

Advertising & Selling



*'Making friends before
you need them'*
by Paul W. Kearney

GOTHAM
STUDIOS

New Edition {11th} Nearing Now Completion

Member Audit Bureau of Circulations



PRICE \$15.00

THE only work that instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article, more than 70,000. Published once a year. Used thousands of times each day by Purchasing Agents, Foremen, Superintendents and others having to do with ordering or specifying.

A volume of 4,200 pages, 9 x 12

The largest publication of its kind ever issued anywhere in the world, nearly four times the size of its nearest competitor. Yet it could not be one page less except at the expense of its scope and completeness.

MORE than 16,000* important concerns in the U. S. and more than 1,500 abroad have **bought** recent editions of this Register, and refer to it to find sources of supply as instinctively as they look at the clock for the time of day.

Not a free Distribution Scheme.

They want it, order it, pay for it, and keep it constantly accessible for the special purpose of finding where to buy and to save the time and trouble of looking elsewhere for such information. Its circulation is 99% paid.

Descriptive and other advertising matter therein automatically comes to the attention of the above buyers at the important moment when they are interested. It costs for only one time, but lasts for at least a year.

Nearly 2,100 advertisers in last edition—no other trade publication of any kind has ever exceeded this, and with one exception, none has ever come within 60% of it.

*The majority (more than 10,000) bought the work since Jan. 1919. Many subscribers use one edition for two or more years.

Thomas Publishing Company

129-135 Lafayette Street, New York City

BOSTON, Allston Sq. CHICAGO, 20 W. Jackson Blvd. SAN FRANCISCO, 433 California St. TORONTO, Tel., Brighton 1490 Tel., Har. 2366 Tel. Sutter 4604 91 Constance St.

FOREIGN AGENCIES—Cable Address "Thomreg"

Mexico—"The Aztec Land," Gante 14, Mexico, D. F.	icana, San Bernardo 78, Madrid; Br. at Barcelona.	Australia—Jno. H. Saunders, Equitable Bldg., Sydney.
Porto Rico—E. W. Pope, 15 Condado St., Santuce.	Holland—Scheltema & Holkemas Boekandel, Rokin 74, Amsterdam.	Java—P. E. Staverman, Sourabaya.
Cuba—Braulio Corral, Galiano 84 Altus, Havana.	Norway, Sweden & Denmark—Edgar H. Simpson, Magnus Bergs Gade 4, Kristiania.	Singapore—A. G. Fletcher, 213 Orchard Rd.
Argentina—Libreria de J. Menendez, Bernardo de Irigoyen 186, Buenos Aires.	Hawaii—Chas. R. Frazier Co., Honolulu.	India—T. H. Campbell, Howes Publishing Co., 167 Grand Hotel Bldg., Calcutta.
England—Otto Popper, 24 Railway Approach, London, S. E.	Philippines—Merchants Publicity Co., 74 Escolta, Manilla.	French Indo-China—Biedermann & Co., Saigon.
France—A. G. Hostachy, 74 rue de Rennes, Paris.	Japan—Jas. Appleyard, 135 Kitanocho 4 chome, Kobe.	South Africa—Sperren-Palmer Co., 85 St. Georges St., Capetown;—J. Wright Sutcliffe Henwoods Arcade, Johannesburg;—Allan H. Lawrie, 318 Smith St., Durban.
Italy—F. Scrimaglio & Co., via Cesarea 8, Genoa.	China—Chun-Mei News Agency, 34 Nanking Rd., Shanghai.	
Spain—La Union Hispano-Amer-		

ADVERTISING & SELLING, DECEMBER 20, 1910

20th year. No. 26. Issued weekly. Entered as second-class matter October 7, 1918, at the Post Office at New York, N. Y., under act of March 3, 1879. Price 15¢ the copy; \$3 the year. Advertising & Selling Co., Inc., 131 East 23rd St., New York City.

Advertising & Selling

Established 1891

J. M. Hopkins, President;
Robert E. Ramsay, Editor;

H. B. Williams, Vice President;

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

29th Year

DECEMBER 20, 1919

Number 26

Why Is An Ad Writer—And Why Not

By WILLIAM C. LENGEL

WHEN Robert Hobart Davis—perhaps you know him better as Bob Davis—the big stick of Mr. Munsey's magazines, wrote one of the greatest advertisements of all time, "I Am the Printing Press," he did what few editors have done. He did what few editors *could do*. I'll go further than that; he did what *few writers* whose names are featured in the tables of contents of our leading and misleading magazines *could do*. The ordinary—and even the extraordinary—writers of fiction and special articles, however great their talent, capacity, style, flow of words and whatever else goes to make for big money from the business office, have not the particular mental trait or twist that is necessary to write an advertisement—a *good advertisement*.

I hear loud cheers from that noble band of ink slingers, the post-graduate yell of the earnest souls of the Advertisement Pyrotechnic Institution.

Hold, kind spirits, those cheers will be but jeers in a minute.

The one thing to sadden the day for a blithe and happy being, next to speculating on what fiction and special article writers would do to bring about dwindling dividends if engaged to produce advertisements for a great industry—is for an ad man—a dyed-in-the-wool ad. man to write a piece of fiction or a special article—or a book.

CAN'T WRITE BOOKS

Some of the dullest, most prosaic books I have ever read have been on the subject of advertising and written by the stars of the advertising world.

The writer of advertising—at least those I have met with, and that means a lot—looks down upon

The Swivel Chair Scores One!

MR. LENGEL, who is at present getting his bread and oleo as a writer of scenarios for one of the leading film producers, has been an editor, and before that advertising manager for more than one organization, and therefore feels he is in a position to be unprejudiced.

He hastens here to come back at the anonymous author who in the December 6th issue of ADVERTISING & SELLING extolled the merits of toting the sample case as a means of making a good advertising writer, and yet at the same time he refuses to hand the laurels to those of us who toil in the editorial sanctus sanctorum, as the saying goes.

THE EDITOR.

the writer who appears in the editorial section of a magazine. Yet given half a chance, said advertising writer will receive a request for an article from a trade or technical magazine with great outward unconcern and great inward glow of pride. And he will whip himself to a frazzle to turn out that desired article.

Stick around, reader, there may be a point to this. You never can tell.

The magazine writer in turn looks rather contemptuously upon the ad writer, but few of the former try to write ads. Perhaps they think it is a task not worthy of their mighty intellects—that ad writing is mostly "bull." That's because some of us are chumps.

WHERE INSIGHT WAS SECURED

I was that kind of a chump myself. From a magazine writer I got an editorial job on a large and very successful magazine. What advertising was, how it was obtained, what it was for and why, and how advertisements were writ-

ten was beyond my cares or worries, or interests. Some time later—the Lord only knows what chances the publisher took—I got the editorship of a rather unimportant but prosperous class journal. Here I came to gain something of an insight into where the money came from to pay the salaries of editors and contributors. And here it was that I learned that despite the fact that the popular magazines bought my fiction and special articles—I could not write an advertisement a tenth part as good as my boss, the publisher, who also was advertising manager—and who did not know a rule of grammar from a rule of Hoyle. That was a long time ago; perhaps I have learned how since; who knows?

Writing a good advertisement is an accomplishment; writing a striking advertisement is an achievement.

I have never yet seen a good definition of an advertisement, and far be it from me to coin one, but I do know that it takes a particular and unique form of genius to pen the advertisement that breathes of life and individuality. I used to think that one reason why the average magazine writer could not put together an even fair-to-middlin' ad. was because he lacked business training—a business sense. Yet some of the finest, sparkling, really outstanding ads I've read were knocked out by fellows who didn't have as much business sense as the regular write-writers, as his Honor, Mr. Hylan would say.

I felt a lot of sympathy and a lot of pity for the "mere editor"—that's how he wrote it; he was very humble—who recently directed his fire at the advertisements of two large silk manufacturers who seemed to be extolling the virtues

of the moon and its rays in one instance and a bar of music in another. Of course, he just *didn't get it*, and my mention of this particular incident here is not to dilate on it, nor to digress. It simply gave me the opening to draw an analogy between advertisements and popular music. Did you ever set down by itself the lyric of a current popular song, or did you ever read the lyric apart from the musical setting. Could anything be sillier? Nothing! The only thing that makes a near approach is an ad. taken away from its setting. Try it some time. Yet the lyric of that song, sung to the tune made for it, may not be bad, and the rather meaningless hash of words of an ad. set in just the right size and face of type, with its illustrations and in its appropriate border, go to make a complete work of—yes—art.

WHAT AN ADVERTISEMENT IS

The writing of an advertisement is nothing more or less than a mode of expression. I believe it is an art that must come naturally, and one that is not easily acquired. The magazine writer or newspaper reporter, no matter how directly and to the point he may be in drawing his exposition and elaborating on his story, is not gaining any experience to help greatly in ad writing. In fact I believe that the growing facility that comes with writing stories and articles acts as a hindrance and not as a help in the writing of advertisements. While the reporter is trained to state his facts in his first sentence, he does that automatically, and then proceeds to revel in his "writing." The fiction or special article writer, even though he may bring out important facts early in his effort, strives to create an undercurrent of suspense, of dramatic intensity, that shall grow as the story lengthens. In either case there is a deliberateness that militates against the writer who later tries his hand at writing advertisements.

COULD "COLYUM CONDUCTORS" WRITE GOOD ADS?

Newspaper paragraphers and columnists would undoubtedly make good ad. writers. Franklin P. Adams of the *New York Tribune* can say a page full in a dozen words, and so can B. L. Taylor of the *Chicago Tribune* and Don Marquis of the *New York Evening Sun*. Of the three Mr. Marquis, in my opinion, would be the one most apt to fall down on the job of

ad writing. Why? Precisely because he can write rattling good *long* stuff, stories, novels, etc., while F. P. A. is not at his best when he gets past the limits of a night message, as does B. L. T.

I read a letter recently on "Why is an advertisement?"

The writer said: "Quite elemental that: (Why is an advertisement?) But it is so easy as time goes on to lose sight of those basic facts we regarded as fixed laws in our early advertising days.

"In the maze of technicalities, in the come-along spirit of pep and hurrah we are led away from the deep-rooted fundamental that an advertisement is nothing more than merchandising. Anything else is not productive advertising."

True enough. And it is the writer of an advertisement who is most directly responsible for an advertisement performing the function of merchandising.

In a way, I hardly believe that advertisements are *written*. Because they have words that form sentences, writing is the best term at hand. In advertising more than in any form of writing, words must

represent symbols. The cubists, the post-impressionists and all the rest of the insurgents of the brush and palette, attempted with their daubs of color to do what the advertising writer must do with words: create an idea, a dramatic impulse in the mind of every reader.

Ad. making—a better term perhaps than ad. writing—is one of the most difficult, one of the most important of tasks and an art of greatest possibilities.

No, the average magazine editor or writer cannot write advertisements simply for the reason that they are made—fashioned—and not written. The making of a successful advertisement requires a certain flair, an individual touch of art that is distinct and personal. It takes a specially cultivated class of geniuses to fashion advertisements. And a sign designed in charity, rather than in malice, and intended for the so-much-a-worder of the editorial columns who might somehow, some way, come to think he can write ads., should be hung on the barb-wire fence of the ad. writers' preserves. That sign should read: "Beware the Bull."

Advertising As An Aid to Pan American Trade and Friendship

By JOHN BARRETT

Director-General of the Pan American Union

ADVERTISING, especially that in representative daily newspapers and selected magazines, can and should become a most powerful factor not only in building up trade but in promoting better understanding between the United States and Mexico, and the other American republics of Central and South America. In other words, *it is no exaggeration to state that publicity of this kind right now might do more than any other influence, not only to foster the exchange of products but to remove political misunderstandings between the United States and its sister American republics.*

If the Latin American governments and their large private enterprises, such as their leading financial and export interests were to use freely the columns of the representative newspapers and magazines of the United States; and in turn, if the Departments and Bureaus of the United States Government, and the great manufactur-

ing, financial, shipping, and export and import interests of this country would likewise patronize the publications of Latin America, there would result immediately an effective offsetting there of anti-United States propaganda and a strengthening of Pan American commercial and economic ties far beyond present expectations.

High class advertising, for example, in the daily papers of the United States describing the commerce and resources, the social, political and educational progress and the possibilities of each one of the Latin American countries would at once attract widespread attention and might accomplish even more than ordinary descriptive news and editorial matter. If the facts regarding Latin America which the public want, were skillfully brought out in advertising, everyone interested would read such advertisements. Correspondingly there is a wonderful oppor-

(Continued on page 48)

Successfully Using Story Methods In Writing Advertising Copy

How This Method May be Used to Appeal to Children

By WILLIAM B. McCOURTIE

Associate Editor, *The Writer's Monthly*

THIS is a pertinent topic at this season, which is peculiarly the children's time of the year. For what is Christmas without children? And to a child, what is Christmas without presents?

It would seem that advertising and selling those goods which particularly appeal to children would not be a matter presenting large problems. They should almost sell themselves, for what the American youngster wants, that—through the generosity of the average American parent—he usually gets. Our holiday streets are thronged with children, and the big stores put on Santa Claus and Mother Goose exhibits costing into the thousands of dollars. This form of retail advertising must surely pay; and also the enumerative full-page newspaper ads must pay. The two co-ordinate very well, and answer for local conditions; but how about publicity of a national sort?

Without question, every manufacturer of toys, games and novelties for children has by his own experience to a greater or less degree solved the problem as applied to himself, but I cannot find that he has put his solution down on paper for the benefit of others. Apparently there has been no article written on children's advertising, at least not upon using story methods in such advertising, and this article will therefore have at least one distinction, that of being the sole one of its kind. What I shall have to say will be peculiarly my own, resting on no authority, but on pure assumption, though in some cases assumptions will be supported by such evidence as I have been able to gather at first hand.

WHAT IS MEANT BY CHILDREN'S ADVERTISING

Many advertisements may be found in adult magazines in which children's faces appear—for the sake of the heart appeal, doubtless—or in which children are referred to, and some of this advertising is distinctly "story" copy. It is in no

EDITOR'S NOTE: At the time the printer's took their justly famous "vacation" we were running a series of articles on this most important subject of the story method of advertising by Mr. McCourtie. No. 2 of the series appeared in our issue of September 20 and was entitled "The Essentials of the 'Story' Advertisement." Our original plan was to cover all the principles in the first of the series and then in the later articles take up special problems. In line with this plan coincident with the Christmas-tide we planned to run the accompanying article specifically discussing the use of the story method to advertise to children. We are running it now because of its timeliness, though doing so naturally places it ahead of some of the principles which will be taken up in No. 3 and the succeeding articles to appear in early issues.]

sense children's advertising even though parents are recommended therein to buy something for their children.

The advertisements directed specifically to children are: (1) wherein children are asked to buy the advertiser's product for themselves; (2) wherein children are asked to buy the advertiser's product for

their parents or others; (3) wherein the advertising is directed at the parent *through* the child (a reversal of the adult advertisement heretofore spoken of). In these three forms, the proportion and composition of which we will discuss later, we are interested.

Whether or not children can be successfully appealed to in advertising is a question tied up with the larger question whether children read and respond to advertisements or not, and if so, what ads? I knew no better way to ascertain the facts regarding this and allied subjects, such as whether boys or girls read most, and *what kinds* of ads, and all relative things, than to attend the children's room of the city library. There I found approximately thirty boys and five girls industriously assimilating knowledge through periodicals—30 to 5, the proportion was significant; and the children's librarian informed me that this was the usual ratio. Manifestly (first fact) boys' goods would receive more attention than girls'. But what are girls' goods? Can anybody answer that question?

THE KIND OF CHILDREN WHO READ ADS

The nationalities represented were Greek, Syrian, Turkish, French, Negro, Italian (very heavy proportion) and a few probably Yankee on both sides. The parents of these children, taken as a class, very evidently would not make many purchases on the recommendation of the children, whatever may have suggested the recommendation, advertising or otherwise. Therefore (second fact), advertising *must appeal directly* in order to bring results. We shall see later how much of the advertising in the magazines makes a direct appeal.

I asked the librarian, "Do these children read advertisements?"

The young lady smiled, as much as to say that the eager eyes that met hers every day read everything under the sun. "Yes, indeed, they

POFOGRAPHS and PANOGRAMS ON LIFE

SORES	ELECTRIC
RAISINS	PREPARE
BLINDNESS	PUR
SORE	WORK
TAKES	VACATION
	ICE CREAM
	CRUTCHES
	SAPOLIO

PAN-OGRAM NO. 2 **ENOCH MORGAN'S SONS** **COMPENSATIONS**
SAPOLIO

WE may have lots of work to do,
But then we have our pleasures!
We may have rent and taxes, too,
But fun and friends are treasures.
We may have pots and pans to clean;
The rust of long ago
May taunt us, but to compensate
We have SAPOLIO.

SAPOLIO
ENOCH MORGAN'S SONS CO. SOLE MANUFACTURERS NEW YORK

Fig. 1. Original in two colors, red and black.

MODERN WORDS AND WAYS

BULLETIN
Ives Trains Toys Boats
Xmas Day Time
On Time

MY mother says that my IVES TOYS
Have stolen quite away
Her little boy, and in his place
There is a man today

She says the things I talk about,
And all the plans I've planned,
Are in a foreign language which
She does not understand.

Dad says it's better far for me
To learn these things in play
Than dig them out of printed books
In some odd fashioned way.

I must learn watch, and valve, and screw,
Captain and steering gear,
Some day I may help Uncle Sam
With what I'm getting here.

So I believe that Christmas time
To every boy should bring
IVES BOATS and TRAINS and then he'll be
As happy as a King.

With an iron engine, two big feet, the track, the switches and telegraph, stations and tunnels, complete the train; and with steam and water the train, on tracks, in a real railroad scene, the little boy can enjoy a most enjoyable ride. There is a special scene for "Xmas Day Time" and "On Time" - all of them made in Ives. They are made in a special factory, can be made in any quantity, and are made in the same way as the real thing. The best of it is that the price is so low that every boy can afford to buy one. The only thing to be sure of is to get the right one. The only thing to be sure of is to get the right one. The only thing to be sure of is to get the right one.

IVES MANUFACTURING CORPORATION
No. 188 HOLLAND AVENUE BRIDGEPORT, CONN.

Youth's Companion, which are intended to be read by both sexes; *Boy's Life The American Boy* and *Boy's Magazine*, for boys only; and *Popular Mechanics*, *Everyday Engineering* and *The Scientific American*, adult magazines, yet appealing to boys on the "make-things" side. The last named magazines were the most in demand!

Despite that fact, we need not spend much time on these magazines or their direct advertising, which doubtless amounts to a large sum in aggregate sales, though not from the nature of each investment bringing in much money from each individual small boy purchaser. I pass over these "earn a bicycle" or "sell fifty art pictures and receive something free" ads simply because not in the scope of this paper, and go on to the group of four magazines for both sexes, varying in age from infancy to adolescence.

Examplng the kinds of advertising contained in a typical one of these magazines devoted to both sexes, one number contained *three* advertisements addressed directly to the children themselves, *five* advertisements that looked with one eye at the child and with the other eye at the parent, while *twenty-five* were addressed to parents only—two being propaganda advertisements, one in behalf of the American Telephone and Telegraph Company and the other giving publicity to the beneficial effects of coffee! I confess that the last named seemed singularly ill placed in a children's magazine.

STORY METHOD NEGLECTED

The conclusion to be drawn from this typical periodical would not seem to be that it is not profitable to use story methods in advertising to children, or, in fact, to advertise directly to children at all, but simply that the thing is not often attempted. I believe that it might be attempted with profit much oftener and I have found a certain number of advertisements which will be analyzed or reproduced hereafter, that would in part at least support this theory.

John Martin's Book is the sole example among juvenile magazines containing advertisements which are almost exclusively story, these advertisements being very evidently written by the staff of the magazine, so as to be uniform in style and make-up, somewhat on the order of the advertisements written by Fra Elbertus Hubbard that used to appear in *The Philistine*.

All these advertisements embody story to an extreme degree, and all are intended to be read by the children themselves, even though the article advertised appeals only indirectly to the child. In the case of the reproduced advertisement (Figure 1) of Sapolio, this is unquestionably propaganda, even if directed to the children, and there should be but one final result, I think; that the growing child will be acquainted with Sapolio as a fact, an *advertised* fact, long before he or she will buy it. It is not expected, of course, that the child will buy Sapolio or urge his parents to buy it.

In the advertisement for Ives Toys, (Figure 2), the child is appealed to directly in the story portion of the advertisement, which includes some very cleverly done verse, as you will see, whereas the "moral" of the advertisement, if we may call it such, in a slight variation of the point of view, addresses the parent. This advertisement represents a successful use of the story method in interesting children and parents both in Ives Toys, and it is worth studying.

THE FIELD FOR STORY COPY

Would it pay to use this form of story advertising in other magazines of this class? Presumably. Procter and Gamble reproduce one of their *John Martin's Book* ads in two of the other periodicals, and their advertising plans are usually shrewdly laid out.

In most of the magazines of this group occur also advertisements intended to reach the parent through

Fig. 2. Original in two colors, red and black.

do," she said, adding, "particularly those that offer a chance to make money, or to earn a bicycle, or some other article."

"Do the children respond to this advertising, and carry out the correspondence necessary?"

"Yes, they do that also. In many cases they make great sacrifices in saving the money necessary to make the initial purchase. They are, as a rule, very tenacious, once they have become imbued with an idea."

Here, then, were definite facts. A certain class of advertising, at least, would seem to be successful, successful mainly with boys, the latter preponderating as readers.

"One of the reasons why there are more boys than girls is," remarked the librarian, with possibly some wish to defend her sex against a non-reading charge, "that the girls have much more to do at home than the boys."

But, at the same time, I thought that it meant a good deal that these boys should forego all their usual active games and play to come to a quiet library and read. Boys and quiet are antagonistic. It looked to me like *application*. I soon found that children's editors and publishers knew accurately enough who read their publications—there were no strictly girls' magazines in the library files at all! (There are, of course, several girls' magazines published, notably those of the various girls' organizations, and some important ones among the religious papers.)

THE SEVERAL DIFFERENT TYPES

I found on file *John Martin's Book*, *Little Folks*, *St. Nicholas* and

"The Same Make of Toy Tractor Has on Its Gas!"

FEDERAL BICYCLE TIRES

Federal tires put you out and bring you in the best. They have the same strength and long service life as the tires made by Federal. Naturally tires famous.

They are made of quality rubber with extra heavy fabric, they are practically puncture-proof. The extra heavy rubber tread is immune from damage. It is built to last and will not skid.

There is a dandy line of non-skid treads with a type, color and price to meet your need. A handsome felt pennant and booklet free for your dealer's name.

The Federal Rubber Company of Illinois
Factory, Co. 4th, Woodstock

Distributors: J. J. Hill and Sons, 1000 N. Dearborn St., Chicago, Ill.
First, Second, Third, Fourth and Fifth National Rubber Co., New York

Fig. 3

the child. There are, of course, a limited number of children able to buy, or possible to be reached in a direct way, but a far larger number of parents are influenced to buy by their children. The advertisement for Federal Tires, (Figure 3), is an illustration of this form of advertising, although it to some extent shifts viewpoint. As we have seen, by far the most advertising in the general group of periodicals is frankly directed to the parent, and is not *children's advertising* at all.

We may now look at the boys' magazines. In these the larger part of the advertising has at least some direct appeal. I have picked out a number of these advertisements employing the story method, and that bear every evidence of success in its use.

One of these advertisements is that of Firestone Bicycle Tires. The stated theme of the advertisement is "It is fun to earn your own money." This manifestly takes boy psychology into account. The pictured incident of the advertisement shows a boy receiving a fee from a woman for whom he has evidently run an errand on his bicycle. A large part of the advertisement is taken up with this drawing. The advertisement also has an extra appeal to boys of a "Firestone cap" which is given away by the dealer. This ties up dealer and copy.

APPEALING TO INHERENT DESIRES

Winchester rifles are advertised under the caption, "A Rifle Range that any boy can build." The maker of this advertisement knew of the creative germ which is active in all boys. The pictured incident shows boys shooting on a rifle range, and what boy is there who does not love to shoot? Boys are urged to join the Winchester Junior Rifle Corps, and to get an official plan and guide-book. This special appeal undoubtedly wins from the sense of solidarity that boys have, the gang spirit.

The American Boy Shoe Company builds an excellent advertisement around the theme "Just like Father used to wear." This is another of the ideas which all children have. They like to do the same things, and wear the same things that grown-ups do. There is a sketch showing a boy drawing on a stout mannish pair of shoes, while his father looks on. This advertisement seems to me faulty, because it shifts viewpoint in its conclusion and does not make a single appeal, even looking askance at pos-

sible dealers, who are requested to enter into correspondence and to take out agencies.

