

Advertising & Selling

Issued Weekly

15c the Copy

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As Well As

77

News Items Of Interest To
Advertising Men

January 31, 1920



G
GOTHAM
STUDIO

THE NEWS

New York's newest daily paper, seven months old as this is written, announces that its net paid circulation now exceeds

150,000

Starting on June 26th, 1919, in last place among the seven morning and eleven evening papers of Greater New York, THE NEWS has now passed nine of these papers in circulation and occupies ninth place in the list. While there may be slight changes in the ranking of the other papers, as current figures are not available from all of them, their relative positions, as they appear below, are reasonably accurate.

WHEN THE NEWS STARTED

June 26th, 1919

Here is how the eighteen papers of Greater New York ranked in point of circulation:

- 1—Journal (Eve.)
- 2—World (Morn.)
- 3—Times (Morn.)
- 4—World (Eve.)
- 5—American (Morn.)
- 6—Sun (Eve.)
- 7—Globe (Eve.)
- 8—Telegram (Eve.)
- 9—Mail (Eve.)
- 10—Sun (Morn.)
- 11—Tribune (Morn.)
- 12—Herald (Morn.)
- 13—Bklyn. Standard Union
- 14—Brooklyn Eagle (Eve.)
- 15—Brooklyn Times (Eve.)
- 16—Bklyn. Citizen (Eve.)
- 17—Post (Eve.)
- 18—THE NEWS

AT THE PRESENT TIME

January 24th, 1920

This is how the eighteen papers of Greater New York now rank in point of circulation:

- 1—Journal (Eve.)
- 2—World (Morn.)
- 3—Times (Morn.)
- 4—World (Eve.)
- 5—American (Morn.)
- 6—Sun (Eve.)
- 7—Globe (Eve.)
- 8—Telegram (Eve.)
- 9—THE NEWS
- 10—Mail (Eve.)
- 11—Sun (Morn.)
- 12—Tribune (Morn.)
- 13—Herald (Morn.)
- 14—Bklyn. Standard Union
- 15—Brooklyn Eagle (Eve.)
- 16—Brooklyn Times (Eve.)
- 17—Bklyn. Citizen (Eve.)
- 18—Post (Eve.)

Victrola and the News-Times



One of the numerous national accounts using the *News-Times exclusively* in the South Bend field is Victrola. National advertisers—those who give time and thought to choosing their publications—know that the *News-Times* dominates the Northern Indiana and Southern Michigan territory.

Let us send you News-Times, Jr.

South Bend News-Times

Morning Evening Sunday

J. M. STEPHENSON, Publisher

Foreign Representatives

CONE, LORENZEN and WOODMAN
Chicago New York Detroit Atlanta Kansas City



Remarkable Photograph Exhibited At Poor Richard Dinner

Considerable interest was manifested by guests at the Annual Dinner of the Poor Richard Club of Philadelphia in the original composite photograph of the illustrated phrase of Philadelphia's dominant newspaper "In Philadelphia Nearly Everybody Reads The Bulletin," which was exhibited in the Banqueting Hall of the Bellevue-Stratford Hotel.

Advertising & Selling

Established 1891

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

H. B. Williams, Vice President;

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

29th Year

JANUARY 31, 1920

Number 32

Converting Trade Names Into Common Nouns By Advertising

Getting Your Trade Name Into Literature—As Well As the Language

By F. W. WILSON

ADVERTISING serves a purpose little realized, possibly little appreciated, by advertisers; yet it is of untold value to them.

The primary purpose of advertising, of course, is to sell goods. But it costs less in advertising to sell a well-known product, a product that has been well advertised, than to sell a new product or one that has not been well advertised.

One of the reasons that that is so is because advertising converts what were originally trade names—names of individual manufacturers' products—into standard dictionary names. In other words, it changes a trade name of an individual product into a descriptive term applying possibly to a large group of products, manufactured by a number of competing manufacturers of the same or similar raw materials by the same or similar methods.

The advertising manufacturer has the satisfaction of frequently seeing his product mentioned in news items in the daily papers or in articles in the trade and class papers. From such notices his product receives a lot of free advertising, frequently at the expense of his competitors who were really entitled to the mention because the article referred to was made of one of their products and not of the product of the manufacturer whose trade name had, through skillful advertising, become the accepted popular designation for the class of goods in question.

Does It Pay?

Should or should not manufacturers endeavor to convert their trade names by advertising into common nouns?

The subject is not one that can be decided off hand, for there is something to be said on both sides. From the standpoint of publicity such a conversion certainly makes the work easier. Read Mr. Wilson's article and compare the illustrations herewith.

As this is written the American Hosiery Company is taking full pages in current magazines which are headed:

"A Candid Statement to Prevent Confusion," the purpose of which advertisement is to give the readers the definition of the trade terms used by that company, thus giving another angle to this subject.

ADVERTISING & SELLING is open-minded on the subject and hopes to hear from both sides as to the worth-whileness of this policy of converting your trade names into common nouns pays in the long run.

THE EDITOR.

Take celluloid, for instance. It was originally a trade name; is yet, in fact. It is a product made by the Celluloid Company of America. By virtue of years of advertising, celluloid has now become the accepted dictionary description for a hard elastic compound made by subjecting gun-cotton (pyroxylin) mixed with camphor and other substances to hydraulic pressure; an imitative substitute for ivory, tortoise-shell, coral, etc., used in making toilet articles, jewelry, etc.

There are other manufacturers'

products on the market to which this definition applies as well as to celluloid. For instance, pyralin, fiberloid, biscloid and nixonoid.

HOW THE BENEFITS ACCRUE

And now to show in a practical way how the manufacturer of celluloid derives benefit in the shape of free advertising because his trade name has become a standard dictionary descriptive term for a product of its class. There came to the writer's notice a few days ago a little article, an accessory of the hat trade that was made of pyralin. A description of it appeared in a news item in one of the newspapers. The item stated that the article was made of celluloid; thus because the manufacturer of celluloid had established his trade name by advertising as a standardized descriptive term, he got the advertising to which the competitor was really entitled.

The manufacturer of celluloid has another decided advantage over his competitors. Newspaper reporters and magazine writers will frequently use the term celluloid in items or articles that they are writing. These items are passed by editors without question, but let a reporter use the trade name pyralin or fiberloid in an article or news item and see how quickly the editor will blue pencil it.

"Nothing doing," he will say. "That's a trade name. This item is an ad. of some manufacturer's product. If he wants to advertise in our columns, quote him our regular space rates."



The entire motif of this advertisement is to show how Bevo will become so well known as to be in the dictionary.

Thus the manufacturer of the well-known product whose trade name has been accepted by the dictionary publisher as a common noun gets not only a great deal of free advertising, but he gets advertising that his competitors could not get without paying for it and he also gets advertising that his competitors are really entitled to if any one gets it.

Many other examples could be noted of trade names that have become standardized. For instance, take pantasote. It appears in the dictionary and its definition is, "A leather cloth; imitation leather."

There are numerous other leather substitutes or imitation leathers on the market, among them fabrikoid, leatherwove, zapon, duratex, cotex,

textileather, leatherlike, keratol.

One never sees any of these trade names in the papers outside the advertising columns. The manufacturers of these products, if they want them mentioned in the paper, must pay for the space.

GETTING BY THE EDITOR

Yet in describing some article made of a leather substitute, a reporter or magazine writer will often say that it was made of pantasote. The editor passes it because it is a dictionary term synonymous of leather substitute.

Few advertisers realize what a large amount of free advertising a clever press agent can get for a product that has previously been so well advertised that its trade name has become a dictionary word.

And such manufacturers, even

though they never make use of the services of a press agent, will involuntarily and even unknown to themselves receive a considerable amount of free advertising for their products because writers are continually using their well-known trade names as ordinary common nouns in their writings.

"It pays to advertise," is an old saying. Most business men firmly believe in the truth of it, but the above gives a reason, and a good one, for advertising that is seldom thought of even by the man that is spending is money for newspaper or magazine space. In fact, it should be the aim of every advertiser if possible, to so shape his advertising as to popularize his trade names so that they will be generally used as common nouns.

The Tribulations of a Co-Operative Campaign

Historical Sketch of the Big Y Apple Drive Brings Out Some Interesting Developments Leading to a Successful Advertising Effort

By ROLFE WHITMALL

Advertising Manager, Yakima Fruit Growers Association

THE advertising of Big Y apples grew out of many years of fruitless speculation about the possibilities of advertising Northwestern irrigated apples, and numerous vain attempts to set in motion some scheme of cooperative advertising of their unusual qualities.

Time after time it seemed an organization was about to be perfected which would unite all Northwestern apple growers in a big campaign, paid for by a levy of one cent per box on the entire crop. But each time something came up to spoil the plan.

The Hood River apple growers in Oregon started to go it alone, advertising Blue Diamond Brand. The Northwestern Fruit Exchange began advertising the Skookum Brand.

The same crystallization of opinion into action started the Yakima Fruit Growers Association, on its first advertising campaign in the apple season of 1917.

The Yakima Fruit Growers Association is a cooperative organization, composed of men who give their attention almost entirely to the raising of their fruit and depend on their hired executives to sell it for them.

The first advertising plans natu-

rally met with considerable opposition, and the fact that the first season's results failed to show large gains in prices for Big Y as compared with other apples did not help the situation.

But the general manager, C. H. Hinman, and sales manager, P. F. Clark, had an abiding faith in the power of consumer advertising if persisted in, and in 1918 an appropriation was made for the first national advertisements, a full page and two quarter pages in the *Saturday Evening Post*.

The 1917 campaign, a series of newspaper advertisements published in a number of middle western cities, was supervised personally by a selling representative of the Association. He looked after the distribution of dealer helps, which included a large window cut-out featuring a box of Big Y apples and a boy, price cards carrying the Big Y trademark, and lithographed paper pennants.

DEALER AIDS VALUABLE

The knowledge gained in this campaign was of considerable help in planning the follow up for the 1918 work, in which the same dealer helps were used.

If you ask at the store for a Kodak camera, or Kodak film, or other Kodak goods and are handed something not of our manufacture you are not getting what you specified, which is obviously unfair both to you and to us.

"Kodak" is our registered and common law trademark and cannot be rightly applied except to goods of our manufacture.

Trademark. Any person, firm, or other manufacturer or artist's intention cannot be taken by a high percentage of the public to be a manufacturer or distributor of photographic goods by the application of said and to distinguish them from the goods of our company.

If it isn't an Eastman, it isn't a Kodak.

EASTMAN KODAK CO., Rochester, N. Y.

While here Eastman advertises, quoting the dictionary to show in effect why their trade name should NOT be in the dictionary.

But the problem of focusing effort on any particular territory became entirely different when the entire country was being covered, and it became necessary to call on the regular brokers and jobbers to help.

It is at this stage of development, very probably, when every national advertiser acquires the feeling of a man who stands at the edge of the ocean and throws in a cupful of water. The ocean does not visibly increase in volume.

The Association had, of course, a large number of loyal supporters among its brokers and jobbers, and many others who stuck by the Big Y Brand as long as the price was as good as they could get somewhere else.

Here and there a new jobber who believed in advertising responded to the Big Y idea, bought a few cars of apples, and sold them.

This happened often enough in 1918 to more than offset the occasional buyers who because of cheaper local supplies or poor markets failed to buy, and the 1918 season closed with a fairly satisfactory record on the books and more of the Association members converted to the advertising.

The decision to continue the national campaign, however, was not made finally until July, 1919, when an appropriation of \$25,000 was made and sketches approved for three pages in the *Saturday Evening Post*.

The Botsford, Constantine & Tyler Agency, which had assumed the Big Y account when the merger was made with the Botsford agency of Portland, immediately began preparation of a broadside announcing the campaign. This contained reproductions of the three pages for the *Post*, with dates of publication, figures on circulation of that publication in every town and city of the United States above 5,000 population, and reproductions of dealer helps including a cutout, a set of four window strips, price cards, booklets, and newspaper electros.

GOING AFTER THE TRADE

This broadside was mailed to a selected list of about 2,500 fruit jobbers in every State and in five Canadian provinces, and a list of about 1,500 retail dealers rated at \$50,000 and above in territory considered most favorable for extension of Big Y sales.

The broadside was mailed late in August, to put it into the hands of



Cool Nights Warm Sunshine

It's a fact that soil and climate have a direct bearing on production and quality of fruit. Oranges from California and Florida—pineapples from Hawaii. Apples from the famous Valley of the "Big Y"—all noted for their excellence and quality.

"Big Y" Apples have other reasons for superiority—they are scientifically cultivated, hand-picked and carefully selected.

There are four BEST varieties of "Big Y" Apples. Enjoy the JONATHAN in October and November. WINESAP, an all-winter variety, from December on. ROME BEAUTY, a premier baking and cooking apple, at all times. YELLOW NEWTOWN, for eating and baking, in the late winter and early spring. Your grocer and fruiterer have "Big Y" apples now. They have been shipped to all parts of the country.

Buy Them by the Box

"Big Y" cost less by the box. The tissue paper wrappers protect these gemmings and help them mature perfectly. Your dealer sells "Big Y" so you can easily get them for you. Order a box or more this week. They're cheaper that way.

FREE—New Apple Recipes by Alice Bradley

Get these apple and nut recipes now at no cost. Write for a copy of this booklet which tells you the several ways of serving apples. Please give the name of your grocer.

