

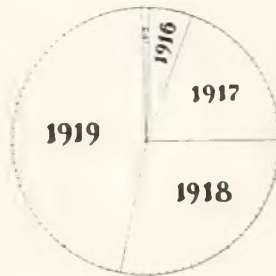
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Advertising & Selling

MAY 22,
1920

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Amazing Growth of Rotogravure



Here is a graph picturing the annual increase in revenue produced by rotogravure in the Chicago Tribune. Revenue for 1920 is expected to equal the total of the first five years combined.

Rotogravure is having an extraordinary effect on newspaper advertising. As a result of its development, newspapers are selling non-cancellable space far in advance, a practice hitherto without precedent.

The Chicago Tribune recently made a contract with one advertiser for two pages of rotogravure each week for a year. It is believed that this is the largest contract for non-cancellable newspaper space ever made. Hundreds of pages of Chicago Tribune rotogravure have been sold in advance, many schedules running well into 1921.

CHARLES DANIEL FREY COMPANY

announces its New York
offices and studios with
MR. ARTHUR B. SULLIVAN
as vice-president.

MR. SULLIVAN has created
and directed many of the
most successful national
advertising campaigns.

A staff of internationally
known artists in New York and
Chicago is under his direction.

F R E Y
Advertising Illustrations

Flatiron Building
New York



Monroe Building
Chicago



WRITE *H. E. Ewing*
ADVERTISING DIRECTOR

New Orleans
STATES
EVENING SUNDAY

5 billion!

Nearly ten thousand
BIG stores.

The biggest and
best of America's Dry
Goods and Depart-
ment Stores.

They do a business
of more than five bil-
lion dollars a year!

They sell more than
fifteen million dollars
worth of merchandise
every day!

There is your mar-
ket—in the world's
greatest merchandis-
ing trade paper:

The Dry Goods
Economist.

The Dry Goods
Economist goes regu-
larly every week into
those nearly ten thou-
sand BIG stores.

—and it usually goes
into the homes of the
buyers and department
heads of those nearly
ten thousand* BIG
stores!

The Dry Goods
Economist is the week-
ly buyers' guide to
this more-than-five-
billion-dollar market!

*There are more than
15,000 Dry Goods Econ-
omist subscribers in
these nearly ten thou-
sand big stores.

Do you really know the
DRY GOODS ECONOMIST?

DRY GOODS ECONOMIST
239 West 39th St.
New York

* **97%**

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

* PREPARED BY RESEARCH

ADVERTISING & SELLING

The National Weekly of Modern Merchandising—Established 1891

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

ADVERTISING & SELLING CO., Inc.,
471 Fourth Avenue, New York, N. Y.
Telephone, Madison Square 1765

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

29th Year

MAY 22, 1920

Number 48

Stimulating Buyer—Interest In Your Line

Buyers Are Human and If Your Sales Appeal Matches Their Experiences the Results Will Accrue to Your Advantage

By MAXWELL DROKE

ALL DAY LONG, from the first morning mail to the little after dinner chat at the club, that much over-used, over-worked phrase "Human Interest" pursues us. All through our advertising plans, up, down and across our sales campaigns, out upon the yards and everywhere within the factory it goes, trying to find and firmly identify itself.

HUMAN INTEREST!

Everybody wants it in everything. And nobody seems to know just what it is, or where it is to be found, or how it is to be secured.

"Give me something with human interest," pleads the advertiser.

The production man passes the buck to the artist with, "We gotta get a lot of pep, and punch and human interest into this sketch. Now go to it."

And the advertising salesman—most optimistic of mortals—completes the cycle by inviting the advertiser to "just take a look at this sketch. If it isn't real human interest stuff, I don't know what is."

It seems to me sometimes that in our wild scramble for the sensational, the bizarre, it would be well for us to pause and ponder on the fact that a human-interest illustration is first of all, an illustration that *interests humans*.

And humans are notoriously selfish and self-centered. We are all primarily interested in ourselves, our families and our own daily lives. An illustration bearing upon some phase of our everyday existence is sure to

interest us much more strongly than some picture which doesn't reach home.

You know how it is yourself. You have been watching, rather listlessly,

the picture, and spoke two powerful words, "Kill it!" He had a mighty good reason for his command. It was a human interest subject, all right, but it wasn't handled in a human interest way.

"No real human being ever proposed in that glad-some, carefree manner," insisted the A. D. "If the picture goes thru the way we have it here, it will antagonize eight out of every ten men. For it is human nature to hate men who do such things more gracefully than we can. Put an average human being into that picture. Get an agonized expression on his face. Muss up his hair and his clothes a bit. And get an anxious look into the girl's face. Looks as though he might be talking of the League of Nations, or something. When you've done that, you'll have some real human interest in the

thing. And remember this, concluded the director, "If you want to interest the everyday male, don't picture your man as a model of grace and manly confidence, and all that—unless you are selling something to make the ordinary man look like the pictured Apollo."

Children are generally conceded to be unusually good human interest subjects. But too often they are placed in unnatural poses and much of the effectiveness of the picture is lost. Not only must the scene be plausible, but the child must be just the right age to carry out the idea. To illustrate: A certain creamery recently used as a

WHEN WE APPROACH HUMAN BEINGS

YOU would not think much of a salesman who came into your office with a stiff, awkward approach, lacking in everything that you considered important and softening in human relations.

Nor would you be fascinated by a cut-and-dried address that bored you through and through.

It is small wonder that some advertising copy fails to reach the mark when all that obtains in the eye is some such impression as the foregoing.

In this day of busy readers, when anything that makes the hours brighter is acceptable there is unusual opportunity for the human interest play, both in personal salesmanship and the mass salesmanship which your advertising is. In the article herewith the WHY and HOW of this are touched upon from some of its angles.—THE EDITOR.

the news weekly at some picture show. And then suddenly they project a picture made right in your own home town. Instantly you are all attention. That scene touches you at a vital spot. For you, it is decidedly a human interest picture. It illustrates familiar ground. You have "been there."

HUMANIZING HUMAN INTEREST

It was to be a human interest illustration for magazine insertion. The sketch showed a young man in perfect sartorial splendor, a radiant smile upon his countenance, as he proposed matrimony to an equally calm and unperturbed maiden.

The Art Director took one look at

house organ cover, an illustration showing a milk bottle turned over, a half-grown dog eagerly lapping up the spilled milk, and standing at one side, a five-year-old child, crying disconsolately. There, we have a fairly-good, but not a maximum human interest picture. Suppose instead of the five-year-old, they had shown a mere toddler, little bigger than the bottle he had been lugging around, and in place of the large dog, a cunning little puppy. No woman could pass such a picture without exclaiming, "Oh, how cute!" which translated to advertising parlance means, "There's a human interest picture."

IF IT RINGS TRUE

The Kodak advertisement, showing a young mother "snapping" her two kiddies in a garden, is a good example of the use of child pictures in advertising. The kiddies are not over-dressed, and the pose is just sufficiently unconventional to ring true. 'Tis just such a picture as you might take in your own back yard almost any Sunday morning. Which is exactly what makers of that advertisement intended it should be.

Now and then some soap box orator or radical writer bobs up with the assertion that the American family is becoming extinct. But despite such alarming prophecies, the American family continues to remain a more or less stable institution. The advertiser who disregards the family appeal is overlooking one of his best points of contact. Yes, the American family still survives. But, quite naturally, its habits have changed with the years. Instead of sticking at home every evening, reading, "Pilgrim's Progress" and playing checkers or "Going to Jerusalem," all members will probably bundle up and visit a nearby picture show. Thanks to those excellent human interest pictures of the Famous Players—Lasky Corporation, a good percentage of these families will make it a point to look up the theatre showing Paramount—Arcraft pictures.

Humor is very valuable, as well as an extremely dangerous tool for the man who would inject human interest into his advertisements. It is so easy to slip past the bounds of quiet humor, out into the realm of the comic. The prospect laughs so hard at our funny pictures that he overlooks the thing we are trying to sell him.

I used to work for an agency man who had a set rule in handling

his humorous ads. Each funny picture was given a try-out before an impartial critic. If the man laughed right out loud, the agency man immediately surmised that the ad was entirely too funny to be a good business bringer. But if the critic merely smiled broadly, the ad was voted a good bet.

The over-reaching fault is perhaps one of the commonest in the making of humor. If this should become prevalent in advertising it can be seen very readily how the incentive to buy would be eclipsed by the incentive merely to laugh.

From the days when "Sunny Jim" was at the height of his popularity down to the present time, we find deftly inserted words of humor in copy of a seemingly serious nature. There always has been an excellent field for interest kindling effort.

WAXING SENSATIONAL

Perhaps the widest departure from the staid, conventional school of advertising that has been made in the last few years was that of Smith Brothers Cough Drops. For decades the Smith Brothers have limited themselves to a stereotyped, matter-of-fact, although it must be admitted, extremely effective style of advertising copy. This consisted merely of the pictures of William and Andrew Smith, now often jocularly referred to as "trade" and "mark" with the S. B. as the supplemental sign. Only a few years ago the opportunity presented itself for the expansion of the cough drop industry and the question of advertising policy immediately arose. Out of the deliberations that were held was evolved a plan to employ—shades of "trade" and "mark"—the cartoon.

Such cartoonists as Briggs and Goldberg were employed to execute advertising copy and it is unnecessary to state that the campaign was a tremendous success.

This is, I contend, a very valuable form of human interest copy which might be employed to distinct advantage, if not overemployed in the promotion of many lines of merchandise.

The Michaels-Stern line of clothing was made popular by the use of a semi-cartoon which, running last year in some of the great consumer magazines attracted very favorable attention. In this case the cartoon element was supplemented by the addition of some good common sense text matter. The results are said to have been highly gratifying to the Michael-Stern Co.

Another form of human interest

advertising which is proving very effective is that employed by the Paramount-Arcraft Motion Picture Corporation. In such copy as the Paramount-Arcraft is running in the great magazines in the country as well as in some of the leading publications of the photoplay industry, the human interest element is "paramount." The little family scenes that are shown such as the wife adjusting "Hubby's" necktie before the little group rushes off to the "first show," the wide-eyed youth gazing upon the poster advertisements of the "show he knows must be good"; a family entering the theatre before which is the Paramount-Arcraft illumination, secure in the knowledge that "it will be good," all indicate a high development of the "human interest element."

The method in which the noiseless typewriter was "put over" forms another illustration of the combined effectiveness of the human interest and human features in advertising copy while, if there is not a depth of human interest in the amazing art effects by specialists in food pictures, I miss my guess by a wide margin.

THE ADAPTABILITY OF "INTEREST"

The subject of human interest in advertising is unquestionably one deserving above all intelligent consideration. The average advertising expert who is "simpatico" with his artists should be able to obtain the very finest results in this direction.

Then it remains to tie the human interest to the product. In doing this may be employed the elements of historical interest, romance, even the technical features of some products offer the most amazing facilities of human interest adaptation.

It is manifestly impossible to classify and catalog human-interest illustrations. We cannot definitely draw the line of distinction at any given point. But this one thing we do know. The strongest human interest illustrations are the ones that truly portray our everyday existence. If the reader can match our picture with an experience of his own, then, indeed, have we created human interest advertising.

An "Advertising Clinic" in New York

An advertising conference to answer various questions in regard to advertising and selling was conducted Wednesday afternoon at the Plaza Hotel, New York, under the auspices of the *New York American*, by Frank E. Fehman, former vice-president of the H. W. Gosard Company. Another conference will be held on Thursday afternoon, May 27, from 4 to 6 P. M.

Getting the Other 50% Out of Your Advertising

Advertising Will Not Stand Alone. The Intelligent Support of Your Selling Force Must Go With It In Order to Obtain Full Benefits

By GEORGE W. HOPKINS

President, New York Advertising Club

THE advertising manager who tries to prove his story entirely through his advertising and does nothing to sell his sales manager or the sales organization is losing a bet, because unless the salesman who goes out representing the company is sold absolutely on the advertising of his house to the extent that he is a 50 percent factor in its success, he is going to pull away from the results of your advertising instead of increasing the results of the advertising.

Again, I say unless the sales manager goes to the store and in addition to simply selling merchandise to the buyer, whoever he may happen to be, goes down the line and explains what the object of the advertising is, what its effect on sales is, to the merchandising manager, to the head of the department, to the individual clerk behind the counter who, after all, is the czar of the situation, then he is losing and taking away from the results of his advertising that which should be accredited to it.

SELL YOUR SALESMEN

You can't do it as advertising men. You haven't the access to the buyer or to the organization that the sales organization has, and you must enlist the individual effort from the sales manager to the smallest junior salesman in order to get the message across. I have seen over and over, and so have you, the best kind of advertising killed by the salesman on the territory and if it is not killed by him you have seen goods damned off the shelves of retailers simply because the retail clerk didn't understand the advertising, did not believe in it or had an antagonism toward the salesman who represented the house.

Now advertising pulls better in the country than it does in the city. New York is probably one of the hardest cities to influence other than by advertising. I should reverse that, that advertising is more needed in the city than in the country and for the reason that when a man in the country—I mean towns of 25,000 inhabitants or less—makes a recommendation over his counter to Mr. Jones or Mrs. Smith he has a reputation behind it

which carries with it some weight on the recommendation. In other words, his wife is a member of the sewing circle, he is a member of a secret organization, or a member of the Chamber of Commerce, he is a man in society, he is recognized as such, and when he says this piece of goods is equal to or better than this piece of goods, the one advertised and the other unadvertised, he has a chance to get it over. It is his reputation which is a known quantity in the country territory.

THE NEW YORK HANDICAP

On the other hand, in a city like New York the average retailer has no reputation at all. His recommendation doesn't mean anything. The average buyer in New York will take the advertisement at better than face value and will not take the recommendation of the man behind the counter, the clerk, because he has no social standing. Therefore, it is easier to substitute in the country than it is in the city, and yet many

an advertising campaign is losing out because it does not connect up with this wonderful country territory, with 50 percent of the population and 50 percent of the wealth there. That is left to anybody that has a mind to go after it, or to no one at all. I can speak feelingly on that because I went through the same thing and neglected that same territory myself and didn't wake up for quite some time. That reputation of the retailer in the country must be reckoned with and you must figure that your resistance to advertising is going to be greater in the country than it is in the city.

It is an acknowledged fact that among the department stores, the department store that puts an advertisement in the *Chicago Tribune* or the *News* today and does not put the same product in the window loses 50 per cent of the results, whereas if the storekeeper puts the general type of goods into the window advertising the same sale, if it is a special sale that he advertises in

A WORD IN FAVOR OF THE ADVERTISING MAN

ONE of the reasons for success in business, as stated by many successful business men is in choosing the right men and giving them responsibility. A great many accept this theory and put it into practice in every department but the advertising department. They do not seem to understand that to produce resultful advertising, knowledge, experience, initiative and investigation are required. They do not seem to understand that an advertising man is a specialist, an engineer who is building a complicated machine and his success depends on whether the machine will work or not.

Practically everyone thinks he has advertising ideas. If the fellow who thinks he has ideas happens to be the boss, he can of course, insist that his ideas be used. And he can spoil an advertising man's whole campaign. No sensible manufacturer would insist on telling a mechanic to put a gear in a certain place or change the shape of a casting unless he understood the whole machine as well as the mechanic. Yet they do it to the ad man.

Perhaps in no other department is responsibility so important. If the advertising man is not capable, then it is a waste of money to advertise. If he is capable and allowed to work out the problems consistent with his experience and investigations, he will get results if results are possible. But if he must accept ideas from every Tom, Dick and Harry, his failure is assured.—From *NORTHERN*.

If Noah Had Been an Advertising Man



A chapter of bibliography by Artist Stanley of ADVERTISING & SELLING

the paper, he scores 100 per cent, and yet when a national advertiser goes to a store many times he will get this reaction: "I wouldn't put your stuff in the window. I have originality. I have a window trimmer. I have all the novelty and initiative that is necessary, and I don't want your stuff." Therefore, he plays a lone game instead of linking up his window with the advertising or with sales plan or the policy of the house that he represents, providing he is handling advertised goods. Now that is simply adding 50 per cent, and that is a known quantity. Unless he is linking up his window with the advertising, he loses. Who is going to tell him that? Who is going to sell him that idea? There is no one who can sell him, but the salesman who represents the house who goes in and sells that man his product. Therefore, he must not only sell him the product, but he must sell him the value of linking his individual newspaper advertising with the national campaign. Therefore, he must be sold by the advertising manager on the value of the company's advertising and necessity of putting this message over. It must be linked ab-

solutely 100 per cent if you expect to get the results.

GETTING THE CLERK BEHIND THE COUNTER

If you don't sell this advertising to your sales organization they will pull it down and you will be absolutely on the wrong track. That applies particularly to the clerk behind the counter. Now I have heard people say, "Why he is a dub. He doesn't amount to anything. If he knew anything he would not be a retail clerk." I will tell you I will bet there are a good many right in front of me who have been retail clerks. Personally, I have served my time behind the retail counter in the dry goods store, and thank goodness for that, because I know how the buyer thinks when he comes to buy. Now if we delegate those all in the dub class we are losing one of the best bets in the world. You can take the time to tell that clerk a story, a heart story about the product. I have the manager of our educational department with me this noon and I wish that he could tell you the story of just one record. Last night in Detroit I saw him bring two or three hundred

dealers right to the edge of the chairs simply telling them the story that was back of the music, and it was all in there, when the music played. You could see the story, the little goblins coming out and dancing in front of you. There is a heart story for every product.

A good many sales managers operate on the basis of hire and fire. That is the easiest thing in the world. Now you know I don't like that policy; instead of firing I like to rehire. That is what a salesman needs. I will tell you that 90 per cent of the salesmen that fall down fall down because the sales manager has not rehired them with the knowledge of his product, with the proposition back of it and the love of his company and a desire to put the thing over. It comes right back to Mr. Sales Manager to rehire, and not hire and fire.

BUILDING WITH INTELLIGENCE

You have got to think individually. Do you realize it is only since the English revolution that people sat on individual chairs? Before they sat on benches and thought in bunches. Now it takes courage to sit

Continued on page 45

General Tire Advertising Has a "Travel" Twist

Unusual Art Work Covers the Whole World In the Successful Endeavor to Drive the Company Slogan Home

THE General Tire & Rubber Company, of Akron, Ohio, is capitalizing friendship.

Wait a bit before you interrupt with the objection that it "isn't done" among gentlemen.

In the first place, it is "done" by every gentleman manufacturing a worth-while product. "We are advertised by our loving friends," runs a famous slogan. The proprietor of that product is legitimately capitalizing friendship.

In the second place, "I don't mean what you mean," anyhow.

The General Tire & Rubber Company is not capitalizing its friends. It is capitalizing the idea of friendship and around that idea, tied to its own famous slogan and a number of other ideas, it is building up a series of attention-compelling advertisements that make its 1920 national campaign one of those "different" campaigns, that get something more than a one-year lease on the memory.

TYING UP THE SLOGAN

"Goes a Long Way to Make Friends"—that, as you will remember, is the slogan of the General Tire & Rubber Company. It is an old slogan that has been tied to the company's advertising for a number of years. The problem was to put it across in a new and emphatic manner; moreover, to put it across in a richly spacious manner that would convey atmospheric impression of the high quality and finished excellence of the General Cord Tire.

That is exactly what has been done with a remarkable literalness made possible by the use of a campaign idea, the selection of which for this purpose was dictated by nothing less than genius.

"Goes a Long Way to Make Friends," says the sales manager; but he has to say it in cold type. "Goes a Long Way to Make Friends," says the advertising agency, and says it in a picture of a white-garbed American family of three seated comfortably in a luxurious big automobile, equipped with General Cord Tires, halted before the door of a home in a far-away China. On the little veranda stands the quaintly garbed householder with his spouse and an almond-eyed offspring. The father of the western family is

standing up in the car raising his hat in salutation to his Oriental brother, who bows low with hands clasped in front of him.

