

# Advertising & Selling



The Place of the Business  
Paper in the Advertising  
Plan

Putting the Sales Angle Into  
Institutional Copy

and several other features  
in this issue

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TRADE MARK



THE STITCHES  
— HOLD

ADVERTISING & SELLING, DECEMBER 13, 1919

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# Advertising & Selling

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29th Year

DECEMBER 13, 1919

Number 25

## The Importance of Being a Co-operator

By FLOYD Y. KEELER

WASHINGTON in War Time became the Hub of America, and to it flocked people from the four corners of the country to do their share toward winning the war, and everyone in uniform and mufti unconsciously subscribed to the phrase—The Importance of Being a Co-operator. With this as their watchword, earnest square pegs ground their corners off in somewhat uncongenial round holes and finally they fitted.

Whether it was in the office of Grosvenor Clarkson, Secretary of the Council of National Defense; in the sanctum of the Secretary of War; or over at Mr. Creel's office at 10 Jackson Place, you always overheard two words in any conversation lasting more than two minutes—they were "co-operation" and "co-ordination." Everybody used them—it became a habit after a while. It is said that Director Ingersoll finally had to send out a special bulletin to his fifty thousand Four Minute Men to use these two words with care and some discretion.

At the National Press Club one hot night in 1918 several newspaper men, a famous playwright, a magazine writer, a sculptor and a few officers fell to discussing these talismanic words "co-operation" and "co-ordination." The first phrase

considered was which word properly came first. It was speedily decided that "co-operation" did, because "co-operation" meant working

together of statistics (compiled by a young man with shell spectacles seated at a high desk) for use by the square-jawed executive picked from the ranks of the "co-operators." With this discussion as a starting point, the telling of anecdotes illustrative of each man's conception of some phase of "co-operation" began.

One of the officers, who was a large employer of labor as a civilian, broke out with the somewhat startling statement—"One of the products of this war is going to be violent economic changes, followed by a succession of serious strikes. I don't believe all of the strikes can be avoided, because the cost of living will never fall as fast as wages, and prosperity depends on production. I do believe, however, that many of these strikes could be avoided if a policy similar to that pursued in the cantonments I have just visited could be followed.

Everyone seated around the table, speaking as one man, said, "Spill your idea, Captain; so far you are talking in riddles."

"Well," said the Captain "it is all a matter of morale, and by morale I mean the scientific handling of large groups of men so that the individual is quickly adjusted to his environment and becomes contented because the

### After All What Really Won The War?

ADVERTISEMENT after advertisement, some delivered vocally others via the printed page as well as paint and poster have told us "This Machine Won the War," "That Crank Case Won the War," "Some Other Device Did the Job," et cetera.

Without detracting one iota from the efforts of every doughboy, device, "dear"-girl-yeomanette, ad finitum, the one **THING** that really won the war was **CO-OPERATION**.

Until the proper spirit of co-operation came to the allied forces successes were few and further between. Until that same spirit came to American industry, following America's entry in the conflict, real war-winning production did not follow.

We now face another war—the war after the war—doesn't it seem reasonable to consider the use of this same magic formula of co-operation to win the war after the war? Captain Keeler makes an interesting suggestion in the accompanying article.

THE EDITOR.

together, and people who were working together for a common cause were contented. It was then agreed that "co-ordination" would follow, because it was largely a mat-

ter of statistics (compiled by a young man with shell spectacles seated at a high desk) for use by the square-jawed executive picked from the ranks of the "co-operators." With this discussion as a starting point, the telling of anecdotes illustrative of each man's conception of some phase of "co-operation" began.

living conditions are satisfactory. I know that this sounds very high-brow, but let me illustrate what I mean by giving you the benefit of a few first-hand observations.

"When the selective draft first became operative most of the privates in the old regular army became corporals and sergeants. They had a considerable contempt for the draftee who arrived at camp in a railroad day coach, a stranger in a strange land, sans sleep, weary, hungry and generally bedraggled. Consequently they lined up the prospective wearers of the khaki as quickly as possible and handled them none too gently in the process. Now came endless waiting in line while their names were entered on a muster roll, then another wait to be assigned to quarters, still another wait for mess call. Later came a hike of miles in the clothes they came in; then, maybe, kitchen police or pick and shovel work for some. Generally on the second day they were lined up and inoculated for typhoid and vaccinated for smallpox. This took a long time, and many were frightened because some of the men fainted. This is the

dark side of the picture as I first saw it, before the idea of morale had come to be considered a vital factor in camp administration.

"Then the principle of morale was applied and seemed to go hand in hand with happiness and the contented doughboy sang because the old order of things had passed. Under the new regime when the draftee arrived in camp with no enthusiasm for war or, in fact, for anything, he was welcomed and not bullied. If he arrived at two in the morning he found the cooks up and a steaming meal awaiting him. After he had eaten there was no standing in line; he sat alongside the mess table and was assigned to his bed in a designated barracks. Next morning he was turned out early, to be sure, but after being lined up he had things explained to him in language he understood, then breakfast and afterwards a lecture on the typhoid inoculation, vaccination for smallpox, why they were necessary and just how he would feel afterward. Later the draftee found himself at the door of a tremendous bath house, where he took a hot steam bath, leaving

his clothes in a little bundle behind him, marked with his name. Next he passed on to the physical examination room and from there from window to window until he came forth, two hours and twenty minutes later, a completely uniformed soldier of Uncle Sam, and proud of it. The last thing he picked up was his bundle of clothes, which he might send home free by parcel post if he wanted to. He was now taken in hand and given writing materials for that important letter home. With this letter he was given a facsimile letter from the commanding officer to enclose. It was a letter of reassurance to the folks at home and, indirectly, a cordial welcome to him.

"After the last man was through writing a "Y" man stuck his head in the door and said, 'All out for song practice.' A pleasant hour was passed learning to sing the camp songs, of which he was furnished a copy.

"Next day came the rudiments of drill in the morning, and in the afternoon baseball. By this time the men began telling each other or anyone who would turn a sympa-

## The "Clinch" in Advertising

By JOHN E. KENNEDY

Consider the Grindstone!

Bring the Steel ever so close to it and there is "nothing doing" until the metal actually *comes in contact* with the revolving stone.

Then see the sparks fly, *instantaneously!*

Many Advertisements are so good that they are *almost* effective.

They *begin* well,—1st, attracting attention,—2nd, enlisting interest,—3rd, commanding a reading,—4th, introducing the subject pleasantly, and lead you along *expectantly*.

They do admirably until they reach *the place where the Climax ought to be*.

Then, with a polite wave of the hand, they say "Au Revoir!" and fade away, leaving you "very favorably impressed" (*with the Advertisement*).

But,—how about the SALE of *Merchandise* which said Advertisements were presumably intended to make?

Such Advertisements lack "Clinch."

"Writers were too polite to corner the Reader."

"Didn't care to bring conclusions down to such *close* quarters that Reader would have *had* to buy."

"Didn't like the vulgar shriek of Action when Grindstone actually got down to business and performed the WORK it was INTENDED to do."

So,—they brought Grindstone just close enough to show what *might* have been done if the Salesmanship-in-Print had been *clinched*.

What excuse is there for Advertisements without "Clinch"?

—Without that inexorable Conclusiveness, that compelling Evidence which won't let the Reader get away from an Impulse to *buy* the GOODS (no matter what he may think of the Advertisement?)

thetic ear what a wonderful place camp was. They were adjusted to their environment, they were contented, they didn't have a care in the world and wanted everyone to know about it.

"It is estimated that the proper handling in these first three days shortened by three weeks the period of training because it made the individual more susceptible to suggestion.

"Now, I've talked some time and I'm going to stop and give someone else a chance."

Don't you think, after all, the Captain may be right about a similar plan solving some of the difficulties of capital and labor? The

other day an advertisement telling of "co-operation," potential contentment and satisfactory living conditions appeared over the name of the Firestone Tire Company. It told about the men owning their homes, owning stock in the company and the kind of factories they worked in. The final statement was—"this means more mileage to you"—the consumer.

ANOTHER METHOD OF CO-OPERATING

Then another day an article appeared telling about a company which was taking its employees into its confidence in striving (co-operating) for a common success. The plan was briefly as follows:

Capital is entitled to six percent

on the investment; all earnings over this to be divided, one-third for labor, one-third for capital, one-third to be credited to surplus to guarantee the continuance of the business for the benefit of both.

What could be fairer than this? Especially when each employee receives a statement of the condition of the company—his company—each month.

Aren't there enough willing "co-operators" who will, during the period of post-war adjustment put their shoulders to the wheel and help to bring about satisfactory relations between labor and capital, at least as it affects them and their community?

## Heels I Have Cooled

Exploring the Arctic via the Advertising Agency

By GEORGE MOREHILL

WHY do novelists speak of the splendor of royal palaces when a much more luxurious example can be found nearer home? Why can't they remark that the scene of the romantic adventure which they are reciting is comparable in downright beauty and sheer luxury to the large reception room of a small advertising agency?

If beauty of surroundings, elegance of furnishings, superiority of attendants and insignificance of visitors exist in this democratic country it will be found in the reception room of the advertising agency that regards advertising as something not to be tampered with except in inspired moments. I speak feelingly on the subject because I have frostbitten my heels in too many pale dun reception rooms not to feel deeply on the topic.

The reception room is the heart, soul and appendix of many advertising agencies. Lexicographers will yet come to classify this outer sanctum as a small, dimly lighted room, fitted with mauve tapestries around which an advertising agency revolves. It is the buffer between the heavy thinkers in the glass-partitioned cubicles and the rude and sometimes uncultured public. Without a reception room through

which must filter the coarse business requests of advertising solicitors and out-of-town clients, an advertising agency would be much the same as any ordinary commercial

resolve not to say another thing about reception rooms of advertising agencies, and maybe for a week or two I'll go along with sunshine in my heart for every agency on

the accredited list of the A. N. P. A., and then all of a sudden something happens that makes me bring out the old scather and scatter spleen all over an otherwise equitable disposition.

It happens like this. I trip blithesomely into an agency that was opened two weeks ago last Thursday by a couple of young fellows just out of college. My russet brief case fairly bulges with cardinal advertising facts, charts, graphs and circulation analyses which I desire to present to the space buyer of this new concern. Stepping up to the young Ethel Barrymore who is presiding at the information desk in this elegantly furnished

Ha! Ha!! That's Good!

YOU will undoubtedly relish, by way of diversion, this breezy little article by Mr. Morehill. He isn't poking fun—just for fun. And he isn't "knocking" advertising agencies in general.

He's talking to the few who ought to be reached—

In the meantime we'll all follow him through for our instruction as well as for our amusement.

"There's many a true word spoken in jest!"

enterprise, and that, of course, is simply out of the question.

As one who derives his bread and occasionally a little butter from advertising and allied lines of endeavor, it hardly behooves me to snap at the daintily manicured hand that is engaged in providing me with sustenance, but I must carp every once in a while, because I am that kind of a fish.

Quite frequently I make a solemn

icing plant I state plainly and with, I trust, due deference that I am Mr. Ummph of the *Daily Gazaza*, and that I desire to speak to Mr. Jusso.

"Regarding which account?" Miss Barrymore the second asks.

"Ah! then you have two accounts?" I remark jocularly, but the remark doesn't quite get over. Miss Barrymore the younger glances at the shine on my sleeves;



She requests a card

she detects in one fleeting instant that I am overdue at the manicure's and in bad standing with the latter. She appraises me at a glance, and the result is not intensely flattering to me. She may not hate me right off the bat, but she doesn't feel like having me sully the reception room with its nice, thick carpet, much less speak to Mr. Jusso, who is everything that an advertising man should be—including the heliotrope silk shirt with the grandmother of pearl cuff links.

THE CUSTOMS AUTHORITIES BEGIN WORK

Then she begins to cross-examine me with a finished effect that indicates that she may be studying law at night. It is evident that she distrusts my sincerity. She does not believe that I am Mr. Ummph, or that I represent the *Daily Gazaza* or that I want to see Mr. Jusso. She requests a card. I hand it to her. She scales a skeptical fingernail over the printed name. Then she looks at me again and speaks by telephone to Mr. Jusso, who is at least ten feet away enjoying a copy of *Spicy Stories* behind the frosted glass. Her conversation with Mr. Jusso is a masterly incident. Without using the exact words she nevertheless conveys the unmistakable thought that there is a funny looking piece of flossam out in the nice, new reception room who wants to rob Mr. Jusso of some of his valuable time on a miserable mission regarding advertising or something.

I am not permitted to know what Mr. Jusso replies, but I am told in language that is unmistakable, though velvety, that I must wait. Then I sit down and the little



I am admitted to Mr. Jusso

crystals of frost begin to collect on my heels. Parenthetically let me remark that some genius who would invent a patent heel-cooler would find a steady market in the advertising world. By finishing up his cooler in old rose tints to match the furniture he would find an enormous demand for reception room agencies, particularly in agencies where accounts are not numerous and plenty of thought can be given to the really important matters.

After I have read large numbers of antiquated magazines and have sufficiently pondered the beauty of the reception room and the sublimity that surrounds the business of advertising in this particular agency, I am admitted to Mr. Jusso's august presence just as he has finished the story in the magazine and is ready to tell me that the



"Ain't it a 'g. and g. feeling' as Briggs would say

Brxbrx account about which I called will be inactive until January 1, at which time I am to be permitted to call, unworthy as I am, to go through the process of getting into his office again. I reflect bitterly that by the time I call again it will probably be necessary to put on some new-fangled lodge regalia and give a mystic pass word before I can get into the inner office.

COOLED HEELS COST TIME

Kindly remember that I have no grievance against the young woman at the information desk. She is a nice girl and undoubtedly very good to her mother. Neither have I any grudge against Mr. Jusso, who is a pleasant young man when he can reach the point of forgetting that he must uphold the dignity of advertising. Nor am I splenetic against the advertising agency itself. I am passionately fond of advertising agencies. I like nothing better than to drop into an advertising agency and have the girl at the desk slip an advertising order into my nervous fingers. It makes my heart glow to be able to please a space buyer, and I willingly do everything in my power to see that my papers give the advertising

good position editorial puffs, extra copies for checking, and a new calendar every year, but this thing of basking in the reception room is disquieting. After one has basked for a few hours in reception rooms the inordinate basker's thirst seems to become quenched, and one has a feeling that he would like to get a little further along with his work. I think it would be better if the agencies could have special hours for heel cooling, so that those of us who go in for that sort of thing could be on hand and get it over with.

If I were a Russian novelist I might moralize a little, but I must leave that to the morals squad because any conclusions that I might reach would probably be wrong in the first place. When it comes to the inevitable final analysis I rather suspect that I am only one of a

very few who find the reception room frigidity of any consequence. Most people like it. They are impressed by the soft wall tones, the pretty pictures, the period furniture and the time-honored magazines on the waiting-room table.

ANOTHER AD FRAPEE AGREES

The other day I ran across a fellow in one of the frigidariums who feels as I do about it. He was splendidly splenetic, and I deem it wise to let his views be interpolated at this junction. My reasons are, first, I do not want to be blamed for any criticism that he makes and, second, it is interesting to receive space rates for something that he gave me for nothing.

"Believe me," began the irritated young polar explorer, icily, "this thing of hanging around high class reception rooms angorates me dreadfully. I chase over here from the office to get a little order and here I have to sit and wait and wait and sit, while the man I came to see is probably sitting in there wondering how to get rid of that slice in his extra-hour-of-daylight golf. Eventually he will see me, but not now. The reason he can't see me now is because it isn't being done in the best advertising circles.

He is impressed with the feeling that advertising is a profession and not a business. He has an idea that the public expects an advertising man to be as calm, dispassionate, reserved and distant as a supreme court judge. If he were to come out here and talk to me it would crack the ethics of the profession until they would have to be put into a plaster of paris cast.

"The smaller the agency the bigger the reception room. The smaller the account the longer you have to wait to talk about it.

"That may be the right idea, but

I'm beginning to think differently. I think it ought to be as easy to see an advertising man as it is to see President Wilson or General Pershing.

"When the advertising business gets to a point where it is more interested in results than in appearances, it will do better. I long for the day when advertising reception rooms will be eight by ten feet in size, and when the space the agency uses will be larger in proportion. I pine for the day when I can go into an advertising agency and get my mission over with as quickly

as in a first national bank. I long to see the happy day when the girl at the information desk will give her gum a quick shift and say to me: 'Sure, go right in, he ain't never too busy to see people.' I look forward to the day when the hocus pocus of advertising will be transferred to mind reading acts in vaudeville where it is needed. I will welcome the day—"

I felt that I must remonstrate because it was plain that his iconoclasting was keeping the other heel-coolers awake.

"Tut! tut!" I tutted.

## Putting the Sales Angle Into Institutional Copy

How one of the Highest Priced Automobiles Uses "Show Me" Advertising

An Authorized Interview by ALLEN DUANE with

T. E. JARRARD

Vice-President, Apperson Bros.' Automobile Company

**A**UTOMOBILE advertising offers the most unlimited opportunity to write gorgeous copy. And copy writers have taken full advantage of this opportunity. They have, in fact—and so have the artists—made automobile advertising a sort of symbol for advertising excellence. True, the hosiery fellows sometimes score for *sheer* beauty, but the motor car publicity of today is usually the essence of attractiveness.

It was a natural impulse, then, to become inquisitive when the advertising of the Apperson Bros. Automobile Company, of Kokomo, Ind., began to make its impression upon me in the face of this steady and consistent competition, and after a few applications of the rare phenomenon of institutional copy strengthened by concrete, specific facts of prime sales value, I felt rather keen about getting at the story from the inside.

T. E. Jarrard, vice-president of the Apperson Company, proved to be the man with the details at his command, and his recital of the ideas and plans behind the organization's advertising will doubtless prove as interesting to you as it did to me.

To begin with, the automobile field has been so thoroughly and capably covered that it is a difficult thing to find an appeal different and distinctive. It was exactly this sort of a slant that the company wanted

in its publicity, and their success in finding it is, perhaps, due as much as anything to the fortunate fact that they had a distinctive product for the market. At least, the

directed to making people see the Apperson car as we see it. That means a whole lot more than an assembly of automobile units—engine, transmission, and so on: we see it against a definite and profoundly important background."

That, let me intersperse, is the right kind of visualization applied to commerce.

"That background," continued Mr. Jarrard, "is not a fine country road, or severe city traffic. It is the factory itself, and its steady development through over a quarter of a century. Its unique development, in that the Apperson brothers are still essentially producers, and Apperson cars today are still as personal a matter as the first practical automobile, built 26 years ago by these two men with their own hands.

MENTALLY PHOTOGRAPHING THE  
FACTORY

"We felt that the character of the factory and the history behind it were vitally interesting things for the public to know about, and that these were more important aspects of the car, really, than any specifications or even records of performance. We felt, in short, that if we got the factory and its story across, with absolute fidelity to the facts as they are, the public would see in that organization and its history the best possible guarantee of quality in the car itself."



T. E. Jarrard

Appersons are willing to give to certain features of the car itself the bulk of the credit for the inspiration of the campaign.

In the words of Mr. Jarrard: "We wanted our advertising to bring the readers to the factory, into our offices. All our efforts were



One of the distinctive Apperson books, bound in leather and board and bearing the firm's seal in cut steel. This "album" is used by show-rooms and costs \$10.00 to produce

So, you see, the first thought was institutional copy that would carry the appeal of consistent development, sound yet advanced automotive ideas, an immense wealth of experience, and an honesty of purpose that could not be tempted from quality by the possibilities of gigantic production. Institutional copy, built upon that foundation, couldn't very well help but be sales copy — as directly as automobile copy can be. Applied and executed strictly according to plan, it would be at least above the average.

Yet another angle made itself apparent to the executives of the company: even *concrete* institutional publicity could be strengthened by the addition of tangible selling points.

As Mr. Jarrard put it: "While we wanted the institutional appeal, we felt that there was yet another angle. To give point to the institutional publicity, we concentrated on a few definite points of performance, easily verified by a demonstration.

#### TANGIBLE POINTERS

"The transition here isn't as sharp as it seems. The psychology, as we see it, is something like this:

the reader gets a picture of an unusual organization, with an unusual history — therefore an unusual performance in the car. We bring this somewhat half-formulated thought definitely into the foreground and crystalize it with a few definite statements of the unusual performance. We state these facts:

"First; an acceleration of from 1 to 40 miles an hour in 20 seconds.

"Second; a braking action that brings the car to a dead stop from 40 miles an hour in 40 yards in 4 seconds.

"Third; a 130 inch wheelbase, and a turning radius of less than 39 feet."

These things are strong persuasive factors; they belong, customarily, only in the inspired utterances of the inspired salesman, and not in the round-about, dignified, small-sized thesis of the institutional copy writer. And in making that as a "customary" classification, we bring up another point touched upon by the company's vice-president:

"There is another advantage in using definite, easily verified performance statements," he said. "Such statements are rather conspicuously absent in automobile ad-

vertising generally. You read about most any car's marvellous hill-climbing ability, the wonderful acceleration, the ease with which it manoeuvres in traffic, and other generalities. Specific statements, however, are not in fashion, and for this reason we believe that our copy can really be expected to stand out."