YAKIMA FRUIT GROWERS ASSN

Yakima, Washington, U.S.A.
Sole Representatives—New York, Chicago, Minneapolis,
Ethel, San Antonio, San Francisco and All Principal Markets



"Big Y" Apples

The eating of apples requires some educational work, it seems. By this cooperative campaign described herein by Mr. Whitmall, the public is being educated to certain kinds of apples at certain periods of the year.

the trade just after the first quotations of apple prices had been made, on August 15. At the same time about sixty-five brokers, and a number of salaried men covering the United States and parts of Canada were sent a letter notifying them of the mailing and calling attention to the timing of the broadside with the first price quotations.

Copies of the jobber and retail list in each State were sent to the broker for that State with a request for correction or addition, and in this way about 1,000 names of live jobbers were added to the mailing list.

In October, at the time when the apple crop begins to move, a letter was sent to the entire jobber list calling attention to the dealer helps and the possibilities for good business in the Big Y apple.

At the same time a campaign was started in the principal trade papers, emphasizing the consumer

advertising and the advantages of connecting with a nationally advertised apple for permanent business and profit.

Up to this point the Big Y campaign followed about the usual line of attack.

But the selling of apples has been for so many years subject to certain fluctuations and uncertainties that it will undoubtedly take several years more of such educational work to bring about a condition of stability for Big Y apples such as that which favors the sale of various other commodities.

MARKETING HABITS UNUSUAL

Fruits have always been bought on a price basis often on a speculative basis. The market for Northwestern boxed apples in New York or Virginia has always been dependent on local crops as well as the crop of cheaper apples in other districts. At the same time the boxed

(Continued on page 34)

A Novel Way To Advertise Among Boys, Girls And Their Parents

By WILLIAM H. HERRING

MARSHALL FIELD & COMPANY are lighting the way with a new advertising idea—an idea that is the outgrowth of many years of experiment and which represents a basic policy.

This idea is ably expressed in "The Juvenile World," which made its initial appearance in Chicago newspapers when the school season opened this year.

By way of description, "The Juvenile World" is an advertisement with all the ear-marks of a special edition of a newspaper for children and their parents. It's a miniature newspaper printed within a full grown newspaper. The sheet, which makes a spread of six to seven columns, is made up in regular newspaper style and carries this heading, "The Juvenile World," published for Boys and Girls and Their Parents by Marshall Field & Company.

On the left of heading and boxed off in a very attractive manner, we find these inviting words, "Weather is Always Pleasant on the Juvenile Floor." On the right is another boxed space in which the words "Saturday the Store is Open Until 5:30 P. M." appear. Both of these sets of words are in italics. Then follows stories especially for children, but featured and fashioned precisely as we find news stories are in the daily papers we read.

These stories are timely, wholesome, full of human interest, convincingly unfolded and are written in a vein of thought that makes them appeal to grown-ups as well as children. The "talks" are not of a cut-and-dried nature; but rather contain that "flesh-and-blood" element which is so essential when it comes to putting the printed message across. For the main part the stories are real sermons on human interest.

Some of the stories are illustrated as are the stories or news items in a regular newspaper. Let's look over a few of the stories—it's time well spent.

First, there's the story about the traveler who praises his new gift

box. The story is unfolded in the following very readable and enjoyable manner:

"Bobby Binks, the well-known globe trotter, went with his parents to St. Paul the day before yesterday to visit his aunt. He was presented with a Gift Box from the Juvenile Floor by admiring relatives so that he would keep quiet on the trip.

"Mr. Binks says that the Gift Box had so many interesting toys in it that he never bothered his parents once during the entire trip. He says if he ever gets sick he wants to have another one to amuse himself with while he's getting well.

"Gift Boxes containing an assortment of toys for Boys and Girls are \$1.50 to \$8.50. "Toy Section."

Note how cleverly and appealingly the sales-talk is woven into this story—how the price of the gift boxes is brought out and, lastly, how the information about where to look for gift boxes in the great establishment of Marshall Field & Company is divulged.

Another story tells how "Miss Ethelinda Tweeple was startled by hearing a plaintive murmur of 'Maaah—mah!'—how she was unable to locate the source for some time, but upon rocking her new life-size baby Doll, Julia, the murmur was discovered in Julia's interior."

Then follows the information that "Life-size Baby Dolls are to be found in the Doll Section, Fourth Floor—they cost so much and the \$16.00 dolls only are the ones that say 'mama.'"

Still another story tells how "little Miss Muffet Goes Shopping. She has decided ideas about what she wants in new things. And she generally finds exactly what she wants, no matter how particular that want, when she shops on the Juvenile Floor."

In the same issue there is a "talk" about "Taking the Boy to the World Series" and "Mother's Good Night Stories" in three chapters. This last-named story has been built around an "out-door crib, a Billie Burke and Some Nightdrawers." The story is well written, illustrated and full of human interest.

Aside from the stories, the little publication carries a few advertisements in each issue. The articles advertised are talked interestingly about—pictured in a way that makes

them read. For instance, there's the very good advertisement, "Back to 'Civies'" which occupies the main position in the issue described above.

First, the eye greets a very appropriate illustration covering three columns of the little paper to a depth of about four inches. This illustration supports the title of advertisement in a most creditable manner. Directly underneath the picture is this telling copy, which is of such an out-of-the-ordinary character as to bear repeating:

"The real war is over and the play war is over, too. The young hero, fresh from the playroom front with an unimaginable number of imaginary decorations on his chest, puts away the wooden sword and the paper cap for clothes of peace times.

"No more lethal blows with the wooden sword on the trembling cohorts of the phantom enemy. No more dashes over the top (of the davenport) to smite the shivering foe as he crouches in the trench. Now the war-worn veteran comes to the Juvenile Floor for his civilian outfit. And there he will find everything he needs for the less exciting pursuits of peace."

Then follows descriptions of wool overcoats, combination Oliver Twist style suits with corduroy pants, Norfolk suits, Boys' all wool Mackinaws and Boys' hand-tailored suits "made with the same care that characterizes the making of Dad's hand-tailored clothes." And, again, the shopping guide, to be found in the "Boys' Own Room."

Advertisements of this sort with a story aspect that show brains and effort in their make-up are certain to create a deep and favorable impression—give compelling identity to the sales talk.

Directly underneath this charming illustration we find this caption: "Little Girls and Juniors Have Clothes That Are Very Smart." Then follows some interesting copy about pretty fabrics, becoming lines and newest styles specially created for youth, ending with a description of the garments worn by the little girls sketched and quoting prices on each.

In another issue of the little publication there is a story about the Little People who went mountain climbing. They picked out a Suit from the Juvenile Floor for the expedition and in a picture set above

EDITORIAL NOTE: This article is based on an interview Mr. Herring had with Mr. R. A. Brown, Advertising Manager, Marshall Field & Company, Chicago.

the copy you can see them hard at their explorations. To quote from the copy:

"One of them has fallen into a pocket and the General and the Policeman are looking over a pen and pencil set trying to figure out how to make a derrick from them to hoist the unfortunate explorer back to firm ground. One or two of them have reached the top and are looking down on their friends and encouraging them to greater efforts.

"On their way up the Little People made some very minute inspections of the scenery, which consisted of button-holes, pockets and lapels. The fine tailoring and finish of the Clothes made quite an impression on the Lady of Fashion. In fact, she is quoted as saying: 'In all my years of experience I have never seen Boys' Clothes made so carefully and so much attention paid to small details! Why, they are made just as well as the finest hand-tailored Clothes that a full-grown man wears.'"

"The Lady of Fashion's opinion seems to corroborate the statements of a great number of Boys and their Mothers who have visited the Boys' Own Room this Autumn, etc."

There is a complete tie-up between the illustration and the sales story and a human interest appeal throughout that is very inviting. The entire combination serves to make this advertisement stand out—win a welcome reading.

AFTER MANY YEARS OF EXPERIMENTS

After many years of trying out various plans and ideas to get in closer touch with little tots and their parents, it seems that Marshall Field & Company have hit upon the right solution in "The Juvenile World."

The idea is a good one. It should serve the ever-expanding business of Marshall Field & Company as Nature aids the thriving oak. By means of "The Juvenile World" with its wealth of human interest stories, its out-of-the-ordinary advertisements, clever illustrations and sound policy, "seed" may be dropped into fertile soil, where it is certain to "start something growing." And that something is a greater interest on the part of the children and their parents in what Marshall Field & Company has to offer them.

Marshall Field & Company makes it clear in the columns of their little newspaper and in the merchandising policy of the house, that the great store is as thorough and painstaking with the needs of children as it is with those of riper years; that its service to children is not alone all-embracing, but of a sympathetic nature as well.

The store indicates in no uncertain terms just how much confidence it reposes in boys and girls when it gets behind an idea such as we have described here. This progressive institution realizes that

Weather Is Always Pleasant on the Juvenile Floor

THE JUVENILE WORLD

Published for Boys and Girls and Their Parents

by MARSHALL FIELD & COMPANY

Saturdays the Store Is Open Until 5:30 P. M.

THE JUVENILE WORLD'S AUTUMN FASHION SUPPLEMENT APPEARS COMPLETE IN THIS ISSUE

JOTTINGS BY THE FASHION EDITOR

There is a Bobby Overcoat capable, cold-discounting affair of such thickness it would make any boy a little proud to show it off. Inside, soft, green-checked woaden lined to the end, and smooth accented the waist and sleeves.

BOYS ADMIRE NEW COATS

There is a Bobby Overcoat capable, cold-discounting affair of such thickness it would make any boy a little proud to show it off. Inside, soft, green-checked woaden lined to the end, and smooth accented the waist and sleeves.

LEADERS SIT OUT DANCE

Young Master Ellis Canabers and little Miss Jane Orprey were observed sitting high out of the dances during the party. Miss Mother gave for his birthday.



Distinctive Models Worn by Younger Set at Smart Party

Your Fashion Editor attended one of the smartest of the early Autumn parties and what she saw there will aid every Mother who is about to make her selections of Fall and Winter clothes for her little people. "And very reasonable, too," said Miss Perkins, "Mother says she has such a handsome, handsome coat for my little boy."

COWBOY STARTLES OAK PARK

It is a very interesting story about a cowboy who startled the people at Oak Park.

DOLLS COMPETE ON LONG HIKE

A story about dolls competing in a long hike, with details of the event.

Millinery Vogue Assured

Well-Known Society Bud Wears Felt Tam at Canabers Party.

Child guests had a very interesting time at the Canabers birthday party with an interesting feature for the afternoon.

Boys Like Practical Styles

The boys at the party were particularly interested in the practical styles of the new coats.



Boys Like Practical Styles



Boys Like Practical Styles

A peculiar publication—a special newspaper advertisement addressed to young people, and their parents through them. A sort of house organ published in a newspaper as it were.

many of its young men customers, likewise young lady patrons of today have been friends of the house for years and that many of its old customers as boy, young men, girls and young ladies are favoring the house to-day and are seeing to it that their children do likewise.

It is a well-known fact that Marshall Field & Company show the same boy or girl the same respect, consideration and courtesy as would be shown grown-ups. It is the idea of Marshall Field & Company to make every little tot who enters the store feel perfectly at home—let the child know that its best interests are being looked after.

The children's trade is worth going after. That's why you see so many progressive business houses making every effort to win the children's favor. They realize that the children of to-day are the grown-up customers of to-morrow.

In "The Juvenile World" Marshall Field & Company have the means by which they can drive home the thought that it is wise to let children grow up with the knowledge that Marshall Field & Company is a good place to trade—a place where one's interests are always looked after and where a dollar does its full duty.

This latest idea of Marshall Field & Company is patterned after the new order of things and again proclaims this famous house as a trial blazer of the first magnitude.

The Men and Women Who Make Our Mediums

E. A. GROZIER

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

By SANDS CHIPMAN

ONE morning, back in 1875, when the angry waves may or may not have dashed high on the stern and rock-bound coast of Provincetown, a Cape Cod sea captain's son put to sea—after the manner of sea captain's sons. But he set a different course than most of them steer. Though fifteen and just out of high school, he did not trim his sails for the Port of Adventure. He steered for the Port of Instruction.

For two years he sailed the seven seas (if there were more than seven then he probably sailed them, too) putting in at quaint and unfrequented ports as well as at the bigger marts, and taking on cargoes of knowledge at each port. Home again, with more general knowledge of the world at seventeen than most men gain in a lifetime, he wrote a series of travel letters describing the men and places he had visited. They must have been good, for they were published in the *Boston Post*.

Sixteen years later, this son of a captain of a clipper ship, was the owner and publisher of that paper. He is now. It is one of the leading newspapers of the day—known in the ports of the world where the sea captain's son gathered the material and stimulus for his first literary efforts. And he is recognized as one of the greatest editorial geniuses of his generation.

But it wasn't all just like that—the sea travels, the travel tales, the ownership and editorship, and then the arrival in the Port of Fame and Fortune of the treasure ship with Edwin A. Grozier at the wheel. There were times when he had to "crowd on all his canvas" to bring the good ship out of the doldrums of poverty. He had to do some skilful and gritty steering through financial straits. He never reefed a sail. He always kept off the rocks, and one bright morning he steered into port with the largest circulation of any morning newspaper in the country on board.

