countries I visit?

Unusual publicity "stunts" which you can feature in your advertising campaigns?

Specific information concerning trade conditions or possibilities, which I shall have ample time to secure for you?



Perhaps You, as a Wide-Awake Advertiser, can see other possibilities for increasing your sales in connection with my world tour.

Twelve years of advertising, investigating and business experience have especially fitted me for this work.

Being a natural advertiser, I advertise everything and everybody that I believe in—my shoes, my hats, my typewriter, my kodak, my friends, my business associates, the firms I represent—because I can't help it.

I shall confine my services to one product of a class. There will be no overlapping.

My credentials and letters of introduction will admit me everywhere.

My itinerary covers the Hawaiian Islands, Philippine Islands, Fiji Islands, Samoan Islands, New Zealand, Tasmania, Australia, Japan, China, Siam, India, the Holy Land, South and North Africa, all of Europe and the Scandinavian Peninsula, reaching New York late in 1922.

If my trip interests you in any way, let's talk it over.

HELEN A. BALLARD
FIFTY WEST SIXTY-SEVENTH STREET
NEW YORK

or he could not get his money without great delays and unaccustomed risks.

The question is not infrequently asked, "Why could not the local country banks send the drafts direct to the English banks without making use of the large banks in New York, Chicago, New Orleans and other cities?"

There are many reasons why the local country banks are unable to do this, the principal reasons being the following:

BANKERS PROTECT THEMSELVES

The local banks have not sufficient capital and deposits to await the maturity of any considerable amount of drafts, or even the time necessary to send them to Europe for acceptance, so that it is to their advantage to handle a greater amount and turn them over quickly at a moderate profit. Even the largest banks in the United States have not sufficient resources to hold all of these drafts until maturity. They sell, or discount them in Europe at every favorable opportunity, so that they can be in position to take care of the constantly increasing demands on them.

These drafts are drawn by a great many people on a great many banks and the credit and standing of the drawers, the drawees, and foreign banks must all be carefully looked into and watched, in order that loss be not sustained through fraud or failure. This requires a credit department and an extensive system of credit reports which a small bank could not support.

Business Papers

(Continued from page 8)

readers informed upon this very important subject. I have no doubt that they can do more to bring about a satisfactory solution of the railroad problem than any other class of journals in the United States.

Another most important problem regarding when it seems to me we should show increasing concern is the problem of federal taxation. The present excess profits tax is so unjust in the way in which it is levied and appropriates so large a part of the net earnings of successful business concerns as to constitute a serious menace to our business progress and prosperity.

The present income tax provisions also have a very harmful effect. They take away from men of large incomes so much of that part of their incomes which is derived from investments in the bonds and stocks of industrial and railroad corporations as to cause such people to prefer to invest their money in non-taxable government and municipal bonds, rather than in the securities of railroad and other industrial companies. In my opinion the business papers of the country would render a great service to American business and the American people by co-operating together in urging a rational revision of our federal tax laws.

Another great problem I think we ought to work together to help solve is the labor problem. It is no exaggeration to say that at the present time our entire modern industrial system is menaced by the growth of antagonism toward it among the working people. We have seen the industries of Russia prostrated and its people brought to freezing and starvation by the establishment of the Soviet system there.

Now, gentlemen, our present industrial system is either right or wrong. As a matter of fact it is wrong in some respects and right in others. We agree, however, I think, that while it has serious deficiencies it is infinitely preferable to any socialistic or bolshevistic regime ever established or proposed.

We are, as publishers and journalists, peculiarly the representatives of American business. I know there are many publishers and editors who believe that they should confine the contents of their papers chiefly to technical matters, but I venture the opinion that in the long run it will prove to be good business as well as good citizenship for the business papers to work together energetically in helping to solve such great problems of business as those to which I have alluded.

RESPONSIBILITIES AND OPPORTUNITIES OF BUSINESS PAPERS

By E. T. HOWSON

Editor, *Railway Maintenance Engineer*, Chicago, Ill.

I think you have chosen well as your slogan for this meeting, in this period of unsettled business conditions, "Business Paper Leadership, Its Responsibilities and Opportunities," for never before has there been such a need and such an opportunity for the business papers to display that leadership which is so necessary in the solution of the problems confronting industry today.