If you look at some samples of the Apperson advertising in any of the national magazines, you will see how this idea has been carried out. First, comes the institutional text, the particular copy angle being indicated in the caption. Then the copy goes into detail, bearing the same specific character as the definite performance statements. One of them, for example, points out: that in the 26 years since Appersons made the first practical automobile, their contributions to motor car development have included the first double opposed motor, the first electric ignition, the first chummy roadster, the first 100-mile non-stop run, the first overland tour, etc., etc.

#### HUMAN ELEMENT USED

Other advertisements tell of the humble beginning on the bank of the Wildcat stream in Kokomo, and of the growth into a factory big enough for economical production but not too big to be a personal affair for the members of the firm. All through the copy is the strain of specific statements.

To tie up with it, the art work is made not only distinctive but characteristic, as well, so that the cumulative effect of the advertising is guaranteed.

So much for the general description of the plan and its purpose. I can afford to take my lesson from the story I am telling, and be more specific:

The company is spending about \$150,000 this year in its advertising appropriation, and the national campaign includes seventeen magazines of the nature and quality of *Vogue*, *Vanity Fair*, *Town and Country*, *Everybody's*, *Saturday Evening Post*, *Scribner's*, etc. Supporting this is a plan by which the company shares "50-50" with the distributors



A section of the small suede-bound catalog carried by the salesmen





One of the exclusive looking full page insertions of characteristic layout and design

on local newspaper advertising, copy which ties up with the national work being furnished free through the advertising agency of the Apperson Company.

Both agency and consumer inquiries are, of course, followed up in the approved manner, the object in the inquiries from consumers being to persuade them to talk to a distributor on the subject of automobiles.

Then for the distributors there are other items of support and co-operation: Dealer Letters continually go out of the office to the trade at the rate of from one to two a week; every week a Topical Talk is sent to the list of distributors, dealing with timely phases of business as applied to the sale of Apperson cars. In addition to the national and local advertising, the publicity bureau at Kokomo also renders practical assistance in the form of a story sent out each week to a list of about 700 newspapers all over the country. This material is widely used, and its value is facilitated by the extensive system of retailer advertising which appears in the local papers.

These things, all hooked together, constitute the theory and the actual working of the Apperson advertising campaign. Spread out before you in this fashion, they look formidable enough. To me, with the advantage of having seen the actual material, they gave promise of the deadliest efficiency.

I asked Mr. Jarrard what he could tell me about the actual results of the publicity. He answered: "Well, you know it is pretty hard to directly trace returns from this particular sort of advertising,

especially. Advertising is the life of trade, no doubt, but as is the case with so many things that make up life, it is pretty hard to trace them down and put your finger on them.

"On all hands we hear comments on the kind of advertising we are doing, and that means it is being noticed. We get a goodly number of inquiries and our dealers are all enthusiastic over the advertising we have done. There is no doubt that that it is greatly beneficial and largely instrumental in the results that we are obtaining.

"The best thing to say regarding the returns we have enjoyed is that our output is far oversold. We will be taxed to capacity to take care of the demand for Appersons for the next twelve months."

Which, perhaps, argues well for the practice of putting the specific statement in institutional copy as well as direct sales matter.

#### EXCLUSIVE LITERATURE HELPS

Another important feature of the Apperson advertising is a catalog, measuring about 14 inches square; bound in half leather and half board, done all through in brown ink and material; bearing the company's seal in the form of a steel die on the cover; showing photographs of the car not only in the most beautiful surroundings, but also surrounding some beautiful occupants — all in all, an exceptionally concrete example of distinctiveness.

This book costs \$10.00 to produce, and it is used in distributors' sales rooms where the investment

will, and does, bring a gratifying amount of returns in the shape of good impressions and the feeling that the Apperson must be a quality car.

Another book, bound in soft green leather with a flexible cover, and measuring about 8 x 10 inches, is carried by the distributor's salesmen. The company spends \$8.00 each on these books, and figure that the reaction of the observer to them is well worth the price.

Even in the paper catalogs and booklets put out by the Apperson people, the same suggestion of individuality and quality is given. Exclusive looking papers, illustrations, decorative borders, layouts, etc., all go to strengthen the reaction.

#### Can You Help Us Out?

*Goodwyn Institute*

GOODWYN INSTITUTE BLDG.

Memphis, Tenn.

ADVERTISING & SELLING,  
131 East 23rd Street,  
New York City.

Gentlemen:

We have exhausted every resource to secure our missing copies of ADVERTISING & SELLING for February 22, and August 23, 1919.

Unless you can secure them for us we shall be obliged to omit them entirely in binding up the volumes to which they belong. We hope you will make one more effort to get these copies for us.

Yours very truly,

MARILLA W. FREEMAN,  
*Librarian.*

Possibly some of our readers will be kind enough to help out in this emergency.

EDITOR.



The cover of one of the catalogs done in several colors and epitomizing distinction

# The Men and Women Who Make Our Mediums

Thomas L. Masson

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

By CHARLTON L. EDHÖLM

"AS a very young man," said Tom Masson, "I was a traveling salesman. And you may add that I was the worst salesman that ever happened."

There is something very refreshing in this statement. So many successful men have told me that they had sold goods in early life and they usually bragged a bit about it. They left it to be inferred that they *always* "brought home the bacon"; spoke glowingly of the road as a liberal education and made you wonder why they ever left it if they cared so much for it.

But Masson, with his customary unexpectedness, said that he hated to sell sewer pipe and was mighty glad to get a job on the *New York Sun* in the old days, writing humorous verse and entertaining prose of the sort that he has been doing for twenty-five years and more for his own paper.

This quality of "unexpectedness" is in the personality of Thomas Masson. He is remarkably youthful looking for a man whose name has been familiar to the fun-loving public for a generation. His slender figure and smooth shaven face have an alert youthfulness, so that the touch of gray in his black hair is rather unexpected, as surprising, indeed, as the announcement that he is a grandfather.

There is a dry humor in his smile that reminds one of the things he writes, the smile of one who sees life without any veil of rosy illusions, yet without cynicism. And his tastes have that unexpectedness too. He maintains stoutly that Jane Austen might be conceded to rank pretty close to Shakespeare, some day; and he mentioned that those two writers and the Bible, were his favorite reading.

"I enjoy the study of philosophy more than any other recreation," he went on to say, and for an hour he kept contributors and artists waiting while he told me about the thinkers from Confucius to Kant whose teachings had influenced him.

There is a reason and a good one for the editor of a humorous publication studying philosophy and developing his logical faculty. Humor is logic with a twist in it. If you are in the habit of thinking straight, you will appreciate that twist in the logic when reading humor, and you will know how to insert that twist deftly when you are writing jokes.

There must be a "know how" to that kind of writing as there is to plumbing or operating an airplane. Masson can turn out fifty jokes a day without succumbing to writer's cramp. When he is feeling especially fit, he can do seventy-five or even a hundred, and if you think that is easy, just try to turn out four or five marketable jokes, epigrams, quirks or quips the first time you have a day off, and see how you get away with it.

The philosophers have given him a view point that is helpful in securing material for his bits of gaiety and his delicate stories and verse. The open and receptive mind is the secret of his great fertility.

"Every man I meet," he told me, "gives me an idea or several ideas. I will carry them about with me for an indefinite period, and then all



Thomas L. Masson

# To Advertisers and Space Buyers

**T**HE fact that the evening newspapers of the country carry the heavy volume of local retail advertising—advertising inserted to-day for results to-morrow—should not be overlooked by the national advertiser wishing to sell the customer at lowest cost.

In New York, for example, The New York Globe carries more business from the 20 leading retail shops than all the six day morning newspapers combined.

More often than not a heavy volume of advertising and circulation on Sunday is made to cover up week day weakness by morning newspapers.

I have just prepared a list of 124 evening newspapers published in 120 cities in the United States, giving populations, circulations and 5,000 line rate, which I will be pleased to send to any one on request and a 2 cent stamp.

JASON ROGERS.

MEMBER  
A. B. C.

## The New York Globe

180,000  
A DAY

JASON ROGERS, Publisher

at once they develop into material for my work. I make it a point to see every man who wants to see me, and to listen to what he has to say, for he is sure to say something worth while if I give him a chance."

"How do you ever get any time for your writing, if you keep the office door open to visitors?" I asked.

"Most of my writing is done at home," he replied. "There is a room at the top of my house in Glen Ridge, where I have a desk and a sofa and a chair that are reserved from the inroads of the children. The children, and especially the grandchild, own the rest of the house, but there are terrible penalties threatened if they invade my corner. Sometimes they try to 'put one over' by using the typewriter or playing on the sofa, and then putting everything exactly as it was before I come home, but I can tell in a minute when they have been there, and then, of course, something dreadful happens.

"In this corner I do most of my work, writing my stories in long hand on a special manuscript paper that has a blue line down the center. This is written on to the left side of the line and leaves a big margin on the right for corrections."

He produced a story that showed me just what he meant, and I was impressed by the very clear, small and even characters, and by the small number of corrections for which he allowed such liberal space. If there is anything in handwriting as an index of character, this should denote an orderly mind, and this is more than guess work, for he went on to tell me how he became editor of *Life*.

"I just let things come to me," he remarked, "I don't get out and hustle for them in the approved metropolitan style. You remember one of my philosophers said something about the man who could bury himself in the woods and produce the best mouse-trap ever made, and how he could be certain that the world would make a trail to his door. So it is with my ideas for stories. I sit back and let them come. So it was with my present position. I did not go after it. It came to me."

"But you were always ambitious to edit a humorous paper," I suggested.

"Yes, indeed. And I particularly wanted to edit *Life*, but I did not take any aggressive action. It came

about this way: I contributed very frequently to the paper when it was started by Mr. Mitchell, and it happened that some of my items would get misplaced, or something else would happen, and they would send word for me to come to the office and straighten things out. One day

### The "Life" of the Editor of LIFE

Masson is one boy who never wanted to run away to sea. That's because he had crossed the ocean sixteen times before he was twelve years old, for his father was captain of a sailing ship. You might expect from this early start that Tom Masson would write more sea stories than Clarke Russell and Jack London rolled into one. Wrong. Tom Masson writes the delicately humorous captions to most of Gibson's cartoons, and his work has no allusion to marlinspikes, or garboard strakes or similar technicalities. He always does the unlooked-for, and that's why he edits *Life*. In the suburban town of Glen Ridge, N. J., he is a substantial citizen, and was member of the Board of Education for many years. He is the father of a family of four, and there is also a grandchild. But to the readers of *Life* he is the satirist with a delicate turn to his razor-like wit an amused spectator of the froth of metropolitan existence. He was born in 1866 in Essex, Conn., went to school in New Haven (after sailing around the world), tried his hand at selling goods on the road and detested it; tried writing verse for the old New York *Sun* and liked it immensely, and since 1893 has been literary editor of *Life*.

after such a visit Mr. Mitchell asked me to edit the paper. I was astonished. I asked him why he had thought of offering me the position, when I had not asked for it. He replied that I had shown such a readiness to locate the little troubles regarding manuscripts, and such ability to get things right, that he de-

cidely I had the type of mind to keep the office going smoothly. That was more than a quarter of a century ago, and things have been going pretty smoothly ever since.

Thomas Masson paused, and I arose, knowing that I had secured the "story." But in shaking hands I thought of another question: "I suppose that editing *Life* is about the most entertaining thing one can do?" I ventured.

"Yes, that is my principal hobby, as well as my job, though I *do* find time for riding about in the motor and get a lot of fun out of it."

"Aside from motoring and studying philosophy what is your idea of recreation?"

"Oh, I'm quite devoted to golf. It's such splendid exercise. It makes your blood tingle to the finger tips, and it steadies your nerves and gives you an appetite. For whole afternoons I sit on the veranda of the club and watch my best friends play this noble game, and all kinds of good ideas come to me while I take my cool drink through a straw. In fact you may say I like *all* vigorous, red-blooded, virile, out-door sports the same way.

"But for real joy, with a tang to it, I like best to settle down in my easy chair on a rainy evening, with a set of Shakespeare on one side and the works of Jane Austen on the other, and read and read and read."

#### New Stock for American Bosch

The American Bosch Magneto Corporation is planning the issuance of 20,000 additional shares of the corporation's stock, thus increasing the capitalization to 80,000 shares.

#### Five Ohio Steel Companies Merge

The Hydraulic Pressed Steel Company, Cleveland, O., has made plans whereby it will merge with the Hydraulic Steel Company, the Cleveland Welding Manufacturing Company, the Hydraulic Steel Craft Company and the Canton Sheet Steel Company. The plan for refinancing the company and its subsidiaries on a permanent basis is subject to the approval of the company's stockholders.

#### General Motors Has Financing Plan

The General Motors Corporation has called a stockholders' meeting for December 30 to ratify a plan for the authorization of an issue of \$500,000,000 7 percent cumulative, non-voting debenture stock. The shareholders will also act on a proposal to decrease the \$500,000,000 6 percent debenture stock to \$90,000,000.

#### Former Klaxon Man for du Pont Industries

Clarence F. Brown, formerly with the Klaxon Company, has been made advertising director of the du Pont American Industries, Wilmington, Del.

# Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY



## The Oakland and Collier's

This year the Oakland Motor Car Company has used more space in Collier's than in any other general publication.

**“Watch Collier's”**

# Why the Peace Treaty Was Not Advertised

By GEORGE CREEL

Former Chairman Committee on Public Information

EDWARD HUNGERFORD, writing in ADVERTISING & SELLING in the issue of November 29, calls the Peace Treaty "a failure in advertising." I agree with him absolutely. There can be no question but that the Paris proceedings have never been placed before the people of the United States with any degree of clearness or in such manner as to put public opinion in possession of the truth, the whole truth, and nothing but the truth. Mr. Hungerford, however, blithely proceeds upon the assumption that the failure was entirely the fault of the Committee on Public Information or rather, the result of my own personal inefficiency as chairman of that body. His opinion would have more weight with me were it not for the fact that he knows nothing whatsoever about the Committee on Public Information, or about my own efforts and point of view, and writes in an utter ignorance that could easily have been enlightened by the least attempt at careful investigation.

What Mr. Hungerford argues for, and the lack of which he attacks, was an aggressive "selling" campaign that would have converted Congress and the American people to the President's position as far as the Peace Treaty was concerned. To use his own words, "As a nation we were not sold. Congress was not sold." This duty of salesmanship, in his opinion, should have been performed by the Committee on Public Information.

I deny this absolutely. Nothing would have been more instantly attacked, and justly attacked, than the use of governmental machinery and public funds for any such purpose as that described by Mr. Hungerford. Bad as conditions are today, they would be infinitely worse had the President attempted to support his cause by "press agenting" with the people's money. As for the Committee on Public Information, its duties ceased automatically when fighting ceased.

#### THE COMMITTEE PROMPTLY DISSOLVED

Within twenty-four hours from the signing of the armistice, orders were issued for the immediate cessation of every domestic activity of the Committee on Public Information. Many of the divisions had a continuing value, but I had the deep conviction that the Committee was a *war organization* only, and that it was without proper place in the national life in time of peace. War is a simple fact, with victory as its one objective. Peace is far from simple, and has as many objectives as there are parties and political aims and prejudices. No matter how honest its intent or pure its purpose, a Committee on Public Information operating in peace times, would be caught inevitably in the net of controversy, affording the highly improper spectacle of a government organization using public monies to advance the contentions of one side or the other. The President was in thorough agreement with me and the order for domestic demobilization had his explicit approval.

On November 14 announcement was made of the discontinuance of the voluntary censorship agreement.

On November 15 a formal statement was issued to the effect that all press censorship in connection with cables and mails had been discontinued.

The question that next arose was in connection with publicity arrangements

of every power, liberty and independence. This course, in my opinion, was dictated by common sense as well as by propriety. The Republican papers, as a matter of course, were insistent that the Administration should abandon all publicity effort, but it was also the case that the press, as a whole, was flatly in favor of the step. From every quarter came the demand for full release from restraint, suggestion or "interference" of any kind. There was also Congress to be considered.

#### PARTISAN DIVISIONS EARLY

The League of Nations was the chief issue to be fought out in the Peace Conference and the Republican majority in the Senate was already serving notice that it would be regarded as a controversial and political question. Any attempt at Government supervision, regardless of its honesty and helpfulness, was sure to be seized upon by the Republican Senators and by the Republican press as an effort of the administration to "muzzle the press" and to give the people no other information than that favorable to the President's cause.

What I urged was the lifting of every barrier, full permission and aid for every American newspaper man desiring to go to Paris, open sessions of the Peace Conference, and instant demand upon England and France that American news should be exempted from censorship of any kind.

The President stated that he stood unqualifiedly for open sessions, authorized the announcement that all passport regulations would be lifted in the case of accredited newspaper men, and in the course of a few days informed me that the governments of France and England had acceded to his request that the dispatches of American correspondents should not be subjected to censorship. These facts were duly given to the press, and all was "quiet along the Potomac."

#### THE PRESIDENTIAL INVITATION

With Peace Conference publicity disposed of, presumably, and with the domestic activities of the Committee in process of settlement, there then remained only the Foreign Section with its representatives in every capital, its intricate machinery and with hundreds of thousands of dollars involved in the adjustment of assets and liabilities. Paris was the one logical center for this demobilization and the President believed that the importance of this liquidation required my personal attention. At the same time with his usual kindness of thought, he asked me to be his guest on the George Washington if I could make my plans coincide with his sailing date. This, then, was why I went to Paris, and how I happened to be on the George Washington.

The wisdom of my course in taking a stand against "salesmanship" was soon demonstrated in conclusive fashion. To assist in the heavy detail of checking the books of the European offices, in paying bills, selling assets and collecting money due, I sent an advance delegation to Paris

(Continued on page 32)

## Sides!

As some one has said "there are two sides to everything—except the most expensive phonograph records."

In our issue of November 29 Edward Hungerford, a noted special writer of the day, had an article entitled "The Peace Treaty—A Failure in Advertising."

It is our idea that a publication should not pussyfoot in these matters, but turn the spotlight of publicity upon the facts and let the readers judge for themselves.

The accompanying article by George Creel, former chairman of the Committee on Public Information wherein he explains just why, in his opinion, the peace treaty was NOT advertised, therefore will be read by all with a great deal of interest.

As for our own opinion we still abide by the original thought that proper publicity, whether you term it propaganda, advertising or invent some other title—used in the newspapers and other media, would have SOLD the treaty, SOLD the reservations, if any were necessary, so that our country would have promptly ratified without the fiasco we now face. And we say this without taking sides politically for ADVERTISING & SELLING is a non-partisan publication.

—THE EDITOR.

for the Peace Conference in Paris. There was a general assumption that the Government would exercise certain authorities and controls, and that I would act as administrative agent. It was against this assumption that I entered immediate and vigorous protest, taking the matter straight to the President. What I insisted upon was the Government's immediate and complete surrender of every supervisory function as far as news was concerned, and the restoration to the press

# 655,424

That's the number of agate lines of display advertising carried by The News-Times in the month of October. The greatest amount of display advertising ever carried by any Northern Indiana paper in a single month. Our nearest competitor, fell short by 16,730 lines for the same month. The News-Times is proud of this record—proud because it is tangible evidence of News-Times Supremacy.

South Bend is the shopping center for Northern Indiana and Southern Michigan. South Bend is the central and largest of a group of industrial cities and towns—all busy and prosperous.

This growing market can be thoroughly covered only by the News-Times with it's 17,000 circulation. Morning, evening and Sunday editions—and practically no duplication.

## SOUTH BEND NEWS - TIMES

**Morning**

**Evening**

**Sunday**

J. M. STEPHENSON, *Publisher*

Foreign Representatives

CONE, LORENZEN AND WOODMAN

Chicago

New York

Detroit

Atlanta

Kansas City

# National Advertisers Hold Enthusiastic Convention

**Busy and Happy Crowd Collects at Lakewood For Three Day Conference Plus a Good Time**

OVER two hundred members and guests of the Association of National Advertisers assembled at Lakewood, N. J., from Wednesday to Saturday of last week to attend the three-day meeting which constituted the annual convention of the Association, and they enjoyed not only an instructive and valuable conference, but managed to squeeze in a little of the "light and joyous" doings, too.

Beginning at 11 A. M., on Wednesday, the meetings were called to order and a series of "Ten Minute Talks" were given by H. W. Prentis, Jr., of the Armstrong Cork Co.; W. W. Wheeler, Pompeian Company; W. S. Asby, the Western Clock Company; Brainerd Dyer, Aluminum Castings Company, and O. C. Harn, National Lead Company. Divisional luncheons were held from 1 to 2:30 P. M., and the afternoon session's program was opened, including: J. B. Benson, Advance-Rumely Company, on "Planning for Export Trade"; G. Lynn Sumner, International Correspondence Schools, on "Defining Advertising Practice," and E. I. La Beaume, Hercules Powder Company, on "Standards of Agency Service."

The nominations committee met at 5:30, and the day closed with a smoker at 8 o'clock that evening.

The Thursday morning session was opened by Arthur Allen, Philip Ruxton Company, with a talk on

"Color in Advertising," followed by five "Five Minute Talks" by: Philip Will, Sill Stove Company; J. D. Ellsworth, American Telephone & Telegraph Company; Gilbert H. Montague, New York Bar; J. J. Buzzell, Hyatt Roller Bearing Company, and H. W. Prentis, Jr., of the Armstrong Cork Company.