The introductory paragraph of the copy below reads:

"In China, the natives have a custom of shaking hands with themselves whenever they make friends—just as motor car owners in the United States are doing who have learned what a long way the General Tire will go to make friends with them."

Up in the right hand corner is a line which tell us that this picture portrays the sign of friendship used in China.

"Goes a Long Way to Make Friends," says the slogan run below the picture. "Goes a Long Way to Make Friends," says the picture just

as clearly, unmistakably. And it says some other important things, too. It says that General Cord Tires are used by discriminating buyers. Persons who travel as luxuriously as this little family will be immediately classed as discriminating buyers. It says that General Cord Tires are in wide use. It says that General Tires will stand up under all road and climatic conditions. China is a long way from Ohio. Many a league separates the two Cantons.

Taken in conjunction with other pictures in the series being used in the 1920 campaign, it says these things as strongly and far more effectively than any amount of copy of similar purport could do.

The series is bound together by the key idea—portrayal of the different signs of friendship used in differ-

Sign of Friendship

—goes a long way to make friends

Service that you can never forget—the lifelong friendship of a hard campaign—that creates the kind of friends The General Tire makes.

Its first big success was made right at home in Akron where public opinion is expert tire opinion. And now there are "General Tire Friends" in every section of the country.

You must not judge this great Akron tire by any other standards than its own. If you have not seen the General Tire in actual service, you can have no conception of the long way it goes to make friends.

Built in Akron, Ohio, by The General Tire and Rubber Company.

THE GENERAL CORD TIRE

A specimen of the "Wide-World" copy that "makes friends"

ent parts of the world. It has been running in full page size in the leading national magazines since January 10, when the General Tire equipped car of the series arrived somewhere in our own great West and its occupants halted to make the friendship sign of an upthrust hand in reply to the similar salutation of a plains riding redskin buck. On February 7, the car, now arrived in India, drew up alongside of a great elephant with a magnificent howdah borne high on its back, and an exotically garbed Indian nabob at its side bowing with folded arms—the East Indian sign of friendship. China was reached on March 6. April found the car still swinging the great circle, but this month sees it headed for the pole and a current page represents its passengers, now heavily clothed in furs, raising both arms skyward in imitation of the befurred travelers of a halted dog train whose upstretched hands grip long spears held horizontally above their heads—the Eskimo symbol of friendship. There is snow and ice all about and the only other sign of life is a wavering column of smoke from a distant igloo. Verily, the General Cord tires on this car are going a long way to make friends.

VARIETY IN ILLUSTRATION

Still another page, which has just appeared, portrays a General Cord equipped car—a dashing roadster this time—halted beside the Arc de Triomphe in Paris. Its driver, American by the cut of his clothes and smile, is grasping the hands of a French and a British officer. The copy beneath this graphic symbol of Allied unity reads:

"Service you can never forget—the lifelong friendship of a long campaign—that explains the kind of friends the General Tire makes."

In other advertisements, already set up or in preparation, the scenes are laid in Darkest Africa, in Latin American settings, amid European landscapes, in all the four corners of the world where live men to give the sign of friendship. The American traveler making friends with all the world, the tire making friends with the traveler, that is the text of the double tie up.

The same key aim—to portray the symbols of friendship used among men—is followed out in the General Tire & Rubber Company's advertising of its Giant Pneumatic Truck Cord Tire. A typical picture shows a country road in Illinois and, met on that road, a huge truck bearing an

Ohio license plate and a little Ford with an Illinois license. Standing between the two, are the driver of the truck and the farmer driver of the Ford, the latter giving the former a light from his pipe—a good Samaritan act of the road. Of



Strong American flavor in the illustration used with this

course, the truck is equipped with "Generals."

It is by striking a homely, familiar note that this advertisement attracts. In the series of full pages pushing the General Tire for pleasure car use it is the exotic note and the unfam-



Staging a "friendship" scene high among Alpine peaks

iliar story that catch and hold the reader's eye.

SERVICE TO THE DEALER

These paintings are from the brush of Kenneth M. Ballantyne, one of our celebrated American painters—a New Zealander by birth—a man who has traveled the world over and is familiar with its varying customs.

They are done in oil, in full colors, and especially painted for the General Tire & Rubber Company, to con-

vey the thoughts as worked out here.

Reproductions of the paintings so closely resembling them that the average layman would never know but what they were the originals are made and sent to the General Tire distributors for window displays. With them go specially built electric bulb shades to clamp to the top for night effect. Hangers of the advertisements in full colors are also sent to the distributors. Blotter reproductions further serve to carry the thought along.

Through the summer months will be run a series of these friendship illustrations lithographed in full colors on posters in some one hundred and forty cities in the United States. This part of the campaign of course, ties up the local dealer with the campaign, giving the public the information as to just where General Tires can be had—in short, bridging the gap between the national advertising and the place where the tires can be bought.

Speaking of the success of this series, one of the company officials said: "It was astonishing to us to find upon investigation how few people knew the customs relating to friendship and the symbols of friendship in use throughout the world. We believed from the beginning that these advertisements, through the unique idea expressed in them, through their unusual art work and the broad copy appeal, would meet with unqualified approval. When the first two of the series appeared, we were confirmed in our belief.

"Through the pictorial supplements of newspapers, through the pictorial magazines, through the moving picture news reel, we are enabled today to comprehend the entire world in our vision. We are being daily educated up to a broader view of this world of ours and put into closer touch with its multitude of races and nations. The General Tire advertisements, showing the symbols of friendship as they are used in varying forms throughout the world, carrying along this educative process, at the same time putting the product advertised into the picture. If they are making a strong enough impression on the reader's mind so that he remembers them for a while and does not forget that the name, "General Tire," occurred somewhere in the layout; if the product name is tied tight to the interest factor and thus to the memory factor, there is every reason to feel confident of their continued success. I need not say that we are confident."

How Photographs Help the Selling Process

The Realistic, Human Nature Effect to Be Had
In This Method Are Hard to Be Obtained Otherwise

By L. A. GILLETTE

Eastman Kodak Company

ONE PICTURE is worth a thousand words," Arthur Brisbane says—and then writes a thousand-word editorial with never a picture in it.

Similarly the Eastman Kodak Company fills expensive pages with four words and no picture. And their business is pictorial.

The point is, of course, as you well know: Do anything supremely well and you may safely disregard all the rules in the copy book.

Now, having confessed the crime of using unillustrated advertisements, we are safe from attack, so let us focus our mental cameras upon the subject under discussion.

The subject is this: "What is the cause of the tendency toward the use of photographic illustrations in advertisements?"

Let me introduce two unrelated facts bearing upon the general subject of copy.

The first fact: Nothing interests a man so much as another man or a woman. Nothing interests a woman so much as another woman or a man. Another fact: The relationship between your product and ME is all that interests me.

Your mattress and MY sleep, your drink and MY thirst, your motor car and MY pleasure, your furnace and MY warmth, your telephone service and MY communication, your Kodak and the permanent record of MY good times.

PICTURES—FOR A PURPOSE

That is why we all put people in our pictures. Our advertisements are full of people whether the product is iron pipe or talking machines. To be sure, there are exceptions. But I maintain that, however effective, any advertisement will impress me more if I am in the picture somewhere, even though subordinated to your pie or your storage battery.

Admitted that I am important, how are you going to put me in your picture?

Are you going to have an artist paint my portrait? Fatima does some very effective advertising with its distinctive types of brainy men who use Fatimas in their business.

Top-notch artists do that work.

"It would have been almost impossible to secure models of the right caliber to pose for photographs for that series," says someone. I'll admit that—but "in the movies, they do it," and get away with it.

Getting back to me again, the more realistic your pictured people are, the more positive is the connection between your advertisement and me.

When I look in a mirror I see a temporary photograph of myself, reproduced in half-tone. I do not see a sketchy, picturesque, artistically proportioned, high light and heavy shadow impression of myself.

So when I see a drawing in your ad, unless it is of photographic exactness, I do not see myself. Your picture is unreal.

ARGUING FOR THE ACTUAL

When I see a photograph of a person in your advertisement I recognize that your product is used by actual people, and being an actual person, am interested and, because your picture is REAL and not imaginary, I am convinced that your message is sincere and genuine and real. At any rate that seems to me to be the way the human mind operates.

"But," says my imaginary oppo-



"Oh Dad—
How Did You Know?"

Of course he knew.

Fond parents, who keep young through their children, have a way of knowing—and besides, he was a bit selfish. He wanted her to have the Kodak; he knew that it and the pictures it would take would delight her and her boy and girl friends—and he knew, too, the wily old rascal, that she would send him loads of pictures from boarding school.

From the kindergarten days up, there's wholesome fun for the children, and lasting joy for all the family in the Kodak and Brownie pictures the children make—and Christmas day, with its home pictures, is an excellent time to start.

Kodak catalog free at your dealer's or by mail.

EASTMAN KODAK COMPANY, Rochester, N. Y., *The Kodak City.*

Where the photograph arouses a variety of sentiments, all of which revolve about the selling process



Refreshing Draughts

GENERAL ELECTRIC COMPANY

Three Widely Different Products of Which the Photograph Has Been Employed Effectively to Produce the Proper Effect in Getting Attention



Farming Utah takes a lesson from agricultural Iowa

OWLS are the most popular of all cigarettes. They are known throughout the world for their quality and their value. They are the only cigarette that has been tested by the U. S. Government and found to be the most economical and healthful.

OWL 7¢ white OWL 8¢



STEINWAY

THIS is the Steinway tradition—perfection in every minor part, that the finished instrument shall be perfect through and through. It has inspired four generations of Steinways to produce a piano that is universally recognized for its individuality and supreme artistic merit.

STEINWAY & SONS, STEINWAY HALL, 107-109 EAST FOURTEENTH STREET, NEW YORK

ment in the debate, "striking effects sufficient to attract attention, are impossible with the ordinary photograph."

"You are correct," I admit without debate, "but there are also EXTRAORDINARY photographs, and there is scarcely an effect possible with pen or brush which is not also possible to the camera."

The extraordinary photograph is being produced today for advertising purposes by many an "Art Service." As the photographic department of such a service develops, paralleling the other department's staff of artists, there is a staff of photographic models, persons of every conceivable type and kind. Fortune awaits the man who combines a comprehensive list of photographic models with artistic instinct

dramatic sense, a thorough knowledge of photography, an understanding of advertising, the ability to compose a picture, good business sense, and sufficient commercial aggressiveness to go out and show us all how to do it!

The finished advertisement illustrated with good photographic models looks easy of production. Witness the Kodak ad printed herewith—daughter thanking father for his gift.

All we had to do was to pose a daughterly-looking girl and a fatherly-appearing man with a suitable background. Yes, that is all. But, do you know, twelve different models were used and fifty negatives were taken before we were satisfied. You would be astonished to know how difficult a matter it was to

picture this simple and obvious idea. At first it seemed impossible to avoid giving the impression that here were two models who didn't know each other very well, getting well acquainted at high speed at the expense of the Eastman Kodak Company.

Of course, this was exceptional. Often, if not usually, we hit upon the right combination of pose and composition the first time.

No man should contemplate the use of photographic illustration because it is cheap. Either one of two things will happen to disturb his contemplation: he will be disillusioned or his advertisements will be disappointing. Goodness and cheapness seldom meet in the commercial world.

Poster Advertising Convention at St. Louis

The thirteenth annual convention of the held at the Hotel Statler, St. Louis, from July 12 to 16. Social features of the event will include a dinner dance, to be given on the roof garden of the hotel, and also an evening excursion on the Mississippi River.

Walnut Growers Expand

The California Walnut Growers' Association has outgrown its quarters in the Los Angeles Terminal Market and is now planning to erect its own building at Seventh and Mail streets.

Van Haagen Joins New York Staff of Campbell-Ewald Co.

Willard A. Van Haagen, formerly in the advertising department of the *Saturday Evening Post* in New York, has joined the eastern staff of the Campbell-Ewald Co. as outside representative, and at present is covering the New England States. Mr. Van Haagen was at one time

in the advertising department of *Vogue* and *Vanity Fair*, and he served in the Twenty-seventh Division during the war.

American Tobacco Advertising Head Returns

Arthur C. Mower, advertising director and an official of the cigarette department of the American Tobacco Co., has returned to New York after an extended trip as far west as Honolulu.

United Publishers' Corporation Increases Capital

The United Publishers' Corporation, New York, publishers of the *Dry Goods Economist* and other publications, increased its capital this week from \$8,265,000 to \$8,685,000.

Campbell-Ewald Settled in New Quarters

The New York offices of the Campbell-Ewald Co., advertising agency, are now located on the seventh floor of the Astor Court Building, 20 West Thirty-fourth

Advertising Representative Robbed and Shot

While chasing two men who had stolen \$200 in cash and jewelry from him, Charles H. Storm, Chicago representative of the *Tobacco Leaf*, was shot twice early Tuesday morning as he left the apartment of a friend in New York. His wounds are not serious. Storm is the brother of George L. Storm, of the American Safety Razor Corporation and the Sweets Corporation of America.

New York "Globe" Arranges a \$7,000,000 Sale

Through Richard S. Wood, manager of national advertising for the New York *Globe*, who is devoting much time to secure the lowering of food prices, a contract for \$7,000,000 of New Zealand lamb, to be imported into this country, has been signed. Under the terms of the contract some 36,000,000 of lamb will be brought to the United States and will be sold at prices from 10 to 14 cents cheaper than those existing at present.

Statistical Comparisons

No. 2

Eastern States

Population - 24,910,446
Area (sq. miles) 111,966

New York, New Jersey, Pennsylvania, Maryland, Delaware, District of Columbia.

Southern States

Population - 29,487,230
Area (sq. miles) 816,946

Virginia, W. Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Texas, Arkansas, Kentucky, Tennessee.

Bank Clearings (year Sept. 30, 1919).....	\$202,480,000,000	\$8,247,000,000
*Individual Deposits (all banks) Nov., 1919.....	\$13,228,248,000	\$3,257,761,000
*No. Depositors in National Banks.....	5,040,210	4,087,377
Liberty and Victory Loan Subscriptions.....	\$9,656,091,150	\$2,194,732,250
†Value Manufactured Products, 1914.....	\$8,516,406,000	\$2,621,437,000
†Value Crop and Live Stock, 1919.....	\$1,904,915,000	\$8,030,599,000
†Number of Farms, 1919.....	527,000	3,054,000
†Farm Acreage, 1918.....	19,854,000	99,335,400
No. Personal Income Tax Returns, 1917.....	1,050,943	414,065
Net Income Shown on Returns, 1917.....	\$1,313,278,222	\$1,155,246,360
Tax Paid, Income Tax, 1917.....	\$378,131,268	\$45,206,823
Number of Families, 1910.....	4,626,789	5,420,740
Number of Illiterates, 1910.....	937,384	3,149,575
Number of Automobiles, 1919.....	1,379,000	1,234,000
Expenditures for Better Roads, 1918.....	\$49,308,307	\$51,234,714
Expenditures Public Schools, 1915.....	\$166,852,734	\$86,997,890
No. Morning Newspapers.....	104	111
No. Evening Newspapers.....	298	291
Average Circulation Daily Newspapers.....	8,646,981	2,964,583
Combined 5,000-Line Rate Daily Newspapers.....	\$20.12	\$9.25

Facts upon which campaigns to reach those with most money to buy advertised goods may be based.

Member
A. B. C.

THE NEW YORK GLOBE

JASON ROGERS, Publisher

180,000
A Day

The House Organ, Production and Americanism

**"The Editor Who Harps 'My Country 'Tis of Thee'
Could Carry His Message In a Better Way"**

An authorized interview with

J. R. de la Torre-Bueno

Editor, General Chemical Bulletin

By **RALPH BEVIN SMITH**

RUNNING a house organ is not a man's-size job," a man once said to me.

"You know, it wouldn't be for that man. He couldn't make it a man's-size job in a thousand years.

"But let me assure you most emphatically that it's a man's-size job if the editor is a man's-size man."

The speaker was J. R. de la Torre-Bueno, editor of the General Chemical "Bulletin," the employees' magazine, published by and for the General Chemical Company of New York and some forty-odd other cities and villages throughout the United States. Endowed by the chance of his birth in a foreign land—he first saw the light in ancient Peru—and by his later adoption of American citizenship and his thirty-five years' residence in this country, with some understanding of the psychology of both foreign-born and the native Americans, Mr. de la Torre-Bueno had struck me as a man who ought to have a man's-size vision of his job. He had been asked to tell the story of the General Chemical "Bulletin" and purposely put on the defensive to prove his assertion that the "house organist" is a full-measure fellow.

"What are the outstanding features of the General Chemical 'Bulletin,'" I asked him, "upon which you would rely to sell me on the worth and service of this particular house organ?"

"Let's get our perspective right first," he replied. "Bear this in mind at the outset: The General Chemical 'Bulletin' hasn't anything to sell in any contemporaneous meaning of the term and is published for internal circulation only. It does not go to jobbers or dealers. It has no pretensions as a pepper pot for salesmen. Its 3,500 copies at present in demand are read by the employees in the company offices, works and stations scattered throughout the United States and Canada.

"It is designed as a link to bind the thousands of members of the organization together and to create a common spirit of good feeling, fellowship, harmony and co-operation. So, it expresses certain ideas in the form

of a cross-section of our daily lives and avocations which seems to me the best way in which that end can be accomplished by a company publication.

MUST BE SOUGHT BY READERS

"The first unusual feature that may strike you is that the 'Bulletin' does not reach every employee in the company. It reaches only every employee who goes out of his way to

A HOUSE ORGAN SURVEY

A very comprehensive survey of the internal publication field, compiled by an industrial organization and contributed to *ADVERTISING & SELLING* as a part of its series on House Organs, Employees' Papers and similar magazines, will appear in next week's issue.

All who are interested in this vital phase of institutional and merchandising service should make certain to get *ADVERTISING & SELLING* of May 29, 1920.

to get it. With the belief that one really appreciates only what it costs him something to acquire, it has been made a point to oblige a man to exert some special effort to get his 'Bulletin' copy—even if it means nothing more than a trip to the time office. This automatically eliminates the floater as well as that more stable employee who has not yet realized the oneness of the company. Men of those classes have no interest in the organization deep enough to urge them to that effort to obtain a 'Bulletin.' They are not exactly fertile soil for the moment for the germination of the ideas and ideals the 'Bulletin' represents. We have a real net circulation, the ideal of every publication.

"A good house organ ought to perform two acts of introduction: (1) It ought to introduce the employees to the spirit of the house—it can do this by exteriorizing the spirit of the house in the columns through which that spirit speaks; (2) it ought to introduce the men to each other.

"Do you remember that story—about Charles Lamb, I think it was? Lamb was expressing to a friend his particular detestation for a certain notable. 'Ah, how I hate that man!' he exclaimed. 'But you are not acquainted with him,' the friend protested. 'Of course not,' Lamb, if it was Lamb, is said to have replied: 'I couldn't hate him if I knew him.'

"A house organ helps the men to know each other. Its intimate notes are intended to promote mutual respect and good feeling among them. The 'Bulletin' has a correspondent in each plant who contributes this material, just as it comes in. It may be dull, it may be clever—I have had stuff I should not have hesitated to offer to Life. I run it just as it comes in. Like all material of this kind, it is fairly thick with little japes at the correspondent's fellows, intimate local jokes without a sting.

Let me stress the necessity of guarding against the striking of any false note here. Let the humor come from the correspondents. Don't ever let the reader get the impression that somebody is making a patronizing effort to be funny at his expense. Be more than careful to keep everything that smacks of patronage clean out of your columns.

