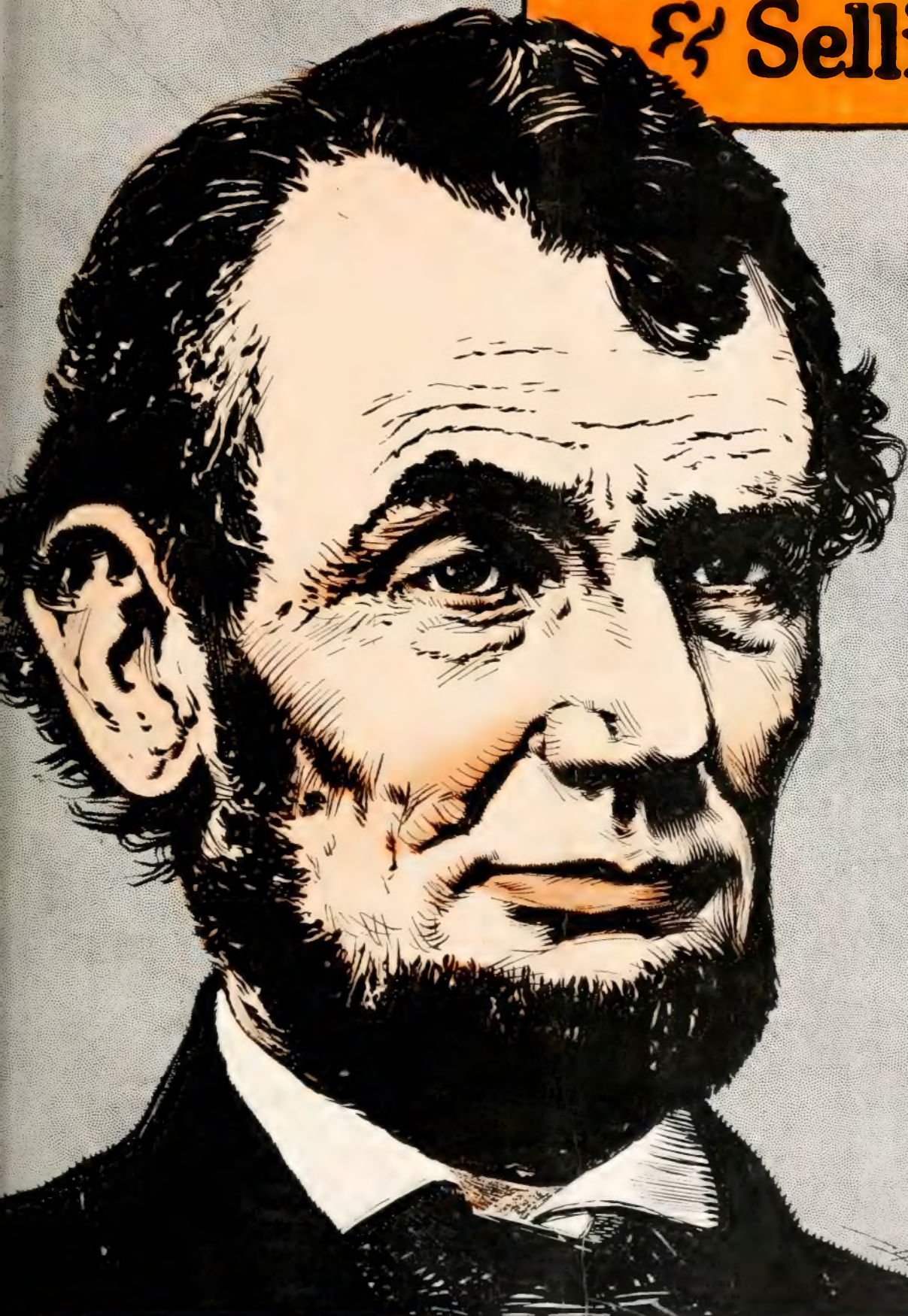


Advertising & Selling



"The Rail Splitter As a Copywriter"

FEBRUARY 14, 1920

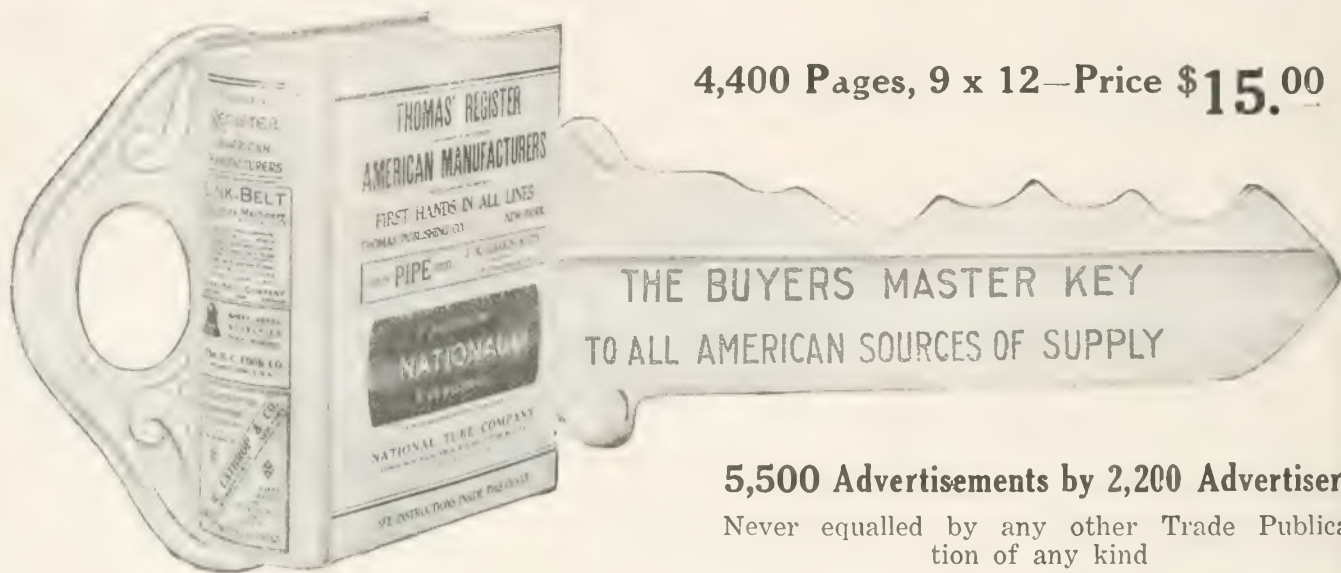


"Indian Business" (Monthly, Calcutta, India), says:

"The Official American Trade Directory, a publication which is quite the biggest thing of its kind in the world and typical of the land of its production,—the land of big ideas."

MEMBER Audit Bureau of Circulations

4,400 Pages, 9 x 12—Price \$15.00



5,500 Advertisements by 2,200 Advertisers

Never equalled by any other Trade Publication of any kind

11th Edition (1920), Nearing Completion

Circulation (99% Paid), Approximately 80% American, 20% foreign.

THOMAS PUBLISHING COMPANY

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THOMAS' REGISTER OF AMERICAN MANUFACTURERS in 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.

More than 20,000 important concerns throughout the United States and abroad refer to it to find American sources of supply as instinctively as they look at the clock for the time of day. **They all want it, order it and pay for it**, especially to save the time and trouble of looking elsewhere for such information. It is consulted by their purchasing agents, foremen, superintendents and others having to do with ordering and specifying.

In 1920 Will Reach 25,000—20,000 U. S. and 5,000 Abroad

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, producing the highest class of inquiries continuously throughout the year.

For 119 years, *News Value* and *Journalistic Merit* have been characteristic of articles appearing in *The Evening Post*.

What
THE EVENING POST
Syndicates

The Evening Post Publishes

This in itself will be a guaranty of copy quality and reader interest, as no better evidence of the merit of an article is needed than its acceptance for publication in the columns of the *Evening Post*.

The following are offered, subject to previous sale in your city:

Mark Sullivan on Politics—

Keen observation, careful analysis, forceful writing, and a wide knowledge of men and affairs, make Mark Sullivan the one man to write the story of the political battle now raging.

2500 words weekly by mail, and one or two mid-week dispatches of 1000 to 1200 words by night press rate collect, or by mail, at your option

May Lamberton Becker's—Weekly Book Column.

For the Game's Sake—Lawrence Perry's Weekly Sporting Feature.

Financial Service—Daily—Weekly—Annual Review.

Four literary Interviews, H. G. Wells, Daisy Ashford, George Moore and G. K. Chesterton, by Joseph Gollomb.

Ray Stannard Baker on Industrial Unrest.

A series of 18 articles, painting the great struggle between Capital and Labor, in bold splashes of black and white, with the shadow of Bolshevism hanging over all. His clean cut tracing of cause and effect has aroused the greatest interest among thinking people of all classes.

Articles about 2000 words each. Series now running. Second serial-rights offered.

The Homemakers (Prudence Bradish).

Articles on The Training of Children. A weekly feature for the home page.

Homes to Meet All Incomes.

Practical house-plans that combine attractiveness and economy. (Once a week).

The Spring Fashion Forecast. (Release February 25).

MARK SULLIVAN Services are closed in the following cities

| | | | |
|----------------------|---------------------------|-----------------------------|------------------------|
| Atlanta Constitution | Cincinnati Times-Star | Louisville Courier-Journal | Sioux City Tribune |
| Baltimore Sun | Cleveland Plain Dealer | Minneapolis Journal | Syracuse Herald |
| Birmingham News | Des Moines Register | Philadelphia North-American | Worcester Evening Post |
| Boston Herald | Detroit Journal | St. Louis Star | Wheeling Intelligencer |
| Buffalo Times | Lexington Herald | San Francisco Bulletin | Youngstown Vindicator |
| | London, England, Observer | | |

RAY STANNARD BAKER Service is running in

| | | | |
|--------------------|-------------------------|---------------------|------------------------|
| Atlanta Journal | Dallas Evening Journal | Milwaukee Journal | Seattle Times |
| Baltimore Sun | Detroit Times | Minneapolis Tribune | Springfield Republican |
| Boston Advertiser | Harrisburg Evening News | Oakland Tribune | Washington Star |
| Binghamton Sun | Indianapolis Star | Omaha Bee | Worcester Telegram |
| Chicago Daily News | London Times | Rochester Herald | Youngstown Vindicator |
| | New York Evening Post | | |

Second Serial Rights Offered.

For further particulars and samples of articles address

W. A. FROST, *Syndicate Manager the Evening Post*
20 Vesey Street, NEW YORK

Philadelphia

is the third largest market in the United States for
Automobiles and Accessories



Row upon row of Philadelphia's famous two-story one-family houses are being built with garages in the back basement, as shown in the pictures below.

In addition many vacant lots are being covered with group private garages like those in the centre bottom picture.

Giant public garages of the type in the opposite picture are springing up in the business section to take care of the machines of folks who motor down to business.

E. J., Cattell, Chief Statistician of the City of Philadelphia, reports that there are, within the city limits approximately 6,000 private and 1,000 public garages, and the many thousands of private and public garages in the suburban and country districts of Philadelphia.

It is also reported that there are in use in the city limits about 85,000 passenger cars and 16,000 trucks.

There are 400,000 homes in Philadelphia, and over 3,000,000 people live in the Philadelphia metropolitan district reached by The Bulletin.

Your own knowledge of the Automobile and Supply business can quickly visualize this concentrated market as a field in which your article may be advertised and sold.

Dominate Philadelphia

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

The Bulletin

The net paid daily average circulation of The Bulletin is larger than that of any daily or Sunday newspaper in Pennsylvania, and is the second largest in the United States.

January
Circulation 463,551 *Copies*
a Day

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day. No prize, premium, coupon or artificial methods of circulation stimulation have ever been used by The Bulletin.



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

FEBRUARY 14, 1920

Number 34

The Rail Splitter as A Copy Writer

Lessons Drawn From Abraham
Lincoln's Writings and Speeches

By A COPY MAN

NEITHER in method nor in temperament was Abraham Lincoln, rail splitter and sixteenth President of the United States, an advertising man as we understand that term today. Rather was he, in both method and temperament, a lawyer.

In his early days he pleaded cases before courts and juries of his own friends and neighbors in Illinois; in his later days he plead with the same effectiveness before the great jury of public opinion; and he won.

But, though he was not an advertising man or a copy writer, we of today who are engaged in the preparation of advertising copy may learn several lessons from this great lawyer, lessons which will help us in pleading our cases before our public in the newspapers and the magazines and the other media of advertising.

It is true that there is little in the actual words and phrases of the writings and speeches of Lincoln that is of much help to the writer of modern advertising copy; his language is that of a lawyer and a leader of public thought. His was a logical rather than a picture mind, though his logic was simple and human, and often made doubly effective by the introduction of an apt story, often of a humorous nature.

But in his methods there is a great deal that is worth the careful study of any man who writes advertising copy. In his messages and his speeches and his letters are

Lincoln's Power of Expression

THERE was nothing ambitiously elaborate or self-consciously simple in Lincoln's way of writing. He had not the scholar's range of words. He was not always grammatically accurate. He would doubtless have been very much surprised if anyone had told him that he had a "style" at all. And yet, because he was determined to be understood, because he was honest, because he had a warm heart and true, because he had read good books eagerly and not coldly, and because there was in him a native good taste, as well as a strain of imagination, he achieved a singularly clear and forcible style.

—R. W. Gilder, in *The Methodist Review*, Sept., 1901.

a number of advertising lessons which may fittingly be pointed out, and briefly illustrated with suitable passages, in this the Lincoln's Birthday number of ADVERTISING & SELLING.

First, then, his messages were always utterly simple. His was not merely the simplicity of one syllable words, for he used many rather long words; his was the simplicity of ideas. In ten words he gave an idea picture of Democracy that has never been equalled: "government of the people, by the people, for the people."

ONE IDEA AT A TIME

He always stuck right to the point he was making, never allowing his readers' or hearers' minds to be diverted for a single second or by a single sentence from the thought he was trying to give them.

Few indeed are the modern advertising writers who have learned this lesson sufficiently well.

He left no possible doubt as to his ideas on any subject he took up for discussion or presentation. Indeed, much of Lincoln's strength lay in the fact that he met arguments and questions squarely, often anticipating them—which is mighty important in writing advertising copy. Read but a single paragraph from his letter to Horace Greeley, and you will see how simply and yet how definitely he met an issue:

"If I could save the Union without freeing any slave, I would do it; and if I could save it by freeing all the slaves, I would do it; and if I could do it by freeing some and leaving others alone, I would also do that."

He thought every point through for his auditors or readers, presenting it in simple, complete form, often already mentally digested. Read the following paragraph from one of his early speeches in which he was making the point that in the counting of population for purposes of establishing representation in Congress it was unfair to include the slave count inasmuch as the slaves had no vote:

"Maine has 581,813, while South Carolina has 274,567; Maine has twice as many as South Carolina and 32,679 over. Thus each white man in South Carolina is more than double of any man in Maine. This is all because South Carolina, besides her free people, has 384,984 slaves."

APPLIED STATISTICS

Note the fact that he was not satisfied merely to give the population of each of the two states, leaving it to his hearers quickly to calculate the difference. No; he worked it out for them and stated it simply: "Maine has twice as many as South Carolina and 32,679 over." Not even content to let it go at that, he makes the further statement: "Thus each white man in South Carolina is more than double of any man in Maine." Then he tells the reason: "This is all because South Carolina, besides her free people, has 384,084 slaves." It is doubtful if one could find anywhere a better example of a simple, clearly digested statement than that, or a more effective use of figures to prove a big fundamental in a simple way. It is the sort of simple logic, simply stated, that would make remarkably effective advertising copy.

HANDLING THE COMPETITION

Lincoln realized the tremendous power of tolerance and justice toward his enemy or any one opposing him and invariably won friends by his fairness of attitude and of statement. Follow him as he speaks of his opponent, Douglas, in one of their great debates:

"Now, as ever, I wish not to misrepresent Judge Douglas's position, question his motives, or do aught that can be personally offensive to him. Whenever, if ever, he and we can come together on principle, so that one great cause may have assistance from his great ability, I hope to have interposed no adventitious obstacle."

Not only is this big-hearted; it is also big headed in the sense of being exceedingly shrewd. How much more effective than knocking! And here again is a big lesson for those of us who write advertising, if we are but broad-minded enough to learn it.

Lincoln used his equipment to the full, and used his spare time to improve himself and add to his fund of knowledge. In his early days he had few books but read them thoroughly. Here is the list: *The Bible*, *Aesop's Fables*, *Robinson Crusoe*, *Pilgrim's Progress*, a history of the United States, *Weems's Life of Washington*, and *Franklin's Autobiography*. Later he read the life of Clay and the works of Shakespeare and Robert Burns. A small collection of authors compared with our modern breadth of reading, but he learned much of life

and language from them, which is about all any of us can learn from books. It might be a good idea for those of us who make our daily bread by writing advertisements to go back and read over these books from which Lincoln learned so much. They were, in fact, practically his entire book education, for the aggregate of all his schooling did not amount to a whole year.

HE KNEW THE AUDIENCE

Lincoln invariably fitted his message to his audience, whether that audience was a bereaved mother, an unsympathetic Cabinet, or the Nation. He aimed at that audience and shot straight. His first and second Inaugural Addresses are still models of excellence for addressing the people of a great nation, while it is doubtful if any message since Christ's farewell to his disciples was better suited to the occasion or more fittingly phrased than Lincoln's farewell speech to the group of friends who gathered to see him off for Washington. Just 225 words—the length of an average form letter—but words that meant and really said volumes. Could a whole page of conventional phrases and honeyed words equal this single sentence: "To you, my friends, I owe all that I have—all that I am"?

Lincoln saw fundamentals clearly. Listen:

"Repeal the Missouri compromise—repeal all compromise—repeal the Declaration of Independence—repeal all past history—you still cannot repeal human nature."

Who but a master thinker could see so clearly amidst the turbulence of a hot political campaign? Yet what could be of greater value to an advertising man than the cultivation of this remarkable power of fundamental analysis? A study of Lincoln's thought processes is in itself an education in clear and fundamental thinking.

LOW BOILING POINT

Finally, Lincoln knew when to stop. He had a keen sense of when he had said enough. The lack of that sense among advertising writers is responsible for more poor advertisements than perhaps any other one fault.

Lest the present writer be accused of not heeding the moral he has just pointed out, he will close by giving an example of Lincoln's ability as an editor of copy.

According to Nicolay and Hay, Secretary Seward wrote the first draft of the closing paragraph of

Lincoln's first Inaugural Address. This is Seward's copy:

"I close. We are not, we must not be, aliens or enemies, but fellow-countrymen and brethren. Although passion has strained our bonds of affection too hardly, they must not, I am sure they will not, be broken. The mystic chords which, proceeding from so many battlefields and so many patriot graves, pass through all the hearts and all hearths in this broad continent of ours, will yet again harmonize in their ancient music when breathed upon by the guardian angel of the nation."

Following is the same paragraph as edited by Lincoln:

"I am loath to close. We are not enemies but friends. We must not be enemies. Though passion may have strained, it must not break our bonds of affection. The mystic chords of memory, stretching from every battlefield and patriot grave to every living heart and hearthstone all over this broad land, will yet swell the chorus of the Union when again touched, as surely they will be, by the better angels of our nature."

Ten words shorter and a thousand words more simple, human and effective!

Truly, are there not many lessons for us as advertising men in the methods and works of this great rail-splitter President?

Iowa Press Holds Convention in Des Moines

The convention of the Iowa Press Association held in Des Moines February 6 and 7, is said to have been the best in its history. Among the resolutions adopted by the editors were: That a school of printing be established at Iowa State College at Ames, Iowa, to teach the printing trade.

That economy be fostered in the use of print paper and that advertising rates be adjusted to suit curtailed space.

That a representative be hired to look after the newspapers' interests in the foreign field.

Judge Landis, of Chicago, F. W. Ayer, of Philadelphia, and several state and college officials addressed the meeting. Eugene J. Feuling of the *New Hampton Tribune* was elected president, succeeding C. H. J. Mitchell of the *Storm Lake Pilot-Tribune*. James C. Gillespie of the *Le Mars Sentinel* is the new vice-president, and George C. Tucker of the *Webster City Freeman-Journal*, treasurer. O. E. Hull of the *Leon Reporter* was re-elected recording secretary, and G. L. Caswell of Denison was re-elected executive secretary.

Buffalo Sunday Papers 10 Cents

The *Express*, *Courier* and *Times* of Buffalo, N. Y., have raised their Sunday selling price from 5 cents to 10 cents.

Putting Over the Paper Towel

Getting in Step with the Demands of a Progressive People

By H. W. BRIGHTMAN

Secretary, Northern Paper Mills.

EIGHT years ago we began to manufacture paper towels. Having been in the paper manufacturing business for a number of years we had foreseen some of the possibilities that existed for the sale of this type of merchandise and realized that it represented a profitable enterprise.

However, at that time we did not even dream of the tremendous development which was going to take place in the paper towel market. The demand today is enormous.

When we first began the manufacture of paper towels we realized that to successfully compete with other manufacturers and with the cloth towel then in such general use for commercial purposes we would have to produce a very high-class article.

Having once produced a towel that came up to the necessary standards of sanitation strength and absorptive qualities the next problem was to present it to the public in the most attractive and convenient form.

The old roller type paper towel has two decided disadvantages. It is exposed to the air and is liable to become dirty and germ laden. Being on a roller the user can tear off as great a quantity of toweling as suits the personal fancy. The inevitable result is a great waste.

THE FIRST STEP TOWARD DISTINCTION

To obviate these two disadvantages and to make the product distinctive it was decided to use a metal container or cabinet for delivering the towels. It was found that the most satisfactory method of doing this was to have the towels folded, with the folded halves interlocking. The towels are put up in packages of a hundred and fifty. Each package exactly fits into an attractive white cabinet, the towels being so arranged that they can be drawn from a slot in the bottom of the cabinet, one at a time.

Having produced a product and a method of presenting quite to our satisfaction, the next problem presenting itself was to market the towels. The most natural method of attacking the paper towel market was through the legitimate paper

trade channels, that is, the paper merchants.

In this we were unusually successful and to our paper merchants we owe no small part of our success. They have been loyal and always considered our interests and their own synonymous.

From 1911 to 1917 the business developed rapidly, expanding with a force that was surprising. During these years we had never branded our towels. They had been sold very largely under the personal brands of our many paper merchants.

In 1917 we came to the realization that, while our business had been singularly successful, we had barely scratched the surface of the possible towel market. There was a vast amount of prospective business to which neither we nor our paper merchants had any ready access.

In short there existed innumerable prospects who were not yet educated to the superiority of the paper towel for commercial and industrial uses. There existed as many more who were not acquainted with the points of superiority of our towels.

This latter was due to the fact that, our towels being sold under the personal brands of our many representatives, there was no opportunity to make the public as a whole acquainted with our product.