From 12:45 to 1:50 P. M. Export Round Table Luncheons prevailed, under the chairmanship of J. B. Benson. The afternoon session was addressed by Henry Hale, Ethridge Company; J. Roy Allen, Mint Products Company; L. L. King, Goodyear Tire & Rubber



Poking fun at the famous "tidy red tin"

York Bar, "The Advertising Man and the Law." Two "Five Minute Men" wound up the forenoon meeting: F. W. Tufts, Detroit Steel Products Co., and W. L. Schaeffer. After the report of the Resolutions Committee, adjournment for "chow" was called. The last luncheon was in the form of a Dealer Service Round Table, with H. W. Prentis, Jr., presiding.

In the afternoon the speakers were: Saunders Norvell, McKesson & Robbins Company; C. E. Steffey, National Cash Register Company; William H. Ingersoll, Robt. H. Ingersoll & Bros., and John Clyde Oswald, the *American Printer*. After the regular reports of the secretary and the president, the usual election of officers was held, the results of which are as follows:

President: J. C. McQuiston, Western Electric and Manufacturing Company, East Pittsburgh, Pa.

Vice Presidents: J. D. Elsworth, American Telephone & Telegraph Company, New York; R. N. Fellows, Addressograph Company, Chicago; Mont H. Wright, John B. Stetson Company, Philadelphia.

Directors: W. A. McDermid, The Mennen Company, Newark; J. S. Wicher, Mellin's Food Company; Don Francisco, California Fruit Growers Exchange; P. L. Thompson, Western Electric Company, New York; W. T. Chollar, Atlas Portland Cement Company; W. H. Marsh, Burroughs Adding Machine Company, Detroit.

The annual dinner was held at the Laurel House that evening, and a play, "a tragic musical comedy without music," called "The Day of a Dog," was presented by the "local talent" of the Association.

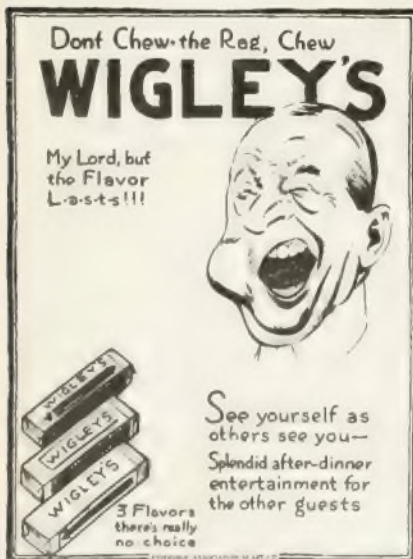
Saturday, business being over, the day was spent in trap shooting in the morning, golfing in the af-



One of the *Herald's* burlesques on a national advertiser

Company; Stanley Clague, Audit Bureau of Circulations; and Tim Thrift, American Multigraph Sales Company.

At 9:30 on Friday the last morning session opened with an address by Bernard Lichtenberg, Alexander Hamilton Institute, on "To Dominate or Not to Dominate," followed in this order by: Lloyd Mansfield, "Had Increased Volume of Advertising Decreased the Pulling Power of Mediums?" O. C. Kayser, Hygenic Products Company, "Limited Space with Large List vs. Larger List with Smaller Space"; J. Roy Allen, Mint Products Company, "Occasional Color Pages vs. the Consistent Schedule"; W. T. Chollar, Atlas Cement Company, "Next to read' vs. 'Advertising Section'"; George Fowler, Colgate and Company, "Censorship"; and Harry D. Nims, New



An advertising pun from the *A. N. A. Herald*





# Church operates 10 motor-trucks

## Minister reorganizes County schools

EVERY morning a fleet of motor-trucks, full of excited children, goes rumbly through the countryside toward a certain Colorado town. Every afternoon the trucks clatter back again, covering a radius of a dozen miles, dropping each child in his own dooryard.

The truck-drivers are school-teachers. The children are their pupils. All the district schools for miles around have been housed together in the town, in one big brand-new building.

This "consolidated school" is a new idea—conceived and developed recently by the local church, whose minister believed it would mean better educational advantages for the neighboring farmers' children. Voluntary contributions from church members support the plan.

This example of the breadth of present-day church interests is typical of thousands of other cases. Church members to-day are *practical* Christians: generous, broad-minded men and women from every walk of life who are anxious to make the whole world better and happier for their children.

Three hundred thousand of them read the CHRISTIAN HERALD every week. These prosperous, substantial families are interested in everything, and the CHRISTIAN HERALD not only interprets for them the news of the day, but offers to guide them in their purchases. In the last three months, for instance, it has told inquiring subscribers how to buy \$980,000 worth of farm machinery.

Christian Herald readers believe in their magazine.

# The Christian Herald

GRAHAM PATTERSON, *Publisher*  
NEW YORK CITY

ternoon, and dancing during the evening.

Typical of the spirit of the business meetings was a sign posted over the platform in the convention hall reading: "Time at this meeting is worth \$166 a minute. Let's make it worth it."

One of the interesting features of the convention was the *A. N. A. Herald*, published each day of the convention. One issue was put out on November 20, and the four numbers took care of the publicity, program and some of the entertainment features of the conference.

This publication was illustrated by burlesques on national advertisements as illustrated on page 14.

The "Boss" of the *Herald* was Wilbur T. Chollar; Brainerd Dyer acted as editor-in-chief, assisted by: Alan C. Reiley, L. B. Jones, E. I. La Beaume, Paul Wing, Carl J. Schumann, J. C. McQuiston, S. Roland Hall, J. D. Ellsworth, and G. F. McClland. The sheet was chockfull of humorous, funny, comical and witty stuff, supplemented by a considerable volume of burlesque advertising, samples of which are reproduced here. The paper helped considerably to meet the requirements of the various committees in charge of affairs: "A good time every day—and a double-header Saturday."

#### Currier With C. E. Johnson

Everett R. Currier, typography expert, formerly in business for himself in New York, has become associated with the Charles Everett Johnson Company, advertising art service, Chicago. Mr. Currier will head the newly created department of advertising typography. He was for six years in charge of promotive publicity printing for the Curtis Publishing Company.

#### Form Trade Press Service

The Trade Press Feature Service has been organized under the laws of New York to supply syndicated features to trade publications. The officers of the company are Godfret M. Lebhar, president; John F. Stern, vice-president, and Wilson Van Orsdell, secretary, all of whom are trained newspaper men. The offices will be in New York City.

## Advertising and the Coal Strike

By WILLIAM H. RANKIN

President, Wm. H. Rankin Co.

### Keeping Up With The Times

#### A FACT A WEEK

John Jones' family and William Smith's and Henry Brown's read one Washington evening paper. But John Robinson's family and Albert Smith's read *The Times* and don't read the other paper.

That's the Washington circulation situation. The advertiser doesn't and can't cover the city by announcements that only John Jones' family and William Smith's and Henry Brown's see, and there is the same business reason for wanting the trade of John Robinson's family and Albert Smith's, who are each spending \$2,000 a year.

Washington is a two-paper town and *The Times* is one of the two.

### The Washington Times

WASHINGTON, D. C.

LAST spring the coal operators warned us to buy our coal early—plenty of it—before the cold weather. They spent their money diligently to get their message over. Some heeded their advice; they now have coal. Others did not or could not. Hence, lack of coal now. We must learn our lesson and learn it well. There would have been no coal strike this fall if everyone had bought their supplies of coal for the winter before September 1st.

Advertising was used by the coal operators but only in a limited way. Advertising can change the habits of people, but it cannot do it overnight. It takes persistent every day advertising the whole year around to persuade people to buy their coal when they do not need it immediately.

#### MINERS HAVE ONE GOOD IDEA, ANYWAY

The miners when they presented their claims to the government showed their belief and desire to see coal advertised the year 'round. Article No. 3 of their brief asked specifically that the operators spend \$5,000,000 annually so that coal would be bought and delivered from May 1st to October 1st. That is a lot of money to spend, but the amount when added to the price per ton of all coal sold during the year is infinitesimal—less than 2 cents per ton mined—the cost of a postage stamp. And what could be accomplished with this appropriation! Just this:

Enough additional coal could be

sold as a result of such an adequate advertising appropriation so that the miners would have work the year around—twelve months of the year instead of six, as now. It would mean that every miner would have steady employment 365 days in the year. Everyone knows that even a miner will work for less per day and can live much better on 75 percent as much per day with twelve months' work than twice as much per day with only six months' work.

What would the results be?

Coal would be sold the year around at less price per ton to the consumer;

The miner would be benefitted;

The coal operator would realize on his investment twelve months of the year instead of having his machinery and plant idle, as now and heretofore, six months in the year;

And, best of all, there would be no cause for a strike, as at present.

#### THE MEDIA TO BE USED

How should you advertise? Use nearly every known form of publicity—

The newspapers—almost daily at first, and twice a week for a year!

The magazines and weeklies—the year around,

Billboards—in May and August each year,

Some painted bulletins and electric signs in the larger cities—the year around,

Farm papers—six months of the year,

Trade papers to reach every class of business that uses coal,



MR. AUSTIN HEALY, for six years with the Dry Goods Economist and five years with N. W. Ayer & Son, from this date on will be associated with CAXTON ADVERTISING, INC. With the above record it is unnecessary here to emphasize the fact of his broad, comprehensive experience in merchandising, advertising and sales organization.

December 1st, 1919

Barrett Andrews  
H. H. Creske

Clyde S. Thompson  
Austin Healy

**Caxton Advertising Inc.,  
9 East Fortieth Street,  
New York City**

### Gerard Speaks to Advertising Agents

James W. Gerard, former United States ambassador to Germany, was the chief speaker at a luncheon given Friday by the New York Council of the American Association of Advertising Agencies, taking for his topic Mexico and the opportunities for American business there.

Mr. Gerard pointed out that manufacturers and merchandisers of the United States have sadly neglected this southern neighbor—at our own expense. There is plenty of business to be gotten from the other side of the Rio Grande, but we are permitting other nations to take it away from us without any effort, appreciably, to share in the profits.

At the present time, Mr. Gerard said, the department stores of the large cities are practically all French, while the principal banks are also operated by French financiers. The German merchants control the small country stores. America is represented partially in the railroading, sharing with Great Britain the operation of the chief lines.

In common with the other nations of Central and South America, Mexico holds out extensive possibilities to the progressive firms that will undertake to understand and work with the people. The business that already exists would be well worth while to land, but the possibilities of the future heavily outweigh this present-day consideration.

### Use Movies For Foreign Advertising

The use of motion pictures can be made a valuable factor in advertising, especially in foreign countries, according to the annual report of the former Secretary of Commerce, William C. Redfield, which has just been submitted to Congress. "Developments during the year confirm the opinion that motion pictures can be made an important factor in governmental foreign-trade promotion," it declared. "Experimental work initiated and carried on in China has been so successful that it has been impossible to supply films enough to meet the demands. It is a significant fact that the Chinese are keenly interested in films showing

quantity production in American industry."

The failure of Congress to provide an appropriation for carrying on this work on a large scale has considerably hampered the department, and the only films it has been possible to use were those furnished free by interested firms. Lack of projection machines also hampered the work and it was necessary to have the films shown through the courtesy of chambers of commerce and other bodies.

Efforts to secure an appropriation were made by the former Secretary last March, when he appeared before the House Committee on Interstate and Foreign Commerce to explain how motion pictures could be used to advertise our industries abroad. No action was taken upon the matter, however, although Mr. Redfield pointed out that competing countries, especially Canada, are using films for this purpose to a very large extent.

### Foundry Campaigns For Better Ads

The Gagnier Stereotype Foundry, Detroit, is conducting a campaign for better advertisements in newspapers through its New York office by securing forceful reproductions from plates and mats, sent out by them for agencies. Letters are being written to publishers asking for suggestions on the kind of plates and mats they require.

### Joseph Katz to Start Agency

Joseph Katz, for eight years advertising manager of The Hub, Baltimore, Md., has resigned to engage in advertising for himself. The resignation becomes effective January 1. In addition to conducting a service agency, Mr. Katz will represent in Baltimore, Ruthraff & Ryan, the New York advertising agency.

### Forecasts Prosperity for Neutrals

That the neutral countries of Europe, affected in varying degree by the war, will rapidly regain their former positions in world trade and finance, and attain prosperity without undergoing a preliminary period of economic depression, is forecast in the booklet, "The Effect of the War on European Neutrals," just is-

sued by the Guaranty Trust Company of New York. The booklet treats individually the outstanding conditions, as brought about by the war, in Holland, Norway, Sweden, Denmark, Switzerland, and Spain.

### When Writing to Paris—

The bulletin of the American Chamber of Commerce in France says that the French postal authorities have asked it to draw the attention of Americans to the fact that delay often occurs in the distribution of correspondence for Paris owing to the fact that the addresses do not indicate the number of the *arrondissement* (borough). For example, the address of the American Chamber of Commerce in France is 32, rue Taitbout, Paris (IX).

### "Iron Age" Comes Out Again

The *Iron Age*, New York, which was unable to publish, on account of the printing situation, the issues of October 9, 16, 23, 30 and of November 6, 13 and 20, has resumed publication with the issue of November 27. Since the beginning of the strike the magazine printed weekly emergency issues, rendered gratis. Advertising schedules have been advanced.

### U. S. Merchant Marine Increasing

More than half the tonnage cleared in foreign trade from United States ports during September was of American registry, according to a report of the Department of Commerce. Rapid development of the American merchant marine is indicated by the fact that approximately 45 per cent. of the ocean-borne export business, as measured by value, was transported in American bottoms.

### New Agency Gets Dress Account

Louis J. Goldman, a new advertising agency, New York, has secured the account of the E. Goldman Costume Company, makers of Betty Wales dresses, New York.

### Blaine-Thompson Has Monitor Account

The Blaine-Thompson Company, Cincinnati, O., will handle the advertising of the Monitor Stove Company, same city.

## This Week's Cover Shows You—

This week's cover shows how we can obtain an interesting effect at an economical cost. It is really a two-color process effect gotten from a combination of plates. The original was a black and white wash drawing.

The keyplate is a black halftone which shows variety of masses in black and white. The orange color plate is made by the engraver from his original black drawing. This is a line engraving.

Note how color is used to lay emphasis

on the parts necessary and to add a touch of interest in the figures.

The effect is somewhat different, and in this instance is better than a set of two-color process plates. When the drawing and halftone keyplate is made in this fashion all sorts of black and white color masses are obtained.

The making of drawings in this manner is to be recommended where the halftone effect is wanted and the cost of the additional color plate is not.

The theatre programs in season, The street cars—twelve months of the year.

Each form of advertising mentioned above could be used adequately and the cost would not exceed \$5,000,000.

The first year of the war five millions was spent for advertising the Red Cross and the Liberty Loans in all form of advertising, paid for by patriotic business men who believed in advertising, and we all know the results.

Advertising can do as well, if not better, to change the habits of nearly all our people during 1920, but in order to do it a start must be made immediately on a big scale. It cannot be done if we wait until next March, April or May. Advertising doesn't jerk—it pulls, slowly at first, but it gathers momentum every succeeding day until it becomes an irresistible power.

In order to get that result for all concerned before September 1, 1920, the advertising should start promptly on January 1st, taking orders then for spring delivery and take orders every day from January 1st to October 1st.

The appeal in the copy could be made just as strong and as forceful as any war-time Liberty Loan or Red Cross advertising. Secretary Wilson and the government itself would consider a campaign of this kind to educate our people to buy coal the year around, and especially to order your year's supply delivered in the late spring and summer months as a patriotic duty.

The cost is small, and the public, the miners and the coal operators could all share alike in the cost of such a campaign. The results would bring GOOD WILL to all parties concerned.

#### New York Garment Industry to Move on West Side

Four great lofts will soon be erected near the Pennsylvania Station in New York to house cloak and suit manufacturers, by a cooperative building plan launched by Saul Singer, former president of the Cloak, Suit and Skirt Manufacturers' Protective Association, New York. This scheme will aid the "Save New York" movement and will help to relieve Fifth Avenue from the congestion of garment workers.

The proposed buildings will afford a space of about 1,400,000 square feet at a yearly rental cost manufacturers approximating 50 cents a square foot. The latest charges of rentals are \$2.50 a square foot. The officers of the Co-operation Company, the syndicate which will erect the buildings, are Saul Singer, president; Mack Kanner, vice-president; Julius Blauner, treasurer, and Jacob Reich, secretary. Plans are being pre-

pared for the erection of four sixteen-story buildings on the westerly side of Seventh Ave., from 36th to 38th Street.

The plan is expected to make the Seventh Avenue section, which is now practically vacant, the greatest wholesale commercial district in the city, and to guarantee that New York will remain the manufacturing centre of the needle trades for the United States.

#### Employment Managers Meet in Chicago

The second bi-monthly conference of the National Association of Employment Managers was scheduled to be held December 13 in Chicago. Morning session speakers and their topics were—"Bringing About Industrial Peace," by Professor John R. Commons, University of Wisconsin; "Garment Trades Experience

in Relationship Adjustments," by Meyer Jacobstein, labor manager, Stein-Bloch Company, Rochester, N. Y.; "The Leitch Plan in Operation," by A. H. Bond, president, Packard Piano Company, Fort Wayne, Ind. Subjects discussed at the afternoon session were—"The Shop committee and Factory Solidarity," by Arthur H. Young, manager industrial relations, International Harvester Company, Chicago; "Individual Contracts Between Employer and Employed," by Charles Pierz, president, Link Belt Company, Chicago; "Is Organized Labor Slipping?" by Dorr E. Felt, president, Felt & Tarrant Manufacturing Company, Chicago. The evening speaker was R. W. Litchfield, vice-president, Goodyear Tire & Rubber Company, Akron, O., whose topic was, "Economic Aspects of Employment Relationships."

## "Vital Facts and Figures About Our Domestic and Foreign Commerce"

By William C. Redfield  
Former Secretary of Commerce



### Six Virile Chapters

1. Business and the Government.
2. The Democratic Drift in Corporate Ownership.
3. The Present Interest of Labor in the Railroads.
4. America's Opportunity. Do We See It? Shall We Use It?
5. What Have We Learned from Experience at Home and Abroad?
6. Practical Attack on Prices: Practical Support for Credit.

Written Exclusively for the  
**New York Commercial**

and owing to the tremendous demand

### Now Republished in a 44-page Book—Price 50c

Released from the restraint of office Mr. Redfield talks straight from the shoulder. His articles have made a profound impression. Each succeeding daily issue of the Commercial containing this notable series was quickly exhausted.

The series was also published by permission in the Chicago Daily News, Seattle Post-Intelligencer, Atlanta Constitution, and other leading newspapers. One big insurance company has ordered 150,000 pamphlets containing the third article, "The Present Interest of Labor in the Railroads," for general distribution. It is a book every business man, student, economist and every library should have.

The Redfield Series is to be followed in the New York Commercial by important articles from other business leaders, covering every phase of our national and international business life and problems.

Every business man will find valuable information as well as inspiration in its daily columns. Subscription price \$9 a year in the United States, Canada and Mexico, \$15 a year elsewhere.

As the Redfield Edition is Limited We Suggest Your Early Order.

## New York Commercial

The National Business Newspaper

Established 1795—124th Year—A. B. C.

"Every Business Morning"

38 Park Row  
New York City

Russell R. Whitman  
President

# Your Six Billion Dollar Sales Opportunity

**T**HE railways will be returned to private control on or soon after January 1, 1920.

With the return of that control the Congress is expected to furnish adequate financial means for their maintenance and development.

The railways are at least four years behind in facilities. Facts and data on what they *must* buy and do to meet present and increasing demands of the country will be given in the

## Six Billion Dollar Market Number

of the

## Railway Age of January 2, 1920

Therein, as a matter of sound business policy, lies your opportunity to get your sales message before the very men who direct the vast expenditures which the railways must make to parallel present facilities with demand and make the requirements of the next few years certain.



# 20,000 Locomotives; 750,000 Freight Cars; 10,000 to 15,000 Passenger Cars—

that is the conservative estimate of what they *must* buy. And so it goes through their other innumerable needs—rails, track material, signals, electrification, labor saving devices, etc., etc. Six billion dollars *must* be invested in those things during the next three years.

Big Business! Yes, the *Biggest* ever done by manufacturers supplying railways. And as a sound business policy it is up to you to adopt a well defined and purposeful advertising campaign—a campaign to start in this Six Billion Dollar Market Number of January 2, 1920, with its *guaranteed circulation of 15,000 copies*, and which it is conservative to predict will be read by 50,000 railway men here and abroad.