TALKING ON THE LEVEL

"So many house organ editors think they must, or do in spite of themselves, talk down to their readers. At all times, I keep in the back of my mind the thought that in this democracy of ours it is the laborer of to-day who becomes the executive of to-morrow. So far as human fallibility can control nothing gets into the 'Bulletin' inconsistent with this American principle. Sometimes, I find that outsiders are puzzled at the high grade of technical article that frequently finds a place in the 'Bulletin.' For example, the March number featured such an article by Dr. William H. Nichols, chairman of the Board, on the 'Future of the American Chemical Industry.' Recently, also, we reprinted, by permission of the publishers, Samuel Turner's economic survey 'From War to Work.' 'Over the readers' heads,' you suggest? Not at all. We have evi-

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY
10 CENTS IN CANADA



IT'S
COOL

IT'S
CLEAN

Sealpax and Collier's

The Sealpax Company is using Collier's as the backbone of its national advertising campaign for Men's Sealpax Athletic Underwear.

Watch Collier's

dence that such articles receive very serious attention; that the 'Bulletin' is taken into the foreign language speaking worker's home and translated for him by his Americanized children. You must always remember in editing your house organ that your average reader is perhaps not a reader, to any extent, of serious magazines, and that, if you make your publication good enough, there is no reason why it should not color his reading interests.

"If you will keep that in mind, you will see how little excuse there is for the editor who takes it as axiomatic that a house organ must be filled up with 'rough stuff'—which the man who works isn't going to accept as exactly complimentary to his intelligence. Forget the danger of going over your reader's head. Your reader is going to appreciate the compliment you pay him by perceiving that he is interested in and understands the high grade educative material and that is going to maintain his interest in such material. We have tried good technical articles on the origins and final uses of your products, we run a sound Health and Hygiene Department every month, a broad-gauged Conservation and Thrift Department, which surveys national as well as intimate home home problems, and a book review department called "Worth While Reading," which reviews books that *are* worth while reading and, by inference, encourages better reading.

NO SERMONS WANTED

"If you were associated with me very long you would find out that many thoughts in the 'Bulletin' are conveyed by inference from its contents. When will house organ editors realize that you cannot print 'Sunday School stuff' and 'get away with it?' Men ordinarily do not read sermons, nor stories with a moral, neither will they acclaim anything that even seems to be moralizing from the elect in the boxes to the gods in the gallery. Preach and you buck up against prejudice and suspicion. But you do want to inculcate high ideas of working and living in your readers, don't you? Then remember that 'there is just as much human nature in some folks as there is in others.'

"Take that whole big problem so vaguely summed up in the term 'Americanization.' With a heavy proportion of foreign-born workers, the General Chemical Company has

but the General Chemical 'Bulletin' is doing no exhortation to patriotism, no flag waving. On the other hand, I think that it is expounding Americanism by the thorough-going American spirit we try to put in it by holding up the mirror, as it were, to the best currents of our national life, and to the high ideas that have made us world-leaders in unselfishness and great in personal and national liberty within the law.

"Let me tell you that the best Americanization propaganda is the story of America's past and of her struggles in that past to maintain and develop the principles upon which our government is founded. Recently, we published the Bill of

Rights, the first ten amendments to the Constitution, as a leader in the 'Bulletin.' Editorial comment simply explained what these were, suggested that Americans sometimes forgot exactly what they comprised and added that all good Americans would be glad to read them to refresh their memories. Not one special word of admonition to the foreign-born in the editorial.

THE FOLLY OF PINCHING PENNIES

Pursuing the same policy, we run every month a list of the patriotic anniversaries occurring during that month; and every month our cover carries a picture illustrating one of the events commemorated. Last October, it was the landing of Colum-



The MISSOURI RURALIST

MISSOURI THE SECTION
CAPPER FARM PRESS

"Supreme in Missouri"

Sharing the advantages
of extensive editorial,
advertising and research
departments of
THE CAPPER FARM PRESS

an interest in Americaniza-
any other large employer:

bus, in March it was the battle of the *Monitor* and the *Merrimac*, April pictured the Battle of Lexington and May the taking of Ticonderoga by Ethan Allen. For June there is nothing more beautiful than the 'Stars and Stripes.' But these belong there and are not dragged in.

"But there's no explanation of the picture inside. There is method in that madness, for the interested reader will go to a history for information—from which he can absorb more real Americanism than could be put across in a thousand issues of hot air.

"One last word on the general appearance of our magazine. It is printed on heavy coated stock that

takes the ink cleanly and clearly and reproduces cuts with particular excellence. The heavy cover stock makes the reproduction of paintings and engravings strong and telling. Of course, this is not cheap, but, fundamentally, the house or better employee organ is either clearly justified or not at all justified. There are no two ways about it. If justified, any reasonable expense to make it effective is justified. If that expense is not justified then the house organ is just a drag on the overhead—a purposeless squandering of good money to satisfy a half-baked notion of the moment—not complimentary to the intellect of publisher, editor or reader."

Percy Will Direct Drug Advertising

Harry S. Percy, recently director of sales promotion and advertising for the Neumetal Products Manufacturing Corporation, New York, has been made advertising manager of the Gibson-Snow Co., wholesale druggists in Albany, N. Y.

Harley T. Procter Dies

Harley Thomas Procter, pioneer American soap manufacturer and retired member of the firm of Procter & Gamble, makers of Ivory Soap, died early this week at his home in New York in his seventy-third year. The company from which he retired twenty-five years ago after amassing a fortune was founded by his father, William Procter.

Mr. Procter was the brother of William C. Procter, one of the presidential campaign managers for General Wood. He is survived by his wife, two sons and a daughter.

Colonel Mann, Editor of "Town Topics," Dies

Colonel William D'Alton Mann, owner and editor of *Town Topics* for the last twenty-nine years, who has been known as a soldier, inventor and editor, died on Monday at his home in Morristown, N. J., at the age of eighty-one.

He invented the boudoir car and numerous military inventions. In 1867, besides becoming a pioneer in the manufacture of cottonseed oil, he consolidated three newspapers in Mobile into the register, which he controlled until 1872.

He is survived by a wife and a daughter. Funeral services were held Wednesday.

Joins Aeolian Advertising Department

O. E. Zieme, formerly with Frank Seaman, Inc., and Street & Finney, has succeeded C. C. Applegate in the advertising department of the Aeolian Co., New York.

"Definitely Valuable"

Kindly start our subscription to good old ADVERTISING & SELLING at once, billing the undersigned for same. We certainly find ADVERTISING & SELLING a definitely valuable addition to our reading lists and intend to give it a thorough work-out as an advertising medium for putting over the merits of "The Engineer's Business Magazine, *Professional Engineers*, to the advertisers and advertising agencies.—Bernard A. Davey, advertising manager, *Professional Engineers*, Chicago.

Syracuse Papers Cut Out Display Advertising

On account of a shortage of printers the three Syracuse newspapers on Tuesday eliminated all display advertising and issued editions greatly reduced in size. Printers have been quitting their posts because their demand for a weekly bonus of \$8 was refused. They are bound by contract not to strike.

Merritt Will Be Assistant Secretary at Republican Convention

Carroll B. Merritt, general manager of *Scribner's Magazine* and *Architecture*, at a meeting of the New Jersey delegates-at-large and district delegates, was appointed to act as assistant secretary at the Republican National Convention.

Missouri farmers read THE MISSOURI RURALIST. The practical, up-to-date service rendered by its editors, who live and work among the people whom they serve, has never caused its readers to regret the faith and confidence they place in its editorial pages.

Likewise, these 129,000 substantial farm families place faith and confidence in the advertisements.

THE MISSOURI RURALIST is their buying guide, as evidenced by the fact that during 1919, it carried over 157,000 more lines of advertising than its nearest competitor.

It is truly "supreme in Missouri"—a state which ranks first in poultry products, Poland China hogs, lead and zinc production; a state which had a crop valuation of \$549,105,000 in 1919; a state which offers you amazing sales opportunities.

The
CAPPER FARM PRESS

(MEMBERS A.B.C.)

Arthur Capper, Publisher

Marco Morrow, Asst. Publisher

TOPEKA, KANSAS

SECTIONS

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



No Wizardry in Advertising



But it takes more than a cauldron of ink to produce results
by H.M.B.

Fillet of a fenny snake,
In the cauldron boil and bake;
Eye of newt and toe of frog,
Wool of bat and tongue of dog,
Adder's fork and blind-worm's sting,
Lizard's leg and howlet's wing,
For a charm of powerful trouble,
Like a hell-broth boil and bubble.

—Macbeth, Act 4.

WHEN Mac besought the witches three to show him the road to glory, that's just what they did—showed him the road to glory.

They cast everything into the pot from a melancholy eyebrow to the blood of a gay baboon, and sure enough, hell was soon a'poppin'.

"Double, double toil and trouble." Perhaps, it was a typographical error. He said: "Show me the profits;" they thought he said "prophets." And they showed him.

It was a wonderful mess they brewed—and a wonderful mess came of it.

Mac's plan was all wrong. He wasn't content with such a little thing as a wholesome murder or two; he wanted to "spook" it over; but the spooks didn't just spook his way.

Many an advertising campaign is born of mystery and then sent out into the world with a fine suit of clothes, a pretty name, and empty stomach.

Such a campaign is so devoid of idea-pabulum that its backbone is kept busy scraping acquaintance with the rest of its anatomy. Before



long it seeks the first doorstep and gently succumbs to starvation.

That's because the campaign was prepared as an end in itself rather than planned as a means to something else.

A lot of gentle words, pictures, ink, money and ego dumped into the pot to the tune of "O, see the pretty rainbow." And that's all the advertiser did see.

All inspiration and no perspiration makes Ad a dull boy.

Somebody omitted to learn the whereabouts of the biggest market. Somebody neglected to find out what the competition was and what it was doing. Somebody failed to analyze the advantages of the product and to tell of them in terms of service-to-be-rendered. Somebody forgot to figure out how the sales force was to be benefited by the campaign, just as somebody overlooked the advantages to the trade, and to merchandise them as such. Somebody failed to recognize the importance of a follow-up that followed through. And, what is particularly grievous, a host of somebodies regarded the campaign as a bit of whipped cream in-

stead of the very substance of good business and good-will.

There's no wizardry about advertising. Good advertising is simply a good job well planned and well done. The moment the message tries to mesmerize and to wave a magic wand—good-night! The instant advertising tries to "put it over" instead of putting it across—"Double, double toil and trouble!"

There is always danger of making advertising *fadvertising*—of making the advertisement do tricks for its own sake instead of making it perform for the advertiser's sake. It is so easy to build an advertisement like a stage house—with a beautiful exterior, but without foundation, walls, or ceilings. The worst thing that can be said of an advertisement is: "That's a pretty ad," or "That's a clever ad." An advertisement must be a superior one, indeed, to serve two masters: to sell itself and the thing advertised at the same time.

A powerful idea-message is no less powerful for being sugar-coated; but



If Mac had tried to run an advertising campaign on that basis, he would have lost his head just as surely. For words and ink alone, however deftly stirred in the cauldron, will not produce the magic brew that brings results.

Words are only part of the story. Ink is only a part of think.



sugar, simply for sugar's own sake, while it may catch flies, will not catch pocketbooks. The advertisement that bristles with ideas—selling Ideas—wins its audience more readily than one which depends upon fine raiment alone to make an impression. There is a difference between eye-impression and mind-impression, and

mind-impression must come before pocketbook impression.

"The operation was a wonderful success. I used the pearl-handled lancet. Oh, yes, the patient died. But, what of that? There was some style to his going with the pearl-handled lancet to help him on his way."

Or, "too bad the advertising was a failure. But, wasn't it beautiful? Fancy borders, illuminated initials, wonderful cubist pictures, and the king's best English. Why the need for ideas with such a combination?" Why, indeed!

Beware the insinuating fad in advertising. Beauty of layout and ex-

pression, by all means. But, only as a means—not the end. Advertising is salesmanship in print. To be successful advertising it can never be anything else. The day of the fad picture and the fad layout will surely pass. Gingerbread copy will have to give way to the merchandising message. Again, make it as attractive as possible in form and approach; but don't make the approach a reproach to common sense.

Advertising structure apparently is going through the throes of rebirth. But after it is all over and the charts are examined, it will be found that an old story has been told anew—that the fundamentals of salesmanship in print do not change

that the successful idea-message by which advertising first won its rightful place in the world of selling must be delivered, world without end, if advertising is to perpetuate the place it has won.

Wizardry in advertising? Never! But, common sense in advertising, consistency in advertising, persistency in advertising, ideas in advertising—Ever!

Beware the fad. Then, too, to paraphrase the great writer whose very words are beautiful pictures, and whose heart messages need no trick of layout to win his millions:

Double, double guerdon, double:

Sales and profits boil and bubble.

The Seven Buyers a Salesman Meets

The "Too Busy," the "Adviser," the "Suspicious" Prospect, the "Lifeless Listener," and Some Others

By RALPH BARSTOW

Sales Promotion Manager, Greenfield Tap and Die Corporation

IN selling, we inevitably come to the law of compensation. I advise you to read Ralph Waldo Emerson's essay on "Compensation," which deals with this subject as applied to human relations. Compensation very briefly stated is this: nature invariably works to establish an equilibrium. Take a pendulum and raise it to one side. It immediately swings back to the other side. Why? Because nature is seeking to establish an equilibrium. Then it swings back to the other side again, but not so far as at first, and it swings back and forth, a little shorter distance each time, always a little slower, and finally it stops altogether where it was hanging at first. It is the law of compensation. Nature has again established equilibrium.

The rivers and the streams up in the mountain regions of France are trickling down to seek their level. They are always seeking that level, the sea. The minute a drop of water comes down and strikes the earth it starts for the sea level. Of course, it does not always reach its level, but it is constantly striving to do so. Another operation of the law of compensation. To have all this water seeking and perhaps reaching its level would never do, so we find that it is constantly being vaporized and drawn up again into the clouds, whence it came. This process happens over and over again.

I push against you and you push against me: I believe we call that

An Interesting Background

THIS article has an unusual history. Let an excerpt from Mr. Barstow's letter to the editors tell the story: "This lecture was one of a series given both to officers and enlisted men of the A. E. F. among the business and general educational courses provided after the armistice. The talk was given first at Camp Williams, at Is-sur-Tille at the Lycee, at G. H. O., Chaumont, in a room that had been evacuated the week before by sick and wounded French soldiers—and my goodness, but it was cold in spite of our two stoves! Then it was given in the Sorbonne in Paris to the American students attending the University of Paris, and finally, it was given at the A. E. F. University at Beaune.

This manuscript is as I originally dictated it to my field clerk at Chaumont."—
THE EDITOR.

hand-wrestling. You let the other fellow believe you are pulling against him; then you let go suddenly and you have him off his balance. In salesmanship we use that law of compensation to establish balances.

First of all I want to bring out the normal type of mind. These classifications don't represent the normal man. There is no such thing as a normal man. A man may be friendly, suspicious, bored, busy, angry and cold. He may be in one of these attitudes at one time and later he will be in another. For instance, we get into the habit of thinking of a man as cold because whenever we see him he appears that way to us. But possibly he is a very warm type of man

when he is away from the office. He has simply adopted a certain attitude under those circumstances. Feel your buyer out, when you first come into his presence, and see what attitude he is in. It will change from time to time, possibly his attitude of mind is different every time we call on him. We must be on the lookout for these changes. None of us can continuously maintain an attitude of any kind. We are constantly shifting our base, our attitude. It is generally in the direction of the thing we are concentrated on. These types of mind are temporary ones. For instance, a man's breakfast may have a strong influence on his feeling, his state of mind, all day.

What is the normal attitude on the part of the buyer? It is the understanding that he must give an amount of time every day to seeing salesmen so that he may find out what is happening in the world, what is new and to his advantage. He can't go out and seek those things for himself, hence he is dependent on the salesman to bring them to him. He will listen courteously and be interested, without committing himself, to your proposition. We meet a few of that kind occasionally—but only once in a while. That is the normal type of buyer, but far from the usual type. Your attitude toward that man must also be normal.

Now we come to the friendly type of man. I don't mean the friendly type to represent the man who knew

you in high school or who has met you some time or other. I mean the man who never saw you before. He comes up to you and says "Good morning. What can I do for you?" Look out. There is trouble ahead there somewhere. He mistakes you for a customer! Either that or else he is a suave oil-can that will grease your way out the door. I have seen good salesmen tripped up by that. In Chicago one afternoon I was working with one of our boys when we came to a real estate office. I suppose the man was renting a house or something to someone else. He looked up and said: "I will be with you in a minute." When the cus-

tomers had gone he turned to us, and, rubbing his hands together said: "Now, what can I do for you?"

"I am from the So and So Company."

"You are a salesman, are you?"

"Yes."

"Can't see you today. Too busy." And he turned to someone else.

Suppose you go into a store and meet that kind of individual? How are you going to get around that? You know the merchant has to be ready to greet all possible customers with a smile. That is part of his business. He may have a regular Chamber of Commerce smile. Well, suppose you go into a store. The merchant mistakes you for a customer, smiles and says: "I will be with you in a minute."

He is bound to be embarrassed when he finds out his mistake, so you have to save him that embarrassment. He has a professional attitude toward the people who come into his office or store. The next man may be going to buy. He has to be pleasant to play his game. When he looks up, he has to smile. It is a professional smile. We all have to smile professionally. But make it a genuine smile; be genuine about those things if you possibly can.

You know we start making believe we like a certain thing or a certain person and we generally end up that way—by liking it or him. Well, you have to save this man any embarrassment. Check him before he gets a chance to speak and say: "I am a salesman."

You must immediately correct his mistake, so you say: "Don't be pleasant to me; I am not a customer, I am a salesman."

"Sure, come on in and sit down," he's likely to answer. Then right off he says to you: "What have you got?" You go ahead and tell him about your proposition. He doesn't ask a question, but encourages you to go ahead. After you have got most of it out of your system, and the pain and pressure of it is off your chest, he says: "Have you been with this firm of yours long? Do they give you good pay?"

"Yes."

"Well, a good man like you should be out selling such and such a line. Do you know So and So over there? They are fine people. They will treat you right. Go around and see them. Here is my card. Tell them I sent you. Well, good-bye, old man."

And out you go. Where is your order? You have been sidetracked.

I often have to see salesmen at my desk. After they have talked for a few minutes about their proposition I have it pretty well sized up. Suppose I don't want to buy? I don't want to tell that man I don't want this or that, because I have been through the mill and up against the same game. I don't want to discourage him in any way. I want to encourage him if possible without buying his goods. I want to tell him how good he is. It gives a man a little more enthusiasm—a little more steam. Do that, if you have occasion to see salesmen, but don't let them pull it on you. If a prospect starts on that line tells you how good you are, that you should be handling another line and that you should see So and So for another job, don't let him sidetrack you. You want his order. So tell him: "I will get that job as soon as you sign up here," or, "I will be a better salesman by getting you to buy this." Remember, get that order. Get him to sign the order. That is what I mean by caution.

Now we come to the man who is suspicious. You should immediately ask yourself "why he is suspicious?" when you meet this type of man. "Why is he suspicious?" Or if you meet a friendly or bored type of man ask yourself "Why?" "What has happened?" "What is back of all this suspicion?"

Why are the men suspicious? You have met them in the States. Some men are always that way. They are "hicks" whether they live in the city or in the country. They are always suspicious. Why? What makes them suspicious? It often is because they are crooked themselves. Look out for that.

HE HAS BEEN "BUNKED"

Or more than likely it is because the suspicious man has recently been "stung." How are you going to overcome his suspiciousness. He more than likely thinks that because one salesman has stung him they are all going to do it. The French have an old saying: "A cat which has been scalded with hot water will run from any kind of water." So it is with this man. He thinks all salesmen are crooked because someone has put over a "phony" deal on him—because he has met one or two that way. Handle him with frankness and candor, and with proof. Suppose you are going to a man who doesn't believe in advertising in newspapers. You want to sell him space in your paper. He doesn't believe people read it; he doesn't believe they would

Keeping Up With The Times

A FACT A WEEK

"SHOW me the classified of a newspaper," said Samuel Hopkins Adams, "and I will tell you the financial strength of a city, its character and prosperity, and even its morals."