NEW METHODS NEEDED

It became self evident at this time if we were to develop the paper towel industry to its fullest measure some other method of getting new business than the one employed would have to be discovered.

Logically this meant advertising, so our advertising agents were called into consultation and we started to evolve an advertising plan.

About this time the war came down about our heads and of course from then on until the armistice was signed we were concerned only with doing our small share in helping to win. All plans for advertising were dropped until the business at hand was finished. Just as soon after the war as we could get our business back on a normal basis the

matter of advertising was again taken up.

After studying the subjects we found that we were confronted with four main problems.

First, to trade-mark our product so that it would be distinguishable.

Second, to present our advertising in such publications as would develop the maximum number of *new* sales prospects.

Third, to present our sales arguments in such a manner that not only new users of paper towels, but old ones as well, would become convinced that our brand of towels is superior to others, that is to get the prospect to *accept* our products.

Fourth, to convince our paper merchants that it would be more profitable for them to handle our nationally advertised, trade-marked towel than to handle the same towel under their own personal brand.

After considerable thought the name, Northern Fibre Folded Towels, was adopted. This name is descriptive and distinctive, yet lends itself well to display. The problem of the trade-mark was a stumbling block for a while, as it would be prohibitively expensive to trade-mark each individual towel. The plan of trade-marking the cabinet was finally decided upon. Since the towels are never used except in connection with the cabinet, this gave the opportunity to distinguish our product without due expense.

PICKING THE FIELD

When it came to the selection of advertising mediums we realized that one big future market lay in the industrial and commercial fields. Hotels, factories, offices, office buildings, stores, schools, apartment buildings, public buildings, etc., represented the bulk of the market. It was our problem to select the media which would thoroughly cover these fields.

For general publications we choose the *Saturday Evening Post* and the *Literary Digest*, with the first named carrying the bulk of the campaign. This selection was made after a careful review of the whole problem and on the advice of our advertising agents. We are convinced that our selection was a wise one.

We felt that we could not afford to neglect the so-called trade papers. For this reason *Factory* and *System* were added to the schedule. These two magazines thoroughly cover the industrial and commercial fields, they have a remarkable amount of influence and they lend themselves well to our product. *American*

What They Think of

Northern

TRADE MARK

FIBRE FOLDED TOWELS

In Texas



LONE STAR PRIDE of progressiveness is almost as strong as pride of state.

This is well attested by the celerity with which Northern Fibre Folded Towels have been adopted as standard towel equipment by some of the greatest Texan institutions.

Yet this is not unduly remarkable, for the dainty neatness, the wholesome cleanliness, of these "different" paper towels is instantly appealing to every person who recognizes the true value of sanitation.

Try Them at Our Expense

You have a quantity of these towels to fully appreciate their superiority. A letter to your business stationery will bring you, gratis, a neat five-page of twenty-five towels, and information as to where you can obtain a supply.

Northern Fibre Folded Towels are ideal lavatory equipment for hotels, schools, factories, offices, stores, or any place where towels are used. Delivered one at a time from an attractive white cabinet, they offer a clean towel for each pair of hands yet there is no waste. In entire keeping with the most modern lavatory equipment. Cloth-like and strong in consistency yet perfectly absorbent.

NORTHERN PAPER MILLS
GREEN BAY WISCONSIN

Towel Talk

Paper towels have been fully established as the most economical and most desirable towel. They are manufactured in the most modern paper mills.

Manufactured in a factory that is a model of sanitation. Made from the best material available. They are soft and absorbent.

Are strong and durable. Soft to the touch. Delivered in the most attractive way. Most available economical.

Send for a sample today.

A sample of the insertions used in the general magazines, including both sales copy and testimonials in the form of photographs of the institutions using the product.

School Board Journal and *Buildings and Buildings Management* were also included, as they cover two of the more important specialized fields.

When it came to the size space to be used we felt that in the majority of cases it would be necessary to use pages and double page spreads. We have always viewed advertising as a silent salesman. Considering the enormity of the market and the quality of our product, we realized that the character and sales ability of this salesman must be of the very highest standard. In pages and double-page spreads there is an opportunity to go into the subject of paper towels thoroughly and exhaustively. There is enough space for attractive display and yet be able to attack the selling problem from every angle, to break down prejudice and fully convince the sales prospect. With the use of smaller space this might be done but there would be none surely; there would always be the possibility of

failure. The use of small space in a case of this kind is a great deal like sending the office boy out after a hundred-thousand-dollar order. The office boy might get the order, but the chances would be all against him. And then besides why take this chance when a high-class salesman whose powerful selling ability has already been proved is available? It is simply a question of sound business. The size of the market and the quality of the towels is such that we feel that we should send out the best salesman possible to get the business.

In seeking *new* business and in convincing the prospect that Northern Fibre Folded Towels are the towels to buy—which after all is the primary object of the campaign—we have endeavored to show that paper towels for reasons of sanitation, cleanliness and convenience are far ahead of the old cloth towel, and for these same reasons we have attempted to show that our brand of fibre folded towels represents the

ultimate in paper towels. Their advantages have been brought out in simple, forceful statements that are convincing and bear the stamp of sincerity. No extravagant claims are made, but those claims which can be fully substantiated are played up. Considerable prominence has also been given to the fact that many of America's best known organizations have adopted our brand of product as standard lavatory equipment. This tends to inspire confidence on the reader's part and gives us considerable prestige.

Whether copy is designed for immediate results or merely for prestige we believe that there should be some way of making it at least partially pay its way. For this reason a special offer has been used in each one of our advertisements. A sample package is sent, gratis, to anyone who will write for it on their *business stationery*.

This serves a three-fold purpose. It enables the new prospect to become acquainted with our product, it enables us to judge, at least to a small degree, the effectiveness of the campaign, and it places an effective sales argument in the hands of our paper merchants.

LANDING THE PAPER DEALER

Returning to this matter of the paper merchant, naturally after a man had been selling paper towels for years under his own brand, after he had built up a big business. It was a hard job to get him to abandon this personal brand and handle ours.

We went at this matter just as we had gone at the advertising—by a well-planned campaign. A series of letters was sent out to all our representatives fully explaining just what we proposed to do and pointing out the benefits that would accrue to them. We simply laid the cards on the table and invited our paper merchants to look. Some of them at once saw the advantages. Others were more reluctant. Now they are all satisfied.

We have always followed the policy of handling all sales through our accredited representatives. This now became a big argument, as we were able to show that this advertising campaign would develop a vast amount of *new* business which they could not develop otherwise and from which they would profit, as every inquiry and every order is turned over to the Northern Paper Mills merchant in whose territory

(Continued on page 40)

The Men and Women Who Make Our Mediums

ARTHUR T. VANCE

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 JANE LEE

A LONG in the Fall of 1872, according to the W. K. family Bible, the stork left on a doorstep in Scranton, Pa., a bundle of squirming humanity, which when undone was found to contain Arthur Turner Vance! If you will figure back you'll find that makes him forty-seven years old, and those who know him will say he looks his age, for he happens to have very white hair, but if you shut your eyes and listen to his laugh, you'll swear he is only seventeen. And right there you can find the secret of his success—not only as an editor, but as a man with a host of friends. He has an ever-present sense of humor and a youthfulness of spirit that age can never dim.

It has been my privilege to work for this man for over eleven years, and if I do not know him I ought to. He is not a college man, and he is not a city man. To-day he agrees with those who know that New York is the smallest city in the world, and that the great, big, thinking pulsing world is found in the small cities and towns that many of us wot not of.

He didn't linger very long in Scranton, for his people moved to the Kansas frontier when that section of the country was the real wild and woolly West. From there they went to a small railroad town in Missouri made famous by frequent visits from the old Jesse James band of hold-up men. And I think it is one of the proudest recollections of Mr. Vance's younger days that as a small boy he held one of Jesse James's revolvers in his hands and shot a crow with it. He never told what the crow did to deserve such a death, but he still claims that the reason he is such a crack shot is due to his early training and association with men who knew how to handle a gun.

While he was in his early teens the Vance family moved to Binghamton, N. Y., and that is where he would tell you he came from if you were to ask him. He graduated from high school and went to work on a newspaper at the munificent

salary of five dollars a week. For that sum he had to turn out from three to five thousand words a day, and before he left the sheet he had filled every job from bill collector to city editor—the latter dignified title carrying with it the princely stipend of \$12 a week.

HIS FIRST MAGAZINE WORK

His first magazine work was on a little publication called *The Home Magazine*, which started out as a sort of philanthropic sheet and

ended up by trying to be one of general interest. He held the title of assistant editor, but the duties he found confronting him were to wrap up and address the magazines for mailing, to write more than half the inside matter, using as many noms de plume as there were articles, to edit, estimate, make-up and read proof. And between times he took dictation on a typewriter from the editor-in-chief, who never seemed to be able to get a regular stenographer to write letters to suit him. Most of this personal service to the editor was done at night—and for the combined day work and night work in this literary atmosphere he was paid \$15 a week. Then the magazine moved to New York and Arthur Vance moved with it as editor, getting \$25 a week in his metropolitan surroundings. But



ARTHUR T. VANCE

Photo by Arnold Genthe

The Home Magazine didn't live very long in the wicked city.

However, to-day in Mr. Vance's beautiful library filled with rare editions you will find the old issues of *The Home Magazine* in one of the most sacred places. And if you will open them and go through the pages you will find that the unknown-up-State boy who was editing it had the knowledge and the foresight to pick out such writers and publishers as Hudson Maxim, Morgan Robertson, James B. Connelly, Frances Perry Elliott, Joe C. Lincoln, Jack London, George Mallon, Eugene Wood, Arthur Guiterman, Paul Meylan, Gilman Hall, Harry Harrison Lewis, William McLeod Raine, Albert Payson Terhune, Anna Steese Richardson, W. T. Hornaday, Theodore Waters, R. A. Graef, and a host of others whose names are now familiar to the public.

These people will tell you with great pride that the first story they ever sold was printed in *The Home Magazine* when Arthur Vance was its editor. And the struggle of that editor to pay salaries and to pay authors even the paltry sum asked in those days was no small one.

Books which were sent in for review represented 25 cents each when sold to second-hand shops—advertising for railroads in those days was paid for in tickets, which of course could be sold at scalpers' rates, and at the end of the week all such things were done to meet due-bills. But Arthur Vance still contends that "them was the happy days!"

HE STARTS A LIBRARY

Just a word about that beautiful library I mentioned. It represents many and many hard-earned dollars, but the first edition ever put on the highly polished shelves, and to Mr. Vance the most precious, he stole many years ago. It is a copy of Robinson Crusoe. Way back in the days when Arthur Vance was a little country boy he lived in Kansas where books were a rarity—certainly not a necessity. Of course he went to Sunday-school—especially just before Christmas, when he and all the rest of the boys attended two or three—and the minister in charge of one of them lent him a copy of Robinson Crusoe to read. He promised to return it, but he pored over it and reread and kept on rereading it until it all but fell to pieces and then he was ashamed to take it back, so he kept it and started his library with it!

In 1901 he went over to *The Woman's Home Companion*, then

Just a Few Words About Jane Lee

WHEN we read over the accompanying "story" of the life of Arthur T. Vance we said: "One of the best of the series so far and we have had several good ones." But shouldn't our readers know something about the author of this excellent story? Who is Miss Lee? We asked our mutual friend B. A. Mackinnon to tell us who she is and he wrote this down: "You have all heard of the youngster who defined a true friend as the fellow who knows all about you but still likes you. Well, judged on that basis, Jane Lee is a true friend of Arthur Vance, for if ever there was an editor's right hand man who knew him insideout, Jane is the man. She brings to her job a rare combination of gifts; she has her full share of the well-known intuition of her sex, and in addition she possesses an almost masculine point of view, an uncanny ability to reason things out and a lively sense of humor.

Jane Lee is a mighty good mixer who is hale-fellow-well-met in any kind of society. She can pull the high-brow stuff south of Eighth street and can appear at ease in a Paquin gown in a Park avenue duplex apartment. Her literary judgment is as keen as anybody in the publishing business, and if you don't believe this, please remember that she has survived eleven years with Arthur Vance.

When Jane's eagle eye lights on a short story, God help the author if sincerity doesn't pervade every sentence. If he tries to "fake" or put something over, Jane can spot it instantly. As a serial-cutter she is there with both hands. She does it with such adroitness that authors come and thank her for lopping off dead wood. What a coupon-cutter she'd make. As a friend, she's loyal; as a worker she's indefatigable, and as an all-round good sport, Jane Lee has few peers—or should it be precesses."

edited and published in Springfield, Ohio, but before long he persuaded the owner that the only place in the world to edit a magazine was in New York, and succeeded in moving the editorial offices to that city. The printing, however, was carried on in Springfield. I think this was the first case on record where a magazine was edited a thousand miles from the print-shop and managed to get out on time. He stayed with that publication for seven years, and in spite of that fact its circulation somehow grew from 300,000 to 700,000. What he did to it from an editorial standpoint is another and quite a bigger story.

GOES TO PICTORIAL REVIEW

In 1908 he came to *Pictorial Review*. He took in hand a struggling sheet, mostly known for its fashions, and at the end of ten years' hard work—for no success is easy—

he has made it one of the leading women's magazines of the world, with the largest circulation of any woman's magazine published in America. And he made that success because long years ago he realized that women had brains—were thinking, intelligent human beings, and that they were sick and tired of being preached at and talked down to. This idea he had carried out in every department of the magazine—fiction, special articles, departments, and all.

So much for the man in business. At home his life is quite as interesting and quite as distinct. His pleasures are the simplest possible. He has played tennis all his life, and, in spite of his most generous waistline, he plays a bully good game. The one great joy and relaxation of his life is his boat. He owns and loves a sixty-foot power-boat and is commodore of the Port Washington Yacht Club. Incidentally he lives in Port Washington, Long Island, the year round—no cooped-up city apartments for him! Lately (and I hate to set this down, for it means that old age is creeping on him unawares) he has had an attack of what he terms "the hoof-and-mouth disease," better known as the game of golf. He calls it that, for he says all you do is to hoof around all day and mouth about it all night.

HIS CHILDREN HIS GREATEST TREASURE

He has a grown son a graduate of Lehigh University, who is now a mining-engineer in British Guiana, and a beautiful daughter just out of school. And if you should ask Mr. Vance what is the greatest thing in his life he would answer without a moment's hesitation, "My children."

I think those of us who know him intimately can best sum up his whole nature and his whole success to those of you who do not know him so well, by telling you his motto in life. It is quite unique, but Arthur Vance is exactly like no one else in the world. His motto—and incidentally he lives up to it—is just this simple little thought, "I'd rather have the other fellow do me than do the other fellow any time." This, however, does not mean that he is an easy mark, for he knows what he wants and what to pay for it. But it is his proudest boast that in all his twenty-five years of editing there is no one who can say that Arthur Vance ever took an unfair advantage of him.

'Nuf said.

New York Advertising Situation

STATEMENT SHOWING THE USE OF SPACE BY LEADING RETAIL ESTABLISHMENTS DURING YEAR 1919:

Evening Newspapers

| | World | Journal | Globe | Mail | Sun | Telegram | Post | Total |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|---------|------------|
| Abraham & Straus | — | 125,381 | 69,100 | — | — | — | — | 293,554 |
| Altman | 156,622 | 158,223 | 154,759 | 155,397 | 158,117 | 152,711 | 151,610 | 1,087,439 |
| Arnold, Constable | 750 | 375 | 105,221 | 104,722 | 96,703 | — | 92,194 | 399,065 |
| Best | 135,171 | 134,600 | 132,688 | — | 133,271 | — | — | 535,820 |
| Bloomingtondale | 151,146 | 206,984 | 117,836 | 89,927 | 34,620 | — | — | 600,513 |
| Bonwit Teller | 70,784 | 80,456 | 79,364 | 72,477 | 80,331 | — | 10,171 | 393,583 |
| Gidding | — | 8,249 | 17,981 | 11,769 | 44,196 | 7,056 | 21,664 | 110,915 |
| Gimbel | 352,078 | 597,286 | 528,285 | 128,015 | 567,391 | — | — | 2,173,055 |
| Hearn | 348,773 | 339,017 | 233,189 | 224,731 | 225,677 | 212,780 | 2,089 | 1,586,265 |
| Loeser | 1,825 | 148,387 | 72,871 | 38,849 | 120,863 | 34,753 | 390 | 417,938 |
| Lord & Taylor | 349,795 | — | 260,792 | 69,123 | 321,311 | 400 | 36,767 | 1,038,188 |
| McCreery | 378,248 | 42,671 | 279,094 | 322,437 | 382,364 | 46,428 | 29,001 | 1,480,243 |
| Macy | 317,179 | 395,045 | 421,167 | 378,965 | — | 260,148 | 138,251 | 1,910,755 |
| Oppenheim, Collins | 229,557 | 222,415 | 229,611 | 32,364 | — | 2,326 | — | 716,473 |
| Franklin Simon | 104,625 | 106,573 | 41,779 | 52,547 | 104,742 | — | 24,554 | 434,820 |
| Stanley & MacGibbons | 10,181 | 1,245 | 82,062 | 220 | 45,933 | — | — | 139,641 |
| Stern | 219,798 | 9,605 | 210,527 | 149,520 | 208,080 | 12,125 | 83,383 | 893,047 |
| Stewart | 3,290 | 85,588 | 95,763 | — | 70,299 | — | — | 254,940 |
| Worth | 198,845 | 199,257 | 200,276 | — | — | 194,862 | — | 793,240 |
| Wanamaker | 343,351 | 342,048 | 413,600 | — | 431,317 | 354,726 | 27,222 | 1,913,164 |
| Total | 3,372,018 | 3,204,395 | 3,746,055 | 1,831,063 | 3,124,207 | 1,278,524 | 617,296 | 17,173,558 |

Morning Newspapers—Six Days, Excluding Sundays

| | World | American | Herald | Times | Sun | Tribune | Total |
|----------------------|---------|----------|---------|---------|---------|---------|-----------|
| Abraham & Straus | 840 | — | — | 888 | — | 885 | 2,613 |
| Altman | 64,418 | 66,959 | 44,896 | 81,284 | 44,160 | 65,900 | 367,617 |
| Arnold, Constable | 400 | 2,735 | 2,785 | — | 795 | 88,569 | 95,284 |
| Best | 53,137 | 1,175 | — | 53,805 | — | 17,349 | 125,466 |
| Bloomingtondale | 45 | 328 | — | 5,987 | 1,230 | — | 7,590 |
| Bonwit Teller | 3,764 | — | 7,110 | 18,463 | 4,305 | 17,086 | 50,728 |
| Gidding | 10,844 | 14,093 | 46,224 | 46,954 | 300 | 43,988 | 162,403 |
| Gimbel | 62,008 | 23,341 | — | 135,115 | — | 54,400 | 274,963 |
| Hearn | 9,263 | 8,897 | 5,604 | 2,840 | 4,780 | 8,106 | 39,400 |
| Loeser | 640 | — | — | 540 | 640 | 660 | 2,480 |
| Lord & Taylor | 27,210 | — | 14,842 | 94,374 | 12,199 | 11,084 | 159,709 |
| McCreery | 17,735 | — | 6,425 | 68,922 | 24,062 | 13,878 | 131,922 |
| Macy | 125,839 | — | 44,823 | 75,603 | 149,017 | 144,882 | 540,164 |
| Oppenheim, Collins | 13,033 | 11,909 | — | 12,460 | — | — | 37,402 |
| Franklin Simon | 73,465 | 500 | 105,838 | 125,936 | 32,933 | 54,529 | 393,201 |
| Stanley & MacGibbons | 1,475 | 246 | — | 650 | — | — | 2,371 |
| Stern | 76,631 | 13,279 | 16,878 | 87,371 | 16,020 | — | 210,179 |
| Stewart | 750 | — | — | 7,041 | — | — | 7,791 |
| Worth | 5,440 | 5,200 | — | — | — | 13,618 | 24,258 |
| Wanamaker | 7,122 | 3,575 | 349,923 | — | 301,765 | 300,226 | 971,611 |
| Total | 554,050 | 152,237 | 645,348 | 818,233 | 593,106 | 844,259 | 3,607,242 |

Sunday Newspapers

| | World | American | Herald | Times | Sun | Tribune | Total |
|----------------------|-----------|-----------|-----------|-----------|---------|---------|-----------|
| Abraham & Straus | 44,480 | 113,120 | 44,768 | 79,045 | 46,626 | 60,070 | 389,009 |
| Altman | 73,455 | 73,058 | 77,023 | 75,003 | 77,937 | 76,707 | 454,083 |
| Arnold, Constable | — | 84,015 | 84,165 | 5,643 | 79,355 | 4,054 | 257,232 |
| Best | 15,107 | 15,788 | 150 | 92,197 | — | 156 | 121,308 |
| Bloomingtondale | 57,024 | 130,206 | — | 96,427 | 13,800 | — | 208,357 |
| Bonwit Teller | 15,759 | — | 75,879 | 97,972 | 20,129 | 79,905 | 298,644 |
| Gidding | 18,658 | 19,122 | 24,724 | 23,612 | 21,626 | 21,394 | 120,136 |
| Gimbel | 209,302 | 204,441 | — | 229,062 | — | 166,087 | 808,892 |
| Hearn | 135,356 | 134,594 | 67,289 | 16,344 | 8,665 | 112,679 | 474,027 |
| Loeser | 48,250 | 99,020 | 43,475 | 78,177 | 54,204 | 61,654 | 384,780 |
| Lord & Taylor | 135,341 | — | 105,244 | 142,765 | 51,111 | 39,220 | 473,681 |
| McCreery | 180,553 | — | 134,897 | 185,881 | 124,615 | 6,655 | 632,601 |
| Macy | 127,663 | 130,638 | 110,816 | 42,806 | 126,166 | 121,651 | 668,830 |
| Oppenheim, Collins | 84,974 | 78,361 | — | 75,013 | — | — | 238,348 |
| Franklin Simon | 59,698 | 1,458 | 134,583 | 172,613 | 59,611 | 140,158 | 568,121 |
| Stanley & MacGibbons | 8,398 | 10,143 | — | 8,312 | 200 | — | 27,053 |
| Stern | 94,863 | 45,702 | 84,458 | 106,828 | 76,844 | 1,890 | 410,585 |
| Stewart | 10,304 | — | 15,904 | 77,820 | 17,674 | — | 121,702 |
| Worth | 78,252 | 42,230 | 642 | 522 | 660 | 45,420 | 167,726 |
| Wanamaker | — | — | — | — | — | — | — |
| Total | 1,308,337 | 1,181,806 | 1,013,017 | 1,607,032 | 788,223 | 937,700 | 6,927,105 |

MEMBER A. B. C.