*Remember the date—January 2, 1920. Bear in mind that the forms close December 24.*

**Get into this Big Number with a Punch!**

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

Chicago

Cleveland

Cincinnati

Washington

London



# Convincing Evidence

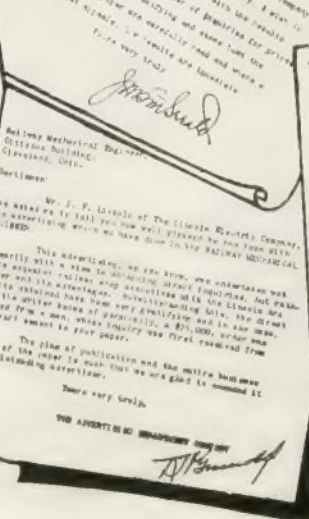
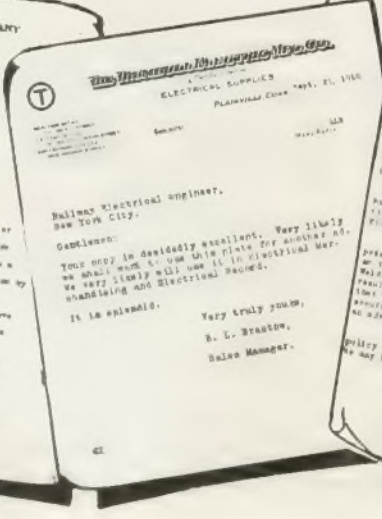
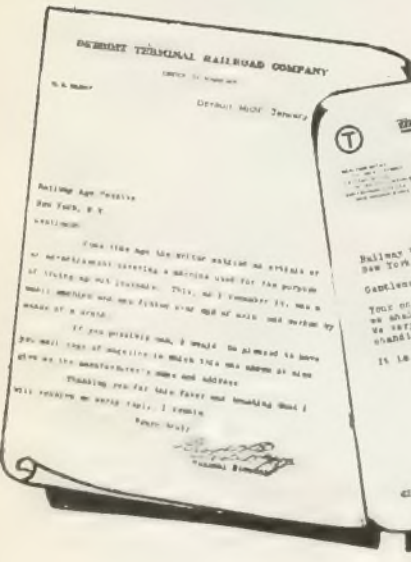
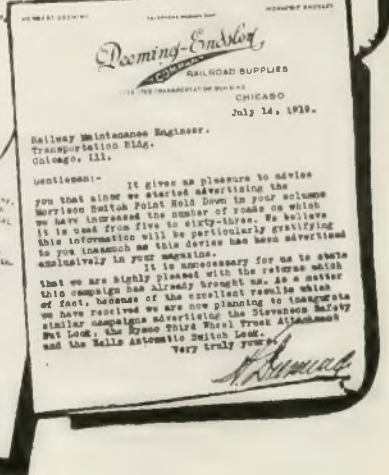
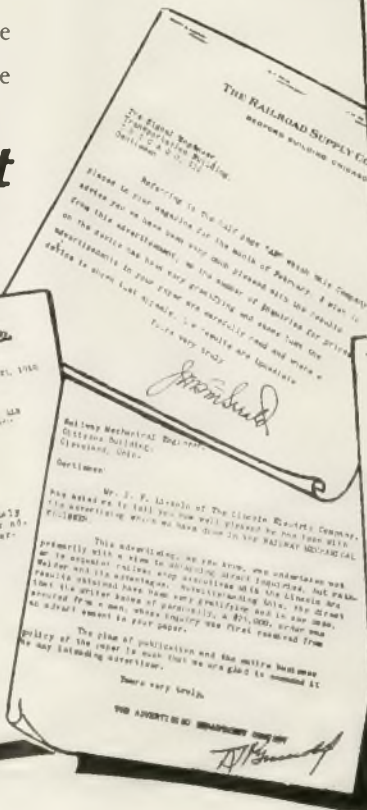
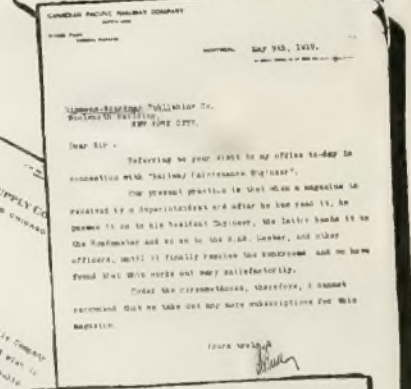
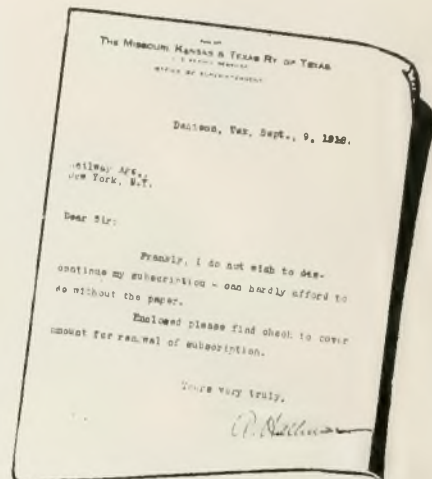
**T**HE very fact that each month it takes thirty-six thousand five hundred copies of the R. S. U. group of publications to meet the demand of officials in every branch of railway work is convincing evidence of the reader interest of the five publications pictured on the facing page.

What's that you say? "You know railway men read the papers which comprise the Railway Service Unit; but do those busy officials read advertisements?"

Look at the lower left letter on this page, Friend. There is your answer to that question! Note what that man states—"the writer noticed an article or an advertisement"; then listen. What that man noticed and remembered was not an article, *but an advertisement*. Rather convincing evidence this, that railway men both read and remember the sales messages placed before them in their own "Service Unit."

Now read the other six letters—you who have a sales message for railway men; and remember that not alone do they afford convincing evidence of the publicity value of the Railway Service Unit, but more—convincing evidence that all who want their sales' message placed upon the desks of railway officials are certain of accomplishing their desire under the most favorable conditions through publicity in the

## Railway Service Unit





# of Publicity Value

**F**ROM the 2-8-2 locomotive to the H B pencil, from devices which assure speed and safety of trains to devices which assure speed and safety in accounting, all through the products of shop, forge and factory the railways represent the largest single purchasing unit in existence.

Don't lose sight of this fact; and remember too, railway officials are busy men, but few there are too busy to welcome that which experience has proved aids them in securing greater efficiency and wise economy for their road, which is the simple reason why at the desks of such busy men there is always a welcome for

## THE RAILWAY SERVICE UNIT

Consisting of the

**RAILWAY AGE**  
**RAILWAY MECHANICAL ENGINEER**  
**RAILWAY ELECTRICAL ENGINEER**  
**RAILWAY SIGNAL ENGINEER**  
**RAILWAY MAINTENANCE ENGINEER**

Publications which are known to railway men everywhere in all departments of railway work because of their real reader interest, that interest which after all is what insures real publicity value to your sales' message.

## Simmons-Boardman Publishing Co.

NEW YORK

Woolworth Building

CHICAGO

Transportation Building

CLEVELAND

Citizens Building

CINCINNATI

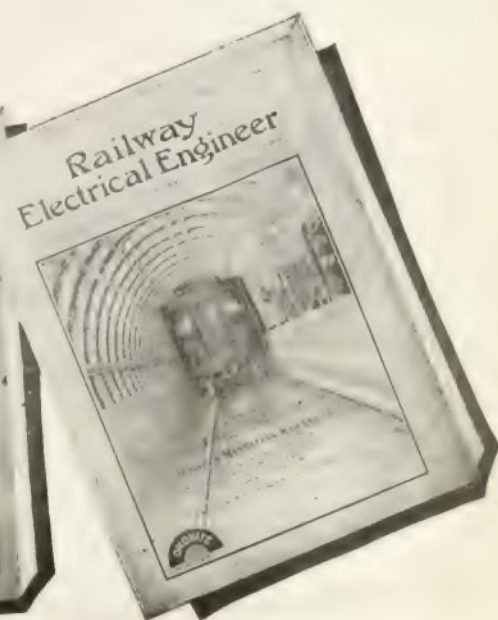
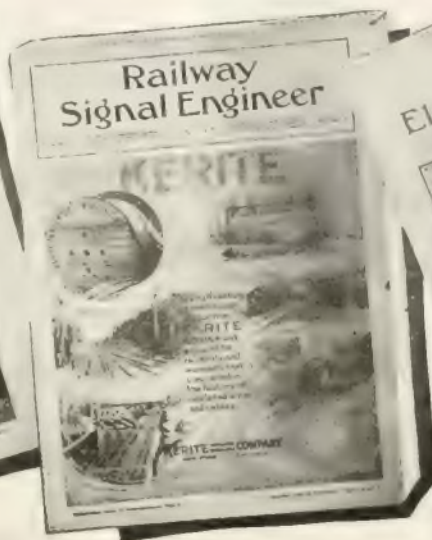
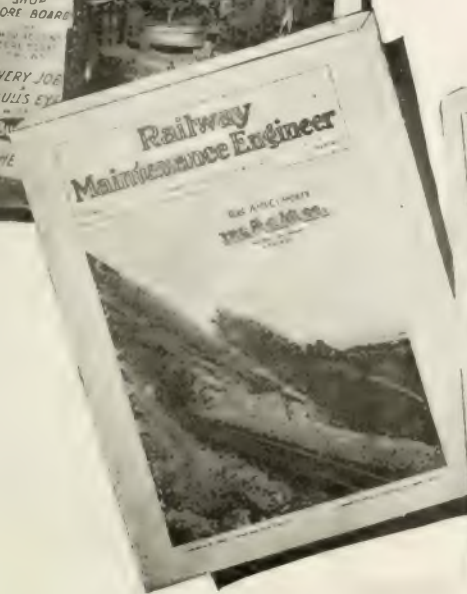
First Nat'l Bank Building

WASHINGTON

Home Life Building

LONDON

85 Fleet St., E. C. 4



## The Week in Washington From an Advertising Viewpoint

Washington Bureau. ADVERTISING & SELLING, Riggs Building

### Garfield Order on Electric Displays

Electric power companies have been notified by United States Fuel Administrator Garfield that advertising signs and displays of various kinds necessitating the use of coal should be curtailed, and no coal should be distributed for such purposes. Apparently, the country is again to witness lightless nights.

"It is necessary that coal shall be used only for essential purposes," says Dr. Garfield. "Public utilities consuming coal should discontinue to furnish power, heat and light to non-essential industries, and should only consume sufficient coal to produce enough light, heat and power to meet the urgent needs of the people. Advertising signs and displays should be curtailed.

"Pursuant to this policy, I have requested the Railroad Administration in the distribution of coal now or hereafter in its possession to limit distribution to these essential and urgent uses. As far as practicable until the conditions warrant a change, the distribution of coal will be limited to the first five classes on the priority list."

### Enemy Patent Prosecution Restored

The Federal Trade Commission has issued an order granting American citizens and corporations a blanket license to resume the filing and prosecution of applications "in enemy and allies of enemy countries" for letters patent and for registration of trademarks and copyrights. This order follows the restoration of license authority to the Commission, as provided in the Trading with the Enemy Act. The license also allows payment of fees and communication as to patents and trademarks in enemy countries, which was suspended April 11, 1918, because of strategic war reasons.

### Greater Use of Parcel Post

Approximately 70,000,000 parcel post packages were insured by the Post Office Department during the fiscal year ended June 30 last, according to the annual report of the Postmaster General, an increase of nearly 20,000,000 over the preceding fiscal year and of 57,000,000 over the fiscal year 1914, the first full year of this business. The great increase in the business of last year is laid chiefly to the increase in the limit of weight of parcels.

During the fiscal year indemnity was paid upon 191,538 claims, amounting to \$1,499,412.00, an average of \$7.81 per claim. "These figures, however, are not fairly representative of the losses which have occurred in that year," it is declared, "inasmuch as patrons are allowed six months from the date of mailing in

which to file their claim for loss or injury, and many claims are filed, considered and paid after the close of the year in which the loss or injury occurred."

The total number of parcel post packages handled during the year, including both insured and uninsured matter, totaled 2,250,000,000. In the first year in which parcel post service was effective 331,394,800 packages were handled.

### Movies to Develop Foreign Trade

An appropriation of \$69,000 for use in developing the foreign trade of the United States through the medium of motion pictures, is asked for by the Bureau of Foreign and Domestic Commerce. This item is contained in the estimates submitted to Congress by the Secretary of the Treasury.

In explaining the use to which this money is to be put, the Bureau says it is "for acquiring and diffusing through means of motion picture films, including their purchase, manufacture, repair, exchange, publication and display, and the purchase, repair and exchange of necessary equipment, rent in the District of Columbia and elsewhere, expense of use-

# Why I Believe The Best Thing in

By Harry

Merchandise Manager

IN the past few years it has seemed to me that advertisers and many advertising men have perhaps lost their perspective about copy and its relation to results in advertising. Of course it goes without saying that dealer problems must be solved, market conditions thoroughly understood, and all other such factors fully shaped.

But to my mind the really big thing is copy. And I believe it is being neglected.

Where it is possible to check sales from individual advertisements I have seen one piece of copy in a certain medium sell ten thousand dollars worth of merchandise, while another of the same size run under as nearly equal conditions as possible, I have seen sell less than one thousand dollars worth of goods. Surely if copy alone can make a difference of ten to one in the number of people influenced to purchase a product, the importance of copy dwarfs all other considerations in advertising.

And it seems to me perfectly natural that there *should* be such a difference in the results from copy—a difference which I am inclined to believe is not fully appreciated.

Copy has the same duty to perform in relation to the consumer

that a personal salesman has to perform in relation to the dealer.

And certainly there are numerous instances of one salesman producing even as much as ten times the business of another.

Of course the results of personal salesmanship are easy to trace, and a man who sells only a fraction of what another man can sell is quickly eliminated.

And this would be true of copy were it possible in most instances to trace the results from it directly. It is only because we cannot check the results of copy accurately that we do not put the value upon it that it deserves.

There is one type of advertiser, however who can. He is the man who sells direct to the consumer without the help of dealers or jobbers. And it is he who understands the great difference in results from copy as shown by his keyed results—and his bank balance.

It has remained for this agency to take the results from the sixty odd mail order advertisers it

ful information on subjects connected with the promotion of foreign trade, independently and in co-operation with other branches of the Government, State agencies, educational institutions, trade organizations, and persons, firms, corporations or associations interested in foreign trade."

#### Will Advertise Government Insurance

One million dollars is wanted by the Bureau of War Risk Insurance for use in advertising Government insurance. This item is contained in the estimates submitted to Congress by the Secretary of the Treasury covering the fiscal year beginning July 1, 1920. The money is

to be expended, if appropriated by Congress, in an effort to regain lapsed business and to keep the former officers and enlisted men of the Army entitled to war risk insurance informed thereof.

Many of the other Government departments and bureaus are asking for large sums of money to be used in advertising. The War and Navy Departments and the Marine Corps will advertise for recruits and for the sale of war supplies no longer needed. The Shipping Board has vessels for sale, and all departments and bureaus annually make known their needs in the way of supplies through newspaper and trade paper advertising.

# Copy the Biggest Advertising

## Graves

### Ruthrauff & Ryan

serves and use them as a basis for preparing copy for those advertisers, who because selling through dealers are unable themselves to check the sales from each individual advertisement.

In this way instead of guessing at what type of copy or appeal is the most effective we know from our records just exactly how you have to talk on paper to sell the most goods.

A good personal salesman finds he can sell a number of different products by the use of principles which he has discovered are effective in selling one certain thing. In the same way we are able to apply to copy preparation for many products the tested principles that have succeeded in selling merchandise in other lines.

Human nature is pretty much the same wherever we find it. The man or woman who buys by mail differs in mighty few ways from those who buy at stores—in fact all people buy at stores, and we have sold many thousands of dollars worth of merchandise to people who would be considered the last to buy by mail.

To the customer the method by which he buys is merely a detail—the important thing is—are the goods more desirable than the cash they rep-

resent?—that is the question which interests the consumer.

Therefore why shouldn't those advertisers who sell through dealers use the experience of the mail order advertisers, and employ the appeals which it has cost many millions of dollars to prove, influence the most people.

Surely if one style of copy will secure ten orders by mail to one from another appeal there will be the same difference in the number of people either advertisement would send to dealers.

\* \* \* \* \*

It is not necessary to sacrifice one iota the institutional value of your copy in using tested appeals—instead we are preparing copy for some of our clients which has more atmosphere than any copy formerly used, and in layout and art work it is above competition—but it has an added value—a sales value that is like multiplying a sales force without increasing the cost—for copy that *sells* is no more expensive to publish than copy which merely tells.

\* \* \* \* \*

This subject of copy has many interesting angles and is one of such vital interest to any advertiser that I believe our little book, "The Tested Appeal in Advertising," would be of value to any manufacturer who realizes that mere general publicity will not keep his factory oversold when competition begins to again hold sway.

A copy will be mailed without obligation if you will send in for it on your business letter-head. Address Ruthrauff & Ryan, Inc., 404 Fourth Avenue, New York, or 30 No. Michigan Avenue, Chicago.

#### Capitol Merchants Out for Truth

Washington merchants are undertaking a campaign to "drive inaccuracies out of local advertising." A report on present conditions with respect to advertising in Washington was submitted to the Washington Advertising Club by a committee of which Joseph A. Berberich, of Robert Berberich's Sons, was chairman. Harry W. Hahn, another active member of the committee is of the firm of William Hahn & Company. These two are the largest of the local concerns selling boots and shoes. The other members were Ernest C. Hastings, advertising manager, Lansburgh's department store, and George V. Ostermayer, advertising manager, Woodward & Lothrop department store.

The committee recommended the employment of a paid secretary, whose work will consist chiefly of receiving and investigating complaints of false and misleading advertising in order that such steps may be taken as are found necessary to correct the abuse. A weekly bulletin, telling of cases investigated and giving such other information as will help in the campaign, is planned.

#### Bill Would Limit Paper's Size

A bill to limit the size of newspapers and periodicals entitled to the privileges of the second class mail rate has been introduced in the House of Representatives by Congressman Anthony, of Kansas, and referred to the House Committee on Post Offices and Post Roads. This bill provides that until July 1, 1920, no newspaper or periodical shall be carried in the United States mails at the rates provided for second-class postage which shall exceed in size the following limitations. After the passage of the bill the Postmaster-General would be required to refuse the second-class rate of postage to any daily newspaper printed with a greater number than thirty-six pages; to any periodical published weekly or bi-weekly of a greater number than seventy-five pages; to any monthly periodical printed with a greater number than one hundred pages.

#### Wants Catalog Postage Raised

Increased rates of postage for catalogues is advocated by Congressman Halvor Steenerson, chairman of the House Committee on Post Offices and Post Roads. There has been a persistent rumor that the Post Office Department would seek a much higher rate on newspapers and periodicals through the mails. In response to inquiries received by our Washington Bureau, Mr. Steenerson was asked for a statement giving his views on such a proposition.

"Personally," said Chairman Steenerson, "I do not think we are going to change the existing law. There have been a number of bills introduced, some of which would lower the rate of postage. Congressman Fess, of Ohio, has put in a measure to continue the rates on newspapers and periodicals that were in effect up to July 1, of the present year. There are other bills that would reduce the first-class postage rate on drop letters.

(Continued on page 26)

"Postmaster-General Bursleson declares in his annual report that advertising must pay its own way in the mails, but according to his own order there is a class of advertising through the mails which does not pay the expense of transportation. That is the trade catalogue which he took from the third-class, where the postage was 8 cents per pound, and made it matter of the fourth-class, with books, as parcel post.

"This operates only to reduce the postage charges to the big mail order trusts that can ship trade catalogues in carload lots, taking advantage of freight rates to distributing centers and then having the postal service complete the delivery at a very unprofitable rate, a rate not intended for other than local merchants in the transportation of products of the farm and merchandise from the local stores to the farmers.

"I am going to advocate that the Postmaster-General show consistency with his own doctrine that the postage shall be the same as on advertising in the newspapers. In 1921 it will be cheaper to ship catalogues by mail than to ship newspaper advertising by mail. For instance, in that year it will cost the mail order houses 55 cents to send a ten-pound catalogue to the first and second zones; for the same class of advertising, published in a newspaper or magazine, it will cost \$1 in the first and second zones—45 cents more than is paid by the mail order houses. This, to my mind, is discrimination in favor of the mail order trust that should not be allowed to continue.

"I do not look for any legislation at this session of Congress that would change the existing law," concluded Mr. Steenerson.

#### Says Second-Class Mail Is Carried At Loss

A loss of \$66,710,094 was incurred by the Post Office Department in handling second-class mail during the fiscal year ended June 30, last, according to the annual report of the Postmaster-General.

The weight of newspapers and periodicals mailed as second-class matter by publishers and news agents during the year at the pound rates of postage and free in the county of publication aggregated 1,182,297,966 pounds. This was a decrease of 47,411,389 pounds, or 3.86 per cent., as compared with the mailings of the preceding year. The postage collected on such mailings amounted to \$16,065,947.76, an increase over the previous year of \$4,353,879.58, the increase being due to the higher postage rates which became effective July 1, 1918, under the provisions of the act of October 3, 1917.

The weight of the advertising portions of publications which were chargeable with the zone rates aggregated 452,476,476 pounds, and the postage on such portions amounted to \$7,839,302.79. On the remainder of the mailings subject to postage, consisting of the non-advertising portions of publications whose advertising portions were subject to the zone rates, and of the entire portions of publications chargeable with the flat rate, \$8,226,644.97 postage was collected. The total postage collected at the new second-class rates was \$4,807,774.28 greater than the amount that would have been chargeable on such mailings at the former flat rate of 1 cent a pound. A table showing the weight of mailings of second-class matter, by States, will be found in the appendix to this report.

During the year 3,304 applications were received for the admission of publications to the second class of mail matter, or for change in title, frequency of issue or office of publication, of which 2,829 were favorably acted upon and 475 denied. During the same period 3,987 publications were discontinued, leaving 27,440 publications having a second-class status at the close of the year, a decrease of 1,158 as compared with the previous year. On June 30, 1919, the number of outstanding news agents' permits to mail second-class matter at the pound rate was 1,984.