"Palisade Kennels" advertise their "police-dog" puppies, asking possible young masters, "Which one will you have?" This advertisement should be very effective, because it appeals to the love of pets common to children. The story is sufficiently rendered in the photograph reproduced.

REACHING THE "PANTRY THIEVES"

An advertisement likely to use up what Karo Corn Syrup there is in the pantry (so that Mother will have to buy more—and ads are intended to produce sales, aren't

not supply you the rifle will be sent from the factory—send for a descriptive circular."

A very well laid out if small, advertisement of S. L. Allen and Company pictures two children delightfully coasting down hill on a Flexible Flyer Sled. If this advertisement is intended to appeal to children, the artist should be warned to observe a child actually guiding a sled. In the picture a catastrophe is imminent.

An every-way unique advertisement for the *Mother's Magazine* is couched in real boy talk, asking the boy whose nose is out of joint because a little brother has arrived (picture!) and because mother is tired and cross, to write to *Mother's Magazine*, asking them to send her a sample copy. "Not for girls," says the copy. This advertisement should be effective. It was by all odds the most original copy that I found in all my search.

The foregoing are a selected few of the "adstories" in current children's magazines which from their intrinsic merits should be successful. Before leaving what *has been done* to speak of what *may be done* I must not forget to mention still another viewpoint in children's advertising, exemplified in Figure 4. Here parents are asked to buy a dictionary *for the use of their children*. This is partially argumentative advertising, but it also contains story to a marked degree. Wouldn't any man be proud to be the father of such a clean-cut, clear-eyed boy? I was surprised to learn that this copy, used in women's and household periodicals, was only in part resultful.

DON'T BE BASHFUL WITH THE KIDS

We may now, upon the basis of our analysis of actual advertisements, draw some tentative conclusions. The first conclusion is likely to be of the timidity of children's advertising copy in general. Doubtless such copy, particularly where many lines that are not actually for children, or salable to children themselves are concerned, cannot be shown to produce immediate results. This is not true of skates or sleds, or toys in general, flashlights, novelties, bicycles, boys' watches, etc., as these advertisers may appeal directly to children in their sales outlook.

But other advertisers hesitate to do educational work and to build for the future, as it would seem they might reasonably do, particularly where the strength of their

Why
not give your boy and girl an opportunity to make their **home study** easy and effective? Give them the same chances to win promotion and success as the lad having the advantage of

WEBSTER'S NEW INTERNATIONAL
Dictionary in his home. This new creation answers with final authority all kinds of puzzling questions in history, geography, biography, spelling, pronunciation, sports, arts, and sciences.
400,000 Vocabulary Terms. 2700 Pages.
Over 6000 Illustrations. Colored Plates.

The type matter is equivalent to that of a 15-volume encyclopedia.

G. & C. MERRIAM CO., Springfield, Mass., U.S.A.

Regular and India-Paper Editions.

WRITE for Specimen Pages Illustrations, Etc.
Mention and receive FREE a set of Pocket Maps.

NAME

ADDRESS

Fig. 4

they?) shows in its accompanying illustration two children making Christmas candy. A special appeal is made in this advertisement through an offer of a free book of recipes.

"The Happy Daisy Boy" owns a Daisy Air Rifle, which is built strictly on military lines, according to the picture, including even a bayonet. No special appeal is made at the conclusion of this advertisement, and the stereotyped remark is made, "If the dealer can-

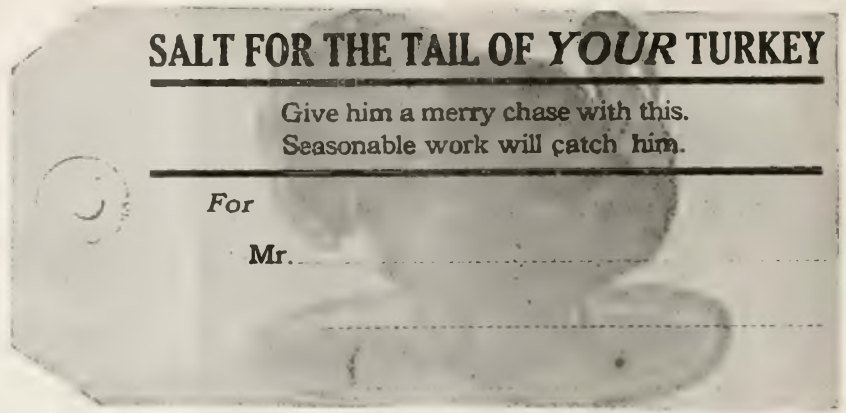
corporation imposes no limits to the propaganda appropriation. If the Coffee Producers' Association and the American Telephone and Telegraph Company can afford to tell their stories to children, certainly many other general advertisers can.

Thousands of eager young readers flock to the libraries and read magazines from cover to cover, going over the advertisements in a way much more painstakingly than any adults do. Their purchases may be limited by short allowances or none, by the pennies in grimy little pocketbooks, or they may never buy at all, but at least these firms who are sagacious enough to advertise in children's periodicals have a speaking acquaintance with the next generation. Have you?

Thousands of boy and girl readers in middle-class homes are regular subscribers to one or more magazines, or get their reading from juvenile religious papers. Most of these type-devourers must and do appeal to their parents to buy whatever they are led to want through advertising. They are a power in the market now, but in a few years the young man of twelve will have real earning power, and if through early knowledge he is familiar with an article *which still has appeal*, he will be likely to prefer that article over some other of which he knows little or nothing.

Some advertisers have shrewdly calculated on the child spirit which never wholly leaves a man. Thank heaven it doesn't! That spirit has been the greatest cause of the business buoyancy of our good ship U. S. A. The Victor dog listening for "his master's voice" is an instance of such shrewd calculation. Yet I think that advertisers can go very much further in carrying the child spirit into their general advertising on the one hand, and in telling their very human stories in the children's magazines, on the other.

It takes a genuine and a specific talent to write a corking boys' story, in the telling of which many of our best-selling adult authors would fail. If I were you, Mr. Advertiser with a big *A*, I would just go into the nearest library and ascertain the author of the whoopiest boy's book of the season and put him on my consulting staff immediately. If I couldn't afford this, I would write the copy myself, putting this author's narrative methods into advertising practice.



The tag attached to the "bag of salt." The reverse of the tag read: "Mail your orders as fast as you get them. To count in the contest, orders must bear a post-mark of November 20, or earlier. Write the Bulletin Editor about any unusual sales"

A New Twist To an Old Tail

How the Burroughs Company Hit Upon
a New Idea in Sales Contests

By WM. R. MELTON

File This For Future Use

TOO late to use this "full of pep" idea for this year's campaign, it is true.

But clip the page and file it for next year—for Thanksgiving, or Christmas.

Mr. Melton tells you the story very briefly, in line with the aim of A. & S. to give you the "meat" in shortest possible space. This is not a theoretical plan that might work but a tested and proved plan by such a sales organization as the Burroughs Adding Machine Company.

THE EDITOR.

LAUNCHING a sales contest in some large organizations is about as simple as running an ad. Whooperup and let 'er go! Biff a bang with a dripping red ink and watch the orders roll in. So some sales promotion writers seem to think, apparently. But the problem of really getting next to the principals—that is, the producers themselves—in your prospective campaign is not so easy. Where sales contests, seasonable drives, etc., are more or less common your pep-providing copy may fall flat occasionally. You need some sort of "personal touch." But how to get it? Not an easy question to answer, especially where your selling organization is large and more or less detached from personal contact with the office.

But we answered it recently at Burroughs in what the Field was

complimentary enough to declare a rather novel way. It has been the custom of the Burroughs Company for years to run what is known as a Turkey Contest in November. This has always consisted of an offer to present each salesman with a Thanksgiving turkey who produced 100 percent of quota, say by the 20th of the month. Each year, in keeping with the time-honored custom, we came out with a "Turkey Bulletin," announcing the award of a fat gobbler to all who yelled Keno by the given date. The fat gobbler, incidentally, was his equivalent in gold or a check.

THE NEW TWIST

This year we felt the need for a new twist to the gobbler tale, however, not only because it was old, but because our field organization had grown 'way out of sight. There were star men in the ranks so new to the organization that they had never heard of a Burroughs Turkey. There were others who had won four or five in years gone by. All were unusually busy and prosperous—and far from the source of printed pep. Would the conventional announcement hit them all?

We decided that it probably wouldn't; and, in angling for something that would, hit upon the following plan. It may, or may not, be "something new" in handing pepper to field men, but it got an unusual "rise." It got next to every man.

THE SALT WAS "PEPPER"

Briefly, the plan was this: We would send every man who was eligible in the contest a sack of salt to put on his turkey's tail. Not imaginary salt, either, but the real old table variety. It would be something he could laugh over, or get a hunch from, when it landed in his own hands. Just a homely little "stunt message."

But first get your salt before you chase your bird. Telephone communications with a salt manufacturer developed the fact that he had 1,000 sample bags of salt all made up in four ounce sizes and that we could have them immediately for a nominal sum. We grabbed them and mailed them out with the following decorations: (1) A tag labeled "SALT FOR THE TAIL OF YOUR TURKEY. . . . Give him a Merry Chase with this!" and a brief resume of the contest rules on the back. (The rules themselves were printed on large posters, with an appropriate turkey-chasing cartoon, and mailed to all our agencies.) (2) A sticker on the salt bag itself, reading "Shake Out 100 Percent by the 20th! For His Majesty, the Turk." Around a thousand sacks so labeled and carefully addressed to individual salesmen were mailed out parcel post. The result was unusually encouraging.

We got a rise, as I said before, from the Sales Force as individuals. One manager wrote in—agency managers were not eligible in the contest themselves—demanding, "How come Roy did not get any salt for his Turkey? It is a sure thing he is going to have a turkey and he *must* have some salt." Numerous other come-backs were received.

And the "copy angles" to the stunt were legion. "The Grand Fast Order of Salt Shakers," Old Man Quota, our familiar sales figure chasing his turkey with a salt sack, "Salt of the Earth Club," "Mix Some Pepper with It!" etc., were some of the copy offsprings. The contest had the "personal touch" and made a hit.

Royal Baking Powder Back to Pre-War Basis

Much interest is felt by Chicago advertising men in the announcement that the Royal Baking Powder advertising is to be placed on a pre-war basis after considerable interruption. The 1920 campaign will be extensive and will include practically every media of proven value. Frederick C. Hitch, formerly with Larkin Co., Buffalo, N. Y., is to become the new advertising manager of the company.

The Men and Women Who Make Our Mediums

George Miller

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

By VERNE EDWIN BURNETT

SIDE Hill Grumpers once frisked around the summits of steep mountains, we hear, for many, many years, always running in the same direction. So finally the two legs of this strange quadruped which were farthest down the mountainside grew longer and stronger as the years frolicked by, and the Grumpers thus had secure balance, just like tables in a Swiss beer garden, where the legs nearest the steep summit are shorter than those farther down the slope. Then came hunters, who discovered that by heading off the animals they could force their prey to become unbalanced in ruining the opposite way. Thus the Grumpers would go rolling down to destruction.

George Miller, or, rather, "Newspaper" Miller, knows the story of the Side Hill Grumpers without realizing how much it applies to his own career. For Miller has been a newspaperman for so many decades—he has run around the mountain peaks so long in the same direction in pursuit of honest-to-goodness facts, that his newspaper legs have become long and strong, and his friends fear that he would be destroyed, were he headed off by some astute master enemy and obliged to run for a moment in the wrong direction.

Miller fits into his groove as pilot of a huge daily newspaper, with in-born talent and especially by newspaper training, uninterrupted since the eighties. He lives newspaperdom. He dreams it. I have even seen his lips light up with the smile of an epicure as he ate the choice clues in telegraph despatches brought to him by his assistants, baffled at some new chord struck in the ceaseless song of the telegraph news room. The Fates in weaving the thread of his destiny put it through the eye of the needle of journalism. His friends say that in the hereafter Miller will break into print as editor or special or special writer either for *The Daily Harp* or *The Daily Coal Age*—maybe both, by syndicating his

stuff. The newspaper business is ground just that hard into the life of George Miller.

Miller's personality can divide most naturally into two parts—the man and the editor. But the division comes roughly, because as a man he is primarily a newspaperman, and as an editor—well, he is a regular fellow.

DAD AND DIPLOMAT

Imagine a white-haired dad with spectacles; a member of a high monkey-monk club of notables; a somewhat dignified though very human figure cutting a wide swath on America's political Parnassus; a former star reporter who can hark back to the days of big scoops; a quiet, efficient business man, neither huffy nor high-brow, and not steeped in college economics but rather in infinite experience with human beings and institutions of the widest range. Imagine all this in the shape of a slender, compact man in a neat gray suit. Have you caught the snap shot? That is George Miller, the man.

If a visitor appears at the office to see Miller (he is easy to get to). Mr. Miller will probably grab his caller's hand with a cordial greeting and then settle him in a comfortable chair. All this happens with a grace which causes the visitor to pour out all he knows before he stops to think about it. Miller is one of the few big men who seats his callers in a position not facing a glaring light. Miller goes fifty-fifty with callers and gets one thousand percent results.

The first time I entered Mr. Miller's office, he happened to be sitting in a corner and devouring ideas from a newspaper.

"Are you Mr. Miller?" I asked, starting off with a foolish question. "Yes, I am Miller," he answered, pleasantly, and jumped to his feet.

Now the way a person says "I" may give away his whole secret. It is like a great flashlight photograph. In his first word, Miller showed his clubbleness and at the



GEORGE MILLER

same time it appeared that the whirlwinds of human events have lived themselves into the man with the gray suit.

The fisherman of the Arabian Nights, when he opened up the mysterious earthen jar, washed up from the sea, released the genii crammed within, who rolled up like a cloud and overwhelmed him. Likewise, a person in a heart to heart talk with him is brought almost uncannily into touch with the pulse of public consciousness.

Miller strikes me as being the man most like a regular walking newspaper of anyone I have seen. If you just give him the chance and encouragement, he can reel off a whole editorial page with the pointed paragraphs and humor column dished out at intervals. A sort of headline sometimes gives his story away, and yet he bulletinizes his conversation. He shows word thrift. Of course, this is only when you catch him on the more serious track.

He can turn right around and chat about Ty Cobb, the rising cost of ducks in Rives Junction, the thrillingest movie scream, the covering by shorts in the New York markets, and even and actually the weather. When a great editor with all that's new under the sun will stoop to gossip about the day being warmer—well, you can just put him down as being pretty human. That's Miller all over—human. Some editors aren't.

Did little Master George have day dreams in his boyhood about a duel between a quill pen and a cavalry sabre, the latter being smashed into molecules? Not much. Common ordinary sore throat got him into the groove of newspaperdom, for which he probably was intended anyway. His folks, descendants of William Penn's colonists, had moved from Pennsylvania while George was a boy, and settled in southern Michigan, where they set George adrift in Adrian College. He thought he

wanted to be a lawyer, but diphtheria stepped in and had a lot to say. Diphtheria favored the newspaper business, because the sickness took away his voice for a while and about all he had left was the then dreary prospect of newspaper work. He became city editor of *The Adrian Times* and suffered the editorial agony of being unable to bawl out cubs even had he desired to do so.

Bawling folks out, however, has not been a pet peeve in Miller's busy career, even though his voice came back to him. Today he speaks with a clear, ringing voice, but he doesn't go around the offices roaring out "Boy." Nor does he bellow over the telephone. He speaks quietly and meaningfully. In the thirty or forty years he has worked on *The Detroit News*, without once quitting or getting fired, he has been just that way.

Cub reporters, as a rule, don't quiver in their lavender socks and tan oxfords when they stand before his majesty. Even the office cat would not be afraid of him. Anyone on the staff can go in and see the ol' man and quicker than a wink get the troubles off the chest. He has gone through the entire gamut of newspapermen's experiences, and his hair turned white before he went over the top in his profession.

Roosevelt and other presidents held Miller in their esteem as a personal friend, during the decades he served as correspondent at Washington. Miller has walked in high places, but he doesn't act exalted. In this connection I asked him one day if folks didn't take Washington affairs too seriously. At that point he grew red in the face and for several moments ceased being Miller the man and became Miller the editor. Now to know the personality of "Newspaper" Miller one should get an insight into his three prevailing passions as an editor. These passions or ideals, I wish to call: the Public, Faith and Fish.

THE PUBLIC IN NEED

First of all I believe Miller puts in great energy in the affairs of the public. Working in Washington for about a score of years, he held his nose at times in the stench of Congressional scandals which he would like to make impossible. Thus he spends months of research preceding overwhelming campaigns which he conducts against systems

For Print Paper Conservation

The New York Globe announces that it has adopted these rules for immediate application in its handling of advertising effective December 15, 1919

- 1—In selling advertising, The Globe merely sells the advertiser the use of space at the specified rate for copy acceptable to The Globe.
- 2—The advertiser must deliver to The Globe all copy including cuts or mats in time to be inserted in proofs that shall be O.K.'d by him before insertion.
 - Any cuts ordered by the advertiser will be charged for at cost. Any mats ordered from other newspapers for the advertiser will be charged for at cost. And any illustrations made for an advertiser will be charged to him at cost.
- 3—No contract will be made for a full year with any advertiser without the following clause:
 - “It is understood that The Globe shall have the privilege of changing the rate called for by this contract at the end of the first, second or third quarterly period thereof, provided the rate so changed shall be mutually agreed upon. In case of failure to agree to any change of rate this contract shall terminate at the end of any quarter for which price has been agreed upon.”
- 4—All matter set for an advertiser and unused within twelve days shall be charged and paid for at two cents per measured agate line.
- 5—All author's corrections amounting to an excess of 10 percent of the cost of first setting shall be charged to and paid for by the advertiser at cost.
- 6—No more than six proofs of any advertisement will be furnished to any advertiser except at cost of one cent a proof.
- 7—No advertiser shall be permitted to use more than sixteen columns of space in any week if the heavier use of space deprives other advertisers of opportunity for securing space.
- 8—The Globe reserves the right to limit any advertiser to any amount of space it may have available for any day.
- 9—Advertisers desiring the use of full page space on any day must make reservations two days in advance, subject to reduction as above provided and at their risk.
- 10—The Globe reserves the right to interpret the minimum space provision of any contract as the maximum space to be given the advertiser thereunder, and such delivery to be considered as fulfilling its application.
- 11—All contracts for open space shall be construed as meaning one-twelfth of the total space contracted for, to be used in any month.

The basic principle involved is that The Globe sells the advertiser the use of its space and one setting of the advertisement.

Those advertisers who do not demand extra service are not compelled to pay for it, while those who do, are charged for what they require.

The limitations of space and quarterly adjustment of rates if necessary are merely according to the terms upon which The Globe buys its print paper.

The Globe announces that as necessity for radical steps passes away, it will frankly and quickly modify its rates—by similar quarterly adjustments with advance notice to the advertiser.

Member
A. B. C.

THE NEW YORK GLOBE

180,000
A DAY

JASON ROGERS, Publisher.

he believes harmful to the public good. His handling of the packer problem, perhaps no editor in the nation even equalled in completeness.

"If I can get my friends, that is, my readers, to take more interest in public affairs; if I can create a cleaner, more vigorous public consciousness," he says, "then I will have gotten somewhere as an editor."

FAITH, FRIENDS AND BUSINESS

Miller craves the confidence of his several hundred thousand friends with whom he chats every day. He wants them to have faith in his sincerity. To accomplish that end he harps on accuracy to his corps of copy readers and writers and sometimes carries a top-heavy staff to insure the greatest measure of accuracy in order to keep faith with his friends.

"Better lose ads than to lose friends," says Miller, "and then lose both in the long run."

Miller seldom more than peeks through the door into the news room, but he spends plenty of time in the editorial writers' room. He lost an orator's voice when a boy, but through his editorial page his message carries much farther. His second passion, then, is to erect pyramids of faith, to serve as landmarks in the history of good journalism.

FISH, OR GOSPEL OF GOOD WORKS

George Miller wants to keep the family grocer and meat bill down to efficient figures, along with his drive for giving humanity a helping hand wherever possible, and practical. He thinks a newspaper editor shouldn't be just a town crier to hawk about town the latest news. He shouldn't merely play school teacher, lecturing papa or preaching parson. He should sit in at the family dinner table and help figure out beating ancient H. C. L. and other workaday problems.

Fish provides one of the chief ways in which Miller and his force just now are combining faith and good works. Meat had soared high in Detroit, and even well-known friend fish topped at forty or fifty cents per pound in the market. But the *News* was the means of arranging for special trains of fish shipped daily from the New England coasts and sold from many stations in Detroit at only ten cents a pound to the consumer.

One might not think there was much out of the ordinary in this quiet little man who works while others eat. But once you grip the idea of his power, the idea grips you. He gets away with his job without the surplus dignity and eclat which a lot of smaller chaps throw about themselves as a smoke screen. Best of all he seems to be

enjoying life and he takes pride in his family, one son having been a doughboy in the war. The elder Miller was young in spirit enough to have wanted to go himself. I once heard a reporter call him "dad." But that term doesn't seem to stick. "Newspaper" Miller has too well the viewpoint of his hundreds of employees to be anything to them except an elderly sort of "buddy."

Wouldn't Miss a Single Issue

THE WOLF COMPANY,
Chambersburg, Penna.

December 13, 1919.

Editor, ADVERTISING & SELLING:

The bill for ADVERTISING & SELLING from Sept., 1919, was evidently carried to the wrong department and has not received the attention of the writer. We have O.K.'s the bill and same has been turned over to the Treasurer, who will mail you a check.

We appreciate the value of ADVERTISING & SELLING and we do not want to be without a single issue. If for any reason you do not receive this check, write me personally and same will be given immediate attention.

Very truly yours,
THE WOLF COMPANY,
Per A. B. Hess, Adv. Mgr.

Haynes To Use More Newspapers

The advertising appropriation of the Haynes Automobile Company, manufacturers of the Haynes, "America's First Car," will be greatly increased for 1920—in fact, the appropriation will be practically 100 percent greater than the 1919 fund. During 1920 newspapers will be very largely used, this being a departure from the usual Haynes policy of using magazines mainly. The output of the Haynes factory for 1920 will be 15,000 cars, giving this concern the largest volume of any automobile company in Indiana.

We Wish You a Very Merry Christmas With This Week's Cover---And

yet there is a lesson to be learned from it, namely, the tying up of the holiday spirit with the subject of advertising and selling. The little girl with her present marked "for Mother" taken in connection with the title of the publication, the title of the special article lifts an apparently irrelevant subject into a relevant one.

Again may we extend to you the season's greetings and wish you a very Merry Christmas.

Note how the artist has further suggested night by the reflections cast upon the children's faces, showing upon the red plate.

This design is composed of red, blue and yellow plates in the center with zinc etching used for border run in the black form.

In making the border for this center design, courtesy Sun Life Assurance Company, Montreal, Canada, the artist practiced an economy that is sometimes overlooked in ordering designs of this nature. The artist made the left half of the design only, with the exception that he completed the panel "Making friends before you need them" at the bottom, and then the engraver was instructed to duplicate the design on the right side of the etching. After this was done the artist's name had to be routed out on the right side of the plate, of course. This little plan not only saved the artist's time but made it certain that the design would be exactly the same on the right as it was on the left.

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY

"Returns at lowest cost" — in Collier's

Collier's helps launch another new product with gratifying results.

The first full-page advertisement for "Shavaid," a new Bauer & Black product, appeared in Collier's for September 20th. A small trial

tube was offered by means of a coupon. Read what Mr. Smith, the Advertising Manager, has to say about the returns.

"When talking with you the other day about direct returns from coupons in the full-page Shavaid ad that appeared September 20th in Collier's, I expressed the belief that this publication had brought returns at the lowest cost. Have checked these figures over just recently. The result proves that I was correct.

"The number of coupons received from the date of appearance up to and including October 15th was 7,347, making the cost per inquiry a fraction over 34c. I have an idea that the subsequent appearance of similar copy will bring even better returns.

Yours truly,

BAUER & BLACK

(sgd.) H. Strong Smith
Adv. Mgr."

"Watch Collier's"

How By Advertising We Sold a New System of Collecting Fares

Though Their Problem Was Increased By Unfavorable Publicity From Places Where the Zone Plan Had Been Unsuccessful, The Connecticut Company Won Out By Paid Advertising

By JOHN W. COLTON

SELLING through advertising a new way to pay trolley fares, a new way to get on and off the cars—an entirely new system of operation—to the people of nearly an entire state has just been successfully accomplished by the Connecticut Company, which operates about 700 miles of trolley lines in Connecticut. It is believed that this is the first instance of the extensive use of newspaper advertising to change the riding customs of the people, and the company says frankly that the campaign had much to do with winning the co-operation of the public.