To throw overboard the sea-going vernacular, one of the most remark-

The Man Who Says These Nice Things About Mr. Grozier

WE asked Sands Chipman, now of the Thomas Dreier Service and formerly on the staff of the *Boston Post*, who wrote the accompanying story, for a "Who's Who," and he said: "When I went from the *Post* to the *Boston Traveler* a few years ago they put my name in big letters on the *Traveler*'s wagons like this: 'Did You Know Sands Chipman is with the *Traveler*' Note?' A couple of days later I stood on a curb surveying my advertisement as a *Traveler*'s wagon passed through Newspaper Row. One other man in the bulletin board crowd read it, too, and he said: 'Who in H— is Sands Chipman?' I told Howard Brock about it. 'That must be what they all say,' I urged. 'But they don't know who he is, so they conclude he must be some writer or his name wouldn't be on the wagons in big letters,' answered the editor of the *Traveler*."

"I think perhaps Howard Brock's philosophy will apply to the 'Who's Who' of me."

THE EDITOR.

able newspaper stories ever written is the narrative of how Edwin A. Grozier became a great editor of a great newspaper.

THE LEGACY HE RECEIVED

The legacy that came down to him comprised an empty treasury and a full load of debt. There was a time, during the early readjustment, when the paper's "circulation" descended to one four-page copy a day, printed and pasted in the window of the Newspaper Row building, to prove that his paper had not suspended publication.

From that single, four-page copy it grew to more than half a million daily circulation before "E. A. G.," as the boys in the city room call him, celebrated his silver jubilee as its editor.

When he took it over its few supporters were paying about \$5 a copy for their morning newspapers. He sold it to his half million and more readers for years at a cent a copy—until one-cent newspapers were eliminated during the war.

These are some of the high lights of his achievements—"the whole story in the first paragraph," according to *Boston Post* style. Now we may go back to the beginning and "put things in where they 'appened,'" as did the cub reporter of chronological fame when he wrote up the ball game at which the fans mobbed the umpire after the last man was out in the ninth.

Edwin A. Grozier was born in San Francisco, September 12, 1859, and raised in the little seafaring town of Provincetown at the tip end of Cape Cod. Followed his education in the public schools, his graduation from high school at fifteen, and his two years of the broader education in travel. He entered Brown University in the Fall of 1877, but the next year decided to transfer to Boston University in order to do newspaper work outside of his studies. He studied at Boston University two years, taking his degree in 1881. Then he became a reporter, working on the staffs of the *Boston Globe* and the *Boston Herald*.

While on the *Herald* the future editor and publisher "covered" the famous Butler-Robinson gubernatorial campaign and when Governor Robinson had been elected over General Butler, he invited the young *Herald* reporter to be his private secretary. Mr. Grozier accepted and he served as private secretary to the Governor of Massachusetts a year and a half.

But the newspaper game reclaimed him, and in the winter of 1885 he went to New York as secretary to Joseph Pulitzer of the *New York World*. That same year he married Miss Alice G. Goodell, daughter of an old Salem family. Two children, Richard and Miss Helen Grozier, have been born to them, and the son, inheriting newspaper instincts from the father, now relieves him of a large part of the responsibilities in the management of the *Post*.

Mr. Grozier stayed with the *World* six years. He was successively city editor and then editor-in-chief of the *Evening* and *Sunday World*. He served with Pulitzer when the *World* was fighting an uphill fight for its place in the sun of New York journalism, and when he left it had won its place among the dailies of the metropolis.

In a way his leaving the *World* when it had gained the entrance to "Easy Street" and saw the traffic cleared ahead seems characteristic of the man, in the light of his whole career. He might have stayed on

the *World* and enjoyed the "soft snap" of an easy job at \$25,000 or more a year the rest of his life. Instead, as Granville MacFarland has aptly described it, he "walked into the office of the venerable and, at that time, decrepit Boston *Post*, as chief proprietor, editor and publisher," and shouldered a load of debt, responsibilities and work that might have made his old chief, Pulitzer, think twice.

It might have been the urge of man's desire to create in the image of his own ideas and ideals; it might have been the love of struggle akin to the call that drew his sea-captain father out to wrestle with wind and wave; it might have been his own passion for work—maybe it was partly all three that moved Edwin A. Grozier, in Boston on vacation in 1891, to negotiate for the ownership of the failing Boston *Post* and cast off from a good job on a strong and healthy New York newspaper.

Perhaps, too, there was a re-kindled spark of affection for the paper that had published his first literary efforts, and an underlying motive of sympathy for the "under dog," because sympathy for the "fellow that needs a friend" cropped out frequently in the things he did with the publication.

Fortune had played fickle with the *Post* in the sixty years of its existence, up to the October day when Mr. Grozier essayed to shape its fortunes for it. Old timers recall how it made modest fortunes for a few of its owners and lost fortunes, not so modest, perhaps, for others. There has been many reorganizations, but no one "made a go of it."

Up to the time of the political revolt that cost James G. Blaine the presidency, the paper had been a steadfast Democratic newspaper. During the Blaine campaign, it was purchased by the "Mugwumps" as their official organ. Thirty of Boston's millionaires backed it financially for six years. Then the luxury of paying \$5 per copy for reading, over their breakfast toast and coffee, the kind of editorials they liked began to bore them.

It was about this time that E. A. Grozier took his annual vacation. He visited Boston, heard the flag of distress was flying from the *Post's* masthead, and his vacation ended abruptly. Instead, he tackled the biggest job he ever undertook. He bought the paper.

After he had paid for the stock of the publishing company and met a few temporary loans in accordance with the purchase agreement,



E. A. GROZIER

the new editor and publisher had about \$100 in cash of his own and an empty newspaper treasury with which to meet obligations of \$150,000 and a weekly deficit of \$2,500. The extent of his assets was a small, inefficient plant and about 3,000 paid subscribers.

THE DELUGE COMES

Then came the deluge. The creditors descended upon the new owner, their hands filled with moss-covered bills. They clamored for settlement. The new owner told them he could not settle—then. The creditors redoubled their clamor, as creditors are wont to do. Someone, sympathizing, suggested to Mr. Grozier the usual easy way out of such tangles, but he shook his head. He told his creditors this:

"Your bills were not contracted under my management, but they

should be paid. I have been urged to put this company, which is bankrupt, through insolvency and so clear off the old debts, but I am not going to do it. I am going to pay every dollar of old debts—in time. What you should do is forget those old accounts for awhile, and double your credit to the *Post*."

The proposition took the wind out of the creditors' sails. It made them gasp, but when they recovered they followed Mr. Grozier's advice. But there was still a lot of hard sledding ahead for the publication and its new proprietor. If there had not been he probably would have quit and gone looking for some other broken-down paper to build up.

The obstacles only lent fascination to his task. Slowly the *Post* forged ahead. Not a payroll was missed, though the ghost walked on hor-

(Continued on page 36)

The Issue As to the Failure in Merchandising of the Peace Treaty Will Not Down

Two Months After Edward Hungerford's Article On This Timely Subject Appeared in "Advertising & Selling" the New York "Herald" Refers to the Article On Its Front Page

IN our issue of November 29th Edward Hungerford, the noted magazine writer, had a most timely and closely associated with advertising, article entitled "The Peace Treaty a Failure in Advertising."

Two or three installments of discussion provoked by this article have already been published and under ordinary circumstances we would not have referred to the matter again in our columns.

But nearly two months—on January 26th to be exact—the special Washington correspondent of the New York *Herald* in the first column on the first page of that day's issue reopens the subject, where under a bold faced subhead, "Failure in Advertising," the *Herald* prefaces a quotation, practically in full, of the following letter from Senator Miles Poindexter, with the following words:

"Senator Miles Poindexter, of Washington, another Republican Presidential aspirant, addressed a letter tonight to Robert E. Ramsay, editor of *ADVERTISING & SELLING*, a New York magazine, in which he said the reason the peace treaty was not 'put over' as an advertising proposition was because it is always essential in a successful advertising campaign to have something 'worth advertising.' He referred to an article on the peace treaty in the publication written by Edward Hungerford, etc."

The Senator we believe shows a keen knowledge of merchandising and advertising, and Mr. Hungerford's article and suggestion was, of course, written purely from the non-political angle, that is, the peace treaty could have and should have been SOLD to us via advertising *providing it was worth the selling.*

Senator Poindexter's letter on the subject reads as follows:

"Undoubtedly, there is much truth in Mr. Hungerford's conclusion as to the far-reaching effects of the neglect of the correspondents by our Delegation. The seclusion and obscurity with which our Delegation surrounded itself, and the difficul-

ties which it took pains to put in the way of the obtaining of news about the progress of the conference were quite in contrast with its promises as to publicity of public proceedings, open covenant, openly arrived at, etc.

"However, there was no more contrast between its promise and its performance in this respect than throughout the entire Fourteen Points of Peace and the Peace Treaty. The trouble about many of the Fourteen Points was that they were enunciated without authority, and our Delegation and its leader did not have the power to give them effect. This impossibility of applying idealistic theories to the cold, hard, practical affairs of life illustrates very well the chief defects of our diplomacy in the matter. In such affairs, as in personal, it is well not to raise false hopes by promises impossible of fulfilment. A little practical wisdom and due regard for fact would have saved many disappointments and much slaughter of human lives. It would not have precipitated hopeless insurrections, as in Egypt and Korea, nor brought Italy to the verge of civil war; and it would not have withheld peace from the world for more than a year after the allies had earned peace by the greatest victory in all time.

"Personally, while I readily admit the truth of Mr. Hungerford's explanation of the failure of the Peace Treaty, I believe it would have been a colossal misfortune for the world had it succeeded as it were drawn. One of the elements of successful advertising is to have something worth advertising—a good article to sell.

"I doubt very much whether all of the propaganda and advertising which the last machinery at hand put at the disposal of our Delegation, had it been wise enough to use it, would have succeeded in persuading the world to give up their liberties and trust their fortunes to an irresponsible, centralized govern-

ment, with its seat and power in Europe."

EXPERIENCED MERCHANTISER AGREES WITH SENATOR

The view of Senator Poindexter is shared by James W. Beckman, advertising man now connected with a Cincinnati concern, formerly with the International Motor Truck Company, who achieved national fame as the man who preferred charges against several of the high officers of the A. E. F.

Mr. Beckman says in part:

"The same secrecy seems to have surrounded the Peace Conference that was forced upon all military matters—with quite similar results, the commission of deeds that could not stand the light of publicity.

"The perpetrators of crime and waste in the army wanted no publicity, and it seems that those who went to the Peace Conference with the purpose of forcing upon it certain personal hobbies, regardless of the will of either the American people or other nations, did not want any publicity either.

"Only a product of merit can be advertised successfully, and the fact that America's representatives at the Peace Conference were so anxious for the treaty to be forced through yet would neither advertise it nor give the eager American public the slightest information concerning it, is a pretty good indication that they knew it would never meet with the approval of the American people if they understood it.

"President Wilson made a trip back for the purpose of enlisting the support of the American people. He made a trip throughout the country after his second return to rally the people to its support. But what did he do? Nothing but speak generalities, and harangue Congress to ratify the treaty without a single change or reservation. But never once did he satisfy the public's eager desire for definite information as to what it was or how it would work.

"Instead of advertising the Peace Treaty, there was every endeavor to keep the public ignorant of it—and not only the public, but Congress. The president was much offended when a correspondent of the *Chicago Tribune* brought back a copy of the Peace Treaty and that paper published it broadcast.

"The Peace Treaty was not advertised because its backers did not want it to be advertised. There could only be one reason why they did not want it to be advertised, and that was the fear that the

Cosmopolitan *announces*

First—

In order to catch up with our regular publication date—the 10th of the month—we shall omit the February number. The next issue after the January number will be dated "March." It will be placed on sale everywhere on or about February 20th. Then, as quickly as possible, we shall resume our regular date of issue.

Second—

With the March issue, COSMOPOLITAN'S subscription price advances from \$2 a year to \$3 a year. The single copy price of 25 cents remains the same. This means that a subscription to COSMOPOLITAN will cost the same as twelve single copy purchases at the news-stands. *All subscriptions must be paid for in advance.*

Third—

Among the editorial features which COSMOPOLITAN is privileged to announce are the following.

A new novel by Fannie Hurst (Miss Hurst's first novel) begins in the March issue.

"In Chancery," a novel by the great English writer, John Galsworthy, will begin in an early issue. No author ever knew the human heart better than Mr. Galsworthy, and we are proud to have his novels in COSMOPOLITAN.

"In Chancery," while not a sequel to his famous "Man of Property," employs the same characters and will be received with the same enthusiasm by the literary world.

We also have in the shop Robert W. Chambers' new novel. To you who loved "Cardigan," that masterly novel of Colonial days, written by Mr. Chambers so many years ago, his latest story will be received with the keenest delight. It is the Chambers of "Cardigan," writing, with all the finish and mastery that years of successful craftsmanship have brought.

Edgar Guest's poems will appear exclusively in COSMOPOLITAN, beginning with the March issue.

Montague Glass will shortly write for COSMOPOLITAN.

There will be short stories and special features by Will Payne, Peter B. Kyne, Frank R. Adams, Meredith Nicholson, Dana Gatlin, Gouverneur Morris, Harris Dickson, James Oliver Curwood, Rupert Hughes, Arthur Somers Roche, Ida M. Evans and many other writers whose work is most in demand by the American public.