The discussion of this question presupposes that the business paper has a clearly defined editorial policy. This policy must be constructive and courageous. It must above all be correct and sound. It should reflect the true needs of the industry. I believe that the business paper which interprets these problems in the light of their effect on its industry is best serving its readers and the nation as a whole. An editor should be keenly alert to commend constructive measures. I have in mind a jeweler of national reputation who remarked recently that the effect of an editorial published in a prominent business paper several years ago, attacking the giving of Christmas presents by supply men to employees of large corporations, was so pronounced that it practically ruined his holiday business. I believe that the writing of this editorial, striking as it did at an abuse which was becoming flagrant, was a real service to the industry and to those who were in the habit of giving these presents as well. The editor should not hesitate to criticize in instances such as this.

The editor occupies a prominent and a difficult position in the publishing field. His responsibility is three-fold: to his industry, to his readers and to his publisher. Neither he nor his paper can succeed if he fails in any one.

No work is more competitive in character than that of the editorial. This is the day of many magazines and papers, each striving for the attention of the reader. The business paper editor possesses an advantage over his contemporary in the field of popular literature in that his claim on the reader is based on service to him rather than entertainment. This requires an intensely practical editorial section, full of helpful ideas which the reader can apply to his daily work.

If he serves his industry and his readers well he will have gone a long way in serving his publisher most successfully. It has been said that an editor is the best circulation man a paper has. I believe that this is true, for a circulation solicitor must necessarily sell the contents of the editorial pages. I believe the editor can also render invaluable service to the advertising department in many entirely consistent ways. I know that I am treading on debated ground here, but I believe that the editor who holds himself aloof from his advertisers and who ignores the business aspects of the industry in which he is engaged, and the publication on which he is employed, is to be condemned alike with the editor who allows his advertisers to sway his editorial pen.

The opportunities for business paper leadership are many. They may be divided roughly into three groups:

- (1) Disseminating news and other information of value to those in the industry served.
- (2) Co-operating in the solution of the problems confronting the industry.
- (3) Speaking for the industry before the public.

How the Editor Can Serve His Field

WHY should not the editor of a trade paper occupy a position of importance?" asked V. E. Carroll, editor of the *Textile World Journal*, addressing the

Ruthrauff & Ryan

INCORPORATED

ADVERTISING

404 Fourth Ave. at 28th St., N. Y.
Chicago: 30 N. Michigan Blvd.
Baltimore: 209 N. Liberty St.

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."

POSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 months \$1 00; 1 year \$2 00.

POSTAGE - 18 East 18th St., New York City

"GIBBONS KNOWS CANADA"

MONTREAL

TORONTO

WINNIPEG

Business Paper editors on the subject of "The Relation of the Editor to His Constituents," on Wednesday. "If he is alive to his opportunity he is in touch with the latest developments, is conversant with the best thought and knows the weaknesses of the particular trade he represents. He is, therefore, in a position to instruct, to advise and to give constructive criticism. We are not of those who believe that the editor should inform his readers how to conduct their business. The heads of such businesses must necessarily know more about the intimate details of their individual companies than can the editor. They have put their whole lives into the building up of the enterprises of which they are the head and they should naturally be accorded the belief that they know their business. Nevertheless, permit me to reiterate that the editor can assist in a personal way as well as through the columns of his paper even the best recognized industrial leaders because of the lack of restrictions upon his field of vision. This ability and authority can be turned to business advantage and will necessarily redound to the benefit of the business office.

INTIMACY NEEDED

"One of the most important factors in establishing a correct relation of editor and constituent," said Mr. Carroll, in part, "is the ability to effect an intimacy with the important factors in the trade represented which shall lead to the giving of confidences on both sides with the certainty on the part of each that these confidences will be respected. In no other way can the editor of a trade paper which makes any pretension of serving its industry approximate the usefulness and the prominence toward which he should aim.

"It is co-operation between the editor and the subscriber or the editor and the advertiser which makes for the best results of any trade paper. The editor should always be ready to assist if he is alive to the opportunities of his job; he must be willing to answer questions on technical or trade matters to the best of his ability, going to almost any lengths to secure the answers if he cannot give them off-hand; he must co-operate with copy and service departments in suggesting new ideas for advertisements or in improving the subject matter or technical accuracy of those offered for publication. Co-operation should be the watchword of the editor who expects to serve best the industry of which he is an integral part and all his efforts should be in the direction of increasing the practical value and helpfulness of this co-operation."