For many years The Connecticut Company has operated its cars on the "flat fare" system, and the unfairness of this system to many riders, together with the fact that the flat fares were not bringing the company revenue enough to equal its expenses, to say nothing of a return on its investment, caused it to look about for a new method of fare determination and collection that should be equitable to the riders and at the same time increase the company's revenue. After due consideration a distance tariff—commonly called the zone system—was decided on.

To make the new system successful necessitated changing the customs of thousands of car riders, for the company has collected approximately 200,000,000 fares a year. Passengers for years had been entering cars at the rear door and paying as they entered, or taking seats and paying when the conductor came through. Under the new system they were to be required to enter at the front door, receive a zone check from the motorman, take seats as near the rear of the car as possible and pay as they left at the rear door. Their fares instead of all being the same amount, as they were under the flat fare system, would vary from six cents to fifty-six cents, according to the distance they might ride. The new system actually revolutionized the operating methods of the company and the riding habits of the people.

One Succeeds Where Another Fails—And Why

TWO neighboring states have within the last few weeks tried out the zone plan of collecting street car fares—not to mention our near neighboring city of Brooklyn.

Jersey and Connecticut were the two states.

In one they fought, literally, legally, and "catch as catch can," so to speak.

After ineffectual attempts the public utilities involved gave up the zone plan of collecting fares—just as over in Brooklyn they permitted the rowdies to intimidate the street car men.

But up in the nutmeg state they did things differently, they advertised.

What was a flat failure in Jersey—what required a reverting to the flat rate plan of collecting fares—was a success up in Connecticut.

Advertising did it. In many media.
THE AUTHOR.

To sell the new system to the employees and the public was the problem before the company, and it decided that full information for all concerned must be provided, and so far as the public was concerned newspaper advertising and posters were decided upon as most effective media.

Accordingly, a campaign was laid out, beginning with announcements of the system decided on and describing from day to day the various features of the new system. No space less than 4 columns wide and 15 inches deep was used. In Hartford, New Haven, Bridgeport and Waterbury full-pages were used. Every feature of the new system which might be of interest to the public was explained, and the very important features, such as entering by the front door, taking seats near the rear, having correct change ready for fares, and the fare limits, were emphasized in large type and given repeatedly.

The first announcement advertisement, which is a good example of the rest of the series was headed: "Announcing to the Public a Readjustment of Trolley Fares," and was

signed: "The Connecticut Company."

"Beginning November 2nd, a readjusted schedule of fares will be effective on the lines of The Connecticut Company, by which passengers will pay according to the distance they ride.

"There will be no change in the fare in the central area of the city.

"The present 6 cent fare will be retained, and will pay for transportation within the central area—a distance on any line up to two and one-half miles from the center of the city.

"The present 6 cent fare also will pay for a ride from any point not more than one and one-half miles from the center to any point not more than one and one-half miles beyond the center.

"For rides beyond the central area a charge of two cents per zone will be made, and each zone will be approximately a mile in length in the residential areas and four-fifths of a mile in the country districts.

"This system has been decided on because it seems to be the most equitable arrangement that can be made, and because there have been public requests for it.

"The Connecticut Company had three alternatives:

"(1) A high flat fare of not less than eight and probably ten cents in the present area without changing the fare limits;

"(2) The division of the system into a greater number of six cent zones, or,

"(3) The distance system with the six cent minimum fare and small increments.

"The history of flat rate fare increases indicates them to be unpopular with the public and unprofitable for the companies, and The Connecticut Company believes the distance system will commend itself to the public because of its fairness to all riders.

"In announcing this readjustment, The Connecticut Company wishes to emphasize that it is a question as to whether the revenue the new schedules shall produce will be adequate, but it believes that the public now thoroughly understands the financial difficulties that beset the electric railways and will appreciate its efforts to readjust fares with as little inconvenience to the car riders as possible, and with the purpose of assuring continuance of street railway service to the people.

"Further details of the readjustment will be published later."

In connection with the purely informative advertising was a program designed to emphasize upon the public mind the fairness and logic of the zone system.



Shovelling mud with the minister

DOWN in Tennessee, the muddy roads leading to a certain mountain district were all but impassable for wagons and automobiles most of the year. Few of the people living there ever came to church.

Recently the minister of the church in the nearest town discussed the situation with his congregation. And one morning shortly afterward every member of that church turned out with teams and tools.

They worked for two days—men, women, and children—and in that time they cleared the road direct from the church to the homes of the people on the mountainside. By their own labor they opened a way for these distant neighbors to come to church.

This is not by any means an extraordinary instance of the breadth of church activities nowadays. All over America churches are gaining in numbers and influence. And everywhere church members are recognized as the leaders in their communities—the most intelligent, progressive men and women.

Three hundred thousand of them subscribe to the CHRISTIAN HERALD—not merely because it's the largest interdenominational religious weekly in America, but because it keeps them in touch with every important phase of modern life and thought.

The CHRISTIAN HERALD is magazine and news service combined—a tremendous educative force. It is vitally interesting and practically helpful to every member of its fast-growing family.



The Christian Herald

Established in 1878

GRAHAM PATTERSON, *Publisher*

L. D. FERNALD, *Business Manager*

BIBLE HOUSE, NEW YORK CITY

Learn the Zone Points Between Which You Regularly Ride

When the readjusted fare schedules on lines of The Connecticut Company become effective, on SUNDAY, NOVEMBER 2, your own convenience and that of other riders will be served if you will know in advance what your fare will be from one point to another and if you will co-operate with the motorman and conductor to promote good service.

- Enter cars at the FRONT DOOR
- Get zone check from the motorman
- Have correct change to put in the fare box, and
- PAY AS YOU LEAVE AT THE REAR DOOR

When you have entered the car PLEASE TAKE A SEAT AS NEAR THE REAR AS POSSIBLE, so that you will not have to move far when you wish to alight. Please form the habit of leaving your seat before you reach your destination, and give your zone check to the conductor and put your fare in the fare box before the car stops, so that you can step to the rear platform and be ready to alight when the door is opened.

LEARN THE ZONE POINTS—THE FOLLOWING LIST INCLUDES ALL IN THE HARTFORD DIVISION

HARTFORD DIVISION LINE 1	STURTEVANT LINE 11	LEHIGH AVENUE LINE 9	WEST HARTFORD LINE 8
<p>HARTFORD DIVISION LINE 1</p> <p>From Hartford to ...</p>	<p>STURTEVANT LINE 11</p> <p>From Sturtevant to ...</p>	<p>LEHIGH AVENUE LINE 9</p> <p>From Lehigh Avenue to ...</p>	<p>WEST HARTFORD LINE 8</p> <p>From West Hartford to ...</p>
<p>HARTFORD DIVISION LINE 2</p> <p>From Hartford to ...</p>	<p>STURTEVANT LINE 12</p> <p>From Sturtevant to ...</p>	<p>LEHIGH AVENUE LINE 10</p> <p>From Lehigh Avenue to ...</p>	<p>WEST HARTFORD LINE 9</p> <p>From West Hartford to ...</p>
<p>HARTFORD DIVISION LINE 3</p> <p>From Hartford to ...</p>	<p>STURTEVANT LINE 13</p> <p>From Sturtevant to ...</p>	<p>LEHIGH AVENUE LINE 11</p> <p>From Lehigh Avenue to ...</p>	<p>WEST HARTFORD LINE 10</p> <p>From West Hartford to ...</p>
<p>HARTFORD DIVISION LINE 4</p> <p>From Hartford to ...</p>	<p>STURTEVANT LINE 14</p> <p>From Sturtevant to ...</p>	<p>LEHIGH AVENUE LINE 12</p> <p>From Lehigh Avenue to ...</p>	<p>WEST HARTFORD LINE 11</p> <p>From West Hartford to ...</p>
<p>HARTFORD DIVISION LINE 5</p> <p>From Hartford to ...</p>	<p>STURTEVANT LINE 15</p> <p>From Sturtevant to ...</p>	<p>LEHIGH AVENUE LINE 13</p> <p>From Lehigh Avenue to ...</p>	<p>WEST HARTFORD LINE 12</p> <p>From West Hartford to ...</p>
<p>HARTFORD DIVISION LINE 6</p> <p>From Hartford to ...</p>	<p>STURTEVANT LINE 16</p> <p>From Sturtevant to ...</p>	<p>LEHIGH AVENUE LINE 14</p> <p>From Lehigh Avenue to ...</p>	<p>WEST HARTFORD LINE 13</p> <p>From West Hartford to ...</p>
<p>HARTFORD DIVISION LINE 7</p> <p>From Hartford to ...</p>	<p>STURTEVANT LINE 17</p> <p>From Sturtevant to ...</p>	<p>LEHIGH AVENUE LINE 15</p> <p>From Lehigh Avenue to ...</p>	<p>WEST HARTFORD LINE 14</p> <p>From West Hartford to ...</p>
<p>HARTFORD DIVISION LINE 8</p> <p>From Hartford to ...</p>	<p>STURTEVANT LINE 18</p> <p>From Sturtevant to ...</p>	<p>LEHIGH AVENUE LINE 16</p> <p>From Lehigh Avenue to ...</p>	<p>WEST HARTFORD LINE 15</p> <p>From West Hartford to ...</p>
<p>HARTFORD DIVISION LINE 9</p> <p>From Hartford to ...</p>	<p>STURTEVANT LINE 19</p> <p>From Sturtevant to ...</p>	<p>LEHIGH AVENUE LINE 17</p> <p>From Lehigh Avenue to ...</p>	<p>WEST HARTFORD LINE 16</p> <p>From West Hartford to ...</p>
<p>HARTFORD DIVISION LINE 10</p> <p>From Hartford to ...</p>	<p>STURTEVANT LINE 20</p> <p>From Sturtevant to ...</p>	<p>LEHIGH AVENUE LINE 18</p> <p>From Lehigh Avenue to ...</p>	<p>WEST HARTFORD LINE 17</p> <p>From West Hartford to ...</p>

YOUR FARE ALWAYS WILL BE 6 CENTS FOR THE FIRST TWO ZONES, PLUS 2 CENTS FOR EACH ADDITIONAL ZONE.

TRAVELERS will be issued transfer payment to complete ride in two zones. Passengers having ridden in two zones will be given CONTINUOUS TRIP TICKET entitling them to ride on other lines at 2 CENTS PER ZONE.

BEGINNING SUNDAY

Enter cars at front door; get zone check from motorman; take seat as near rear door as possible; pay as you leave at rear door.

THE CONNECTICUT COMPANY

One of the Newspaper insertions used in the campaign to "sell" the zone fare system in Connecticut. Large and small space was used in daily and Sunday papers supplemented by posters, car placards, etc., in six different languages

Posters were pasted on the sides and ends of the cars, in the windows and wherever necessary, supplementing the newspaper advertising. One very interesting poster was gotten up for the instruction of car riders who do not speak or understand English, of which there are thousands in the cities served by The Connecticut Company. This poster briefly described the changes that were to be made, explained why they were being made and called on the readers for their co-operation. The announcement was printed in six languages—English, Swedish, Italian, Polish, Hungarian and Russian, all on one poster, and the company says it was very effective. The foreign language newspapers also were extensively used.

Carefully prepared circular letters were sent to the home addresses of all employees from time to time, informing them of the condition of the company and declaring that the street railway was simply a business concern selling one product, transportation; that the employees were salesmen, and calling on them to

use their inherent ability as salesmen.

The results of the preliminary training of the employees and the advertising to inform the public were quickly apparent after the new system became operative on November 2. There were no disturbances such as had marked attempts to establish the zone system elsewhere, nor were there any serious delays in service. The employees and the public co-operated wonderfully, and what many people had prophesied would be a distressful failure was turned into a great success—largely by advertising.

Radoye Talks in Chicago

Gilbert U. Radoye, advertising director of the Haynes Automobile Company addressed the western managers of the so-called "quality group" of magazines, December 8, at the Union League Club in Chicago. His topic was—"Magazine Solicitation from the Buyers' Standpoint."

Kellogg Repudiates Greeley

W. K. Kellogg, head of the Kellogg Toasted Corn Flake Company of Battle Creek and one of the principal American advertisers, sailed recently from Seattle

for a six-months tour of Japan and China. He will investigate trade conditions in the Orient during his absence.

Crescent Machine Account for Rankin

W. H. Rankin Co., Chicago, has secured the account of the Bromley Merseles Co., manufacturers of the Crescent Washing machine, and will shortly open an aggressive advertising campaign. The Bromley Merseles Company is located in Chicago.

Washing Machine Using Daily Papers

The Brandt Advertising Company, with offices in the Hartford Building, Chicago, has secured the advertising account of the Chicago Washing Machine Co. Advertising in the Chicago dailies will be the chief feature of the campaign.

Further Activities of Brandt Agency

The Brandt Advertising Company, Chicago, has secured the advertising account of the Chicago Kindergarten Institute. This same agency announces a slight extension of the newspaper schedule of the Perry Pipe Company of Moline, Ill.

Lewis to Return to U. S.

Spearman Lewis, for several months acting director of the foreign news service of the Chicago Tribune, serving in that capacity during the peace conference in Paris, will shortly return to the United States to resume his former connection with civic industrial organization work.

Joerns Heads Legion Post

Arnold Joerns, head of Arnold Joerns Co., Chicago advertising agents, has been chosen first commander of the advertising men's post of the American Legion in Chicago. The advertising men's post has a membership approaching five hundred.

Wrigley Campaign Being Made Up

Stewart & Davis, Chicago, are making up the Wrigley chewing gum list for 1920. The Wrigley advertising now totals approximately \$3,500,000.

Kastor Agency Enlarges Account

The H. W. Kastor Company, Chicago, is adding to the list of newspapers to be used in the Q. R. S. player piano roll advertising which is handled by this company.

Marmon Cars to Use Newspapers

Increased advertising in behalf of the Marmon automobile is soon to be in circulation. The account is handled by Lord & Thomas of Chicago, which is now engaged in making up the newspaper list for this client.

A Suggestion for the Copy Writer

ROLAND PARK, MD.

December 8, 1919.

Editor, ADVERTISING & SELLING:

That was a corking and beautiful photographic hat ad (The Mallory) in the November 22nd issue. But the wording contained one stereotyped "boner" to wit: "Try on a few before you buy elsewhere" Why "elsewhere?" Why does an ad writer insist that the customer buy elsewhere? Why won't he let him buy there if he wants to?

STRICKLAND GILLILAN.

Tinkler with Range Company

Arthur J. Tinkler, formerly city editor of the Dowagiac (Mich.) Daily News, is now advertising manager of the Copper Clad Range Company of St. Louis.

Fort Worth Star-Telegram

(Largest Circulation in Texas)

ADVERTISING GAINS FOR 1919

reflect the wonderful prosperity of the

BILLION DOLLAR TERRITORY

which it covers

Total advertising carried first 11 months, 1919, 10,243,880 agate lines.
Total advertising carried first 11 months, 1918, 5,385,608 agate lines.

GAIN FOR 1919, 4,858,272 agate lines, OR 90 PERCENT

OVER TWO MILLION LINES NATIONAL ADVERTISING

carried during the same period in 1919, which was practically ONE HUNDRED PER CENT MORE THAN WAS CARRIED BY THE NEXT FORT WORTH PAPER, attests the appreciation of the National advertiser and agency, both of the Star-Telegram as a medium and of the territory which it covers.

SUPREMACY IN ITS TERRITORY SHOWN BY AUDITS

In West and Northwest Texas, the Star-Telegram shows, town by town, 60 PER CENT MORE DAILY CIRCULATION, 50 PER CENT MORE SUNDAY CIRCULATION THAN ANY OTHER TWO PAPERS COMBINED.

—and this is THE BILLION DOLLAR TERRITORY

in which, by conservative survey, there has been created during the year 1919 MORE THAN A BILLION DOLLARS NEW WEALTH. Much of that money will be spent for high class advertised products during 1920. There is one way to secure your share of this business, and that is, to INCLUDE THE STAR-TELEGRAM IN YOUR 1920 LISTS.

Territorial surveys, information and data furnished upon request

FORT WORTH STAR-TELEGRAM

(Largest Circulation in Texas)

70,000 Daily

80,000 Sunday

MEMBER A. B. C.

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

A. L. SHUMAN, *Adv. Mgr.*

Making Friends Before You Need Them

Interesting the Younger Generation is First
Class Business Insurance For the Future

By PAUL W. KEARNEY

SOME eleven or twelve years ago a little girl—one of many thousands of other young folks—was a steady reader of one of the popular juvenile magazines. As such she was a non-entity as far as the national advertiser was concerned. She didn't exist. He knew that she and her generation lived, of course, but the importance of their parents smothered the little girls and boys of the day when it came to dealing out the appropriated advertising space. Papa and Mamma were too valuable to lose—too vital to the present business to waste any time on little Elsie or Janet or Arthur or Harry.

So be it! Today the particular "little girl" referred to has just returned from Europe, where she has been conducting and supporting *her own* canteen for soldiers in France! Her arrival in the United States was heralded by the society and news sections of the daily press; the things she does are worth white space because her social position has made her a national figure. And today, good friend, you and hundreds of other advertising men are breaking your necks to interest her in your particular line! You spend thousands of dollars a month in the magazines she reads to impress upon her the value of your product. You and I and the other fellow are battling bitterly with each other for her money *today*—but twelve years ago SHE DIDN'T EXIST IN OUR CALCULATIONS!

If this lady were the only one example we could dig up, the time spent in the digging would be wasted. But she's only *one* out of a million—one out of a hundred million, if you will for, if I'm not mistaken, the entire population of this country were kiddies once!

And it isn't all history—it is current fact. There are millions of youngsters today who are being totally ignored by the advertising man because he is so wrapped up in reaching the "head of the house"; to justify the quotes, let me interject that it is the so-called head of the house they are after. Because James E. Bertram, chairman of the Board of the Berkshire National

Willie Trips the Ad Man

Some day we'll wake up and amend that old slogan to read: "So simple a child wouldn't run it." Because the youngsters ask no favors. They're right on the spot.

Some time ago one of them wrote to a big packer in Chicago and told him where he had made his "biggest mistake in business."

You laugh? The packer didn't. He accepted the criticism AND HE HAS USED THE TIP EVER SINCE!

When 14-year old kids can pick flaws in our million dollar advertising plans—well, it wouldn't be a bad idea to get acquainted with them.

They will be good friends—thirty years hence!

THE AUTHOR.

Bank, is not the "boss" at home. Neither is Mrs. J. E. IT'S LITTLE J. E., JR., WHO RUNS THE RANCH. It is little J. E. Bertram, Jr., who is going to grow up, eat more, wear more, use more commodities. It is little J. E. who is going to transfer his royal presence, eventually, from that particular domicile to one of his own. After he and Louise get married and establish a home and raise a family and become influential in Berkshire, N. J., I reckon they'll still buy things.

OLD FRIENDS WEAR WELL

And if they are like other grown up kids, they will buy the things they know—which perhaps will be the things they have heard about and been associated with longest.

In which we sum up the "load" of this story. There are several million humans, known by the deceptive title of "boys and girls," who are getting ready to run this old nation of ours after they get through with their current problems of immediate importance. They represent a field of bright, intelligent, shrewd, progressive "kids" open-minded; strenuously progressive; actively thinking and growing—moving ahead at a much faster clip than their elders.

Scowl at that if you will. But after you've scowled, get acquainted with the lads in your neighborhood, if you haven't any of your own,

and if you are happily gifted with the sort of a personality which will be accepted by them, you will find that in matter of relative speed, they are progressing faster than you are.

This gang is Young America: the army of juveniles we read about and sing about and preach junk about—but sometimes forget to advertise to. This gang is the "makings" of tomorrow's consumer demand; it is the bunch who will wield the check book and flourish the bank account just a few years hence. Right now they are busy making friends and finding out things. That is their principal occupation—their minds are forming, and their intellects are taking real shape.

And you, Mr. Soap Manufacturer—where are you? If I may take the majority of cases as a fair example, you and I (to be perfectly candid) are spending millions to change the minds of *yesterday's* children while we close our eyes to *today's*. We are struggling to pay up for not having gotten into the minds of today's consumers sooner, while we pass up a prime opportunity to reach an entirely new and practically unworked field of tomorrow's consumers.

CHANGING MINDS INSTEAD OF PREPARING THEM

For three pages of advertising appearing once in three publications we pay, say, \$14,000. That represents one small attempt to teach a crowd of old dogs new tricks. Wouldn't it be a fine idea to spend some of that on the "young dogs" who haven't learned any tricks yet?

"It certainly would," says the Average Manufacturer. "That's logical enough for anybody. But—my appropriation is all taken up!"

That's one angle. There is the other type who decides to take the tip and then feels constrained to do circus stuff and spill nursery gush copy to his new field. "Juvenile," to many, seems to suggest something inferior, some *thing* without the power of comprehension; something infantile. So between the two several million youngsters slip away into adults with funny

FIRST IN AMERICA!

The Kansas City Star is the first newspaper in America to attain a city carrier circulation of

110,000 SUBSCRIBERS

December 11 The Kansas City Star broke all its previous records in carrier circulation. On that day The Star delivered, **through its own exclusive carriers**, to homes in Greater Kansas City, 111,774 copies of the morning issue and 110,101 copies of the evening issue. This is exclusive of sales through news boys and newsdealers, mail and suburban circulation and distribution through out-of-town agents. It includes only the circulation that goes directly to the homes of Kansas City people, delivered there twice a day by The Star's own carriers.

The total circulation of December 11 in detail:

City Circulation—	Evening.	Morning.
Carriers	110,101	111,774
Street Sales	11,234	4,562
Newsdealers	657	489
Total City	—121,992	—116,825
Country Circulation		
Suburban	21,829	21,859
Mail	20,385	20,508
Agents	59,128	58,997
Total Country	—101,342	—101,364
Total Circulation	223,334	218,189

THE KANSAS CITY STAR

New York Office:
2 Rector Street

Chicago Office:
1418 Century Bldg.



Remember how you used to search anxiously for that beard? These folks are beating the whiskers to it.

notions and set ideas and single-track minds. And after the die is cast, we dig down in our jeans and un-cast it!

By and large this is the general attitude. But there are, of course, many up-to-now concerns (though the number is relatively tiny) who have cast aside those old ideas. You will remember that Ivory Soap was advertised to us when we were kids. Now it is being advertised to us as grown-ups and to the later generations, too. That's consistency and others are following suit. Take Colgate & Company: George S. Fowler, advertising manager, sticks the company's policy in a nut shell when he says:

"We believe that the child is the father of the home in a very real way when it comes to the selection of some products within the scope of our line. If you want something to last a life time, plant a tree: if you want something to last a thousand years, plant a habit in a child."

And there are others. There are those who approach the subject from different angles. The Hamilton Watch Company is a fair example. Robert E. Miller, advertising manager, explains that their juvenile advertising is done "on a basis of reaching a class of prospective purchasers who will be purchasers in three or four years, believing that educational work of this character is valuable to us, and that the boy of this age exerts quite a little influence in the purchase of so high grade and expensive article as a Hamilton watch."

MAKING THEM CUSTOMERS EVEN NOW

There is the Hendee Manufacturing Company, makers of Indian

Motorcycles and Indian Bicycles. The very nature of the line suggests immediate sales, and, as Advertising Manager J. A. Priest says, "You can readily understand that such advertising as we may do in juvenile publications is not released with the idea of formulating in the minds of the readers a desire for something they may use later on in life." William P. Aldrich advertising manager for the Westfield Manufacturing Company, producing Pope "bikes" and motorcycles, follows the same strain in saying:

"We find that our Christmas advertising is a real investment—stimulating a great deal of business at a time of the year when cycling is very apt to be on the wane. The modern American youngster is far-sighted enough to realize that although winter is fast approaching, there is a long spring and summer ahead, and that Christmas time is the time when he should strike hard at his dad for his bicycle."

Then the Three in One Oil Company: their product permits of both immediate sales effort and education for the future. As J. N. Slee, Jr., says: "the boys buy Three in One and use it on their base-ball gloves, skates, etc., and this advertising is educational in that we keep in close relation with them all of their lives and when they grow up they will know us."

H. B. Kohorn advertising director of the Kaynee Company, manufacturers of boys' blouses, shirts, etc., also speaks liberally of juvenile advertising. In the first place, he asserts: "Boys' publications are an important and vital part of our advertising—equally as important, we believe, as the bigger national publications that are read by the fathers and mothers." And as for the future: "The boy may not handle the family purse, but he is a mighty appreciative species of the human race; a genuine and true friend if treated right. It is good business to gain his confidence. We have long realized that in order to build our business we must obtain the good will of the wearers of our products, even though they be children."