The best work of the greatest writers and artists in all the world will continue to make COSMOPOLITAN America's Greatest Magazine.

J. MITCHEL THORSEN,

Business Manager.

American people would never agree to any such Treaty—a fear that was well found in view of the subsequent action of Congress and the American people at the polls who now see the light and are giving their support to Senator Lodge and the group of patriotic senators, both Democratic and Republican, who believe in Americanism as opposed to Nationalism.

SOLDIERS FOR TREATY SALESMEN

"When the soldiers of the A. E. F. began to return, most of the newspapers in America were supporting the League of Nations and other articles in the Peace Treaty, and the people were sold on the ideas. But with the return of two million soldiers, practically 95 percent of whom are opposed to the League of Nations as represented in the Peace Treaty, a decided change in public opinion has come; and wherever the issue has gone before the people in elections the issue of Americanism has won.

"The liberties won by Washington and our forefathers are too precious to be sacrificed in an obligation on paper which represents a visionary belief that the causes of European wars can be overcome and eliminated by mere phraseology and superficial thinking.

"As Guglielmo Ferrero, Italy's foremost historian says, "In the minds of many the League of Nations ought to be the organ of general disarmament and of perpetual peace. But this manner of settling the question seems to be too simple and hasty. The causes for which peoples and states have made wars in the past are so many and so diverse, it appears at least rash to suppose that they can all disappear from one moment to another. On the other hand, when one talks of disarmament one must not understand a universal and entire laying down of arms, but rather the limitations of armaments. It is clear that in the future as in the past all the States will have need of a certain armed force. Lenin has given proof of this; for as soon as he arrived in power, crying to the world that he wanted to give it a regime of peace and of universal brotherhood, he made haste to create a new army under the name of 'The Red Guards!'"

"No European nation has any delusion about the League of Nations ending wars, but they do know—and the soldiers of the A. E. F. know—that the League of Nations will draw the United States into

every conflict of great or small importance that breaks out in the old world.

"These soldiers are not eager to mix in European wars unless the welfare of America demands it. It is significant that thousands who are supporting the League of Nations, which would incur this obligation, are in nearly every case those who for some reason or other did not take part in this war on the other side!

"The League of Nation's ideal is the outgrowth of a bad trait of some people to run other people's business. But its advocates are those who allowed others to go over there and bear the brunt of the burden, while they remained home, emitting platitudes, profiting from war babies, helping the Home Guards, or doing welfare work which in no way affected their own welfare or endangered their own personal safety."

OTHER OPINIONS RECENTLY RECEIVED

Floyd Y. Keeler, assistant to the president of the Frank Seaman Agency, says: "Mr. Hungerford's theory of the failure of the Peace Treaty is superbly interesting. It was unfortunate for the peace of the nations, as Mr. Hungerford suggests, that the powers of the Administration who had it nearest their hearts to effect the acceptance of the treaty, had, in a very short time, first to create the treaty. For had the same effort been expended and the same attention paid to preparing the minds of the people for the treaty, as was spent upon its production, unquestionably the treaty might have been a fact to-day. And intensive educational advertising would have supplied the method.

"But if you are interested in my opinion in full, to actually put the treaty over, represented an advertising proposition of no small dimensions.

"I am thinking of the similar fate of the Canadian Reciprocity Bill. Its failure also was largely due to an attitude of mind which, no doubt, educational advertising could have bettered. There the problem, however, was not so great. Membership in the British Empire should have made it easier for Canada to consider reciprocal relations with another nation, resembling closely members of the British Empire itself. But Canada was found not ready for even that much cooperation.

"The responsibilities we assume

in the Peace Treaty are, of course, very much greater than those of the Canadian Reciprocity Bill, and, in addition, the tradition of the United States is strictly against any and all alliances.

"Not only, as Mr. Hungerford points out, is our huge farmer population very conservative, but our soldier population is also very wary. They believe a minimum of war for the United States is preferable to a total minimum of war for all the countries of the earth.

"These are the major difficulties with which an educational advertising campaign would have to cope before it could produce a body of public opinion strong enough to choke opposition from any group of Senators. That the attempt to put over the Peace Treaty by means of advertising was not made, and that the publicity means easily at hand, such as were offered by an intelligent and enthusiastic press, were not employed, is indeed lamentable. Mr. Hungerford's account of these fatal errors in judgment is very stirring.

"I believe this failure of the treaty, more particularly the failure to employ advertising in the fight for the treaty, is a reflection upon the supporters of the science of advertising. Mr. Hungerford's article should wake up not only supporters of the Peace Treaty, but also weak supporters of advertising."

From another section of the country comes the opinion of C. C. Wingham, advertising and merchandising man of Detroit. Mr. Wingham is right with Mr. Hungerford. He says: "Yes, I subscribe in its entirety with Mr. Hungerford's conclusions as to the cause for failure of the Peace Treaty.

"Several months in Washington in a minor capacity connected with the Fuel Administration, in which I had charge of gasoline conservation and the gasolineless Sundays, convinced me that lack of centralization of authority in the hands of competent men accounted for much of the criticism of the very much criticised Fuel Administration.

"Its abruptness, its unwillingness to recognize the subtle influences of suggestion and tact, particularly tact, accounted for many of its failures.

"Since the Fuel Administration, Educational and Information Division was guided largely by the chairman of the Committee on Public Information, I have often thought the Fuel Division was made to suffer unjustly."

The New York Globe

*Demonstrates the
Extraordinary Pulling
Power of Its Advertising
in Rather Unusual Ways*

A WEEK or so ago Alfred W. McCann, the Globe's Pure Food Expert, offered his readers in The Globe a car-load of granulated honey in sixty pound tins at 23 cents a pound.

¶ Within three or four days he had received checks and cash amounting to over \$32,000, paying for 140,000 pounds of the honey—over four car-loads of it.

¶ People might be expected to rush for honey at 23 cents a pound in small packages, 1 to 5 pounds, but here came nearly 2,500 purchasers of a 60-pound tin apiece, at \$13.80 to each customer.

¶ They had no chance to see samples, for the honey was not in New York. They had faith in The Globe and Mr. McCann.

¶ And the prettiest part of the story still remains to be told.

¶ By reason of the offer the price of honey in the New York market dropped, and Mr. McCann is using the profit to buy about 15,000 pounds of honey for free distribution among the orphan asylums and day nurseries of New York.

THE NEW YORK GLOBE

MEMBER
A. B. C.

JASON ROGERS, Publisher

180,000
A DAY

There are other angles, of course. Ward M. Canaday, advertising manager of Willys-Overland, Inc., Toledo, has this to say:

"I am convinced that the more advertising that is given to any product, or any article, or any subject, which in itself is not sound, the greater will be the reaction against it.

"The Peace Treaty was prepared without full consideration and advice regarding this country's wishes and needs, and it contained several loopholes which appeared to me to be dangerous to the future of the country. Therefore, I do not think the Peace Treaty was a failure in advertising, but I think it was a failure in design, and the advertising that it has been given has simply enabled the public to study it and find out the faults in the design. With a corrected design I think the plan to sell the treaty by advertising still exists, and I believe if the public interest in it is sufficient covered that the sale will be easy.

"I do not think advertising is a panacea by which defects can be covered, and it seems to me that the article you sent me indicates that somebody thinks that if we had used advertising with the proper degree, cutting out the defects, we could have put something over that in itself did not deserve to be put over. It has always seemed to me that the law of equal and opposite reaction applies in advertising as it does in physics, and I think the Peace Treaty is an example."

From the "infernal city" itself comes another twist. United States Senator Medill McCormick makes this inquiry: "I should be interested to know at whose expense Mr. Hungerford would have conducted the advertising campaign which he outlines in the article you sent me. Approximately a million dollars has been spent in the propaganda for the league, some six hundred thousand of it, if I remember, by one organization. Does Mr. Hungerford mean he would have supplemented that campaign by advertising at the expense of the Committee on Public Information, or through some other federal appropriation?"

The inquiry was forwarded to Mr. Hungerford for his personal attention. This is his reply to Senator McCormick:

"Of course I did not mean that the Peace Treaty should be advertised at the expense of the national government. That would have been illogical and improper, but if

it had been both logical and proper one could hardly even then have expected it to come through an organization as narrow and as stupid as the present Congress.

"What I did mean was this: that Creel's committee could have and should have made the lot of the American correspondents in Paris a fairly decent one; that he could have and should have provided working quarters and facilities that would have enabled them not only to fairly interpret what was going on there, but America's part in the proceedings. That, I think, would have been the first step in selling the treaty. In other words, if it had been intelligently interpreted it would have sold itself.

"You say in your letter that approximately a million dollars has been spent in propaganda for the league. It looks to me as if \$999,999 of it has been wasted. At any rate, permit me to say that it is the most unintelligent propaganda that I have ever heard of. My own mail bag is fairly well filled each

day; about 50 percent of it is propaganda—an appeal for world trade; for support of the railroad executives; a letter from some Senator or Congressman wanting to be patted on the back for something that he has done or failed to do; a tremendous riff-raff of effusions, eulogies and Lord knows what else—but *never a line about the Peace Treaty!* It strikes me that the propaganda for the League of Nations must have been terribly mismanaged. And it seems to me that if a start had been made on intelligent propaganda of national scope and breadth that there would have been no difficulty in finding funds for it."

This about closes the controversy. Unless, of course, something very exciting develops. But these quotations aren't fuses—they are barometers which indicate the trend of feeling on the function and possibilities of advertising as a political and national force. They are significant.

Syracuse Post-Standard Acquires Historic Sites for New Home

The *Post-Standard* of Syracuse, N. Y., has purchased the Grand Opera block, and has contracted to buy two adjoining properties, which have played noteworthy roles in the history of the city, as a site for a new plant. Possession of all three properties, which are in the heart of a coming business centre, will be given on May 1. The construction of the new structure will begin in the spring of 1921.

Coca-Cola Will Make Up Lists in March

The Coca-Cola Company, Atlanta, Ga., makers of the nationally known beverage, will make up lists during the month of March for advertising in newspapers, magazines, painted boards, car cards, trade papers, farm papers, religious press, signs and novelties. President S. C. Dobbs directs the work for the company, and the D'Arcy Advertising Company, International Life Building, St. Louis, Mo., will place the account.

Rosenberg Agency Will Move

The Irwin L. Rosenberg Company, now located at 123 West Madison street, Chicago, announces its intention to move about February 1 to more spacious quarters in the Cunard Building. Recently the agency obtained the account of the Manhattan Tire Company, Chicago, and that of the Prentiss-Wabers Stove Company, Grand Rapids, Wis., who make the Auto-Kamp-Kook-Kit, a portable stove for lovers of the outdoors. Schedules are in readiness for outdoor and motor publications. An intensive dealer campaign will follow.

Federal Trade Commission Withdraws Suit Against Aladdin Company

The Federal Trade Commission, which recently brought suit against the Aladdin

Company of Bay City, Mich., has sent a representative specially from Chicago to notify the concern that they had withdrawn the complaint at the request of the instigators.

H. V. Jamison Replaces Montgomery as Chairman

H. V. Jamison, who for the past eleven years has been advertising manager of the American Sheet and Tin Plate Company, Pittsburgh, has succeeded Frank S. Montgomery as chairman of the Manufacturers' Group of the Pittsburgh Advertising Club. Mr. Montgomery, who was advertising manager for the National Metal Molding Company, resigned to accept a position in New York City. Mr. Jamison, now sixteen years with his concern, has also been appointed chairman of the Pittsburgh Chapter of the Association of National Advertisers.

"The Thornes" a New Chicago Advertising Service

Paul Thorne and his wife, who is widely known in advertising circles as Mable Elizabeth Girling, are now associated in an advertising service at 927 Buena Park terrace, Chicago.

"A. & S." Necessary to Keep Up With What's What

HEARST'S MAGAZINE
110 West 40th Street,
New York

January 20, 1920.

Editor, ADVERTISING & SELLING.

It apparently seems impossible to get along without seeing ADVERTISING & SELLING each week—that is to say if one wants to keep posted on things of importance going on in the advertising world—so therefore please enter my name on your subscription blank, sending me bill for same, and oblige.

Very truly yours,
FRANK D. SNIFFEN.

FDS—M
Address

Hotel Newton,
2528 Broadway,
New York City

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY
10 cents in Canada



*The
Watch Dog
of Your
Battery*

Weston and Collier's

The Weston Electrical
Instrument Co. has
chosen Collier's as the
backbone of its 1920
advertising campaign
in general publications

“Watch Collier's”

Editing the Technical Publication

What Some of the Problems Are
and How They Are Solved

By HENRY W. BLAKE

Editor ELECTRIC RAILWAY JOURNAL

A FULL list of the internal problems of the editor would include such matters as the most desirable methods of recruiting our editorial staffs, ways in which we can best develop practical contributions from the field, how we can improve the typographical appearance of our respective papers, what we shall do with syndicated matter, what policy we should adopt in connection with exchanges and complimentary copies, whether a clip sheet is worth while, how we can simplify our routine duties of layout and make up, how we should classify our prospective stories and accepted manuscripts, what is the ideal form of editorial organization, etc. etc.