THE NEW YORK GLOBE

180,000 A DAY

JASON ROGERS, Publisher

Backing Up Salesmen From Inside to Aid Him Get and Hold Trade

Helpful Plans That Win Good-Will and Increase His Influence With Customers

By SAUNDERS NORVELL

Part II. Concluded from last week's issue.

WHEN no sales manager can possibly do business without what I used to call a "tickler." By that I meant a contrivance by which my stenographer or secretary brought up papers at a future date. In the case of new accounts, a memorandum should immediately be made in the "tickler" to look up that merchant and see if he buys any goods in the next thirty days. If not, he is to receive a treat in the form of Letter Number "Three," enclosing a stamped envelope and politely asking him if the goods of his first order were received promptly and if they opened to his entire satisfaction. A follow-up system of this kind often surprises the retail merchant. He can not understand how the sales managers of large houses have such wonderful "memories"!

I made it a custom for years to dictate to my stenographer a memorandum of the date of the call of a customer or a prospect and then very brief notes of our conversation. I would place this memoranda in the "tickler" and have it come up in thirty or sixty days. Then I would write a letter to this merchant, referring to his visit, recalling the subject of our conversation, and asking him certain questions. Such letters led to correspondence—to personal contact and *naturally to sales.*

Copies of all these letters were sent to the salesman, and naturally a salesman was impressed when he found a constant running fire of correspondence between the head office and his customers. He naturally thought if the "old man" could keep so busy he would have to get *busy himself!* Naturally, these letters, when skillfully written, made a very favorable impression upon the minds of the merchants.

THEY NEVER WROTE CUSTOMERS

I remember the case of a salesman who resigned his position with us and went with another house. Afterwards he wrote me a letter, asking to be taken back, and the

reason he gave was that the house he was with never wrote him any letters and never wrote anything to his customers. "Why"—he said to me afterwards—"I could send them a beautiful order and they never wrote me a line about it nor did they write a line to the merchant, thanking him for the business!"

If a salesman is ever trained under a sales-managing system, such as I now outline, he will certainly never be satisfied with any other method. I know this from experience.

GIVING THE MAN ENCOURAGEMENT

The art of sales managing is to get the best possible results from salesmen of average ability. In order to do this, the average salesman must be told in a general way what to do. He is not expected to follow instructions like a parrot, but he is given certain general plans and ideas that have proved to be successful. If the salesman is intelligent, he will try these plans, and when he finds they "pull," he will use them for his selling ground work.

To illustrate: In opening a new territory a salesman was provided with a notebook, giving a list of his towns and customers, their previous purchases and any information about them that would be of value to him. He was instructed to *make his best towns first*, calling on the customers *we had*, and then, when he had made the rounds of the best trade, on his second trip to work towns where we had no business and call on merchants who had never bought from us. Our reason for this plan was because a new salesman is naturally nervous. If he should start out working his towns just as they came he might do very little business and become so discouraged that he would be ready to throw up his job; but if on his first trip he visits customers who are friendly to the house and sells goods, he is encouraged. He feels that he will succeed, and this gives him strength to go ahead on his second trip to tackle the new ac-

counts. Experience leads me to believe that this is a very important suggestion and should be used by all sales managers in sending out salesmen on their first trips.

DOUBLE UP SALESMEN IN DECEMBER!

When we found it necessary to change a salesman at the end of the year, it was customary with us to send out the new salesman who was to take the territory, on the *first of December*, and have him make a month's trip with the old salesman. This custom, while rather expensive, had several advantages. The new salesman usually derived the benefit of an introduction to the trade through the old salesman, who of course had friends. Then he learned all the methods of the old salesman and all the peculiarities of the trade. In following this plan it naturally was only done where the old salesman had been successful. If he had not been successful, it would be better to have the new salesman start out "on his own hook," otherwise the unsuccessful salesman may be a hindrance instead of a help to the new man.

WHAT ABOUT NEXT YEAR?

Another plan that we followed was to send salesmen we desired to continue with us in the new year a letter about November first stating that we wished them to represent us and asking what their plans were for the new year. This drew the fire of our salesmen, and if any salesman was dissatisfied or intended to quit, it brought matters to a head in the month of November, giving us plenty of time to arrange for his successor.

It is unfortunately true that when some salesmen know they intend to resign at the end of the year they let up in their efforts, and I have even known of several cases where a salesman intending to resign to go with a competitor has devoted the last two or three months of his time with his old house to taking future orders to be turned over to his new house to be shipped the

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY



Kellogg and Collier's

Kellogg Toasted Corn
Flake Co. has chosen
Collier's as the back-
bone of its 1920
national advertising
campaign.

“Watch Collier's”

following spring. Any practice such as this should not be indulged in when a new salesman is placed on the territory before the end of the year. Of course, where a salesman has decided to go without a competitor, especially where he is to travel in the same territory, the sooner he is asked to check up his account, the better.

When the November first letter to salesmen is sent out, those who intend to continue the following year usually reply promptly. Those who are quietly "laying low" with the idea of quitting delay their reply. Sometimes it is necessary in order to have a definite understanding, to invite some of these gentlemen to headquarters to talk over matters.

Where it is necessary to make a change of salesmen in a territory it is generally better to make this change in November or December instead of waiting until the beginning of a new year. Many merchants take their annual inventory during the Christmas week, and they often place heavy filling-up orders in January. If a new salesman has had an opportunity to make his "getting-acquainted" trip in December, he has a much better opportunity to collect some post-inventory orders on his January trip. If you get your men out in December they have a much better start for the new year.

DON'T LET 'EM GO WITH GROUCH

It is of the greatest importance that salesmen should start out the new year feeling right. All little differences between them and the house should be ironed out. Many houses have salesmen's conventions during the holidays. Often these conventions are conducted on a very elaborate scale with smokers, banquets, and other entertainments. These things are very good when they are well-handled. It must be remembered, however, that one sore or Bolshevik salesman traveling around night and day with all the others can tear down a lot of good work done by the sales managers. Look out for these disgruntled men! Look out for these men with bad livers! They do not help a convention. The spirit of the convention should be that of the old lady who only had two teeth but who thanked the good Lord that they hit!

When a salesman starts out on his first trip he should be instructed to keep a carefully posted notebook. In this book he should enter all the questions that come up in his

travels about the business or the goods, about which he is not clear. If the salesman does not travel at too great a distance it is an excellent idea to have him return to the house after his first trip and spend a day or two going over his troubles with his sales manager.

FEBRUARY THE ZERO MONTH

In most lines of business the month of February is the zero hour of business. It is the four o'clock in the morning, the time of the lowest vitality, the zero hour when so

Des Moines Advertising Club Organizes Bureau to Conduct Work of Americanization — Plans to Have Others Established Throughout the Country

At a meeting of the Advertising Club of Des Moines last week a movement to combat the Red menace was launched, which, if carried out according to the plans formulated, will spread to every other advertising club in Iowa, and later will be taken up by the Associated Advertising Clubs of the World.

Through a bureau a campaign of publicity is to be conducted which will teach America to Americans, and through them educate the foreigners. Besides awakening Americans to conditions as they exist, it is also planned to point out a remedy for conditions. A part of the plan is to organize similar bureaus in other advertising clubs, first in the state of Iowa and later throughout the entire United States. At all times it is proposed to have the bureaus co-operate with other agencies organized for the same purpose.

A committee of thirty-six members headed by C. A. Baumgart was named to form the new bureau and to work out plans for the campaign.

Sherbow Addresses Detroit Adcrafters

Benjamin Sherbow, known far and wide as an expert consultant in typography, author of "Making Type Work" and "Sherbow's Type Charts," journeyed all the way to Detroit especially to address on Wednesday, February 4, the members of the Detroit Adcraft Club and the thirty or more students taking the club's advertising course. His lecture was entitled "Advertising Typography," and was illustrated by many lantern slides showing a number of "before and after" specimens of typography, examples of the usual run of advertisements rearranged and reset in accordance with Mr. Sherbow's well-known principles of plain, simple, easy-to-read typography, and demonstrating how the printed word may be made more attractive and inviting, and therefore more effective.

Atlanta Strike Cuts Newspapers

The three Atlanta newspapers appeared in abbreviated form this week because of a walkout of the pressmen on the *Journal* and the *Georgian-American* due to demands which the publishers claim are provided for in an unexpired contract. The papers issued a joint statement saying they had agreed mutually to limit their space to the maximum ca-

many patients cross the Great Divide. February is usually the poorest month in the year for the retail trade. In January, after the retail merchant has taken his inventory, he fills up the gaps in his stock. There is very little retail business at that time. Then the salesmen call on their second trip and usually the orders are short. February is the month in which the new salesman on the new territory should be called home to have his tires pumped up.

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capacity of the other under the conditions, and for that reason no advertising appeared in any of the Atlanta papers last Sunday, excepting funeral notices and such advertising as appeared in sections printed previous to Saturday afternoon.

Parsons and Weissberger Address Triaders

Tonight, February 14, at the Advertising Clubhouse, the Triad League of New York University and a large outside attendance will hear Professor Frank Alvah Parsons and President Harry Weissberger, of the Advertising Artists, speak on their favorite subjects. Professor Parsons is scheduled to give in his inimitable style a talk on "Art in Dress," telling about clothes and colors and how they express themselves. Mr. Weissberger's lecture, in conjunction with lantern slides, will be on "Art in Advertising."

Edward Henry Clement

Edward Henry Clement, who for twenty-five years was editor-in-chief of the *Boston Evening Transcript*, died last Saturday of heart disease at his home in Concord, Mass. He was in his seventy-seventh year, and had been ill but a short time.

Mr. Clement began newspaper work in 1864 as a reporter of the *Savannah News*, and later, after leaving the position of editor, he was with the *New York Tribune* as night and city editor, serving from 1867 to 1869. He was associated with the *Newark Daily Advertiser* as managing editor, and for a time before joining the *Boston Transcript* he published the *Elizabeth Daily Journal*. He was made editor-in-chief of the *Transcript* in 1881, and since his retirement in 1906 he was engaged in literary work, contributing to various publications.

2,500 Newspapers Said to Have Suspended

Victor Rosewater, of Omaha, appearing this week before the House Post Office Committee as spokesman for the American Newspapers' Publishers' Association, said that the present "excessive and onerous" second-class mail rates had caused the suspension of 2,500 newspapers since July 1, 1918. Representatives of the Southern Publishers' Association, the Periodical Publishers' Association, and George E. Hosmer of the National Editorial Association, with a membership of 4,500 country weeklies and small city dailies, also appeared before the committee.

The Crowell Publishing Company

is pleased to announce
the appointment of

Mr. Lee W. Maxwell

as Vice-President and
General Business Manager;

and the appointment of

Mr. Frank Braucher

as Advertising Director
of The American Magazine
Woman's Home Companion
and Farm and Fireside



Here, in the heart of Kipling's India, the tourist stumbles across three Singer sewing machines going full blast.

American Trade in India

**Make Haste Slowly Is the Cue
For Work in the Orient**

By CLAYTON SEDGWICK COOPER

Author of "Understanding South America," "The Modernizing of the Orient," etc.

WE are accustomed to think of the Oriental as a passive, slow-moving, dreamy creature, satisfied with his own antiquity, standing aloof from the modern world with its aggressive desires and achievements, turning his gaze into his soul.

It is therefore, with genuine surprise that the Westerner, who today sails "East of Suez" finds virtually the entire East coming with a rush into the Western world.

While riding on the back of a camel on the edge of the Sahara Desert not far from old Biskra, I heard a whirring overhead, and looking up I saw an aeroplane of the French army, wheeling over the black tents of the Bedouins. The Moslem pilgrims are no longer obliged to go to Mecca by camel caravan, but are whirled there by express trains, while the electric light is said to burn above the tomb of the Mohammedan prophet at Medina.

I found the Gaekwar of Baroda in India installing cinematograph machines through the rural sections of the native state of Baroda, and going incognito to sit in a back seat and watch the expressions of the Indian cultivators, as they witnessed the modern methods of farming on the prairies of Kansas and Nebraska.

China is not behind. The land which we have so long connected with an antediluvian people, remote from our civilization as in the days of Marco Polo, has now established

a parliament, accepted Western business methods in many port cities, developed reformers, revolutionized her school system, and even reports the doings of suffragettes in Peking.

Japan in her victorious conflict with Russia was very largely responsible in starting this change which has reached the Orient from Tokyo to Morocco, and Japanese progress in all forms of enlightenment is the order of the day. A single intimation of this is revealed in the fact that 98 percent of the male population and 97 percent of the women of Japan can read and write.

Among all Oriental countries, India is perhaps farthest away from the United States as far as intimate knowledge of conditions in that great country is concerned. Here is a land of marvelous opportunity with a population of 315,000,000—as large as Europe without Russia, and increasing at the rate of 250,000 per month. The land is a melting pot of racial mixture, there being 41 races and 21 languages and dialects in every day use. Its annual commerce with Great Britain alone amounted in normal times before the War to more than \$400,000,000.

India has over 40,000 miles of railroad, which carry yearly 350,000,000 passengers, and 65,000,000 tons of goods and merchandise. Here modernity is at work, as evidence is found in India's big cities equipped with modern conveniences, street railways,

telegraph, telephone, electricity, sanitation, hotels and commercial houses, and with a slow but certain acceptance of the chief business and educational appliances of the Western world.

All this vast land is ruled by Great Britain, and under pre-war conditions, with not more than 100,000 British troops and about 1,500 civil servants and school teachers.

Political unrest has been evidenced in India in different sections and this probably is inevitable amongst a people ruled over by another nation. The concessions to East Indians given by Great Britain in the Legislative Councils and Assemblies, and the willingness shown to share more and more the Government with the natives has proven the wisdom of the British colonizer. Just at present there is a rather serious difficulty in the Punjab, brought about by what seems on the surface to be a somewhat radical move on the part of a British military officer in firing into a group of natives who were suspected of revolutionary and disloyal tendencies. In this, as in other East Indian troubles, there will doubtless be a settlement in which the native population will gain somewhat more of consideration on the part of the British.

NEW TRADE ROUTES

The War has had its results in India and among them have been the new trade routes opened and the export and import activities, by which the United States has revealed her interest in this old country.

Previous to 1914, despite the fact of the presence of our diplomatic and consular officers in that country, an American traveling in that part of the world first got the impression that Indian trade was for the Briton only. In the past decade, however, German commerce and propaganda have increased notable in India.

Since the war the United States and Japan have been coming to the front in Indian trade. According to a recent London report the place of the Central Powers has been taken by the United States so far as iron and steel, machinery, hardware and instruments are concerned. Japan has taken the trade heretofore held by the Central Powers in such articles as electrical accessories, copper, paper, glassware, textiles, beer and clothing. The bazaar trade in cheap,

(Continued on page 30)

When You Think
of
New Orleans
 Think of
New Orleans
STATES

EVENING

SUNDAY


Because:-

Large Circulation
Concentrated in the City
Proper—Your Profitable Market

Suburban New Orleans is too limited and scattered to cover economically.

Advertise in The States and center your efforts on the city itself. Excellent opportunities for the distribution of the commodity. Population responsive to advertising. High per capita purchasing power.

Want More Information?
We'll Gladly Furnish It.

WRITE 
 ADVERTISING DIRECTOR

A Trade Paper Campaign That Sold 5,000 Pianos and 10,000 Phonographs

Effective Planning Behind the Steger Publicity in the Business Papers

An authorized interview with

CHARLES E. BYRNE

Director of Advertising, Steger & Sons Piano Manufacturing Company.

WHEN ADVERTISING & SELLING requested some definite concrete facts regarding the results produced by the 1919 trade journal advertising campaign of the Steger Institution, a general statement, regarding the success of that striking series of announcements, was contemplated. However, definite information was desired and accordingly a sincere effort was made to dig up some concrete facts.

The results were, to say the least, surprising. So remarkable were the returns that they proved conclusively how unlimited are the possibilities of publicity in trade publications. It was found upon investigation that over 155 high-grade piano-merchants and 280 responsible phonograph-dealers were attracted by the confidence-inspiring Steger prestige announcements and induced to apply for appointment as Steger representatives. By tabulating the orders, it was discovered that over 5,000 Pianos and 10,000 Phonographs were sold for cash. Of course, the annual output of the Steger Institution is much greater than those figures would indicate—covering 18,000 Player Pianos, 12,000 Pianos and 30,000 Phonographs—and is at present heavily oversold. It is quite likely that the sales produced by this campaign were far more than 5,000 Pianos and 10,000 Phonographs—but as only directly traceable returns are to be considered—that decisive record is the answer, including as it does only those dealers who became interested in the great Steger Lines primarily through the trade journal announcements.

It is true that the trade magazine publicity was accentuated and augmented in various ways. Reproductions of the beautiful display pages—in many instances, veritable works of art, pictorial, typographical and otherwise—were mailed to dealers to be framed and displayed in their store windows and warehouses, in order to interest music-lovers. Furthermore, these displays were reproduced by progressive dealers in their local newspaper ad-



CHARLES E. BYRNE

vertising, programs and other media.

In conjunction with this campaign a system of efficient Dealer Service was maintained by Steger & Sons, comprising national magazine and local newspaper advertising, electrotypes, catalogs, instruction booklets, folders, leaflets, form letters, moving picture slides, window cards, outdoor and electric signs, house organ literature, bulletins to salesmen, financial cooperation and personal counsel in merchandising and selling.

Just as a slight evidence of the powerful influence of the Steger Sales Course alone, the following bulletin to Steger salesmen is interesting:

SHOW YOUR CUSTOMER THE STEGER
FIRST AND YOU WILL SELL HIM
AT THE START

The little incident narrated below strikingly illustrates a few simple points in salesmanship, that the piano-merchant and salesman should always bear in mind. It is part of a report, recently turned into the office by one of our wholesale traveling men. He narrates the incident as follows: "While in a city in Ohio, calling on the Winton Piano Company, I had the following experience, selling a piano:

"I was waiting for Mr. Winton, the proprietor, to return from luncheon when a customer and his wife came in and in-

formed the bookkeeper that they were Doctor and Mrs. A., from a neighboring town. They had written the Winton Piano Company a week before, stating they would call to look at a piano. They said that they were ready to buy an instrument, but that their time was very limited.

"The bookkeeper, instead of greeting and interesting them immediately in the instruments, wasted considerable time looking through the files for the correspondence. He searched and searched in vain. The Doctor and his wife grew rather uneasy and at last began to manifest signs of impatience at the delay.

"Finally after searching without avail, for about fifteen minutes, the bookkeeper started showing them the pianos, beginning, however, with the Thompson Line, the most moderately priced pianos on the floor. Mr. Winton, the proprietor, came in soon, was introduced to the people and after talking with them for a few moments, took up matters where the bookkeeper had left off and attempted to interest the Doctor and his wife in the Thompson Piano.

"The Doctor's wife did not find the particular design in a Thompson case that suited her. They were rapidly losing interest in the Winton Piano Company and its instruments. I realized that something had to be done. I motioned to Mr. Winton that I desired to talk with them for a moment and informed him on the side, that I could play the piano and would gladly assist him in making this sale, if he so desired.

"From the moment the people entered the store, I knew they could be interested only in the finest instrument, and their appearance justified an attempt to sell them the most expensive piano in his stock, namely, 'Steger & Sons.'

"After I was introduced to the couple, I casually asked the Doctor if he were not a graduate of one of the Chicago Medical Colleges. He said 'Yes.' He was a graduate of Northwestern University. I informed him that I had a brother-in-law, who was a professor of this college. The Doctor knew him very well, as he had been in many of his classes. Of course, this formed a rather personal acquaintance, but it really had no bearing in making this sale. They were quite ready to buy from anyone who could show them what they wanted.

"I started by taking these people through the stock, showing them only Steger & Sons Pianos. The Doctor and his wife manifested great interest in the Steger style 25 in a mahogany case. I showed them the construction of the instrument, demonstrated its wonderful tone-quality, gave them a talk on the reliability of the great Steger & Sons Institution, that backed it up, and in every way convinced them that they were getting 'the most valuable piano in the world.'

"Mr. Winton stood aside and absorbed all that I was saying. Before I had finished my sales-talk, the Doctor's wife was convinced that this was the instrument she wanted. Nothing else would suit her, only a Style 25 Steger & Sons Player Piano. Knowing that Steger & Sons Pianos and Player Pianos are sold at uniform fixed prices, I informed them of that fact and suggested that Mr. Winton would quote them. He did so. The deal was immediately closed and the people left



ADOLPH SCHUETZ
PRESIDENT



EDW. A. SCHUMAN
VICE PRESIDENT



CHAS. SAVAGE
TREASURER



R. D. TALLMADGE
SECRETARY

A Reminiscence

By AD. SCHUETZ

AS we study the above picture, we think—Is it possible there are none in the group but employees of The Sterling Engraving Company!

It takes us back about seventeen years when the company was organized and we were worrying about what it should be named.

We did not worry long. Our interest in the firm was genuine; our knowledge of photo-engraving was sound and pure; the quality of our work we intended to be of one kind—excellent. In the word “Sterling” all these ideas are embodied. Hence “Sterling” was the logical name.

Have we lived up to our name?

Ask any of our ever increasing clientele. They know.

But we smile as we think of the slogan we chose:—

“The Most Progressive House in the City”

How nery we must have been! The smallest house calling itself the most progressive—but as we look again at the illustration above, we cannot but feel that that slogan was more than prophetic—it stated an actual fact.

So now, having shown that we are an up-to-the-minute concern, and ever truthful, we must revise that slogan by adding the word LARGEST, as we are now—

“The Largest and Most Progressive House in the City”



THE STERLING ENGRAVING CO.
200 WILLIAM ST. NEW YORK 10TH AVE. & 36TH ST.

satisfied and with the firm conviction that they were getting one of the finest pianos made.

"That evening I went to the theatre with Mr. Winton. During our conversation, something was said that gave me an opportunity to advise Mr. Winton that he was selling his pianos the wrong way.

"I told him that he should start at the top and if necessary, work to the bottom; that he should start with Steger & Sons Grand and Upright Pianos or Player Pianos and, if the party should be unable to buy these instruments, there always would be a chance to get down to a more moderate grade. He readily admitted that it was the best policy for him to follow.

"I am sure that Mr. Winton will profit by following that policy and that it will assist him in handling future customers. It is a very valuable idea that had never occurred to this progressive dealer."

dressed up in artistic form with appropriate type and a suitable, beautiful illustration of his product.

He followed directions and when his announcement appeared in the trade magazine, made 10,000 dealers take notice.

RESULTS THE TEST

Whenever business men inquire as to what kind of advertising is the most satisfactory and therefore preferable—whether magazine, newspaper, trade journal, direct-by-mail, billboard, catalog, moving picture or any other medium—the statement of a man who made a great success applies very effectively. "I do not

employ men because I like their looks," he said, "but solely because of their ability to produce results." In order words, that form of advertising, which has been found to be the most reliable medium for building up a particular business, should be favored, because it represents a straight line between the man, who is spending the money, and results.