HANDLING THE NEW WHISKERS

The plan of continually adding brand new consumers to the list is the incentive of the Geneva Cutlery Company, makers of Genco razors. The nature of the line, again, suggests the reason on which J. S. Hinkley, advertising manager, justifies their juvenile publicity: "An

extremely large number of boys commence to shave every year and in advertising in the magazines which they read we endeavor to impress upon the necessity of starting right."

On the other hand, there are other lines which base their efforts to reach the children now solely upon the value of having them in the future. The Oliver Typewriter Company, for instance, although selling to boys now directly and via the parent, believes, in the words of H. K. Gilbert, second vice president: "The boys of today are going to be the business men of tomorrow," and on the strength of that deem it advisable and profitable to spend money right now to insure good will for the future. Edward S. La Bart, director of publicity for Wilson & Company, the Chicago packers, voices the same idea: "We feel that we are cultivating good will among the future home owners that cannot be acquired in a better manner."

A third, and radically different line, is the product of the Gorham Company, silversmiths and goldsmiths of New York. Twelve year old Agnes is not buying silver services and gold clocks right now—but don't forget the canteen worker and her newspaper backing! William S. Stone, the Gorham advertising manager, isn't, for he says that the really important reason for their space in young folks' papers is "to get the name of the Gorham Company in the minds of the readers of the magazine, hoping it will stay there until they grow up and



Wilson & Company are banking on the day when Lou, Dick and Harriet become purchasing agents for their homes.

become more legitimate prospects and customers."

That's the way it goes. As a matter of plain business insurance juvenile advertising is profitable. For direct sales, too, it is well worth while. Results count. I spoke to the advertising manager of a prominent juvenile paper a short time ago on the disputed question, "Do the young folks read these advertisements?" By way of reply he told me about a concern that offered a sample for the asking. The offer was hidden in the copy—not blazoned out on the corner of the page. The first crack out of the box drew 8,200 requests for the "surprise package"; the second insertion brought the total of answers up to 10 percent of the subscription list.

IT PAYS IN COLD CASH

In other ways we measure results. Frank L. Erskine advertising manager for the W. L. Douglas Shoe Company says that it is surprising to find how many boys read the advertisements, buy men's sizes (from 6 up) and pay men's prices for their shoes. F. R. Goodell, president of the Converse Rubber Shoe Company, also says: "We have always enjoyed a large business from the youngsters as well as young men; and we can say without hesitation that our campaign in the juvenile magazines is a very real investment with an assured dividend paying future."

It is a hard point to dodge, this advisability of catering to the younger generation. Given a line that they can or will be able to buy, it is impossible to dodge the point. Its logic is too cold and unswerving. If you expect your business to be profitable forty years from now, don't spend all of your money on the people who will be dead then, but spot a good share of it on the crowd who will be VERY MUCH ALIVE WHEN YOU WANT THEM.

These kids grow more ways than physically. Take one splendid example before we quit: Some years ago a youthful subscriber to *St. Nicholas* won a silver badge for a drawing he submitted to one of their contests. On the strength of their encouragement, he did some other sketches, and as a result of the interest they aroused, his parents eventually sent him to an art school.

The kid was only a "youngster" then. He was the reader of a juvenile periodical—a non-entity; some

kind of a thing that doesn't relate to advertising appropriations. And the majority—the staggering, uncountable majority—let him pass. They concentrated on his mother and father and the mothers and fathers of his "gang."

It's different today. He commands their attention; he gets their effort; he is the target for their million dollar campaigns—he and his gang. He has money; he is "somebody"; we all know him:

The kid with the silver badge was James Montgomery Flagg.

And if he is only beginning to

get acquainted with your line it is your own fault. If his gang is just finding out, comparatively, who you are and what you sell, that's your loss.

They should have known years ago. For it pays to make friends before you need them.

Battiste with Massachusetts Blower

P. H. Battiste is now connected with the publicity department of the Massachusetts Blower Company, Watertown, Mass., having left government service. Mr. Battiste will be in charge of advertising and sales promotion.

Christmas in Philadelphia

The Pennsylvania and the Philadelphia & Reading Railroads report that a total of 170 carloads of Christmas trees, averaging 1,000 trees to the carload, are shipped into Philadelphia for Christmas.

From this it will be seen that approximately 170,000 of Philadelphia's homes hold to the beautiful custom of having a Christmas tree.

The "home spirit" in Philadelphia, when viewed from the angle of demand and consumption, is a big thing, especially as "the City of Homes" is composed of 392,000 dwellings, most of them of the one family type.

Manufacturers of any commodity for home use or consumption, are invited to obtain from us facts about the Philadelphia market pertaining to their line.

Dominate Philadelphia

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

The Bulletin

The daily circulation of The Bulletin is the SECOND LARGEST in the United States.

November
Circulation

450,509

Copies
a day

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day.

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

How Personal Habits Make or Mar Salesmen

Moderation Rather Than Prohibition Will
Produce Better Balanced Human Machines

By SAUNDERS NORVELL

Chairman, McKesson & Robbins, Inc.

WHILE traveling in Europe gathering grist for his book "Innocents Abroad," Mark Twain learned that his friend, Capt. Frank Mason, U. S. Consul at Frankfort, was about to be displaced by a Democrat. Frothing at the mouth, Mark promptly wrote this letter to Baby Ruth Cleveland at the White House:

"Dear Ruth:

"I belong to the Mugwumps, and one of the most sacred rules of our order prevents us from asking favors of our officials or recommending men to office, but there is no harm in writing a friendly letter to you and telling you that an infernal outrage is about to be committed by your father in turning out of office the best Consul I know (and I know a great many) just because he is a Republican and a Democrat wants his place."

By and by came a tiny baby envelope, postmarked Washington, enclosing this note in the personal handwriting of President Cleveland.

"Miss Ruth Cleveland begs to acknowledge the receipt of Mr. Twain's letter and wishes to say that she took the liberty of reading it to the President, who desires her to thank Mr. Twain for the information it contained and to say to him that Capt. Mason will not be disturbed in the Frankfort Consulate. The President also desires Miss Cleveland to say that if Mr. Twain knows of any other cases of this kind he will be greatly obliged if Mr. Twain will write him concerning them at his earliest convenience."

A philosopher once wrote: "*Man does not need to be instructed—he only needs to be reminded.*" Mark's "reminder," with the help of Baby Ruth, hit the nail on the head—Mason was saved—when we get the other fellow's viewpoint, we often see things differently.

Salesmen being human, possibly nothing that I may write on the subject of salesmen's habits can change them. Therefore, I shall not attempt to tell you anything new, but simply "remind" you of some things you already know, hoping with Mark that through a

"What'll You Have?"

JUST because alcoholic stimulant is to be denied us now in a few weeks doesn't necessarily mean that instantly thereafter the human machines on this old earth will go along "hitting on all four, six, eight or twelve cylinders" as the case may be.

Not by a soda-glass-full, no sirree! There will be a lot of other temptations left and Mr. Norvell's article on this very vital subject of personal habits among salesmen brings this out.

THE EDITOR.

friendly exchange of ideas and quiet reflection you may be persuaded to think that as an old scout who knows the trail I am right.

ONLY HUMANS BLUSH

"A human being," said Mark once, "is the only animal that can blush and that ought to"—we make such fools of ourselves.

A man's habits are the outward token of his character—on them the world judges him and he rises or falls. Water used in moderation is one of the earth's greatest blessings, but too much water will drown us. Immoderation is the curse of mankind.

To millions of men this word is the symbol of death. Through it thrones founder, futures are wrecked and myriads of promising lives destroyed.

PREFERS MODERATION TO PROHIBITION

All my business life I have preached moderation more than prohibition. It takes a better balanced man to be moderate than to entirely do without. If I should eptomize our weakness and write a topical song on it each verse would end with the line—"and then a little more," and that "little more" is the cause of all our trouble. It is not so bad to take one drink, but the "little more" spoils a life-time. A man may smoke in moderation and not suffer from it, but it is the "little more" smoking that gives him "smoker's heart" and the wrecked nerve.

One employee in our pricing de-

partment used to make a lot of mistakes. I happened to notice that most of his mistakes were made on bills priced on Thursday. I asked him what he did on Wednesdays. He admitted that was his "night off." I persuaded him to change his "night off" to Saturday and his errors immediately decreased.

You can say what you please about long life, health and happiness, but in the majority of cases you will find it is a reward for moderate living—for moderation in all things. Of course, there are exceptions. I knew one prominent citizen who lived to be more than ninety years of age and for the last forty years of his life he went home drunk every afternoon. A doctor explained to me that one reason for his longevity was the fact that upon his arrival home he went to bed, so the ill effect of his drinking was offset by the beneficial effect of the long rest he took every night.

This leads us up to a discussion of drinking. When I was first a salesman practically everybody drank. Merchants from the south and west came to town to buy goods and in the majority of cases it meant a "grand old spree." As a boy, I remember that most of the prominent business men were "tanked up" every afternoon.

Probably 10 percent of the salesmen of a house were always on the ragged edge of being discharged because of their drinking habits. Along with all this drinking, of course, were all kinds of loose business. They did not buy well, they did not sell well and the financial mortality was something awful. Wholesale houses had to make great profits to cover the bad debts. How times have changed since then!

In our own business, for instance, we employ a large number of salesmen, and we have lost only one salesman on account of drinking in the past five years.

A very successful man I met recently, once was a hard drinker. In our conversation he referred to his former habits and I inquired how he happened to stop drinking. He replied that one morning he arrived in a western city too late to

THE COUNTRY LIFE, PHOENIX
 New York Office: 120 West 43rd Street
DOUGLASS PAGE & CO., INC.
 LARCHES CITY, N.Y.
 November 29, 1919.

Dear Mr. Parker:

It always causes astonishment in the advertiser's mind when he finds his magazine announcement reaches into the South Sea Islands or to Patagonia and brings in orders. It is even more remarkable, it seems to me, to find advertising reaching into the nursery and almost to an astonishing demonstration of the power of advertising that I have recently watched in my own home.

My little girl treasures a pile of "St. Nicholas" magazines that came into her possession in 1915, long before she could read anything in them except the pictures. The other day she prevailed upon me to purchase a bicycle for her and I was told that a "Columbia" was the kind which people were buying now-a-days. I inquired, "Why a Columbia" and she said it was the best because "St. Nicholas" said so. It happened that the bicycle I bought was made in the factory of the Pope Manufacturing Co. but it also carried the nameplate of the Pope Manufacturing Co., which appeared under the advertisement in 1915, was discovered on the frame discussing the probable price I was immediately corrected by the statement that it was much lower, and a 28-line advertisement in "St. Nicholas" for June 1915 was quoted as authority, and immediately produced.

The moral would seem to be that, if there is a "little fairy in the home" good business requires that there should be a little advertisement there also.

Cordially yours,
 DOUGLASS PAGE & CO.,
 Advertising Manager

H. Parker, Magazine,
 "St. Nicholas" Magazine,
 New York,
 N.Y.

Thank You, Billy, You Have the Right Idea About ST. NICHOLAS

Now that you have read the letter, look at the youngsters below and the house that is, in appearance, environment and general indication of wealth, typical of a great majority of the 70,000 homes St. Nicholas enters each month. Can you possibly go wrong in getting the youngsters in these fine homes talking about your products, learning your tradename, trademarks, staunchly defending them against newcomers not represented in their own magazine? You have read for yourself how one reader of St. Nicholas believes in her magazine. Mr. Neal's little girl is no ex-

ception—she but proves the general rule. What they read about in St. Nicholas, they immediately, perhaps unconsciously, label "the best"—and if it is something that strikes their fancy (and everything under the sun strikes the fancy sooner or later of the average boy or girl) they immediately lay plans to get it.

No, you can't go wrong if you advertise to St. Nicholas boys and girls. They are a paying investment now and a business insurance that far sighted advertisers ought not overlook for one minute.

An investment of \$200.00 per page—is wise economy; wise, because of the kind of publicity you receive, and economical because no where can such publicity be bought for such a small outlay. Send for a copy of our booklet "Making Friends."

Don W. Parker Advertising Director



go to bed, but too early to eat breakfast, so he sat in the hotel office and waited for breakfast time. He saw four or five gray-haired women scrubbing the marble floor. From time to time, he had to move his chair as they scrubbed around him. Many of the women looked as if they had seen better days. He asked them why it was necessary for them to do this kind of work. Each of them gave him the same answer: "Booze." Their husbands drank—died and left them destitute. He said he got up and walked out into the street a heavy lump in his throat. "Booze"—the word ran through his mind like a streak of fire. He had a wife home too. Suppose some night while in his "cups," filled with rum to the "gills"—he should die—what would become of her? Would she have to turn to scrubbing office floors, cleaning filthy cuspidors or some other menial work? Through "booze" he had frittered away thousands in his life—he had saved nothing—if he died, there would be no other alternative for his wife but work of some low kind. He looked up at the grey dawn of the early morning and swore a solemn oath that he would never touch another drop. "That"—he remarked with a grim smile—"was the actual story of how I quit drinking many years ago, and now I have enough government bonds put away so there is not much fear of my wife or daughters ever having to scrub the floor of a hotel."

Booze has pauperized the world for centuries. It has taken the clothes from the back of wives and mothers, starved children, broken the hearts of parents and made a living charnal house of the home—brought misery on millions of innocents. It has filled the hospitals, sanitariums and crucified the race on a dipsomaniac's cross. It is the world's most pitiless thief and has robbed us of some of our most brilliant lights in the very flower of their lives—Byron, Burns, Poe, Alexander, ad lib. and moderation could have prevented it all. When we cannot be moderate in the use of a thing—when our appetites demand that we abuse it—there is only one thing to do—cut it out altogether.

In the past 20 years salesmen have grown wiser than they used to be—have awakened to the fact that booze is not their friend—that against the sober, alert, clear eyed, steady nerved competing salesman they haven't a chance.

COMPETITION ELIMINATED J. B.

Competition has done this. I may also add that the habits of the heads of the house have also changed and even before prohibition took effect there was practically no drinking in business.

I am no prohibitionist, but I am quite sure that in the long run prohibition will be a great thing for this nation. I traveled in Kansas when Kansas was a prohibition state. Of course, a salesman could get a drink if he tried hard enough, but it was too much trouble for the average salesman, so he forgot it and attended to his work. Salesmen in Kansas had nice little homes. They all had bank accounts. They went into building and loan associations and built nice cottages. Their families were well dressed. There was practically no drinking among the Kansas salesmen. From Kansas I was transferred to Colorado.

Oh, what a difference! In Colorado at that time everything was "wide open." Gambling and drinking were rampant. The man I succeeded, a very brilliant salesman, lost his job because he could not stay sober. No salesman could hold a job in Colorado unless he was immune to drinking and gambling. Hundreds of them could not stand the constant temptation and so fell by the wayside. Life in Colorado at that time was far more picturesque than it was in Kansas, but it was certainly less safe, and the wives and the children of the traveling salesmen got the worst of it, but of course since then, long before national prohibition, Colorado went dry, and now the salesman in Colorado is comparatively safe and uses white and green house paint instead of the deep red he formerly used in painting the town.

The only way to settle questions such as these is to decide what is the greatest good to the greatest number, and figuring on this basis, there is no question whatever of the fact that prohibition will be of great benefit to the whole country, as well as the traveling salesmen.

POKER HAS ITS GOOD QUALITIES

Now let us say a few words about gambling. There are some advantages to be derived from the game of poker. For instance, it teaches a young man who may have a case of "big head" that the other fellow holds cards also. Poker stimulates observation. It makes men more alert. This is good training, but the unfortunate thing about

all kinds of gambling, either poker or bridge, is the fact that it is usually done at night. The young salesman loses his sleep and he is good for nothing the next day. Besides that, if those who have had experience in gambling will review the life of gambling friends, they will find as a rule that they have not been profitable.

In almost every town where salesmen make their headquarters and where they foregather on Saturdays and Sundays, there will be found a group usually of older salesmen, who keep the game running. These salesmen invite the young men to join, and these boys soon wake up to the fact that the other fellow always holds a better hand when the pot is worth while. How often I have known young fellows to be cleaned out by these older salesmen!—wolves in the chicken coop. In fact I have known men who pretended to be salesmen, but who to all intents and purposes were professional gamblers, who made it their business to fleece the young travelers.

Long ago in Texas laws were passed against the public playing of cards. In the "Lone Star State" you cannot play a game of cards on a train. The young salesman who is ambitious and who expects to do something with his life will be wise to give a smile and a wide berth to these gentlemen who invite them to "sit in a little game."

For a man aspiring to go ahead, a reputation as a gambler is a dangerous asset. No one wants such a man in a position of trust—no one has confidence in him—he lives under constant suspicion—he must be watched, whether he is big or little. Not many years ago, when one of the largest trusts in this country was being organized, a millionaire, famous for his gambling proclivities was bluntly refused a position on its board of directors. He demanded the reason. "Because," he was told, "the public knows you as a notorious gambler. If we are to succeed the public must have confidence in us." All the way through life, the taint of a gambler follows a man and poisons his life—folks are afraid of him—fear he will dig into the expense account when the cards cut wrong. Cut gambling.

EXPERIENCED HELP THE NOVICES

I wish here to touch upon the obligation of older salesmen to young salesmen. Older men have

(Continued on page 26)

Overseas with the Red Cross
 ARTISANVILLE SECTION
 FROM THE ST. LOUIS GLOBE-DEMOCRAT

St. Louis Globe-Democrat.

EXTRA
 FINAL EDITION

VOL. 45—NO. 186—PART ONE

ST. LOUIS, THURSDAY MORNING, DECEMBER 4, 1919

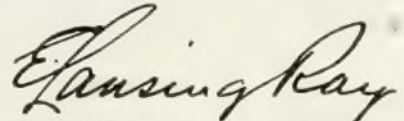
PRICE TWO CENTS

GLOBE-DEMOCRAT BUYS THE ST. LOUIS REPUBLIC OLDEST NEWSPAPER IN WEST SUSPENDS PUBLICATION

Announcement

THE publishers of the St. Louis GLOBE-DEMOCRAT have purchased the St. Louis Republic from its publishers, George Knapp & Co., and the publication of that newspaper will be discontinued, its issue of today being its last. This is not a consolidation but an absorption, the GLOBE-DEMOCRAT continuing under the same ownership and management as heretofore, and it will continue to be an independent Republican newspaper, basing its editorial policy upon what it believes to be right, and printing the news accurately and fairly without fear or favor.

The publishers of the GLOBE-DEMOCRAT realize their responsibility to the public and will endeavor to merit the esteem and support of its readers in St. Louis and throughout its tributary territory by giving them a strong morning newspaper in every way worthy of the city and the field. The readers of the Republic are invited to join the great number of friends and patrons of the GLOBE-DEMOCRAT, whose publishers will take over the subscription lists of all the various editions of the Republic and will fulfill prepaid subscriptions until expiration. Where subscriptions have been prepaid for the same editions of both the GLOBE-DEMOCRAT and the Republic the subscription period for the GLOBE-DEMOCRAT will be extended for the prepaid term.



President and Editor The Globe-Democrat

A Word to Advertisers

THE above announcement to the public explains itself, but to advertisers and advertising agencies a further word is due.

You have, of course, long recognized the GLOBE-DEMOCRAT as the one essential medium in the St. Louis morning newspaper field.

Therefore you are chiefly interested in our absorption of the other morning paper because this action **concentrates all the morning circulation in one medium** and enables us to carry your message **EVERY DAY** to practically **EVERY BUYER** in St. Louis, its suburbs and far-reaching trade-territory.

By the taking over of the Republic's subscription lists, the GLOBE-DEMOCRAT'S circulation is increased to well over

200,000 Copies, Daily and Sunday

The GLOBE-DEMOCRAT'S daily circulation is approximately **40,000 MORE** than that of the second St. Louis paper, the Post-Dispatch

The GLOBE-DEMOCRAT reaches the public of this great territory in its entirety **EVERY DAY**—covers this wonderful market more completely, more comprehensively, than any other one newspaper ever did before.

St. Louis Globe-Democrat

Largest Daily Circulation of Any St. Louis Newspaper

NATIONAL REPRESENTATIVES:

F. ST. J. RICHARDS
 410 Tribune Bldg.,
 New York

GUY S. OSBORN
 1302 Tribune Bldg.,
 Chicago

J. R. SCOLARO
 701 Ford Bldg.,
 Detroit

R. J. BIDWELL
 742 Market Street,
 San Francisco

C. A. BRIGGS
 1302 L. C. Smith Bldg.,
 Seattle



Your Six Billion Dollar Sales Opportunity

WHAT the railways *must* purchase and do to meet present and increasing demands on the transportation systems of this country—that is the big, live subject covered by the

Six Billion Dollar Market Number of the Railway Age of January 2, 1920

The railways are at least four years behind in facilities. Prospects of their being able to raise large amounts of capital are better than at any time during the last fifteen years. *Big Business*, yes, the *Biggest* ever done by manufacturers who supply the railways' innumerable wants, lies just ahead.

FACTS and data concerning what the railways *must* acquire and do to meet present and increasing demands will be fully given in this unusual issue—this "Six Billion Dollar Sales' Market" number with its guaranteed circulation of 15,000. This number which will be read by 50,000 railway men here and abroad.

As a matter of sound business policy, those who supply the railways, those who desire to enter this vast market, should adopt a well-defined and purposeful advertising campaign to start in the Six Billion Dollar Sales' Market number of January 2, 1920.

*Time is limited — forms close December 24
—but quick action will enable you to*

Get into this Big Number with a Punch!

Simmons-Boardman Publishing Company **Woolworth Building, New York**

Chicago

Cleveland

Cincinnati

Washington

London



How Personal Habits Make or Mar Salesmen

(Continued from page 22)

a great influence upon young men. Their example means much to the younger salesmen.

When I traveled in small towns around Topeka, Kan., Albert Latham was a salesman for my house who visited the larger trade in the larger places. He lived in Topeka. I will never forget one Saturday when I was in a small place near Topeka, receiving a telegram from Mr. Latham asking me to spend Sunday with him in Topeka. He intro-

duced me to his family and took me to church. I was very lonesome and home-sick in those days and this pleasant family Sunday with the Lathams was a bright spot in my life. In many other ways Albert Latham showed his interest in me and my work. He was a fine character. He was very much beloved by his customers. He has gone to his last resting place, but it gives me genuine pleasure to bear witness after all these years to his high Christian character. (Peace to his ashes.)

There was another salesman that

I met when I was a youngster on the road whose contact was always encouraging and uplifting. I mean Frank C. King, who traveled for the Abernathy Furniture Company of Kansas City. Mr. King became a prominent official in his company. Having earned the confidence of his associates, he has now retired from business, but as I write these articles I wish to bear witness to the influence for good he had among all the salesmen with whom he came in contact. I have known him to stay up all night with salesmen who were ill. He was always cheerful. He always had an amazing story and a kind word.

On the other hand I look back to some other salesmen, whose influence was all wicked. These wicked salesmen had a following among the younger men. As I review the years I spent on the road I am convinced that there is an active principle of good and an active principle of evil, and while some of our modern philosophy may teach us that there is no good and no evil, I am sure when I review the results of the teachings and the example of certain older salesmen, I cannot agree with this modern philosophy.

Many young fellows every year go straight on the road, to perdition from their home firesides. Many of them know little or nothing of the life of the world. Many of them are just as pure as the young girls in their families.

Do the older salesmen on the road, when they meet these young fellows, realize their responsibilities? When you consider how homesick a young salesman becomes, until he is hardened and makes new associations, you can understand how susceptible these salesmen are to the temptations that come to them on the road. There is no restraining home influence. No one cares what they do. The thing that is really surprising is the fact that so few salesmen go wrong. This leads us to the curious fact that well-managed houses where salesmen are carefully followed up by their sales managers have fewer salesmen go wrong than other houses that handle their sales in a careless and "go-as-you-please" manner.

Bert Greenwood of Butte, Montana, and I went on the road about the same time. We both traveled out west in the mining camps. Years afterward we met and I remarked to Bert: "After all, it is not a bad thing for a man to have

Advertisers with Vision

who advertise a well-known product in New York City will find it very much to their advantage to get in touch with us immediately and secure the facts concerning a sure method of making their advertising appeals in the Metropolis more effective.

Our proposition is the biggest, most effective and most economical of its kind.

It presents your message in 825,000 places every day in such a way that it cannot help being read.

Telephone Cortlandt Official and ask for P. W. Eldridge, Sales Manager, Directory Advertising, or write him, New York Telephone Company, 15 Dey Street, New York, N. Y.



NEW YORK TELEPHONE COMPANY

seen life." "No," answered Bert meditatively, "not if he lives through seeing it—so many do not."

Then my friend Marion Reedy, the editor of the *Mirror*, once wrote that when a man is young and certain things happen to him he dies and then it is a tragedy, but if he lives through it and he looks back in his old age, what is a tragedy in the life of one youth is simply an incident in the life of the other.