In suggesting that we follow up these topics I do not wish to be understood as believing that a standard method or policy on these editorial matters is necessary or even desirable on all of our papers, any more than would be a standard typographical treatment of our reading pages. But many, if not most of our methods have simply been evolved in our own offices, and I think it is fair to expect that by comparing notes and experience most of us could improve our practice in these respects. Such changes should be reflected in greater economy and efficiency in the conduct of our work.

ADDITION TO THE STAFF

The first question which I would like to bring up is the fundamental one of how and where we can best recruit our staffs. Where is the future technical editor to come from? There are three qualifications, as I see it, which we look for, besides the personal attributes of intelligence, probity, accuracy, personality, industry, ambition, enterprise, etc., which are needed in any business. These three necessary editorial qualifications are: (a) Ability to write well, that is, a good knowledge of English and facility of expression; (b) a technical knowledge of the trade or industry to which we cater, and (c) a special quality of knowing when an event or article is "news"; in other words, journalism.

Unfortunately, there is no school of technical journalism. Hence, when we want a man for the editorial staff we either have to take him from the field and teach him the newspaper business, or else we have to take some young man and train him in both newspaper work and the technique of the field to which we cater.

If the former plan is followed and we take a man from the field, we should remember that it is unsafe to add a man to the staff simply because he is an expert in our particular industry. No one will make a good editor who is not really fond of writing, and while this quality can be acquired, a man will make a better editor where it is innate. It will generally be found, I think, that most men in the industry who are fond of writing have contributed either papers to the association in that industry or articles to the technical paper in the field. For this reason it is safe to say that the most likely source

of recruits to the editorial staff of a paper is among those who have contributed to it during the previous two or three years. In fact, I think that if a census was taken of the members of the editorial departments of our different technical papers who have entered journalistic work from the field, it will be found that most of them began newspaper work as occasional contributors to the paper whose force they afterwards joined.

THE APPRENTICE SYSTEM DESIRABLE

In addition to the older men the staff, it is wise for every paper to have in its organization one or more apprentices,



HENRY W. BLAKE

whose work should be primarily with the editorial and subscription departments. In fact the large publishing companies could to very good advantage establish definite courses of say two years for apprentices, with certain periods to be passed in the subscription, advertising, copy and editorial departments. The salaries paid to these apprentices should be sufficient to attract graduating students from the colleges and technical schools. Preferably this salary should be increased by a certain amount each six months, and there should be a bonus of say \$50 to each man who completes the course. Obviously the number of apprentices admitted to such a course in each company should not be more or many more than can be absorbed later in the organization, as the services of the apprentices during their course would hardly be worth the amounts paid to them. After these men have become familiar with the paper and its field through this preliminary work, those who are best fitted for the advertising department can be transferred to that work, while those to whom writing appeals more strongly would find their proper places in the editorial department.

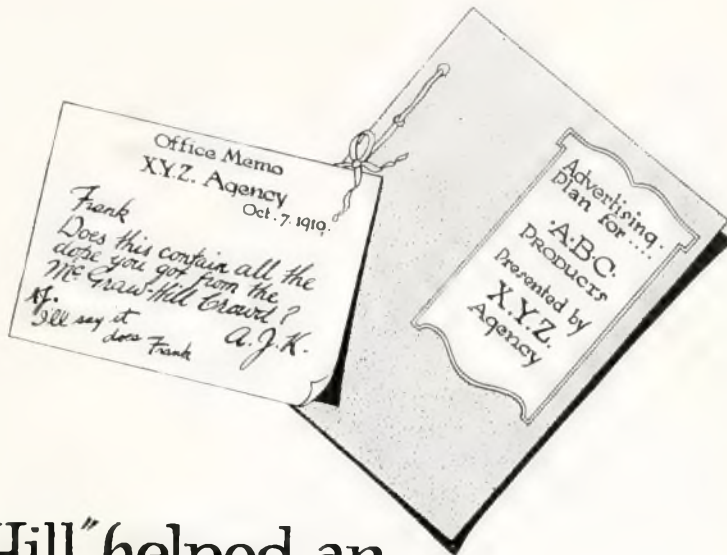
A fruitful field from which to obtain these newspaper apprentices should be that of college journalism. Men whose nature intends them for journalistic work cannot keep out of it in school or college. If there is no paper to work on they will start one. The editors of trade papers might well become acquainted with the editorial and business staffs of the papers issued in the educational institutions in their vicinity.

For years many of the large industrial companies have made special efforts through student courses such as I have outlined to induce graduating students to enter their employ. For example, during the last thirty years from 50 to 65 per cent of the leading men in the Westinghouse Company have been recruited from those who have come up through the student course of that company. Why should not the technical papers derive equal advantage from the adoption of such a policy?

TRAINING OF THE APPRENTICE

In his editorial work each apprentice should be drilled on the four essentials of technical journalism, namely: accuracy, timeliness, clarity, and brevity. Accuracy of course comes first because if an article or statement is inaccurate it would have been better if it had not been published, but the other qualities follow closely. Timeliness means imagination on the part of the author, that is, the concept of what the reader wants, when he wants it, and the way he wants it. Imagination of this kind, or the "sense of news," can be cultivated in most apprentices and is greatly stimulated by plenty of time spent in editorial field work. Timeliness means also the expansion of those parts of an article, whether it is a news event or a description of a machine tool, which the average reader wants expanded, and condensation of the rest. Clarity and brevity mean not only clear, concise writing, but such a knowledge of the trade that the article is expressed in language understood by the industry. The apprentice should be taught that if each of the 10,000 readers wastes a minute in learning the meaning of an article because it is not clear or in reading it because it is not concise, the time thus wasted amounts to twenty-one day of eight hours each. Hence, half a day on the part of the man who wrote the article is well spent if by so doing this minute on the part of each reader can be saved. The true editor, to paraphrase the definition of the true engineer, is he who makes one word do where otherwise two or more would be employed.

The apprentice should also be encouraged to develop a style, for there is no reason why the term "literature" should not be applied to technical as well as to other writing. He should not be satisfied with the first draft or the second draft of what he prepares, but he should be urged to go over and over the article again, considering it in the light of the four essentials already mentioned, until it has a piano finish in every particular. Much good will be gained, of course, if he will read the works of standard authors, both of poetry and prose, during part of his non-working hours. He need not imitate their construction, but he will unconsciously gain facility of expression and will enlarge his vocabulary by so doing. Nor should he neglect the reading and study of present day newspaper writing of the best kind, particularly as shown in the editorials.



How "McGraw-Hill" helped an agency land a big account

TWO New York agencies were leading in the competition for the big account of a business which has its root in the technical field. While each had considerable experience with technical accounts, neither knew, nor pretended to know, this particular market. Even the manufacturers had no real sales data on this particular field.

The K. L. M. Agency* proceeded, in the orthodox way, to estimate the situation as well as possible and, based on that estimate, to send out its research men to dig technical data out of a field as broad as the practice of engineering, trusting to their skill as investigators to offset their lack of engineering knowledge. Hundreds of dollars and weeks of valuable time were spent to collect and collate these "facts" and to present a brief which, considering the difficulties encountered, was a masterpiece.

The X. Y. Z. Agency remembered that great fund of engineering data accumulated by the eleven McGraw-Hill technical journals, and turned first to the McGraw-Hill "Advertising Counselors' Staff."

This staff prepared from its intimate knowledge of conditions in the technical market and from basic data already on file, a general summary of the situation; it directed the agency's research man in a brief and wasteless field investigation. Through the *American Machinist* it located an en-

tirely new field for the product; the *Electric Railway Journal* secured accurate data on the possible demand in that industry which would have taken months to collect independently. A *Power* editor was able to get answers to vital questions regarding the product as applied to power plants. The Research Department had already on file a field survey of the mining industry which supplied an essential background. All these facts and scores of others, the Advertising Counselors' Staff—engineers who know advertising—interpreted and compiled into a brief which formed the real basis of the X. Y. Z. Agency's successful solicitation.

Helps hold them, too

Of course the McGraw-Hill contact with an account does not end there. Whereas an agency may have one or two men on technical copy, the McGraw-Hill Service Department has 40 copy men and 27 artists and layout men, all specializing on appeals to engineers and engineering executives—many of them are trained engineers themselves. Co-operating with agency men to utilize the constant flow of new data and selling advice through the Advertising Counselors' Staff, these men are turning out advertisements, and merchandising plans so directly suited to the engineering market as to aid in great measure the continued control of many valuable accounts by the agencies wise enough to tap the McGraw-Hill resources.

*Although this is a true story, the McGraw-Hill rule of keeping absolutely confidential the services it renders agencies necessitates concealing identities.

- Power
- Coal Age
- American Machinist
- Electrical World
- Electrical Merchandising
- Journal of Electricity
- Electric Railway Journal
- Ingenieria Internacional
- Engineering News-Record
- Engineering and Mining Journal
- Chemical and Metallurgical Engineering

McGraw-Hill Company, Inc.

Member Associated Business Papers—Member A. B. C.

New York City

Closely allied to the question of the best way of recruiting a permanent staff is that of the best way of developing contributors, particularly of the short articles from the field, which we are all most anxious to secure. Various ways are possible, among them conducting prize competitions, advertising to pay special rates, circular letters, establishment of a special department, etc. The paper with which I am connected has tried all of these except prize competitions, and they are all good. Practically all, however, must be supplemented by a great deal of personal work to get the best results. This means again constant visits in the field. Otherwise, a great deal of good material will be lost, because often the man who has the best story will not realize it unless this fact is pointed out to him. It is often the trained newspaper man only who will see where good material for a story exists.

Trade papers can do much for the men in their industry, especially the younger men, who need to be brought out and who have ideas and experience which the field needs, by encouraging them to write articles of the kind I have mentioned. In this way they have an opportunity not only of making a permanent contribution to the good of the industry in which they are engaged and of shaping its future according to their ideas but they bring their names to the attention of the prominent men in the industry, in a way not possible otherwise. A man who contributes a valuable and lucid article on some subject may not know any more about it than his next door neighbor or one hundred others in the field, but if the manager of a large corporation should happen to read that article at a time when he wanted to engage an expert on that subject, he would be more likely to engage the man whose name was known to him than any of the others.

TYPOGRAPHICAL QUESTIONS

There is probably not a technical paper which does not strive toward improved typographical appearance, live titles for cuts and captions for articles, and boxes which enforce attention. This is a comparatively recent development in technical journalism. It is, of course, easily possible to use too many effects, but in my opinion most technical papers fail to give sufficient attention to attractive make-up.

To be sure, most of us work under the handicap that our publications partake in a certain sense of the characters of both a magazine and a newspaper. We have feature articles like the magazine, yet we carry to most of our readers the first news which they have about a great many events in the field, so in this respect we have the characteristics of a newspaper. In a sense, our technical papers are a composite of Newton's Principia, the New York Times and the Saturday Evening Post. Let us then strive to emulate the scientific character of the first, the newsmanship of the second and the typographical features of the third. The fact that correct make-up is so much more a matter of taste than of mechanical rule makes this question of especial importance.

COMPETITION WITH TECHNICAL SOCIETIES

There are so many topics which might be discussed under the title "problems that are always with us" that I could continue all day. But as the time is limited to fifteen minutes I shall refer

to one more only and that is the question of technical societies. How shall we handle their proceedings? How shall we act when they begin to compete with us in the publication of technical magazines?

Practically all of the technical societies were founded to advance "the theory and practice" of the industry concerned and maintain "a high professional standing" among the members of the society. I quote from the constitution of one of them. The founders of none, so far as I know, have declared the objects of the society to be that of engaging in commercial enterprises for the financial benefit of the society or its members. Yet there is a tendency recently to do that very thing, using the prestige of the society to develop a publishing business with a large corps of editors and advertising solicitors to compete with existing papers. Close analysis of each such case will usually disclose that the undertaking has been put through by a very small but active group and without any serious consideration of the situation by the membership at large. Such publications have by no means always proved financially successful, but hope springs eternal in the human breast, and the promoters of an unsuccessful society

magazine are just as unwilling to stop publication as those of one which is making money, especially when the treasury of the society can be drawn upon to make up deficits.

I do not intend here to take up the ethics of a body organized for scientific purposes to engage in a commercial enterprise in competition with some of its members, but to consider some of the editorial problems involved. One of these may and probably will be that the society will gradually restrict its publicity policy as to its proceedings so as to keep matter for the official publication. In cases of this kind, the best plan, in my opinion, where the papers are not published in advance, is for the technical paper to continue to print reports of important meetings as fully as before, if not more thoroughly, but to get the reports at the time of the meeting if advance copies of papers are refused. In other words, the paper should not contract the service which it supplies to its readers if it can help doing so, even if former co-operation is withdrawn.

From an address before the Conference of Business Paper Editors' in New York.

Bon Voyage Luncheon to Ivan B. Nordhem

On the eve of his departure for the Orient Friday, January 23, a "bon voyage" luncheon was given to Ivan B. Nordhem, the poster advertising specialist, by his staff at the New York Athletic Club. Besides the memory of a happy time Mr. Nordhem takes with him a handsome wrist watch testifying to the high esteem in which he is held by his associates. Of his staff the following were present: R. J. Danby, Colver Gordon, R. D. French, C. R. Atchison, Robert Frothingham, Frank S. Montgomery, Henry H. Kiefer, E. B. Nicolait and H. E. Way.