"In accordance with the law the maximum rates of postage on second-class matter will not become effective until July 1, 1921, and even then second-class mail will continue to be handled at a loss to the Government of more than \$50,000,000 annually, which must be paid either by taxation or by the users of the other

classes of mail through excessive postage rates.

"Some of the magazines and periodicals devote so much space to advertising that they are fast commercializing their publications and are really becoming trade journals," declared the report.

"It is estimated that in various issues of one publication the publishers receive for the advertising contained therein more than \$800,000, and in one particular issue it is estimated that the advertising matter at the prescribed rates would amount to more than \$1,500,000; yet the transportation and handling of a single issue of this publication costs the Government approximately \$160,000 more than the postage paid thereon.

"Some publications have gone so far as to print entire catalogues of business concerns as a part of an issue, endeavoring in this way to distribute it for the



## FEBRUARY, 1920

will be the

### 10TH ANNIVERSARY

of the

### BOY SCOUTS OF AMERICA

and we are planning  
to make the February

## BOYS' LIFE

THE BOY SCOUTS' MAGAZINE

the

### GREATEST NUMBER YET PUBLISHED

This edition will be kept indefinitely by the tens of thousands of Scouts and Officials and the many thousands of readers who are not members of the scout family. It will, therefore, be of

### Lasting Value To All Advertisers

Advertising Forms Close December 31st

The Paid Circulation is Now Much in Excess of 100,000.  
This is the only Publication covering the Scout Field.

**National Headquarters**

200 Fifth Avenue  
New York

**Western Office**

37 S. Wabash Avenue  
Chicago, Ill.

Member Audit Bureau Circulations.



# A Recipe for Writin'

## The Source of Good Copy and the Means of Developing It

By JOHN B. OPDYCKE

Author of "Advertising and Selling Practice"

### INTRODUCTION

A GREAT philosopher once said that nothing that is worth while can be taught. Forthwith, he was killed. (I suspect the pedagogs had a hand in his taking off.) To express one's self effectively in writing is certainly worth while. But I am inclined to believe—at whatever risk—that the philosopher's dictum holds in regard to the teaching of effective writing. The art of expressing one's self in writing may be discussed and defined and explained helpfully. It may finally be arrived at. But it cannot be effectively taught, in the abstract. Our most successful, and, therefore, most effective writers of English are emphatically agreed that, after all, every one has to work out the problems of effective expression for himself—*on his own*. There are rules for the game undoubtedly. There are limitations to the grid-iron; there is science in the play. But the individual's struggle on the lines and his attainment of the goal are up to his own sense and skill and alertness on the critical spot at the critical time. Nobody can supply these for him. His coach may but criticize and inspire him at practice—indeed, the very Babel of the rhetoricians makes us suspicious that the philosopher may even have been thinking of the teaching of effective expression when he made his fatal pronouncement. If we could all become effective in expression in proportion to the efforts of these rhetoricians to make us so, we should be bound in buckram breeding bacteria on the bookshelves of billionaires. They have said so much about the writing of effective English, that they have become somewhat like the erring child whose protestations of innocence give him away. Perhaps we write as well as we do in spite of them rather than because of them. Certain it is that their most valuable instruction consists in telling us what not to do. Was it Barnum who said there is a composition book born every minute? Why, I know college professors who have elaborated a scale of standardized measurements for English composition. Efficiency gone

paranoic! This may be one of the reasons why workmen have a wage and professors a pittance—while every writer must know the laws of composition, writing by formula never yet ignited an inkpot or electrified a Waterman.

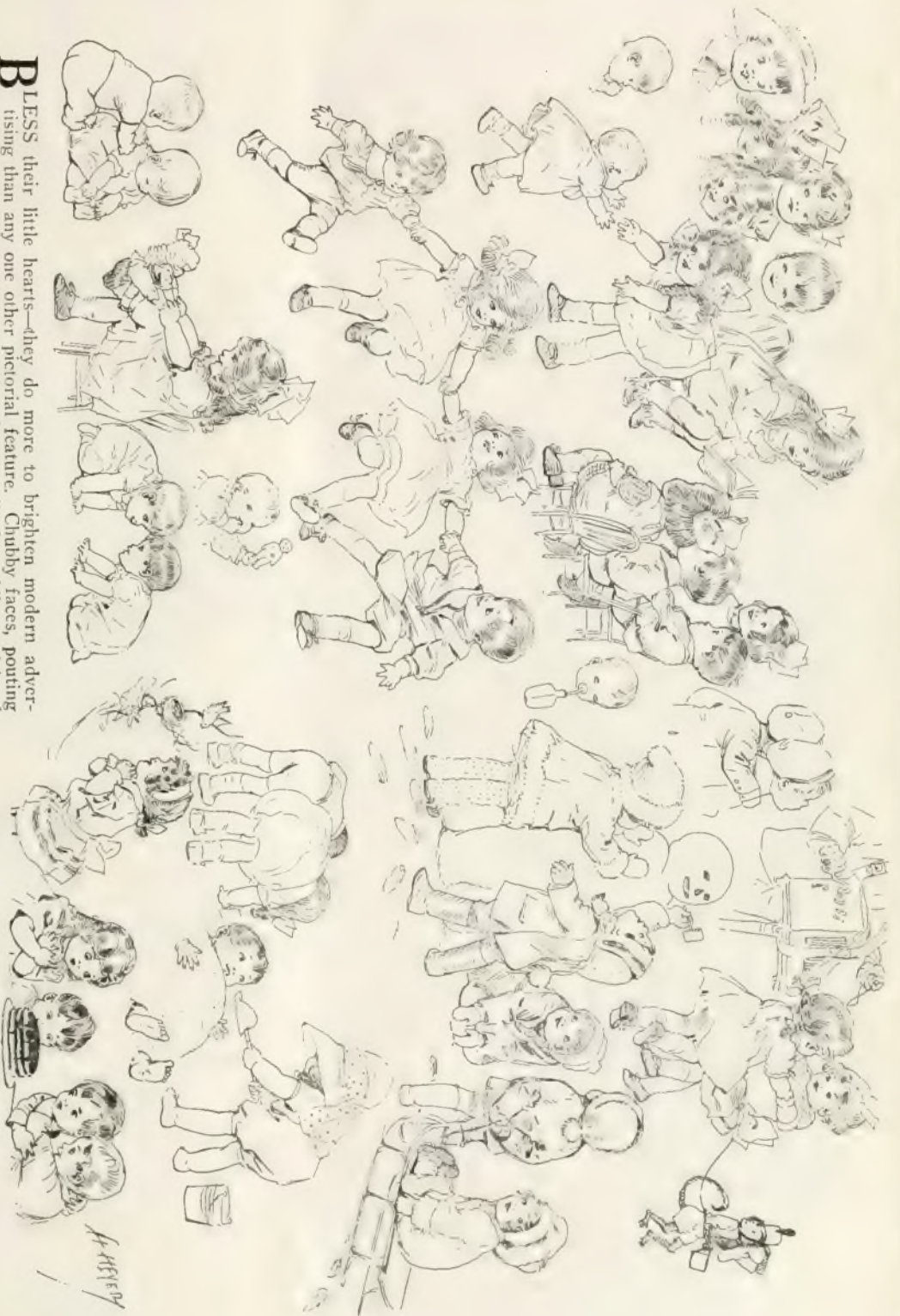
### DEFINITION

What constitutes effective expression in writing? I could more easily tell you what constitutes ineffective expression—and illustrate it! But, in general, effective expression in writing is writing that achieves a clearly defined or, at least, a clearly evident purpose. If it aims to inform or instruct, to amuse or entertain, to impress or convince, and *does* one of these dominantly, it is effective. In particular, as it applies especially to business, effective expression in writing is writing that forces itself unconsciously but indelibly upon a reader's mind and superinduces to action—one or both of these. Cicero, who was really the first to conceive of the letter as an effective agent in the comnerce of intelligence, put it this way: "If I shall not succeed in turning you over to my opinion, I shall at least leave my opinion recorded in your memory." We may be forgiven, perhaps, for not always making our business writing convincing, but we must be held to strict accountability for not making it impressive. Of course, effective expression in writing is to some extent what Raymond Hitchcock admits his acting is namely, a gift. (In connection with this definition it may not be amiss to remember that the more valuable the gift, the more difficult it is to unwrap.) And, again, effective expression in writing is writing that can be seen not only, but heard and felt as well. It is writing that both radiates and insinuates itself willy-nilly; that, through sheer power of content and felicity of form, stimulates the sense of hearing until its periods can be felt surging within us. It *lives*. When you have heard a speech that you wish to see in print; when you have read a script that you wish to hear delivered, the probabilities are that you have experienced effective expression.

And what are the characteristics of effective expression in writing? Well, you know what the books say: Unity, Emphasis, Coherence—Clearness, Conciseness, Correctness—Brevity, Perspicuity, Grace—Force, Range, Beauty—Concentration, Courtesy, Contact—Interest, Conviction, Completeness—According to Cicero, Ease, Economy, Elegance—According to Caesar: I am one of those who believe that Latin is a commercial language—according to Caesar, it is expression that is "short, rapid, decisive, full to the purpose, as of one bent on the accomplishment of a single project."—According to the French, "The perfect politeness of the writer consists in being Elegant, Facile, Rapid. And Balzac's five literary senses were, Invention, Style, Thought, Knowledge, Sentiment. There is much more prescription, all good as prescription, and all set down by well-meaning teachers from the general literary point of view. But business English, I take it, demands the observance of all these, and *more*. The writer of business English must be emphatic, coherent, and unified in his expression; he must be forceful, graceful, and thoughtful; he must be correct, direct and economical. He must not be correct to the degree of awkwardness; he must not be forceful to the degree of aggressiveness; he must not be graceful to the degree of mere decoration. But he must accept and abide by these age-old principles, at least during a part of his apprenticeship. In addition, there are four special principles which I believe he will do well to ponder, if he is ambitious to attain to effective business expression in writing. Perhaps they are not in *addition*. They are probably some of our old friends listed above, bearing different nomenclature and functioning from a different vantage point. But they are discussed as separate and apart, because they appear to cover, as well as may be covered, that elusive and indefinable quality without which business expression is *nil*, but *with which* it becomes the most powerful agency short of dynamite for moving men. And the first of these is

### CHARACTER

By this I mean *stand-out-iness* or *arrestability*. I mean what Howell's called "the verbal manifestation of personality"—the thing that makes you sit up and take notice, that makes you read a passage over and over again in the fear



**B**LESS their little hearts—they do more to brighten modern advertising than any one other pictorial feature. Chubby faces, pouting red lips, active, wriggling feet, and, over all, the sublime spirit of optimistic Youth.

The Advertiser does well when he opens wide the door of his Year's Campaign, and permits the children to romp in. For the appeal of Childhood is universal.

Yet there is nothing more elusive to portray—one artist in a thousand manages to put on paper the REAL THING.

## The ETHRIDGE ASS'N OF ARTISTS

New York Studios  
25 East 26th Street

Chicago Studios  
140 N. Dearborn Street

that your eyes are deceiving you. I mean tone, force, power, STYLE—a special man's special way of saying a special thing. I do not mean verbal trickery or strikingness or differentness, any more than I mean average or usual or ordinary quality of expression. I mean that certainty and insinuation and expansiveness that spontaneously characterize a great personal presence. Let's call it personality and have done with it. But make sure that I do not mean perhaps-onality. Effective expression leaves no wake of weakness or smallness or doubtfulness or dryness. It is as sure of itself as the stars, and the meteor, but proves and accentuates the truth of the comparison.

English for business purposes has its vocabulary, just as any technical subject has. Its style is principally that of the spoken word. The better the spoken word, the better its written form is adapted for business building purposes. Business style is correct, crisp, specific, virile and beautiful—beautiful with the glory of the athlete's body. In it there is no atom of waste, but in every fiber the dynamic force of attraction, interest, and persuasion to action. And business expression will glow with these elements of style and character just in proportion as the business writer is himself dedicated to the subject upon which he writes. It is not enough only that he be interested in his subject. Merely to be enthusiastic about it, even, may not be enough. It will be an asset really for him to be a little bit insane about it—to hobbyize it, so that, waking or sleeping, he may never quite lose it from his consciousness. Style and manner of business writing—especially of business letter writing—ought to vary with the complexion of its subject matter. The only fair measure of letter length is by matter, not by words; by the requirements of the content, not by the color or the turn or the procession of its phraseology. What effect has your subject or your pursuit upon your intimate life and personal character? What effects have you brought to bear upon or contributed to the framing and development of that subject or that pursuit? Weigh the answers to these two well and from the total express yourself. "Out of this equation," says a great writer, "your expression will come to bear the stamp of character upon it, provided you are honest and sincere and thoughtful in the self-analysis."

What is still more to the point, your expression may bear all in-between and among the lines the ineradicable marks of house reputation and prestige. Of course, it is not for all of us to attain to that high degree of perfection in written expression which will enable our letters to wedge their way through the post, as a giant elbows his way through a crowd. But we must aim at nothing short of this, remembering always that letters are either strong and virile or dead, and that dead letters react on office only, never on individual. The second principle is

#### ADAPTATION

I fancy that the doctrine of capital Y-O-U has been a bit over-featured, or, at least, misfeatured. It is the YOU psychology that is important not necessarily the mechanical play-up of the word. I received letters with the word *you* displayed all over them, only apparently to make me feel how little I am and how important the writer is. Capitalizing *you* here and there and everywhere on a page of writing may result, if you will pardon the patois of the pavement, in irrecoverably spilling the beans. It may become obnoxiously obvious. By adaptation I mean principally the ability "to other" one's self—the ability to understand and apply the *you-psychology*. The word may of course be used with advantage; it may be used with unconscious comedy; it may be used with tragical result. The biggest purpose any one can have in the mastery of words is not so much that he may adapt his expression on any subject to any person or audience, but that he may know how to stem their flow, and thus adapt his expression through restraint and economy. I suppose that KEEP OFF THE GRASS is clear and correct and concise and coherent, and all the rest of it. But it isn't always effective, is it? The sign TAKE ONE, however, is always effective, or nearly so. People, on reading this sign, have been known to pick up infernal machines. But both signs are addressed directly to YOU. The difference between them is that the latter makes a fellow feel like a matinee idol while the former makes him feel like a tramp. I never read KEEP OFF THE GRASS without being a little piqued. I never read TAKE ONE without becoming a little chesty. I do not want to dwell upon this simple illustration to the point of ex-

aggeration. But it does show, in the main, the difference between the YOU that means I, we and us, and the You that means just You, the difference between *Verbotten* and *Si vous plais*. The author back of KEEP OFF THE GRASS does not put himself in another man's place. He who writes TAKE ONE, others himself. And all of this means, conversely, that the perpendicular personal pronoun may sometimes do more to emphasize the you-psychology, than the pronoun *you* itself.

By adaptation, I also mean the ability to focus content—the ability to present subject matter from the most effective angles. The Chinese have a saying that expresses it: "Do not play a zither to an ass, or talk astrology to the blind." Complete knowledge of subject together with broad sympathy with readers should enable a writer to adjust his expression effectively. He must select, which implies that he must reject. He must cater, which implies that he must be supplied. He must regulate his speed and measure his volume according to the capacities of those he addresses. He must not play a funeral march to skipping two-four time, or improvise jazz in a graveyard.

Mamie knew the steps of the sales process by heart. At the close of her first day behind the counter she was asked whether she had made many sales. "No," she replied, "but I got through my sales outline with every one of 'em."

Marie, under observation of her manager, failed to sell to three prospects in succession. On being approached and asked what the trouble was she retorted, "Aw, who could sell the stuff to a gink, a grouch, and a granny!"

These two cases represent the subjective and the objective poles respectively in the adaptation process. Mamie was unable to adapt her content; Marie was unable to adapt her sympathy.

Much has already been done, I know, toward departmentalizing and individualizing business literature. But I believe much more can and should be done. A great psychologist has said that every one of us is a talent on furlough, a prejudice at bay, or a disease in motion. Well, if so, here's a triune of infinite appeal. A widely advertised correspondence course goes in for the blonde-brunete differentiation as a basic element in adaptation. This seems to me to be almost too



nice. But this much is sure and safe and sound: We are all of us always interested in character and in story. These are the masters of content; description, exposition, argument are but the servants. In all the literature that has come to be called great, these two elements—character and story—bear off the palm. In every one of our best sellers, it is character or story, or both, to which the sales are due. Has business expression made the most of these? I should say off-hand that it has not. And I should say unqualifiedly that character and

story offer the richest means and opportunities for adapting business expression in writing to effective ends. It is equally incongruous that a riddle should be plain and that a letter should need interpretation. That many letters—business letters—do need interpretation, is due largely to the fact that the writers have not been vigilant to adapt their content. A good story or a good character sketch will often do more to elucidate and make intimate, and thus to adapt than any other composition type.

(To be Continued)

#### "High Price Peaks Not Reached"

Francis H. Sisson, vice-president of the Guaranty Trust Company, New York, in an address December 5 before the Poughkeepsie, N. Y., Chamber of Commerce, said that the high peak of prices has not yet been reached, "though it is by no means without the range of possibilities that, thanks to more sensible spending, prices of luxuries may topple, while those of some of the more necessary articles continue high."

"This," said Mr. Sisson, "may prove the first step to an adjustment of production that will bring about increased output of the necessities of life—the only way the high cost of living problem can be solved."

#### St. Louis Club Lend Helping Hand

The Advertising Club of St. Louis, Mo., recently took charge of the publicity and all arrangements in connection with the visit of the NC-4 and its commander to St. Louis. Several public appearances were arranged for by the club for the trans-Atlantic heroes in the interests of navy recruiting.

The club also handled the publicity of the appearance in St. Louis of Sergeant Alvin York, war hero, who came in the interests of the York Foundation, which will establish a school for the people of his home town in Tennessee.

#### Competitive Sports Magazines Cooperate

*Field and Stream* and *Outers' Recreation*, magazines in a competitive field, have joined in a merchandizing plan offering service to manufacturers. The two magazines will publish in the Spring of 1920 a book known as *The Vacation Manual*. The first issue will contain fourteen articles on various branches of outdoor sports. The publishers guarantee that 100,000 copies will be distributed by sporting goods dealers to their customers. Dealers will be asked to stock up on the goods advertised in the Manual.

#### Poor Richard to Hold Festival

The Poor Richard Club, Philadelphia, will hold its annual dinner and festival January 15. Speakers of international reputation and an advertising exhibit have been promised. Accommodations will be made for 675 persons.

#### New Sales Manager for Denby Trucks

Percival Dodge has been appointed sales manager of the Denby Motor Truck Company, Detroit, Mich.

#### Minneapolis "Tribune" Has New Head

Rome G. Brown has been elected president and executive manager of the Minneapolis, Minn., *Tribune*, succeeding George Krogness, resigned. Mr. Brown has been connected with the *Tribune* for a long time. He is also president of the Manistique Paper and Pulp Company, Manistique, Minn., which supplies the *Tribune* and the market with newsprint.

#### Studebaker Gives South Bend Publicity

South Bend, Ind., is receiving a large amount of publicity from the four-page colored inserts being printed in various motor magazines, for the Studebaker corporation. These advertisements described the \$15,000,000 automobile plant which the Studebaker is now erecting in South Bend.

#### Erbeck Joins A. & S.

John K. Erbeck has resigned from *Printers' Ink* to become connected with ADVERTISING & SELLING. Because of Mr. Erbeck's splendid record of results on *Printers' Ink* and previous to that with the *Red Book Magazine*, ADVERTISING & SELLING is glad to welcome him to our growing family.

#### Norma Company Moves Quarters

The Norma Company of America, makers of Norma precision bearings, has moved its factory from the Bronx, New York, to Long Island City, New York, where it will have more space. The executive offices have been consolidated with the factory at the new address.

#### Two Undergarment Makers Combine

The Wolf Company, New York, has combined with the American Garment Company to provide greater facilities for the manufacture of Wolthead undergarments. The association of the two companies begins January 1, 1920.

#### Blackiston Has Another Appointment

G. P. Blackiston, of Canton, O., has been appointed advertising manager of the Rub-No-More Company, Fort Wayne, Ind., makers of soaps and water softeners.

#### "Munsey's" Raises Price

*Munsey's Magazine* has increased its subscription rate to three dollars a year and 25 cents a copy, the new price beginning with the January issue. There will be no immediate change in the advertising rate.

# Over Two Million

THE November issue of *Pictorial Review* passed the two million mark.

This is without doubt the largest circulation of any monthly magazine in America.

It is a supreme vindication of an editorial policy built on the theory that the great body of American women are progressive.

## PICTORIAL REVIEW

AMERICA'S LEADING  
WOMAN'S MAGAZINE

## Why the Peace Treaty Was Not Advertised

(Continued from page 12)

consisting of Edgar G. Sisson, Director of the Foreign Section, his associate, Carl Byoir, and a force of accountants and stenographers. In a flash, the newspapers charged that these purely clerical employees constituted "the United States Official Press Mission to the Peace Conference," and accused the President of attempting to institute a "press agency."

At almost the same time the Postmaster-General announced the taking over of the cables, an action as remote as the moon from my authority and duties. Straightway the inevitable Senate group—Reed, Watson, Hiram Johnson, Sherman and New—started off and the press, with equal recklessness and enthusiasm, joined in the hue and cry. The President, Mr. Burleson and I were in a deep and dark conspiracy to gag, stifle, muzzle and throttle. With the cables in our clutches, mine was to be the task of censorship in Paris, my autocratic whim would decide what news of the Peace Conference should reach the people of the United

States, and my "interpretations" would be forced upon suffering correspondents.