STATISTICS THAT STARTLE

What is more tragic than to see a bright, clean young man go wrong? We have all seen it happen time after time. Sudden death itself is not as bad as the gradual breakdown of moral character and physical well-being as a result of bad habits. If the young man could only realize the heavy price he must pay for his surrender to evil temptations, how particular he would be! An analysis of the record of the Surgeon General of the Army for the first draft ought to be made by every young man in this country. It is the greatest indictment of the folly of youth ever recorded in human history. The draft called out 10,000,000 men—ages 21 to 31—the flower of the nation. The rejections for the six leading causes show the following tragic figures:

Venereal diseases.....	938,232
Heart disease.....	564,768
Diseases of the ear, including defects of hearing.....	525,600
Diseases of the eye, including defects of vision.....	421,704
Flat feet.....	346,392
Alcoholism.....	296,640

A study of these figures tells its own story. Of these six reasons practically all of them are the result, either in one generation or the other, of the habits of the individual.—McK. & R. Drug Topics.

(In an early issue Mr. Norvell will discuss the one big remaining habit necessary for ultimate success in every line—the saving habit.)

"Type Composition Here to Stay"

The *American Printer*, New York, believes that photo-engraved typewritten copy will not replace type composition, despite the fact that the *Literary Digest* declares its experiment in typeless printing "has started more than twoscore inventors to work along this line to perfect standards that may make typesetting superfluous and render Gutenberg's famous invention of movable types an outworn device." The *American Printer* says in a recent issue that the appearance of the magazines typewritten during the printers strike was not inviting.

"The standard type face used on type-

writers is supposed to be the most legible of types," says this magazine, "but the test proved that while a few lines of standard typewritten matter may be read easily, the face is too monotonous for sustained reading."

To Develop Our Markets for British Goods

J. P. Shaddock, formerly foreign advertising manager of the J. Roland Kay Company, Chicago, has joined John Had- don & Company, agency, London, Eng- land. His work will be to develop Amer- ican markets for British goods. Mr. Shaddock is asking for rate cards, sam- ple copies and special data about the mar- ket for British products in particular fields.

N. Y. Representatives to Hold Banquet

The Representatives Club, New York, will hold its annual banquet January 9 at the Waldorf-Astoria. The toastmaster will be George S. Chappell. Among the speakers will be Wilbur D. Nesbit, of the Wm. H. Rankin Company, Chicago; Rob- ert Benchley, the writer; Dr. W. E. Aughinbaugh, of New York University, and others.

New Business for Sehl

The Sehl Advertising Agency of Chicago is sending out new contracts for the Marinello Company account. The new schedule calls for Sunday insertion, as well as the use of dailies in the news- paper field.

EFFECTIVE JANUARY 1st, 1920

TODAY'S HOUSEWIFE

announces

the appointment of

RUFUS FRENCH, Inc.

as Eastern Advertising Manager in charge of New York City, New York State, New Jersey and Pennsylvania and South Territory

The Week in Washington From an Advertising Viewpoint

Washington Bureau, ADVERTISING & SELLING, Riggs Building

Advertising to Influence Railroad Legislation

More than two million dollars will be expended in advertising throughout the country for the purpose of influencing railroad legislation, according to Senator Norris of Nebraska, who has introduced in Congress a resolution asking for an inquiry into the financing of this work, which is said to be backed by railroad executives and security holders.

In a speech on the floor of the Senate Saturday, Mr. Norris quoted a number of despatches which characterized the advertising campaign as the largest ever conducted, excepting only that of the packers during the recent investigation of their industry, and introduced a number of large advertisements which he declared had been sent to various publications.

Anthony Bill Shelved

Congress is inclined to fight shy of the controversy as to whether or not newspapers should be permitted to continue their extensive use of print paper, and to leave it to the newspapers themselves to work out their own salvation. The controversy culminated in a hearing before the House Committee on Post Offices and Post Roads, at which a large number of publishers and others appeared to give their views for or against the adoption of the so-called Anthony limitations bill.

This bill provided that until July 1, next, no newspaper or periodical shall be carried in the United States mails at the rates provided for second-class postage which shall exceed in size, daily papers, thirty-six pages; periodicals, weekly or bi-weekly, seventy-five pages; or monthlies, one hundred pages. It sought to authorize the Postmaster-General to refuse the second-class rate of postage to any papers exceeding these limits.

Opponents of the measure charged that this bill would affect only a small percentage of the newspapers of the country and would fail to accomplish its purpose of conserving newsprint. The arguments pro and con made it very evident that here was a problem to be cared for by the publishers getting together among themselves and dealing with the situation in such a way as to accomplish that which will be of more than a temporary cure for the shortage. Congressional interference would only tend to further complicate matters, and at any rate considerable delay might ensue before such a bill could actually become a law.

Should the Anthony bill come up in the House of Representatives, there is no doubt that it would receive adverse consideration. If it passed the House it would have to go to the Senate and face a certain opposition; it might then have to go to a conference of Senate and House members on these matters as to the wording of the measure, and then it would have to take its chances with the President. At the same time the emergency may be averted, perhaps due to the activities of the publishers themselves.

"We are in executive session on the post office appropriation bill," said Chairman Halvor Steenerson, speaking for the House Committee on Post Offices and Post Roads, "and we must get that out of the way before we can consider any other legislation."

This statement apparently means that the Anthony bill is shelved for at least the time being—that nothing will be done with it until after Congress reconvenes following the holiday recess on January 5. The appropriation bill will not be ready to be taken up until sometime after that date, and it is hardly likely that Mr. Steenerson or his colleagues on the committee will be inclined to let anything else interfere with work upon that measure.

Edge Export Bill Goes to President

The Export Finance bill introduced by Senator Walter E. Edge, of New Jersey, was finally enacted by Congress Tuesday, when the Senate adopted the conference report which was adopted by the House about two weeks ago. The measure now goes to the President.

In an amendment by the House to the bill as passed by the Senate, the provision for double-liability of stockholders in proposed export finance corporations was stricken out and this amendment was sustained by the conference committee and by both chambers in adopting the report. Through amendment of the Federal Reserve Act, the Edge bill provides for federal incorporation of concerns to finance the American export trade. Such corporations may accept from impoverished foreign customers collateral satisfactory to the Federal Reserve Board and against this issue debentures for sale to the investing public, the actual money so received to be paid to the American exporters or producers. No government participation, underwriting or guarantee is involved.

After the adoption of the report, Senator Edge said:

"On behalf of the industrial, commercial, maritime, labor and financial interests of the United States, I am highly gratified by the enactment of the Export Finance measure. But it now must be remembered that this is not a compulsory measure, but only authorizes and provides the procedure for the expansion of the American banking system to all parts of the world, giving resultant impetus to American industry and commerce. Congress now has done its part, and done it well; now it is up to American business men to take advantage of the opportunities opened to them. And this I have not the slightest doubt they will do—I have every reason to believe they will do so immediately and enthusiastically. And I modestly would like at this time to express my warm appreciation for their aid and cooperation to Governor W. P. G. Harding of the Federal Reserve Board and George L. Harrison, its counsel, and many others in public and private life who have lent their help in the passage of this bill."

Federal Authorities After New York Paper

The Federal Trade Commission has cited the Mercantile and Financial Times Publishing Co., New York City, in a formal complaint alleging unfair methods of competition.

It is alleged that the publication issued, The Mercantile and Financial Times, is similar in form and make-up to periodical journals dealing with mercantile and financial matters which are made up of paid advertisements set forth as such and bona fide news articles and editorials, that the respondent publication so closely simulates bona fide periodical journals as to lead the public to believe that it is a bona fide periodical journal, whereas, as a matter of fact, it is not a bona fide periodical journal, and that what purports to be news articles and editorials contained in this publication are advertisements, although not so marked, of certain individuals referred to therein and paid for by such individuals.

It is further alleged that the publication contains a large number of advertisements of reputable financial concerns, that such advertisements are published without the knowledge or consent of such concerns, and without any expense on their part, and that the effect of such publication of spurious advertisements is to cause the public to give an undue preference to respondent's publication over bona fide periodicals published by competitors. This practise tends also to mislead the public into giving an undue credence to advertisements falsely represented and published as news articles and as editorials.

Aspirin Advertising Called Unfair by Government

The Federal Trade Commission has cited The Bayer Co., Inc., New York City, in a formal complaint alleging unfair methods of competition. The respondent has forty days in which to file answer, after which the case will be tried on its merits before final settlement.

It is alleged that this company "has been publishing . . . advertisements . . . to the effect that the word aspirin is only properly used to designate the product of respondent, that respondent's . . . product is the only genuine, unadulterated and safe drug product manufactured and sold as aspirin, and that the products manufactured and sold by competitors as and for aspirin are spurious and adulterated and composed of other materials such as talcum powder and the like." It is alleged that these statements by the Bayer Company mislead the public into giving undue preference to Bayer's aspirin, thus causing loss and damage to competitors.

Washington Stores Conserve Newsprint

Washington department stores have announced that they will cooperate with the local newspapers in conserving the supply of newsprint by cutting down their advertising requirements by ten percent. An appeal to advertisers to use as little space as possible was circulated last week, in which it was declared that the supply of newsprint is only a short sum in excess of the demand and that production is not keeping up with consumption. Unless there is a marked reduction in the use of newsprint there will be a shortage by the first of the year that will drive



Good Business Insurance

The man of tomorrow is the Scout of today. You know him.

He is the up and coming boy in every community: The boy who is preparing himself for the obligations of citizenship by assuming the responsibilities of today.

He is getting his training by following the Scout program. It means hard work and real sacrifice for every boy who undertakes it.

The next time you see a boy in his Scout uniform think of him in that light.

This type of boy is the man of tomorrow. The man you must look to as the buyer of your product. The man on whom your business will depend.

And this is the time to get him acquainted with your name and what it stands for.

To be sure of him tomorrow you must advertise to him today.

Your business is not built for today but for the future.

You believe in insuring yourself against all possible business contingencies.

Carry this one step further and make sure of your future customer by selling him today and then keeping him sold.

This is double business insurance, because most of these boys are buying factors right now. Their influence is felt in most family purchases as well as in the buying of things that are for their own use.

Many national advertisers already know the value of this market and its future possibilities.

We want you to become better acquainted with it. Do we get a chance to tell you about it?

Boy's Life is the Only Publication Covering the Scout Field

BOYS' LIFE
THE BOY SCOUTS' MAGAZINE

The Quality Magazine For Boys

THE BOY SCOUTS OF AMERICA

PUBLISHERS

Member A. B. C.

200 FIFTH AVE.
NEW YORK

37 SO. WABASH AVE.
CHICAGO

many of the smaller papers out of existence.

Officials of the various stores declared that while the reduction in advertising would hamper them considerably, especially during the holiday period, they are very willing to do what they can to help out, even though laboring already under a number of other disadvantages.

Congress Asks Papers To Cut Down 10 Per Cent

The Post Office Committee of the House of Representatives asked the newspaper publishers of the country to reduce the size of their publications by 10 percent for a period of at least six months so that the host of smaller newspapers, now facing disaster, might

be able to tide over the shortage crisis. The appeal reads: "The committee considered the shortage in the news print paper supply and believe that unless consumption can be materially reduced it will result in the destruction of a large number of newspapers in the smaller cities and towns and inflict irreparable injury on the communities served by them, and having in mind the great results accomplished during the war by voluntary and patriotic cooperation of the people in saving foods, fuel and other necessities in which you had a creditable part, we appeal to reduce consumption of news print paper by at least 10 percent during the next six months, thereby averting the threatened injury and obviating the necessity for repressive measures in the future."



Mental concentration conquers difficult problems; military concentration achieves victories; concentration of power anywhere always triumphs over diffusion of effort.

This fundamental principle does not stop working when it comes to advertising.

The good Business Paper gathers material from many sources and focuses it on interested readers only—the most perfect example of concentrated, wasteless advertising power.

All Business Papers are good, but some are better than others. The phrase "Member of the Associated Business Papers, Inc.," means proven circulation PLUS the highest standards in all other departments.

The ASSOCIATED BUSINESS PAPERS Inc.

Jesse H. Neal, Executive Sec'y

Headquarters

220 W. 42d Street

New York

Would Bar from Mails Foreign-Language Press

A bill to declare publications in foreign languages unavailable has been introduced in Congress by Representative Clark of Florida. Mr. Clark's bill would prohibit the mailing of any magazine, periodical, newspaper or other publication of any kind or character printed in whole or in part in any other language than English. Attempts to mail such publications would be punishable by fines ranging from \$500 to \$5,000, imprisonment for from six months to five years, or both.

The bill has been referred to the committee on the post office and post roads.

Detroit Agency Gets Axle Account

The Power, Alexander & Jenkins Company, agency, Detroit, has secured the account of the Salisbury Axle Company, New York. Plans are under way for a campaign in national publications.

Agencies Appoint Newspaper Committee

The committee on daily newspapers appointed by the American Association of Advertising Agencies is composed as follows: Colin Armstrong, New York; Cleveland A. Chandler, Amsterdam Agency, Boston, Mass.; William B. Tracy, Tracy Parry Company, Philadelphia; Ernest I. Mitchell, Mitchell, Malloy & Faust, Chicago, and Morton Caldwell, Chambers Agency, New Orleans.

Anton Benson Hads Harrisburg Club

Anton Benson, advertising manager of Bowman & Company, Harrisburg, Pa., has been elected president of the Harrisburg Ad Club. The other officers recently elected are: Herman P. Miller, vice-president; Frederick C. Rowe, secretary; J. S. Belsinger, Lee Goldsmith and J. P. McCullough, executive board.

Three Tire Firms Incorporate in Delaware

The Wildman Rubber Company, manufacturers of tires and tubes, Wilmington, Del., has been incorporated with a capitalization of \$20,000,000. In the same city the Kentucky Tire & Rubber Company, tires and tubes, has been incorporated at an equally large capital, and the Carlisle Tire Corporation, tires and casings, capital, \$33,000,000.

More Capital for Bethlehem Motors

Stockholders of the Bethlehem Motors Corporation have approved an increase in capital stock from 130,000 shares of 10 par value to 200,000 shares.

To Advertise Dixie Dyes

The Philip Kobbé Company, New York, has secured the account of the White Tar Aniline Corporation, manufacturers of Dixie dyes for household use.

Einson Branch in Chicago

Arthur Freeman, formerly advertising manager of the Consumers' Company of Chicago, and Gimbel Bros., New York, but now president of Einson Litho, Inc., of New York, has established a Chicago office in the McCormick Bldg., under the management of Charles M. Veazey.

Rauh Agency Gets Five New Accounts

The Richard S. Rauh Company, advertising and merchandising counsel, Pittsburgh, Pa., has secured the five following accounts of manufacturers, all of Pittsburgh: Superior Tile Company, makers of Tilex; Raylo Corporation, makers of Raylo, "More than a Polish"; Comfort Garments, makers of Kiddie Waist and Sani-Belt; Carbon Steel Company, alloy steels; Falkner American Potato Flour Corporation, American Potato Flour.

Promotions at Hart & Hegeman

Arthur J. Lubeck, formerly assistant Western sales manager of the Hart & Hegeman Manufacturing Company, Chicago, has been promoted to the position of Chicago district sales manager. Mr. Lubeck succeeds Haynes L. Everest, who has been made general sales manager, with headquarters at Hartford, Conn.

Ad Club and Commerce Chamber Consolidate

The Loraine, Ohio, Advertising Club has been merged with the Chamber of Commerce that has recently been formed in that city. The chamber will include a department of advertising.

Malcolm McCormick Goes with McCord

Malcolm McCormick who has been associated with the Burroughs Adding Machine Company and the Chalmers Motor Company, has been made sales and advertising manager of the McCord Manufacturing Company, Wyandotte, Mich.

Conrad Kimball Dies

Conrad Kimball for a number of years with *Harper's Magazine*, New York, later with Will C. Izor and for a year and a half in Y. M. C. A. work in France, died recently of tuberculosis. Mr. Kimball went to Denver, Colo., for his health early in the year.

Don't Forget the Metric System

The American, consul in Grenoble France, writes in a report of the Department of Commerce of a continuing increase in American-made goods. Importers, he says, are eager to form business relations with American manufacturers. American advertising matter in French will be of particular value at this time, but attention is called to the necessity of giving weights, dimensions and capacities in terms of the metric system.

Campaign for Canadian Dairymen

The National Dairy Council of Canada has planned an advertising campaign to increase the use of milk and its products as food. It has been decided to raise for this purpose \$175,000. The council represents the various organizations of producers and distributors of milk and dairy products throughout the dominion.

Louisville Unions Advertise Closed Shop

The publicity bureau of the Louisville, Ky., trades unions has been organized to place before the public the real meaning of the closed shop, and has organized an educational campaign to counteract the efforts of various civic bodies in that city. Newspaper

advertisements have begun to appear, and several papers, it is said, have refused to accept the bureau's advertising. The union men plan to "use the same weapon to gain better working conditions that the employers has always used to defeat organized labor publicity."

Former Agency Man with "Oildom"

Samuel Mitchell, formerly with the Irwin Jordan Rose Advertising Agency, New York, has been appointed advertising manager of *Oildom*, New York.

W. C. Dudgeon Joins Power, Alexander & Jenkins

William C. Dudgeon, for eight years in advertising work, has joined the staff of Power, Alexander & Jenkins Company, agency, Detroit. Mr. Dudgeon was recently with the Gardner Advertising Agency, St. Louis, Mo.

Oklahoma Paper Names Representative

Payne, Burns & Smith, New York and Boston, has been appointed foreign representatives of the *Tulsa, Okla. Democrat*.

Tobacco Products Declares Dividend

Tobacco Products Export Corporation has declared a dividend of 5 percent in stock, payable January 2 on stock of record December 24. A meeting of stockholders will be called on December 23 to increase the capitalization from 450,000 shares of no par value to 500,000.

Railroad Man Joins Simmons-Boardman

E. C. Jackson, mechanical engineer, formerly of the motive power department, New York Central Lines, has joined the Service Department of the Simmons-Boardman Publishing Company, New York City.

More Stock for White Motors

The White Motor Company, Cleveland, Ohio, has voted through its directors to increase its capital stock from \$20,000,000 to \$25,000,000. The increase in the capital after the \$4,000,000 boost of a few month ago is necessary, it was said, because of the company's rapid expansion.

"Truth-in-Advertising" Wins Victory in Conviction of Pandolfo

S. C. Pandolfo, president and chief promoter of the Pan Motor Company of St. Cloud, Minn., was found guilty of using the United States mails in a scheme to defraud, and sentenced to ten years and a fine of \$4,000. The verdict was returned by a jury in the court of Federal Judge Landis, Chicago, December 6. The indictment on which he was convicted charged misrepresentation in letters and literature mailed to prospective stockholders.

The verdict is hailed by the Associated Advertising Clubs of the World as a victory not only for the government but also for clean advertising, for while nearly all advertising is true now such cases as this emphasize the fact that the fakirs are being driven from their last strongholds. It is regarded by Merl Sidener, chairman of the National Vigilance Committee, as having an influence for good so extensive that it is difficult

H. Devitt Welsh

Is a Member of this Organization

Mr. Welsh has been chosen one of our counselors because of his attainments in the province of artistic industry. Equally proficient with brush, pencil or the copper plate and dry point of the etcher, he is especially adapted to consult with our clients and advise them on the matter of art work they may desire from our studios.

It is this ability of our representatives to visualize customer's needs into practical terms of the uttermost artistic possibilities of the subject in hand that makes their services so widely sought after. We are pleased to add Mr. Welsh to the list.



Louis C. Pedlar, Inc.
COUNSEL IN ART,
95 Madison Avenue
NEW YORK CITY

Telephone Madison Square 511

to comprehend. To halt advertising activities of a fraudulent character and to punish him who perpetrates them is considered a wholesome warning to others who abuse public confidence in the sale of securities, merchandise or services.

The advertising matter of the Pan Motor Company teemed with extravagant and misleading statements. Letters of indorsement were used after they had been repudiated by their writers. One letter of indorsement did not actually refer to the Pan Motor Company. The banker who wrote it had never heard of the company at the time the letter was written, and the use of the letter was entirely unauthorized.

It was testified at the trial that approximately \$9,500,000 of the stock of the Pan Motor Company has been sold, sales being made in nearly every State of the Union to a total of more than 70,000 stockholders, this stock being disposed of largely through the efforts of "high pressure" stock salesmen.

In the sale of stock, misleading statements were employed in advertisements published in newspapers, and in printed matter sent through the mails.

It developed from the evidence that notwithstanding the large sum realized from stock sales, the company at the time of the trial owed approximately \$250,000 and had but \$5,000 available cash with which to meet the obligation.

It is difficult to estimate the amount received by Pandolfo personally, as the evidence showed that he had made false entries in his books, but as the books stood they revealed that he received between \$500,000 and \$1,000,000, net.

Pandolfo received this during a period covering approximately three years and he admitted on the witness stand that he not only was without funds when he started the scheme but owed debts approximately \$100,000.

"We accept Liberty Bonds as cash," the advertising said. "Are you interested in making yours return 25 percent or better?" The evidence showed that the company received approximately \$1,000,000 in Liberty Bonds in exchange for Pan Motor stock.

Whenever Pandolfo's advertising methods have been exposed, he has assumed the attitude of being the victim of jealous, hostile "interests." His attacks on the Associated Advertising Clubs and others have taken the form of advertisements, paid news matter publicity, and big-figure libel suits. Among the libel suits filed by Pandolfo and the Pan Company are the following:

Associated Advertising Clubs.....	\$500,000
Better Business Bureau, Minneapolis Advertising Forum.....	1,000,000
Arizona Bankers Association.....	1,000,000
Guenther Publishing Company and Financial World.....	500,000
Doubleday, Page and Company and World's Work.....	500,000
Grand Junction, Colo., Sentinel.....	400,000
Durango, Colo., Democrat.....	500,000
Congressman Edward T. Taylor	250,000
Richard H. Lee, Special Counsel of the Associated Advertising Clubs.....	100,000

Pandolfo's theory of defense, when brought before the trial court in Chicago, was that he had been the victim of a great "conspiracy" which aimed at his destruction. The Associated Advertising Clubs, the United States Gov-

ernment, local public officials, reputable newspapers, magazines and financial journals and many others who had found objection to his methods, he charged with being in this "conspiracy" of "interests."

Frequently, Pandolfo anticipated attacks and built convenient "straw men" for the occasion. These straw men he then destroyed in spectacular and bombastic fashion, according to the account of his publicity man.

In literature of the Pan Motor Company Pandolfo promised 100,000 cars the first year. He stated that it stood a better chance than the Ford Company in the matter of making money, estimating that Henry Ford produced \$250,000 for every \$100 invested in the Ford enterprise. On this basis, if Pandolfo

sold all of the stock in the Pan Motor Company, at the price of \$10, the company would have to return, to duplicate the Ford feat, twenty-five billions. Incidentally, the price was raised the latter part of 1919 to \$12.50 to comply with a promise Pandolfo made in his literature to the effect that it would sell for more than \$10 before it was all sold.

In the face of this, including cars assembled, cars made for stock selling purposes and cars built for it by others, the Pan Motor Company has produced less than 300 automobiles.

In his review of the case Judge Land's severely criticized newspapers that sell news columns for advertising, and expressed the wish that he could punish States which license such corporations as the Pan Motor Company.

In Re: The Salesmen Who Slept on the Peace Treaty Job

Prominent Advertising Men Agree That the Failure to Have It Ratified Can Be Traced To Inadequate Methods of "Marketing"

CONSIDERABLE comment has been aroused by the article in the November 29 issue of ADVERTISING & SELLING by Edward Hungerford on "The Peace Treaty: A Failure in Advertising." It will be remembered that Mr. Hungerford's point was that the treaty, as a general proposition and as this particular treaty, was not presented to the American public in such a way as to arouse sufficient interest in it to warrant its acceptance. In plain words, there was no "consumer demand." The organization, from the sales manager down to the men on the road—into which category Mr. Wilson, Mr. Creel and the press representatives fall—failed to sense the acute necessity for creating the aforementioned demand.

There was no organized effort, either by means of delicate, subtle propaganda or strong, honest publicity (real American advertising) to give the public a chance to discover why or why not the treaty should be "bought."

Among the many comments received in the editorial rooms since the article appeared is the opinion of John E. Kennedy, the father of Reason Why copy. Mr. Kennedy feels that: "It is regrettable that some such able article as that of Hungerford's in your November 29 number, or a series of such articles, could not have appeared before it was too late to rouse advertisers and advertising men into an *action* which might have saved the Peace Treaty.

"I fear that politicians and others lean too confidently on mere press agency and free newspaper publicity to achieve very much in the way of concentrated public education on vital subjects that have a time limit on their efficiency just as merchandise has a season of sales that cannot profitably be missed.