Some kinds of business can employ many forms of advertising with success. Advertising is certain to be profitable if the logical media to fit a specific business are used and supported with carefully thought out, tested selling-ideas, properly

POWER OF INDUSTRIAL MAGAZINE PUBLICITY

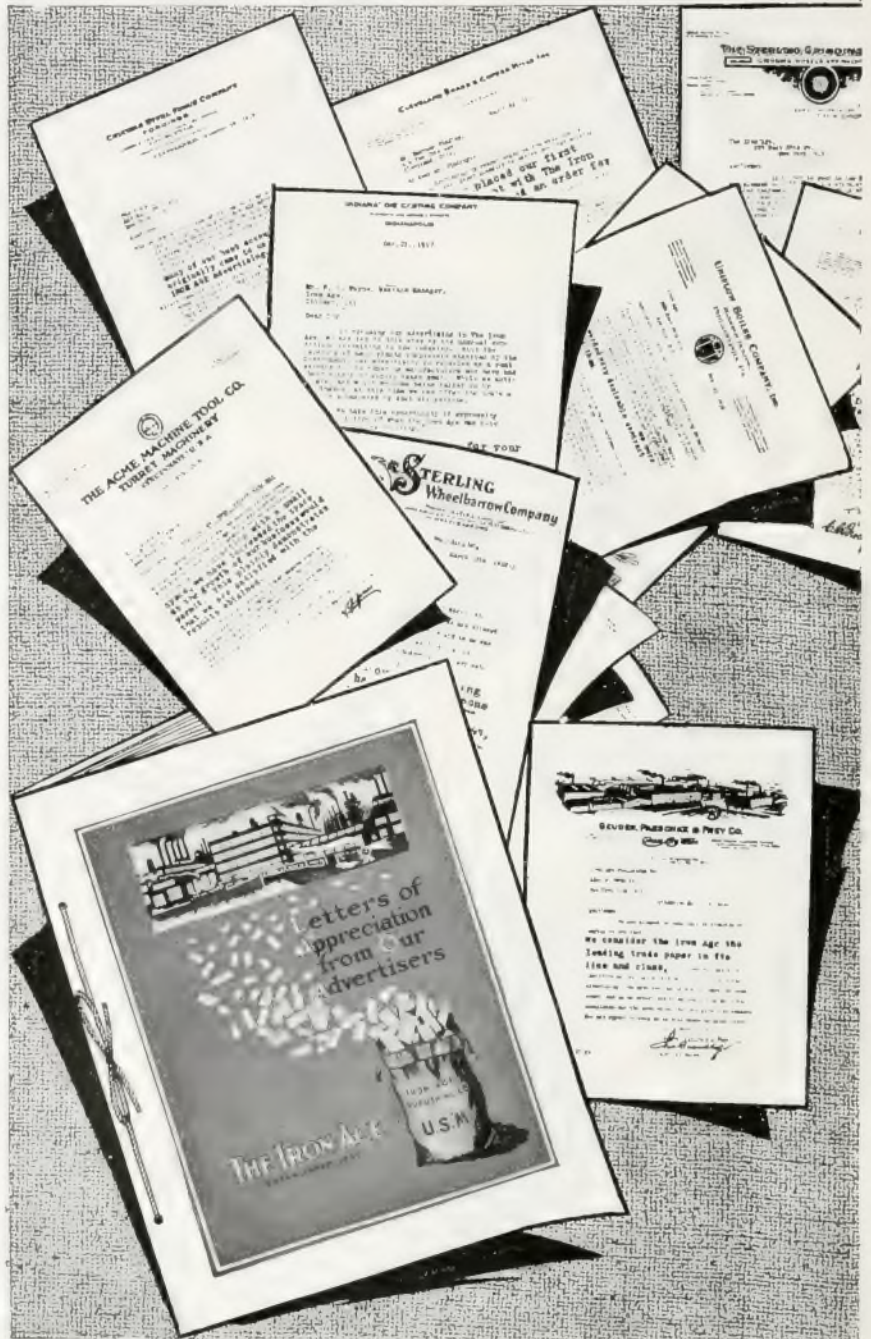
A young man recently decided to engage in the manufacture of a certain product. His capital was limited. He wanted to bring his proposition to the attention of 10,000 dealers in his industry in the quickest, most effective and most economical way. Somebody had suggested that he use a striking folder and had prevailed upon him to obtain a dummy and quotations. The entire cost of paper stock, printing, engravings, folding, addressing, stamping and mailing amounted to \$450.00, not including the postage.

As a certain excellent trade journal covered the 10,000 dealers like a blanket, it was suggested that he hold the folder in reserve for a while and publish a page announcement in the magazine at the cost of \$100.00. He liked the idea.

Sometime later he submitted the proof of the advertisement. It was as interesting as a tombstone, as unattractive as a red flannel shirt and as anaemic as so many trade journal announcements, that are hurriedly dashed off to fill space.

The copy was the familiar story about quality unexcelled. It was set in old fashioned job printer style with a stock border and antique decorations that Noah undoubtedly used. No illustrations were visible. He did not regard them as necessary. When he asked for an opinion regarding the announcement he was told that it would not prove profitable.

Then it was suggested that he consult an experienced advertising man, as he would a specialist in any other line, and secure the benefit of a selling idea, well presented in clear, concise, forceful, brief copy,



presented from the standpoint of space, copy, type and illustrations. Billions of dollars are made through well-directed publicity. Millions of dollars are wasted by men who do not understand it. They fail to avail themselves of its sales-producing power, by neglecting to secure the counsel and cooperation of advertising experts.

It is to the interest of the magazine publisher and his readers, as well as the advertiser to have high class advertising that is carefully planned to attract attention and to sell. How often have you read an announcement that looked as if it

were prepared in about five minutes by some busy executive, who never studied even the first principles of salesmanship on paper? Did it impress you favorably? That is the kind of trade journal advertising that does not pay. Compare it with the advertisements that gripped your attention and forced you to respond favorably.

NEW VALUE OF ANNOUNCEMENTS

Advertising is news—vital, important information that offers the reader some necessary benefits or service. Therefore, it should be presented as news—in the most appealing, impressive and vivid style

—so that it will burn its message indelibly into the mind of the reader like the powerful, electric flash of lightning.

The widespread realization of the possibilities of well-directed publicity is reflected by the wonderful advertising pages that frequently appear in the trade magazines. These journals are read by progressive business men, alert for information of value to them—who realize that the spirit or character of a commercial institution usually is indicated by its public announcements.

Much trade journal publicity is not planned for immediate results but rather to build prestige—and after all, what is more profitable or brings greater dividends than high grade institutional advertising properly backed up by a real business organization?

If the publishers of trade magazines would encourage and urge their advertisers to use attractive, sales-producing announcements instead of shoddy displays, they would inspire greater faith in the pulling power of their publications, by producing better results and at the same time add to the appearance of their pages.

Experience proves that when various forms of advertising are found profitable for a business—for example, trade journal, direct-by-mail, magazine, newspaper and poster publicity—they increase the effectiveness of each other immeasurably and their power, as a combination, is all the greater.

To obtain success in trade journal advertising, the reliability of the advertiser must be unquestioned, the merchandise must be right, the sales proposition must be fair and reasonable and the publicity must be consistently maintained, in order to keep the name before the trade. Institutional advertising, without constant repetition, is not institutional advertising.

Every newspaper, trade journal or magazine has a personality, that either possesses or lacks character—and the pulling power of every publication depends upon the degree of confidence its readers place in its reliability and integrity. A self-respecting magazine, that enjoys the confidence of 10,000 readers, who place implicit faith in its utterances, is more valuable from an advertising standpoint than an irresponsible journal with 100,000 circulation.

METHODS ADOPTED IN TRADE PAPER CAMPAIGN

Trade journal—as well as all



The Decision of the "Industrial Supreme Court"

The Supreme Court of the technical advertising world has handed down a decision on the value of advertising in The Iron Age.

The best medium the manufacturer can use in advertising and selling his commodities to the machinery, automotive, farm implement, shipbuilding, railroad, iron, steel, foundry and other metal working fields is The Iron Age — "The World's Greatest Industrial Paper."

No other publication is so closely watched for industrial news and so constantly used, day after day, as a reference book in the actual buying of raw materials, machinery and equipment.

That is the gist of the straight-forward, unbiased opinion of the highest court, where the judges are the advertisers themselves—advertisers in all branches of the metal working lines.

This decision is final. The advertisers who render it are familiar with all industrial publications. They know which one is best.

Arguments, charts, statistics are all of no avail if offered in contradiction to the decision of the advertisers. *Theirs* is the last word.

The documents in the case are the letters we have received from these advertisers. They have been reproduced in our booklet "Letters of Appreciation from our Advertisers." If you are face to face with the problem of "finding the right medium" for selling the metal working industries, write us and tell us frankly what your difficulties are. We will then be glad to send you this booklet, with definite, constructive advertising suggestions.

THE IRON AGE

THE WORLD'S GREATEST INDUSTRIAL PAPER

239 West Thirty-ninth Street New York, N. Y.
CHARTER MEMBER A.B.C. AND A.B.P.

other forms of well-directed advertising—can be made to produce profitable results. Experience covering many years of steady use, month after month, in all the trade papers of the music industry establishes the truth of that statement.

In the Steger campaign, all of the Steger lines have been featured at different times. The method of illustration has been varied, so as to make all announcements original, different in artistic presentation but harmonious to the extent that they always have projected the quality appeal—namely, musical and constructive excellence, service to dealers and financial strength. The cooperation of the best artists has been secured to present the sales-ideas in the most striking manner. A distinct style of copy has been employed in each announcement to bring out some definite thought. Page space always has been used. There has been no "splurging" in space.

The advertisements have been conservative, consistent and care-

fully thought out months in advance of publication. No "last minute" announcements have been published.

The Steger Institution—with over 40 years of experience in piano-making—long ago foresaw the great demand for phonographs and promptly decided to manufacture them. Considerable preliminary study was given to the plan of publicity presentation. The phonograph was developed and perfected. It was determined that the advertising should be original, self-respecting and constructive to represent worthily the artistic and musical supremacy of the Phonograph. The vast number of high-grade representatives appointed and the great volume of sales indicate how satisfactorily the merchandise, the sales-proposition and the advertising were united.

When a campaign in business magazines of a particular industry brings to the surface directly traceable cash sales of over 5,000 Pianos and 10,000 phonographs, the returns afford an opportunity for reflection. Furthermore, if advertising is news, calculated to create prestige, the influence of this series of announcements should produce thousands and thousands of sales in years to come.

This Steger campaign is another proof that advertising, properly directed, helps to make it easier and more satisfactory for the consumer to buy, simplifies distribution, lowers costs and tends to standardize quality.

The Truth About the Beech-Nut Case and Regarding Most Big Business Investigations by the Federal Trade Commission

The following is from an address made by Hon. W. B. Colver of the Federal Trade Commission, at a meeting of the American Specialty Manufacturers' Association, held at Atlantic City, N. J.:

"One of your members, the Beech-Nut Packing Company, has undertaken, in the general interest, to contest the question of resale price maintenance. The contest is being carried on expeditiously and in a generous and friendly spirit by the Beech-Nut Packing Company, and the Commission seeks to meet the issue in the same spirit. Neither party seeks so much to win as to secure a final and definite dictum of the court which shall clear up, so far as possible, the mooted question.

"It is such contests as these, undertaken in such fair and impersonal spirit as this has been, as will clear away, bit by bit, the twilight zones in the business world.

"You can't issue a complaint unless you issue it against somebody, and there comes the hardship. Now, we could either select some small timid, little fel-

low, and then go ahead with a great show and hullabaloo, and make a ruling against him and the practice, and slap the law down hard and fast. Or, we can take a big, rich, square-dealing, fair-dealing concern that will play the game and play it straight; whose business name and business fame is so good that the issuance of a complaint against it won't hurt it; it is impregnable to slander.

"Selecting a concern like that assures us of two things; assures us first that we are not putting a hardship on something that we yet don't know about, on somebody who cannot afford it. And in the second place, that the concern cited will be so strong and its counsel will be so able, that every last shred of argument, of proof, of testimony on the other side, will be fully presented before us.

"Now, that may be wrong, or it may be right, but we feel that that tremendous power, and not only power, gentlemen, but responsibility—a responsibility that bears very heavily on the men who are trying to execute the law—that that great power, that tremendous responsibility ought not to be used in gunning for sparrows. We ought never to shoot that gun at any trival matter, and we try only to find representative concerns—big concerns. It may be for that reason that we have in some quarters a feeling, and it has been said that we object to the size or we like to fight the big fellow. There is something in us that doesn't like mere size. I have told you the truth—the reason why we like the big man. The reason we ask the big man to come in and defend is because we want to know all that can be told on that side of the case, and the big man can afford to have a learned counsel that can explain it to us. We don't pick him out because he is big and because we want to hurt him, but because he is big and keeps us from hurting the little fellow. Now that is another view of picking people for mere size, and it is true.

"It only remained then, for us to find somebody who was big-hearted enough and big-pursed enough and had learned counsel to begin with us, and go through the long and tiresome case. And when we get to the Supreme Court, how about this thing? Nobody is going to win a victory or get licked. We just want to know what is the law, and then we will all go back to bay, and the spirit in which the contest has been carried forward has been this spirit.

"It is pleasant, it is delightful, it is altogether a bright spot in the day whenever we have to pick up, in the routine, this particular matter. Because in it we are always sure we will never find sharp practice or pettiness, or the withholding of all the facts, but we know the cards are on the table, and that case at least is going forward in an orderly way—without passion, without prejudice, and nobody is trying to win it except we are all seeking light, and we are going to the only place where the manufacturer can get, and that is the Supreme Court."

Gaylor of the "Albany Journal" Dies

James H. Gaylor, city editor of the *Albany Journal*, died Wednesday in Albany, N. Y., of pneumonia, aged 36 years.

Keeping Up With The Times

A FACT A WEEK

Remember when you used to pick blueberries?

Remember how at first you picked a few berries from one bush and then moved to another, and so on through the morning?

Remember how finally you learned, by experience, or by the advice of some older boy, that you would fill the pail faster if you thoroughly finished one bush before you moved to the next?

When you come to the advertising blueberry bush in Washington, pick it clean.

It's a two-paper town, and The Times is one of the two.

The Washington Times
WASHINGTON, D. C.

Getting Over an Idea to Young America

How the Movies Have "BEVO" by the Winchester Repeating Arms Company

By LAFAYETTE DORLAND

TWO years ago the idea of creating a boy and girl organization to give our youth of under eighteen the splendid training and glorious sport provided by rifle shooting was evolved as a novel feature of the advertising plan of the Winchester Repeating Arms Company. With the Y. M. C. A. and Y. W. C. A. to care for their general physical welfare, the Boy Scouts and Campfire Girls and summer camps to train them in the art of "roughing it," in the great outdoors, our young people still lacked a definite organized training for that almost universal instinct for the use of the gun. With the lesson taught by the great war of the patriotic value of a competent, widespread knowledge of the use of firearms as a fundamental of good citizenship, it seemed that here was an important field for service to our youth that had been neglected. To fill this gap the Winchester Junior Rifle Corps was organized.

The first essential of such an organization, of course, was that this important training be provided in such a way as to provide absolute safety. The cardinal principle of the Winchester Junior Rifle Corps was made that of training the boy and girl in the use of firearms in such a way that safety in their handling would become an instinct. As the supervised swimming of camp and gymnasium means fewer drowning accidents, so the early training in the safe use of firearms is bound to result in fewer accidents through ignorance in later life.

With the development of this new organization there arose the problem of getting the idea it represents over to the young people of a nation in mass. The field is the world of boys and girls, millions of them. In what manner could the unquestioned appeal of such an organization to the instincts of the boy and girl best be carried to them?

The use of attractive printed advertising, telling in simple style the story of this new society and the attractive honors in the form of medals and diplomas it offered to each member as he or she qualified as marksman, sharpshooter and expert rifleman, was a fundamental way of attacking the problem. And, of

course, such a campaign, spread over the country, backed by the interest of dealers in this new organization, the work of the field organizers and the enthusiasm of members themselves proved effective. Rapidly the membership grew to the more than 40,000 now enrolled.

A GRAPHIC METHOD OF PORTRAYAL NECESSARY

Yet the appeal of the printed word to the young mind is limited. Some more vivid, some graphic flashing of the message upon the mental screen was needed to cover more completely the broad field lying open to this new idea.

What could be more vivid or graphic than the moving picture? What more universal method could

be adopted of reaching the boy and girl field in its most favorable moment than the "movies"? To visualize the idea of an organization so as to make it stand out as a real, living thing—here was the way to impress upon a vast audience the meaning of the W. J. R. C. to them.

Now, the picture method of teaching—and advertising, is a specialized form of teaching humanity in the mass—has long been in use in our schools and in the homes. Its rapid development from the printed illustration through the stereoptican slide to the motion picture attests the success it has achieved. An abstract idea will not make a quick or lasting impression on the average young mind. But the concrete, the graphic presentation, embodied in the picture form, carries a power for permanent impression that grows stronger with the increased vividness of the presentation.

This unique adaptation of the educational power of the photo play satisfies most fully the canon laws

I AM pleased to announce the election of Charles J. Boyle of my New York Office, and Arthur F. Thurnau, Manager of my Chicago Office, as Vice-Presidents of my organization. Both Mr. Boyle and Mr. Thurnau have been associated with me for over ten years.

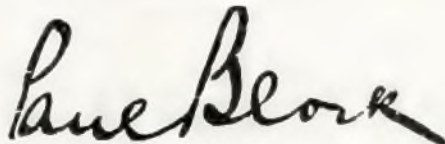
Herman G. Halsted has been for some years (and, of course, continues) a Vice-President of our company.

I am also pleased to announce the addition of Mr. F. L. Weare to our organization. Mr. Weare has represented publications for a great many years, and has had experience such as should be valuable in his new connection.

Our staff now includes the following men:

| | |
|--------------------|----------------------|
| HERMAN G. HALSTED | N. FREDERICK FOOTE |
| CHARLES J. BOYLE | F. L. WEARE |
| ARTHUR F. THURNAU | JOHN M. HERTEL |
| CORNELIUS A. REGAN | F. C. MERRILL |
| RICHARD R. MAMLOK | GILBERT FALK |
| D. PEYTON BEVANS | OWEN H. FLEMING |
| S. L. SCHMID | HARRY W. BROWN |
| FRED C. COLEMAN | WILLIAM M. MESSIER |
| HERBERT L. HASKELL | WILLIAM E. SEIP, JR. |
| STACEY BENDER | PAUL FRANK |
| MAX BLOCK | CHARLES R. SANDERSON |
| HERBERT W. MOLONEY | JESSE BLOCK |

JOHN KELLY



INC.

Representative

New York
Boston

Detroit
Chicago

of advertising. No surer way to get and to hold attention could be devised. It is given involuntarily. The movie fan, moreover, is in a good frame of mind to be favorably impressed and interested in the idea set before him. All that remained was to set before the boy and girl a film that would fix that interest and stir the blood with the desire to bring this pulsing life of the out of doors, this thrill of rifle mastery, into their own lives by becoming members of this great Winchester Junior Rifle Corps.

THE MOTION PICTURE DECIDED UPON

So it was decided to use the motion picture to carry the idea of this great organization to boys and girls

everywhere. Thereupon the Winchester Company set about the task of turning this abstract idea into a concrete visualization, instinct with real life.

It was no easy task the Winchester Advertising Staff had set itself. There was nothing thrilling, *per se*, in the idea of sending in a membership blank to enroll in an organization despite the splendid benefits to which such procedure was the open sesame. But many an exciting adventure and many a joyous thrill are bound up in the everyday activities of the W. J. R. C.

To combine these qualities into an interesting plot that would set forth

the whole idea of this organization in true perspective, yet in unbroken, continuity was the work of months of patent drafting and revising of scenario. Gradually it took shape until "The Winning Shot," a play with a thrill and a kick to it, was evolved and ready for the photographer.

"The Winning Shot" is a real story. Furthermore, it is a boy and girl story. There is no heavy villain to be dragged off-stage in the last scene. But there is a lot of wholesome fun, there are moments of tense interest and a succession of scenes that will appeal to the young people as irresistibly good sport.

Through all is woven the woof of the W. J. R. C. organization so skillfully that the whole basic idea stands out as the last gleam of the lantern flickers out.

REAL STARS USED IN PRODUCTION

The filming of "The Winning Shot" is another detail that was carefully attended to. Four photoplay stars, Andy Clark, as Bill, the hero; May Collins, as Ruth, a girl W. J. R. C. member who competes with Bill in the thrilling climax, and Frank Bond and Matilda Barron, as Bill's father and mother, play the leads. But the real boy and girl atmosphere pervades the whole production through the natural "acting" of some threescore of real boy and girl members of the W. J. R. C.

The scenic backgrounds used were also selected with a view to artistic setting which makes this production a really beautiful bit of movie photoplay.

The plot itself centers around the career of Bill Andrews, a typical healthy American boy, from the night when he reads of the W. J. R. C. organization in a boy magazine and coaxes his parents into allowing him to join until he proves his training in marksmanship by winning a thrilling three-cornered match for his unit by his deciding bull's-eye. Incidentally it takes the spectator on an interesting tour through W. J. R. C. National Headquarters, where the course of a membership application is followed from start to finish. It carries us with Bill through his early lessons in shooting to the highest expert rifleman honors presented at a finely staged W. J. R. C. meet which culminates in the challenge that leads to the thrilling climax where Bill outshoots the boy and girl representative of two rival units and becomes the hero of his own unit and every boy and girl in the audience.

Special care has been taken to

50%

GAIN

IN ADVERTISING

FOR MARCH

MUNSEY

depict the valuable training in self-reliance and in outdoor craft which are a part of the W. J. R. C. life. Manliness and womanliness are fundamentals for the boys and girls of this organization. With all the fun and sport woven into this film these essentials remain dominant throughout.

"The Winning Shot" was shown twice at the Caldwell matches, once in the big outdoor theater and once indoors. A large audience saw each performance.

DISTRIBUTION PLANNED

Plans are now being completed for placing the film before the entire nation. To reach the territory to be covered the country has been divided into eight districts. Into each of these reproductions of the film will be sent for exhibition throughout the district.

The Winchester Junior Rifle Corps film is specially adaptable to showings in schools and church auditoriums as well as in regular moving picture theaters because of its educational value and appeal. It makes a delightful diversion that can be used in connection with a variety of educational topics.

It is planned by the Winchester Company to have these films in nation-wide operation during the next few months.