### THE UPROAR UNFOUNDED

As a matter of course, no Senator made the slightest effort to ascertain the facts, the press carried their fulminations with glaring headlines, and editors thundered against the hapless stenographers composing "The United States Official Press Mission," and denounced my "iniquitous pact" with Mr. Burleson. A formal explanatory statement was issued on November 21 in an effort to stem the tide of absurdity and falsehood.

This statement clarified the atmosphere in some degree, but attack continued from many quarters, and as late as November 29, Mr. Roosevelt, in public print, accepted the story that my stenographers and accountants were "the United States Official Press Mission to the Peace Conference," added that these men and women had been sent "by the President himself," and asserted that the whole purpose was the determination of the President to "make the news sent out from the Peace Conference to ourselves, our allies and our enemies, what they desire to have told from their own standpoint, and nothing more."

If a plain, downright lie had the power to cause all this anger and antagonism on the part of politicians and newspapers, imagine the storm that would have been aroused had the report been based upon fact? The point I am trying to make is that neither Congress nor the press nor the people of the United States were in any mood to stand for Government "salesmanship" in connection with the Peace Conference, or anything that remotely savored of press agenting. By way of piling up evidence, the following incident may be submitted:

### MORE GROUNDLESS RUMORS

While I was on the sea, a Paris dispatch, printed in the American press, charged that the Government would take control of your European cables, that it would "ration" space to the correspondents and that all official communications to the press from the Paris conference would pass through the Committee on Public Information. Upon arrival in Paris, investigation disclosed that the dispatch had no base whatsoever save in the imagination of the correspondent that sent it. Yet Senator Hiram Johnson and the others of his ilk accepted the lie without question, and the Philadelphia *North American* even printed this infamous attack:

Some indication of the course to be pursued was given today when Senate anger again found expression as the result of the cabled information from Paris that George Creel is to decide how much news matter each newspaper correspondent may file for cable transmission each day and is to pass upon every official statement that is to be given out from the American delegation.

This announcement is in direct conflict with the statement made by President Wilson in his speech of Monday that there was to be no censorship or restriction imposed by the Government upon the information to be sent from the Peace Conference to this country, and that in the interest of publicity he had induced the governments of Great Britain and France to lift their censorship of news.

It is an absolute exposure of the

falsity of the statement made by George Creel that he has gone to France to wind up the affairs of the Public Information Committee and will have nothing to do with preparation or transmission of information concerning the conferences.

In fact, Congress and the public have every reason to feel that both the President and Creel made statements to the American public which were deliberately planned to deceive, and the uncomfortable inference suggests itself that since these statements are shown to have been untrue, no other statements they may issue can the public accept with absolute confidence of their reliability.

### NO EFFORT TO RETRACT FALSITIES

Johnson cried, "What a sad thing it is that Creel should ration the news which is to be received by the American people—the news concerning developments that may mean the whole future of our Republic." New, of Indiana, even went into figures, stating that the press allotment on the cables, as fixed by me, would be 28,000 words a day, a limit that he boldly branded as "ridiculous." Even when the report stood proved as a lie and when it became indisputably apparent that the attacks were false, not one word of retraction or apology ever came from the Senators, or from the *North American* and such other papers as had spread the slanders.

I say again that it would have been suicidal had the President attempted in any manner to use a single dollar or a piece of government machinery for publicity purposes in connection with the Peace Conference. In the very nature of the case, dependence had to be placed upon the activities of the conference itself and upon the spirit in which the correspondents reported and interpreted these activities.

Turning now to Mr. Hungerford's specific charges, the first count in his indictment is that I "herded" the correspondents upon a wretched little boat instead of sending them to France on the George Washington. In the very beginning, I had plans for the suitable and convenient transportation of correspondents, but as has been shown, the attitude of press and Congress forced an abandonment of these ideas and committed me to a public statement that the Government would not intrude upon their plans in any degree. I assumed as a matter of course, that they meant to travel to France by ships of their own choosing, so judge my amazement when a committee of the Washington correspondents came to me as late as November 23, and asked my plans for "handling them." It was an amazing situation that had even more humor in it than irritation. Before me were the very men who had been most insistent that "Creel must take his hands off," and that there must be "no interference" with correspondents.

### TAX PREPARATIONS

It developed that none of them had engaged passage or even taken the trouble to apply for passports, and unless authoritative help came to them quickly they stood small chance of getting to France in time. At the request of the correspondents, and acting entirely in a personal capacity, I went to the President and begged him to let the newspaper group travel with him on the George Washington. He pointed out that there

## Salesmen Wanted

A well known and long established concern in the advertising business wants a few more salesmen in cities of 75,000 population and upwards.

Men who have a few hours to spare each day could handle this work as a sideline on a commission basis until the business developed enough to need all their time.

Men showing real selling ability will be given a chance to cover one or more states.

Please state age, experience and references.

Address: 1920 Opportunity, care ADVERTISING & SELLING, 131 East 23d Street, New York City.



**F**OR sixty-four years, Leslie's Weekly has been proclaiming a robust gospel of industrial progress.

Avoiding sensationalism and muck-raking, Leslie's has commended the worthy elements in business and condemned the unworthy.

Leslie's has followed the central path of healthy progress, and has been a force in the commercial upbuilding of the Nation.

In these times of industrial unrest, Leslie's is more than ever a potent National influence for the good.

Leslie's is unique among American periodicals by reason of its being a general publication noted for its wide appeal to business and professional men.

Leslie's has not missed an issue since 1855.

# Leslie's

ILLUSTRATED WEEKLY NEWSPAPER

*A Blue-List Circulation in a Half-Million  
American Families*

T. K. McILROY, *Advertising Manager*  
225 Fifth Avenue, New York

P. F. BUCKLEY, *Western Manager*  
Marquette Building, Chicago

# A New Record

## Advertising and Selling

*has just received the largest contract ever placed with an advertising journal by a publishing house.*

*Name on request.*

**Just watch Advertising and Selling**

was no way by which any fair discrimination could be made and that if one correspondent were given the privilege, the same invitation would necessarily have to be extended to every other correspondent in the United States. He explained further that the accommodations on the George Washington were not unlimited, as everyone seemed to suppose, and that the inclusion of the Peace Commission, the scores of experts attached to the Commission, the State Department group, etc., had already brought about a condition of congestion. When Mr. Hungerford states that "the 125 or 150 correspondents might easily have been accommodated in handsome fashion," he does not know what he is talking about. With the full approval of the correspondents I then devoted my efforts to placing the representatives of the Associated Press, United Press and the International News Service on the George Washington and these three men were invited by the President as his guests. This done, I took up with the War Department the question of securing a transport for the use of such correspondents that desired to go to France, and the Orizaba was placed at my disposal.

#### UNPLEASANT CONDITIONS

To quote Mr. Hungerford, the correspondents "were herded upon a small 4,000-ton coasting ship, used ordinarily between New York and the Caribbean ports which, coming into the path of a great storm, was sore beset and tossed upon the waves. The correspondents—the men who were to interpret the Peace Conference to the people of the United States; the men who were to sell it, if you please, had a wretched trip. The boat was poor, the food was worse. It was a journey not to be forgotten."

I think I am safe in assuming that Mr. Hungerford does not hold me responsible for the storm. As for the Orizaba, it was the one boat available—the one boat that the War Department had on hand at the time, and instead of quarreling with it, the correspondents were thankful for

a ship of any kind. I might also point out that the Orizaba was good enough for soldiers who had fought in France, and that the food was the regular Navy food and exactly the same kind of food that was served on the George Washington. I might also add that no complaint ever came from *real correspondents* but that it proceeded entirely from those who had never been on a boat before.

The Department of State kept its office open night and day in order to grant passports. Military Intelligence relaxed all rules of investigation. The embarkation officials at Hoboken worked overtime and through a dreary Sunday I sat signing credentials asking foreign governments to show the bearers every possible courtesy, privilege and consideration.

#### DENIAL OF REPORTED CLUB HOUSE OFFER

Mr. Hungerford's second charge is that "Creel's Committee might have done something to provide for the comfort and convenience of the newspaper workers in Paris and so saved its scalp. It lost that opportunity as quickly as it had lost the first one." Under this head, his principal complaint is that the correspondents were not "housed in their own American club, led, guided, stimulated at every step of the conference proceedings." To make his case more conclusive he states that a business man of large affairs made an offer to lease a hotel or apartment house in Paris for the American correspondents where they would be lodged and fed, provided with every working convenience, and informed at regular intervals by prominent Americans and internationalists as to the problems upon which the new treaty would be founded. This man, says Mr. Hungerford, was ready to underwrite such a scheme up to a quarter of a million dollars, but "the Committee on Public Information laughed at this offer and promptly proceeded to ignore it."

No such offer was ever made to me or to any other executive of the Committee and I challenge Mr. Hungerford to substantiate his statement.

Knowing the difficulties under which the correspondents would labor in Paris, I took the chance of instructing Mr. Sisson to engage and equip working quarters for the American press, and he rented the old James Gordon Bennett apartments on the Champs Elysee and fitted them up with desks and typewriters. Almost instantly, dispatches commenced to go back to the United States declaring that we were squandering Government money in a secret attempt to control press, and finally convinced that any effort to help the correspondents directly would be misinterpreted, I gave orders to surrender the lease and dismantle the place.

#### HELPS FURNISH FRENCH HEADQUARTERS

At pointing out my own shortcomings, and showing the superior propaganda genius of the French, Mr. Hungerford glowingly describe "the remarkable international press club which the French Government set up in the Champs Elysee."

This is really humorous. When I saw that it would not be possible for the American Government to do anything of its own initiation, I went to M. Tardieu and M. Aubert, with whom I had been closely associated in Washington during their service in the French High Commission, and the three of us made the plans for the establishment of the French Government's press club in the Hotel Dufayel. On a bitter winter morning

*Use newspapers on a three-year basis if you would win markets. Pick your logical markets. Keep your advertising in the newspapers in these centers. The business will then belong to you.*

## THE INDIANAPOLIS NEWS

FOR FIFTY YEARS A NEWSPAPER

New York Office  
DAN A. CARROLL  
1110 B. B. Bldg.

FRANK T. CARROLL  
Advertising Manager

Chicago Office  
J. E. LEE  
First National Bank Building

Monsieur Aubert and I tramped through the chilly palace deciding upon general arrangements and specific quarters, and it was the Committee that furnished a large part of the desks and typewriters. It was planned that this should be a home for all correspondents, that the prominent men of all nations would be invited there to talk over Peace Conference problems, and for Mr. Hungerford's information. I would say that the entire failure of the plan constituted one of the French Government's bitter disappointments. The last thing that the correspondents wanted was to be guided and instructed and stimulated. What they were after was news and the Peace Conference itself was the one news source.

Mr. Hungerford is also ardent in his admiration of the French for the manner in which they conducted correspondents over the devastated area and as he says, "compared with the best of our American efforts were almost as nothing." During the war, when it was our business to impress the world with the power of America, our Paris office maintained smooth-working machinery for the exploitation of the American effort in France. In conjunction with the Army, the newspaper men of Spain, Holland, England, Scandinavia, Italy, and all other nations, were taken on tours that covered the entire activities of the A. E. F. With the armistice this work ended naturally. Am I to understand that Mr. Hungerford is of the opinion that the American Government should have taken correspondents over the devastated area, denying France that right?

#### SHOWING THE MEN AROUND

As a matter of fact, the Committee was the moving spirit behind most of the trips on which the correspondents were taken. Not only did we work with the French Government on such plans, but through Frederick H. Wile, Lord Northcliffe's representative, it was arranged that all the American correspondents should be the guests of the British Government during the President's visit in England. From the Italian Government I secured a similar invitation, along with a special train, and the offer to take the entire group of American correspondents over the Italian battle front.

When the President decided to spend Christmas day at Chaumont, it was the Committee that arranged for a special train for the correspondents and it was the Committee that paid for it.

What with all his arrangements, and especially the Italian trip, which had to be planned in conjunction with a grand opera tenor in uniform, I was compelled to stay in Paris when the President went to London and by way of showing a delicate and restrained appreciation of my efforts, the New York *Sun* correspondent sent a dispatch from London that I was not with the President because I had quarreled with him and that I was making plans to leave at once for the United States.

#### THE DAILY CONFERENCE IDEA

Mr. Hungerford speaks approvingly, and very properly, of the helpfulness of Ray Stannard Baker; also of the President's agreement that the correspondents should have a daily conference each morning with the American members of the Peace Commission. On the second day after my arrival in Paris, I took up with the President this matter of a daily conference and secured his consent to it. It

was at my request, joined in by Colonel House, that the President signed the order attaching Mr. Baker to the Peace Commission to act as its press representative. From the first, I begged the President to meet regularly with the correspondents and it was his sincere desire to do this, and it would have been done but for the backbreaking burdens that he bore, the demands that took every second of his time, and the constantly changing situation that made it impossible to talk with any degree of certainty.

These things done, I had the feeling that the Committee, as far as was properly in its power, had discharged its full duty in aiding the press of America to obtain the news. What remained to be done was to help the correspondents to transmit the news with the greatest possible degree of speed. The cables were abnormally congested. Not only was the press of the world assembled in Paris, but the war had left only four trans-Atlantic cables available for use, and as a consequence, incredible delays developed unavoidably. To meet the situation, Walter S. Rogers, director of the Committee's Foreign Wireless and Cable Service, was placed unreservedly at the disposal of the correspondents and directed to find a "way out." As a first measure to lighten the cable load, the Committee agreed to transmit to the United States all formal statements, speeches of the President and other like matter requiring textual sending, and to make simultaneous delivery in New York to the three press associations. Even when the matter had to be sent by cable, two additional sendings were saved and when flashed by wireless, the entire load was lifted from the cable.

#### AIDING IN NEWS TRANSMISSION

A second step was in the direction of aid to individual correspondents. The Navy, in charge of the wireless, was forbidden by law to charge tolls nor could it even receive private messages, but in view of the importance of giving the American public all possible news of the Peace deliberations, it was agreed that the Committee on Public Information might undertake the delivery of the matter to the American press.

After many negotiations, the French Government and the United States Navy entered into an arrangement through which the Committee was able to offer 3,500 words daily on the wireless, absolutely free of charge, to the American correspondents in Paris. The correspondents themselves, formed into an association, allotted the wordage as they saw fit, handed copy to the Committee in Paris, and from our office it went over the American Army wires to the French wireless station at Lyons and from Lyons to the Committee's office in New York for distribution.

At no time did the Foreign Press-Cable Service undertake to deliver analytical articles or "propaganda matter" to the American press. The matter sent for simultaneous release consisted solely of official statements, speeches and announcements and merely the bare text of these. We construed our service to be the delivery of these documents textually, leaving it to the newspapers to draw conclusions or to describe the events in connection with the issuance of such statements. Emphasis should also be laid on the fact that this Division at no time exercised any censorship on any articles

## A Message to American Advertisers and Their Agents

Our representative Mr. R. Onishi, who reported the Peace Conference in Paris, is now in America for the purpose of supplying information concerning the possibilities of trade in the Far East and especially in Japan.

Mr. Onishi represents *The Jiji Shimpo* of Tokyo and Osaka, the largest and most influential newspaper in Japan. Until December 27 Mr. Onishi may be reached at the Hotel Imperial, New York, after which date he will leave for Japan, stopping in cities between New York and San Francisco if appointments are made in advance.

**The JIJI SHIMPO**  
Tokyo Osaka  
Japan

prepared by any correspondents for American newspapers.

#### THE COMMITTEE'S LIMIT

The consummation of these arrangements marked the limit of proper effort on the part of the Committee. England, France and Italy were the hosts of the American press; every battle front was to be shown the correspondents; a magnificent press club stood provided for them; daily contacts with the American Peace Commissioners were under way, cable and wireless facilities, free of charge were at their disposal, and no censorship stood in the way.

Future arrangements were entirely and absolutely in the hands of the Peace Conference itself.

It is these facts and efforts that Mr. Hungerford chooses to ignore and equally does he ignore the obvious in this paragraph:

"As to the exact forms which this propaganda should have assumed, I am not prepared to say. It is not my treaty. But an advertising man can easily see it taking the form of pages and half-pages and even quarter-pages in the newspapers and magazines, of billboards along the

rails from here to Boston, spilling out unctuous and terse and even witty epigrams about the League of Nations."

Is he asking sane people to believe for one moment that Senator Lodge and the Republican majority in the Senate would have permitted this expenditure of public money or that the people of the United States themselves would have countenanced it? Equally humorous is his suggestion that the services of such cartoonists as Ding and Tad should have been enlisted. When it is borne in mind that Ding is under contract to the New York *Tribune* and that Tad is under contract to Mr. Hearst, one can judge how easy it would have been to have secured their services for press agenting the League of Nations.

The Peace Treaty failed because the press itself failed in its duty of proper information, and the press failed because it interested itself only in the personal and obvious, not in the educational and interpretative. And the reason for this misplaced emphasis goes back to the bitter fact that partisans made the Peace Treaty a party question instead of letting it shine out as a nation's pledge.

#### Seymour and McLean Resign from New York Evening Post

J. S. Seymour, for the past year publisher of the New York *Evening Post*, has resigned. Mr. Seymour was once publisher of the Chicago *Record-Herald* and left that paper to go with the Crowell Publishing Company. His connection with the *Post* followed that. Robert L. McLean, business manager of the *Post*, will leave to take charge of the business end of the David Lawrence Syndicate, Washington.

#### Capper Buys Kansas Farmer

Hon. Arthur Capper, United States Senator from Kansas, and publisher of the Capper Farm Press, has added the *Kansas Farmer* to his list of publications, consolidating it with *Mail & Breeze*. The transfer was made early this month, and the December 13 issue is the first number of the new combination.

The *Kansas Farmer* is the oldest farm publication west of the Mississippi, its first appearance being on May 1, 1863.

According to the announcement by Marco Morrow, assistant publisher, the editorial staffs of the two papers will not be changed.

#### Christmas Ad Service for Electric Dealers

An *Electrical Christmas*, campaign edition of the monthly sales service of the Society for Electrical Development, New York, contains advertising material for the use of members and others. Descriptions are set forth of window displays, poster stamps, printed letters, films, newspaper advertisements and other forms of advertising.

#### High Army Officers With Eaton, Crane and Pike

Eaton, Crane & Pike Company, makers of fine writing papers, Pittsfield, Mass., have announced the addition of a general and the return of two lieutenant colonels to the executive staff. Col. William H. Mason and Col. Winthrop M. Crane, Jr., have both returned from service, to their respective positions as treasurer and sec-

eral departments of the company now in New York will be centralized in the new headquarters.

#### Healy Leaves Magazine for Agency

Austin Healy, for six years with the *Dry Goods Economist*, New York, has become associated with Caxton Advertising, Inc., same city. Mr. Healy was formerly connected with N. W. Ayer & Son, Philadelphia.

#### Wilmington Phonograph Firm Incorporates

The Polinia Phonograph Company has been incorporated in Wilmington, Del., with a capitalization of \$710,000 by T. L. Crpteau, P. B. Drew and H. E. Knox.

#### A. H. Seyler Advanced With Paper Firm

A. H. Seyler, of the sales department of Alling & Cory Company, paper manufacturers, Rochester, N. Y., has been appointed sales manager for the Pittsburgh territory.

#### J. R. McLennan Joins Kelly-Springfield

J. Roy McLennan, formerly of the Sperry Gyroscope Company, Brooklyn, N. Y., has joined the advertising staff of the Kelly-Springfield Tire Company, New York.

#### N. C. R. Employees Study

Six hundred and forty-two employees of the National Cash Register Company, Dayton, O., have enrolled for classes in various subjects. Forty-two are studying advertising and printing, 149 are taking up advanced salesmanship and 161 have enrolled in the elementary salesmanship class. Other subjects given are accounting, shop mathematics, home economics, free-hand drawing, public speaking and agency office practice.

#### B. L. Hupp, President Loose-Wiles

Jacob L. Loose, who has retired from the presidency of the Loose-Wiles Biscuit Company, has been elected chairman of the board. He is succeeded as president by B. L. Hupp, former secretary, who is in turn succeeded by R. W. Castle.

#### Former "Lippincott" Editor Dies

William Shepard Walsh, who was editor of *Lippincott's Magazine* from 1871 to 1886, died in Philadelphia, December 8, at the age of 65. Mr. Walsh also served as literary editor of the New York *Herald* and editor of *Illustrated America*. He was the author of a number of books.

#### No Longer an Optimist

The Joseph Campbell Company, makers of Campbell's soups, Camden, N. J., has changed the name of its house organ from *The Optimist* to *Campbell's Courant*.

#### Employment Manager Appointed

Rodney Morison, Jr., formerly superintendent of employment, American International Shipbuilding Corporation, Hog Island, Pa., has been made employment manager of the National Carbon Company, Cleveland, O.

retary. General Charles Brewster Wheeler has resigned from the army after thirty years' service, to become third vice-president. General Wheeler, who is a member of the French Legion of Honor, was recently made a Companion of the Order of the Bath, the investiture being at the hands of the Prince of Wales.