"I also feel that too much reliance is placed upon the kind of general publicity which is credited with such large results in the selling of Liberty Bonds, but which required millions of dollars worth of *free personal* salesmanship to complete a work that could have been completed largely by the kind of concrete Printed Salesmanship which sells billions of dollars worth of merchandise to the American public yearly, both at wholesale and retail by mail in open competition with such expert personal salesmanship as was lavishly employed in the actual selling of Liberty Bonds, Red Cross, Y. M. C. A. and other fund-raising campaigns and drives.

OTHER IMPORTANT FUNCTIONS

"While the Peace Treaty matter could have been efficiently handled that way there still remain other issues of equal importance on which it is not too late to demonstrate that Paid Advertising of outright mail order, self-starting character, could be made a tremendous power for good in, for instance, clearing the revolutionary atmosphere of today.

"A campaign of mail-order advertising, tactfully written *from the*

standpoint of the *Laboring Man*, and not from the standpoint of the Capitalist who would benefit most from such a campaign (and SO SHOULD pay for it) might convert the present dangerous state of mind of the masses from a blind resentful 'Red' attitude into sober, clear-seeing, understanding of the REAL facts, which would settle our labor troubles much more effectively and permanently than legislation of any kind can do, or newspaper news of strikes and concessions can hope to do.

"While the High Cost of Living is given as the reason for the crushing demands of labor for higher wages to meet these higher living costs, little that is *practical* is being done to remove that logical excuse of labor for such demands.

"Meantime, in South Georgia hogs are being raised for 4-2-3 cents per pound, live weight, and country-cured hams of a quality that brings 36 cents to 50 cents per pound retail in the open market are produced there, in a finished-product condition, at *less than 10 cents per pound* total cost for raising the pork, slaughtering it on the farm, curing, smoking and dressing it ready for market.

"When it is known that the average consumption of pork products in the U. S. per family of five last year was in excess of 436 pounds it will be seen what a factor in living expenses this *one* item of food is and can be.

"That these country-cured hams, costing under 10 cents per pound to produce, *could be sold direct from farm-to-family* (via mail order advertising) at 25 cents per pound, with more than 100 percent gross profit, provides an *instance* of what could be done toward lowering the High Cost of Living if any serious-minded philanthropist *wanted* to do it, thus *proving* to the laboring masses that a *sincere* and *practical* effort was being made toward reducing living costs.

"Mere newspaper TALK about 'reducing the High Cost of Living' would have very slight influence upon the people aimed at, as compared with a bona-fide working *evidence* that it *could* be done and was *being* made possible and practicable through the action of certain public-spirited citizens, with profit to themselves, via *direct methods* and logical use of that mail-order advertising by which Davis of Gloucester, Mass., serves 100,000 families with fish (by mail-order) yearly.

"It would have been as practicable to 'sell the Peace Treaty to the American people, as it is still practicable to sell them thrift, a more satisfied state of mind—pork products (that cost 10 cents per pound to produce) at 25 cents per pound, as fish direct 'from the sea to thee' without middlemen, as per Davis of Gloucester.

"But, first of all, we must have a sincere *intention* to *do* the thing we promise, and must not be afraid that we may possibly antagonize some 'interests' by doing it.

"We must do something more

than merely TALK about the desire. We must get into *action* (plan for it, and fight for it) if anything more is to come from it than is likely to come from the very able, though somewhat late, Hungerford article."

NUMBERS AGREE ON THESE POINTS

Many others virtually agree with Mr. Kennedy. H. C. Brown, of the Victor Talking Machine Company, Camden, N. J., voices the belief that "undoubtedly and absolutely" the treaty should have been "sold" to the American people. "And,

Posters Pay

The Poster is a sure fire advertising proposition. There is no "hit or miss" about it.

By means of its eye appeal, its dominant size, its color possibilities and its terseness of expression, it serves to introduce buyer and seller so that "reason why" details may have their chance.

To merely see a Poster, is to read it. The message "gets there." That's why Posters pay.

"Nordhem Service," based upon wide experience and an intimate knowledge of all details connected with Posting, is the logical way by which you may get added returns from your Posting investment.

IVAN · B · NORDHEM COMPANY

*Poster Advertising, Painted & Electrical Displays
in the United States & Canada*

5 West 40th Street . . . New York City

Bessemer Bldg. . . . Pittsburgh, Pa.

Canadian Representative

THE WADSWORTH-NATHANSON COMPANY
Toronto, Canada

what is more," he adds, "to a satisfied customer." W. A. McDermid, advertising manager of the Mennen Company, Newark, N. J., also says: "I think Mr. Hungerford has placed his finger on a very important factor in the present treaty situation—which, while not 'lost,' has certainly suffered from lack of advertising."

In like strain, William H. Johns, president of the George Batter Company, New York advertising agents writes: "I have read this article with the greatest of interest and certainly think that the effort as outlined by Mr. Hungerford, if it had been made, might have changed the situation."

From still a different angle, the newspaper field, comes the thought of Louis Wiley, business manager of the New York Times. Mr. Wiley says: "I congratulate ADVERTISING & SELLING upon the publication, in

the issue of November 29, of the article by Edward Hungerford. Mr. Hungerford has rendered a distinct service by emphasizing the necessity of properly advertising or giving publicity to such important international negotiations as those connected with the Peace Treaty and the League of Nations."

Getting down to the actual operation of the idea, O. H. Blackman, president of the Blackman-Ross Company, the New York advertising agency, points out the facilities for national advertising and the manner in which those facilities have been neglected and abused. Referring to the story, he says: "The article is timely—tragically timely—to use our President's own phrase. I am glad Mr. Hungerford wrote the article and wrote it as frankly and clearly as he did.

SHOULD USE AVAILABLE RESOURCES

"It brings to my mind one thought. At this time there is in existence an incorporated organization known as the Advertising Agencies Corporation. It includes in its membership nearly all of the large agencies of this country. It was formed in an emergency during the early part of last summer to help the Navy Department to carry out its advertising campaign for recruits. The idea was not only to use this corporation, which included the abilities and organization of men of the advertising agencies for the Navy campaign alone, but to extend it later to all government activities and broad public movements.

"The idea and theory back of this is essentially sound. It was the kind of work we should have been glad to do during the war, but were unable to put through under Creel's administration. As a matter of fact, practically every advertising man I know contributed his full bit to war-time publicity—did it heartily and without thought of pay. But only a very small percentage of his energy was really used, owing to lack of real organization. Each one of us floundered hopelessly in a tangle of red tape, and each one of us dreamed of what might be possible under proper organization."

Approaching the subject from still another angle, William H. Rankin, president of the William H. Rankin Company, Chicago advertising agents, presents these views:

I think you have unintentionally done advertising an injury when you run an article headed 'The

Peace Treaty—a Failure in Advertising."

"Advertising cannot have been a failure unless it is used to help sell the 'treaty,' which it was not. You know and I know, if the Peace Treaty is not endorsed by the U. S. A. its failure will be entirely due to 'politics.' I believe the majority of the people of this country have been successfully sold on the 'treaty'—but the Republicans in the Senate are not, and that is why it is where it is today—resting in the Senate.

"There isn't a greater believer in advertising than the writer, but because I am I recognize its limitations—all the advertising in the world could not sell the present treaty so that it would get the required number of votes in the Senate. Mr. Hungerford is a writer and not an advertising man, nor, I think, a politician—and he is like a good many advertising men (who claim too much for advertising) a little over-enthusiastic about the value of correspondents' publicity—even in the newspapers.

"As you know, at the New Orleans convention the 1,500 representatives went on record there and asked the Senate to pass the Peace Treaty without reservations which would necessitate sending it back to Germany for ratification.

"There are three or four men in the Senate who have enough influence to keep the treaty from being passed, and it leaves the great United States in the position of having had a Representative at the Peace Conference, but, because of a change in the political line-up at Washington from a Democratic to a Republican majority—we do not give President Wilson the backing he deserves, and which nearly every other country that was a party to the Peace Conference have given their representatives.

NOT AN ADVERTISING FAILURE

"I still believe the Peace Treaty will pass in the Senate, possibly somewhat modified—but I do not believe you are right in the headline of your story 'The Peace Treaty and Advertising Failure.'

"Advertising is powerful, but not enough to harmonize the Democrats and the Republicans in the Senate. The people, I believe, if asked to vote on the treaty as brought back by President Wilson, would give it a good majority right now." But please do not blame *advertising* for the failure of the Peace Treaty.

Embodying some of those same points, Hon. Arthur Capper, United

Keeping Up With The Times

A FACT A WEEK

Does any one know of an automobile section of a daily newspaper that carries as much advertising line a week after week as that issued by The Washington Times?

For instance, the most recent Saturday issue—Saturday is the automobile day—had 13,497 lines of display advertising, more than 48 columns. The preceding week's issue had 10,461 lines of display advertising, more than 37 columns.

It is generally believed that The Times leads all the papers of the country in automobile advertising in regular issues.

The Washington Times
WASHINGTON, D. C.

States Senator from Kansas, puts down his opinion in this light:

"I was tremendously interested in Mr. Hungerford's article in the last issue of *ADVERTISING & SELLING*, 'Why the Peace Treaty Failed.' It was exceptionally well written and he puts up a strong argument in support of his claim that the treaty was never "sold" to the people of the United States. There is something in his contention, but I cannot subscribe to the statement that the treaty was defeated on that account. I am a great believer in the power of publicity and undoubtedly the treaty was handled in a miserable way so far as putting it up to the American people was concerned. But it was not on that account that it failed of ratification in the Senate. The document is carelessly gotten up and is inherently weak. The combined efforts of all the clever newspaper men and publicity promoters of America would not have "sold" this treaty in its original terms to the American people nor to the United States Senate.

"I have not the slightest doubt that the Treaty with the Lodge safeguarding reservations would have been ratified by the Senate but for President Wilson's stubborn insistence on unconditional ratification. His letter, written to Senator Hitchcock just before the vote, virtually directing the Democratic senators not to consent to the reservations, undoubtedly influenced them to "stand pat" for the Treaty in its original form.

"I came to the Senate with an open mind and with a friendly attitude toward the Peace Treaty and the League of Nations. I have wanted to see a world agreement for the promotion and preservation of peace and better understanding between nations. I studied the document of 537 pages with the greatest care and listened to every speech on the floor of the Senate. The further the discussion proceeded the more apparent it became that the Treaty was an unsatisfactory and inadequate one-sided pact. A majority of the Senators viewed the question in the same way."

Such are some of the "pro and con" presentations of our readers on Mr. Hungerford's conception of the situation. So far, the "Affirmatives" are in the lead—but we're not conducting a contest. The main feature of the story which pleases us is that it has appealed to our friends and started constructive ideas. The following letter

from Leroy Fairman, vice president of Advertising Artists, Inc., New York, epitomizes the reception the Peace Treaty "scoop" was accorded:

"The article by Mr. Hungerford on the Peace Treaty which appeared in your November 29 issue is alone worth the price of admission for at least seven years."

And that sounds good!

Give Up Plan for Swedish Trademark

The General Export Association of Sweden which recently sent out a questionnaire to the exporters of that country on the subject of a national trade-

mark, has temporarily abandoned advocating one. Many answers were received to the effect that a trademark would have to perform the functions of a quality mark and that there were no feasible means of supervising quality. It was thought that a trademark indicating Swedish origin of a product would be itself a recommendation and would facilitate, especially for newly developed lines, the process of getting a footing in foreign markets.

Hastings Comes To Brooklyn

Ernest C. Hastings, advertising manager for Landsburgh & Brothers, the Washington department store, has accepted the post of director of publicity in the department store of A. I. Namm & Son, Brooklyn, New York.

Important Revision of Advertising Rates

DUE to excessive and constantly rising production and paper costs, together with the rapidly increasing circulation of *Cosmopolitan*, jumping beyond our most optimistic calculations, an immediate revision of *Cosmopolitan's* advertising rates is made imperative.

Effective immediately with the March issue, and rescinding all previous rate announcements, all estimates must be revised and orders for space in *Cosmopolitan* must be figured as follows:

One page	\$3,400
Two columns	2,270
One column	1,135
Line Rate	8
Back cover	\$6,800
Second cover	5,200
Third cover	5,200
Color inserts	5,600
All covers and inserts printed in four colors only. Prices include cost of plates.	
Artgrave	\$3,750
Two color pages (black and one other color)	4,200

Complete rate cards in standard form recommended by the American Association of Advertising Agents will be mailed as soon as possible.

J. MITCHEL THORSEN,

December 12, 1919

Business Manager.

Foreign Trade Advertising Will Be Treated at Convention

"Foreign trade advertising" will be one of the topics treated at a special group session at the Seventh National Foreign Trade Convention to be held at San Francisco, May 12-15, 1920, under the auspices of the National Foreign Trade Council.

The special attention being given to advertising on the program of this Blue Book assemblage of American foreign traders is the result of the success attending the advertising session of the annual convention held April 24-26, 1919, at Chicago.

"So much interest was manifested in our advertising session at Chicago," says Secretary Davis, "that the committee in charge this year are endeavoring to make this group session one of the real features of the Convention. The possibilities of business expansion through foreign trade are too well known to require any elaboration. There is a tendency on the part of American manufacturers, however, to ignore the foreign markets on account of the present large domestic demand. As a matter of business policy many of the far-seeing firms, on the other hand, are today extending their plans so that their foreign business will hereafter be considered as an important factor in their sales campaign, which is quite as true of the advertising business as well as any other."

So that American business men may find the trip to San Francisco well worth while, the National Foreign Trade Council is arranging for the presence of trade advisors from all the leading foreign nations of the Far East, Australasia and South America. These delegates will be at San Francisco for the sole object of giving trade information to those who desire it.

The National Foreign Trade Council, under whose auspices the coming Convention will be held, is made up of the members of American business engaged in foreign trade. The Council is headed by James A. Farrell, President, United

States Steel Corporation. Among the other active members may be named, A. C. Bedford, Chairman of Board, Standard Oil Co., of New Jersey; Robert Dollar, President, The Robert Dollar Company, San Francisco, Cal.; Louis W. Hill, Chairman Great Northern Railway, St. Paul, Minn.; Alba B. Johnson, 1112 Morris Bldg., Philadelphia, Pa. (former President of Baldwin Locomotive Works); Cyrus H. McCormick, President, International Harvester Co., Chicago, Ill.; William Cooper Proctor, The Proctor & Gamble Co., Cincinnati, O.; W. L. Saunders, Chairman of Board, Ingersoll Rand Co., New York; John N. Willys, President, Willys-Overland Co., Toledo, O., and Thomas E. Wilson, President, Wilson & Co., Chicago, Ill.

The San Francisco committee in charge is making every arrangement to provide entertainment for the delegates and for their families. There will be three special transcontinental trains for the convenience of delegates in the United States. Further information in regard to the Convention program, hotel arrangements and train accommodations is being furnished by O. K. Davis, Secretary, National Foreign Trade Council, 1 Hanover Square, New York City.

Vulcan Powder Founder Dies

Ralph L. Shainwald, founder of the Vulcan Powder Company, died December 10 at his home in New York at the age of 68. Mr. Shainwald also formed the Standard Paint Company. He was born at Great Falls, New Hampshire.

M. A. Wood Goes with Frailey

Merrell A. Wood, formerly Western manager of Hoyt's Service, New York, has been appointed service manager of the Frailey Advertising Company, Youngstown, O. Under Mr. Wood's direction, Paul H. Bolton and Park Meek will have charge of service to industrial advertisers, including the handling of market investigations.

Sees Spanish Market for U. S.

Manufacturers in the United States with an efficient selling organization ought to be able to establish an extensive market in Spain for their products, says the American consul to Almeria, Spain, in a recent report of the Department of Commerce. The consul points out the quality of goods sold in Almeria as compared with those manufactured and sold in the United States. He advises co-operative effort on the part of a number of American firms in establishing agencies in the commercial centers of Spain, where a complete line of goods, including spare machinery, would be kept in stock. The use of space in small local papers is suggested for covering the provincial parts of the country, at the same time that traveling salesmen are demonstrating the goods.

Overhaul British Consular Service

The British Consular Services in South America, continental Europe and Scandinavia are being reorganized by special representatives of the Department of Overseas Trade. This is in accordance with the policy of the Foreign Office of having these overseas organizations thoroughly and regularly inspected. The American Chamber of Commerce in London reports that there is a well-developed opinion among American business abroad that the State Department should take over the American commercial attache system as well as the consular system.

Radio Magazine Resumed

The *Radio Amateur*, Marion, Ill., has resumed publication, the government restrictions on radio work by amateurs having been removed.

Sales Manager Goes to Retail Store

L. A. Fleischman, recently sales manager of the Lehman Piano Company, St. Louis, Mo., has been appointed sales manager of the retail store of the Rudolph Wurlitzer Company in Cincinnati, O.

Big Firms Increase Capital

The Studebaker Corporation, the Timken-Detroit Axle Company and the Goodyear Tire & Rubber Company are increasing their capital. The Studebaker company is planning to double its capitalization from \$45,000,000 to \$90,000,000, the increase consisting entirely of common stock. The Timken-Detroit Axle Company is proposing to increase its capitalization to \$45,000,000, whereas the total authorized stock now is \$6,000,000. The Goodyear firm has already voted for a new issue of \$100,000,000 in 7 percent preferred stock.

Auto Agents May Sell Ford Tractors

The Ford Motor Company, Detroit, Mich., is reported to be planning the selling of its tractors by automobile agents, the present methods of distribution having been found unsatisfactory. The change will probably take effect during next summer.

R. H. Robinson with Branham

Russell H. Robinson has left *Out of Town Life*, published by the Philadelphia Record, and has joined the agricultural department of the John M. Branham Company, publishers' representatives, New York.

You Are Cordially Invited

Would you accept an invitation to personally address 48,000 leading business and professional men, every one of whom can buy a motor car if he wants to? Over 35,000 of these men own motor cars and over 25,000 motor trucks are being operated by concerns which they represent.

While it isn't possible to get these 48,000 men all together in one place for this purpose, we do extend to

you a cordial invitation to address them thru their own particular magazine, THE ROTARIAN.

Thru your appeal in their magazine you can reach men who represent a combined personal income of more than \$500,000,000 annually—men who not only represent stupendous buying power, but men of tremendous force and influence in their communities.

THE ROTARIAN

The Magazine of Service

Published Monthly by the International Association of Rotary Clubs
CHICAGO

Eastern Representative, WELLS W. CONSTANTINE
31 E. 17th Street, New York

Advertising Manager, FRANK R. JENNINGS
910 So. Michigan Ave., Chicago

Great Britain, THOS. STEPHENSON, 6 So. Charlotte St. Edinburgh, Scotland

MEMBER AUDIT BUREAU OF CIRCULATIONS

Research Discussed by Publishers

"Research" was the topic of discussion at the meeting of the editorial conference of the New York Business Publishers at their meeting and dinner Monday evening. The affair was held at the Automobile Club and around 200 guests were in attendance.

Harry Tipper, of *Automotive Industries*, while originally slated as a speaker, passed the buck very efficiently by acting as toastmaster and introducing the others. Harry E. Taylor, of the *Dry Goods Economist*, was the first on the list after the coffee, talking on the subject of utilizing editorial material and the editorial department for research purposes. Mr. Taylor's point was that in an industry where fashion played such queer pranks, elderly statistics were not of much avail, and the experience of men specializing in certain fields was of much more value for research purposes.

Ernest S. Bradford, head of the Research Department of the *New York Times* told how he collected information on production, investments, consumption, etc., and made the point that in his highly technical line two things were true with regard to statistics: first, the field of commercial research had not yet been scratched; and, second, the experience of any individual must be so localized and, at best, spasmodic, that comprehensive figures must be collected in order to present a truthful conclusion.

Harry Cleland, of the McGraw-Hill papers, told how he presented the results of these research activities after they had been completed, illustrating with stereoptical views the manner and style in which the McGraw-Hill folks put their findings on paper in a graphic and concrete fashion.

This meeting was the first of a series of four at which vital topics relating to the business paper offices will be discussed.

Likes the Fairman Article

AMERICAN WRITING PAPER CO.,

Holyoke, Mass.

December 11, 1919.

Editor, ADVERTISING & SELLING:

We are very much interested in an article which appeared in your December 6th issue, entitled "A Plea for better letter heads, labels and packages." We would like to have your permission to reprint excerpts from this article.

We are quite as much interested in better printing as we are in better paper, and think that the author has put some of his arguments in a very forceful way.

Yours truly

F. W. HASTINGS,

Shado-Craft Section,
Department of Sales.

Secures Part of Fleischman Account

Part of the account of the Fleischman Yeast Company has been obtained by the Dooley-Brennan Company, Chicago. The same agency has secured the business of the Wonder Cut Pruning Saw Company, Kalamazoo, Mich.

Additions to Cutler Publications

Arthur Caswell, who has been with the Monroe Publishing Company, New York City, as circulation manager, has accepted a similar position with the Cutler Publications, Boston, and will in the future handle the circulation of the *Shoe and Leather Reporter*, the *Shoe Retailer* and *El Reporter Latino-Americano*. Mr. Caswell is an experienced newspaper man, having also been in the employ of the Boston Journal Company.

Winfield S. Brooks, who has been with the Boston *American* in an editorial capacity, is now connected with the editorial department of the *Shoe Retailer*.

Hanser Agency Gets New Account

The I. H. Dexter Company, New York, has placed its account in the hands of the Hanser Advertising Company, Newark, N. J.

Newspaper Man Joins Sherwin-Williams

Ewing S. Moseley formerly connected with the sales promotion department of the Dallas, Tex., *News*, has joined the same department of the Sherwin-Williams Paint Company, Dallas.

Has New House Organ Plan

The Perry-Estabrook-Press, Cambridge, Mass., is publishing *Memo*, a monthly house organ with a page for each day's memorandums. This company also prints the house organ for other firms with a sales message inserted in the center and different cover designs and titles for each firm. The Perry-Estabrook-Press claims for this house organ three advantages that other house publications do not possess: a utility purpose that cannot be resisted, the intimacy of daily use and the receptive mind of the prospect.

Schermerhorn Speaks

James Schermerhorn, publisher of the *Detroit Times*, addressed the Advertising Council of the Chicago Association of Commerce, December 10.

Important Announcement of Change of Policy of CURRENT OPINION

To All the Advertisers and Advertising Agents in the
United States—GREETINGS!

With the January issue CURRENT OPINION reverts to the STANDARD SIZE Magazine, of 224 lines; type page 5½ by 8. We have made this change after the most careful consideration and an exhaustive investigation. We are convinced by the PROOF from both the READER and the ADVERTISER that the Standard Form for a monthly News-Review is the correct one because it gives both the READER and the ADVERTISER the MAXIMUM BENEFIT FOR THE MONEY EXPENDED.

We are now in a position to assume an aggressive policy. Circulation promotion plans which are now in process positively assure us a ten or twenty thousand increase over the circulation of last year. We will adopt every known successful method of circulation promotion.

We have also revived methods, original with and peculiarly fitted to CURRENT OPINION which in the past have introduced the Magazine into the homes of many thousands of families of superlative buying capacity.

CURRENT OPINION is conceded by the majority of the writing fraternity and other experts to be the most ably edited, evenly balanced, sane interpreter of the World's Activities and Thought published in America.

The new size of CURRENT OPINION enables us to reduce the advertising page rate from \$150.00 to \$100.00, and the decided increase in circulation guaranteed for 1920 will enable us to offer CURRENT OPINION ADVERTISING SERVICE AT PRACTICALLY HALF PRICE.

CURRENT LITERATURE PUBLISHING CO.

ADAM DINGWALL, Treasurer and General Manager
MARK A. SELSOR, Advertising Manager

On orders sent us before the 31st of December Advertisers can enjoy the 40c. a line rate during 1920.

Tells How to Measure Ad Value

To determine the value of an advertisement before it is printed, Dr. E. K. Strong, speaking at a meeting of the Advertising Club of Pittsburgh, Pa., gave two rules. First, test the attention or interest value of the advertisement, and second, test its pulling power. Dr. Strong substantiated his claims by relating the trial-campaigns worked out for the Ingersoll Watch Company, the General Electric Company and the Jonteel toilet preparations. He said that one of the simplest tests for the first purpose is to spread several advertisements on a table and then introduce several persons, one at a time, who are instructed to pick up the proof. The order in which they take up the ads. indicates the relative attractiveness. Other devices were explained and the method of calculating results.

To test the pulling power, Dr. Strong recommends that several ads. for the same product be handed to persons who are to indicate which one they would buy. The results are charted and Dr. Strong claims that the conclusions drawn from his experiments almost invariably check up with the actual sales results.