Massengale Agency Reaches Its Silver Anniversary—Buys Building

The Massengale Advertising Agency, of Atlanta, which celebrated its twenty-fifth anniversary on Thursday, February 5, this year, purchased the Walton building, Cone and Walton streets, it was announced by St. Elmo Massengale, president of the company. The price paid was \$300,000, and hereafter the name is changed to the Massengale building. The agency will remodel two floors for its exclusive use, while the other floors will be rented out for offices. The building is nine stories high and one of the newest of the downtown office buildings in the city. The Massengale Agency is said to be the first advertising agency established south of Philadelphia, and now numbers among its clients many concerns that are internationally famous.

Hopewell Roger's Wife Deceased

Mrs. Hopewell Rogers, wife of Hopewell Rogers, business manager of the Chicago *Daily News*, died February 4 at the Michael Reese hospital in Chicago.

Perley is Secretary for Rankin Company

Myron E. Perley, formerly of Perley, Bertsch & Cooper, advertising illustrators of Chicago, has been elected a director and secretary of the Wm. H. Rankin Company.

American Federation of Arts Disclaims That Pennell Was to Campaign Against Billboards

The American Federation of Arts, through Secretary Leila Mechlin, denies that it engaged Joseph Pennell to make a campaign against Billboards. In the New York *Post* of December 20 and in a story reprinted in the *Literary Digest* on January 17 Pennell is quoted as saying that he had instruction from the society to inaugurate such a campaign.

Floyd Short and Partners, Inc., Begin Business

Organized on February 1 in Chicago, Floyd Short and Partners, Inc., have

started a general advertising and merchandising agency at 30 North Michigan avenue, with a branch at 209 Grand avenue, Milwaukee. Floyd T. Short, Gridley Adams, Robert E. Fowler and Henry M. Weinstock, the members of the concern, are men "experienced in sales and advertising policies."

"Halifax Herald" Is Hit Hard By Fire

Although a fire which broke out in the plant of The *Halifax Herald*, Ltd., Halifax, Canada, last Sunday night did serious damage, the publication of the *Halifax Herald*, the *Evening Mail* and the *Atlantic Leader* was not interrupted this week.

Only forty-nine
newspapers of
20,000 in the U. S.
publish art grav-
ure supplements.

There's but one
in Brooklyn—the
Standard Union.

And not a cob-web
on any one of the
forty-nine.

The Man You Want to Reach



HE'S a buyer, this man you want to reach. And if your product is marketed in the field of engineering, he is a purchasing engineer.

Yes! Engineers Buy!

The men who are responsible for the purchase of electric motors for a New York subway construction job are engineers; and engineers buy transformers and trucks; pinions and paint; locomotives and lathes; mining machinery and milling cutters; switches and stokers; food for the equipment—hungry industrial mining and construction markets the country over.

When you see a new cement mixer going by on a freight car, a truck load of new wire rope on its way to the job or a dozen barrels of lubricating oil en route to somebody's stockroom, you can bet that when the order was placed the man who said, "We'll take this kind!" was an engineer.

Coal Age Power
 Electrical World
 Journal of Electricity
 Electrical Merchandising
 Electric Railway Journal
 Ingenieria Internacional

The 11 McGraw-

And How to Reach Him



THAT deciding man is eminently reachable. He has learned to look to the publications of a great national institution—the McGraw-Hill organization—for professional leadership. When his technical journal arrives he takes time to look it over. And as he looks in its editorial pages for up-to-the minute news of engineering progress, so he turns to the advertising pages for his market news.

Picture a motorist at the automobile show and you have visualized the purchasing engineer's attitude toward the market pages of his technical journal.

The motorist goes through the exposition systematically, looking at each exhibit in turn, paying special attention to the cars he likes best and taking care to miss no new developments in any of the other makes. The engineer misses mighty few advertising pages of his technical journal. Those pages reach him because he can't afford to miss them.

37,000 advertisers are reaching 186,000 such readers through the Eleven McGraw-Hill Technical Journals.

MCGRAW-HILL COMPANY, INC.,
Tenth Avenue at 36th Street, New York

American Machinist
Engineering News-Record
Engineering and Mining
Journal
Chemical and Metallurgical Engineering

Hill Publications

Maclay and Mullally Open Offices in Boston

Maclay and Mullally, Inc., 198 Broadway, New York, have opened an office at 246 Washington street, Boston, Mass. Harold F. Glendining is the manager, and Homer M. Snow the assistant manager.

W. H. Gutelius, Editor, Dies

William H. Gutelius, editor and publisher, died Tuesday at his home, 34 Gramercy Park, New York, of heart disease. He was in his sixtieth year and had been ill for three weeks. Before purchasing the *True American* published in Trenton, N. J., and which he used to support Wilson for the presidency, Mr. Gutelius had been managing editor and

publisher of the *Pittsburgh Times*. He had also been managing editor of the *Philadelphia Press* and of the old *Chicago Record-Herald*. Mr. Gutelius is survived by a wife and six children.

"Los Angeles Saturday Night" a New Journal

Beginning March 6, a newspaper to be called the *Los Angeles Saturday Night* will be published in Los Angeles, Calif., once a week. James B. Bloor will be the editor; Fred C. Veon, general manager, and Walter R. Crusoe, business manager. Presented weekly in from sixteen to twenty-four pages, in a form 16 inches wide and 22 inches long, will be a complete synopsis of the important events and movements of the previous

seven days, and such matters as directly effect or interest California and its metropolis.

Vanderhoof in Chicago Places Advertising for Almonds, Bread and Candy

Vanderhoof & Company, Marquette Building, Chicago, are again sending out full page copy for the Associated Almond Growers of Paso Robles, California, to Sunday newspapers in selected cities in the middle west and southwest. They are also placing advertising for the Century System of Bakeries of Chicago in media reaching the central western states. Schedules for Bunte Brothers, Chicago candy manufacturers, are being made up by this agency also.

Gray Resigns from Des Moines "Capital"

Ernest R. Gray, who has been connected with the Des Moines *Capital* for eleven years, has resigned to associate himself with Eugene McGuire, who was formerly classified advertising manager of the *Capital*, in the opening of the Banker's Exchange. Mr. Gray entered the employ of the *Capital* as a clerk and has held positions of office manager, auditor, and for the last ten years has been acting as assistant to Lafayette Young, Jr., the business manager.

Kennedy to Head Farm Bureau Department of Paper

Wallaces' Farmer, of Des Moines, Iowa, has secured the services of Carl Kennedy, who has been head of the Polk County farm bureau since its organization three years ago. Mr. Kennedy will take charge of a new farm bureau department in which he will cover state, county and national farm bureau activities.

Hamilton Agency Adds Two Accounts and a Solicitor

New accounts announced by the J. R. Hamilton Advertising agency, Hearst Building, Chicago, are Lloyd Manufacturing Company, Menominee, Mich., manufacturers of wicker baby carriages and wicker furniture, and Borg & Beck, Chicago, manufacturers of automobile clutches. Newspapers and women's publications will be used for the first account and automotive publications for the latter. William S. Eddy recently joined the staff of this agency as solicitor.

Isaac Newton Stevens

Isaac Newton Stevens, sixty-one, principal owner of the Pueblo (Colo.) *Chief-tain*, died in Philadelphia of pneumonia Wednesday. He played an important part in the free silver campaign of 1896, and was widely known in banking and legal circles.

Kling Obtains Dart Truck Advertising —Sends Tractor and Electric Schedules

The Leroy A. Kling Advertising Company, Consumers' Building, Chicago, has secured the advertising account of the Dart Truck Company of Waterloo, Ia., and will send out a schedule shortly to trade and farm publications. Orders are being sent out by this agency for the Plowman Tractor Company of Waterloo, Iowa, and for the Globe Electric Company of Milwaukee, Wis.

There Are a Lot of Blind People With Perfectly Good Eyesight

They are simply not observing.

One of the real problems of the Advertiser is to so make and place his appeal that the unobservant, consciously or subconsciously, will absorb it.

The wide popularity of posting among the big advertisers is due to the fact that its bigness and compelling coloring forces itself upon the casual observer, and registers 100% upon a class both large and difficult to reach.

"Nordhem Service"

includes not only the details of posting, but a wide experience in the application of the proper designs for particular products.

IVAN · B · NORDHEM COMPANY

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

8 West 40th Street . . . New York City

Bessemer Bldg., . . . Pittsburgh, Pa.

Canadian Representative

THE WADSWORTH-NATHANSON COMPANY
Toronto, Canada

Photo-Engravers Want More Money and Rush Work Extra

The Michigan Association of Photo-engravers, at its recent special meeting January 28 at Lansing, Mich., announced to newspaper publishers and advertising men using the service of members, that in the near future the International Association of Photo-engravers will adopt a new price scale, providing for extra charges for rush work. Photo-engravers complain that they are deluged with work at certain times, followed by a lull. In order to make a more uniform demand on the services of their workmen, the employing engravers are putting through a scale charging the customer for the overtime necessary for rush work. A committee of the Michigan association will place this recommendation before the International Association at its convention in Cleveland in June.

Voorhees, Agriculturist, Now With "Pennsylvania Farmer"

John H. Voorhees has joined the editorial staff of *Pennsylvania Farmer*, Philadelphia. He is a son of the late Prof. E. B. Voorhees, Director of the New Jersey Agricultural Experiment Station and a graduate of Rutgers College. After graduation he concentrated on farm management, soil fertility and crop production, and was a frequent contributor to the agricultural press.

In 1913 he went to the New Jersey Agricultural Experiment Station as a teacher in soil fertility and also conducted experiments. He came to *Pennsylvania Farmer* from Cornell University, where he was Assistant Director of Agricultural College Extension work.

Gardner, "Vaporub" Manager, Resigns

Richard B. G. Gardner, advertising manager of the Vick Chemical Co., Greensboro, N. C., who manufacture Vick's "Vaporub," resigned his position January 1, to take effect March 1. Mr. Gardner, who is at the New York office, plans an outing "far South" before getting into "harness" again.

Gundlach Space Buyer with Sweeney and James

Harry Snyder, formerly space buyer for the Gundlach Advertising Company, Chicago, has become space buyer for Sweeney & James of Cleveland, Ohio.

John Ponzini, Publisher, Dies in Orange, N. J.

John Ponzini, editor and publisher of three Italian weekly newspapers in Orange, N. J., died of pneumonia last Monday in his forty-ninth year.

"Buster Brown" Will Marry "Mary Jane"

Richard F. Outcalt, Jr., son of Richard F. Outcalt, the cartoonist, and the original of the "Buster Brown" cartoon and advertising character, is to be married soon to Miss Marjorie Elizabeth Filer of Chicago.

-- Publishers Establish a School

So great has become the demand for more typesetters in the South, that the Southern Newspaper Publishers' Association has established at Macon, Ga., a well equipped school to teach the operation

of typesetting machines. The pay for operators on this machine runs from \$30 to \$75 weekly but in the South there are only about half enough to fill the bill. The school was established by Eugene Anderson, president of the Georgia-Alabama Business College at Macon, but is financed by daily newspapers of the South, members of the S. N. P. A. The school has been in operation since January 1st and already has an excellent enrollment of students.

Southern Dailies Erect Buildings

The Huntsville *Daily Times*, at Huntsville, Ala., will erect a ten story office building. The first two floors will be occupied by the *Times*. The *Morning Tribune*, of Tampa, Fla., plans to put up a seven story building.

The Advertising of Two Doctors

The Chicago office of Nelson Chesman & Company is enlarging the schedules of Dr. J. E. Canaday of Sedalia, Mo., and Dr. Van Vleck of Jackson, Mich. These are medical accounts going to mail order publications and weeklies.

Murray Leaves Bethlehem for Bosch

Arthur T. Murray has resigned as president of the Bethlehem Motors Corporation to become president of the American Bosch Magneto Corporation. Hiram F. Harris, formerly general manager of the Republic Motor Truck Co. and general manager of the Bethlehem's Allentown plant, succeeded Mr. Murray as president of the company.

MAY
1900

THE VOICE OF
THE THEATRE
FOR A SCORE OF YEARS

MAY
1920

Theatre Magazine

Will Publish a Wonderful Issue
for Its 20th Birthday,
May, 1920

This issue will be an event no less important in the history of magazine publication than in the history of the theatre!

HERE are a few of the bright dramatic and literary highlights that will shine in this May issue: Julia Marlowe, E. H. Sothorn, Blanche Bates, Mrs. Fiske, Channing Pollock, Roi Cooper Megrue, Avery Hopwood, Rupert Hughes, David Belasco, Daniel Frohman, Louis De Foe, R. H. Burnside, James L. Ford, Augustus Thomas, Ned Wayburn, J. Hartley Manners and many others.

And then there will be pages and pages of pictures in color and duotone, making a valuable illustrated story of the stage for twenty years!

Moreover, it will be an assemblage of advertisers of leading products. To be among them is to class your product with those that lead. Begin your campaign now, but whatever you do,

BE REPRESENTED IN THIS BIRTHDAY ISSUE!

The Last Forms close April 1st

Western Representatives
Godso & Banghart

Pacific Coast Representative
E. Andrew Barrymore

New England Representative Charles K. Gordon

Theatre Magazine

6 East 39th St., New York

Critchfield & Company Elects New Officers

Owing to the recent deaths of B. W. Barton, vice-president and general manager, and W. M. Smith, secretary of Critchfield & Company, the board of directors announced this week the election of the following officers: H. K. Boice, president; C. H. Porter, chairman of the board of directors; W. A. Pritchard, vice-president; P. W. Fowler, vice-president and secretary; M. B. Hart, treasurer; J. E. Woltz, vice-president in charge of sales; H. M. Alexander, vice-president in charge of merchandising; Scott S. Smith, vice-president in charge of Minneapolis office.



H. K. BOICE

H. K. Boice New President Critchfield Co.

H. K. Boice, whose election to the presidency of Critchfield & Company is announced this week by the board of directors, for the past nine years has managed the New York office of the concern, and who through his rare advertising ability has risen steadily to success.

Starting with Critchfield & Company in 1909, Mr. Boice was connected first at the Chicago headquarters as a copy man. Soon he became acting head of the copy department, then in charge of the statistical bureau, and before coming East he was a service man, and an assistant to the late president, Mr. Barton.

Previous to his affiliation with Critchfield & Co., which in those days was Long, Critchfield & Co., and later on, the Taylor, Critchfield, Clague Company, Mr. Boice had obtained prominence as advertising manager for Joseph T. Ryerson & Son, the big iron and steel merchants. Notably he brought about a close relationship between the sales and advertising departments, and edited and published for that large firm a monthly trade organ circulated in the iron and steel field.

In New York since April, 1911, as director of Critchfield & Company's eastern business, Mr. Boice's work has been devoted to all branches of advertising. His statistical work in Chicago has given him an important insight to marketing conditions in the Middle West, and had fitted him specially well to as-

sist Eastern advertisers in merchandising there. His success through a complete understanding of automobile, agricultural, steel product, in fact of all advertising, made Mr. Boice a very valuable man, and in 1918 he was elected a vice-president of the company.

No Change in Dodge Brothers Policy

Definite assurance that there would be no change in the policies of Dodge Brothers, Detroit automobile manufacturers, as a result of the recent death of John F. Dodge, president, was given to dealers at a meeting in the Blackstone Hotel, Chicago, during the automobile show there. The assurance came in the form of a letter from Horace E. Dodge, now head of the business, read at the meeting by George C. Hubbs, assistant general sales manager.

C. R. Larson and Staff a New Agency in New York

C. R. Larson and Staff have opened a general advertising agency at 20 Vesey Street, New York. The officers of the company are as follows: C. R. Larson, president, was formerly manager of *Contracting*, and previous to that with McGraw-Hill Company. E. B. Loveland, vice-president, was with R. R. Johnson Advertising Company, of Milwaukee, Wis., the E. B. Loveland Printing Co., and, of late, advertising manager of the Mine and Smelter Supply Co. William T. Morris, treasurer, is ex-president of the Thos. Morris Iron Works, and Secretary, J. Greenfield, has been with the McGraw-Hill Co., and more recently with the B. J. Sweetland Advertising Agency as manager. The Larson agency has already signed several contracts with technical companies.

"Globe-Democrat" Man Goes to John Ring, Jr., Advertising Company

Jesse Blythe resigned as assistant city editor of the *Globe-Democrat* on February 2 and joined the staff of the John Ring, Jr., Advertising Company, as manager of their research department.

While writing special newspaper articles on industrial conditions, Mr. Blythe last summer visited and inspected more than sixty large plants in Detroit, Cleveland, Kansas City, Toledo, Akron and other cities, in order to analyze conditions and obtain data for his articles. Mr. Blythe has long specialized on industrial subjects, thereby securing a fund of knowledge along such lines which, together with his wide personal acquaintance among executives of leading industries in St. Louis and the Middle West, will be of inestimable value to him in his new work.

"Teamwork" is Published for the McGraw-Hill Family

To supplant the house organ, *Ideas*, which was discontinued last October, the McGraw-Hill Company has started an attractive monthly called *Teamwork*. With many photographs, all the news of the big organization and articles pertaining to the sciences with which the company is identified, are to be published. An innovation is a plan of the editors to assign a space in each issue to a department of the concern to advertise itself. The Business staff of the *Engineering News-Record* had the first advertisement as a reward for suggesting the name, *Teamwork*, first. The

other prize winners will have the space in the following months, and after that it will go to the department which contributes the most personal items.

Addition to Copy Staff of Johnson, Read and Company

William Kaval, formerly advertising manager of the Bull Tractor Company, Minneapolis, Minn., after two years of war service in the Navy, has become a member of the copy and plan department of Johnson, Read and Company, Chicago.

Former Advertising Manager of Wilson & Company Heads Sales and Advertising of Indian Packing Corporation—New Interests Secured

Walter U. Clark, formerly advertising manager of Wilson and Company, has been appointed general sales and advertising manager of the Indian Packing Corporation, Chicago. Mr. Clark, previous to his connection with Wilson and Company, was western manager of the Holland Publishing Company, Dallas, Texas.

The Indian Packing Company, who operate plants at Green Bay, Wis., and in Providence, R. I., recently secured the interests of the Polk Canning Company at Greenwood and Du Pont, Ind., and they expect to enter into the canning of pork and beans, catsup and vegetables on an extensive scale.

Hamilton Resigns to Go with International Magazine Company

William T. Hamilton, Jr., vice-president of Van Patten, Inc., of New York and Chicago, resigned February 1, 1920, to become associated with the International Magazine Company. Mr. Hamilton was advertising manager of *Cosmopolitan* prior to his connection with Van Patten, Inc.

Nordberg Is Now With Thos. E. Wilson & Company

Ralph Nordberg, formerly with the Barnes-Crosby Company, of Chicago, is now in the advertising department of Thos. E. Wilson & Company, sporting goods manufacturers of Chicago.

Advertising Man Rescues Three Lives

Henry T. Stanton, secretary of the J. Walter Thompson Company, of Chicago, was injured recently in rescuing his three children from his burning home in Winnetka, Ill.

Tobacco Merchants Association Will Convene

After a lapse of almost four years since the First National Convention of Tobacco men it has been announced by President Charles A. Eisenlohr of the Tobacco Merchants Association that a national convention of the tobacco industry is to be held at the New Willard Hotel, Washington, D. C., Wednesday and Thursday, May 19 and 20, 1920.

F. J. Ross Company is Formed

Incorporated this week with a capital of \$100,000, the F. J. Ross Co. is to engage in advertising work in New York. C. C. Marsh, D. D. Weaver and G. W. Geiling, 42 Broadway, are named as the organizers.

Franklin and the News-Times



Franklin uses the *News-Times* exclusively in the South Bend territory because the *News-Times* Dominates in Northern Indiana and Southern Michigan. The *News-Times* carries twice as much automotive advertising as the other medium in the field.

South Bend News-Times

Morning Evening Sunday

J. M. STEPHENSON, Publisher

Foreign Representatives

CONE, LORENZEN & WOODMAN

Chicago

New York

Detroit

Atlanta

Kansas City

AMERICAN TRADE IN INDIA

(Continued from page 14)

showy goods has been largely captured by Japan.

The primary reason for the increased shipments of American manufactured goods to India has been the inability of the established British exporters to supply the market owing to war conditions. Our improved shipping facilities have contributed largely to the expansion.

AMERICA SUCCESS IN INDIA

There is no doubt but that American competition in India has come to stay. A determined American effort is being made to secure a large share of the trade of this valuable market in steel and steel work, machinery of all kinds, including machine tools, mill stores and hardware, canned provisions, motor cars, lorries and cycles, and lumber.

Japan now occupies the second place in India's import and export trade. It is in Great Britain's staple trade of India, namely, cotton yarns and piece goods, that the most serious inroads have been made, and these are the lines in which Japanese competition in the future is expected to be most permanent and persistent.

These new trade conditions in India are brought out rather explicitly in a Blue-book presented to the British Parliament in December last by T. M. Ainscough, British Trade Commissioner in India. It is a work intended to arouse Britishers rela-

tive to the need of adopting new methods and giving more thorough-going attention to their trade interests in this vast Empire.

"Before the War," says Mr. Ainscough, "there were practically no American merchant importers of high standing in India. The last few years, however, have witnessed the opening of a few large firms, which are already doing a considerable trade. For instance the United States Steel Products Export Company and the branches of Grace Brothers have established themselves in India. The latter are already doing business on a large scale, both as regards imports, exports, and the management of local industries. Much greater facilities than in the past are being given by American banks and shipping companies to the export trade, and every effort is being made to study the requirements of overseas buyers. Similarly American manufacturers and merchants have recently adapted themselves to the requirements of the Indian market in a most remarkable way. In the motor-car trade for instance, the policy of standardization of cars and spare parts, the personal attention given to importers by representatives and mechanics, and the allowances for advertising and general propaganda work have had a most favorable effect on the sales. American houses are often much more generous in their agency terms than their United Kingdom rivals. In the pro-

vision trade the type of container used, the attractive labels and get-up, and the general care given to packing has gone a long way to account for the phenomenal expansion in the business.

AMERICANS THERE TO STAY

"The broad general fact is that the circumstances of the War and the relative measure of exhaustion of Great Britain after four years of conflict, and of the United States, with a comparatively brief experience as a combatant, gave the latter a greater advantage in industrial and commercial activity, of which she has taken the fullest opportunity in the Indian market. Her competition there has come to stay." "It is impossible," says Mr. Ainscough, "even to estimate the probable future success of American firms when the usual United Kingdom suppliers, now hampered by labor troubles and difficulties of all kinds, are in a position to quote normal prices and deliveries, and when the usual channels of trade are opened up."

The Trade Commissioner sums up the more immediate lesson of the situation from the British point of view:

"Many United Kingdom makers and export houses, prior to 1914, considered that it was a waste of time and money to leave London, as they were able to secure all the orders they wanted from purchasing agents at home. This policy, although not progressive, was understandable so long as we retained the virtual monopoly of the market. India today must be considered as a highly competitive market, and requires to be treated with as great and painstaking attention as any other market where we may be struggling to secure a fair share of the trade. Assuming that our industrialists are in a position to quote competitive qualities, prices and deliveries, the only way successfully to meet American competition is to be actively represented by a trained staff in India, whether by the maintenance of the exporters' own branches and distributing organization, or by the employment of energetic agents aided by salesmen and experts from the home works."