#### Booklet Tells of Bank Service

"Home and Happiness Through Banking Service" is the name of an illustrated booklet by Walt Marsh, of Belleville, Ill., issued by the First National Bank, of that city. This publication has helped to win friends for a number of banks and at the same time has educated many people on the question of banking service. The author mingles in his work sentiment and business.

#### Bethlehem Motors Increases Stock

A plan for the increase of capital has been ratified by stockholders of the Bethlehem Motors Corporation. The increase is from 130,000 to 200,000 shares of no par value.

#### C. A. Pope Joins Doremus Agency

C. A. Pope, former financial advertising manager of the *Journal of Commerce*, New York, has joined the staff of Doremus & Company, agency, New York.

#### Exporters to Eat

On December 17 the monthly luncheon of the American Manufacturers Export Association will be held at the McAlpin, New York, 12:30 noon. The speaker will be Senor T. A. Le Breton, the Argentine Ambassador to the United States, and his topic will be "Our Trade Relations With the Argentine."

#### Partola Takes Over O'Neil Store

The Partola Manufacturing Company, one of the largest wholesale and retail drug concerns in the country, has taken a lease on the old O'Neil store at Sixth Avenue and 20th-21st Streets, New York. The lease is to run for 21 years and represents a rental of \$2,000,000. The sev-

### Willard B. Prince Marries

Willard B. Prince, assistant advertising manager of the Morse Dry Dock & Repair Company, New York, was recently married in Boston to Miss Alice E. Ives, of Salem, Mass.

### To Build Factory Where President Monroe Lived

On the site of the house in New York at the northwest corner of Prince and Lafayette Streets, where President James Monroe spent his last days, the C. & M. Envelope Company will build a twelve-story factory. The property was recently sold at auction. It had been the general belief that the house would be saved and turned into a museum.

### Two Auto Shows in January

The 1920 motor truck show and the passenger car show will be held simultaneously in January, respectively at the 8th Coast Artillery Armory and the Grand Central Palace, New York. The event will be the twentieth anniversary celebration of the National Automobile Shows.

### Goodyear Has Biggest Year

The Goodyear Tire & Rubber Company enjoyed greater business for the year ended October 31 than for any preceding year. Total sales reached \$168,914,982, which is an approximate increase of \$37,500,000 over last year.

### Professor Fisher Speaks at Brooklyn

Professor Irving Fisher, economist, of Yale University, speaking December 6 at the forum luncheon of the Brooklyn Chamber of Commerce, suggested as a means of stabilizing the dollar the shifting of the amount of gold bullion according to the change in the dollar's purchasing power.

### Canada Press Association Meets

The Canada Press Association, which recently held its annual meeting at Toronto, has organized three separate bodies which will respectively devote themselves to dailies, weeklies and trade papers. A council of ten delegates from each department will conduct the affairs of the association, including the annual election of officers.

### Connecticut Editor Elected Mayor

Charles A. Gates, editor and publisher of the Wilimantic, Conn., *Chronicle*, was recently elected mayor of that city.

### Help Wanted

Wanted, by a prominent business paper, young man to take charge of handling make-up through the printers' hands. Should have knowledge of print shop routine. Preference given to one who wants to grow into editorial work through handling news items, etc. Address, giving details of experience and salary desired for starting. Box 210, ADVERTISING & SELLING

### Business Publishers Discuss Research

Research will be the general topic of discussion at the New York Business Publishers' Association meeting on December 15 at the Automobile Club. The special phases treated will be, "How I can classify information secured by the editorial department for business papers," by Harry Taylor, the *Dry Goods Economist*; "How I obtain statistics on production, investments, products sold and percentage turnover," by E. S. Bradford, *New York Times*; "How I arrange information in recommending merchandising plans," by Harry Cleland, McGraw-Hill Company; and "How research information can be used in developing editorial policy," by Harry Tipper, Automotive Industries, New York.

### Knitting Mills to Use Outdoor Displays

The Banner Silk Knitting Mills, a new advertiser, has selected outdoor displays at several prominent corners in New York, including 42d Street and Broadway. Boards will also be used for this firm along the railroads entering New York to attract visiting buyers. Two have been selected in Atlantic City. The account is being handled by the O. J. Gude Company, New York.

### Issues Booklet on Road Building Field

The Highway Publishing Company, Dayton, O., publisher of *Better Roads and Streets*, has issued a booklet containing an analysis of the road building field. It is believed to be the only one of its kind published by a magazine devoted to road construction.

# Shoe and Hosiery Advertisers

are as wise as advertisers in any other field and want to use their advertising appropriation in those mediums which reach the greatest number of possible buyers at the least cost.

The Annual Directory of Trade, Technical and Class Publications published in *Advertising and Selling* shows AMERICAN FOOTWEAR at the top of the list in the footwear field with

## 11,000 Guaranteed Circulation

As a matter of fact the press run on the December 1 issue was 12,500 copies and we will maintain this number. We urge our advertisers to key their advertising so they will know the results secured. Rates on application.

## AMERICAN FOOTWEAR

published by the

American Business  
Press Corporation

Ashland Block,  
Chicago, Ill.

# The Place of the Business Paper in the Advertising Plan

What It Can Do in Selling  
a Technical Product

By CHESTER A. GAUSS

Robertson, Gauss & Co., New York City

**B**USINESS papers may be roughly classified into three groups, namely the trade or retail merchandising papers: the technical papers appealing mainly to engineers, technical men and the buyers of technical products and the general business or executive papers appealing to presidents, general managers, etc. Too often such papers are not looked upon in their right light and are not regarded as consumer papers yet all three classes have to do directly or indirectly with buying and selling. As a matter of fact most business papers are consumers' papers. They appeal to consumers who are engaged in or are consuming for a particular class of business. As such they have a more effective and concentrated circulation than many general media.

The electrical engineer who orders a motor for a factory is as much a consumer as the man who purchases an utility motor for his home. Similarly the contractor who buys a concrete mixer is a consumer of that machine. So likewise is the foreman who specifies a certain chuck for a lathe or the office manager who orders dictating

machines, stationery, etc. These classes of consumers can, of course, also be reached through any number of general magazines as practically everybody reads for amusement. But they can be reached more cheaply and effectively and with far less waste circulation through business papers with their highly concentrated and effective circulations. The business papers are not intended to amuse. They instruct, guide and help men to do things, to build things and to sell things. They touch men, not during their lonesome hours but when they are vitally interested in their businesses and in everything that will aid or is needed in the conducting or betterment of their businesses. That is, the business paper advertisement has the advantage of reaching the reader at a time when he is thinking about his business and is open to new ideas and not when his mind is occupied with the plot of a love or detective story on the opposite page.

It is naturally much easier to talk to a man when your subject is that which is on his mind at the time, than it is when the subject is one

in which he is not interested until his attention is called to certain things.

The business papers are the leaders of progress in the industries and fields which they are designed to reach and, hence, tie up to the progressive men of these fields. As a result the buying power per subscriber in a business paper is greater than in any other medium, amounting in some cases to \$25,000 or more per subscriber.

## THE FUNCTION OF THE TRADE PAPER OR MERCHANDISING PAPER

The business paper designed to reach those groups who buy for resale purposes is known as the trade paper. In practically every line of manufacture there are some intermediate factors between the manufacturer and the consumer. This factor may consist of retail merchants, dealers or selling agents who are distributors of the manufactured product.

Upon the merchandising ability of these factors depends the growth and success of a manufacturer's business in cases where he sells the majority of his output in this way. The business paper's object is to guide the middleman and to educate him in his functions as a merchant. In other words these papers teach and inspire the merchant so that he in turn can better teach and inspire the user. This class of paper also has a very efficient and intensive circulation as it appeals, and can only appeal, to those vitally interested in its functions and value.

## CONSUMER ADVERTISING

Some campaigns in general media, called "consumer campaigns," have failed to produce results simply because the dealer was not properly educated through his business papers or because the products advertised had not obtained the recognition among the dealers and merchants that trade-paper advertising would give them in their highly specialized markets. If the market is well covered by a good business paper, as is generally the case, this market should first be covered and this trade made acquainted with one's products before more expensive and diversified advertising is sought. Every profession, every trade and every business places more faith in a product that is advertised in journals that are their authorities and inspirations, and such journals are the places where they naturally turn for information and to seek new products

## Agency Copy Writer

A well established Canadian Advertising Agency is in the market for a first-class copy writer. To a competent experienced man the position of chief copy executive and director will be offered with salary fully commensurate with ability. Residence Toronto, Canada. Position permanent with excellent future. Only high-class thoroughly experienced men with successful record of personally created campaigns will be considered. Correspondence will be treated in strict confidence and should cover past record, age and approximate "commencing" salary. Address, G. W. Davey.

**Consolidated Advertising Service**  
Toronto, Canada



# The 4th Task in Advertising

By Reuben H. Donnelley Corp. President of the R. H. Donnelley Corp.  
Publishers of the Red Book

The first task in advertising is to discover the need of a market.

The second task requires defining the need and gathering the facilities to fill it. It includes national distribution.

The third task demands the establishment of a tacit association between your specific commodity and the desire for such product in the buyer's mind. This means consumer demand. Then when the actual need comes into existence the particular commodity you have advertised suggests itself to the prospect.

But sales largely occur months after the advertising appears. The buyer readily remembers the product but forgets the source of supply. Not being able to easily locate his need at the moment of purchase—he substitutes and the sale is lost.

The fourth task in advertising is to guide the created demand to the place where the goods can be bought at the moment of need, thus causing maximum *buying action*. This can only be done economically through a reference medium. It requires the use of

## DONNELLEY'S RED BOOK

THE NATIONAL BUYERS' GUIDE AND SALES CATALOGUE

Donnelley's Red Book accomplishes the fourth task by providing the buyer with permanent specific direction to the local source of supply of any product. It conserves the demand you have built through advertising and guides it to your nearest sales outlet. It guards against competitive dealer influence—aids in elimination of substitution—and extends the life of your advertising.

This national publication now lists and classifies the sources of supply of over 50,000 products and services. It gives specific buying direction to the demand through your national advertising and protects you against lost sales.

It is the co-operative publication of over 12,000 American Business concerns who are using this method of bringing their wares to the attention of large purchasers.

No one can buy a copy of this guide. Each volume goes into the hands of an executive whose purchasing power is known.

The circulation of 100,000 copies is guaranteed by A. B. C. Audit. The distribution is controlled by the publisher in the interests of the advertiser and is laid out on the basis of the U. S. Department of Commerce trade statistics.

In addition 19 Donnelley Red Book Service Stations in 19 cities serve the buyers of each community—free. They daily give the sources of supply of hundreds of products to prospective purchasers enabling them to locate their needs and place their orders. This book and its Service Stations constitute the only complete sales and buying service in the country.

To have your name and products listed in the pages of such a guide means to get the full value of every dollar you invest in advertising. Write for the details now.

## The Reuben H. Donnelley Corporation

Publishers of 117 Classified Directories

Chicago  
652 S. State Street

New York  
227 Fulton Street

Branches in 17 cities

Atlanta  
Boston

Buffalo  
Cincinnati

Cleveland  
Detroit

Indianapolis  
Los Angeles

Milwaukee  
Minneapolis

New Haven  
New Orleans

Philadelphia  
Pittsburg

Seattle  
St. Louis  
San Francisco



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

GOTHAM STUDIOS INC. N.Y. CITY.

Greetings

that it would pay them to carry. Such business papers act as teachers and guides to those who attempt to influence the public.

The right time for consumer advertising in the case of a product sold entirely through dealers or merchants is after the goods are on the shelves of merchants and have been put there by a vigorous, educational business paper campaign that has reduced dealer resistance to dealer desire and interest to push the goods. Advertising in general media before that time simply helps the dealer in stimulating the sale of competing goods that are the only thing on his shelves. When he is thus able to substitute he creates a habit on the part of his customers that consumer advertising can hardly break, especially since it was first formed through inability to obtain the goods advertised.

In the case of technical products such as electric motors, belting, pumps, etc., these goods are generally sold direct to the user in the majority of cases through the manufacturer's own selling offices and through machinery supply houses, the latter corresponding to the merchant in the case of non-technical products. Advertising in general media in the case of such products merely means the expenditure of large sums of money to reach along with many others that are not prospective buyers, the same market that can be reached very cheaply through technical papers having circulations that are concentrated upon the fields the manufacturer wants to reach. In the technical field such papers can be counted upon to reach in most cases seventy-five to ninety percent of the market that does exist for a technical product with very little waste circulation. When this intensive market has been reached, educated and convinced so that a demand really exists in it for a manufacturer's products, the use of general media may be considered, but it must be remembered that such media although reaching the buyers of his products, also reach a far greater number of people who cannot possibly have any interest in his products. One good shot from a cannon that hits the target is more productive of results than any amount of birdshot scattered on the target and the surrounding landscape. The business papers hit their markets like the cannon ball while the general media may be likened to birdshot.

#### GENERAL MEDIA ALSO NECESSARY

This does not necessarily mean that the use of general media is not advisable in some cases after intelligent, efficient business paper advertising has been employed to thoroughly educate one's market and to build up a good demand. Then advertising in general media can be considered if selling expenses can stand the additional burden without sacrificing the continuation of an efficient business paper campaign. Such advertising will reinforce and strengthen the effect of the direct-from-the-shoulder efforts of the technical press advertising but it

cannot be effectual in any case until the real pioneer work has been accomplished through the business press—until the market has been squarely and effectively hit by a cannon ball aimed at its center.

Take the case of electric motors for example. If the motors are made in fractional horsepower sizes and have already been pushed by the trade and adopted for use on a number of widely known household appliances such as vacuum cleaners, dish washers, washing machines, etc., ultimate consumer advertising can be employed to advantage. It can cause the public to look for a



#### TELEPHONE DIRECTORIES

are now classed with everyday utilities. Their enormous circulation and persistent use are insured by necessity, and make them remarkably effective advertising mediums.

"ADS" in these mediums

command attention, bring business and cost little.

*Try them.*

NEW YORK TELEPHONE CO.

Directory Advertising Department

15 Dey St.,  
New York City  
Tel. Cortlandt 12000

**MAILING LISTS**

Iowa and the Corn Belt.  
Farmers or Auto Owners.  
*Write for descriptive circular.*  
**MAZON SERVICE CORP.**  
Box 613, Waterloo, Iowa

# POSTAGE

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

**Your Prospective Customers**  
are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 9000 different national Lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dirs., Zinc Mines, etc. This valuable reference book free. Write for it.  
**Send Them Sales Letters**  
You can produce sales or inquiries with personal letters. Many concerns all over U. S. are profitably using Sales Letters we write. Send for free instructive booklet, "Value of Sales Letters."

**Ross-Gould**  
Mailing Lists St. Louis

LOS ANGELES  
**EVENING HERALD**

CIRCULATION

**123,305**

DAILY

FIRST IN EVERYTHING

Member A. B. C.

**THE EVENING NEWS**  
Buffalo, N. Y.

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

certain make of motor on every appliance brought and it will help the sale of such appliances. However, if consumer advertising had been employed before business paper and other advertising had caused the electrical industry, the household appliance industries, etc., to become acquainted with the motor and to satisfy themselves as to its merits, ultimate consumer advertising would be of little value. It may lead to inquiries about the motor when the consumer purchases a household appliance but being told that to the merchant's knowledge such motors do not form part of the equipment of any good household appliance, the consumer's faith in such advertising is soon lost.

If motors are made in sizes suitable only for industrial purposes, it will be found that practically every industry can be reached by one or more papers that have an intensive circulation in one or more industries and that are regarded as authorities for the industries to which they refer. Advertising in such business or technical papers will enable the advertiser to adjust his appeals to the industry covered by the paper and, hence, to the reader. He will not be working on a hit or miss principle and can clearly demonstrate to these readers why his motors are adapted for use in his factory. The cost of advertising in such technical papers is low per unit of circulation and the circulation is highly concentrated upon exactly the classes of people the manufacturer desires to reach. Advertising in general media cannot be adjusted to meet best the requirements for effective advertising in hundreds of industries, all of which do not require the same type of motor nor the same characteristics in a motor. In such a case one is not selling one standard product suitable for all needs but a number of products each best adapted for certain specific purposes.

Advertising technical products in general media, hence, at its best cannot adapt itself to all prospects and must, of necessity, reach a large number of people, representing by far the largest part of its circulation, that have no interest direct or indirect in the purchase of motors for industrial purposes. To

get such persons acquainted with one's motors and to get them talking about one's motors is, of course, valuable as word of mouth publicity but it is not near as valuable from the manufacturer's point of view as word-of-mouth publicity created through technical paper advertising and actual performance in various industries taking place between men in these industries that have the power to buy or have some say in specifying motors. Where such a condition has been created through continuous, intelligent, persistent business-paper advertising the use of general media can strengthen and reinforce the prestige and good name already obtained amongst buyers, but such general advertising must be looked upon only as a means of strengthening and reinforcing present-day business-paper advertising and as being supplementary to it in all respects. Few firms have cultivated the intensive markets they are able to reach through the technical papers to any where near the full extent possible and until they do so, advertising in general media can do very little towards adding to their prestige and good name among those accustomed to look upon their business paper as their guide and teacher.

**FUNCTION OF BUSINESS PAPERS**

The first problem of a manufacturer of any product is to find or locate his market. He must by some means locate possible buyers and identify them as such. He has his choice of general media, circular letters, house organs and business-paper advertising. To disseminate information about his products in any one of the first three ways means an enormous waste circulation which must be paid for and which will require large investment. If he turns to the business papers he will find that there is one or more that reaches a very large percentage of people who are users of his products or dealers and that these can be located with very small expense through consistent trade-paper advertising.

Unlike personal canvassing advertising in such papers will not locate possible buyers the first time nor line up all dealers. The first advertisement may not move a prospect to action, neither may the first one hundred but the next message

**"GIBBONS KNOWS CANADA"**



# Warren's

STANDARD

## Printing Papers

# Better Paper Better Printing

**W**HATEVER it is that you are going to print, you may know that you are on the track of the ideal paper for satisfactory printing the minute the name Warren's is mentioned by your printer or your paper merchant.

The kinds of work for which each of the following Warren Standard Printing Papers was standardized, are briefly outlined below. There is a Warren's Standard Printing Paper, suitable for every important book-paper printing need.

*Briefly classified, the Warren Standard Printing Papers are*

### Warren's Cameo

A dull coated non-reflecting paper which gives to halftone reproductions the depth and softness of platinum prints. Made in white, ivory and sepia.

### Warren's Lustro

A glossy coated paper for fine halftone work. It combines brilliancy of surface with superior folding and binding qualities.

### Warren's Warrentown Coated Book

A glossy coated paper developed to meet the exacting requirements of process color printing.

### Warren's Silkote

A semi-dull coated paper made in white and india. Noted for its practical printing qualities. Relatively inexpensive.

### Warren's Cumberland Coated Book

A glossy coated paper and a recognized standard for catalogs, booklets and folders where fine halftone work must be produced at a comparatively low cost.

### Warren's Printone

A semi-coated paper especially suited for large edition work requiring halftones.

### Warren's Library Text

An English finish paper of exceptional quality that takes medium screen halftones satisfactorily.

### Warren's Olde Style

An antique finish, watermarked paper which lends dignity to type and line productions.

### Warren's Cumberland Super Book

A super-calendered paper with dependable printing qualities.

### Warren's Cumberland Machine Book

A hand-sorted smooth, machine finish paper for halftones of not too fine screen.

### Warren's India

For thin editions. Bulks 1420 pages to the inch.

### Warren's Artogravure

An eggshell finish paper for offset printing.

**S. D. WARREN COMPANY, BOSTON, MASS.**

may identify him as a prospect and designates him as a subject for education and conviction through additional business paper advertising and direct sales literature.

However, even if it does take a

We specialize in house to house distributing of  
**Advertising Literature**  
 and **Advertising Samples**  
 We solicit your account  
**JAMES T. CASSIDY**  
 206 North Front St., PHILADELPHIA, PENNA.  
 Write for our paper "FACTS"

hundred and one advertisements to bring a response from a certain prospect, one hundred of them have not been wasted in this case. Each has carried some important message, some record of performance or ability to perform that will lift a large part of the educational work from salesmen, agents and selling literature in the future.

The first function of business paper advertising is, hence, to locate prospective buyers or dealers, the second function to educate them. This is how business papers of all three types reduce selling expenses. To locate personally through salesmen all prospects, to educate each and to convince each would quickly lead to bankruptcy. The business paper, hence, dispenses with the personal factor in the first elements of marketing, leaving one free to devote personal efforts to those who have been located, interested, educated and in many cases partly convinced.

The educational effect of a good advertisement cannot fail to have an effect upon the reader, consciously or otherwise. Business journal advertising may not be able to carry the entire burden of educating prospects, but it at least locates them aids in their education and furnishes means for employing direct efforts that are sure to have their effects upon the prospect, but which carry a far less burden than if no educational efforts had been made through business press advertising.

The persistent statement of facts, the very fact that a manufacturer has sufficient faith in his product to announce it to the trade week after week and year after year cannot fail to create in the mind of the prospect a degree of confidence in the manufacturers' goods. This confidence in a product has to underlie all selling. The advertisements themselves may not sell nor arouse the buying impulse. They have, however, done the hardest work in making a sale—the creation of confidence. A sale can, hence, be accomplished more quickly and efficiently. Here lies the third saving of trade journal advertising, namely, helping to convince prospective buyers.