Work With The Printer

ADDRESSING the Editorial Conference of Business Paper Editors on Wednesday on the subject of "Preparation of Copy for the Printer and Contact Between the Editorial and Mechanical Departments," Edmund G. Gress, editor of *The American Printer*, said in part:

"In order to secure the best results, it is necessary that there shall be a sincere spirit of helpful co-operation between the editorial and mechanical departments."

"It is too common, instead, to find a feeling of antagonism. Under such a condition the happiest moment in the life of the printer or editor is when he 'gets' something on the other. There is a small riot when anything goes wrong and the 'buck' is being passed from one side to the other.

"I cannot help thinking that much of the energy spent in fastening responsibility

for an error could well be used more constructively.

"As an editor I have had my moments of irritation, when I have half believed that the whole tribe of type-stickers and press operators are directly descended from the first working printer of Virginia—William Nuthead.

"But I do know that editors and writers from the beginnings of the craft have too readily excused their own mistakes by blaming them on the printer. The printer makes his share of mistakes, but he doesn't make all of them.

THE NEW SPIRIT AMONG PRINTERS

"It is becoming the custom in large printshops to discourage initiative and individual thinking among the workmen. As the bricklayer is to lay his bricks and not think about the design of the building, so the printer is to set type or operate the keyboard with his hands and not with his head.

"I hope, however, that the day will come when every printer who picks a type out of the case will know the history of that type and will understand why he is using the type face and the purpose of the copy he is setting. There is a growing number of printers who, inspired by the interesting and sometimes dramatic history of the industry, are doing their bit to add to the dignity of the business in which they are engaged."

Redfield Heads Export Manufacturers

William C. Redfield, former Secretary of Commerce, was elected president of the American Manufacturers' Export Association at the eleventh annual convention of that organization at the Waldorf-Astoria in New York last week. Mr. Redfield succeeds W. L. Saunders, of the Ingersoll-Rand Co.

The other officers elected by the association are as follows:

Vice Presidents H. S. Demarest, Greene, Tweed & Co., New York; F. H. Taylor, S. S. White Dental Manufacturing Co., Philadelphia; C. K. Anderson, American Wire Fabrics Co., Chicago; J. S. Lawrence, Lawrence & Co., Boston; H. A. Koster, Koster & Co., San Francisco; C. A. Green, American Pitch Pine Export Co., New Orleans.

Treasurer—William H. Ingersoll, Robert H. Ingersoll & Bro., New York.

Directors James A. Farrell, United States Steel Corporation; E. M. Herr, Westinghouse Electric & Manufacturing Co.; A. C. Bedford, Standard Oil Co.; W. L. Saunders, Ingersoll, Rand Co.; C. B. Wynkoop, Cosgrove & Wyncoop Coal Co.; Lewis E. Pierson, Irving National Bank; William Pigott, Pacific Coast Steel Co.; H. J. Fuller, Fairbanks, Morse & Co.; John Bollinger, National Shawmut Bank; D. E. Delgado, Eastman Kodak Co.; W. W. Nichols, Allis Chalmers Manufacturing Co.; Dwight E. Austin, Nestle's Food Co.; W. C. Durant, General Motors Co.; C. E. Jennings, C. E. Jennings & Co.; Charles A. Schieren, Charles A. Schieren & Co.; F. A. Seiberling, Goodyear Tire & Rubber Co.; George Edward Smith, Royal Typewriter Co.; Walter C. Allen, Yale & Towne Manufacturing Co. Secretary—A. W. Willmann, New York.

Mace Agency Has Holt Tractor Account

The Holt Manufacturing Company, Peoria, Ill., builders of the Caterpillar tractor, has placed its advertising with the Mace Advertising Agency in Peoria. Copy is being prepared and placed with general magazines, trade and technical papers and farm journals.

Publishers Will Advertise to "Sell It South"

"Sell It South" will be the keynote and slogan of a \$25,000 campaign inaugurated this week by the 228 members of the Southern Newspaper Publishers' Association to advertise Dixie. The slogan was chosen at a joint meeting of the publishers and advertising agents, and at a final meeting held Wednesday the lines of the campaign were laid and mediums selected.