The classified of The Washington TIMES, which averages over two and a half pages daily, shows the nation's Capital City to be high grade, financially strong, prosperous and morally sound.

The Washington Times,
WASHINGTON, D. C.

believe it if they read it; and he doesn't believe they will buy anyway if they do believe it. You know the kind. How are you going to sell that man a "three-column-six" in your paper? By proof and frankness. So you say: "As a matter of fact, Mr. Jones, we don't have a circulation of 75,000. It is actually only 72,400, but I don't tell that to everybody. Everybody in our city does not read the *Illuminator*, but we have found that several thousand people do. As a matter of fact, out of several thousands people who read it, they don't all buy goods. Quite a number of them do, however. "So and So" used such space and made such and such a number of sales." Then mention to him the results that some one in his own line has got by advertising in your paper. "Mr. So and So got such and such results by the use of our paper as an advertising medium. Advertising in our paper will pay you better than putting another salesman in your store." Remember, work your proof from start to finish. Make no statement you can't prove *right in front* of him. Prove five or six things, and he will commence to believe you. Your proposition has to be good enough to justify it.

Now we come to the bored man. Why is he bored? Well, I will tell you. He is bored because probably for the last 12 years he has been listening to salesmen. He has met all kinds and types. He has heard all the jokes and stories and he is tired of them all. He is tired to death of salesmen. You know how bored you get if you have heard a story once and then hear it again. You want something new all the time. What am I going to do to interest this man? It certainly will not do to try to joke with him. Well, I am going to pull off a "dog-fight." He is tired. You can't blame him. You know that when you are home in the states last night's paper won't do for you. You must have something new. We seldom laugh more than twice at the same joke. Will you go to the same vaudeville show more than once? Why? Because you want to see some new stuff, don't you? All right.

The buyer who has been through the mill wants new stuff. The mind demands a change. We have to give him a "dog-fight."

Now you come in to the office. Here is this fellow sitting pensively at his desk. You say: "Good morning."

"I have a little proposition here."
 "Yes."
 "May I have a few minutes of your time?"
 "Yes." (All in a slow, lifeless sort of way.)

He is going to listen to you, but he won't be thinking of what you are saying—what your proposition is. You might just as well have gone out as come in. You know how a fight in the street arouses anyone's interest, or how people brighten up when a fire engine goes by. You know how we all run to the window. You know if a couple of dogs are chewing each other up in the street how we all crowd around.

What are you going to do? Why, you are going to pull off a "dog-fight" right in the office. In the case of the fire engine going by, we all rush to the window. What has happened? A strong, compelling interest has entered our minds. And so

with him. It has got him. You produce some compelling interest as regards your line and catch him.

PROVING THE POINT TO A BUYER

Some years ago a concern brought out an unbreakable glass lamp chimney. When their salesmen went to a customer and tried to sell him the unbreakable lamp chimney, the customer wouldn't believe him. Nobody believed it. You simply couldn't sell that way. Finally one of the salesmen found a new way to sell them. He would go to a store, with one of the unbreakable lamp chimneys. He would open the door, take the chimney from his bag, cry "Look out," and roll the chimney down the floor.

"Did it break?"

"No."

"We make 'em that way." That was a "dog-fight." See it? Right away you have awakened the man's interest.



S. L. SCHMID

Some men are "fine fellows" and some men are "good workers." Sam Schmid is both. He has been associated with me for nearly thirteen years and I hope they have been as pleasant for him as for me.

Sam Block

Memphis News Scimitar

The MEMPHIS NEWS SCIMITAR has just moved into a new building with increased facilities in order to take care of its fast growing business. Few papers in the South have made such progress as the EVENING NEWS SCIMITAR.

It was one of the first important newspapers of the country to go up to 3 cents per copy and the fact that it carried 1,050,156 lines more from local advertisers (six days per week) during 1919 than was carried by any other Memphis newspaper is evidence of its strength in its community.

Suppose you go out in Minnesota where they use Mississippi water to wash in. It is a lime water, very hard, and ordinary soap doesn't make much of a lather. You are selling "Rose Queen Soap." It is made for Mississippi lime water—you drop it in a basin and you have a regular cyclone of bubbles and lather. It is suited to that part of the country. They also have very hard water in Michigan. Supposing you are introducing that soap in Grand Rapids, Mich. The water is so hard that the soaps on the market hardly make any lather at all. Well you go into Grand Rapids. Are you going into a store to sell that soap and say, "I want to introduce "Rose Queen Soap.?" No. Instead of that you go into a store.

The merchant says: "What can I do for you?"

"Have you any basins?"

"Yes."

"How much are they?"

"A quarter."

"Give me a couple, and a cake of the best soap you have." You get the basins and the soap. "Got any water?"

"What are you going to do?"

"I want some water."

"All right, there it is." Now you have awakened his interest. Some old ladies in the store have become interested also and are watching to see what is going to happen. Well, you pay him 55 cents for the basins and cake of soap—a very good investment. You get the water and take the soap you have just bought and start to wash your hands. It doesn't work up any lather, so you say: "It doesn't seem to lather very well, does it?"

The prospect replies, "Well, you know the water here is very hard."

Then you fill the other basin with water, take a cake of "Rose Queen" from your grip and start to wash your hands. Immediately you have a million bubbles. "Rose Queen soap."

"How much is it by the case?"

"Well, how many cases will you have? Sign here." That was a "dog fight."

TOUCHING THE PROSPECT ON A TENDER SPOT

Now I am going to tell you of the check protector salesman's "dog-fight." He goes into a customer's office. He is the bored type, so, as the salesman goes into the office, he doesn't say, "Good morning." The customer doesn't care, so what's the use. The salesman brings out a

blank check from his pocket. Then he takes out a shiny fountain pen (notice that the fountain pen is shiny). You know a shiny object has more attraction. A man will take up a shiny object much more quickly than a dull one. All the time the salesman has said nothing. He opens up: "Will you please sign your legal bank signature?"

"What do you want it for?"

"I am a salesman, I want to do something, not say something." Well, he signs it. You understand that no man writes twice alike, but his characteristics are always the same, and it is the characteristics of the signature that the clerk at the

bank recognizes, and it is on that that he pays the check. Now the salesman goes to work and duplicates his signature. That is easy to do when you have it right before you. You know a man may use a pencil one time and the next time he will use a stub pen. His signature is not exactly the same, but the characteristics appear in both. There will always be a peculiarity about his signature. That is what the clerk at the bank is constantly on the lookout for and what he pays the money on.

Now, while the salesman is duplicating his signature he does not talk. He finds he gets more absorbing interest if he doesn't say anything. You

Service
that serves

April 10, 1920

The H. E. Lesan Advertising Agency,
440 - Fourth Avenue,
New York City.

Attention of Mr. E. K. Gordon.

Dear Mr. Gordon:

I am today in receipt of proofs of Keen Kutter-Curtiss Oriole advertisement, photograph for which was furnished you yesterday.

Evidently you have at some time or other travelled by air and absorbed the idea of airplane efficiency methods.

The airplane has brought everything "up-to-the-minute". It is not too much to expect that soon we will be able to substitute the word "door-step" for the word "minute".

The advertising agency that brings advertisement "up-to-the-minute" is the one that carries your message "up-to-the-doorstep" -- and doesn't stop there.

I need not tell you that I appreciate this service -- I have become so used to it that I sort of expect it from you.

Yours very sincerely,
W. J. Richardson
Advertising Manager.

YDR-E

On April 9th we received the photograph. Mr. Richardson's letter dated April 10th, acknowledges receipt of PROOFS of the completed advertisement.

know the larger a man's bank account the more jealous he is about his signature. Well, if a forger can get the same check form, he won't have much difficulty in forging the man's signature. "I can do this," says the salesman, "and how are you going to prove that the signature is forged?"

Can you figure out a way of applying that thing to your line? I don't mean for you to pull off some kind of stunt that does not lead into your line. What you want is a new, fresh and interesting way of putting your entire proposition before your prospect.

Don't pull off old jokes and con-

undrums. You know that old "Why does a chicken cross the road," and "Why does a miller wear a white hat" stuff. Not that. Then, too, you will have to change your "dog-fight." When I get back to the States I will probably have to get a new one for my line.

Next, we have the busy man. There are two types of busy men. There is the man who is really busy. Leave him alone. Don't even say, "I beg your pardon." Get out of the office. Go in and come right out. You can come back again some other time.

Now the other type—the you-ask-me-if-I-am busy type. You know, no man admits he is not busy. We

all like to appear to be so. But we are not so busy that we cannot stop to do something. You know this type of man. He shuffles a lot of papers around his desk, and appears to be terribly busy.

GOOD ADVICE ON HANDLING BUSY MEN

Well, treat him as a busy man. The same way. Don't say: "Good morning, my name is Brown—nice day. May I have a few minutes of your time?" "Can" it. It doesn't amount to anything. If you have a good proposition, that stuff is going to hurt your sales. Just go in to him and put your proposition to him in a nutshell. Say so and so, so much. Go right to it. When he asks what you want, don't say: "I want to talk to you about my proposition." When he says:

"What do you want today?"

Tell him: Do it. Get your proposition boiled down for that man. He is entitled to it. Suppose I am in the home office. The Monday morning mail is coming up. It is always very heavy on that day. There are two or three salesmen in town with whom I have to have a conference. I am entitled to the quickest action you can give me. You have got to practise continually until you have your proposition condensed so that when you meet this kind of man you are ready for him. It may take you three months to do it, but get it.

Now we come to the angry man. Why is he angry? Perhaps he has just come from an interview with the "old man," who has told him how good he is not. He is as sore as a boil. You come in and he looks you in the face, and cries out in a loud voice: "What do you want?" If he is really angry, get out and come back another time. If you can get out, do so. But if you can't, don't start to talk. It only makes matters worse. If you can do so without being impolite, sit down. Wait awhile. He looks at you and says: "What do you want?"

Don't tell him. Just smile and ask: "What is the matter?" If you can get him to start telling you what is the matter you are well off. Be a sponge. Absorb everything he has got. Any man who has anything that is bothering him likes to get it off his chest. Let him unburden himself.

Freud has a theory of reading of dreams. It is that the nightmares we have, the feeling of fear that we have when certain objects are pre-

Continued on page 40



Advertising that makes sales



Hardware dealers know that—
 Keen Kutter means quality tools and cutlery.
 The Keen Kutter Oriole will impress them that—
 Keen Kutter also means progressive sales and advertising methods.
 The Simmons Hardware Company profitably uses the dependable Curtiss Oriole for its salesmen.
 There is a Curtiss aeroplane and flying boat for every practical purpose—either business or pleasure.



CURTISS AEROPLANE and MOTOR CORPORATION
 Sales Office: Garden City, Long Island, N. Y.

Factories: Garden City, L. I. and Buffalo, N. Y. Flying Field, Training Schools and Service Stations: Garden City, Buffalo, Cret. N. J., Newport News, Va., Miami, Fla., and Buffalo. Dealers and distributors in all parts of the United States, Mexico, Brazil, Argentina, Australia and the Philippines.

Gentlemen: Please show me how I can use a Curtiss Oriole in my business, and send me the Oriole booklet.

Name:

Address: City:

Occupation: State:

H. E. LESAN ADVERTISING AGENCY, INC.
 440 Fourth Avenue - - - - - New York City
 Republic Building - - - - - Chicago

Say It Pleasantly and Repeat It Often

Say It Truthfully, Too, and You Have the Substitute for "Poison Copy" In Advertising

By R. B. SABIN

Advertising Department, S. S. White Dental Mfg. Co.

I AM FIRMLY convinced that nothing constructive is accomplished in any field of activity, by degrading an art to the level of the uncultured, unformed or of those deliberately and hopelessly opposed to any form of advancement. Conversely, it is my opinion that greater

returns follow a conscientious effort to stimulate interest in truth, beauty, and wholesomeness.

Therefore I am in perfect agreement with the spirit of Whitsett, Pennell, Reidy, the Christian Science Monitor and others in lamenting the tendency of many ad-

vertising geniuses who think it necessary to be sensational, sensual, horrible, fear impelling, gaudy, or tricky, to engage the sympathetic attention of the great multitude to whom their appeal is addressed.

The force of advertising, its tremendous stimulus in the development of the world, have passed beyond the stage of argument; they are recognized and axiomatic. Whatever can be done to make advertising better for the whole world of people, for the advertiser and for the producer of advertising, should be the inspiration for all of us who provide the pictorial art and the word pictures by which the public is to be informed.

Mr. Whitsett has drawn attention to the negative tendencies and faith-destroying effects of "fear" copy, putting himself in the place of the average man, where we all belong most of the time, and describing humorously, but no doubt truthfully, the unpleasant sensations he has experienced from the reading of familiar razor atrocities and cigar horrors.

When we are reading about any one razor, must we be told, by inference at least, that every other razor is a menace to life itself; should any cigar advertisement have for its motif the harmful or distressing possibilities of tobacco in general?

It seems to me far more cheering and inspiring to contemplate a world of products where most are good and some are better, than to be constantly impressed with the belief that all are bad and some are worse.

WOULD WRITERS BE SOLD BY THEIR OWN COPY?

Believing the average producer of advertising to be a person of intelligence it is fair to assume that those who are responsible for sensational and "fear" copy, would not be sold by their own style of argument. By what right or by what process of reasoning do they underrate the intelligence or minimize the sensibilities of their audiences?

"But then the product sells" is the answer of the advertising man, as if that ended the argument.

ANNOUNCEMENT

TO facilitate the conduct of our business and to make room in our home plant, the Eastern Sales Division of the Advertising Department of The Butterick Publications under the supervision of Mr. W. C. McMillan, has been moved from the Butterick Building to the Buckley-Newhall Building

*One Hundred West
Forty-first Street
Telephone, Bryant 1823*

BUTTERICK

Yes, the product sells; perhaps in spite of the character of the advertising. Publicity alone will foster trade and so long as there is a desire or a demand, while the consumer has sold himself the idea that he should have or wants an article, publicity and distribution will get the article into his hands.

But what about the large market, among those who have no definite inclination toward the possession of an article; who realize no need or advantage in having it?

To these some inspiration must be given, some information, a realization of possible benefit, a desire and finally confidence in the proposition you make to them.

Suppose that cheerful, inspiring, educational copy should lead a buyer to seek more information, to read some other advertisement. Should you fear the comparison? Have you lost him? And even should you lose a buyer now and then, does it discredit the general argument for truthful, forceful, elevating copy?

RELEVANCY, HARMONY, GOOD TASTE

I think most of us lack, in some measure, the courage of our convictions. We are misled by the noise the other fellow makes and without investigating the result he achieves we are tempted to shout louder in our efforts to be heard. Quite likely, then, the producers of the style of copy subject to this attack are not monsters devoid of higher reasoning power as their present output might signify. It may be one of the fads or fashions which somehow steal upon us and against our better judgment temporarily hold dominion over us, mind, body, and soul. Let us hope so; let us who think we see a better way, show by precept and example, what can be done by safe and sane copy. Embellishment and color need not be limited in the copy argument any more than in the art work except by the bounds of relevancy, harmony and good taste.

Has it not proved that real art is a thing wholly capable of appeal to the masses? Simple tests of color harmony and balance of form among school children and among those without education in art, have proven conclusively that the thing that pleases is that which is artistic; that which is right in the eyes of the art students.

The simple eloquence of Lincoln which carried its point to the humblest home is none the less art, and

is so dedicated in the bronze tablet of his Gettysburgh Oration which stands in the University of Edinburgh as a classic in English.

If we have only one good thing to say about an article and there is only one truthful way to say it, neither of which is likely to happen, say it the truthful way and repeat as often as necessary. We gain nothing by irrelevant talk or questionable statements and we create a positive distaste among our readers by picturing a lot of ugly situations real or imaginary in the rejection of the thing we have to sell.

A Real Textbook

ADVERTISING & SELLING I consider one of the most necessary publications which comes to my desk.

It has become a real textbook on advertising and selling, and is a valuable asset to any man or concern interested in business promotion.—J. E. Moriarty, Advertising Publicity, Milwaukee.

"A Good Companion"

I have your letter of May 10 and the back copies of ADVERTISING & SELLING. Thank you very much for extending the *Sun's* subscription to cover the omissions. We dislike very much missing a single copy of ADVERTISING & SELLING. * * * We regard it as a good companion in our work.—Allan R. Sills, advertising manager, the Sun Publishing Co., Brandon, Manitoba.

In how many Philadelphia homes is your kitchen cabinet used?

Philadelphia is one of the largest markets for kitchen cabinets in the United States.

There are four hundred thousand homes within the city limits, its suburban zone numbers about a hundred and fifty-thousand more homes.

The women of Philadelphia are noted for the pride they take in their homes, as so many houses here are owned by the families that live in them.

Real home-making and home-keeping is the vogue in Philadelphia. Home cooking, home baking, home preserving.

Household conveniences and utilities always are in greater demand in communities where people "keep house."

Kitchen cabinets have never really been pushed here in a big dominating way. Some maker is going to take advantage of this opportunity. Will it be you?

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

Dominate Philadelphia

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

The Bulletin



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

466,732 copies
a day

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

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



Slip into his chair for a moment

SOMEBODY else's desk is always interesting! Sit down here and see what is on this one. It belongs to the business manager of any one of the eleven McGraw-Hill engineering journals.

Right on top is a letter. Look it over! It's from a man in the middle West whose single page in the last issue cleaned him out of stock. Now he wants to quit advertising. Have to sell him on building next year's business and permanent good will.

What's this about 300 inquiries? Letter from an advertiser admitting it quite frankly. One insertion!

Note on the memo pad there says, "Send picture to Sellem Company for next issue." Guess Friend B. M. must have run across a photo of one of Sellem's machines in operation at some out of the way place. So he's going to send 'em a snap of it in time for their next page.

Zing! There goes his 'phone. Answer it! Somebody wants to know who buys the equipment for those big development jobs in South America. That's easy. You tell them: The engineers and executives who read **Ingenieria Internacional!**

They Were Engineers Who Bought!

Here's a note written on the back of an advertising representative's card. Says the last series of spreads prepared by the Advertising Service Department for one of his clients is pulling strong. Business is not all grief even if white paper has gone up 175 per cent!

There's his bag all packed. Just a little trip to the Coast, probably, to talk over some advertisers' sales problems and help them to get real dividends on the advertising investment in the McGraw-Hill publications. Trip includes a stop-over on the way in order to talk at an engineering sales convention.

Interesting desk, isn't it? Are you getting all the selling help from it that it can give you—in reaching the men who really buy in the fields of mechanical, chemical, mining, electrical and civil engineering?


The 11 McGraw-Hill Publications

McGraw-Hill Company, Inc.

Tenth Avenue at 36th Street, New York

A black and white illustration. On the right side, a woman with short, light-colored hair is shown from the chest up. She is wearing a dark, heavy coat with a thick, light-colored fur collar. She is holding a large, rectangular sheet of paper or a document in front of her. The background is a stylized, hazy cityscape with various buildings and structures. The overall style is reminiscent of mid-20th-century graphic design or advertising art.

PAPER AS A FACTOR



The Tribes of the Himalaya Mountains Never Destroy a Picture

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

White is the mourning color of China

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

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

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

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

Research Laboratories

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

IN FOREIGN TRADE

Using the Film in Export Advertising

How the Haynes Automobile Company Is Testing the Screen Medium in the Foreign Field

TAKE a not always sympathetic atmosphere, a market prejudiced in favor of the local competitor, a situation complicated by a thousand and one subtle, unfamiliar buying factors and, as a handicap, the necessity of putting across a highly technical sales argument in a language different from the one in which it was originally couched. Add the harassment of a strongly organized competition from another outsider like yourself who probably has the advantage of having gained the jump on you in time of arrival on the scene.