Burton Leaves J. Roland Kay for Milwaukee Agency

C. K. Burton, formerly with J. Roland Kay, Chicago, has affiliated himself with Klau-Van Pietersom-Dunlap, advertising agency, in Milwaukee. Mr. Burton, who is a specialist in foreign advertising, especially familiar with South America, Australia, South Africa and the Far East, joins the Klau-Van Pietersom-Dunlap organization to assist with their accounts which are extending their trade abroad now.

Ray Becker to Aid Candy and Ice Cream Advertisers

Ray Becker, who has had several years of successful experience in the agency and trade journal fields, has been appointed advertising manager of *Candy and Ice Cream*.

Shoe and Leather Reporter and Shoe Retailer Staff Hold Conference

The annual staff meeting of the *Shoe and Leather Reporter* Company and *The Shoe Retailer* Company was held in the conference rooms of the Boston office on January 16 and 17. Over forty representatives from the eight branch offices of the organization were present, the Chicago office being represented by five members.

It was decided that the 1920 slogan would be "Co-operation and Concentration" with a goal of 5,000 pages of

advertising. In 1919 the *Reporter* carried 3,993 pages of paid advertising, which is 454 more pages than its chief contemporary. In the evening of the sixteenth a joint banquet of the *Reporter* and the *Retailer* staff was held at the rooms of the Boston Athletic Association.

A. Rowden King Starts New Organization

A. Rowden King announces his resignation as president of Bennett-King Co. and the organization of A. Rowden King, Inc., with offices at 17 West 42nd street, New York, offering a service backed by years of experience in pictorial selling messages. Mr. King was formerly on the editorial staff of *Printers' Ink*. Later he was associated, for eight years, with The Ethridge Association of Artists, most of the time as manager of the Chicago office and studios. The new organization will specialize in filling the requirements of agencies and national advertisers along art lines.

Munsey Combines "The Sun" and the "New York Herald"

Beginning with the Sunday issue on February 1, Frank A. Munsey announced early this week that *The Sun* and the *New York Herald* will be combined in one newspaper, the title of the amalgamated paper being *The Sun and New York Herald*. *The Sun*, which Munsey consolidated with the *New York Press* three years ago, is the oldest morning newspaper in New York. It was founded in 1833. *The Herald* is the next oldest morning newspaper in New York, having been founded two years later, or in 1835.

A New Sharp Point Pencil to be Advertised

W. A. Shaeffer Fountain Pen Company, Fort Madison, Wis., is arranging an advertising campaign of considerable size for a new sharp point pencil, in addition to the regular fountain pen campaign. When a representative of ADVERTISING & SELLING made a visit to the plant recently extensive preparations were being made to increase the sales force.



The Finest Displays on the Board Walk at **ATLANTIC CITY**

3 Splendid Illuminated Bulletins

Size 16 feet high by 45 feet long each

After all—there is only one board walk!

It's at Atlantic City—the all year 'round resort.

There's one *real* outdoor painted display—right on the walk—facing the world famous promenade—seen by 10,000,000 visitors annually—from every state in

the Union—what a wonderful national circulation!

We have secured this strategic location and offer it to advertisers who want to reach the multitudes at Atlantic City.

The cost is less than that of other national circulations—write us for details—we will submit sketches and all information you want.

The O.J. Gude Co., N.Y.

550 West 57th St.
New York

Outdoor Advertising Everywhere

People's Gas Bldg.
Chicago

Diplomatic and Consular Assistance to Foreign Trade

The Part These Governmental Employees Can
Do to Help Manufacturers Secure Foreign Trade

By CLAYTON SEDGWICK COOPER

Author of "Understanding South America," etc.

IN these days when the eyes of the American exporter and manufacturer are lifted to distant horizons, the activities of the American Consul and diplomatic officers in general in foreign lands become increasingly important. Among the men who are serving the United States abroad there are few who have the opportunity of yielding greater power or influence on behalf of their country than the diplomatic and consular representatives. It has been my privilege to know many of these men in different countries, and on the whole I have come to respect them highly, both for their ideals and the manner in which they are striving to attain them, frequently under arduous and difficult circumstances.

THE AMERICAN CONSUL

The work of the American consul cannot be considered entirely by itself; it is intimately associated and reciprocally related to the attitude and activity of the American exporter and merchant.

Edward J. Norton, American Consul at Sydney, Australia, and one of our Consular Agents having wide experience in both the Far East and South America, writes as follows:

"The commercial work of the American Consular Service is directed toward helping the exporter help himself to foreign trade. The consuls are expected to inform the exporter what products sell or might sell in the world's market; about the competition that exists, and how to meet it; suggest a means of getting into these markets; how to handle orders and how to hold trade. In other words, the function of the Consul is to analyze the foreign market.

"Our Consular Service is now so organized and developed that the exporter at home wishing to plan a foreign market selling campaign, and facing possible purchasers widely distributed geographically and with equally wide extremes of buying power and needs, can—by going about it in the right way—get nearly all the information he requires about trade opportunities through the Consul.

"However, the assistance rendered by the Consular Service to the exporter is generally well known. On the other hand, very little has been said about the assistance the exporter can render to the Consul."

In this connection Mr. Norton points out that a Consul would be greatly aided if the American exporter would write him definitely concerning certain products which he would like to have him investigate as to markets in his particular section. He states, with good reason, that many of the requests which come to Consuls are so indefinite and vague that the man of the Consular Service is at sea to know the particular thing about which the American manufacturer wishes to be informed. He also states that most of the Consulates are glad to keep a file of the catalogs and price-lists of American manufacturers and exporters for the information of people wishing to do business with American firms. By sending these catalogs directly to the Consul, the manufacturer not only serves himself, but expedites business, making it possible for the prospective buyer in foreign lands to secure his information through the guidance of a Consul as a representative of American business.

In order that the man interested in foreign trade may be in a better position to cooperate with our Consuls abroad, we wish to present in this article some of the outstanding duties and activities of our Consular Agents, since we believe that the work of this class of men has not been sufficiently well known or carefully studied by the American exporter. There are few officials in the United States, in fact, whose complicated work is less accurately understood by the rank and file of citizens, and even by world travellers, than these men who, while exiles from their native land, are supposed to know more about that land than the people at home, in order that they may translate the spirit and the work of their country into terms intelligible to the foreign nations in which they serve. That our Consular Service has been sadly handicapped at times by politicians ignorant of conditions outside of the United States, cannot be denied: That here and there there have been unwise appointments and

poor Consuls also cannot be denied. If, however, our people and our politicians would take the time and effort to study both the object and the activities of these important representatives from whom foreigners, especially in matters of trade, learn the characteristics of the United States, and the way of doing business in this republic, the natural trade expansion of America would be facilitated, and the work of the American Consuls would be made easier than it is today.

Increased appreciation and less ignorant criticism of these government officers would undoubtedly help the service. But appreciation is born of knowledge, and the average person seems to have little definite conception of the Consular work.

Suppose, for example, the Americans travelling abroad who received favors from these officers upon whom they are often largely dependent for information and guidance as well as for protection, should form the habit of writing to the State Department as well as to the Consul himself, speaking of their appreciation of many kindnesses proffered; suppose that every American business man doing business abroad should take the position of a certain prominent man of affairs in a South American city who stated that he considered it both undignified and disloyal to his country to criticize harshly the representative whom his nation had seen fit to place in a foreign nation—would not such a course be the means of making a better Consular Service? We have heard of many people who have been quite ready to send in complaints, both to the State Department and to the Consuls themselves, as well as to air their supposed grievances concerning our service abroad. Is it not time and perhaps a peculiarly strategic time just now, for those who understand something of the Consular difficulties and have benefited by Consular favors to make themselves heard?

(Continued on page 27)

INTERNATIONALIZING *"The House of Transportation"*

REALIZING that the war had changed the attitude of many foreign countries from apathy to real interest in the matter of American methods of transportation, the Simmons-Boardman Publishing Company, in May last, opened a permanent office in London, and employed a correspondent in Paris.

The result is that we are able to give the readers of our five papers first hand information about the railway situation abroad, and to promote the use of American made railway equipment and supplies in Europe, Asia, Africa and Australia through a constantly increasing subscription list.

Now we have sent Mr. John P. Risque, one of our regular staff members, on a trip through Cuba and South America with instructions to write about the transportation situation in each country he visits, and to get every English reading railway officer to subscribe to one or more of the Simmons-Boardman Unit of railway papers and to buy copies of the "Locomotive Dictionary and Cyclopeda" and "Car Builders' Dictionary and Cyclopeda"—two books without parallels in the history of technical publications.

And that the Simmons-Boardman Publishing Company may be more truly "The House of Transportation," we will soon launch a "Shipbuilding Unit" which will be a close companion to the "Railway Unit," the first section to be known as the "Shipbuilding Cyclopeda." A separate

staff of men who know both the theoretical and practical sides of shipbuilding has been working hard for more than a year on this Shipbuilding Cyclopeda, and it is expected that the result will appear in tangible form



John P. Risque, Staff Member in Cuba

in March. The Shipbuilding Cyclopeda will be unlike anything heretofore attempted by anyone.

SIMMONS-BOARDMAN PUBLISHING CO.
 Woolworth Building New York

Audit Bureau of Circulations Charter Members Associated Business Papers

Publishers also of Railway Age, Railway Mechanical Engineer, Railway Electrical Engineer, Railway Maintenance Engineer, Railway Signal Engineer, Car Builders' Dictionary-Cyclopeda, Locomotive Dictionary-Cyclopeda, Maintenance Cyclopeda.

Chicago

Cleveland

Cincinnati

Washington

London



E. T. Meredith, the new Secretary of Agriculture. Mr. Meredith is publisher of *Successful Farming* and President of the Associated Advertising Clubs of the World.

Edwin T. Meredith Becomes Secretary of Agriculture

The appointment of Edwin T. Meredith to the office of Secretary of Agriculture places in the Cabinet an expert agriculturist, a financier and a successful publisher who is one of the foremost men in the advertising world.

Mr. Meredith, who becomes the sixth secretary since the Department was created in 1889, and the second from the State of Iowa, is distinctly representative of the West and of the farmers. He is the man that they would elect to the post, in all probability, were it an elective office. Born at Avoca, Iowa, December 23, 1876, he spent his boyhood on the farm, and got his start in business there. After completing high school, Meredith worked his way through Highland Park College by doing odd jobs in Des Moines. Finished with his course, he obtained employment with a printing company, but gave up the position, after a short time, to go with the *Farmers' Tribune*.

To this move, the first of Meredith's advertising and journalistic ventures, both of which were connected with agriculture, may be attributed the great success he has now achieved. The *Farmers' Tribune* was published by him in Des Moines from 1896 to 1902, and in the latter year the name was changed to *Successful Farming*. Through the publisher's perfect understanding of the farmer and his needs,

the paper of a few pages grew until it is now one of the best known publications in the United States. The issue for January, selling for 5c, had a circulation of over 800,000 copies, and contained 248 pages, the advertising columns alone amounting to upward of \$300,000.

Successful as publisher and business man, Mr. Meredith soon commanded the attention of the public. In 1914 he was nominated for the United States Senate, but was defeated, and in 1916 in a race for the governorship of Iowa he was defeated again. However, as many of the measures which he had advocated were adopted later, he is satisfied, and has been growing constantly in public favor. Ability as a financier caused him to be elected a director of the Chicago Federal Reserve Bank in 1917, and this same year William G. McAdoo, then Secretary of the Treasury appointed him to the Board of Excess Profits Advisers. He went to England and France as a member of the United States Labor Commission in 1918. He is a director of the Iowa Trust and Savings Bank, and as a director of the United States Chamber of Commerce he has been active in the effort to solve the country's reconstruction problems.

Mr. Meredith's place in the advertising world has been made prominent through his great publishing success. The magazine, *Successful Farming*, was one of the

pioneers in the campaign for clean advertising, and the first edition published in 1902, guaranteed every advertisement which it carried, which policy has been continued ever since. He has been a member of the Executive Committee of the Associated Advertising Clubs of the World, and of the Des Moines Ad Club and its Board of Governors, and is an extensive speaker on advertising subjects. Mr. Meredith at the Convention of the A. A. C. W. last year was chosen president.

Mr. Meredith's family consists of Mrs. Meredith; a daughter, Mrs. Fred Bohlen, and a son, E. T. Meredith, Jr. They were visiting Miami when the news came.

The human interest life history of this self made man was told in the October 25, 1919 issue of ADVERTISING & SELLING.

W. N. Bayless with Powers-House

The Powers-House Company have announced that after February 16 Mr. W. N. Bayless, for the past eleven years advertising manager of The Conklin Pen Manufacturing Company of Toledo, Ohio, will become chief of service of the Cleveland agency. Mr. Bayless return to the agency field will be of particular interest to his colleagues in the Association of National Advertisers, by whom he was recently appointed to the National Advertising Commission of The Associated Advertising Clubs of the World.

Mr. Bayless first entered the advertising profession seventeen years ago as advertising manager of The American Bed Company, St. Louis, Mo. This position he left to gain a greater knowledge of printing, spending the next year and a half as printing salesman. From that work he went to Detroit as account executive for the largest Detroit agency of that day. In 1909 Mr. Bayless became advertising manager for The Conklin Pen Manufacturing Company where his work was later recognized by his appointment to the executive committee and his election for five years to the board of directors. In Toledo he helped to found the Toledo Advertising Club, of which he is a director. Mr. Bayless is well-known nationally as a speaker on advertising and merchandising topics and is at present instructor at Toledo University, giving a lecture course on national advertising as related to sales and merchandising. In his new work with The Powers-House Company Mr. Bayless will specialize on sales and merchandising counsel.