Will Advertise Rubber Substitute

Walter F. Zimmer, Detroit, Mich., has secured the advertising account of the Duratex Company, Newark, N. J., manufacturer of a rubber substitute.

A Welcome Neighbor

We have just inspected, with pleasure, the first issue of the new advertising magazine, *Printers' Ink Monthly*, published by the Romer Publishing Company.

The new paper is done in the very popular 8½ x 12 in. size, on excellent paper, and made up in very pleasing style. The names of many familiar writers and advertising men appear in the first issue which is full of good meat from cover to cover.

From a position which gives us the

right to speak, ADVERTISING AND SELLING extends a most cordial welcome to *Printers' Ink Monthly*. We want to say in all sincerity that we wish the men behind it the best of luck and good fortune.

C. J. Egan with Ring Agency

C. J. Egan, formerly of the advertising department of the St. Louis, Mo., *Republic*, has become a representative of the John Ring Jr. Advertising Company.

N. Y. "Evening World" Writer Dies

Augustus A. Whiting, who was for almost thirty years editorial writer for the *New York Evening World*, died December 11 at Astoria, Long Island, at the age of 62. Mr. Whiting had been suffering from a breakdown since September 5, 1917.

Brewster Heads Millers Falls

Kingman Brewster, formerly vice-president and general sales manager of the Greenfield Tap & Die Corporation, Greenfield, Mass., has become president of the Millers Falls Company, Millers Falls, Mass. Mr. Brewster became associated with the Greenfield company in 1918.

Ambassador Francis' Paper Sold

The St. Louis *Republic*, the paper owned by Hon. David R. Francis, American Ambassador to Russia, was purchased recently by the St. Louis *Globe-Democrat*. No transfer of stock was made to the old *Republic* owners, the transaction being strictly an absorption on the part of the *Globe-Democrat*, the name of the latter paper being maintained.

Wm. Findlay Advances with Toronto "Globe"

William Findlay, former advertising manager of the Toronto, Ont., *Globe*, has been appointed business manager. His former connection was with the *Journal Dailies* of Ottawa.

Export Advertising Agency Formed

A new venture of interest in publishing, advertising and export circles is the organization of a company is to be known as the "World Wide Advertising Corporation." Articles of incorporation are now being filed in Albany. The controlling interest in this new corporation will be held by Emil Maurice Scholz, until a year ago the publisher and formerly one of the proprietors of the *New York Evening Post*. Associated with Mr. Scholz in the enterprise will be Harry Austin Ahern, who has just resigned as advertising director of the *New York Evening Journal*, and who was formerly advertising manager of the *New York Evening Post*. Mr. Ahern is also president of the American Newspaper Advertising Manager's Association.

Mr. Scholz left for the Orient a year ago and traveled extensively through Japan, Siberia, Manchuria, China, including Shantung and the Philippines and returned to New York a few weeks ago. During his travels he made a leisurely study of the general political and economic conditions and of a publishing business in the Orient. He met many of the leading financiers, statesmen, business men and others active in the affairs of each country and witnessed the great growth in America's business and commerce in the Far East and also its great possibilities. He concluded an arrangement with Mr. B. W. Fleisher, the proprietor of *The Japan Advertiser* and *The Trans-Pacific Magazine*, whereby he becomes the American editor and representative of both publications. This, together with a similar service for other leading publications printed in the English language in the Orient, will include such cities as Peking, Tien-Tsin, Shanghai, Hongkong and Manila will bring to the American business interests a idea unique in making for closer bonds of news dissemination, business and advertising interests. In addition the new corporation will have similar arrangements with vernacular publications in Japan and China to buy and sell advertising space and to meet the peculiar requirements of the Far East.

The headquarters of the organization will be in New York.

"Current Opinion" Returns to Standard Size

Current Opinion, New York, has returned to the standard size with the January issue and has lowered the advertising rate. The standard page contains 224 lines and the type page measures 5½ by 8. Other improvements have been made by this magazine for the benefit of readers and advertisers. Mark A. Selsor, who was formerly advertising manager of *Current Opinion*, has returned to this position.

Rhode Island Agency Treasurer Dies

J. Frank Snow, treasurer of the Eastern Advertising Company, Pawtucket and Central Falls, R. I., died recently at the age of 62.

Lieutenant George Hackett Joins Advertising & Selling Editorial Department

Lieutenant George Hackett, recently released from the Service, formerly connected with various newspapers in Boston and Worcester, effective Dec. 22nd, joins the Editorial Department of ADVERTISING & SELLING.

It Was the First! It Is the Best!

There is nothing in Buffalo quite so good and artistic as the beautiful

Photogravure Section of the Buffalo Sunday Times

over

**80,000
EVERY SUNDAY**

ADVERTISING REPRESENTATIVES

Verree & Conklin, Inc., 225 Fifth Avenue, N. Y. City
28 East Jackson Boulevard, Chicago
11 Lafayette Boulevard, Detroit

"I THOUGHT I NEEDED TO KNOW MORE ABOUT SALESMANSHIP

— *but I found I needed to know more about all Business Fundamentals* —

LET us take this man's letter just as he wrote it. He was a specialist, just as many are. He knew his own department of business and knew it well. And the very specialized knowledge that made him a good man in his particular line had kept him from knowing other departments of business.

There are more than a million men in this country in his position. Too late some of them learn *that specialized effort is a great thing, but knowledge too much specialized keeps men from being great.*

"When I subscribed to the Course of the Alexander Hamilton Institute," this man says, "I did so with the view of advancing myself in my position as sales manager.

"After I had been following the Course a few weeks, I found that the other phases of business were important to me. I began to see why it was so necessary, if I were to be a more successful executive, that I understand the fundamentals of Finance, Production, Accounting, Transportation, Organization, as well as my own particular selling problems.

"I found the entire Course an immediate help to me."

What does he mean by immediate help? He means that within a year he was taken out of the particular line of business which had been his whole horizon before, and lifted into an executive position in an entirely different line.

He had given himself the all-round knowledge of every department of business that makes a man fit to supervise the work of other men.

There are no limits on the man who has that knowledge.

If his opportunity is restricted in the business where he happens to be, he can move at will to another; for he knows the fundamentals that underlie them all.

Are you limited? Begin to lift the limit to-day

NINE out of ten men who read this are handicapped by being only specialists. Are you one of the nine? Are you so good an accountant, or salesman, or engineer, or credit man, or departmental man that you are likely to be confined to one department or one business all your life?

You can surmount the restrictions that your specialized knowledge has placed upon you. *To-day* you can begin to lift yourself into the class of men who know the fundamentals of all departments of business—the men who have banished fear from their lives, because the demand for them always exceeds the supply.

You can trust men like these

"It seems to me that your Modern Business Course affords an opportunity for the study of practical business methods and the acquisition of business knowledge which will be valuable to any man ambitious to succeed in business."—*F. W. Hills, Comptroller, American Smelting & Refining Co., New York.*

"I have made constant use of the Modern Business Course during the past two years and have with its aid worked out daily problems satisfactorily. Constant use of the Modern Business Course has been a wonderful help to me."—*Wm. E. Vogelsang, Vice-President and Sales Mgr., Turtle Lake Lumber Co., Grand Rapids, Mich.*

FROM the Modern Business Course and Service they have gained something so valuable, so

tangible and real, that they are willing to give public expression to their opinions.

The Alexander Hamilton Institute has only one Course; its sole business is to train men for the higher executive positions in business.

What its Modern Business Course and Service has done for these men it can do for you.

95,000 successful subscribers are proof that any man of average capacity and earnestness can get results.

What is your business?

NO MATTER whether you are a banker, a salesman, a merchant or a technical man, if you are ambitious to succeed—to reach the top, to be an executive, or a better executive—the Alexander Hamilton Institute will help you reach your goal.

Whether you are thirty, forty, or fifty—if success, greater efficiency, true service be your aim—the way is open for you in this Modern Business Course and Service.

A copy of this book is waiting for you

THE Institute has issued a 116-page book entitled "Forging Ahead in Business."

It is not a book for curiosity seekers; but for men who are earnestly facing the problem of a larger place and more money for themselves, it is sent freely and gladly.

It rests with you. "Forging Ahead in Business" is waiting for you free and without obligation. Send for your copy now.

Alexander Hamilton Institute

225 Astor place, New York City

send me "Forging Ahead in Business" without obligation.

Name
Business
Address

Business
Position



Technology School Makes Fund Campaign

The Massachusetts Institute of Technology, Cambridge, Mass., is just beginning to approach the industries of the country with a plan of cooperation which, while it has for its immediate objective the raising of funds to provide more nearly adequate salaries for the members of its instructing staff, is not only almost revolutionary in character, but is bound to have far-reaching effects on the educational structure of the nation.

Briefly stated, the Technology Plan of Education, as it is called, consists of the Institute being retained in a consultant capacity, on an annual salary basis, by the various industries. In return for the fee, Technology agrees to permit the corporations retaining her to make use of the Institute's extensive library, files and plant, and to consult with the members of her staff and faculty on problems pertaining immediately to the business of the company. In addition the Institute will place at the disposal of these industries a record of the qualifications, experiences and special knowledge of her Alumni which is likely to be of value to them, will advise and assist the various companies in obtaining information as to where special knowledge and experience in any given subject may be obtained, and will give them the first opportunity of securing the services of Tech men.

In effect, Technology says this to Industry, "This Institute is a source of supply for the most important element in your organization—trained men. We have furnished the men to whom you turn for new and more efficient methods of production. Your need for men such as we produce is constantly increasing. If this School is to furnish its quota of these men, funds are necessary. Therefore, it is from you who gain most from the efforts of technically trained men that we expect to raise the major portion of the money and in order that your contribution to the fund may be above a suspicion of charity or philanthropy, we will contract to render certain specific services in consideration of an annual retaining fee."

Carried to its conclusion, the Technology Plan would make of M. I. T. the greatest consulting body in the world, since its range would cover practically every field of technical research, and it would follow, that since the great corporations of the country retained Technology as a Consultant, the great experts of the country would ultimately be members of its instructing staff. In other words, Industry would, in a sense, come to Technology, instead of the instructing staff and students going to Industry, as they do now in certain cases.

Cooper-Wells Sales Manager Dies

Ralph W. Smith, general sales manager of Cooper-Wells & Company, hosiery manufacturers, St. Joseph, Mich., died December 6 in his office. Before joining this company Mr. Smith was connected with the Wayne Knitting Company, Fort Wayne, Ind.

C. E. Coling Manages Montreal "Herald"

C. E. Coling, formerly advertising manager of the *Winnipeg Free Press*, and recently of the *Vancouver Sun*, has been made business manager of the *Montreal Herald*.

Irish Linen Publicity Policy Changed

The Irish Linen Society, Belfast, Ireland, has announced through its American information bureau, New York, that its advertising for 1920 will deal with merchandising rather than general publicity. The society will inform dealers in advance by the trade press of the various lines of merchandise that will be emphasized.

New Service for Women's Advertising

The House of Sarah Field Splint, advertising consultants, has been organized in New York to "minimize the hazards incident to advertising those products that are of interest to women." It is the outcome of twelve years' experience in editing women's magazines. The firm intends to supplement the work of the agency and will handle only one account of a kind at a time.

Oh, Beans!

The California Bean Growers' Association, Stockton, Cal., has published the first issue of the *California Bean Growers' Journal*. The publication will contain articles and items of practical value to bean growers.

A "Merry Christmas" from Mr. Punch

Roy V. Somerville, advertisement manager of *Punch*, London, England, sends the season's compliments with Mr. Punch in a handsome, illustrated folder. The cover shows the smiling merryman riding home on a motorcycle with a 1920 license. In his basket, amidst the mistletoe, is an astonished dog.

Ad Pageant for Three Miles

A food advertising pageant and ball was held by the Southern California Retail Grocers' Association on December 11. The three-mile pageant included a number of motion picture stars dressed to represent food products.

Budget Committee Issues Magazine

The Budget is the name of the fortnightly magazine which has been recently established by the National Budget Committee, Washington, D. C., to "encourage sane thinking on national issues." It is edited by John T. Pratt.

Produce Paper Has Southwestern Office

The Produce News, New York, has established a Southwestern office at Dallas, Tex. Emil Held, an experienced newspaper man, will be in charge.

Garvin Machine Vice-President Dies

George R. Cullingworth, vice president of the Garvin Machine Company, died in New York December 15 at the age of eighty-three. Mr. Cullingworth was an inventor and a manufacturer of guns. He invented the ticket-chopping machines used by the subway and elevated lines in New York.

Farm Paper Advertises Its Advertisers

The Farmer, St. Paul, Minn., is running a monthly insert of four pages in the *Hardware Trade*, New York, tells the dealers who read that magazine to reach the Northwestern consumer by advertising the manufacturers who use the *Farmer*. This campaign of advertising is now in its seventh year.

Speaks on Human Relations

John Younger, assistant to the president, Standard Steel Car Company, Pittsburgh, Pa., spoke December 16 at a meeting of the Pittsburgh Advertising Club. His subject was, "Human Relations in Industry."

A. S. Breakey Joins Seaman Agency

A. S. Breakey has resigned as Eastern representative of the *Mining & Scientific Press*, San Francisco, Cal., to join Frank Seaman, agency, New York. Mr. Breakey's successor is F. A. Weigle, of the San Francisco office.

Winnipeg Publishers Get Out New Monthly

Inter-Empire is a new monthly published by the Jackson Trade Publishing Company, Winnipeg, Manitoba, to further inter-imperial trading. The same company publishes the *Winnipeg & Western Grocer*.

Sacks Gets Tire Account

The Sacks Company, agency, New York, has secured the account of the Madison Tire & Rubber Company, New York.

Ad Manager Becomes Sales Representative

R. L. Hildebrand has resigned as advertising manager of the Curlee Clothing Company, St. Louis, Mo., to become Louisville and Eastern Kentucky sales representative of Brown & Bigelow, St. Paul, Minn. He is succeeded at the Curlee company by T. C. Kelsey.

Two Appointments by "Evening Post"

Z. L. Potter has been made business manager of the *New York Evening Post*, succeeding Robert L. McLean. Donald Scott, formerly of the *Century Company*, New York, has been appointed assistant to Edwin F. Gay, the new president and general manager of the *Post*.

Socialist N. Y. Paper Barred from Mails

The *New York Call*, Socialist newspaper, has been denied the second-class mailing privilege. A letter printed in that paper from Postmaster Thomas C. Patten says that the *Call* "is not a 'newspaper or other periodical publication' within the meaning of the law governing mailable matter of the second-class, it being in conflict with the espionage act."

Mitchell Agency Get Glove Account

The Mitchell Advertising Agency, Minneapolis, has secured the account of the Wells-Lamont Company, makers of men's gloves, same city.

Hare Heads New Locomobile Company

Emlen S. Hare, formerly with the Packard Motor Car Company, will act in the capacity of president of the new Locomobile Company. Several other men prominent in the Packard organization will be associated with the new concern, including Henry Lansdale, who was sales manager of cars, and C. L. Guyman, former government distribution manager.

Pratt Resigns A. A. C. W. Office

Lewellyn E. Pratt, first vice president of the A. A. C. W., has resigned that position to devote his entire time to his own business.

Interpreting the World to America

Leslie's week after week, interprets the news and thought of the world to Americans. Wherever there is important news, Leslie's sends its staff correspondents and photographers. Leslie's has assembled a remarkable staff of writers, photographers and illustrators.



Donald C. Thompson, noted photographer, who has sent exclusive pictures to Leslie's from many parts of the world.

Contributors

(not including many able outside writers)

DR. CHARLES A. EATON noted clergyman, writer, lecturer and student of social and industrial conditions, who during the war was head of the National Service Department of the United States Shipping Board, is now Associate Editor of Leslie's.

LUCIAN SWIFT KIRTLAND author, travel-writer and lecturer, whose work as Leslie's correspondent in Europe during the war attracted wide attention, will continue to send articles from abroad.

M. K. WISEHART, author, critic, who represented Leslie's at the Peace Conference in Paris will write regular articles for Leslie's.

EDGAR ALLEN FORBES, whose articles on Presidential possibilities for 1920 are now appearing in Leslie's, will leave shortly to represent Leslie's in the Orient.

CHARLES VICTOR, European correspondent, is now in Germany for Leslie's.

KATHLEEN HILLS, Journalist, who served with the Red Cross in France, is back on the staff of Leslie's.

CHARLTON BATES STRAYER, authority on international politics and economics, will continue writing his discussions of international affairs for Leslie's.

OSWALD F. SCHUETTE in charge of Leslie's Washington bureau, contributes articles of unusual interest on National subjects.

EDWIN A. GOEWY noted sports writer furnishes regularly his entertaining articles on current events in the world of sport.

HEREWARD CARRINGTON, PH. D., authority on scientific subjects, a recent addition to the staff of Leslie's, contributed a valuable page, "Odd Facts in the World of Science."

Photographers and Artists

JAMES H. HARE, veteran war photographer of international reputation, whose exclusive pictures in Leslie's have attracted wide attention.

DONALD C. THOMPSON, who took pictures for Leslie's on every fighting front in Europe and won fame for his daring in getting unusual views of battles.

HELEN JOHNS KIRTLAND, staff photographer for Leslie's in France, whose pictures are always unique.

CYRUS LEROY BALDRIDGE, well known as a magazine illustrator, sent to Leslie's the best sketches from the front that came out of France.

Among the noted artists drawing covers for Leslie's are Howard Chandler Christy, James Montgomery Flagg, David Robinson, Orson Lowell, Charles Sarka, Ernest Haskell and Joseph Cummings Chase.

Leslie's Service Departments

SUPPLEMENTING the editorial and pictorial features, Leslie's maintains important service departments for the benefit of its readers.

MOTOR DEPARTMENT. If you own an automobile and wish to get full benefit from it, H. W. Slauson, M. E., editor of Leslie's Motor Department, can help you. His informative articles on motor news, his "questions and answers," and his personal consideration of your own case will be of great assistance to you as a motorist or a prospective automobile owner.

JASPER'S HINTS TO MONEY-MAKERS. The first financial department established in an American periodical; for 28 years has offered regular financial education. It tells the trend of financial affairs, answers inquiries regarding investments, and warns against money-making schemes.

READERS' GUIDE AND STUDY OUTLINES. For home and school aid in the study of current events. Conducted by Prof. Daniel C. Knowlton, of Lincoln School of Teachers' College, New York.

Such editorial and pictorial features, with countless specially contributed articles and illustrations, explain why Leslie's enjoys a Blue-List Circulation in a Half-Million Intelligent American Families.

Leslie's

Illustrated Weekly Newspaper

T. K. McIlroy, Advertising Manager
225 Fifth Avenue, New York

P. F. Buckley, Western Manager
Marquette Building, Chicago

American Magazine Ads Influence Peruvian Dealers

Many of the dealers in Peru, says a report issued by the Department of Commerce, are influenced by the advertisements they see in the principal American magazines. The promise to advertise on a large scale has great weight with them. Although in the majority of cases the cost of a campaign is borne equally by the manufacturer and the retailer, many manufacturers pay all expenses. Retailers and exclusive agents do a great deal of advertising in the local newspapers and by posters along the highways.

We specialize in house to house distributing of
Advertising Literature
 and **Advertising Samples**

We solicit your account

JAMES T. CASSIDY
 206 North Front St., PHILADELPHIA, PENNA.
 Write for our paper "FACTS"

Do you know that
 the colors of

Colonial Cover

are

DIFFERENT

ASK YOUR JOBBER

Peninsular Paper Co.
 Ypsilanti, Michigan

¶ I put a hearty, human handclasp into letters, booklets, and mail advertising campaigns. Would you like to know more about this service?

Maxwell Droke

Associated with Hop Service, Inc.
 Advertising Bldg.
 Chicago



Improving Your Letters By Injecting Pepsonality

Principles and Examples of Clear and Muddy Expressions in the Use of English

By **JOHN B. OPDYCKE**

Author of *Advertising and Selling Practice*

(EDITOR'S NOTE: The accompanying article is Part II of "A Recipe for Writin'" the first installment of which appeared in ADVERTISING & SELLING for December 13. While in this installment Mr. Opdycke speaks almost exclusively of letters in this part of his article his suggestions can be used almost equally well by writers of all kinds of advertising copy. The third and concluding installment appears in our next issue.)

My third principle is

MOVEMENT

"Neither keep our ears upon the stretch nor oppress them with tediousness." . . . Therefore, plan and plan and plan. The effective writer should have his theme so well thought out that when he starts to write, it doesn't matter whether he begins at the beginning and goes forward, at the end and "proceeds backward" or in the middle and does a split. But let it never be forgotten that the plan is for the reader's guidance and convenience only. It must be kept so subordinate that the reader is unconscious of it. Close analysis, made evident, antagonizes. The crowd prefers abnormal force to steady persistence. The world is not inclined to give credit for the great skill and workmanship that are necessary to the production of uniformity and solidity in a piece of written expression. While continuity and completeness are essentials from the reader's point of view, the mechanics employed by the writer to secure these qualities to his work are not to be evident in his work. "To have the best working plan possible and then to produce something that seems to have no plan," is the elusive aim that has been set down by one writer who has proved his qualifications on the balance sheet. The only thing that the reader really needs to be kept aware of in the movement of a writer's theme is that there is some one back of it all "carrying on"—a god working from the machine without intrusion. The matter must not give the impression that it is permitted to rush headlong in uncontrolled cataracts. There may be an occasional dash and splash, but it must always be felt to be strictly in hand. This is all the reader requires. But he dislikes anonymity as much as he does machinery.

Let me call your attention to the forward unretarded movement of these three sentences:

The Xantheans rejected my kindness, and desperately made their country their grave. The Patereans confided in me and retained their liberty. It is in your choice to imitate the prudence of the Patereans or to suffer the fate of the Xantheans.

Now notice how the movement is clogged and the meaning, therefore, blurred, by throwing too many words into the cogs:

Cicero, making use of his characteristic, clear-cut expression, spoke to the Samians in no measured terms, reminding them that the Xantheans had been killed and buried in their own land as a result of rejecting his offers, and that the Patereans had retained and enjoyed their liberty as a result of placing their confidence in him. He impressed upon them, therefore, the importance of making serious choice, whether they preferred to suffer the fate of the Xantheans or exercise prudence and thus imitate the Patereans in the selection of reward.

This latter is an actual paraphrase, by a modern historian, of Cicero's burning and forceful terms! He has made them sound very much like the woman, who, putting an extra *moan* in *matrimony* (if possible), asked hubby to go to "whatyoumaycallens and get a thingamajig for whatshisname!"

Here is a sales letter that has lately come to my desk. I want to reproduce the first half of it in order to illustrate how an otherwise excellent letter may be rendered well nigh worthless by failure on the writer's part to observe the importance of continuous movement and development:

The sight of an umbrella turns the most honest folks to thievery.

The mention of fishing turns the most truthful folks to falsehood.

Why this should be, I'm sure I don't know. Do you? Some say it's evolution; others insist it's downright deviltry.

There was Ma Sears, for instance—honest as the day is long. But she could no more resist the sight of an umbrella than the drunkard COULD a bottle of Scotch. Why, at the time of her demise she had almost a thousand umbrellas in her collection, and she was still going strong, providing herself against the rainy day. There had never been such a funeral as hers in



It would be a badly maimed thief that tried to steal your automobile purse or good name with this noble specimen on guard.



YOUR intention to keep out of the rough is seldom backed up by your skill as a driver. A penny's worth of patience would teach this puppy to retrieve a golf ball.



THIS puppy is thinking of the happy days when it will be waiting at his good luck to be waiting at the school house door for his youthful master or mistress.

If this Ad Doesn't Pull You'll Be the Victim of a Nasty Trick

HAVE been sherlock-holmesing you for a week or two. Haven't been listening in on your wire. Nothing like that, of course. Just been investigating where and how you live. Find you have a pronounced predilection for life in the country, where, like a gentleman, you keep your blood pressure normal with clubs and raquet and mallets. Find, too, that you have children—boys and girls. Also find that you are without the breed of dog that goes with life in the open. The dog we mean is a Palisade Police Dog—a pal that is constant, a slave that is willing, a guardian that is alert. Hence this advice:

Make this advertisement pull!

If you don't—and here's the nasty trick—will advertise next month in publications that get to your children. The copy, with malice aforethought, will sic them to nagging you for one of our puppies. So, eventually, this will be your choice:

Buy the pup or lose your mind.

But don't wait until you are forced to do the right thing. Half the joy in pleasing the whole family, yourself included, lies in doing it of your own volition.

A Palisade puppy is the best thing Santa Claus delivers.

PALISADE KENNELS

MERRICK ROAD, BOX 65, ROSEDALE, LONG ISLAND



A pin dropped on a silk rug would be a big noise to this puppy's sensitive ears. Thomas A. Edison couldn't invent a better burglar alarm.