The Southern Publishers' Association hopes by its campaign to dispel the impression prevalent in the North that when cotton drops in price the South goes on the rocks financially. This impression has been traditional in the North since the early days when cotton was the South's one staple and when its price fluctuations were an accurate chart of financial conditions.

A new system of gathering and furnishing copy for the campaign will be used on October 25. Each of the writers of the 228 newspapers will publish an editorial to the effect that the financial condition of the South is better than that of any other section of the country and will outline the reasons. The best thought of these 228 editorials will be incorporated in the advertisements which are to give vivid life and meaning to the slogan "Sell It South."

Members of the publishers' committee are: Arthur G. Newmeyer, chairman, associate publisher of the *New Orleans Item*; C. D. Atkinson, business manager of the *Atlanta Journal*; and Charles F. Gladfelter, business manager of the *Chatanooga Times*.

The committee of advertising agents who will conduct the campaign includes Chairman Ernest Dallis, president of the Johnson-Dallis Advertising Agency of Atlanta; W. R. Massengale, president of the Massengale Advertising Agency of Atlanta; Thomas E. Basham, of the Basham Advertising Agency of Louisville; and Morton Caldwell, vice-president of the Chambers Advertising Agency of New Orleans.

Representatives Hear Plea for Better Research

More than a hundred members and guests attended the October meeting of the Representatives Clubs of New York held at the Pennsylvania Hotel on October 19 and listened to after-luncheon talks by E. M. Stabler, head of the Stabler Hotels, and Anderson Pace of the *Christian Herald*. Mr. Stabler's subject was "Selling Service" and comprehended a ringing endorsement of national advertising based on his experience in advertising his great hotel system. Mr. Pace, talking on "Research—Good, Bad and Indifferent," made a strong plea for co-operation among the national magazines in the undertaking of effective research work.

Votes taken during the meeting resulted in the increasing of the annual dues of the club to \$25 and the selection of the Pennsylvania Hotel for future monthly luncheons.

"People's Home Journal" Adds to Staff

The *People's Home Journal*, New York, has added Arthur W. Stockdale and Frederick P. Ives to its advertising department. Mr. Ives is located in the Chicago office and Mr. Stockdale in New York.



Features in this Number

October 23, 1920

	PAGE
ANALYZING THE RELUCTANT BUYER..... <i>Roy B. Simpson</i>	3
Air-tight Salesmanship Is the One Way to Capture a Market Now Getting Back to Normal.	
MAKE THEM ENJOY READING YOUR ADVERTISING..... <i>J. H. Lewis</i>	5
Some Concerns Are Finding It Profitable to Present Pleasant, Popular Selling Messages.	
BUSINESS PAPER MEN DISCUSS THEIR DUTIES.....	8
Yearly Meeting in New York Brings Up Big Questions of Policy and Business Administration.	
STANDARDIZING NEWSPAPER ADVERTISING..... <i>Collin Armstrong</i>	10
A Statement of the Aims, Policies and Methods Practiced by the A. A. A. A.	
ARE YOU "JUMPY" ABOUT YOUR ADVERTISING?..... <i>J. D. Adams</i>	16
Questions Concerning the National Marketing Situation Pressing for Answers.	
ADVERTISING TO MAKE PUBLIC SAVE AND INVEST... <i>Fred W. Ellsworth</i>	21
The American Bankers' Association Hears of a Comprehensive Co-operative Advertising Campaign.	
WINNING SOUTH AMERICAN TRADE..... <i>Clayton Sedgwick Cooper</i>	26
Energetic, Seasoned Competition Enters Into Our Consideration of This Very Neighborly Market.	
MEN AND WOMEN WHO MAKE OUR MEDIUMS..... <i>Ward Gedney</i>	36
Lt.-Col. Edward A. Simmons, President of the Simmons-Boardman Publishing Company.	
FINANCING PROFITABLE FOREIGN TRADING..... <i>Allen Walker</i>	40
The Whole Problem of International Buying and Selling Is Reducible to Simple Form.	

Calendar of Coming Events

October 25-30—National Business Show, Grand Central Palace, New York; Exposition of Business Equipment.	November 8-11 — Annual Convention, Barbers' Supply Dealers of America, Cincinnati, O.
October 27-29—Annual Convention, Direct Mail Advertising Association and Association of House Organ Editors, Detroit, Mich.	November 10-12—Annual Convention and Exposition, American Association of Bottlers of Carbonated Beverages, Cincinnati, O.
November 8-10—Semi-Annual Meeting, Associated Coopperage Industries of America, Hotel Cleveland, Cleveland, O.	November 17-18—Annual Convention, Southern Sash, Door & Millwork Manufacturers' Association, Atlanta, Ga.