St. Louis to be Advertised to the Nation

An advertising campaign to popularize the city of St. Louis is expected to be launched sometime in March by the John Ring, Jr., Advertising Company. St. Louis has appropriated \$50,000 for the purpose, but many, among which are the members of the Drug and Chemical Club, are now urging that \$500,000 be set aside. Under the present plans the campaign would be carried on during March, April, May, June, October, November and December. It is proposed to spend \$25,000 in advertising in class magazines with readers said to total 8,000,000, of whom 65 percent live east of the Mississippi River; \$10,000 in newspapers telling other cities of the advantages of St. Louis as an industrial center; \$6,000 in trade journals; \$5,000 in foreign language newspapers, and \$4,000 in booklets and pamphlets.

(Reprinted from the Sun of January 25)

To the Readers of The Sun

Here we are again in on another consolidation, and this time some consolidation. Three and a half years ago, immediately following my purchase of THE SUN, it took over The New York Press, and consolidated it with itself.

Now it is The New York Herald that is coming in with us, a newspaper whose prestige is as wide as the world. Beginning with next Sunday's issue (February first) THE SUN and The New York Herald will be combined in one newspaper. The title of the amalgamated paper will be

The Sun and New York Herald

THE SUN is the oldest morning newspaper in New York. It was founded in 1833. The Herald is the next oldest morning newspaper in New York. It was founded two years later, or in 1835. Each of these newspapers has played a great part in American journalism. Each was a pioneer on different lines.

Together they overturned and revolutionized American journalism and were the pathfinders and pacemakers of our present day journalism. Each has builded bigger in its special field than any other American newspaper.

The success of the amalgamation of THE SUN and The New York Press is an outstanding record in the history of American journalism. The success of the amalgamation of THE SUN and The New York Herald ought to be immeasurably greater.

These two newspapers are of the same world, the world of intellect and law and order. And each newspaper has something to bring to the other that will make the amalgamated papers better than either has ever been on its own.

FRANK A. MUNSEY

(Reprinted from The New York Herald of January 25)

To the Readers of the New York Herald

Beginning with next Sunday's issue of the *Herald* (February 1) THE NEW YORK SUN and the *New York Herald* will appear in combination as one newspaper. The title of the combined paper will be THE SUN AND NEW YORK HERALD.

I am fully conscious that this announcement will come as a great shock to many of you, most of you in fact, who have clung faithfully to the *Herald* while other New York newspapers have been more vigorously handled, have been better nourished, and as a consequence have steadily forged ahead of the old leader in circulation and in earnings.

But in spite of this fact you have never wavered in your allegiance to the *Herald*. The reason for this, I assume, is that the *Herald* has never lost its atmosphere of refinement. A newspaper reflects the soul of the man who owns it and puts himself into it. Mr. Bennett was a man of good breeding, a man of refined contacts, a man of the world.

The *Herald* has covered as no other American newspaper has ever covered the doings of the social world, dramatic world, musical world and world of sports. Its sporting news has had a peculiar *Herald* flavor, more refined in theme and in handling than such news in other newspapers.

Because of these outstanding characteristics, the *Herald* has been an extraordinary favorite with women readers everywhere—women of education, position and refined taste. In later years the *Herald* has lacked manly vigor. It has depended largely on its specialties, whereas it should have added to these specialties more of the strength of the vigorous morning newspaper of today. It had these vigorous qualities in big measure in its early

days and they were still outstanding characteristics of the *Herald* when its great editor and owner, the late James Gordon Bennett, was in his prime, his journalistic vision then stretching out to the furthestmost parts of the world.

Without his hand to guide it, without his genius to vitalize it, without his generous purse to finance it, it has given place in the race for supremacy. But in spite of all this the prestige and power and world fame of the *New York Herald* remain undimmed. They are an asset of inestimable value. No newspaper can be great without them.

I want to tell you, you staunch friends of the *Herald*, that I was no less unhappy than perhaps you are today when my analysis of the situation in the *Herald* office convinced me that it should be combined with THE SUN. I had hoped it might wisely be continued as an independent entity. If I had yielded to sentiment and pride I should have entered upon the fight so to continue it.

But pride has no place in economics. To have continued the *Herald* as an independent entity would have been in opposition to all the laws of economics, all the laws of sound business.

Its printing plant is archaic and worn to the breaking point. There is no machinery there of any practical value. A new equipment could not be installed under a year and a half, and then at a cost of \$1,000,000 and more.

THE SUN does not need the *Herald* in combination, but the *Herald* needs THE SUN. THE SUN has a wonderful mechanical equipment, enormous in size and thoroughly representative of the very last word in printing machinery. THE SUN has acres of floor space for its printing plant, for its editorial rooms and for its

offices—a magnificently equipped newspaper shop in all particulars.

The *Herald* not only has no printing machinery but has no home, or will have no home in another fifteen months. The ground lease on which the *Herald* Building rests terminates at the end of April next year and then the *Herald* Building will become the property of the owners of the ground.

While THE SUN is in an impregnable strong position and does not need the *Herald* in combination, yet it cannot help benefiting from taking on the *Herald* atmosphere, the *Herald* circulation and the *Herald* prestige. The *Herald*, on the other hand, will benefit enormously from combining with THE SUN. It will have the advantage of THE SUN's fine organization and of THE SUN's great mechanical equipment. Moreover, it will get from THE SUN the vigor and energy and initiative that the *Herald* has lacked in recent years. It will get, too, as great a measure of prestige as it gives, for THE SUN's reputation for cleverness, for earnestness, for courage mounts quite as big in the aggregate as the far famed reputation of the *New York Herald*. Together, in one entity, these two newspapers ought to make one very great newspaper.

The foregoing tells you why I am amalgamating THE SUN and the *Herald*. It is a long statement, but the occasion merits it; it is your right to have this statement.

One word more and I have done. The *New York Herald*, your *Herald*, is not going to die. My purchase of the *Herald* and this merging bring it back to its own again, bring it back to the days of its youth when it was a very great newspaper, a very great force in our nation.

FRANK A. MUNSEY

"YOU CAN'T BEAT THE HUMAN SALESMAN"

THE human salesman is the most effective of all. Indeed, it may be said of advertising that just in proportion as you approximate the hu-

man salesman, just in that proportion will your advertising be successful." We recently made this statement to an advertiser of a candy fruit tablet. He said, "Illustrate just what you mean." We said, "Suppose it were possible for you to have a human salesman standing in every street car where your car cards now appear selling your candy. Suppose he is selling the lemon flavor. What more effective thing could he do than to take a

lemon and cut it in two, revealing the fresh, juicy meat of the fruit—holding it up before the eyes of everyone in the car. It fairly makes your mouth water to think about it! That is exactly what we have done on your car card. We have cut the lemon in two and reproduced it in its actual size and realistic colors—as tempting and life-like as possible. Your mouth waters just to look at it. It isn't ten feet high; it isn't in one flat color; it is the real fruit itself just as it is. You sit there and ride along with that mouth-watering lemon candy advertisement, constantly held up before your eyes,



When you see this, actual size and full colors, your mouth waters. You just can't help it.



Colors and actual size lend such realism that you can't resist them.



Trying on the Gloves for the prospective customer. You see the actual size, color and texture of the Glove.

tempting you minute by minute. By the time you are ready to get off the car you want some of that lemon candy. That is approximating the human salesman."

"Suppose I am going to try to get you interested in a mince pie. I bring out the pie and set it down before you steaming hot. That is the nth power of arousing desire. You want to pick up your fork and go to it. That is the human salesman at work.

"Now, on a car card, we simply look through your eyes at the pie on the plate before you. There it is in all the realism of actual size and full colors — in fact, the pie itself; flaky crust, juicy filling, steam and all. Next to the object itself there is nothing quite so appealing and convincing as that object reproduced actual size, actual colors, just as it looks."

The very natural physical elements

(size, position, color-realism) individual to street car advertising, make it most effective in approximating the human salesman. Except that street-car advertising works on a vastly greater scale. It talks to **everybody** in the community. (In

the average community the number of street-car riders per day equals the total population of the community.)

This dormant power, harnessed to your product, becomes a "living salesman," spreading a nation-wide consciousness of your message.



Actual size and colors make this Mazola cake so real you want to bite into it.

STREET RAILWAYS ADVERTISING CO.

CENTRAL OFFICE
Borland Bldg., Chicago

HOME OFFICE
Candler Bldg., New York

WESTERN OFFICE
Monadnock Bldg., San Francisco

Goodrich Adopts Standard Catalog

The Standardization Committee of the National Association of Purchasing Agents last month reported that the Hard Rubber Department of the B. F. Goodrich Company, Akron, Ohio, had adopted the National Standard catalog size, 7½ x 10½, for its new catalog.

James Agency Sends New Schedules

The H. E. James Advertising Agency, New York, is sending to National farm papers new schedules and copy for Elcar advertising. Metropolitan newspapers and added newspapers in the South and West are also receiving new schedules on the Formament advertising directed by this agency.

Class Papers Merged

Contracting, a semi-monthly periodical, and *Municipal Journal and Public Works*, a weekly, have been combined under the title of *Public Works*, which will be issued every Saturday beginning February 7th. As the very appropriate

name indicates, the consolidated paper will cover all kinds of public works—highways, bridges, water supply, sewerage, public sanitation and all construction of a public nature. The high standing of *Municipal Journal and Public Works* as a municipal paper will be maintained, but the scope of the combined paper will be broadened as outlined above.

Chemical Age, owned by the Contracting Publishing Corporation, will also be taken over and continued as at present under the same ownership and management as *Public Works*. H. F. Pomeroy, president of Contracting Publishing Corporation; Frank W. Skinner, editor of *Contracting*, and Lloyd Lamborn, editor of *Chemical Age*, will go with the new organization. The publication office is located at 243 West Thirty-ninth street, New York.

New Canadian Agency

Thonton Purkis, an executive with the J. J. Gibbons advertising agency for the past eight years, left his position on January 1 to establish his own agency in Toronto.

Captain Goes with New Fisher Agency

Captain J. W. G. Clark has resigned his position with the *Toronto Daily Star* to go with the newly established Fisher Advertising Agency of Toronto. After his return from overseas Captain Clark assisted materially with the publicity work of the Victory loan campaign.

Pancoast with Russia Cement Co.

T. H. Pancoast, who has been sales manager of the Thaddeus Davids Ink Company for the past two years, has become connected with the Russia Cement Company of Worcester, Mass.

New Account for Foley

The Richard A. Foley Advertising Agency, Philadelphia, has secured the account of the A. M. Collins Manufacturing Company, makers of photographic mountings.

McCord Co. Acquires Big Businesses

The McCord Manufacturing Company, Wyandette, Mich., has acquired the business of the Russell Motor Axle Company, Detroit, and the Racine Manufacturing Company of Racine, Wis.

Pepsodent Will Spend Much in Latin America

The Pepsodent Company, Chicago, it is reported, will spend close to one million dollars in Latin American papers advertising their product direct to the consumer. This advertising, it is understood, will be placed direct.

Derum on Campbell-Ewald Staff

John P. Derum, formerly with Campbell-Ewald Advertising Agency, has joined the staff of the Redfield agency, New York City.

Regal Manager Returns from France

L. Grant Hamilton, who was advertising manager for the former Regal Motor Car Company, has returned from France after two years in the service.



The late William Woodhead, former president of the Associated Advertising Clubs of the World, who dropped dead in Chicago this week.

William Woodhead, Former President A. A. C. of W., Dies in Chicago

New York, and in fact the advertising profession of the entire country, mourns the passing of a splendid man, who for many years was among the most prominent in the business.

William Woodhead, publicity manager of Sperry & Hutchinson, and formerly President of the Associated Advertising Clubs of the World, while addressing the members of the Union League Club in Chicago last Tuesday dropped dead of heart disease. He was 52 years old.

Born in Yorkshire, England, in 1868, Mr. Woodhead, after his education in English Private Schools and at Yorkshire College came to this country, about 34 years ago. He was president and general manager of Woodhead, Field & Co., publishers of *Sunset Magazine* in San Francisco, from 1906 to 1916, and was assistant publisher of the *Chicago Examiner* from December 1917 until March 1918.

During 1910-11-12, the members of the Advertising Association of San Francisco chose Woodhead for their president three times. Elected twice to the presidency of the A. A. C. W., serving from 1913-15, he was conspicuous for his conscientious development of advertising club solidarity. He was an extensive speaker, having addressed practically every advertising club in the United States more than once, and was a notable contributor to advertising periodicals. He belonged to the Advertising Club of New York, and only recently had addressed a meeting. In San Francisco he had been a member of the Chamber of Commerce, the Commercial Club, Advertising Association of San Francisco, Quoin Club and the National Periodical Association.

Gifted with a keen, analytical mind, particularly fair-minded, he always stood for the fair and square deal. He was tremendously interested in human beings rather than things mechanical. His sterling qualities and his kind thoughtfulness brought love, respect and esteem from all who knew him.