DO you need more than a suggestion to convince you that a palship like this is worth the price of one of our puppies?



THERE'S more strength than accuracy behind your tennis raquet. These puppies can be trained to chase and return wild swishes.



**YOU CANNOT BUY OUR IDEA
UNLESS IT WILL SELL YOUR GOODS**

B & B SIGN CO., INC.
341-347 Fifth Ave. N.Y.

Advertising Signs Window Displays
Counter Display Cases

POSTAGE

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

THE EVENING NEWS Buffalo, N. Y.

The newspaper that voices the thoughts of over 80 per cent. of the English speaking families in Buffalo and vicinity — and is therefore the recognized power in its home town. Advertisers, general and local, give it marked preference and they get wonderful results.

Your Prospective Customers
are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 9000 different national Lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dirs., Zinc Mines, etc. This valuable reference book free. Write for it.

Send Them Sales Letters
You can produce sales or inquiries with personal letters. Many concerns all over U. S. are profitably using Sales Letters we write. Send for free instructive booklet, "Value of Sales Letters."

Ross-Gould
Mailing
Lists St. Louis

LOS ANGELES EVENING HERALD

CIRCULATION

123,305

DAILY

FIRST IN EVERYTHING

Member A. B. C.

the whole gol-durned county. People came from miles and miles around to pay their last respects to the remains—and to get back, if possible, "lost" umbrellas that had at some odd time or other found a soul-mate in poor Ma Sears.

And Pa Sears had his little weakness too. Pa was the champion whittler and tobaccer manipulator at the corner grocery. When he got himself comfortably "sot" on a soapbox, jack-knifin' and chawin' to his heart's content, there wasn't his match on two continents for fish stories. One day he "let out" about the last time he went fishin' down the river, a mile or so inland from the sea. Vowed he'd caught a bass eighty inches long! I tried my levellest to make him understand just how long a bass must be to be eighty inches long. But he was immovable; he stuck to his story. "Why, Pa," I said, "a bass eighty inches long couldn't turn round in that dinky little river." "By gum," he replied, "they don't turn round. They just heave to down there till the tide come in and washes 'em upstream back'ards!"

Now, be all this as it may, can, must, or will, it's time for us to get down to tacks—brass ones.

Though you have now read fully half of the letter, you cannot tell me what is to be sold. The rest of it deals with the selling points of a high school text-book. Could any one guess it? Isn't time about the scarcest thing in the world, except money, perhaps? And has any business person the minutes to give to the consideration of a preamble, however interesting and amusing, that does not fall right into line with the principal theme of the composition? Joke and fun and chatter may be tip-top coaxers, but they should be at least partly relevant. Consecutiveness must not be sacrificed to mere entertainment. Like classical dancing, the completed theme should tell a story, but the movement may be quite as salient as either the suspense or the climax. Flexibility, yes, but not straining or breakage. The countenance of Lincoln or Roosevelt may be used in a cigarette advertisement, but they cannot be said to advertise cigarettes . . . The fourth and last principle to which I want to call attention I have designated by the coinage:

PEPSONALITY

Pepsonality is dynamic power perpetually on top; gumption *de luxe*; initiative *in excelsis*; what the English call GUTS. The man with pepsonality is the man who

was born, not yesterday or today, but tomorrow, and who stands waiting for the average individual to arrive. He thinks a hundred times and acts fifty before most of us are awake in the morning. You know him: He is the chap who is never at a loss; who is always ready; who has a right answer for everybody and a right way out from everywhere; who performs miracles, seeming never to think; who accomplishes marvels, seeming never to work. He was just born that way. It's in him to be superior. He's full of surprises, yet he's never tricky or fresh or aggressive. He's always sure of himself, yet he's never foolishly sanguine or dangerously optimistic. He may wear a corkscrew on his keyring even yet, but I'll bet you he doesn't wear both belt and suspenders. And, of course, his pepsonality will out in his speech and writing.

What is pepsonality in writing? Well, because genius is frequently odd and queer, we are not to assume that every odd expression has the stamp of genius upon it. It is quite as likely to bear the stamp of assininity, you know. Similarly, pepsonality in expression is not mere catchiness. That word connotes a trap, and nobody likes to be trapped. It is not necessarily the coinage of smart words or the balance of fine phrases, though it may sometimes be. It is, rather, aplomb or alertness or newness or vividness or sparkle and startle of expressional form. And these *may* be secured to expression by means of verbal voltage or phrasal fire. Language *may* be put on the *qui vive* and literature may be illumined by device. But by and large device alone is not enough. If we use verbal cleverness, it must be with a purpose. If we use repartee, it must evince related aim. If we adopt modern maxim, it must be replete with meaning, contagious to memory, tonic to appreciation. But pepsonality in written expression must *not* be dress or decoration *per se*. Remember that when the birds were contending for the throne, and some came adorned one way and some another, it was the eagle's greatest adornment to appear before them un-

"GIBBONS KNOWS CANADA"

adorned. His pepsonality was his crown!

Let me tell you what pepsonality is not: A new employee in a downtown business office was asked to hand her employer a pencil. She handed him an unsharpened one. He asked her for the telephone book. She gave him the trade index. He asked for more air in the office. She opened a window plumb on his back. He asked for more light. She flashed a bulb straight into his eyes. He asked her to answer a letter of inquiry. She vamped all the bromides in the language and put herself on record for having achieved the worst letter, or the best bad letter, in the universe, as follows:

Yours of the 27th inst. on hand and contents duly noted. In reply would say same shall receive our best attention at earliest possible moment. We take pleasure in handing you herewith our latest rivet rate card, attached hereto, as per your request. Through an oversight on the part of our mailing clerk, the catalogue sent in compliance with your esteemed favor of the 12th ult. was wrongly addressed and has accordingly been returned to us. Regret the delay thus caused, but beg to be permitted to say that we take pleasure in enclosing another catalogue herewith. At present writing we are unable to quote on belting, owing to unforeseen circumstances arising in our factory, but beg to inform you that in so far as we are able to foresee, the old prices will prevail during the coming season. Whatever the case may be, we are pleased to advise you that quotation shall go forward to your address immediately on receipt of same at our office. Hoping this communication may prove satisfactory in every respect, assuring you of our best attention at all times, and awaiting your further commands, beg to remain,

When he told her to take her hat and coat, *and go*, she thought she was being given an "early afternoon" as reward for merit, and she bobbed up serenely the next morning under the weird hallucination that her God was still in his heavens and all was right in her world! She is probably the drabest daub in human experience. But she's a fact, for I knew her. She called herself "splendidly educated," for she was a graduate of a commercial high school. Her father was president of the Board of Education.

The good letter is conversation on paper, with this special advantage: it brings the minds of the conversers into reciprocal action, with more room for reflection and fewer opportunities for interruption. And the language of conversation is peculiarly susceptible to that sparkle

that we call pepsonality. It is expected to a degree in letters, therefore, and it is worth striving for, with restraint, for it is a quality that may be cultivated to some extent. An unusual setting for phrase, clause, or sentence; a bang-up beginning statement; a transitional verbal quip or prank; a surprise conclusion; the movie flash and caption in alternation—all of these may assist to energize the epistle. It is with much reticence that I

submit the following letter, as a *good* letter. I was much safer in exhibiting a bad one. It's easier to agree on bad things than on good ones. You may not think this letter a good one. But whether we agree about it or not, let me direct your special attention to the last item above, namely the movie flash and caption. The letter consists of a series of pictures really, each followed with an appropriate

(Continued on page 47)

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

Copyrighted

THE GOTHAM IDEA is to put real artists—big creative, skillful artists—at the service of business.

Our illustrations are original creations, conveying an impression of quality and distinction.

We function as an auxiliary working with the client towards the end of making the pro-

duct better known to the public.

Gotham's services are at the disposal of all business firms who seek the highest service that art can render business.

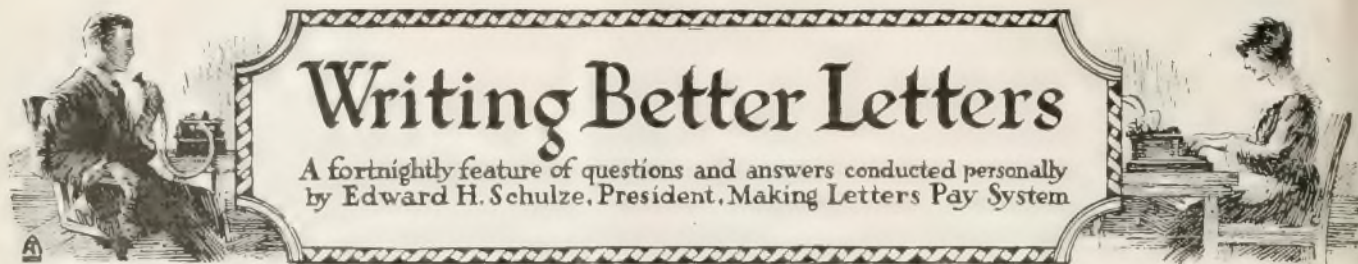
GOTHAM STUDIOS INC^D

Martin Ullman, Managing Artist

1133 Broadway, New York



GOTHAM
for Art Work



Definite Help on Writing Better Letters Will Be Found Here

Many Firms Are Using This Department to Advantage. Have You Tried It?

Mr. Walt Marsh, advertising manager of the Ideal Stencil Machine Co., Belle-cille, Ill., has sent me the finest portfolio of sales letters that I have read in many a day. I congratulate Mr. Marsh and with his permission reprint just four of the letters.

One of the mistakes made by 60% of the manufacturers who are selling thru branch offices is to permit the branch office to go without the proper supervision in their correspondence problems.

Branch office managers are salesmen and if left to their own devices will either not write letters or will write poor letters. They are salesmen by word of mouth which is an entirely different thing from selling by mail.

Mr. Marsh, unlike a great many Advertising managers, furnishes each branch office with a complete portfolio of letters which they can have any \$15 a week typist copy while they are out chasing up the business. He suggests letters that should go before the call, after the call, letters if call is impossible, follow-up letters of all kinds—and best of all, he suggests good letters with the proper punch and selling force. He offers these in a letter like the following:

Gentlemen:

Every business letter which you write about the Ideal Stencil Machine or Ideal shipping supplies is an advertisement. To help your letters make more sales, type them on this attractive letter head.

To use this Ideal letter head is to add favorable impression to strong argument. Many a sale is won by the salesman's manner. Nearly all friends are made by pleasant impressions. The letter that pleases while it convinces has double power. This letter tells the story of Ideal Stencil Machine Service and ties up with your sales letters in such a resultful way that you cannot afford to neglect using it if you desire greater success from your written sales talks.

In place of the firm's name in the panel your name and address will be imprinted, together with your phone number and any copy you wish. This offset letter head, imprinted, will be sold to you for less than it costs us to produce them. Prices are as follows:

One color, \$5 per thousand. Two colors, \$6 per thousand.

Many of our sales offices are waiting to receive their supply of these letter heads, but we are holding up the printing job until we hear from you so the entire lot can be run at one time.

Dictate a letter now, ordering at least

NO matter what your letters problem is, put it up to this acknowledged expert for solution. Neither your name nor name of product will be mentioned specifically and the advice will be constructive—not destructive criticism. While he ordinarily makes a charge of \$5 to \$25 for answering letter problems, subscribers to Advertising & Selling are privileged to get his answer and advice through the pages of this paper **WITHOUT CHARGE**. Address your problem to Editorial Offices, Advertising & Selling, 131 East 23d St., New York.

enough of these letter heads for a year's supply.

Yours for better letters,

Walt Marsh,

Advertising Manager;

The Ideal Stencil Machine Company.

Here is the letter sent before salesman calls. If the portfolio contained no other letter it would be worth the effort secured thru helping the salesman get an interview. Why firms will send out salesman without paying the way for them with economical letters is something I cannot understand. A letter in advance of the salesman's call saves the time of the buyer—for he can get a thorough grasp of the preliminary stages of the proposition in a few minutes. That leaves the salesman free to close the sale, answer objections, etc. The time of a salesman is too valuable, costs too much, to be used for educational work which can be accomplished with a letter and a two cent stamp.

NOTE—Written to the prospect previous to calling personally. A letter of this kind makes it easier to secure an interview. When calling the salesman can say, "I want to see Mr. ——. He is expecting me for he received a letter from me yesterday."

Gentlemen:

Your letter asking about the Ideal Stencil Machine has been referred to me by our Home Office, and I am glad of this opportunity to be of service.

With hundreds of shipments going astray each day, causing a loss of money, goods and customer's good will, every progressive firm is giving the shipping problem close attention and most of them are adopting Ideal Stencil Machine Service to make their goods reach home to the customer.

Surely you want to know all about

economy in shipping—the Ideal way. It's our business to tell you shipping facts. You want the best way of marking your goods—and I believe that we can help you.

During the next few days, one of our men will come in to talk to you. Until then, we are with wishes,

Yours for shipping service,

Sales Agent's Name.

Here is another good letter.

NOTE—When a personal call cannot be made immediately or conveniently this letter can be used. It should be followed up within ten days with one of the follow-up letters in this portfolio.

Gentlemen:

The Home Office of the Ideal Stencil Machine Company has sent me your inquiry. I'm glad that you are interested in a lower cost way to mark shipments.

With an IDEAL you can save half your shipping clerk's time now used in marking by the old, hand-letting method—prevent costly delays and losses resulting from poorly marked packages—get every shipment off on schedule time and send all your goods out with the customer's name in big, clear, attractive stenciled letters on the box.

Less than half a minute is required for each address—much faster than shipments can be marked by hand or with tag or label. All risk of shipments going astray is eliminated. Mistakes are impossible. The "Ideal Way" is the neater, quicker, lower cost way to mark shipments.

But the IDEAL is more than a machine. It's a SERVICE that works in your shipping room—cutting costs—saving time—increasing efficiency—preventing errors, delays, and losses—day-in-and-day-out during a business life-time. And it pays you back what you gave to get the machine, during the first few months of use.

How would you like to use an Ideal Stencil Machine for a week, without cost or obligation, and find out what it can save for you? You can get a machine for a no-cost demonstration by mailing me the inclosed card. I have a machine ready to send you.

Yours for better marking,

Sales Agent's Name.

Here is another letter from the collection.

NOTE—Can be used as a follow-up letter after the original inquiry. Follow up

Making Better Letters

A fortnightly directory of products bearing the personal approval of Edward H. Schulze, President, Making Letters Pay System



Paper for Letterheads

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

BERKSHIRE TYPEWRITER PAPERS
A Business Paper For Every Business Use

EATON, CRANE & PIKE CO.

New York Pittsfield Boston
San Francisco Chicago

Blotters

**"To make Better Letters
Use Our Better Blotters"**

Famous World and Reliance Brands

The Albemarle Paper Mfg. Co.
Richmond, Va.

Mailing Lists

Mailing Lists

Commercial, Automobile, Investors or
any classification wanted.

Trade Circular Addressing Co.
166 W. Adams St., Chicago

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

Dictaphones

EVERY advertising concern has a tremendous volume of letters, copy, memos, plans and reports to produce. The Dictaphone produces them most promptly and conveniently. Phone or write for 15-minute demonstration.

THE DICTAPHONE

Woolworth Building New York City

Engravings

**Sterling AD-Plates are now a
Standard of Excellence**

New York's Largest Engraving House
THE STERLING ENGRAVING CO.
200 William St. 10th Ave. & 36th St.
NEW YORK

Typewriters

THE Self-Starting Remington produces better looking letters because of its automatic indentations and perfect paper feed. And it saves time on every letter it writes.

Remington Typewriter Company
(Incorporated)
374 Broadway, New York

Personalized Printing

Adds life and personality to your mail advertising because it is never addressed "to whom it may concern."

The name of the recipient is printed on each piece of mail in the same type and at the same time we print your job.

We can serve two more clients and are using the two to whom we can render complete service.

TOAL & COMPANY,

6 N. Mich. Ave., Chicago, Ill.

Business Getting Catalogues

The DeVinne Press

Produces Effective Direct Advertising

393-399 LAFAYETTE STREET
NEW YORK

Advertising Artists

ADVERTISING ARTISTS INC

33W 42d STREET PHONE VANDERBILT
ÆLIAN BUILDING 1240 AND 1241

NEW-YORK-CITY

prospects by mail every ten days, writing at least 3, 4 or 5 letters

Gentlemen:

If you detest slovenly salesmen and smears envelopes, why do you tolerate unsightly shipments?

Neatness and good appearances are important thruout your business—shipments especially. Have you thought of it? That's the last step in the business transaction—when your goods get into your customer's place. And if there is a smearsy, blotchy name on the box, it creates an unfavorable impression of your house.

But when the address is put on the shipment with an **IDEAL STENCIL**, the big, clear marking creates a good impression. It pleases the customer that you are giving good service and quick delivery—that you safeguard his shipments against delay.

One paper stencil cut on the **IDEAL** is good for a thousand markings. The cost of a stencil is really nothing. Cheap paper is used. A few quick strokes of the brush put the entire address on the box.

The neat, attractive addresses put on with stencils cut by the **Ideal Stencil Machine** are a credit to your firm and your goods—such markings show the pride you take in your business and the respect you have for customer's orders.

All of which you can prove to your own satisfaction by using a demonstrating machine. And to get it put this note on the bottom of the letter and mail it

back to us, "Send a machine—no cost and no obligation—for a free test." Or mail the inclosed card.

Yours for stencil marking,
Sales Agent's Name.

Improving Your Letters by Injecting Pepsonality

(Continued from page 45)

caption. The mechanical display is in keeping:

March 17, 1920.

Dear Mr. Opdycke

MAPLE SUGAR TIME!

Just now, out in the sugar bush, the maple sap is running. Cold nights and warm days are sending it drip, drip, dripping through the taps of **THE BOILING DOWN PARTY.**

The south wind, pungent with wood smoke from the fire under the great caldron, the blue sky, the sound of sap tinkling into the newly set buckets, make light work of collecting and boiling **THE AMBROSIAL SWEETNESS.**

Whether you taste the warm syrup, munch the first moist cakes of sugar, or, with thick hot syrup poured on new snow, make the matchless maple wax, you wonder why the gods on Olympus ever considered themselves happy.

ALL THE YEAR LONG

you may have this delicious sweetness. We prepare for you the syrup in gallon cans and the sugar in five pound boxes,

tightly sealed. The shortage in the cane sugar market makes the demand for our products so great that we cannot promise to fill orders received after April 19.

CANDIED BY YOURS,

M. F. Brooks

for

THE MAPLE PRODUCTS CO.

P. S.—I heard a song sparrow in the park today. He brought back to me the joyous days spent in the sugar bush, with **SPRING IN THE AIR.**

(To be Concluded)

Typhotetae Gets Out Unique Letter

Charles L. Estey, director of the advertising bureau of the United Typhotetae of America, Chicago, is sending out a very original letter with a booklet on direct advertising. The letter reads as follows: "When you have read the sixteen pages of 'Two Blades of Grass' (copy enclosed) I think you will agree with many others that the interesting message was worth the time it took you to get it. (Intermission of 8 minutes for reading of letter.) Was I right! Please tell me at your convenience."

Sebree Succeeds Hussey

G. O. Sebree has succeeded Leon F. Hussey as advertising manager of the General Fireproofing Company, Youngstown, Ohio.

Calendar of Coming Events

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

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

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

- January 8-9—Annual convention of the American Association of Wholesale Hatters, Philadelphia.
- January 14-16—Convention of the National League of Commission Merchants of the United States, Hotel Statler, Cleveland, Ohio.
- January 15-16-17—Annual Newspaper Institute, University of Washington School of Journalism and the Washington State Press Association, Davenport, Wash.
- January 16-17—Convention of the Western Paving Brick Manufacturers' Association, Kansas City, Mo.
- January 19-21—Annual Conference of the National Boot and Shoe Manufacturers' Association, Hotel Astor, New York.
- January 20-23—Convention of the Pacific Northwest Hardware & Implement Association, Davenport Hotel, Spokane, Wash.
- January 26-31—Annual Convention, National Cannery Association, Cleveland, Ohio.
- January 27-28—Annual meeting of the National Pickle Packers' Association, Hotel Statler, Cleveland, Ohio.
- January 27-30—Convention of the Oregon Retail Hardware & Implement Dealers' Association, Imperial Hotel, Portland, Oregon.
- January 28-30—Thirty-second Annual Convention of the Southwestern Lumbermen's Association, Muehlbach Hotel, Kansas City, Mo.
- February 11—Annual meeting of the National Association of Wool Manufacturers, Copley - Plaza, Boston.
- February 16-20—Annual Convention, National Brick Manufacturers' Association, Deschler Hotel, Columbus, Ohio.
- February 18-20—Ninth Annual Convention, National Dry Goods Association, Hotel Pennsylvania, New York.
- February 20-28—Fifteenth Annual Motor Boat Show, Grand Central Palace, New York, under the auspices of the National Association of Engine and Boat Manufacturers.
- February 23-25—Twenty-seventh annual convention of the New England Hardware Dealers' Association in conjunction with the "Tercentenary" Hardware Exhibition, Mechanics Building, Boston.
- March 10-11—Meeting of the National Basket and Fruit Package Manufacturers' Association, Orlando, Florida.

New Jersey Paper Becomes Daily

The *Jerseyman*, published for 93 years as a weekly at Morristown, N. J., was recently taken over by a new company and turned into a daily with complete Associated Press service. Samuel H. Gillespie, president of the Morris & Somerset Electric Company, is at the head of the company now publishing the *Jerseyman*.

Critchfield Issues House Organ

Critchfield & Company, Chicago agency, has begun the publication of the *Critchfield Bulletin*, which will be edited by Miss Alice Perry, assistant sales manager.

Reporter Joins Export Magazine

S. S. Coine has been appointed advertising manager of *Export News*, New York. Mr. Coine was formerly police reporter for the New York *Evening World*.

Rankin Company Allies with Western Agency

The William H. Rankin Company, agency, Chicago, has formed an alliance with the Home Cooper Company, agency,

San Francisco. The association gives each organization the advantages of the other's locations. Each agency will retain its identity.

Austin Nichols Buys Out Big Plant

The Austin Nichols Company, Chicago, largest wholesale grocers in the world, have bought the plant of the William M. Hoyt Company, one of their competitors, also of Chicago, and the plant of the Wilson Jam & Jelly Preserving Company, a subsidiary of Wilson & Company.

Papers Advance Advertising Rates

Twenty weekly newspapers published in Cayuga County, New York, met in Auburn during the week and decided upon a 50 percent increase in the advertising rates. The advance was necessary, the papers say, to keep them in business.

McCaffrey With Tire Company

E. B. McCaffrey, for the past two years an ensign in the Navy, and prior to that with the Charles Williams Stores, New York, has been appointed sales and advertising manager of the Smith Rubber & Tire Company, Passaic, N. J.

Advertising As An Aid to Pan American Trade and Friendship

(Continued from page 2)

tunity for the United States in the papers and magazines of the capitals and commercial centers of Latin America.

Think of it, the value of products exchanged between the United States and the twenty countries of Latin America has grown in the period that I have been associated with Pan American affairs, or about nineteen years, from approximately \$400,000,000 per annum to \$2,000,000,000 now. And yet, when I became Director General of the Pan American Union after having been several years United States Minister in Latin America, I was called a "hare-brained enthusiast" and a "false prophet" by many newspapers, because I predicted that inside of fifteen years from that date, 1907, United States commerce with Latin America would pass the mark of \$1,000,000,000. In thirteen years only it has passed the mark of twice the amount of my prediction.

Summarized Extracts from address before the Washington Advertising Club, Washington, D. C., December 9, 1919.

Ellis With Stern Brothers

Evan Leslie Ellis, formerly advertising manager for Charles A. Stevens & Bros., Chicago, has been appointed advertising manager of the Stern Brothers department store, New York.

Mr. Hungerford Please Note

The League to Enforce Peace (Illinois branch), is conducting an advertising campaign in the Chicago daily newspapers in behalf of the ratification of the peace treaty. The advertising is being placed through the Brandt agency of Chicago.

Kling Adds Two Accounts

The Leroy & Kling Advertising Co., Consumers' Building, Chicago, announces two new accounts:

The Warner Trailer Company of Beloit, Wis., and The LaCrosse Plow Company of LaCrosse, Wis. National publications and trade journals will be used in both accounts.

Gundlach to Feed Chickens

Considerable activity is being planned for the E. J. Reefer advertising account which is handled by The Gundlach Advertising Company of Chicago. The Reefer organization manufactures a poultry food.

Hornabell with Montgomery Ward

Harold A. Hornabell, who before he entered military service was in the advertising department of Montgomery Ward & Co., has now joined the staff of the Rogers & Smith advertising agency of Chicago as copy writer and service man.