THE JAPANESE COMPETITION

The large expansion of Japanese activity in India has been principally through travellers and business men from the Island Empire of the Far East. In 1911 there were only 32 male Japanese in India. Today the number exceeds 2,000. One finds

The New Orleans Item
regularly receives
more money from
local display advertisers
than any other paper
published in its field *

The Chicago Evening American

is now

Chicago's Leading Evening Paper

with a daily average net paid circulation during January, 1920, of

400,920

which is 10,201 more than the daily average January circulation of the SECOND evening paper—The Daily News

How Chicago Made the Change

THE CHICAGO EVENING AMERICAN

Daily Circulation January, 1920

STATE OF ILLINOIS }
County of Cook, } ss.

J. N. Eisenlord, Circulation Manager of THE CHICAGO EVENING AMERICAN, does solemnly swear that the actual number of copies of paper named, printed and sold during the month of January, A. D. 1920, was as follows:

| | | | |
|--------------|---------------|---------------|---------------|
| 1... Holiday | 9... 401,566 | 17... 388,371 | 25... Sunday |
| 2... 395,854 | 10... 382,742 | 18... Sunday | 26... 408,586 |
| 3... 380,447 | 11... Sunday | 19... 407,311 | 27... 415,778 |
| 4... Sunday | 12... 409,658 | 20... 404,700 | 28... 416,757 |
| 5... 401,657 | 13... 406,800 | 21... 406,188 | 29... 413,101 |
| 6... 402,074 | 14... 405,485 | 22... 406,502 | 30... 412,728 |
| 7... 402,402 | 15... 403,997 | 23... 401,814 | 31... 394,798 |
| 8... 401,635 | 16... 406,871 | 24... 388,579 | |

Total for month 10,466,401
Daily average 402,554
Allowance and deductions 1,634
Net daily average sold 400,920

All exchanges, service, excess print copies and allowances made for copies received late and lost in transit are deducted in determining the net paid circulation.

J. N. EISENLORD

Subscribed and sworn to before me this 2nd day of February, A. D. 1920.

GUY A. SMITH, Notary Public.

THE CHICAGO DAILY NEWS

Daily Circulation January, 1920

STATE OF ILLINOIS }
County of Cook, } ss.

Hopewell L. Rogers, Business Manager of THE CHICAGO DAILY NEWS, does solemnly swear that the actual number of copies of the paper named, printed and sold during the month of January, A. D. 1920, was as follows:

| | | | |
|--------------|---------------|---------------|---------------|
| 1... Holiday | 9... 400,542 | 17... 369,507 | 25... Sunday |
| 2... 398,129 | 10... 372,437 | 18... Sunday | 26... 400,067 |
| 3... 370,326 | 11... Sunday | 19... 404,371 | 27... 387,803 |
| 4... Sunday | 12... 406,867 | 20... 400,073 | 28... 397,277 |
| 5... 404,644 | 13... 403,199 | 21... 382,088 | 29... 394,794 |
| 6... 403,713 | 14... 401,573 | 22... 397,342 | 30... 386,630 |
| 7... 403,444 | 15... 400,624 | 23... 368,004 | 31... 364,780 |
| 8... 401,803 | 16... 388,331 | 24... 365,857 | |

Total for month 10,175,125
Allowances for papers missed 16,422
Total sold, net 10,158,703
Daily average sold 390,719

This circulation is divided as follows:

City and suburbs 369,837
Outside city and suburbs 20,882
Total circulation 390,719

All "exchanges," copies used by employes, unsold and returned papers are deducted in determining the net paid circulation.

HOPEWELL L. ROGERS.

Subscribed and sworn to before me this 2nd day of February, A. D. 1920. (L.S.) Henry C. Latschaw, Notary Public.

The AMERICAN has 85,985 more circulation than it had a year ago—the News has 4,154 more circulation than it had a year ago.

From January, 1919, to January, 1920, inclusive, The AMERICAN gained over 27% in circulation.

The News gained a trifle over 1% in circulation.

There are three evening papers in the United States with a circulation exceeding 400,000 and two of these are Hearst papers.

The New York Evening Journal, 687,624 circulation.

The Evening Bulletin, Philadelphia, 457,569 circulation.

The Chicago Evening American, 400,920 circulation.

Mark carefully the comparative circulations during the last week in January:

Daily average circulation, Evening American, 410,291.

Daily average circulation, The Daily News, 388,709.

Daily EXCESS of American over News during period named—21,582.

This phenomenal forging into first place among Chicago's evening papers by The Evening American is one of the greatest achievements of American journalism!

—the 45-year-old Daily News making way for the 20-year-old Evening American is a faithful reflection of Chicago's progressive, youthful energy—another proof that "Youth Must Be Served!"

For, Chicago, YOUNG Chicago, made this change of its own free will!

Chicago, PROGRESSIVE Chicago, has decided that it prefers the AMERICAN as a NEWS-paper. This preference is indicated in increased home (carrier) circulation—in increased news-stand circulation—in increased City, Suburban and Country circulation—in every division of evening-paper distribution the circulation of the AMERICAN has increased more rapidly than that of The Daily News—most notably in the City of Chicago proper and in the 40-mile zone of which Chicago is the Buying Center.

As applied to a newspaper, "Gets it All and Gets it First!"—was bound to win; was sure to make

The Chicago Evening American

Chicago's Leading Evening Newspaper

Japanese retail stores in nearly every large town in India and even in the most remote parts of the countries Japanese workers will be found. The Japanese are taking a prominent position as general distributors in India of imports from all over the world and as shippers of Indian produce. In spite of complaints on the part of the people of India regarding the Japanese methods and practices, such as mistakes in drafts and documents, late arrivals of good, and complaints concerning the quality of second shipments, the Japanese organization abroad works as one unit and is devoted to the national Japanese cause. This national teamwork assists in keeping out competing interests.

It is thought that Japanese competition with Great Britain is likely to be most permanent and persistent in Great Britain's staple trade in India, that of cotton yarns and piece goods. The scale of working expenses of the Japanese, together with their individual industry presents a strong competitive element, while their willingness to live in remote sections, under conditions impossible to an Anglo-Saxon, and their understanding of the subtleties of the Oriental mind, make the Japanese formidable rivals of Great Britain and the United States in connection with Indian business.

SOME PRESENT FAULTS

Relative to the conditions which Britishers as well as United States traders must meet in India, the following paragraph quoted from the British Trade Commissioner in India is illuminating:

"There is a tendency among many of our British produce firms to take the line of least resistance. The social amenities are pleasanter at the ports, and the necessity of keeping a vigilant eye on conditions, prospects, and prices in the producing districts was not apparent in the past. In consequence, they (the British) have usually confined their activities to Calcutta, Bombay, Karachi, and Madras, and have relied upon their banians and brokers to keep them informed of local conditions up country. The result is that, speaking generally, the Continental firms, with their own depots and European traveling agents in the districts, are infinitely better informed on crop prospects and can make their own estimates with a reasonable degree of accuracy. The same scientific methods are now being adopted by the

Japanese . . . there are only two remedies open to the British houses. They must either perfect their own organization, discard the old ideas and methods, and make a bid for the trade in a manner in keeping with the times, or they should relinquish the business. Up to the date of writing (July 23) their sole efforts seem to have been directed to appeals to Government through the Chambers of Commerce for restriction on foreign competition, so that they might still go on undisturbed in the old inefficient haphazard way."

That the American manufacturer and trader may get an idea of the lines along which East Indian trade is now being developed particularly, we quote from the Commerce report of December 2nd Bureau of Foreign and Domestic Commerce for four months ending July, 1919, as compared with the corresponding period of the preceding year.

"The quantity of cotton-piece goods imported into India decreased by 218,000,000 yards or 50 percent to 219,000,000 yards and the value was less by 44 percent. The value of cotton twist and yarn imported decreased by \$6,156,123 to \$2,996,791 of articles imported by post by \$2,342,084 of woolen piece goods by \$1,069,332, of salt by \$1,745,452, of raw cotton by \$1,593,941 and of matches by \$924,960.

"Imports of wheat increased by \$6,798,177, sugar 16 DS and above by \$534,341, kerosene oil by \$3,129,160, lubricating oils by \$1,671,165, raw silk by \$803,946, motor cars and motor cycles by \$2,130,313, hardware by \$1,465,790, electric instruments by \$613,503, electrical machinery by \$1,286,378, jute mill machinery by \$916,631, sheets and plates (iron or steel) by \$3,729,362, and silk piece goods by \$1,222,789.

"Under exports the quantity of rice not in the husk shipped during the four months decreased by 692,574 tons to 155,711 tons, and the value by \$21,130,668 to \$7,588,172, while wheat showed a decrease of 269,899 tons to 2,701 tons in quantity and of \$11,881,772 to \$210,557 in value. The quantity of raw jute exported showed a decrease of 20,460 tons or nearly 15 percent.

MORE FIGURES

"The value of coffee exported increased by \$2,169,810, of cotton twist by \$10,612,215, of piece goods by \$5,172,765, of raw hides by \$7,414,924, of raw skins by \$10,925,204, of skins (tanned) by \$4,635,-

504, of hides tanned by \$3,821,500, and of seeds by \$24,588,153, while the value of barley decreased by \$4,940,471, of grain and maize by \$5,993,257, of castor seed by \$1,799,932, of black tea by \$1,709,115, of gunny cloth by \$6,744,816, and of gunny bags by \$2,245,728."

In order to break into successful trade with an Oriental nation like India, there are two things to be considered—the commercial and the mental qualifications. The latter is no less important than the knowledge of products and the export and import markets suggested above.

What kind of people inhabit this vast peninsula? What are their needs and points of view? How do they like to do business? What is the first thing for the manufacturer or exporter to undertake? These are questions which the American foreign trader must be prepared to answer by actual knowledge if he expects to do more than make a feint of trading with India. It is no easy task to get the mental viewpoint of the Oriental. These people are our antipodes in more senses than one. You may think you know an Oriental and be convinced that at last you have really discovered him when suddenly the next one you meet reveals characteristics that upset utterly all your previous calculations and estimates. The only way to be quite certain that you know an East Indian is not to meet another one. There are things however that we can know and important things for the trader to consider.

He must remember that approximately two-thirds of the population of India are Hindus and that the other one-third approximately are Mohammedans. Before living long in India he will find that customs differ between these two religious sects, and religion enters into trade as well as into every department of East Indian life. It would be an anachronism, for example, for a Hindu whose religion has taught him that a cow was sacred, to have anything to do with the trade of hides and skins. Therefore, Mohammedans and not Hindus are engaged in this latter industry. Among the Hindus a shoemaker occupies one of the lowest positions in the social scale. The Mohammedan on the other hand has no such prejudices, but the rules of the Koran relative to drinking spirituous liquors and the attitude toward the social problem have to be considered.

Advertise Now

New machinery and more paper permit bigger issues editorially, and because 1920 is the most interesting Presidential year in a generation we are making a greater Literary Digest than ever.

All through the year The Digest will be carefully gathering and reporting all the facts and opinions on all sides bearing upon the great problems and issues which are being discussed and which must be settled before the national election.

The great American public do not depend in such a critical campaign upon one report, or upon one editorial opinion, or even half a dozen. The Literary Digest is wonderfully equipped for this national news service, the unbiased presentation of all shades of political opinion. This service has been built up at great expense through many years of careful work and reaches into thousands of newspaper and periodical offices in all parts of the world. There is nothing like it and no service you could get for love or money that would take its place. It is indispensable to men and women in all the departments of the nation's life.

We predict a great increase in The Digest's public during the year 1920 and we are spending more than a million dollars in general advertising because we know that a Presidential year is always a big Digest year.

IMMEDIATE National Publicity

The Literary Digest

INDIAN EDUCATION

It must be remembered also that at the summit of East Indian society are educated and cultivated men, many of whom are getting a voice politically in the legislative assemblies and otherwise. Below these East Indians of intelligence and culture, without much of a middle class, are the ignorant and in many cases impoverished millions, over-ridden and kept down by their caste system and as impotent for great leadership as are the South American cholos and Andean Indians, or the coolies of China. In

this melting-pot also must be noted the Eurasians and Anglo-Indians, racial strains produced by mixed marriages between Orientals and Occidentals.

Then there are the Parsee merchants who have been called the "Jews of India." The American trader who has come in contact with these latter business men in Calcutta or Bombay has obtained a new idea of the ability of the East Indian to do business along practical and successful lines.

Methods of trade here as in all other countries where it is "always

afternoon," must be suited to the climate as well as to the customs of the people.

The following description is given by one of the representatives of Grace Bros (India) Ltd, concerning the purchase of hides and skins in this country:

"The hides and skins come into the bazaar from the railroad station in bundles, all assortments and classes mixed up, and although the buyer is permitted to assort the hides before they are bought, it is most difficult to bring the ideas of the seller down to the proper market level, and one has to talk for hours and hours in Hindustani till the seller is convinced that he cannot get another cent out of you. Talking is a great stunt in India, and it is marvellous how much time is wasted over it—and in this business it is the head Munshi, who has to do a lot of the talking and prepare the way for his "Sahib" (Sahib is the Hindustani title given to a European) who has neither the time nor the inclination to discuss what would have happened if —etc. This discussion must take place before business commences and the Head Munshi is very useful in this respect; it is furthermore a part of the latter's duty to make the seller understand that it is not at all likely that his Sahib will buy the hides or skins in question, but if the unexpected *should* happen which would mean that the Sahib is in a 'benevolent' mood at that moment, the seller may consider himself very fortunate.

"After all these preparations have been made the Sahib is asked to appear, and when he arrives he is welcomed by the 'Arrathdar' as a long lost brother, and is bombarded with questions by this 'gentleman' as to his own health, and that of his wife (he may not necessarily have one) and family, although the parties may have separated the day before as deadly enemies owing to the impossibility of being able to come to terms.

"A seat is offered to the buyer, but it would be fatal for him to commence talking 'shop' straight away, as in all probability it would increase the ideas of the seller by at least 10 percent, therefore, the Sahib has to wait till the 'Arrathdar' is ready to discuss the business in hand, and as the same is generally rather slow to take up the subject, a good amount of time is wasted. When eventually one does get down to business and the bargaining commences, 'Allah' (all hide dealers

You will reach a sympathetic audience

Too often the effect of United States advertising in foreign papers is neutralized by the anti-United States attitude of the medium.

LA NACION has always been strongly pro-United States. It has always stood for closer relations with this country. Its business policy and make-up follow the best United States publishing practices. It spends \$1,500,000 a year for paper through its United States Business Office.

LA NACION has the cable service of the Associated Press, the New York *Times* and the New York *World* and the feature service of the *Public Ledger* of Philadelphia. LA NACION spends from \$30,000 to \$50,000 a month for cable tolls.

LA NACION strengthens your advertising by working editorially to build up among its readers a better feeling towards this country.

LA NACION

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

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

JAMES A. RICE
58 East Washington St., Chicago

CHARLES B. BLOUNT
444 Tremont Bldg., Boston

are Mohammedans) is brought up to witness that a frightful amount of money is being lost, and the other side regrets this immensely, but on the other hand cannot help it as the Sahib will lose an equal amount or more; neither side believes a word of what is being said, but this is all part of the 'game.' Eventually, if the two parties come to terms, the departure of the Sahib takes place in the same ceremonious way as he arrived, and the 'Arrathdar' finally shakes hands with him and wishes him all sorts of good things; if, on the other hand, business does not result, the parting is not at all friendly, and the buyer has to wait till the next day, before he can approach the 'Arrathdar' on the same subject again."

A few rules for the American foreign trader or salesman doing business in India are suggested:

MAKE HASTE SLOWLY

First: Don't try to hurry the East Indian! Kipling's verse is apropos:

"It's not good for the Christian race to worry the Aryan brown,

For the white man riles and the brown man smiles, and it weareth the Christian down;

And the end of the fight is a tombstone white with the name of the late deceased

An epitath clear—"a fool lies here who thought he could hustle the East."

Second: Remember that the East Indians of the upper castes particularly are not lacking in intelligence. The Bengali-Brahmins are probably not surpassed by any nationality in intellectuality.

Third: Leave your religious prejudices behind when you enter into trade and commercial relations with India. Mark Twain once said that the great irreverence is 'the irreverence for another man's goods.'

Fourth: Get into touch with some American concern that is doing business in India and save yourself many an initial mistake. For example, although 85 percent of the Indian population is engaged in agriculture, the problems of farm machinery and the fertilization of land are very great ones. This is due in part to the conservatism of the inland cultivators who are slow to change, and also in certain parts of India to the small farms which do not lend themselves to modern implements especially such things as

steam-plows, tractors, etc. The fertilizing problem is made difficult because the manure in this country is used largely, and necessarily, so, for fuel.

Fifth: Have patience and be willing to lay firm foundations for the future. In India there seems to be a settled conviction that there is unlimited time for Providence to accomplish its purposes.

It is well for the American trader to note, however, that India is awakening very rapidly both as to economic and material progress. The urge of economic necessity is

upon her. The war has helped to break out a window for India into the wide world. She will never be content again to live merely on the shores of the Ganges. The United States has products and manufactures India needs and must have. Now is the acceptable time to enter Indian markets. For the study of India and India's wants only intelligent agents should be sent out; only men who can adapt themselves to customs strange and often mysterious. Already the United States has gone up to occupy some vast sections of the East Indian Empire.



FOREIGN
DEPARTMENT

The Corona Typewriter Company

has recently instituted a co-operative advertising campaign in South America. This is one of the first thoroughly comprehensive and carefully worked out publicity plans which has appeared in Latin America. The copy was planned, written and illustrated by special writers and artists connected with our

Foreign Advertising Service

In addition to the Corona Typewriter Company, we are serving the foreign advertising interests of

E. I. du Pont de Nemours Export Co. Inc.
Eastman Kodak Company
International General Electric Company
Worthington Pump and Machinery Corporation
Atlas Portland Cement Company
Miller Lock Company

We will be glad to correspond with manufacturers and others engaged in non-competing lines who are interested in Foreign Trade.

FRANK SEAMAN INCORPORATED

Foreign and Domestic Advertising
470 Fourth Avenue, corner of 32nd Street
New York City

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

Associated with Mather and Crowther, Ltd., London, Eng.



Why There Are So Many "Job Tasters"

Isn't the Lot of the Average Advertising Man Made Unbearable by Reason of the Fact Advertising Is the One Industry Wherein Opinions Run Rampant

By H. M. B.

FROM back of me, the other morning, came the supercilious voice wafted across the intervening plush seats:

"We have a new advertising manager, you know, but I don't think very much of him."

Darwin never classified a species more appropriately than did that voice the user thereof.

He might have been the president of the concern—but I doubt it. Fact, he had all the ear-marks of the third assistant to the second ribbon measurer. So accord him whichever of these two positions you will.

Anyhow, he doesn't think very much of the advertising manager. 'Course not. Nobody ever did, ever does, or ever will. Why? Oh, just because, that's all.

Let's suppose for the sake of argument that the gentlemen who ventured the "don't like him" statement was the boss himself. Being the boss these are probably some of his reasons for the dislike.

Dated back a month or two the conversation went something like this (the boss doing the talking):

"Yes, Mr. Soandso, I want you to come here as Advertising Manager with complete authority and full responsibility. Do things your own way. The other chap we had got into a rut—no matter how we argued with him he would insist on sticking to his old-fashioned way of doing things."

THE NEW HEADLINE ARRIVES

(Few days later) "I like this layout and text, SoandSo. But why not do this? Instead of the headline you suggest why not start the ad off with: 'At last—the Very Thing Every Woman Wants.' Oh, by Jove, here is something even bet-

Many Advertisers Seem to Delight in Taking E. H.'s Advice

ELBERT HUBBARD said: "Take my advice—take nobody's

And it stuck with many American business men, especially advertisers.

They have a cold, their doctor says "take this." They gulp it down.

They get into a legal entanglement and the lawyer says "do this" and it is done.

They find production slacking, a specialist comes in and says: "You need thus and so." "Thus-and-so" is ordered.

But the advertising man—he brings in a plan, or an advertisement—or other advice and the business man says: "Now I think we better do—the opposite."

And yet. We wonder whether this stinging indictment by H. M. B. is entirely justified, whether at least some of us don't need the boss' guiding hand, what do you think?

THE EDITOR.

ter: 'Don't Read This.' Isn't that great? Now they'll read every syllable. Just do that.

"You don't mean to say you don't like either one! How funny. Perhaps you don't quite realize that I know something about advertising myself. Have had something to do with it for some time now. However, have it your own way, young man."

Yes, multiply that one little scene by half a dozen just like it day by day. And if Mr. Advertising Manager has the soul of a cootie he will stick up for what he knows to be right, just as often as the crepe-hanging suggestions from the boss come at him.

No wonder the boss doesn't think very much of him. For no longer does the chief see his own glaring headlines topping the store announcements and stopping the trade.

It takes nerve to be a real advertising manager who will prevent the boss from committing commercial suicide. And, thank Heaven for such.

Now, let's suppose he of the would-be strident voice were an underling. Certainly, and by all that is holy, he *couldn't* think much of the advertising manager.

For the advertising manager doesn't even *think* in his language. And, oh dear, he couldn't even take a suggestion. "That fine idea I offered him the other day. Thought surely he was going to use it, he was that polite. But he didn't."

"And, oh, what a grand idea I gave him for a picture only yesterday. He told me it had been used before. I just don't believe him, the jealous thing."

Extreme cases, perhaps, but they'll serve to illustrate the thorny bed of roses of many an advertising manager.

The boss wants the ad man to be responsible—yet would wield all the authority himself. Whatever the advertising manager does, the boss would do it some other way.

Why, if the average advertising manager who wanted to remain a hundred percent *man* wasn't forever running afoul of the chief he'd dwindle into the veriest cut clerk and order boy in no time.

Shades of Benjamin Franklin, the school of international diplomacy is mere kindergarten compared to the school of the real advertising manager. Hounded by the boss, keyed up every blessed minute for the big ideas, catching issues, and weighed down with responsibility—and he welcomes it—his is a merry job.

And well he knows that the people "down the line" are hyper-critical of every word he writes. He smiles "thank you" at the minions who assail him with inane suggestions when what he should do is to ask in thunderous tones: "Back to your own job; what right have you even to *think*?"

Right now, maybe on this same train, he's working out the big plan for the next big spread, while all the time Mr. Supercilious is voicing the brainless thought: "I don't think very much of him."