There you have the problem of the American manufacturer freshly adventuring in the foreign field.

What's the solution?

THE FILM IN THE EXPORT FIELD

Not as a complete solution, but as a short-cutting formula to that solution, some American manufacturers facing this problem are suggesting the motion picture film.

"It cuts the Gordian language knot," they say, "and it gets across your story with a wealth of detail that no salesman on earth could hope to reproduce in any language."

One of the latest manufacturers to resort to the clear and concise narrative of the movie in its export selling is the Haynes Automobile Company, of Kokomo, Ind.

An entire staff of motion picture men from the plant of the Universal Film Manufacturing Company of New York, including the well-known director, Harry Fraser, two camera men under the direction of Harry Forbes and a crew of electricians armed with hundreds of feet of cable, floodlights and other necessary paraphenalia have just finished the big task of "shooting" pictures of all the departments of the Haynes organization from all angles.

The completed four thousand foot, four-reel film which is the result of their labors, depicts the various details and processes of construction, drop-forging, automatic gear cutting, motor testing, metallurgical inspection, motor and chassis assembly, multiple drilling, aluminum crank case milling, body finishing and upholstery, shipping and marketing. Unusual effects were obtained from an aeroplane which carried the cam-

era operator over the big factory so that he might give future prospects an adequate conception of its extent.

HOW DISTRIBUTION IS EFFECTED

As soon as it was completed, a print of the film was hurried to Europe by Leonide Barrere, manager of the Haynes Company's European Sales Division. In Europe it is already on the screen being shown to prominent automobile men in private



GILBERT U. RADOYE

exhibitions and running in the cinema houses to give the general European public an idea of what kind of workmanship goes into the making of a good American motor car. The film will also be released by the Universal Company through the United States Bureau of Commercial Economics. "Stills," portraying some of the main operations of manufacture filmed are being sent to newspapers and trade journals. Just before Mr. Barrere sailed for Europe, a showing of the Haynes film was made in the Universal studios in New York before an audience of newspaper, trade paper, magazine and automotive association representatives.

Prophecying the success of the new publicity venture, Gilbert U. Radoye, director of advertising for the company, who has had much to do with its conception and development, said:

"The use of the motion picture film as a means of educating the public in the finer points of Haynes manufacturing methods is probably something novel, but we have implicit

faith in its effectiveness as a selling medium. It puts across the story of the Haynes in a convincing manner, especially in foreign countries, where word pictures alone do not have quite as much force as they do in the United States."

In other words, Mr. Radoye's belief coincides with that of many others who have made a study of export publicity and who say that the motion picture is particularly adopted to the task of convincing foreign buyers, individually and *en masse* of the superior merits of American products. These others will watch with interest Mr. Radoye's venture into this medium with what seems a difficult and complicated technical message.

THE HAYNES NEWSPAPER CAMPAIGN

It is interesting to note that at the same time that it is coming before the public on the movie screen, the Haynes is being advertised widely over the United States through a big newspaper campaign. After reviewing the various schemes for cooperative advertising between manufacturer and dealer, Mr. Radoye's department decided that the most certain way of assuring the Haynes national campaign the support of a strong newspaper campaign was to take charge of the newspaper advertising itself, organizing and financing a standardized program from the main office, leaving it to the dealer only to do what additional advertising he cared to embark on.

"We are firmly convinced," Mr. Radoye said, "that this is the logical and ultimate answer to the question of dealer and factory newspaper advertising so far as it concerns the automotive industry, and the one which will be adopted sooner or later by all automobile manufacturers."

Spreading "Courtesy" Message

Your leading article in the number of May 8 is exceedingly valuable and timely. We would appreciate your mailing to each of our salesmen, list enclosed, a copy of this number. When we hear from you, we will write our men telling them if you are able to send these copies. If so, please do so at your earliest convenience, sending bill to us at same time. —L. D. Young, advertising manager, Pennsylvania Chocolate Co., Pittsburgh, Pa.

Publishers Organize a Conservation League

Representatives of more than 100 newspapers who met in Washington on Monday organized the United States Publishers' Newspaper Conservation League.

W. J. Pape of the Waterbury, Conn., *Republican*, was elected president of the league, and Joseph B. Finan of the Cumberland, Md., *Evening Times*, secretary. Orville Elder of the Washington, Iowa, *Journal*, and W. W. Weaver of the Durham, N. C., *Sun* were named as vice-presidents, and J. R. Snyder of the Gary, Ind., *Post*, treasurer.

Members of the executive committee, which will endeavor with the officers to formulate conservation plans, include:

Jason Rogers, chairman, *New York Globe*; F. W. Wilson, Newburgh, N. Y., *News*; J. H. Zerby, Pottsville, Pa., *Republican*; H. C. Hoteling, St. Paul, Minn., ex-secretary National Editorial Association; George B. Lockwood, Muncie, Ind., *Press*; F. R. Moses, Marshall, Mich., *Chronicle*; G. F. Spaulding, Shawnee, Okla., *News*, and J. W. Smith, Monroe, La., *News-Star*.

Resolutions requesting all publishers of papers of 50,000 circulation and over to reduce consumption 10 per cent on Sunday and 5 per cent daily were adopted, and half a dozen similar organizations were asked to help obtain legislation "to alleviate the evil."

Olive Advertising Campaign Under Way

At the annual meeting of the California Olive Gowers' Association held in San Francisco recently, funds were pledged and plans were made for a huge advertising campaign this summer in which packers and growers will co-operate to make the market for ripe olives nationwide. Among the measures discussed was the expenditure of \$100,000 for research work in improving the process of canning olives.

National Campaign for Sexton Underwear

Under the direction of W. R. Warren, advertising manager, the Sexton Manufacturing Co., makers of underwear and nightwear, at Fairfield, Ill., will feature men's and children's garments in its first national advertising campaign to be conducted this spring and during the summer months.

Asbury Park Hotel Men Will Advertise

Sherman Demis, of the Monterey Hotel, Asbury Park, N. J., at the annual convention of the New Jersey State Hotel Men's Association, Atlantic City, N. J., in advocating that summer resorts join in advertising, told how the hotel men of Asbury Park are clubbing together to advertise. The sum of \$20,000 will be raised, he said, to advertise the city in daily papers and in mediums devoted to the tourists and travelers. To this end the Mayor and Chamber of Commerce are also co-operating to make the city an all-year-round resort.

National Chamber Appoints Industrial Manager

E. W. McCullough, for nine years executive secretary of the National Implement and Vehicle Association, Chicago, has been named as manager of the new Industrial Production Department of the United States Chamber of Commerce.

Display Men to Meet at Detroit

The twenty-third annual convention of the International Association of Display Men will be held at Detroit July 12-15. The entire main floor of the Arcadia Auditorium, with a space of 20,000 square feet, has been set aside for the exhibits of manufacturers and dealers. A loving cup will be awarded to the firm presenting the best decoration.

New Business for Brandt Agency

New active accounts, now being handled by the Brandt Advertising Co., Chicago, include the C. F. Adams Co., the O. K. Truck Co., Muskogee, Okla.; Building Material Exhibit, Chicago; Iowa Soap Co., Burlington, Ia.; Rosebrite Jewelry Co., Lake Shore Trust & Savings Bank,

Ru & Ja Co., motion picture machine; Condensed Bluing Co.; Lewis Lewin Co., makers of overalls, and the Wexco Tire Co.

Depending Upon "A. & S."

Answering your communication dated April 27, will advise that Ida B Campbell, our librarian at the factory, has placed a subscription from April 17, 1920, to September 30, 1920, for ADVERTISING & SELLING, to be sent to the writer. Please check this up and see that I receive ADVERTISING & SELLING regularly, as I depend upon it to a great extent and would be very much disappointed if I failed to receive ADVERTISING & SELLING.—B. F. Goodrich Rubber Co., Seattle, Wash., by L. E. Warford, advertisement department.

CHARACTER

Faces caught in the hurrying traffic of an active day—the rugged face of Labor, the brow-furrowed features of Big Business—no two ever alike and each telling its own dramatic story of human progress. Advertising should show types, animated, vigorous expressions, and star performers in all the little domestic and industrial scenes of salesmanship on paper. Making people really LIVE, in this silent portraiture, is one of the imperative essentials of modern advertising—and we therefore make a special study of it.

The **ETHRIDGE ASS'N OF ARTISTS**
 New York Studios · 23 East 26th Street
 Chicago Studios · 140 N. Dearborn Street



Arthur Simon Directs Franklin, Simon Advertising

Arthur Simon, of Franklin Simon & Co., New York department store, will direct the advertising of the company, formerly in charge of Francis J. Best, resigned.

Six Point League Recognizes Seven More Agencies

Wm. J. Morton, Herman G. Halstead and Fred P. Motz announce that the Six Point League has recognized the following agencies:

Louis J. Goldman, Inc., 1834 Broadway, New York; The William J. Bryan Co., 110 West Fortieth street, New York; Harry M. Frost Co., Inc., 101 Tremont street, Boston, Mass.; Sheridan, Shawhan & Sheridan, Inc., 30 E. Thirty-fourth

street, New York; The Empire Company, Empire Building, Philadelphia, Pa.; Snodgrass & Gayness, Inc., 480 Fifth avenue, New York; Thomas F. Logan, Inc., 680 Fifth avenue, New York; Joseph W. Gannon, 200 Fifth avenue, New York; H. C. Goodwin, Inc., 310 Insurance Building, Rochester, N. Y.

Fred C. Williams Dies

Fred C. Williams, well-known advertising man, who was at one time city editor of the *Journal of Commerce* in New York, died suddenly of heart disease on Friday night of last week at his residence, 170 New York avenue, Brooklyn.

Mr. Williams, who was with the *Journal of Commerce* for seventeen years, left to go with the Associated Press, where he

helped establish the marine department. Later, while on the editorial staff of the *New York Commercial*, he decided to go into the advertising business for himself. He secured several important clients and his agency proved successful.

Mr. Williams was an active Republican in the Eighteenth Assembly District, acting as secretary of its political committee.

Perkins Advertising Director of Wm. R. Warner & Co.

Grafton B. Perkins has resigned as promotion manager of the McGraw-Hill Co., to become advertising director of Wm. R. Warner & Co., Richard Hudnut and the Bauer Chemical Co. The change, which became effective May 15, takes Perkins back into the pharmaceutical and toilet goods field. Prior to joining the army in 1917 he had been advertising manager of the Resinol Chemical Company, going to that house from the Potter Drug & Chemical Corporation, where he had been for six years in charge of copy of all export advertising. During the war Perkins served with the Field Artillery and the General Staff, in this country, in the Philippines, and with the A. E. F., Siberia. Upon returning to civil life he carried with him a reserve commission as Lieutenant Colonel.

Triad League Holds a Novel Advertising Dance

The "Dance of the Slogans" and the awarding of nationally advertised products as prizes in an elimination contest were features of a novel advertising dance held at the New York Advertising Club by the Triad League, last Saturday night.

On every one present there was pinned either the slogan or the name of a product drawn in humorous cartoon style upon a colored card. When the dance of the slogans was announced slogans and products were coupled, and as they circled the club floor to the music they were eliminated by drawing tickets from a box. The prize winners were awarded the products which they represented. The club, which was very artistically decorated, was fashioned after the manner of a modern advertising agency, being divided into service, research, checking and other departments.

The retiring president, Otto Kleppner, was presented by George Burton Hotchkiss with the personal prize awarded with the Tipper Cup, and also with a present from the members of the league. William Norton Schleicher, retiring treasurer, was given a gold fountain pen for his work in the New York University advertising campaign. For the coming year: Marvin Stanley Small was elected president; Miss Ray Kapp, vice-president; George Roosevelt, secretary, and Meyer Denby, treasurer.

Will Direct Piano Sates and Advertising

Walter W. Hubbard, Jr., recently on the staff of the *American City*, New York, has become advertising sales manager of the Ludwig Piano Co., Philadelphia manufacturers, who operate a chain of stores. Hubbard was formerly an instructor in advertising in the A. E. F. University, Beaume, Cote d'Or, France.



Wide Field Covered in Agency "Audits"

Continued Discussion of the Subject Leads to the Development of New Ideas As to the Desirable Course

THERE are many ways in which advertising agencies might be "audited," and many varying opinions as to the desirability of such action, expressed in the appended communications received by *ADVERTISING AND SELLING*, following publication of an article on that subject on April 17, and a grist of letters arriving steadily ever since.

Some of the letters received in the last week contain very interesting opinions of leading publishers, advertising agents and national advertisers.

Here are some of the views expressed:

By **RUSSELL M. SEEDS**, president, the Russell M. Seeds Company, advertising agency, Indianapolis:

A standardized audit for agencies, it seems to me, is purely a question for the publishers. Each of the three leading publishers' organizations, the A. N. P. A., P. P. A. and the Agricultural Press Association, has its own credit arrangements. Perhaps these investigations could be improved if these three organizations joined in maintaining a single credit bureau.

I rather take it that you are looking not merely to the credit end but to a broader proposition of general rules for agency recognition. These cannot be so fixed as to give the existing agency a monopoly in the agency field. New agencies will come in and be recognized. This is inevitable and proper. If it were otherwise, we of the older school would be disposed to loaf on the job and the publishing world would lose a goodly portion of the energy now devoted by both new and old agencies to the development of new advertising accounts. Of course, it is a great hardship upon the owners of an established agency that their own men whom they have brought up and educated into good advertisers, should be able to steal away the accounts they are handling and get the necessary recognition to carry on business for these accounts themselves; yet this is a very logical development. These men are equipped with the experience and intelligence and when they can get the necessary

capital or show that the business they have in hand is sufficiently profitable, there is no reason why publishers should not recognize them if they are men of the right character. After all, it is character rather than capital that weighs in the credit question. There are few, if any, agencies in the country whose monthly business does not exceed their capital stock and in many cases it exceeds both their capital and surplus. If they are good managers they will make their collections in time to meet their obligations; if not, they will go to the wall and that is all there is to it.

The one sore spot that I see in the whole matter of recognition is the complacency with which the publishers to-day regard the agency owned by the advertiser. The case of Postum Cereal is, of course, notable. But there are others like the Murray Howe Company owned by the Carbide, of much more recent growth. The tendency towards mergers has not been stopped by the Sherman law or any other anti-trust legislation and it is quite evident that this tendency is due for a large development within the next decade or two. This means that no independent agency feels very safe in developing a large advertising account because it never knows when the concern whose prosperity it has helped to build, will be taken into some merger and the account immediately transferred to the agency owned by the merged corporation. Another point on which the publishers' organizations are becoming notoriously loose is in the matter of rebates. I can point out quite a number of larger advertisers whose accounts are placed by agencies that give no service whatever and are frequently located at a very long distance from the headquarters of the advertiser. It is nonsense, of course, to believe that the full commissions upon these accounts are enjoyed by the agency placing them. After the advertiser's account reaches a certain size, it is simply a question of arithmetic. A complete equipment for handling his advertising will cost him so much per year. If that is considerably less than commissions earned, he is quite likely to seek a connection through

which his advertising can be placed upon a slight brokerage margin and thus save for himself the difference.

There is nothing to prevent this sort of thing except a very long vision on the part of the publishers. Its effect, of course, is to greatly discourage the efforts of the independent agency, and if these efforts are a sufficiently valuable asset to the publishers they should be protected. If they are not, then it is well enough to let the thing drift along until the burden of developing new accounts falls entirely upon the shoulders of the publishers.

By **WALTER B. SNOW**, Walter B. Snow and Staff Advertising, Boston:

Being a member of the American Association of Advertising Agencies it quite naturally seems to me that this organization is best equipped to take the initiative in this work and that it would quite naturally turn to the Audit Bureau of Circulation to do the detail work.

The third method proposed seems to me to hang altogether too much on the word "if." The leading publishers certainly will examine the character and responsibility of the agency more carefully, but there are still altogether too many publishers whose interest is divided when it comes to action upon such examination.

By **RALPH KAYE**, The Kissel Motor Car Company, Hartford, Wis.:

Advertising in the last four years has attained a degree of dignity and of wholesome soundness little dreamed of but a few years ago. Now an advertising agent receives his compensation from the publishers, which is an anomalous situation because his responsibility is not to the publisher, but to his client, the advertiser.

It has been definitely established that an advertising agency is a personal service corporation, so recognized by the government. Is it possible, then, to get any adequate idea of the worth of that personal service by means of an audit, which only amounts to a more or less physical inventory?

The financial resources, the personnel in terms of number of people utilized, office equipment and other things, it is true, could be inventoried. Likewise, an agency could be investigated as to whether rebates were being given to clients. All these, however, are but incidental and could if occasion arose, be

The Farm Journal

Always Hits the Nail on the Head



“Paint Follows Profit”

“As The Farm Journal’s campaign for ‘a good living and 10%’ becomes increasingly effective, more painting will be done. Country trading centers report that 18% of their sales on

paints, etc., are in May and June. Full details of summer buying in all lines are given in the study as to when the farmer does his buying, now on file in our several offices.”

The Farm Journal

15 E. 40th Street
NEW YORK CITY

Crocker Bldg.
SAN FRANCISCO, CAL.

Washington Square
PHILADELPHIA

Peoples Gas Bldg.
CHICAGO, ILL.

concealed from any chance of discovery.

Of the recognized advertising agencies, no doubt, all could in the face of a preliminary investigation show in a manner satisfactory to the Auditing Committee. But, however, what the advertiser wants in an advertising agent is good counsel in selling and advertising policies.

Could that form of personal service be analyzed by one group of men, either publishers or advertisers and be interpreted to meet the needs of a thousand businesses all different and distinctive to themselves?

By FRANK FINNEY, Street &

Finney, Inc., advertising, New York:

I don't see why agencies should be audited except for the benefit of publications extending them credit. Don't see that there is any advantage to the advertiser in having an audit of an agency.

If an audit could be made of their organization, that would be an advantage to the advertiser, but such an audit would only result in the expression of opinions about the agencies which might or might not be sound.

By O. J. McCLURE, O. J. McClur Advertising Agency, Chicago:

The article by Mr. A. W. Erick-

son in your May 1 issue on the subject of "Auditing the Agency," appeals to us as getting much closer to the real meat of the subject than the previous article, but why not audit the agency by investigating among its clients, past and present?

If each agency were required to turn in a list of *all* its present and former clients (for, say, five years back), and then let your committee go to *all* of them and find out how much of a factor the agency had been in increasing profits—this, it seems to us, would be *real* auditing.

By ARTHUR J. CROCKETT, the Modern Priscilla, Boston:

I have read with much interest Mr. Smith's article on "Auditing the Advertising Agencies," which appears in your issue of April 17; also Mr. Erickson's article, "Can Brains and Experience Be Audited?" which appears in your issue of May 1.

I agree with Mr. Erickson when he says: "The whole proposition has been approached from the wrong angle." I also have too much sympathy for the advertising agents to want them submitted to an audit by the A. B. C., although I will say that experience along this line on the part of the agent might lead him to have more sympathy for the publisher and possibly result in saner requirements on the part of the A. B. C. than they have recently manifested.

In my opinion the publishers of the country and the American Association of Advertising Agencies, if they will only work together through a joint committee, are quite capable of determining what advertising agents should be granted recognition and what should not be.

By PHILIP RITTER, of the Philip Ritter Company, Inc., advertising, N. Y.:

Briefly, our judgment is that the work of auditing or examining into the fitness of an advertising agency should be done by the American Association of Advertising Agencies. This would be merely extending the present methods of recognition to those existing agencies whose qualifications have not been certified to.

By WALTER O. BAILEY, advertising manager, *Motor Boating*, New York:

The point raised regarding the investigation of advertising agencies is an important one. Those who have nothing to hide will welcome it and the others don't count.