BUSINESS PAPER ADVERTISING DOES  
NOT SELL

The manufacturer of any product involving a considerable investment is sure to be disappointed if he expects business paper advertising to sell his product. With a few ex-

ceptions, such advertising does not sell; it simply helps to sell. The degree to which business paper advertising helps to sell, the degree to which it lends assistance in selling is limited only by the efficiency of the copy employed, the space used and the mediums. Neither can business papers always be expected to pave the way for an immediate sale. Many who express interest do so with the desire of securing further information for possible use in the future. The advertiser can make such a prospect a customer in time if he cultivates him properly through continuous consistent trade paper advertising re-inforced by direct-sales literature addressed to the prospect himself.

It is here where a great number of business paper advertisers make a mistake. They look for direct orders to come from their business paper advertising in place of inquiries, which, if properly handled, can be developed into orders.

As a general rule all business paper advertising to be efficient must be reinforced by and strengthened by direct sales literature sent to prospects located through the business press, and to selected mailing lists. A business paper can locate prospects. It cannot sell them. That depends in most cases upon a firm's selling ability.

There are two distinct functions to be accomplished to maintain a healthy growth of any business. First, it is necessary to get new customers, and second it is necessary to make larger customers, out of old customers. Business press advertising is the most efficient means of realizing the first function. It segregates from a large number of mere possibilities, the real probabilities, or prospects. To realize the second function a continuous, persistent business paper campaign should be maintained and supplemented by direct sales literature reaching the actual buyer with the intention of making him a larger customer. This direct sales literature may take various forms, among which are sales letters, booklets, folders and house organs. Knowing one's customers, they can be made larger customers through direct sales promotion efforts which involve no more waste circulation than by any other means alone.

SELECTION OF MEDIA

The success of any business paper campaign, as is the case with any advertising campaign, depends

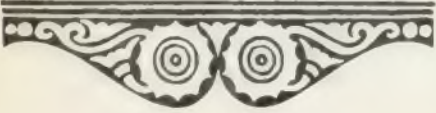


# PRESSES NOT PROOFS

are the true tests of the engravers art. Sterling plates do not alter under the pounding of the cylinders. They are etched deeply, mounted solidly; trust them, for they shall not fail.



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



largely upon the choice of media and in planning the campaign. The best copy and the largest space will fail to bring full value if used in weak media or in media which do not reach the trade one is after.

There is always one "best" medium in each field which must be used if one wants to reach that field. There is also generally a second and a third best medium. These, too, should be used if their use does not force an inefficient use of space in the best medium. In addition to these there are occasionally a few fly-by-night parasites which seldom have a circulation worth while.

Reading puffs are not wanted by business papers and should not be wanted by the advertiser, but any item or story that will benefit a paper's readers is eagerly sought by it. Such items and stores are of distinct value to advertisers.

The editors of business papers are also in a position to furnish considerable valuable information and advice about the markets for various products in the fields their papers cover, and often have in their files information that is invaluable to certain advertisers and which may be obtained for the asking.

#### CONCLUSION

Regardless of the nature of the business paper—whether it be a trade paper, a technical paper or an executive or management paper—it should be considered first in the advertising plan. In the case of articles sold through dealers, a consistent, vigorous trade paper campaign will place the articles on dealers' shelves ready for the demand created through general media. Without the goods on dealers' shelves the demand, no matter how strong, cannot be met immediately and substitutes are often offered, forming habits that are hard to break.

In the case of technical products and business equipment of considerable value, the field for their sale is limited and constitutes but a fraction of the circulation of general media. In most cases it will be found that business papers will cover the cream of the field and at less expense than general media. It is only after these fields have been reached by continuous, consistent business paper advertising that the use of general media to supplement it can in general be considered.

#### Seattle Editor, Open Shop Advocate, Arrested

Edwin Selvin, editor and publisher of the *Business Chronicle*, Seattle, Wash., writes in a current issue of that periodical that he has been arrested again. This time, he says, the charge is criminal syndicalism, based on a signed editorial in the issue of November 15. Mr. Selvin declares that apostles of class hatred are conspiring against him and that he stands for undiluted Americanism.

"My only request," says Mr. Selvin editorially, "of those gentlemen who issue warrants for my arrest with such facility, is that hereafter they have me arrested on days other than those on which I am preparing the paper for

press. It takes my time away from my work and necessitates my sitting up all night to write an entirely new editorial."

On the front page of the *Chronicle* appears the legend: "This publication is printed in an open shop." The November 29 number contains an article headed, "The un-American Closed Shop Must Go!"

#### Harvard Bureau Reports on Turnover

That many retailers are losing money because of slow turnover is the report of the Harvard Bureau of Business Research. The average turnover shows 7.9 times. The total expense in stores whose turnover rate is high is shown to be substantially less than that of stores with a low rate of stock turned.

## SYSTEMS BOND

*"The Rag-content Loft-dried Paper at the Reasonable Price"*



An advertised paper that makes your letters look right and feel right.

Back up your national advertising campaign with the right kind of letterhead.

Some advertisers pay thousands of dollars for a page advertisement in a magazine, and then follow up the inquiries with a letter written on a grade of paper that wouldn't impress people enough to make them pay eighty cents for a gold dollar.

Write us for a free copy of our book, "The Modern Manufacture of Writing Paper," interesting and valuable to the paper buyer.

### Eastern Manufacturing Company

General Sales Offices:

501 Fifth Avenue New York

Mills at Bangor and Lincoln, Maine

**D**ID you ever consider exploiting your proposition before the 6,000 retail cutlery and hardware dealers who read the official exponent of the cutlery makers of America?


Live, progressive, studious merchants. Consider the low cost per capita.

Sample Copy on Request

**THE AMERICAN CUTLER**  
15 PARK ROW NEW YORK

## Training for Authorship

How to write, what to write, and where to sell.



Cultivate your mind. Develop your literary gifts. Master the art of self-expression. Make your spare time profitable. Turn your ideas into dollars.

Courses in Short-Story Writing, Versification, Journalism, Play Writing, Photoplay Writing, etc., taught personally by Dr. J. Berg Esenwein, for many years editor of Lippincott's Magazine, and a staff of literary experts. Constructive criticism. Frank, honest, helpful advice. *Real teaching.*

One pupil has received over \$5,000 for stories and articles written mostly in spare time—"play work," he calls it. Another pupil received over \$1,000 before completing her first course. Another, a busy wife and mother, is averaging over \$75 a week from photoplay writing alone.

There is no other institution or agency doing so much for writers, young or old. The universities recognize this, for over one hundred members of the English faculties of higher institutions are studying in our Literary Department. The editors recognize it, for they are constantly recommending our courses.

We publish *The Writer's Library*. We also publish *The Writer's Monthly*, especially valuable for its full reports of the literary market. Besides our teaching service, we offer a manuscript criticism service.

150-page illustrated catalogue free  
Please address

**The Home Correspondence School**  
Dept. 37 Springfield, Mass.  
ESTABLISHED 1897 INCORPORATED 1904

### Corn Products Plant Sold by Court

The plant of the Corn Products Company, at Davenport, Ia., has been sold to the American Cotton Oil Company of New Jersey in the Government's Sherman law dissolution suit. The order was made after Judge Learned Hand had considered the statement that W. J. Matheson, vice president of the Corn Products Company, was also a director in the cotton oil company.

### Fisk Man Starts Chain Stores

J. B. Cathran, for ten years in charge of the New York district for the Fisk Rubber Company, has resigned to start a chain of tire stores.

### Hoover and Associates Buy Washington Herald

Herbert Hoover, former Food Administrator, has purchased the Washington, D. C., *Herald*, with Charles R. Crane, of Chicago, and Julius H. Barnes. Walter Rogers, formerly a Chicago newspaper man, and Herman Suter, formerly a Washington correspondent, will probably be in charge of the *Herald*. Governor Lowden, of Illinois, has denied the report that he has purchased an interest in that newspaper.

### House Organ Has Unique Cover

*The Transmitter*, house organ of the Chesapeake & Potomac Telephone Company and associated companies, Baltimore, Md., devotes its front cover for December to a photograph of the new president of the company, Albert E. Berry, of Philadelphia. In 1901 Mr. Berry was a salesman for them.

### "Forbes" Personnel Man Gives Talks

William Marvin Jackson, director of the personnel development service of *Forbes Magazine*, who conducted during the war the campaign for the collection of fruit pits and nut shells for gas masks, and who for a number of years was educational and employment director of the National City Bank, New

York, is giving practical talks on personnel, employment management and business training in connection with his work on *Forbes*. These talks are on (1) description of a personnel plan adaptable to any business, (2) how to give employees practical training for the work ahead, (3) the selection of employees and (4) the formation of employee associations or clubs.

### Illustrations Take Place of Reading

*Export*, New York, issued its November number almost entirely as a pictorial on account of the printing situation. The succeeding issues will be along general lines and will contain, as formerly, articles on current topics. No change in the make-up of the advertising pages was evident.

### Jackson Motors Appoints Ad Manager

Guy C. Core has been appointed advertising manager of the Jackson Motors Corporation. The company plans to produce 3,000 of the new series of Jackson Six by July, as well as several hundred three and one-half ton trucks.

### Republic Steel Offers Stock at Par

The Republic Iron & Steel Company has authorized the issuance of 26,480 shares of unissued common stocks at par. Common shareholders of record at the close of business December 26 will have the right to subscribe to one share of new stock for every share of ten shares held on that date. The sale of this stock at par will net the company \$2,648,000.

### Packard Chief Joins Mercer Motors

Ormond E. Hunt, chief engineer of the passenger car division of the Packard Motor Car Company, Detroit, has been made vice president of the Mercers Motors Company. Mr. Hunt has been with the Packard for ten years. He will have full charge of the Mercer engineering and manufacturing.

### Aetna Motors Celebrates

The Aetna Motors Corporation, New York distributors of the Wilson truck, recently held a celebration marking the first six months of its existence. Addresses were made by E. D. Hand, president of the Wilson Truck Company of Detroit, and others.

### Mallinson Issues Blue Book

H. R. Mallinson & Company, makers of Mallinson's silks de luxe, New York, have issued the fall and winter *Blue Book* of silks de luxe, edited by Mrs. Carolyn Trowbridge Radnor-Lewis. The appearance was belated on account of the printers' strike. The *Blue Book*, which contains thirty-two illustrated pages, is a house organ for the silk trade.

### "Nor'-West Farmer" Appoints Representative

Wallace C. Richardson, Inc., New York, has been appointed Eastern advertising representative of the *Nor'-West Farmer*, Winnipeg, Canada. The Richardson organization will have charge of accounts in New York, New Jersey, Pennsylvania, Delaware, Maryland, District of Columbia, New England States, Virginia, West Virginia, North Carolina, South Carolina, Georgia and Florida.

By Specifying

# REX OFFSET

Your lithographer is assured maximum production

**REX PAPER COMPANY**  
KALAMAZOO MICHIGAN

SAMPLES SENT ON REQUEST



## The Report Was True

CANTON ADVERTISING, INC.  
9 East Fortieth Street  
NEW YORK CITY

December 9, 1919

Editor, ADVERTISING & SELLING.

Your paper recently reported a speech by Mr. Cyrus Curtis in which he made the statement that the *Saturday Evening Post*, which sells for five cents cost forty-two cents to produce. This is interesting.

Figuring it out, we find that to produce two million copies of the *Post* per week, it costs \$840,000 or \$43,680,000 per year. Subtracting roughly \$6,000,000 income from sales and subscriptions, there remain \$37,000,000 to be made up from the advertising.

At the rate of \$6,000 per page, or counting covers and color, say \$7,000 per page, it requires over 100 pages of advertising each week to yield the production expenses.

I am wondering just what effect these figures may have on the advertiser who evidently is contributing about six-sevenths of the total sum.

Only recently, a large advertiser said to me that he was seriously considering getting out of all periodical publications, since he was finding it harder and harder to make any showing with the amount of space his appropriation would buy. What is the answer?

Was your report of the speech made by Mr. Curtis correct?

Very truly yours,  
AUSTIN HEALY.

## Students Join National Journalists' League

Journalism students at the University of Oklahoma have made application to the American Journalists' Association for a charter. The association was recently organized at St. Louis with the object of improving the conditions and promoting the interests of newspapermen.

## "Millard's Review" Offers Students Prize

*Millard's Review*, Shanghai, China, has offered a prize of \$50 to the student of the University of Missouri School of Journalism for the best editorial dealing with the problems of the Pacific. The offer is made through J. B. Powell, editor of the *Review*, and an alumnus of the school. The specific subject for this year is on the 'International Consortium Plan.'

## Strike Suspends Madrid Papers

The only newspaper issued in Madrid, Spain, December 7 was that printed by the striking newspaper employees in that city. All regular papers had to suspend operations. Several papers have threatened to discharge their employees unless they return to work immediately.

## G. B. Perkins With McGraw-Hill

Grafton B. Perkins, formerly advertising manager of the Resinol Chemical Company, Baltimore, Md., has returned from the Service and is now manager of the promotion department of the McGraw-Hill Company, New York.

## Central Leather Has House Organ

The Central Leather Company, New York, has issued a house organ named *Our Views and News*, for the employees of that organization. The first number contains the beginning of "The Romance of Leather, and Its Importance to Mankind."

## Typothetae Answers Trade Commission's Charges

The United Typothetae of America has denied that its cost finding system fixes prices. In answer to the charges of the Federal Trade Commission that it is using unfair methods of competi-

tion, the organization declares that the average printing profit in fifty-three cities is 3.6 percent.

## Wilmington Printers Form Organization

Printers in Wilmington, Del., has formed a branch of the United Typothetae of America, with A. R. Saylor as president.

## Million Dollar Ink Company Incorporates

The Royal Ink Manufacturing Company has incorporated under the laws of Delaware with a capitalization of a million dollars. The incorporators are W. I. N. Lofland, Mark W. Cole and Frank Jackson, of Dover, Del.

## CLASSIFIED ADVERTISING

"Powell keeps 2000 advertisers satisfied with GUARANTEED MAILING LISTS. Auto, business trade, profession or special lists at lowest prices. State your wants. Powell Service, 27 Warren Street, New York.

Let me handle your line on a commission basis from Kansas City, West. I have been Western Sales Manager for thirteen years, handling thirty-five salesmen in this territory. Address Box 200, care ADVERTISING & SELLING.

Experienced copywriter wanted who is familiar with retail selling methods and knows merchandise. Must be of good appearance, clean cut, versatile writer, and capable of inspiring confidence—married man preferred. Good position available with leading newspaper in mid-western city of 80,000 population. Address 205, care ADVERTISING & SELLING.

## Merry Christmas

This organization is busier these days than any time since its inception six years ago.

We are handling 98 separate direct advertising campaigns running over a period of half year and we would like to make it an even 100.

If you want to develop your business thru better business letters or more effective printed matter you will find one of the principals of this organization ready to aid you.

Gilbert P. Farrar, our Vice President, is recognized everywhere as an authority on how to make printed matter more effective. He will make your catalog a real catalog, your booklet a real booklet, your letterhead or circular a real letterhead or circular.

Edward H. Schulze, our President, is known to so many executives as the foremost authority on making business letters pay, that comment is unnecessary.

If you have a problem that direct advertising can solve, consult us. No obligation. Just write us—friendly like. We are always glad to suggest ideas and leave you to decide whether to engage our services.

## Making Letters Pay System, Inc.

Edward H. Schulze  
President

Gilbert P. Farrar  
Vice President

# Calendar of Coming Events

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

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

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

December 15—Annual meeting, American Specialty Manufacturers' Association, Buffalo Auxiliary, Statler Hotel, Buffalo.

December 16-17—National Convention of Wholesale Tailors, Chicago, Ill.

1920.

January 8-9—Annual convention of the American Association of Wholesale Hatters, Philadelphia.

January 13-16—Convention of the National League of Commission Merchants, Cleveland, Ohio.

January 15-16-17—Annual Newspaper Institute, University of Washington School of Journalism and the Washington State Press Association, Davenport, Wash.

January 19-21—Annual Conference of the National Boot and Shoe Manufacturers' Association, Hotel Astor, New York.

January 20-23—Convention of the Pacific Northwest Hardware & Implement Association, Davenport Hotel, Spokane, Wash.

January 26-31—Annual Convention, National Canners Association, Cleveland, Ohio.

January 27-28—Annual meeting of the National Pickle Packers' Association, Hotel Statler, Cleveland, Ohio.

January 27-30—Convention of the Oregon Retail Hardware & Implement Dealers' Association, Imperial Hotel, Portland, Oregon.

January 28-30—Thirty-second Annual Convention of the Southwestern Lumbermen's Association, Muehlbach Hotel, Kansas City, Mo.

February 11—Annual meeting of the National Association of Wool Manufacturers, Copley Plaza, Boston.

February 18-20—Ninth Annual Convention, National Dry Goods Association, Hotel Pennsylvania, New York.

February 16-20—Annual Convention, National Brick Manufacturers' Association, Deschler Hotel, Columbus, Ohio.

February 20-28—Fifteenth Annual Motor Boat Show, Grand Central Palace, New York, under the auspices of the National Association of Engine and Boat Manufacturers.

## Newspaper Merges in Several Cities

The Hartford, Conn., *Courant* has absorbed the *Hartford Globe*, which was obliged to suspend on account of newsprint scarcity and the high cost of other materials of production. The Ithaca, N. Y., *Journal* and the *News* of that city have consolidated for economy motive. The *Daily Sun*, Waukegan, Ill., has absorbed the *Gazette* and has increased its price to three cents a copy.

## N. Y. "Tribune" To Save Paper

Beginning December 28 the *New York Tribune* will effect a saving in paper by eliminating from its Sunday edition the special women's section and the "Children's Tribune."

## Do You "Close" Accounts?

*Batten's Wedge*, published by the George Batten Company, New York, protests against the use of the expression "to close" an account with a client when it is meant that a new account has been secured. "Today," says this house organ, "the idea that advertising can be profitably employed is generally accepted. So also is the advertising agency recognized as a necessary factor in the development of America business. We believe it no longer accurate to speak of closing accounts when new accounts are secured, and suggest to fellow advertising men that we take the

position and use the forms of expression employed by every other legitimate and established line of business."

## Waring Sherwood With Briscoe

Waring Sherwood has been appointed advertising manager of the Briscoe Motor Corporation, Jackson, Mich. Mr. Sherwood was formerly with the Herff Motor Corporation.

## Society Reporter in Store Advertising

Miss Reta M. Hasleton, who has had experience in describing gowns as a society reporter for the Bridgeport, Conn., *Telegram*, will now have a wider opportunity to exercise her skill. Miss Hasleton has joined the advertising department of a Bridgeport department store, D. M. Read & Company.

## Putnam Drew Joins Ranier Motors

Putnam Drew, formerly of the advertising department of the Fulton Motor Truck Company, Farmingdale, N. Y., has become member of the advertising department of the Ranier Motor Corporation, Flushing, N. Y.

## Joseph Casey on Salt Lake "Herald"

Joseph Casey, who previous to war service was with the *Marion*, Ind., *Chronicle*, has joined the advertising staff of the Salt Lake City, Utah, *Herald*.

## Maclay & Mullally Adds to Staff

Maclay & Mullally, advertising agency, New York, has added to its staff F. E. Forshaw, formerly with the F. C. Beckwith Special Agency, and Major E. T. Harris. Mr. Harris has been engaged as chief of the copy division. Harry Riker has been promoted to assistant secretary of the agency.

## W. J. Hencke With Hat Firm

W. J. Hencke, former advertising manager of the Scruggs, Vandervoot & Barney Dry Goods Company, St. Louis, Mo., has been appointed advertising manager of the Rothschild Brothers Hat Company, same city, for which he is planning an extensive campaign.

## Pulitzer Heir Learning the Business

Herbert Pulitzer, youngest son of Joseph Pulitzer, founder of the *New York World*, who will soon acquire control of the paper according to his father's will, is learning the newspaper business from the reporter's beat up. He is a Yale graduate. After working several weeks in the city room he has been assigned to court work.

## Wants Corn Millers to Advertise

The *American Miller*, Chicago, in a recent editorial suggested: "Collective advertising is a need of corn millers as well as of soft wheat millers. The difficulties in the way of an extensive and expensive campaign are obvious, but they are not insuperable. They will 'yield to treatment' if studied long enough and hard enough."

## Constantinople Papers Sell Space By the Centimeter

\* Newspapers in Constantinople forms their advertising rates on the centimeter basis. A centimeter in depth contains three lines of type. Widths of column range from 6 to 7 centimeters. A recent report by the Department of Commerce gives the rates of the leading Constantinople papers. The American Chamber of Commerce for the Levant publishes the *Levant Trade Review*, which it suggests as a medium for American firms desiring to advertise in the Near East.

## "Paper Without Advertising Is Only Half a Paper"

Marshall Field & Co. (retail store), Chicago, has published in booklet form a compilation of a series of current newspaper advertisements, by means of which "we hope to make more folk conscious of our regular newspaper advertisements."

The foreword says: "There are many things in our advertisements of moment to the public—editorials of general interest, announcements of store policy and merchandising news of vital import to the household. Constant reading of our published announcements will bring its own reward." One of the advertisements say: "What is news? Some think news is just information about the outside world. But advertising, too, is news. It is information that may be of personal moment. A paper without advertising is but half a newspaper. Marshall Field & Company advertisements bear the value of news."