Agency Vice-President Becomes Sales Manager

Larry P. Barr, of Detroit, who since his return from war has been vice-president of the Victor Breitsprank Company, advertising agents, has resigned to become general sales manager for the Frye Manufacturing Company, of Rockford, Ill.

Critchfield & Company

Elect New Officers

OWING to the recent deaths of Mr. B. W. Barton, Vice President and General Manager and Mr. W. M. Smith, Secretary, of Critchfield & Company, the Board of Directors wish to announce the election of the following officers:

MR. C. H. PORTER
Chairman of the Board of Directors

MR. H. K. BOICE
President

MR. W. A. PRITCHARD
Vice Presiden

MR. P. W. FOWLER
Vice President and Secretary

MR. M. B. HART
Treasurer

MR. J. R. WOLTZ
Vice President in Charge of Sales

MR. H. M. ALEXANDER
Vice President in Charge of Merchandising

MR. SCOTT S. SMITH
Vice President in Charge of Minneapolis Office

Critchfield

& COMPANY

CHICAGO : NEW YORK : DETROIT : MINNEAPOLIS



The biggest little word in the ad world—"but."

Oh, you bosses who think you're so darned infallible simply because you're the boss, give your good advertising manager a show for his white alley by *letting him alone*. Of course, you're paying the bills—so you do when you pay your doctor, *but you don't write the prescription*.

You're a wonderfully able boss, no doubt. But probably, and more than likely, your advertising manager knows more about advertising in a minute than you ever will know. Yet you have him at a disadvantage—for, are you not the boss?

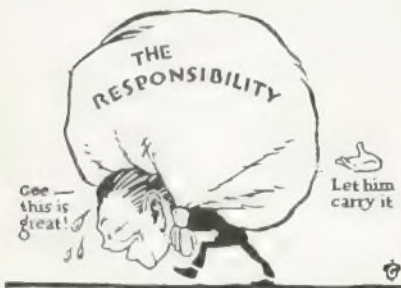
BREAK THE SHACKLES

And, please, *please*, PLEASE, call off that pack of dachunds who think you did them a great injustice when you didn't give them the advertising manager's job. How readily you heed them when they fawn in with a half-baked advertising idea—more readily, in fact, than you would listen to the man himself who has made the job his life's work.

"A prophet is without honor," etc. So is many a good advertising manager who is eating his heart out because of the shackles of the big chief's "ideas" and the little chief's lack of them.

To-morrow, today, NOW, walk right into his royal sanctum, if he has one, look him straight in the eye, and tell him that from this time forth for evermore his authority is to be as great as his responsibility.

He'll rise to the occasion—and so will the sales.



Carrying the whole burden is sometimes easier than half of it.

Six Point League Resolves to Abide by A. N. P. A. Recognition of Agencies

At a special meeting of the Six Point League held at the Advertising Club February 9, the following resolution was offered and unanimously passed:

"Resolved: That the members of the Six Point League recommend to their publishers careful adherence to the principles of agency recognition established by the A. N. P. A., and that when new agents apply for recognition, the information furnished by the A. N. P. A. be the basis of consideration. The above in no way to affect existing relations with advertisers and agencies."

The Six Point League has always stood for the betterment of newspaper advertising and the action taken at this meeting is an important step and one which will make it impossible for any new advertiser to secure agents' commission direct in future. It will also serve to regulate the recognition of new agencies and will prevent such recognition from being granted to any applicant not properly qualified to receive it.

Publicity Man Dies

Harold McGill Davis, publicity manager for the Sprague Electric Works of the General Electric Company, died on Monday at his home, 329 Seventy-third street, Brooklyn, aged fifty-nine years.

United States to Use Films in Buenos Aires Trade Exposition

The decisive battle for the South American trade will probably be fought within the next two years—maybe sooner. The year 1922 will unquestionably see some nation the acknowledged victor in that sector of the "war after the war."

Leading manufacturers of this country are determined that America shall be the victor. It is expected that the National Exposition of United States Manufacturers in Buenos Aires next November will accomplish a great deal toward turning the decision in Uncle Sam's direction. A similar exposition will be held in Rio de Janeiro in the Spring of 1921.

Industrial motion pictures will be a vital part of the exposition. American manufacturers will not stop at exhibiting their products at the exposition. They will supplement their display of wares upon South America's counter with films showing where and just how those wares are made.

Reports of American firms now using the motion-picture method of getting acquainted below the equator emphasize the value of industrial films in South America. Down there it is not merely a case of showing good samples and taking an order. Our chief rivals, England, Japan and Germany, are showing good samples. We in this country believe that Made-in-America goods are the best on earth, if for no other reason than that the conditions of workingmen here are better than in any other place on earth. Industrial films can show the factory conditions under which products of the United States are made. The ideal film for South American use should contain scenes showing how a factory's workmen live at home. Working and living conditions in this country are one of the biggest selling points we have.

No matter how good a sample looks the South American merchant will want assurance that, if he creates a local mar-

ket for a brand, he will be able to get future shipments of that product. South America is a long distance away and the reputations of many American manufacturers have not traveled that far—yet. A film showing an enormous manufacturing plant will impress a South American with the stability of an American industry—will assure him that the firm will continue to be in business for some years to come, ready to fill future orders or supply parts of any machinery which he purchases.

And, frankly, display, or show, makes a tremendous impression upon the Latin temperament. A film visualizing the large buildings housing an American industry, scenes of the executive offices and of the factories in full action will fill a prospective South American customer with a profound respect for the concern which is after his order. South American merchants are prosperous and like to do business with prosperous people. With motion pictures South Americans can be taken on a quick trip to this country to see what we've got up here.

The Rothacker Film Manufacturing Company of Chicago was recently appointed official cinematographers of the Buenos Aires Exposition. The company stands ready to be of every possible service to manufacturers who plan to exhibit films in South America.

"Confectionery Merchandising"—A New Monthly

A new magazine, by name *Confectionery Merchandising*, devoted exclusively to the interests of the retail distributors of confectionery, will make its debut with the June, 1920, number.

Paul J. Mandabach, who has been editor of *The National Drug Clerk*, has been appointed editorial director of the new paper. Earl R. Allured, former advertising manager of *Candy and Ice Cream* magazine, will act as advertising manager; P. A. Mandabach is business manager, and E. G. Hopkins will be director of the promotion department.

American Lead Pencil Company Elects Officers for its Sixtieth Business Year

At the annual meeting of the board of directors of the American Lead Pencil Company, held in New York recently, the following officers were elected for the coming year: Louis J. Reckford, president; Byron B. Goldsmith, vice-president; Sam J. Reckford, treasurer; John King Reckford, secretary; M. J. Leonard, assistant secretary; E. L. Ashton, assistant treasurer.

This year marks the sixtieth anniversary of the founding of the company, which occurred in the year 1860. Since that time the growth of the concern has been steady, and its trade marks are known throughout the world.

Leather Business Incorporated for \$50,000,000

Armour and Company have segregated all their leather properties and have organized a company in the state of Delaware with a capital of \$50,000,000, to be known as the Armour Leather Company. The company's charter is for the manufacture of leather and substitutes, and the gross volume of business is estimated at \$100,000,000 a year.



They gave metropolitan conveniences to a town of 200

SEVEN years ago Byron, Minnesota, was a sleepy little town of 200 souls. Today—though it's still a tiny village—Byron has an electric light plant, and concrete sidewalks, and macadam roads, and five famous model dairies with pure-bred cattle. There's a new High School, too, costing \$45,000 and offering special courses in agriculture, domestic science, and manual training.

And Byron folks will tell you that all these changes are due to their church—the only church in town. Members of eleven denominations worship there. Their church is not only a place of worship—it's the Headquarters of the Community Improvement League.

All over America today churches and church members are striving to do for their communities what the Byron church has accomplished. They are the Prophets of Progress. Whatever helps to raise the standards of living is interesting and important to them.

Three hundred thousand of these intelligent, energetic, prosperous men and women read the CHRISTIAN HERALD every week. In this unique magazine they find exactly what they want: ideas that guide them in civic betterment—entertainment for their leisure moments—information about every phase of world activity—and guidance in their choice and purchase of daily necessities.



THE CHRISTIAN HERALD

GRAHAM PATTERSON, *Publisher*
NEW YORK CITY

Putting Over the Paper Towel

(Continued from page 6)

it originated to handle. Here, again, the special offer in all ads proved a big advantage. Each one of these requests for a sample package is personally delivered by a salesman. In this way personal contact is established and the chances of making campaign, but this impression is

Another method used to influence the paper merchant has been the use of photographic postcards. It is impressive to show the paper merchant the extent of our advertising campaign but this impression is soon lost. The man forgets.

Now, as fast as an ad is made up it is photographically reproduced on a postcard. This postcard is sent to each paper merchant a few days before the ad is scheduled to appear. This continually brings home to these men the size of our advertising campaign and impresses them with the fact that we are making a big effort to create new business from which they are bound to profit.

At this writing our advertising campaign is just getting into full swing. However, in even this short

time, the results have far exceeded our expectations. It is evident that during the next year a tremendous increase in our business will be effected. So sure of this are we that a large addition to our present factory has been started and is now well on its way to completion.

There is nothing mysterious or unusual about this advertising campaign. We simply arrived at the point where new business was needed, and a change in policy necessary to accomplish this end. We have studied the problem thoroughly and have gone about it in the most direct manner possible. We have followed those fundamentals of advertising which have proved themselves in the past and promise the best results for the future. We have selected those advertising mediums which seem best to suit our purpose and we have employed those arguments which seem to promise the best results. To us it merely appears to be good business policy. We have gone into it with our eyes open. We not only look upon this campaign as an immediate producer of business, but what is far more important we see in it a stabilizer of our industry, a business insurance that will tide us over periods of depression and keep our sales on an even keel. Results seem to justify our judgment.

Viking Advertising Corporation Organized

The Viking Advertising Corporation was chartered in Manhattan recently by P. S. Van Blochm, L. K. Herzog, and L. L. Straus, 560 Seventh avenue, with a capital of \$5,000.

Gossard Makes Up Lists This Month

H. W. Gossard Co., Chicago corset manufacturers, will make up during this month lists for magazines and trade papers. E. J. Stowers is the advertising manager and the Chas. F. W. Nichols Co., 20 East Jackson Boulevard, Chicago, is the agent.

Allied Packers, Inc., Are Advertising

Advertising is being placed in newspapers and magazines, for the Allied Packers, Inc., 28 East Jackson Boulevard, Chicago, by the McJunkin Advertising Co. A national campaign is contemplated. G. T. Aldrich is in charge for the Packers.

"Wooltex" Will Make Up Lists

The H. Black Co., Cleveland, Ohio, will make up lists during the spring months to advertise its "Wooltex Tailor Mades" using newspapers and magazines. The Geo. L. Dyer Co. handles this account, and H. J. Winsten directs for the Black company.

"Sales Manager" Moves Editorial Offices to Wakefield, Mass.

The *Sales Manager*—Monthly and kindred sales service publications have moved their editorial offices from 150 Nassau street, New York, to the Item Building, Wakefield, Mass. This change was made during the printers' strike, and proved so beneficial that permanent publication and editorial connections have been established in the New England city. Mary G. Hoche, secretary of the company, is in charge of the Wakefield office. Executive and business offices remain, as heretofore, in the Sun Building, New York.

American Advertising Exhibit in Norway

News has just arrived from Consul-General Marion F. Letcher that an advertising agency in Christiania gave an exhibit of American advertising methods in November, 1919. The exhibit was held in one of the halls of the Stock Exchange Building, and consisted of a series of displays of advertising signs and newspaper advertising taken from leading American publications.

Another Trade Complaint Against Colgate

The Federal Trade Commission has issued another formal complaint against Colgate & Co. on account of its price maintenance policy, now come to be known as the "Colgate Plan." The new charge is that the company is guilty of another act of unfair competition in that it guarantees purchasers of its products against subsequent declines in prices by promising and paying rebates to them in the event of such declines.

American Legion Advertising Men's Post to Handle Government Advertising in Illinois

Advertising Men's Post of the American Legion in Chicago has been chosen to handle the advertising campaign of the Bureau of War Risk Insurance in Illinois. The Post will raise the funds for the campaign—approximately \$30,000—prepare the copy and place the advertising. Newspapers will probably be used.

At the monthly dinner of the Post to be held January 12 in Chicago, H. H. Merrick of the Chicago Association of Commerce will be the principal speaker.

Americanization Campaign With Movies

In conference held January 10th between Secretary of the Interior, Franklin K. Lane, and leaders of the motion picture industry, plans for a country-wide campaign for Americanization thru motion pictures were discussed. The campaign will begin February 12th, Lincoln Birthday, and films showing his life and lives of other great men who were responsible in a great measure in building up this country to become the great one it is, will be shown.

New York "Post" Buys Real Estate

The New York *Evening Post*, Inc., has purchased a plot of ground, 255-265 West Thirty-third street, New York, directly opposite the Pennsylvania Railroad station. At present the *Post* has no intention of improving the property.

Classified Advertisements

AGENCY WANTED—To sell or solicit (and advertise by card) meritorious Merchandise, Machinery, Mixtures, etc., especially if monopolized by Patent, on commission or buy and sell. J. E. Alden, 902 Post St., Seattle, Wash.

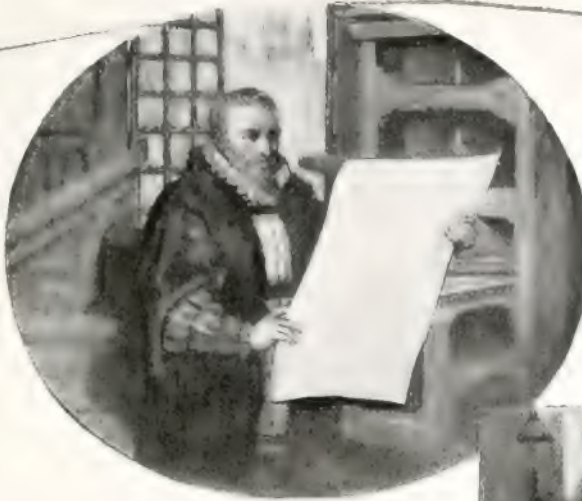
WANTED—Circulation Manager by daily paper in most rapidly growing community in Southeast. A good proposition for a man who will stick and knows how to build clean circulation. Box 230, care ADVERTISING & SELLING.

Salesman Wanted

A real opportunity is open for an experienced salesman of advertising with an Eastern publication.

The man we want has already made good and knows how to sell.

Send full particulars to Publisher, Box 245.



CHRISTOPHE PLANTIN was a 16th century printer. He knew and collaborated with the most learned men of his day. Notwithstanding that printing paper and presses as we know them were unknown to Plantin, his works were renowned for beauty and accuracy, and several were produced at the behest of royalty. His printing establishment at Antwerp is still maintained as a typographic museum and is a Mecca for all lovers of printing.

From Christophe Plantin to these men



THESE men are typical modern printers at work in a modern press-room. Between their shop and Plantin stretch over three centuries of printing, but these centuries are jeweled with names like De Vinne, Franklin, Caslon, Jensen, Bodoni and Aldus. The printer from whom you will order your next catalog has a background of men who strove to produce Better Printing. With the help of Better Paper these men will be part of the background of the printer of the future.

PRINTING is an art which is fostered by commerce. It is, nevertheless, an art, and the men who follow it are as proud of good work as Benjamin Franklin was when he printed with his own hands, from copper plates, the paper money for the Province of New Jersey.

Printing has thriven under the impetus which catalog and booklet advertising has given it. Better Paper has also helped to make Better Printing possible, and so has the fact that Better Printing pays.

Whatever the reason why Better Printing pays, it *does* pay, just as better window dressing or better counter display or better finishing of any merchandise pays.

So, because we knew that Better Paper meant Better Printing, we

standardized the manufacture of all grades of Warren printing papers which are now known as the Warren Standard Printing Papers.

These papers are sold on the basis of the better work they will enable the printer to do. Your printer wants to do better work. Examples of printing on Warren's Standard Printing Papers are to be seen in the Warren Service Pieces, Suggestion Books and Brochures which the larger print shops have on exhibit. These books are also in the offices of leading paper merchants, and in those clubs whose libraries are devoted to the examples and lore of printing.

S. D. WARREN COMPANY, BOSTON, MASS.

better
paper
====
better
printing



Printing Papers

GOTHAM STUDIOS INC^D.
111 EAST 24TH STREET
New York



Those advertisers who want art work that is a departure from the ordinary will find in Gotham a service which makes it a point to give a little more than is expected.

Martin Ullman
Managing Artist

"Gotham for art work"

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

Copyrighted

The Part Silver Plays in Finance and Industry.

A Brief History Which Will Be of Interest to All Business Men Showing the Important Part This Product Plays

By **GEORGE H. WILCOX**

President, International Silver Company

From an address before the National Wholesale Jewelers' Association.

"SILVER and Gold have I none" comes to us as an expression from the oldest history, and recalls to the most indifferent person the treasures sought after by mankind since time immemorial.

Gradually it began to be recognized as a medium of exchange, or as so-called "Money," it not being so cumbersome as wheat, meat, foods of any kind, etc., which are wealth. Logically it was necessary to have some standard as a medium of exchange, and silver was apparently conceded as the best for the masses.

For illustration, the first coin used by the Greeks represented the value of one ox. The Romans really were the first to generally use silver as money, and as they conquered nation after nation, their monetary system was extended, although it was very crude until Charlemagne in 800 standardized the coinage in his empire, and his plan as a foundation was gradually extended throughout Europe, being adopted by England, France, Spain and the other important countries.

SILVER WAS DEMONITIZED

When Albert Gallatin, Secretary of the Treasury under President Jefferson, worked out our coinage system, it was decided to use as a basis the theory that sixteen ounces of silver was equal in value to one ounce of gold. (This figures about \$1.29 an ounce for silver.) For international reasons the United States demonitized silver in 1873, and it has *not* been officially recognized since by the United States.

Demonitization did not, however, eliminate silver from the coinage system of the world. Today it is the chief mental currency of most civilized nations, although not a standard with gold. *It is simply a token money.* This does not fix its value, but makes its coinage greater than its metal value, illustrated by the daily market quotation made on Mexican dollars and Indian rupees.

The large demand, especially from China and India, for silver for coinage purposes, accounts to a

great degree for the present high price of silver, although the fact that there is much less being mined now is not an unimportant factor.

The war left the Allies with more than 600,000,000 pounds of copper products on hand, which, with the accumulation of producers, makes a surplus in the world's supply of nearly one year's peace demands. Silver is very largely obtained as a by-product of copper. We know there is now, and must expect for the immediate future, a great curtailment in copper mining, and there must therefore be produced much less silver unless other sources of supply are discovered or old mines reopened.

As stated, there is to-day, and will be for years, a great demand for silver for coinage purposes. The belligerent powers have already piled up war obligations of about \$50,000,000,000, or over double their pre-war debt. The gold reserve has, however, increased only about \$1,000,000,000.

WHY SILVER MONEY IS IN DEMAND

Paper currency has been issued against the gold reserve, but hard money (silver) is most strenuously demanded by the people in many nations by reason of their non-faith in paper money, and because silver is *always* of value.

It is a page of unwritten history that the insistent demand recently made by the British Government for silver was caused by the near approach to a mutiny in India because there was talk of India issuing paper instead of silver rupees, the natives insisting on having actual metal coin. The 263,000,000 silver dollars in the vaults of the United States Treasury represented the only idle accumulation of silver in the world, so it was wisely decided to put it to work. It was melted and furnished to England, and this action on the part of our Government saved what might have been a very serious trouble.

It is whispered in some circles, but only in a very faint breath, that it is the opinion of deep think-

ers the only solution of this war debt problem (except repudiation, which is of course unbelievable) is the remonetization of silver. This would be indeed a very bitter pill for financiers and political economists to swallow, and would put the price of silver immediately to at least \$1.20 per ounce.

The world's production of silver is something over 200,000,000 ounces per year, of which only about one-third is used in arts and sciences. The United States produces about one-third, Mexico about one-third, normally, and the rest of the world the balance. Just before the demonetization of silver, or, to be exact, in 1870, it sold at \$1.32 per ounce. Thereafter until recently there has been a steadily declining market, which reached its lowest level in 1915, when the price dropped to 46½ cents, which I think was the lowest price it reached.

This in brief is the history of raw silver.

SILVER IS TRADE-MARKED

Trade-marks are of undoubted antiquity. Ancient Babylon had property symbols, and the Chinese claim to have used trade-marks 1,000 years before Christ.

Because at that time in England such extensive frauds were being perpetrated by the makers of so-called silver, protection was deemed necessary, so Edward I in 1300 ordained that "No manner of vessels or server depart out of the hands of the makers until it be assayed by the warden of the craft, and further, that it be stamped with a leopard's head."

Further protection seeming to be necessary, in 1363 it was required that each silversmith should set upon his work his individual mark as "Assigned to him by the King," also that it must be marked by the surveyor, after being assayed, with the King's mark.

In 1675 it was decreed that all manner of silver vessels be assayed at Goldsmith's Hall, and if there approved as standard, striking thereon the "Lion and Leopard's head, crowned," or one of them, before being exposed for sale, and so there came into being "the Hall Mark."

HOW A WELL-KNOWN BRAND OF SILVERWARE STARTED

In the early '40s, about the time Elkington in England and Cristofle in France were perfecting and commercializing electro plating, there was in Hartford, Conn., a

family by the name of Rogers, and in that family three brothers—William, Asa and Simeon. William and Simeon owned a small general jewelry and silver business. Asa was an odd individual—studious, visionary and interested in anything new. The process of "electro" silver plating was being talked of, and, as it was something new, appealed to him. He began to investigate the invention and experiment with the process; absorbed the necessary knowledge, became a silver plater in a small way, and in "1847" the three brothers formed a part-

nership for the purpose of developing silver plated ware.

Simeon ran the shop.

William did the selling.

Asa did the plating.

These boys were the exemplification of honesty and integrity. They made goods that were better than they claimed, and soon the wares made by the Rogers brothers obtained a very high reputation.

They were rather unfortunate in their business venture financially, had many misunderstandings, and in 1862 the three brothers, seeing failure staring them in the face,

LIFE

Due to the oversold condition of the 1st and 3rd issues of each month, LIFE requests advertisers making up new schedules to use the 2nd, 4th and 5th issues until further notice. (LIFE is dated Thursday each week).

It is our wish to keep all issues as near uniform in size as possible thus working to the advertiser's advantage in makeup of copy and position.

The above does not apply to the April 1st Easter Annual, July 1st Independence Number, November 4th Thanksgiving Number and December 2nd Christmas Annual.

Geo. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. E. Provandic, Western Mgr., Marquette Bldg., 1537, Chicago

formed a connection with the Meriden Britannia Company, all three entering its employ, and under certain hard and fast contracts electro silver plated wares were made by that company and stamped

"1847 Rogers Bros. A1,"

the manufacture of which has been

continued from those early days to now, and I hope will be for many years to come. My only excuse for mentioning this is that it serves to bring the history of silver plated wares from its conception, as we have followed it, briefly, to be sure, from the raw metal down and through all years to 1919.