The writer believes the Audit Bureau of Circulations is the right kind of an organization to undertake this

E. W. HELLWIG COMPANY

299 MADISON AVENUE
NEW YORK

ADVERTISING

work in the fairest manner. They cannot be charged with prejudice as an A. A. A. A. investigation might be, and on the other hand would be in a position to conduct such investigations in a manner more complete than any individual publisher. Furthermore, the result of their investigations would be open to everyone belonging to the A. B. C., which means practically every large publisher, agent and advertiser.

By JOHN T. HOLDEN, of John Holden, advertising, Sacramento:

If it (auditing the advertising agencies) will protect me against the big stiff who drops off the train and with slurring boast of "our AAAA standing proves us superior to inexperienced local men," steals the cream of my local business without giving any better service than I can, then I'm opposed to it.

I'm "agin it" if it is another means of helping the 117 of Mr. Smith's annointed ones to get business away from the remaining 1,144 he intimates include more crooked than sound members and whom he intimates are unworthy of patronage because they may be "inexperienced," "unscrupulous," "incompetent" or lacking in "highest character," "deepest experience" or "highest financial integrity."

"B" stands for "bulk" and also for "brains"—not always for both at once. The fact that an agency is big does not prove that it is better than the small one in the work it is doing proportionately. The small agency in the small city is frequently better able to judge the local situation than its cumbersome rival. There is no reason to believe that one has any monopoly on the honesty of the universe, nor is there need for greater financial resources than the business requires. Why, then, worship at the shrine of greatness?

If your plan will protect me against the commission splitter in the publisher's office who gives my clients lower rates direct than he gives through me, then I'm with you. The same applies to the rival agency that divides its commissions with its customers.

If you will protect me against the unfair competition of the publisher who writes copy for nothing to get the advertisements, thus enabling merchants to say, "Why pay you for what the papers do for nothing?" then I agree with you.

If you will be more definite in what your auditing means to do it will be easier to give an opinion, but audit may cover a good many things,

The A. B. C. has a definite purpose, that of insuring accurate figures on circulation in which we deal. What are you going to fix on as the information to be given by agencies? It must be those things that are common usage, and that publishers, clients and other agencies have a right to know about. What are they?

Will you make it one's customers? Have other agencies any right to know who you do business with?

Will you include your accounts? Few men would be willing to do this except to certain privileged persons. When you ask access to the record

of profits and losses you are asking very vital information.

Do you mean to throw your reference library and statistical records open to inspection? What good would that do?

It seems to me that what we really are aiming at is this: To find a means of certifying that the agency is competent to do the work it undertakes. That means that it must be in the habit of paying its debts; of keeping its promises; of producing results for its clients; of not violating the ethics of our profession.

No audit bureau can guarantee

Nordhem Service

POSTER ADVERTISING

Worth thinking about

For Adequate Service - consult

IVAN B. NORDHEM COMPANY

Distributing Standard Electrical Supplies in the United States & Canada

1700 4th Street - New York City - Telephone BR 1000 - Pa.

payments—the commercial agencies go as far as any one can in informing one on this point. Nor can it compel fulfilment of engagements. Result producing is largely a matter of conditions. The efficient always survive, whether in a factory, a store or an advertising agency. Can you guarantee them?

In ethics we can establish a code, but I have never seen one in A&S, PI, AA, E&P, WA, or any of the other advertising publications I receive regularly. I have one of my own, but unless you ask it I will not take your space with what is a per-

sonal matter. The golden rule sums it up. Were such a standard of ethics subscribed to, one way of getting what we are after would be to have a form of statement including the facts necessary and of importance, such as cutting commissions, number of accounts handled, total amount involved, class of business specialized on, whether all bills have been paid up to a given date, and any other information that will satisfy the proper demand of those concerned for assurance that the subscriber is safe to deal with. A copy of this, signed and sworn to would

be in the direction desired and would protect those who needed it.

In any discussion of this sort it seems important to me that the small agency should be protected and up-built, because it needs aid where the big fellow can take care of himself, and it is from these little fellows' training schools that the big men of the future are coming. Also, any slur on the small organization, any reference to "AAAA membership proves our superiority," etc., is a slur on the profession and corroboration of the impression that advertising is to be trusted, only when planned by 117 out of the great mass of firms.

Finally, decide what to audit, then the auditing agency will be apparent at once, whether ABC, AAAA, or publisher. I am inclined to the latter myself.

By FRANK W. HARWOOD, advertising director, the General Cigar Company, New York:

Personally I do not believe that the movement for the auditing of advertising agencies is a practical one.

In establishing agency connections, the advertiser carefully considers the agencies who are soliciting his business with the view, first, of learning of their liability from a financial standpoint, and second, and most important of all, the service they are to render.

Unless the advertiser has 100 per cent faith in the efficiency and honesty of his advertising agent, an audit would not change this condition and both parties would be better off if business relations are severed.

We look upon our advertising agents as a department of this business and the minute we lose faith in our relations, our agents are treated as a department head who is not rendering his best services would be treated and relations are severed.

My personal belief is that auditing of the advertising agencies would add merely another expense to advertising and would prove of very little, if any, benefit.

Charles Daniel Frey Opens in New York

With Vice-President Arthur B. Sullivan in charge, the Charles Daniel Frey Company, Chicago advertising illustrators, has opened offices and studios in the Flatiron Building, New York.

"Can't Miss an Issue"

We failed to receive the March 27 issue of ADVERTISING & SELLING. As we are quite interested in this magazine we would appreciate your sending us a copy. —The Sumner K. Prescott, Seattle, Wash., by Paul Olsen.

BIG VALUE

in the No. 10

AGENCY LIST

of the

Standard Advertising Register

Just off the Press

Contains

Advertising Agencies of the United States and Canada, with their personnel.

Agencies recognized by A.N.P.A., P.P.A., Agricultural Publishers' Assn. and Canadian Press Assn., or members of the A.A. of A.A. or N.O.A.B.

Lists of accounts handled by over 500 leading Agencies.

List of 2500 accounts placed Direct.

A New Feature This Issue

Agencies arranged by cities and states, for convenience of traveling solicitors.

A unique publication. Worth many times its cost.

Price \$5 per copy

\$10 per year—three issues

Note—Beginning with next (July) issue, the yearly rate will be increased to \$12.50.

Send In Your Subscription With Remittance Now

National Register Publishing Co., Inc.
Times Bldg., New York City

Simmons-Boardman Additions

The following changes and additions have recently been made to the editorial and business staffs of the Simmons-Boardman Publishing Co.

John G. Little, formerly eastern engineering editor, has been made managing editor of the *Material Handling Cyclopaedia*. Milburn Moore, associate engineering editor at Chicago, has been transferred to New York to succeed Mr. Little.

C. N. Winter, associate mechanical editor, has been made managing editor of the *Locomotive and Car Builders' Cyclopaedias*. He has been succeeded by L. G. Plant, who was formerly with the United States Railroad Administration and the Seaboard Air Line.

Edward Rehm has been appointed associate editor of the *Railway Age* at Chicago.

Due to the recent purchase of *Marine Engineering* from the Aldrich Publishing Co., F. B. Webster, editor of the *Shipbuilding Cyclopaedia*, has been appointed a joint editor with H. H. Brown. S. M. Phillips, associate editor of the *Shipbuilding Cyclopaedia*, has also been appointed associate editor of *Marine Engineering*.

Philip J. Mullen, formerly with the Emergency Fleet Corporation at Philadelphia, has been made an associate editor of the *Material Handling Cyclopaedia*.

W. E. Kennedy, business manager of the *Shipbuilding Cyclopaedia*, has also been appointed business manager of *Marine Engineering* and the *Material Handling Cyclopaedia*.

E. F. Brazeau, formerly in the copy service department of the *Shipbuilding Cyclopaedia*, has been appointed assistant business manager of that publication with headquarters in New York. H. B. Bolander, also of the copy service department, has been appointed assistant business manager with headquarters at Chicago.

C. L. Funnell, formerly in the promotion department of the McGraw-Hill Publishing Co., has been appointed assistant business manager of the *Material Handling Cyclopaedia* with headquarters at New York.

P. J. Coffey, formerly sales engineer of the Atlas Portland Cement Co., has joined the research department of the *Material Handling Cyclopaedia*.

E. W. Golden, formerly inspector of ship construction and engine room officer with the U. S. Shipping Board, has joined the copy service department of *Marine Engineering* and the *Shipbuilding Cyclopaedia*.

Walter R. Mount, who was for years with Sweet's Architectural Catalog and more recently with The Kardex Co., has been appointed New England representative for the *Shipbuilding Cyclopaedia* and the *Material Handling Cyclopaedia*. C. H. Parlette has been appointed western representative for the *Shipbuilding Cyclopaedia* and the *Material Handling Cyclopaedia*.

Harry J. Foster, formerly shop efficiency engineer of the Chicago & North-western Railroad, has joined the copy service department for the railway publications.

Harold G. Sabin, formerly advertising manager of the Q & C Company, has been appointed office manager with headquarters in New York.

In order to provide greater office facilities, a new office consisting of a floor has been taken in the Glackner Building, 227

Fulton street, New York. The entire book department has moved to that address.

"Notion Trade Topics" Consolidates with "The Notion and Novelty Review"

The Haire Publishing Co., New York, has purchased *Notion Trade Topics*, formerly known as *Fancy Goods and Novelties*, a magazine which is forty-five years old, and beginning with the June issue will consolidate it with the *Nation and Novelty Review*.

New Accounts for Burnham & Ferris Moves to New Offices

Burnham & Ferris, New York advertising agency, have moved their offices to 50 Church street. The New York Electric Co., manufacturers of electric light bulbs, and the Mirror Park-Lite Corporation,

makers of a automobile parking light and mirror, are new clients of this agency.

Lang Becomes Fairbank Sales Manager

The N. K. Fairbank Co., Chicago, manufacturer of Gold Dust and other nationally advertised products, announces the appointment of Arthur C. Lang to the position of general sales manager. Mr. Lang, who has been advertising manager of the company, has been succeeded in that position by James A. Robertson, formerly assistant advertising manager.

Hoyt's Service Opens in Springfield

Hoyt's Service, New York, has opened a branch office at 503 Fuller Building, Springfield, Mass. Arthur Everett Hobbs, who has been at the Boston office of the agency, is manager of the new branch.

First
half
1920
shows

47%
Gain

over
same
half
1919

Everybody's
Magazine

The Men and Women Who Make Our Mediums

GEORGE WARREN WILDER

President, Butterick Publishing Company

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 MYRTLE PEARSON

THE driving, dynamic force behind the largest, privately owned printing establishment in the world and the original and universal paper pattern service is George Warren Wilder, a short, stubby man with keen blue eyes and sandy hair—a man with vision and a man who is fearless in carrying out his ideas and ideals. He is impulsive, a direct thinker, seldom makes a mistake in

his judgment of people and is above all else a fighter. If, as someone has said, "a pattern is the tissue of a woman's dreams," then the Butterick Publishing Company (founded upon the pattern of a little boy's trousers) is the result of the vision and remarkable business ability of its president, George Warren Wilder.

It is true that the Butterick Publishing Company was well established

when G. W. Wilder's father died leaving his estate to be divided among the five children. And it was then that G. W. Wilder, who had graduated from Amherst, studied law, gave it up and learned the Butterick business from the bottom up—it was then, that he awakened to the possibilities of this enterprise. He impressed his brothers and sisters with his arguments. They had confidence in his ability and banded together to make his ideals come true. It was under his management and direction, for Mr. Wilder has been president since 1899, that the great building at Spring and MacDougal streets was erected at the cost of one and one-half millions of dollars with its seventy foot electric sign of "Butterick," that name that is as well known now in England as it is in France, Germany, Italy, Spain, South America, India, Africa, China and known to the women of the people as well as the aristocracy. This great building is now all too small to accommodate the publishing of the sixteen periodicals and the manufacture of paper patterns, that are in as great demand in all the countries abroad as they are here. Why is it that there are more patterns sold in the Butterick shop, 27 Avenue d'Opera (which has been called the most beautiful shop in the world) than in any other pattern shop in the universe and this in Paris the home of the fashion creators?

A REAL HUMAN FACTOR

The answer is that behind this world interest lies a very human personality. It is this man who used his influence and the tremendous circulation of the Butterick magazines to find homes for homeless children; to stimulate the interest and attention of experts, physicians and nurses to save and care for children, provide pure milk and decent care of infants. It is through him and his warm hearted sympathy that eight thousand orphans of France and Belgium have found homes. It was through him that Mabel Potter Daggett was sent abroad to study conditions and through him that the re-making of one town in France was undertaken and through him that the campaign for saving the seventh child was started and the Find a Home campaign.

No man enjoys a good joke as does George W. Wilder and no one who has ever heard him will forget his contagious, wholehearted laugh. He relishes the good stories that come to



GEORGE WARREN WILDER

him and nurses them for the special delight of his associates. The writer when calling on him at his office a few days ago began by asking him for a story. The president looked surprised, for I imagine that not many people meet him immediately demand a funny story.

"All right!" he said, suddenly again facing the visitor, after a second or two. "I'll tell you a story.

"When I was a boy on a New England farm, I used to take a poor, hornless, cripple-kneed cow to pasture in the morning and bring her home at night. One afternoon, as I was driving the decrepit specimen home, we passed the fair grounds which were then occupied by a cattle show. Some proud prize winner had dropped a blue ribbon along the road. I found it, and attached it to the ear of my old cow, and we went on toward the farm. In a minute, I met a farmer and his wife in a buggy, going to the fair. He stopped and looked at the broken horns of my old, weather-beaten frightening animal. Then, leaning out of the buggy, he asked:

"'Comin' from the fair?"

"'Sure thing,' I replied.

"'And did that cow win the first prize blue ribbon?"

"'You see it, don't you?' I answered.

"At that, the old farmer tightened the reins on his steed, and moving away, said: 'Those judges hang a blue ribbon on most anything, don't they?"

"And that," continued Mr. Wilder, "is the way you fellows who interview, do. You hang a blue ribbon on anyone you talk to, and make him out a big fellow and a prize winner in spite of himself."

Of course, in the defense of all the men who were ever reporters and are now ministers or missionaries, or who have in any other way shown earnest desire to reform, this implication must be denied. We only look for the big ones, and they don't need false write-ups or brass bands to show them as giants in their own spheres. Mr. Wilder is a big man, and he doesn't need a clever press agent to make people recognize it.

Mr. Wilder has a number of trophies which border the walls of the executive office. In one of the little cases there is the first paper pattern ever made for a garment. We might suppose this pattern was for ladies' apparel, but no, it was for a pair of boy's pants, and was cut by

Ebenezer Butterick in 1864. The elder Mr. Wilder started at that time with a pair of shears, a ream of tissue paper and an idea. All but the last item, could be duplicated for a few cents even today—but ideas, with persistent faith to back them, are more rare, and that one has been growing for more than half a century. Then the elder Wilder, armed with the aforementioned equipment, began a diary and a series of travels in a buggy, and, with this event, started the educational campaign for women that is still going on: to make work for women easier.

To show that the effort is appreciated, Mr. Wilder points to the proofs that surround the room. Here, in a glass case on the wall, is a pan-

ama hat sent by a woman in Panama who had no money and wanted *The Delineator*, and so made and offered the hat in payment. Did she get it? Of course she did. And so with the woman from the interior of China who sent a little gold leaf. And the gold is there in another case, shining through the rice paper wrappings.

In an unguarded moment of confidence, Mr. Wilder admitted that he once played golf, but he does not boast about it. His chief pride (aside from his family of five, and his publishing business) is his prize stock farm, "Hollow Hill," in southern California. Here he breeds Guernsey cattle and has a model dairy, the produce of which is declared by

Continued on page 48



1,518,000
telephones in
New York State
and Northern
New Jersey.



A telephone
directory
beside every
one of them.



These books
are consulted
7,360,000 times
daily.

*Get the rates today for advertising space
in the next issues soon to go to press.*

NEW YORK TELEPHONE COMPANY

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

15 Dey Street, New York

Telephone Cortlandt 12000

South American Methods and Mediums

A List of Publications and Some Means of Selling Standard Products

By Dr. E. E. PRATT

President E. E. Pratt & Co., Inc., formerly Chief Bureau of Foreign and Domestic Commerce, Washington, D. C.

E. O.,
New Orleans, La.

"As a reader of ADVERTISING & SELLING, I will be pleased if you would furnish me the following information: Names of several Latin-American magazines; where published; circulation advertising rates, both classified and display."

I certainly wish I had this information. As a matter of fact, I doubt very much if anyone in the United States has full and complete information on this point, especially if you mean to include in the terms "several Latin-American magazines" the newspapers and other periodicals of Latin America.

You can get some very good information on South American Publications by consulting the following publications of the Bureau of Foreign and Domestic Commerce at Washington:

No. 132—Markets for paper, paper products, and printing machinery in Cuba and Panama.

No. 143—Paper, paper products, and printing machinery in Peru, Bolivia, and Ecuador.

No. 153—Chilean market for paper, paper products and printing machinery.

No. 163—Paper, paper products and printing machinery in Argentina, Uruguay, and Paraguay.

No. 171—Brazilian markets for paper, paper products, and printing machinery.

No. 185—Advertising Methods in Chile, Peru, and Bolivia.

No. 178—Advertising Methods in Cuba.

The following are some of the most important magazines in South America:

ARGENTINA

Cultura-Revista Regional Ilustrada, Bahia Blanca.

Caras y Caretas, Buenos Aires.

La Chispa (Dedicado a los Aficionados de Coches "Studebaker"), Buenos Aires.

La Revista de las Industrias, Electricas y Mecanicas (Publicado Bajo los Auspicios de las Camaras de Comercio de las Naciones Aliadas), Buenos Aires.

Revista Popular, Buenos Aires.

Gaceta Rural (Agricultura, Ganaderia), Buenos Aires.

Anales de la Sociedad Rural Argentina (Revista Pastoral y Agricola), Buenos Aires.

La Razon—Annual Edition, Buenos Aires.

"Atlantida"—Ilustracion Semanal Argentina, Buenos Aires.

Foreign Trade Questions Answered by Dr. Pratt

DR. E. E. PRATT, now president of E. E. Pratt & Co., Inc., and formerly Chief of the U. S. Bureau of Foreign and Domestic Commerce, in this department every other week will answer specific questions as to actual practices of foreign trade.

Dr. Pratt's answer to foreign trade questions will alternate with the series of articles on foreign trade by Clayton Sedgwick Cooper, the next article of which will appear in an early issue.

Mail your questions to Dr. E. E. Pratt care of ADVERTISING & SELLING Co., Inc. 471 Fourth Avenue, New York City.

"Tit-Bits," Buenos Aires.

"Fray Mocho," Buenos Aires.

"Myriam"—La Primera Revista Mensual Americana, Buenos Aires.

Mundo Argentino—Revista Ilustrada, Buenos Aires.

Leaflets—First National Bank of Boston, Buenos Aires.

The River Plate Observer (in English), Buenos Aires.

El Hogar—Ilustracion Semanal Argentina, Buenos Aires.

CHILE

Pacifico Magazine, Santiago.

Corre Vucla, Santiago.

Familia—Revista Mensual Ilustrada, Santiago and Valparaiso.

"Sucesos"—Semanao de Actualidades, Santiago and Valparaiso.

Monos y Monadas—Revista Satirica y de Caricaturas, Santiago.

"Zig-Zag"—Semanao Nacional, Santiago and Valparaiso.

Noticias Ilustradas, Valparaiso.

Yo Se Todo, Santiago.

* * *

J. L.,

Chicago, Ill.

"I should like to know what would be the most effective way of inducing a merchant to buy electrical appliances. If the electrical industry in South America is not developed to such an extent as to make this information available, please make your answers general, using the leading industry of that country as an example."

The questions are as follows:

1. What will insure the perfect understanding of a foreign sales letter? Would you suggest inclosing illustrative folders or graphs?