Advertising Campaign Urged for the A. B. C.


THE election of O. C. Harn, advertising manager of the National Lead Company, as president, the re-election of the three vice-presidents—A. W. Erickson, of the Erickson Company, New York; W. Laughlin, Jr., of Armour & Company, Chicago, and Henry W. Schott, of Montgomery Ward & Company, Chicago—and the naming of all but a few of the present members of the Board of Directors whose terms expire to serve for another term ended the sessions of the 1920 meeting of the Audit Bureau of Circulations at Chicago last week. Neff Laing, of the *Pennsylvania Farmer*, Philadelphia, was elected to the board to complete the term of William A. Whitney, of the Phelps Publishing Company and the Orange Judd Company, resigned. With Marco Morrow, of the Capper Farm Press, Mr. Laing will represent the farm papers on the Bureau's directorate. W. A. Strong and E. R. Shaw were named to serve again as secretary and treasurer, respectively. Other new directors are A. W. Wheeler and E. J. Mitchell.

One of the interesting developments of the Chicago meeting was the move made by L. B. Jones, of the Eastman Kodak Company, retiring president of the A. B. C., to "sell" the organization on the value of investing in advertising at this time.

In his annual address and report Mr. Jones said:

"The A. B. C. has become such an important service and such an efficient service that it should be advertised. The A. B. C. has something to sell to buyers of space—that something is service. I believe it should invest some of its money in advertising that will reach the buyers of space. This advertising to advertisers must be honestly conducted. It must show what the A. B. C. is and what it stands for. It can and should show that the publisher members of the A. B. C. so conduct their circulation departments that they are not fearful of the close scrutiny of the A. B. C. auditors—that they are glad to let prospective customers for space have all the facts. But there it should stop. The A. B. C. cannot and should not put its seal of approval upon any publication."

The report of the Board of Directors showed that the gain of 215 members in the sixteen months since the last meeting had brought the membership roster up to 1,518. It also showed a balance of receipts over expenditures of \$87,580.27.



Get this company's Proposition

"Get this proposition!"—dictates the banker. Handling bond and document papers with tiresome monotony, you may be sure the banker and broker is pleased and impressed with the evident worthiness and dignity of

K I N G

DEPENDABLE OFFSET

The illustration and text carrying your advertising message — admirably backgrounded with this stock—appeal to the financial man.

A letter of request starts lithographed samples your way.

Stocked at mill in following sizes and weights—stock trimmed four sides—packed in cases.

White
25x38—50, 60, 70, 80, 100, 120
26x42—74, 86, 99, 124
32x44—89, 104, 119, 148
38x50—100, 120, 140, 160, 200, 240

India Tint
60, 80
74, 99
89, 119

Special sizes and weights to order

The four-page letter (trimmed to 17x-11) combines the pulling power of a form letter on page 1, with a layout across Pages 2 and 3, illustrating and describing the product. Page 4 may be left blank. 60 or 80 pound King Dependable Offset will develop advantageously into this effective type of mailed advertising.

KING PAPER COMPANY

Kalamazoo Michigan

THE ONLY CONTRACT NOT CANCELLED!

A great national advertiser* spending about a half million dollars in the leading gravure sections and newspapers in the 30 largest cities of the country has just cancelled all contracts with one exception.

The schedule and appropriation for The American Weekly remain unchanged!



By advertising in a medium with a small circulation you are helping to keep *its* business going.

By advertising in The American Weekly, with twelve million readers, you are helping to keep your *own* business going.

Charity is all right in its place, but it doesn't belong in the advertising appropriation. Buy circulation.

*Name on request



Two and a Half million families look for the American Weekly every Sunday, as a principal feature of the New York American, Chicago Herald and Examiner, Boston Advertiser, Washington Times, Los Angeles Examiner, San Francisco Examiner and Atlanta Georgian. If you want to see the color of their money—use color. A. J. Kobler, Manager, 1834 Broadway, New York. W. J. Griswold, Western Representative, Chicago.