Postal Committee Urges Publishers to Write Immediately to House Post Office Committee Endorsing "Fess Bill"

At Washington, February 10, the House Post Office Committee held a hearing of the Fess Bill, H. R. 10876. The case of the publishers was ably presented by A. J. Baldwin, chairman of the publishers Postal Committee, and representatives of the Associated Business Papers, Inc., and the National Association of Periodical Publishers were also present.

Briefly, the bill repeals the present progressive scale of second-class postal rates, and establishes the rates in effect the first year of the existing law. While the objectionable zone system is retained, the rates are a big reduction from the rates in the existing law.

The bill recognizes the present lack of adequate postal data on costs and therefore proposes a commission of Congress to make a thorough investigation of the entire postal situation. This, it is believed, will open a way to obtain just consideration for all periodicals and newspapers.

The Postal Committee therefore urges that all publishers write today to each member of the House Post Office Committee, expressing endorsement of the Fess Bill, without prejudice to the belief in the unsoundness of the zone system, and to ask the members to report the Fess Bill favorably.

The newspapers, farm papers, magazines and other publications are said to be in complete accord on the wisdom of this move.

Members of the House Post Office Committee are: Hon. Halvor Steener-son, Mississippi; Hon. Martin B. Madden, Illinois; Hon. W. W. Griest, Pennsylvania; Hon. Calvin D. Paige, Massachusetts; Hon. Harry C. Woodyard, West Virginia; Hon. C. William Ramseyer, Iowa; Hon. Archie D. Sanders, New York; Hon. Samuel A. Kendall, Pennsylvania; Hon. James W. Dunbar, Indiana; Hon. Cleveland A. Newton, Missouri; Hon. Guy U. Hardy, Colorado; Hon. Homer Hoch, Kansas; Hon. C. Ellis Moore, Ohio; Hon. John A. Moon, Tennessee; Hon. Thomas M. Bell, Georgia; Hon. A. B. Rouse, Kentucky; Hon. Fred L. Blackmon, Alabama; Hon. Edward E. Holland, Virginia; Hon. Eugene Black, Texas; Hon. Charles H. Randall, California; Hon. Henry M. Goldfogle, New York.

Manufacturers' Sales Agency, Inc., Organized in the South

An agency to direct sales, promotions and publicities called the Manufacturers' Sales Agency has been established at 913 Murchison National Bank building, Wilmington, N. C., with branches at Raleigh, Wilson and Newbern, N. C. The manager, H. H. Ford, was for

some time assistant clerk of the General Purchasing office of the Panama Canal Washington, D. C.; as chief clerk of the General Headquarters of Engineers, A. E. F., France, and was associated with Elmer Helms, former advertising manager of Wanamaker's, New York. Associated in the firm are: H. C. Hester, of Raleigh, N. C., until recently editor of the *Raleigh American*, and in a like capacity with the *Rocky Mount Telegram*, and Associated Press; R. B. Hester, Jr., of Wilson, N. C., formerly with the Ingersoll Outdoor Advertising Service, but now with the Hester Outdoors Company, and Frank D. Perry, general sales manager of the Light and Water Supply Company, Newbern, N. C.

A feature of the new concern's service is that it is prepared to supply local traveling salesmen in addition to a general line of publicity.

Assume New Duties With the Crowell Publishing Company

The Crowell Publishing Company announces this week the appointment of Lee W. Maxwell as vice-president and general business manager of the company, and that Frank Braucher has been appointed advertising director of the *American Magazine*, the *Woman's Home Companion* and *Farm and Fireside*.

Barrett to be Advertising Head of Brill Brothers—Weiss Devotes Time to General Management

H. J. Barrett has become advertising manager of Brill Brothers, New York, succeeding Jacob Weiss, who held that position for the past ten years, and now leaves to devote all his time to his duties as general manager of the business. Mr. Barrett was with Churchill-Hall, New York advertising agents, for the past three years, and was formerly the editor of *Dollars and Sense*, a daily business feature widely syndicated among newspapers. He has been advertising manager of Hale Brothers, who operate a chain of department stores in California, and head of the Barrett Advertising Agency of Los Angeles. He is the author of "How to Sell More Goods" and "Modern Methods in the Office," published by Harper and Brothers.

Rose-Martin Agency Has Hotel Department—Adds to Sales Force

In order to improve service rendered to a number of hotel accounts, a new department specializing in the analysis of travel sources and the production of hotel advertising has been added to the organization of Rose-Martin, Inc., advertising agency, New York City.

Matthew Phillips has joined the sales staff of Rose-Martin, Inc. Mr. Phillips has been connected with newspapers in Boston and Mexico City.

Fred Dowd Heads National Graphic's Motion Picture Service

The National Graphic Sales Corporation has added to its other advertising motion picture activities a new department for the production and distribution of advertising and merchandising motion pictures for national advertisers. Plans are already underway for film sales campaign that will blanket the country for several large accounts. The new department, which will be known as the National Graphic Publicity Service, will be under the direction of Fred Dowd, well known in the advertising field and more recently identified with the production of motion pictures for business purposes.

Van Pelt Joins Hoyt's Service

Heber R. Van Pelt, who has been manager of the Detroit office of the J. Walter Thompson Company, has joined the staff of Hoyt's Service, Inc. Mr. Van Pelt has had three years' newspaper experience, following which he served for five years as assistant sales manager of the eastern division for Proctor and Gamble. When war was declared he had been with the Curtis Publishing Company a year and a half. He entered the Army and served as a lieutenant. After his discharge Mr. Van Pelt became connected with J. Walter Thompson Company, and now has taken up his work in the New York office of Hoyt's Service, Inc.

Salmons, Seldon Salesman, Sails South

Robert H. Salmons, vice-president of the Selden Truck Corporation, of Rochester, N. Y., in charge of foreign business, sailed today, February 14, for a trip of several months to the West Indies, including Cuba, Haiti, Santo Domingo, Porto Rico and Jamaica. Selden trucks are represented in some of these countries, and it will be Mr. Salmons' intention to spread the "Selden gospel" where the trucks are not known.

"New York Tribune" Saves Paper

By transferring its book department, formerly published each Saturday, to the Sunday edition and incorporating it in the Magazine Section without increasing the size of that section, the *New York Tribune* has effected a saving of from two to four pages of white paper each week. This started with the issue of February 8.

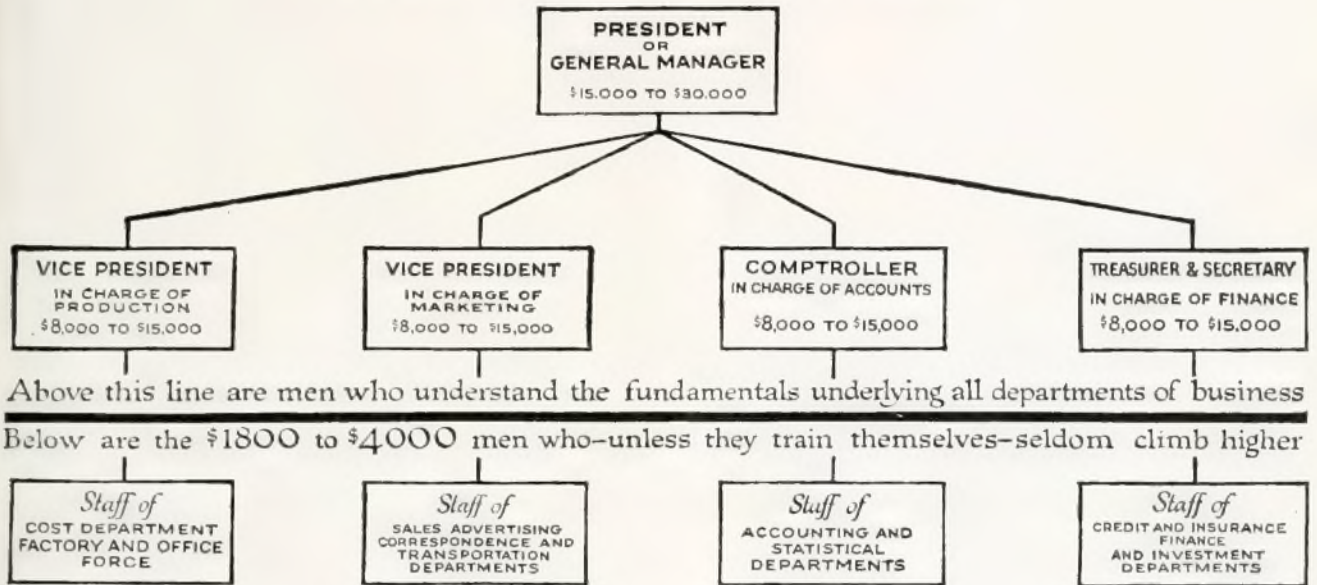
McGraw-Hill Will Run Next Meeting of Technical Publicity Association

The program of the fifth meeting of the Technical Publicity Association, to be held Thursday, February 10, at the Advertising Club in New York, has been placed in the hands of the McGraw-Hill Company. James H. McGraw, R. M. Feiker, L. W. Secligsberg, J. Malcolm Muir and R. B. Lockwood of the company will speak on subjects which will bring out "How the Technical Publisher Serves His Field." Reservations for the dinner at 6 o'clock are to be sent to W. A. Wolff, Western Electric Co., 195 Broadway, New York.

Two New Members of the A. N. P. A.

The *Daily News and Herald* of Newburyport, Mass., and the *Pensacola Friday News* has been elected to active membership in the American Newspaper Publishers' Association.

Find your place and salary on this chart



DISRAELI, with no fortune but his own ability and ambition, handicapped by race prejudice, rose to be Prime Minister of England—the only member of his faith ever to reach that eminence.

"As a rule," he said, "the most successful man in life is the man who has the most information."

Old as that truth is, there are thousands of men who have never applied it to their business lives.

What advancement will the next few years bring you?

They would refuse indignantly to sign a contract to work for the next ten years at the same salary they are now receiving. Yet the end of the ten-year period will find most of them in the same position, or only a trifle ahead.

There is only one power in the world that can lift a man, and that is the power of added knowledge and training.

For years the Alexander Hamilton Institute has specialized in one thing: it has only one Course; its sole pur-

pose is to take men who know one department of business, and by adding to their equipment a knowledge of the other fundamentals shown on the chart, to fit them for higher positions.

The surest way to attract attention to yourself

THE man who is adding to his knowledge forces himself inevitably upon the attention of his superiors.

"When I learned that some fifty of our men had decided to take up the Modern Business Course and Service," writes the President of one great corporation, "the stock of this company rose several points in my estimation."

The stock rose in his estimation, because he knew that there were fifty men in his company who were directly in line for promotion to higher places, because they were developing the capacity to do larger things.

You, too, may begin now to move forward

THE Alexander Hamilton Institute deals in results, not words. Its advertisements are written in the living experience of the 110,000 men who are subscribers to its Course. Some of these men live near you; ask them.

No matter who you are, or what your position may be, there is knowledge in the Alexander Hamilton Institute's Mod-

ern Business Course and Service that will mean added power and income to you.

Are you already the president of a corporation? More than 20,000 of the 110,000 men enrolled by the Institute are corporation presidents.

Are you a would-be executive at the other end of the ladder? Men of every rank and earning power are numbered among the Institute's subscribers. It is not today's position that is the test. The test is—are you asking yourself: "Where am I going to be ten years from now?"

It is a question, not of place, but of ambition; and the capacity to decide.

Send for "Forging Ahead in Business"

110,000 business men who are following the Course are your guarantee that this Institution is worthy of your investigation also.

To make the investigation easy, a 116-page book has been prepared called "Forging Ahead in Business." It contains valuable business information, the result of years of experience in training men. There is a copy for you without obligation. Send for your copy now.

Alexander Hamilton Institute
296 Astor Place New York City

Send me "Forging Ahead in Business" without obligation.



Name
 Business Address
 Business Position

Writing the Modern-Day Sales Letter

The First Step Toward Success Is in Tearing Away From Past Bad Habits

By CHARLES H. BAKER, Jr.

The Norton Company, Worcester, Mass.

IN this particular article it is my thought to cover only the type of letters which go out from a manufacturing concern. The field of selling and advertising through the medium of a postal campaign, form letters, circular letters, etc., is a fairly new development in that it has now reached the stage where it is so large and so specialized that it must be dealt with individually, and cannot be covered with justice in the discussion of dictated correspondence. Letter writing involves about 10% of correct theory and 90% practice.

A good sales letter was never such a paying investment in cold dollars and cents as at this very instant. Friendly relations must be maintained with customers pestered with reconstruction problems. New customers will be more than welcome now that the war is won.

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

Reference: Agency Books or any bank or business house in Chicago

Advertising Artists

ADVERTISING ARTISTS INC

33 W 42d STREET PHONE VANDERBIT
ROLAN BUILDING 1240 AND 1241

NEW-YORK-CITY

FIRST OF A SERIES

This is the first of a series of articles on letter writing that will deal with the subject from the ground up, starting with the fundamentals of correspondence.

In this installment the matter of omitting the salutation and conclusion (a much discussed question) is taken up and some attention is given to the matter of "style."

THE EDITOR.

Another reason why a good sales letter is desirable is due to many concerns having given up their old work, all or in part, for another new and directly connected with the war, while perhaps several other companies making a similar established article did not give up their old product. It is but human that customers will remember those who kept them going during times of stress, and for this reason strong, friendly, human letters are of great value in creating sales.

A UNIVERSAL CHANGE

Again quite a few manufacturers have called in their outside sales force, entirely or in part. With this personal contact lacking between producer and consumer sales letters must be doubly effective to hold business. Then too, modern business methods are changing for the better. A good many of the old worn-out and outgrown habits are being cast aside. Working conditions are being bettered, hours shortened, compensation and group insurance provided for; safety is the watchword and better selling service the motto; all tending toward efficiency, more cordial relations between employer and employed,—between buyer and seller. In short the bigger ideas that are being adopted tend to build up a broader human understanding all around, and radicalism is conspicuously absent in these changes. Thus the old evasion, stilted, or indefinite letter is passing; and a more personal message taking its place without the slightest loss in accuracy or clearness, and without any fanciful ideas being exploited. The modern business man has come to realize that the

phrases and practice of 1880 cannot keep pace with 1920 conditions or ideals.

The reason I mention these facts is that, to not a few of us,—some younger, some older—any change is viewed more or less distrustfully, as something to steer clear of until the other fellows have tried it out, and any new suggestions considered as new-fangled and something that will soon pass. By taking this attitude toward the movement for better letters, quite a few have overlooked the advantages and have permitted themselves to focus their disapproval on some of the minor points. They fear to give up the "Dear Sir," and "Yours Truly," and in so doing pass unfavorable judgment on all reforms in business letter writing, as a whole.

The question of the salutation and ending is a side issue. The main point is a desire for a courteous, clear, human letter. From personal experiences I fully believe that they can well be omitted, with perhaps the exception of when an official of one company is writing an official of another. Here the reader's name is valuable instead of "Dear Sir." "Dear Mr. Jones," or "Attention Mr. Jones," is effective; and a simple longhand "Sincerely" before the written signature adds a dignified friendly closing.

NO OFFENSE REALLY GIVEN

One critic of this omission of salutation and ending declared that such a practice was sure to cause offense; he was considerably abashed to learn that he had been receiving such letters for some time from the very man he was then addressing, and had never noticed it. During the years that this practice has been followed there has never been a case where offense has been taken; on the contrary much favorable comment has been received. This illustrates my point that it is not the "Dear Sir" which makes a letter valuable, or acceptable, but the contents and character of the letter proper.

So far as the saving in stenographical time is concerned this hardly enters into the case. It may amount to some \$200 per year on 500 letters per day, perhaps more. If the character of your business is such that such omission would not be justified, stick to it for it is a poor customer who will not be worth more than that to keep on the books. Local and individual conditions must decide this point; broadly speaking they are not of any use and are not intended to be

more than a formality at best, and are much better left out entirely.

Another point often overlooked is, that every letter going out from your offices is a sales letter, not merely those connected with a specific sale. A sales letter, whether it be written to a purchasing agent, a research engineer, or a factory manager, is a letter which makes the reader wish to buy, or to have service from the writer's company. This was brought to my attention yesterday by a purchasing agent for 7500 men engaged in making airplane parts.

"You had us pretty well scared on deliveries back in 1917 and early in 1918," he said, "but one of the reasons why I like to do business with your concern is, that, when I write in for information on an order I get a prompt reply that answers every point. I don't have to make three letters do the work of one. Another thing I like is that when there has been any bad luck in filling an order they tell me so frankly, and don't beat around the bush and try to fool me with a lot of indefinite camouflage."

Another merely said: "When I ask something I get a definite answer and don't have to worry about checking up on order numbers and sizes when that answer comes." This gentleman purchases for 7100 men.

One of the chief results of the cutting away of all the dead and useless phrasing that is a bad inheritance from a musty age, and the incorporation of the subject heading. This illustration shows a very common type of letter written by a concern to one of its selling agents:

The Utica Hardware & Iron Co.,
Utica, N. Y.

Dear Sirs:—

Your esteemed favor of the 26th inst. came duly to hand and was filed. In reply would state that owing to our whole output being turned over to the government direct or to concerns doing government work on a contract number we have no stock on hand as would be the case in normal times. In view of the fact that this is the case, we are sorry to have to advise that your inquiry for 6—2" split pipe threading dies No. 3 is being returned to you unsigned.

Trusting that this explanation will be satisfactory and that you will communicate direct with the Empire Machine Works at Binghamton, N. Y., we beg to remain,

Yours Very Truly,

The Butler Die Corporation
Per L.

L/S

The phrases: "Your esteemed favor of the 17th inst. came duly to hand and was filed. In reply

would state that, etc.," are bad. The very fact of your answering a letter indicates that it has been received; and no one is interested in your filing practice. This may sound unusual, on the contrary it is quite frequent.

Also the words "In view of the fact that" are unwieldy. The word "since" would have been better. To a person not familiar with the matters involved the waste of a minute is necessary to figure what the letter is all about, and under what heading it should be filed.

(To be continued)

Association Assigns Its Advertising to Randall

The 4-One-Wirebound Box Manufacturers' Association, composed of makers of wire-bound boxes throughout the United States, has placed its advertising in the hands of the Fred M. Randall Company of Chicago and Detroit.

"Drug Topics" Introduces New Attraction

Beginning with the March issue, *Drug Topics*, "the magazine of the drug trade," announces that it will publish a sixteen page roto-gravure section. *Drug Topics* is probably the first class or trade paper to have a feature of this type.



MOST of all we want to "sell you" the textile manufacturing industry as a market for your product. To do this we stand ready to tackle the proposition with you on the basis of actual facts. And we will be the first to acknowledge that this industry offers you no market if such proves to be the case.

Not until you are convinced that the textile mills present a decidedly worthwhile field will you be ready to take up the ways and means of reaching them.

At that point your investigation will show **TEXTILE WORLD JOURNAL** to cover your market thoroughly as "the world's textile authority." Foremost in its own field, this publication is numbered among those leaders of American business periodicals which are the souls of the great industries of which they form a part.

Textile World Journal

Audit Bureau of Circulation
Associated Business Papers, Inc.



BRAGDON, LORD & NAGLE CO.
331 FOURTH AVENUE, NEW YORK

Calendar of Coming Events

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"

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

**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

**When You Require a
Cover Possessing**

**CHARM
STYLE
QUALITY**

SPECIFY

**NEAPOLITAN
COVER**

Made by the Mill That Will
Peninsular Paper Co.
YPSILANTI,
MICH.

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

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:

February 17—Convention of the Corset Manufacturers' Association of the United States, New York.

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 19-20—National Association of Chair Manufacturers Convention, 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.

Charles Dana Gibson Interested in Window Displays

Besides queries from business people regarding the window display of the B. F. Goodrich Rubber Company in New York during the week of the Automobile Show, A. W. Rutaf, art director of the Wm. H. Rankin Company of New York, who prepared the display, has received a letter of congratulation on his fine work from Charles Dana Gibson.

Rauh of Pittsburgh Secures Four New Accounts

The Richard S. Rauh Company, advertising agents, Pittsburgh, Pa., have acquired the following accounts, all of Pittsburgh: Weimer Manufacturing Company, manufacturers of the Lanham corn planter; Albert Kingsbury, engineer, Kingsbury Trust Bearings; Fromite Laboratories, who put up Fromite toilet articles, and Pittsburgh Automatic Manufacturing Company, makers of Doll-a-bye cradles.

They Advertise Yarns in Illinois

Greig and Ward, Chicago, are forwarding orders to Illinois papers for the Caron Spinning Company's campaign advertising "Caron Yarns."

Juniors Hear a Talk on Car Advertising

Members of the Junior Advertising Club at a meeting held at the Advertising Club House in New York, January

February 23-25—Twenty-seventh annual convention of the New England Hardware Dealers' Association in conjunction with the "Tercentenary" Hardware Exhibition, Mechanics Building, Boston.

February 26—National Association of Engine and Boat Manufacturers Convention, New York.

February 26-27—Material Handling Machinery Manufacturers' Association Convention, Waldorf-Astoria, New York.

February 27—Sterling Silverware Manufacturers' Association Convention, New York.

March 10-11—Meeting of the National Basket and Fruit Package Manufacturers' Association, Orlando.

April 26—National Association of Hosiery and Underwear Manufacturers Convention and Annual Exhibition, Philadelphia.

April 27-28—Meeting of the Ohio Wholesale Grocers' Association Co., Columbus, Ohio.

April 28-30—National Association of Cotton Manufacturers Convention, Boston, Mass.

30, heard Charles H. Plummer, promotion manager of the New York City Car Advertising Company, cover the history of the development of car advertising from its earliest days. To learn about the pioneers, the Fleischer Yarn Company of Philadelphia, the Campbell soup advertisements, which were the first to use color, and other matters proved very interesting.

At the meeting of the club, February 13, George W. Hopkins, sales manager of the Columbia Graphophone Company and president of the New York Advertising Club, was scheduled to speak on "Merchandising Advertising."

Standard Advertising Company in New Home

The Standard Advertising Company, producers of Standard and Sterling Syndicate Cut Services in Chicago, have moved their offices and plant from 208 South La Salle street to 1540 East Fifty-third street. They occupy the second floor, 7,000 square feet, of a recently completed structure.

International Motor Truck to Take Over Aircraft Plant

It was announced that the International Motor Truck Corporation has completed plans whereby the New Brunswick, N. J., plant of the Wright-Martin Aircraft Corporation and its other assets will be taken over. The new acquisition of the concern amount approximately \$8,000,000.

"GIBBONS KNOWS CANADA"