2. What element should be put in-

to sales letters that will spur a South American dealer to action?

3. What can be introduced in a letter to promote good feeling?

4. Does the South American prefer a personal tone in a letter?

5. Which impresses him most, the short letter or the lengthy one?

6. Does he prefer the use of technical words?

7. In writing a sales letter to a South American, would you avoid the use of colloquialisms?

This is a pretty broad inquiry with reference to foreign correspondence, but I will specify below my general ideas on the subject:

1. Simplicity and completeness of detail. Illustrated folders, pictures and charts are decidedly helpful.

2. The psychological command, e.g., "Do it now," is not so useful in foreign correspondence. Persuasion and concrete inducements to action are preferable. In any event, make it easy for him to reply by means of order blank or other tangible form of reply.

3. Absolute courtesy and observance of even more than ordinary politeness are essential.

4. The tone should not be too familiar. It should look upon business as a dignified transaction.

5. The length of the letter depends upon the amount of information to be given. In no case should it appear curt.

6. Technical words are suitable only in case he is known to possess technical knowledge.

7. Colloquialisms should ordinarily be avoided.

Agency Delivers Advertising Drawings by Airplane

Together with a rush order of 100 pounds of solder sent by airplane from the Kansas City White Metal Co. to the Coleman Lamp Co., Wichita, Kan., Karl E. Kilby, advertising manager of the latter company, also received a package of drawings from the Potts-Turnbull Co., advertising agency in Kansas City.

Gass Is Appointed Tobacco Products' Advertising Manager

Edward Gass, formerly with the American Tobacco Co., has been appointed advertising manager of the Tobacco Products Corporation, New York, to succeed James C. Cushman, who left to become advertising manager of the Times Square Auto Supply Co.

Joins Mid-Continent Advertising Agency

George Lily, sales manager of the Tenison Co., Dallas, Tex., has joined the staff of the Mid-Continent Advertising Agency in that city, which has been handling the account of the Tenison Co. He was formerly with the Meinrath Brokerage Co., and with the Cudahy Packing Co.

China to Be Advertised Nationally

The Saxon China Co., Sebring, Ohio, has placed its advertising with Paul Nemeyer & Co., Cleveland agency. A national campaign to consumers will follow advertising through trade papers to retailers.

To The Manufacturer Who Would Advertise Safely and Sanelly

There are two ways in which a manufacturer may become a national advertiser:

He can make a "big appropriation" and join the ranks of the double-spread-eagle army at one jump;

Or, he can begin by modest experiments and try-out campaigns and gradually feel his way along and make sure he is on the right track. This class leads a less exciting life but lives longer.

We are not interested in "big appropriations" until such time as conditions imperatively demand them.

We prefer to develop the new advertiser to a point where advertising justifies itself and sells goods in profitable quantities before big figures are discussed.

To the manufacturer who desires guidance and assistance of this unusual nature we offer the services of men of many years' practical and successful experience in advertising the products of leading American manufacturers, and an organization amply adequate to his requirements, whatever they may be

FAIRWAY ADVERTISING CORPORATION

33 WEST 42nd STREET,

NEW YORK

Leroy Fairman, *Pres.*
Telephone, Vanderbilt 4949

The Seven Buyers a Salesman Meets

Continued from page 21

sented to our minds, are all the result of brain lesions. They are the result of some accident that has befallen us in childhood that has caused us suffering and has resulted in a lesion of the brain.

How many of us are afraid of snakes? I know a young lieutenant in the Royal Air Force who is deathly afraid of snakes. He gets white—because his brain was injured when he was a child. The Freud method is to put the subject in sort of semi-trance, not to hypnotize him—he calls it a "hypnoidal" state—and then talk to him, draw him out little by little so that all the things he is worrying about come out of his system.

DRAWING OUT TROUBLE BEFORE THE SALE STARTS

And so it is with the man who is angry or who is troubled. Draw him out, soothe him, get him to tell you all his troubles, and he will be grateful that he can unburden himself. You know how much better you feel when you can tell your troubles to someone. Remember that when you are meeting this type of man. Let him get it all out of his system. He feels pleased and grateful. On the other hand, if it is with you that he is angry or at your firm, listen to him without saying anything. If he tries to ride you, and becomes unreasonable, however, don't lay down. Don't keep saying "But, but, but"—just tell him: "I want to know all about it." Don't interrupt him. Let him go ahead and tell you, let him keep on talking. Don't stop him until he has got it all out of his system. Then ask him if that is everything, but do it in a nice way.

After he has got everything out of his system, then you can start to ease him, but don't try to do it before. When he pauses for breath say: "Is there anything else?—have you told me everything?—I want to find out everything." Ease him up, let him get it all out of his system first. Handle him with gloves. Suppose he is angry with you because you have made some mistake. He is raving at you. Wait until he is all through, and then say: "Yes, I pulled a 'bloomer.' I didn't realize it before. But I won't make the same mistake twice. No doubt you have made mistakes and I feel just the

way you did. I am mighty sorry. I mean it. I shall not make it again." You are making a friend of him. Then you can sell your proposition.

If it is your firm he is angry at, when he is all through ask him if there is anything more. Then tell him the "old man" doesn't like to have those things happen. "He will want to have that error corrected," tell him. "I have not the authority to say it is going to be adjusted, but I will do everything I can for you—I shall try to fix it up in a way that will be satisfactory." Sponge it all up.

Now we come to the hardest of all prospects—the cold, cold prospect. You go in to see this man. He looks up, and doesn't smile. This cold man won't object to anything you say. When you have got all through you say, "Will you buy it?"

"He says: "No." And you know he means it, and out you go.

Somebody has to sell him. He is a wise old owl. You will meet this type of man. He may be a buyer or purchasing agent. How are you going to handle him? Wait him out. Beat him at his own game. You come in and he is doing something. You sit down, if you can courteously do so. Finally, he looks up at you. "What can I do for you?"

You are silent for a while, then hesitate and say slowly: "I don't know if there is anything you can do for me" (very slowly, hesitatingly and doubtfully). "I have a proposition that has looked good to some people" (pause).

"Well, what is your proposition?" (pause).

"Do you feel that you are free, that you care to go into this thing at this time?" (pause). "Or would you rather I would not take it up with you now?"

"What is it all about?" Go as slowly as you can without being rude. And as reluctantly as you can, unfold your proposition to him, using understatement.

A TYPE OF BUYER WHO WON'T BE STAMPEDED

The old Anglo-Saxons, before 1066 when William the Conqueror invaded England, had this way of talking. They were noted for their brevity and understatement. You meet their descendants today. You know they are not warm. You ask

them if they are cold. "Not too cold."

"Are you sick?"

"Not very sick."

"That is too bad."

"Oh, not very bad." You finally get the impression after a while of this quality. Nowadays we run into the superlative so much. There is the type where everything is understated, and that is the method you must use with this cold proposition. So you go on.

For instance, I might say: "I don't suppose this course will do you much good. Perhaps you may find that you will get something out of it. You don't have to come unless you care to." This understatement should not be carried out to the point where it becomes ludicrous.

With this cold prospect, you continue along in the same lackadaisical way. After a while he begins to ask you a question or two. By and by you get him to the stage where you can hand him the whole proposition. Then you say: "Well, we don't sell thousands of them, but we sell a good many." You can carry this right out and can sell that type of man if you put it through in something like that manner. Understatement as leading into your business will put it over. If you don't say anything, he can't contradict you.

I remember a contractor who was a hard nut to crack. You couldn't sell him. When a salesman went in to see him he would call out with a loud voice: "What do you want?" One of the boys worked out a plan and tried it on him. It was a success, too. He brought in his machine and laid it on the desk. Then he went out. As he went out the door the contractor shouted at the top of his: "Come back here. I am not going to buy that machine."

"What are you going to buy?" He named another machine.

This salesman went out and borrowed the competing machine he had mentioned and brought it into the office and set it on the desk. Then he went out and sat down and waited for 20 minutes. He said that that was the longest 20 minutes he had ever known. He came back and went in the office. The competitor's machine was on the floor.

"How much for your machine?"

"\$34.30. Make out a check." And the old codger did!—*System*, The Magazine of Business.

Marketing Goods in the Philippine Islands

Advertising and Selling to the Native Population Call for Human Qualities

ADVERTISING and selling are terms so interwoven that one can hardly discuss advertising without touching on the subject of selling and vice versa. For this reason I have decided to use a term that is coming into general use to mean both advertising and selling. The word "marketing" is comprehensive and covers all the means and methods used to place goods into the hands of the trade and through them to the consumer.

As I understand it, the object of marketing is first to make an article or line known; second, to create the desire of possession; third, to satisfy that desire by making the sale; and fourth, to make repeats. To do this, the first and most important thing is that the goods advertised and sold are right. That is, that they are what is claimed for them and that the buyer is satisfied. An unsatisfied and disappointed customer is worse than none. He not only does not repeat but he usually keeps any number of other prospects from becoming buyers.

Any marketing campaign, to be successful, must be based on the solid foundation of good merchandise.

One of the important items of preparation in a campaign for marketing a product in the Islands by advertising is the preparation of the product itself for the role it is to play. The article must be good and of a uniform quality, its keeping qualities in the tropics must be known, its compliance with the law and its adaptability to the people. The package or container must be studied for defects and if any are found they must be corrected. Where it is necessary for labels or accompanying circulars to contain directions for use, doses, formula or other data, they must be prepared in at least two languages and four dialects to get best results. All this preparation must be completed before advertising starts.

TAKING THE RIGHT START

Starting with what we know to be a good article and believing that it will fill a want of the people, either by lightening labor, increasing production, comfort, happiness or knowledge, we must next think of the best method or methods of tell-

ing the facts to the greatest number of people in the shortest space of time and with the least expenditure of money.

The mediums and methods that may be used to advantage in the Islands are the following: Mediums for advertising—newspapers, magazines, class publications, circular letters, catalogs, street cars, cinema films, cinema programmes, bill boards, window displays, samples, demonstrations, detail work. Methods of selling—through the trade, jobbers, retailers, direct to consumer, by agents, mail order, instalment.

I have made no attempt to give them in what might be called their order of importance because, in my opinion, the importance of one medium or another would depend entirely on the article advertised and the class of prospects appealed to.

The method to be used for any given article or line, will depend on many things, size and nature, whether of universal or restricted use, price, etc.

MUST STUDY MEDIUMS

One would not advertise surgical instruments in street cars nor expect to sell them through a general catalogue distributed to the general public. These goods appeal to a class and all advertising and selling must be directed to that class. After the subject has been given careful study one will find that there are very few articles that have a general appeal. Successful marketing will depend on one being able to concentrate his appeal on the real live prospects for his article and thereby save much money and time and come near 100 per cent results.

There is no use advertising automobiles to a farm laborer whose income is barely sufficient for his living expenses, but one should have some system of information that would inform him the moment this laborer becomes the possessor of a farm of his own and a bank account.

Before any attempt is made to place a new article or line on the Philippine market, a thorough study should be made by the manufacturer or exporter or by someone representing them. Knowledge should be had of the adaptability of the line, conformity to the laws, estimates of consumption, data on competing

lines, current market prices, how to protect patents and trade-mark rights, shipping conditions, possible market, best methods of distribution, advertising mediums and rates.

You will realize how necessary it is to have complete and reliable information before starting a marketing campaign when you are told of some of the mistakes of the past. An American exporter shipped several thousands of woolen caps with ear tabs suitable for use in Canada or Alaska, but not suitable to the torrid zone in which the Philippines lie. This exporter would have been saved the expense and loss caused by this mistake had he been informed on conditions here.

Loss is often incurred in shipping goods to the tropics in paper packages or cartons as this kind of packing, while suitable to the United States is not suitable here. Tin or glass containers should be used.

The advertising campaign should be completely planned out, copy all prepared, drawings and photographs selected ready for making cuts and half-tones, quality of stock to be used decided on and mediums selected before any of the advertising is placed.

It is important to recognize fully this fact, for many so-called advertising failures have been due to lack of preparation for the advertising rather than to any material defects in the advertising itself.

IMPORTANT ADVERTISING DETAILS

Good copy and a wise selection of mediums is important, but the most important thing of all is a plan based upon a knowledge of all the conditions of manufacture and distribution, utility of the article advertised, class, number and location of possible prospects and object of the campaign.

No American house should attempt to place, let alone write, advertising for the Philippines. Their copy stands a poor chance of being right and on the other hand they stand a good chance of placing their advertisements in just the wrong mediums.

The islanders are sensitive, and nothing should be used as a mark or as advertising that reflects in any way their vices, customs, religion or political status.

50 00 50 00 50 00 50 00 50 00

LESLIE'S front covers, during the war, were used after publication as posters in nation-wide drives for men and money. With the return of peace, they continue to maintain not only the same high standard of art, but their old-time significance as well.

Leslie's front covers stand for something — also the back covers.

FRANK L. E. GAUSS
Advertising Director

THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST

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LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S

50 00 50 00 50 00 50 00 50 00

PRICE 10 CENTS

In Canada, 15 cents

Leslie's

Illustrated *Week* *Newspaper*

MAY 22, 1920

SUB. LIST NO. 3881



Half a Million Guaranteed

THE FIRST 500,000

THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST

50000 50000 50000 50000 50000

LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S

If the article is trade-marked in the home country and the mark well established, the same mark should be continued in the Island advertising and should be immediately registered

in the Bureau of Archives, Manila. If for any reason the home country trade-mark is not adapted to use in the Islands, a special mark should be selected, after careful study, and important in Island business. The people here buy goods on mark altogether, they know the mark even if they cannot pronounce the name of the article or the manufacturer.

After looking over the circulation reports of the newspapers and before looking into any special conditions that may exist one would be led to think that the newspapers would be poor mediums on account of their comparatively small circulations. But knowledge of the conditions here and the habits of the people will show that such is not the case.

DOUBLING UP ON RESULTS

In the provinces one paper is read by many people, as in many cases there are only one or two papers received in the town. Every family borrows the paper and one who can read is surrounded by all the rest of the family and some of the neighbors while the paper is read aloud, even the advertisements. It is a general custom to cut out advertisements and save them until the next shipping trip to Manila, Cebu or Iloilo, as the case may be.

The number of publications is increasing rapidly and they show a marked tendency to raise the quality of their contents as well as their mechanical make-up.

The circulation of the old established papers is increasing by leaps and bounds as is shown by their sworn circulation reports. The work of the Bureau of Education in encouraging teachers and pupils to read good papers and keep abreast of the times is producing wonderful results and will, in a few more years, show a race of well-informed people.

A series of keyed advertisements recently run in the Manila papers with the object of getting data on the returns per ad, per paper, showed some remarkable results.

The per cent of replies based on circulation statement was very high, showing that advertisements are really read and heeded. The test was also of great value in showing the class of buyers who read each paper, as indicated by the articles inquired about.

For making a new article and

trade-mark known the cinema, film and slide is one of the best mediums. Nearly every town of any importance has one or more cinemas and they are well patronized. Pictures can be read by even the illiterate and a trade-mark can be and is remembered.

Short advertising films to run from three to eight minutes are very good. They may be comic or educational.

Educational films showing the goods advertised in process of manufacture, being packed and shipped and in actual use are the very best in advertising.

CLASS PUBLICATIONS—GOOD MEDIUMS

Class publications are probably the best mediums and may be made useful to most advertisers and to some they often take rank as primary mediums. By class publications I mean one which is devoted in its contents to those people who are interested in some particular business, profession or vocation. As a rule, these publications confine their advertising to merchandise closely related to the subject matter of their editorial columns.

The physician would probably pay no attention to an advertisement of a new remedy in a daily paper, but if he saw the thing properly described with therapeutic action explained in his medical journal he would no doubt be interested. The class publication reaches the highest percentage of prospects at a minimum waste, and also carries prestige and influence.

There are a number of good publications now issued in Manila devoted to the interests of different classes; for example, religion, jurisprudence, medicine, pharmacy, engineering, education, banking and shipping, agriculture, railroading and women's interests.

Another valuable medium is the educational pamphlet issued from time to time by the government bureaus and private societies. Collaboration of the advertiser or of his agent with the bureau or society desiring to issue a pamphlet is usually possible. The object of the bureau or society is to carry some message to the greatest number of people at the least expense, therefore they are usually willing that some advertiser pay the printing bills.—WILLIAM ELLSWORTH BRAUN, in *Pacific Ports*.

PAPER

The Manufacturer's Journal

GOES into every paper and pulp mill in this country and Canada. It is read by the big production men in these mills and saved by them for future reference. It is the standard authority devoted to the subject of paper making and is recognized as such throughout the world.

PAPER is read by men who recommend and buy millions of dollars worth of equipment. They use this publication as their textbook. If you have a product that can be used by this industry let us tell you how PAPER can sell it for you.

PAPER, 471 Fourth Ave., N. Y.

We specialize in house to house distributing of

Advertising Literature and Advertising Samples

We solicit your account

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

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

SALES MANAGER

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

The William Edward Ross Service, Inc.
1414 Sun Bldg., New York City, N. Y.

P

OSTAGE

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

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

YOU CANNOT BUY OUR IDEA UNLESS IT WILL SELL YOUR GOODS

B & B SIGN CO. INC.

341-347 Fifth Ave. N.Y.

Advertising Signs Window Displays
Counter Display Cases

"GIBBONS KNOWS CANADA"

MONTREALTORONTOWINNIPEG

The Other 50 Per Cent

Continued from page 6

off by yourself and think it out, the courage of your conviction to see the way through regardless of what the other fellow thinks. There is a fellow down in Richmond, Va., that hires only single men clerks. I asked him why. He says, "Well, women as a rule when they come in don't like to hear about the baby being sick or the wife being sick or something about the family. They would rather talk to a man that has no attachment. Therefore, he is putting it over on the basis of single clerks.

Unless a business is built with real intelligence, absolute intelligence, in tying up the sales and advertising, it is like a mule who has no pride of ancestry or posterity. There is many a business today that is being built on that basis, but the greatest thing for the man that sits in a sales manager's chair, the man that sits in the advertising manager's chair, the man who is merchandising the product of a great company is the upbuilding of the men he comes in contact with, the love of taking a salesman that comes to you green and seeing him blossom and grow, increase his salary and increase his commissions and see *him built* up to a real man to take the story to the clerks behind the counter, to put up the merchandising plans, the advertising plans and, through careful counsel, see them come out in the middle of the block and move on the corner to improve the location of the store, buy real estate, buy automobiles, and other things, things that have been accomplished and that they are accomplishing through the effort of our sales organization in the past three years.

You talk about the real pleasure of living—money doesn't count. It is the possibility of the love of human kind and the building of a man into a bigger and more successful man and you fellows in the advertising or selling business who put your forces together in an organization that can't be divorced are building those men into real retail merchandisers and into real success.

* This material formed the subject matter of an address which Mr. Hopkins delivered before a recent meeting of the Chicago Advertising Council.

Amended Second Class Postage Bill Before House

Publishers are awaiting with great interest the action of the House of Representatives on the Fess Bill as finally amended and reported out of the Committee on the Post Office and

Post Roads. The date upon which this measure to change the schedule of increases in the zone rate on advertising matter will come before the Committee of the Whole has not yet been fixed under the rules.

As finally reported out, the bill carries the Post Office Committee's recommendation that the increase scheduled to take place next July 1 be postponed to July 1, 1921, and that the increase scheduled to take place July 1, 1921, take place July 1, 1922, thus setting back the last two increases provided for under the War Revenue Act of October 3, 1917, one year each.

The Post Office Committee, earlier in the month, refused to pass the original bill introduced by Representative Fess of Ohio whereby the 1918 rates would have been restored and continued while a Congressional Commission worked out a new policy of second class mail rates. It then adopted tentatively, but later voted down in full committee, the amendment of Representative Madden of Illinois providing for the adoption of the 1919 schedule as a permanent rate.

The final report of the Committee recommending the postponement in rates is accompanied by a minority report written by Representative John A. Moon of Tennessee and signed by him and six other members of the Committee protesting against any alleviation of the postage burdens laid upon the publishers by the act of 1917 and declaring that if the present bill is passed the government will lose \$5,000,000 in the next fiscal year.

Peruvian Ambassador Warns of Advertising Frauds

The elimination of fraudulent American advertising in Latin-American newspapers by some form of standardization was strongly urged by F. A. Pezet, Peruvian Ambassador to the United States, at a luncheon, of the Pan-American Division of the A. A. C. W., Thursday of last week at the Hotel Pennsylvania.

Ambassador Pezet said many South Americans had lost faith in American advertising generally because some "pirates" have been persistently cheating them. He said that if something is not done to correct this evil American advertising will gradually become valueless in South America.

The luncheon was attended by Latin-American publishers, foreign advertising agents and business men interested in South American trade. It was called by John Barrett, director general of the Pan-American Union, to discuss plans in connection with the Pan-American advertising conference to be held at Indianapolis from June 6 to 11.

Woodward Adds to Production Department

Austin J. Millard, a Princeton University and Annapolis man, will join the production department of the W. O. Woodward Company, New York, window display specialists.

Wiers Becomes Advertising and Sales Manager for DeLong Co.

Charles R. Wiers, one of the chief executives of the Larkin Co., Buffalo, for nearly 17 years, has become advertising and sales manager of the DeLong Hook & Eye Co., Philadelphia. Mr. Wiers is a former president of the Buffalo Advertis-

ing Club, of the Affiliated Ad Clubs of Cleveland, Detroit, Rochester and Buffalo, and is the author of several books and booklets on letter writing and advertising.

Heads Hanzff-Metzger Technical Department

Francis Juraschek, an engineering man of technical and general advertising experience, has been appointed to head the technical department of Hanzff-Metzger, New York agency.

Dippy & Aitkin Agency Moves

The Dippy & Aitkin advertising agency, Philadelphia, has moved from Twelfth and Filbert streets to offices at 1328 Walnut street.

Gives Up Vice-Presidency

George E. Long, vice-president and advertising manager of the Joseph Dixon Crucible Co., Jersey City, N. J., has retired from the vice-presidency of the company.

Bryan Writes Stein-Bloch Ads

Alfred Stephan Bryan, of New York, is writing the series of newspaper advertisements for the Stein-Bloch Co., Rochester, N. Y., now appearing in the principal cities of the country.

Places Canadian Pacific Advertising

The Fred M. Randall Co., Detroit, advertising agency, has been retained to handle the advertising of the Canadian Pacific Railway, Detroit District. Contracts are now going forward to newspapers.

Kobbe Will Advertise a Shampoo

The advertising account of the Clensol Chemical Co., makers of Clensol Coconut oil shampoo, is now being handled by the Philip Kobbe Co., New York.

American "Movies" Are Valuable Advertising in South America

The most apparent benefit derived from the American film in Argentina is the friendly feeling it creates for American ways even among those classes of the population whom no other kind of propaganda would reach. In the casual film story are ordinarily depicted splendid houses and public buildings, good roads, fine automobiles, and often interiors of great industrial plants. Many demands for American goods, especially clothing, are based on the advertising that the goods received through the medium of the moving-picture films. In Buenos Ayres alone there are 131 moving-picture theaters, and almost every town and suburb of the Republic now has its "cine" theater. Therefore, commercial organizations would do well to aid the film companies in sending into Argentina those pictures that are not only interesting in plot but also valuable as far-reaching advertising mediums.

In Nicaragua the owner of a motion-picture theater has written to the Bureau of Foreign and Domestic Commerce that American concerns desiring to advertise their products by film projections in that country can have the service free of charge. He says the films will be properly cared for and returned at the expiration of three months.

Books for the Business Library

ENGLISH OF COMMERCE. By John P. Opdycke, with an introduction by Frank A. Vanderlip; 435 pages; illustrated. Scribners.

An excellent chapter on English for the advertising man, covering lists and definitions of technical trade words and expressions, suggestions for good copy writing and warnings against common errors forms a feature of this comprehensive volume on business English. This is an extremely readable book, written in the clear, concise English that it advocates, that should be of service, for brushing up purposes at least, to the whole firm from the head down. Acknowledgment is made to the editor of *ADVERTISING & SELLING* for permission to quote from published materials and for supplies of sales and advertising literature.

EFFECTIVE HOUSE ORGANS: The Principles and Practice of Editing and Publishing Successful House Organs. By Robert E. Ramsay; 361 pages; illustrated. Appleton; \$3.50.

In this volume the former editor of *ADVERTISING & SELLING* has set down the abundant fruits of long experience and years' of constructive thought given to an important subject about which all too little has been written. Progressive, forward looking business houses are just beginning to realize the effectiveness of a really effective house organ as an advertising medium and as an agency for evoking that evanescent thing known as *esprit de corps* in the working force. "Effective House Organs" constitutes a textbook for all those who do make use or who wish to make use of this medium and agency. It expresses the same high ideals, reduced to the same practical, efficient terms that characterized Mr. Ramsay's work on *ADVERTISING & SELLING*. Because of the author's experience it may

be considered as authoritative. He adds in his preface: "The principles and practices set forth herein are not 'fine-spun theories puncturing the circumambient atmosphere,' but the BRASS TACK experiences, not of myself alone, but of hundreds of successful house organ editors." This material, classified according to the different needs of different users, is abundantly illustrated to show the make-up of existent successful house organs.

STATISTICS IN BUSINESS: Their Analysis, Charting and Use. By Horace Secrist, Ph.D., Professor of Economics and Statistics, Northwestern University; formerly Statistician, Tonnage Section, Division of Planning and Statistics, United States Shipping Board; 137 pages; illustrated with charts and diagrams. McGraw-Hill Book Company.

The author of "Statistics in Business" has written his book primarily for business executives and, to fit their needs, the work is of an extremely practical nature. After presenting briefly and concretely the reasons why statistics should be used in business analysis, Professor Secrist devotes his text to illustrate how and with what effect the statistical method may be applied in the solution of a wide range of business problems. "Statistics in Business" is recommended to advertising men concerned with the task of correlating and illustrating graphically the many factors that enter into the typical advertising proposition.

LOOKING FORWARD: Mass Education Through Publicity. By Charles Frederick Higham; 182 pages. Nisbet & Co., London.

"Looking Forward" is a book of vision which has been much discussed not only in the country where its author is a Member of Parliament, but throughout the advertising world. It is a highly suggestive effort to formulate the principles and to express the possibilities of that vitally important branch of governmental work which now goes under the vaguely suspected title of "state propaganda." Calling upon statesmen to recognize and employ permanently the tremendous force of paid publicity to educate and organize public opinion, as it was employed sporadically during the war, the writer has succeeded, as the *London Daily News* puts it, in "raising the art of advertising to the dignity of a science."

PERSONAL SELLING. By Wesley A. Stanger, sales manager, Thomas A. Edison Ediphone, New York City. Study edition in 12 parts. Biddle Publishing Company, New York.

This is a book written to, for and by a salesman. The titles of some of the parts into which it is divided for study purposes, explain its purposes and scope. They are "Importance of the Salesman," "Requirements for Success," "Personality," "Meeting Competition," "Meeting Objection," "Closing the Deal," "Compensation." Someone has said that there are no hard and fast rules for good salesmanship. This may be granted. What

the author has put into his book are simple deductions from a long experience which has netted him enviable success. It remains for the salesman reader to apply these deduction to his own problems.

New Publications

British Edition of "Femina"

Edited by Lady Diana Manners, leader of a society circle of the very highest, and purchased by the Field Press, which publishes the *Queen* and the English *Bon Ton*, a British edition of the French weekly journal, *Femina*, has been heralded in England as the biggest and most lavish journalistic venture in many years.

"Tractor and Implement Exporter"

A new monthly printed in French, Spanish and English, all in one edition, to be known as the *Tractor and Implement Exporter*, will soon make its appearance. The new magazine, devoted to importers of American agricultural machinery, will be produced by the Curtis Business Papers, Inc., 471 Fourth avenue, New York, publisher of *Tractor and Implement Topics*, which until the first of the year was widely known as *Tractor and Trailer*.

"African Draper and Outfitter"

A dry goods magazine called the *African Draper and Outfitter* has been started in Cape Town, South Africa, by the Mills Publishing Corporation. The first issue, a well illustrated and attractive number of 56 pages, besides announcing £100 in prizes for window displays, showing its interest in advertising, also inaugurated a department to criticize current advertising. It is called "The Magnetism of Advertising," and is under the direction of P. X. Barrett, manager of the Durban branch of the South African Advertising Contractors, Ltd.

"Financial Advertising" a New Publication

A new magazine called *Financial Advertising* will make its appearance on August 1, according to an announcement made by its publisher and editor, Frank Wilson, who is advertising manager of the Scandinavian American Bank of Seattle and the Scandinavian American Bank of Tacoma (two separate institutions).

"Sacramento Bank Depositor"

The Sacramento Bank, of Sacramento, Cal., calls its new publication, which is distributed among present and prospective customers, the *Sacramento Bank Depositor*.

"Advertising News Letter"

The *Advertising News Letter*, published "every little while" by the members of the Women's Advertising Club of Chicago, is an interesting little sheet. Its slogan is "Keep the Cup" and its motto "Smile."

"The U'pressit Gossip"

The *U'pressit Gossip* has been started in New York as the house organ of the United States Metal Cap & Seal Co. S. C. Stebbins, ex-manager of the Lansing Company, Lansing, Mich., is in charge.

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 COMPANY
New York Pittsfield Boston
San Francisco Chicago

Blotters

"To make Better Letters
Use Our Better Blotters"

Famous World and Reliance Brands
THE ALBEMARLE PAPER MFG. CO.
Richmond, Va.

Mailing Lists

Mailing Lists

Commercial, Automobile, Investors or
any classification wanted

TRADE CIRCULAR ADDRESSING CO.
166 W. Adams St., Chicago

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

The Taylor "Golden Jubilee" Proves To Be One of Cleveland's Most Successful Campaigns

A "Golden Jubilee" celebration and sale held by William Taylor Son & Co., Cleveland department store, from April 21 to May 1, proved to be one of the most successful advertising campaigns the city has ever witnessed. Total sales for the ten days were over \$1,129,000 and on the opening day goods in excess of \$190,000 were sold, the largest amount for one day in the history of the company.

Preparations for the celebration, which occasioned the fiftieth anniversary of the store, began more than six months previous. The elaborate advertising and novel publicity was originated and directed by Amos Parris, jr., advertising manager of the Taylor store. Until the last moment the merchandising phases of the jubilee were not referred to in the advertising, and all through the campaign the word "sale" was not mentioned once. Besides using daily newspapers, semi-weeklies in many northern Ohio cities and towns, outdoor advertising, a special moving picture film and several unique publicity methods were employed.

The campaign succeeded admirably despite two adversities.

When the newsprint shortage caused local papers to cut down space of all Cleveland advertisers and threatened to cripple the advertising plans for the event, Parrish had 75,000 copies of a four-page newspaper printed and distributed free. When the railroad strike and tie-up was about to hold up special merchandise and decorations for opening day, four two-ton trucks sent to Chicago made the trip in record time.

A motion picture entitled "Fifty Golden Years," and a Style Show, were given at the Stillman, one of the city's leading theatres. The film, reproducing landmarks and scenes of 1870 in Cleveland, and the show of living models, displaying styles of every decade from 1870, all attracted favorable attention from the women.

Thirty thousand copies of a 500-page book called Cleveland's Golden Story," written by James Wallen, were given away gratis.

Some 10,000 direct-mail circulars as messages from "Ann Sawyer," the Taylor store personal service bureau, were sent to out-of-town customers. Painted signs to the number of 51 were utilized at strategic points in the city. With the exception of advertising for men's clothing, this is the first time that a Cleveland department store has used outdoor advertising.

On the eighth day of the jubilee a reception and a concert, given at the Taylor establishment by the Cleveland Symphony Orchestra, was attended by a capacity crowd of 10,000 persons. Ceremonies were held at the beginning and at the expiration of the celebration. A Golden Chest was opened by Mrs. J. Livingston Taylor, owner of the store, and at the end, after the records of the event, including the first sales slip, were put in, the chest was locked not to be reopened until the Taylor Diamond Jubilee in 1945. Every baby born during the celebration, whose parents registered his or her name in the Golden Baby Book, was presented with a golden spoon. A reunion will be held every year for these "Jubilee" babies, and they will be the guests of honor at the Diamond Jubilee.

300 Universities are Advertising—Registrar's Investigation Shows Increased Use of Display Space by Educational Institutions.

Signal success has followed the use of display advertising and publicity by state and private universities and colleges in the United States to meet their post war problems. So definite was the result of the campaigns that now advertising is one of the factors in the conduct of the educational institutions.

John W. Cravens, Registrar of Indiana University, in a paper read before the session of the American Association of Collegiate Registrars recently at Washington, pointed out that 300 leading universities and colleges in the United States use some form of advertising to carry their message to the people and prospective students.

Registrar Cravens compiled the data from replies to questionnaires sent out by him to ascertain the extent of the use of advertising and publicity in conduct of the educational institutions. He found that 150 schools used display advertising either in local or state newspapers. In the magazine advertising field 110 schools use that medium, 50 of them devoting most of their appropriations to educational journals. Ten use "boiler plate" advertising and publicity service.

A survey of the modes of advertising used by the 300 schools shows that display advertising leads, then magazine, ready print, street car and window cards, calenders, souvenir booklets, illustrated bulletins, pennants and banners. Ten institutions have advertising agencies to direct their advertising and publicity drives and eighty-one have publicity men in their organization.

Definite results of these advertising and publicity drives were pointed out by Registrar Cravens as increased enrollment, stimulated attendance and establishment of new courses to serve the students. "A large number of the institutions are crowded beyond their normal capacity and in many of them a limitation has been placed on enrollment," he added.


Chicago Advertising Women Elect Officers

Mary M. Crowley, western office manager, John Budd Co., at the annual election of the Women's Advertising Club, Chicago, was elected president. Claire B. Samels, Carson, Pirie Scott & Co., was elected first vice-president; Jessamine Hoagland, National City Bank, second vice-president; Janet A. Olson, Kier Letter Co., treasurer; Ellen Borgeson, *Literary Digest*, corresponding secretary; Mrs. Mae Fairfield, University of Chicago Press, recording secretary; and Mrs. Alma Lindblom, Critchfield & Co., historian.

Bernice Ryan, Charles Daniel Frey Co., was appointed chairman of the membership committee; Mrs. Irene S. Sims, Marshall, Field & Co., will head the program committee; Mrs. Varina M. Losey, Kabo Corset Co., vocational committee; Jeanette A. Israel, Hart, Schaffner & Marx, social committee; and Alice F. Goodwin, *Chicago Daily News*, publicity committee.

Recently the members of the club contributed nearly \$800 toward the fund for starving children in Armenia.

"Gotham for Art Work"



Our new telephone numbers are

Madison Square
8517
8518

GOTHAM STUDIOS INC.
111 East 24th Street
New York
MARTIN ULLMAN · *Managing Artist*

G

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

The National Weekly of Modern Merchandising—Established 1891

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Calendar of Coming Events

May 18-20—Annual Convention National Association of Manufacturers of the United States of America, New York City.	June 6-10—Sixteenth Annual Convention of the Associated Advertising Clubs of the World, Indianapolis.
May 19-20—Second National Convention Tobacco Merchants' Association of America, New Hotel Willard, Washington, D. C.	June 6-10—Annual Convention, Association of North American Directory Publishers, Indianapolis, Ind.
May 19-21—Annual Convention, Industrial Relations Association of America, Chicago.	June 7-12—Annual Convention, National Association Sheet Metal Contractors, Peoria, Ill.
May 24-27—Thirty-first Annual Convention of the Heating and Piping Contractors National Association, Cleveland.	June 12-15—Semi-annual Meeting, Association of National Advertisers, Bedford Springs, Pa.
May 25-27—National Confectioners' Association of the United States, Annual Convention, St. Paul, Minn.	June 21-26—Annual Convention, National Fertilizer Association, The Greenbrier, White Sulphur Springs, W. Va.
June 1-5—Annual Convention of the National Association of Credit Men, Atlantic City.	July 12-16—Annual Convention Poster Advertising Association, Hotel Statler, St. Louis, Mo.

George Warren Wilder

Continued from page 37

the state medical authorities to be the best obtainable. This farm, begun with three cows and a bull, now numbers one hundred and twenty-five head and is valued at more than a quarter of a million dollars.

Such is the personality of this remarkable man that when an accident of fortune obliged him to spend several months of the year in California, they told him of fruits that could not be raised outside of Africa and certain districts of Florida—but he proved otherwise; they talked about calories, cattle and pure milk, he finished by knowing about all of them. They sometimes tell him in business of seemingly impossible things, but this only spurs him on to greater achievements. He sells himself to his ambitions, and his ambitions embrace the universe as the field for the operations of the Butterick Publishing Company.

Manufacturers Urge Sales Tax

Manufacturers attending the twenty-fifth convention of the National Association of Manufacturers in New York this week urged that a tax of 1 per cent on gross sales be substituted for the present excess profits tax. The manufacturers gave as their reasons:

"We believe this gross sales tax would be a just, certain and adequate source of revenue.

"It will be fairly distributed over a great mass and through the year so as to be scarcely noticeable.

"It will reach many who should pay taxes, but who now escape them.

"It would be definite and easily ascertainable.

"It could be collected monthly or quarterly.

"Excess profits tax is unproductive during a depression, while the gross sales tax is certain at all times.

"Competition will automatically safeguard the consumer against tax profiteering.

"It would not be discriminatory; it would be fair to all businesses.

"It will tempt free capital now driven into non-taxable securities to liberal investment in productive industry."

Such a tax on all turnovers of goods, it was said, would produce an approximate annual revenue of \$6,720,000,000.

Stanley Companies Consolidate

R. H. Young, advertising manager of the Stanley Works, New Britain, Conn., announces that his concern has absorbed the plants and properties of the Stanley Kule and Bevel Company.

Buzby-Raughley Co. in New Offices

The Buzby-Raughley Co., Philadelphia advertising agency, formerly at 1214 Arch street, has opened offices in the Bulletin Building.

WORLD'S ADVERTISING CONVENTION, JUNE 6 to 10

Whaddeyu mean—a real business convention?

THERE will be the same serious, "get down to business" atmosphere at the Indianapolis Convention of the Associated Advertising Clubs of the World, that you find at the A. N. P. A. meetings.

The world's advertising convention will be a brass tacks convention. "Advertising —

Now and How" is the theme of the program and that theme will certainly be held to very closely. It will pay every newspaper publisher, every newspaper business manager, every newspaper advertising manager or salesman in the country to come to Indianapolis for these five days of serious business discussion.

THE Newspaper Department sessions will be built around the idea of "selling the Newspapers as the National Advertising Media." More than 700 newspaper men are expected at Indianapolis. It will pay you to come. Get in touch with the On-to-Indianapolis chairman of your advertising club for hotel reservations. If you haven't an advertising club in your city write at once to

CONVENTION BOARD

Advertising Club of Indianapolis

CHAMBER OF COMMERCE BUILDING

INDIANAPOLIS



The advertising agency of today is the direct result of the need of expert ability by business houses who require intensive co-operative efforts to create and maintain sales.

The membership of the National Outdoor Advertising Bureau comprises a large number of these modern advertising agencies.

In every sales plan, there is a need for Outdoor Advertising, and members of the National Outdoor Advertising Bureau are in a position to advise you as to its use.

Our function is to co-operate with both Bureau member and advertiser, that prompt and efficient service be rendered, assuring a maximum advertising value.

Thos. Usack Co.

Chicago

New York