Keeping Up With The Times

A FACT A WEEK

This announcement is for the purpose of making peace with the men and women of The Times who provide and direct the music news and advertising.

The Times recently bought space in Advertising & Selling to tell of its leadership in automobile news and advertising, and said nothing about the field of music in which The Times likewise has won leadership.

It is more than two years now since the development of The Times as the medium for music lovers began. For a long time attention was concentrated on the Thursday issue. Gradually the importance of this day to advertisers of music and musical instruments gained recognition until The Times came to carry more music advertising than any other paper in the daily field. Recently, it became desirable to add another day in each week and now Thursdays and Sundays are the issues in which the news and advertising of the music field reach almost the proportions of a special section.

The Washington Times
WASHINGTON, D. C.

Diplomatic and Consular Assistance to Foreign Trade

(Continued from page 20)

In the first place there is considerable misunderstanding as to the fundamental object with which our American Consuls are sent to foreign nations. Some people will tell you that they are there to serve solely the "American Colony" or the people who are established in business and trade abroad; that it is their business to act as legal advisers for these American business men in other nations, and in a general way to take their part against the legal exactions of laws and customs in the country where they serve.

It is not always understood that such is not the main business of the American Consul, but that he is primarily the agent of his government to the people of the nation to which he is sent. He is to foster commercial and trade relations between Americans at home and the business people of alien countries, and when these relations have resulted in a settlement of American business in these countries, much of this responsibility to these particular people, at least, ceases. In other words, the American Consul is not primarily a policeman or an unpaid legal attaché to any business firm operating abroad. The service which he renders repeatedly to such firms is often a voluntary and friendly one, rather than one primarily laid down in his instructions.

One can readily realize why this is true, when the multifold duties of the Consul to the various government departments at home, are considered.

THE CONSUL'S DUTIES

There is first of all the Consul's duty to the State Department which involves numerous and frequent reports. There are accounts of shipping of all kinds to be kept, port statistics, political and statistical reports, registration of American citizens, and passports to be viséd. There is the Consul's jurisdictional work, his work of settling the estates of persons dying abroad, together with his peculiar intercessory offices for the American colony in countries where there are capitulations, or in the countries where there are extra-territorial rights.

There are also duties which the Consul must perform for the Treasury Department. These include such services as transfers of all United States bonds abroad; the income tax business; demographic statistics to secure and send every week to the

Department, and bills of health for ships.

The Department of Commerce makes large demands upon the Consul. This Department requires him.

1. To legalize all transfer of shipping.
2. To survey all protested cargo and protested shipments of merchandise and damaged ships.
3. To attend to the discharge and enrollment of every American seaman in his port.
4. To act as intermediary between ships' captains and port authorities.
5. To send American sailors to hospitals when it is required, and also to see to their burial and to the settlement of their estates.
6. To write regular commercial re-

7. To settle all disputes between masters and mariners.

When it is realized that much of the excellent service which the Department of Commerce at Washington is rendering at present to the country, in the way of statistical knowledge and reports concerning various branches of trade with foreign nations, depends upon the regular reports of Consuls concerning these matters, a new and vital importance attaches to the service of such government officers.

The Department of the Navy, also, looks to the Consul as the sole representative of the Bureau of Hy-

POSTERS

There is nothing plaintive about the voice of the Poster.

It speaks right out in the open and it says what it means in a way that everyone can understand.

Nordhem Service brings to you every bit of the Poster's power together with a complete and satisfactory service.

IVAN • B • NORDHEM COMPANY

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

8 West 40th Street . . . New York City

Bessemer Bldg., . . . Pittsburgh, Pa.

Canadian Representative

**THE WADSWORTH-NATHANSON COMPANY
Toronto, Canada**

drography and expects him to watch the changes of light houses, holding him responsible, in part at least, for any ships which are wrecked by reason of changes in lights and signals, etc. The Navy Department also requires him to receive warships entering his port with the proper ceremony (which is considerably complicated) and to purchase coal and water for such ships when required. A certain Consul of our acquaintance was involved recently in a negotiation involving \$17,000 in the purchase of coal for a warship entering his port.

There are also consular reports

to be sent to the Department of Agriculture, such as periodical crop reports, and he acts as agent for the transmission of grain and fruit seeds.

The American Consul abroad is the deputy officer of Customs in the place to which he is sent. He must legalize the invoice at the point of origin unless such invoice is worth less than \$100. He must itemize invoices from which the import statistics of the United States are made, and this requires that he shall know the wholesale prices and hold a check upon any articles that are undervalued.

To the Post Office Department, this officer is also related, being the agent of the dead letter office of the United States, returning uncalled-for letters to that Department, and also reminding Post Offices in his territory of their obligation in this regard. It is his duty to receive mail of American citizens at the consular offices and see to its forwarding. I have found frequently the Consul handling mail at his office for several hundred persons.

It is also the Consul's work to assist all secret service men of the Army and Navy, as well as to devote his time and attention to travelling officials of the government who may be passing through his section.

The responsibilities of the consular officer to the people of the United States consists in answering every letter received, inscribing them in a book together with a reply, each letter being numbered.

He represents all the Courts of the United States for the Department of Justice and possesses notarial responsibility as well as the work of conveyance and is a Commissioner of Deeds. He must acquaint himself thoroughly with all the treaties existing between the United States and the country to which he is sent and keep himself posted concerning every development in connection with the multi-fold duties enumerated above. In a word the consular office is a clearing house for the branches of our government at home and public business abroad. It is a rallying point for Americans doing business in foreign lands and a channel through which international trade with these lands may be expedited.

HELPING TRAVELLERS AND TOURISTS

To travellers and tourists, moreover, the Consul is an indispensable necessity and friend in need. Every visiting American, tourist, traveller, official, professor, investigator or adventurer, feels that he has the right (and he seldom omits using it) of making a call upon the Consul. At times he only wishes to drop in for a "friendly chat" or "pay his respects." He is glad to see an American and is inclined to sit and gossip about things "back home," not realizing many times that the busy man has a pile of invoices at his side awaiting his signature, or perhaps must sit up half the night to write a report that must catch tomorrow's steamer.

To the tourist the Consul must

Get this "Book of Facts"

on a concentrated

One Billion Dollar Market



If you are now selling in Brooklyn or contemplating entering this field you will find this book a

Valuable Aid

Royal Paper Goods Co.,

Mfrs. Rex Paper Bags, etc., N. Y., says:—

"I have always considered Brooklyn and its adjacent territory as a large market. I had no conception of its real size until I glanced over the statistics contained in your booklet."

(Signed) CHAS. ROSENTHAL.

Jan. 4, 1920.

What one Advertiser thinks of it!

Many more comments like these from others

SEND FOR BOOKLET "A. S." NEW MAP, ADVERTISING RATES, ETC.

Broadway Subway & Home Boroughs Car Adv. Co., Inc.
 Tel. 7291 Cort. 67 LIBERTY STREET, NEW YORK

be the Liberal Dispenser of Information. As a matter of fact, the usual Consul who gets along in the service is encyclopaedic in his knowledge. He knows that he will be required not only to give letters of introduction to travellers, but also to inform the men where they can buy the best brand of cigars, and tell the ladies what there is to see in town and the best places to shop. I shall never forget the subdued, sad look upon a Consul's face in the city of Cairo as he stood beside me and watched the arrival at the Shepard's hotel of three hundred American tourists on the Steamship Cleveland. He exclaimed resignedly as he watched their approach, "I'll have them all this afternoon!"

It must also be noted that the Consul, who chances to be located in a place where there is no Minister or Ambassador, owes social responsibilities to the American colony of which he is the head, and must attend lunches, dinners and receptions, as well as personally give such entertainments. He is also in such places called upon, on the Fourth of July, Thanksgiving Day, Washington's Birthday, and on other national patriotic occasions, to make speeches and preside at the functions.

SALARIES

There has been much said and written concerning the salaries of our consular and diplomatic officers, and the handicap under which they serve in competing with the representatives of other nations in the matter of dignity in living, houses, entertainment, travelling expenses, etc. There has been without doubt an improvement along this line in recent years. Yet the traveller is frequently surprised and chagrined at finding the handicap and disadvantage under which many of our consular officers work, because of small salaries, or allowances which very easily are expended in foreign lands in their necessary task of ingratiating themselves through the medium of dinners and social favors with the members of the nation whose good will they must necessarily possess if they succeed in their mission. We have rarely seen a consular officer who has been able to save money. If he loses his appointment through changes in the administration or for other reasons, he often finds himself out of touch with things at home, and having been so long away from home-friends and conditions in the United States, he is quite helpless.

It would seem that a pension for Consuls who have devoted the best years of their lives, often in the out-of-way places of the earth, to serving and forwarding the interests of their country, would be in line with strict and equal justice. In these days when the United States is beginning to look as never before far out upon the trade routes of the world, it is especially opportune to ask whether sufficient general attention and appreciation are being given to the excellent and indefatigable service which our Consuls are rendering to the American commercial world.

DIPLOMATIC AND CONSULAR CO-OPERATION

The war has caused such a widespread appeal, not only in political but also in commercial affairs throughout the world, that reconstruction is necessary in the diplomatic and consular services as in virtually all other departments of our national life.

While the business man in many instances has become somewhat discouraged as regards the possibility of securing in various foreign countries, uniformly at least, Government representatives and officials, who by training and personality, are capable



Sweet Aniline

YOU remember how we used to harmonize the old sweet song. Well aniline dyes and pulp colors harmonize mighty fine with the paper industry. Though to the uninitiated and the unhazed paper is wood or rags plus water, there are many fancy colors that are added to make plain white and colored paper. Of course you wouldn't know that there is no such thing as a perfect white paper but sometimes it has the blues and other times it has a tinge of yellow. Let us announce that the Pullman car people overlooked some good bets by not noticing these names which appear on many paper mill orders, Auramine, Chrysoidine, Safranine, Methyl Violet, Azo, Rubine and oh, baby! some others that I can't even think of let alone pronounce.

While we are at it let us pronounce a benediction upon PAPER, the publication that most color manufacturers use to carry their message to the paper people. "Information requested" sounds sweet to our ears.

PAPER

131 EAST 23d ST., N. Y. C.

You could force us to sell you 280 inches of advertising space for \$240. Try it.

of truly representing the country and assisting in trade, it would seem in this new era of industrial and international relationships that politics should be adjourned more and more and the economic commercial progress of the United States re-emphasized in the appointment of our national representatives abroad. These representatives should be charged with the high duty of certain real leadership on behalf of their country in the great competitive industrial wars for America's rightful commerce and economic expansion.

The great gulf between the diplomatic and consular bodies should be bridged as far as possible, and the men appointed directly for trade responsibility should be given a new and dignified status in the countries to which they are attached. Doubtless, it would be impossible to follow the law on the statute books in Italy calling for an interchange of officers between consular and diplomatic departments; but for the sake of the vital necessity for furthering national economics abroad, at a time when every functionary should be keenly alert in loyalty to the great foreign trade expansion of the United States, thought and careful planning should be given to team-play between our foreign representatives. These men have tremendous possibilities in their hands; the diplomat, the consul, the commercial attaché, the trade commissioner, should be selected from our most successful and experienced men wherever possible, and they should not only be given salaries adequate to their talents, but they should be relieved of mere office routine duties in order that they may have time to meet the new responsibilities involved in racial understanding and commercial interpretation.

PUBLICITY AND FOREIGN TRADE

It required the war and the extensive system of German propaganda to awaken our country, as well as the other Allied nations, to the need of publicity as a means of conserving political and economic life. The conviction is growing that publicity is not only a necessity to save democratic institutions, but it is a legitimate instrument of trade to be used in a world-wide manner. If Great Britain found the necessity of appointing a minister of propaganda in war time such as Lord Northcliff, France such a man as Andrew Tardieu, and Italy a like representative for promoting national and economic requirements,

it should be a signal for the United States to consider the permanent use for publicity purposes of semi-diplomatic representatives of high calibre who would travel through various countries, not on social but industrial and propaganda missions. We have had quite enough of social junkets, commissions to South America and other lands, whose members have spent their times in entertainments and receptions arranged by the lands visited, through sometimes an overdue sense of courteous hospitality. The present need calls for men accredited by our Government or reputable commer-

cial bodies, of high standing in finance, insurance, advertising, manufacturing and merchandise, who will be more or less permanently abroad, and closely in touch with our home markets to suggest directly and practically what should be done to foster an expanding American commerce with all the world.

The time has gone by when Americans looked disparagingly upon the printed page as a means of publicity in foreign activities. Our national competitors are quite ready to catch up our weaknesses and our failures in labor or in political matters and play them up out of all proportion.



in order to influence adversely other nationals against our commerce. It is encouraging to note that with such countries as South America particularly, new press agencies are being formed by which the people of these southern republics are realizing more and more the true proportion of affairs in our national and commercial life. But systematic and dignified publicity—diplomatic co-operation between our agents abroad requires leadership of a high order. It should not be left to chance or to half-informed journalists or scheming politicians. There is a new requirement in this field

for representatives of trade as well as of statecraft whose knowledge will measure to their gentlemanhood and their efficiency. Let us keep our second-rate men at home. The foreign field requires men best representative of brains and experience. We would suggest a new department course in every college curriculum of our land with a caption over the door:

How to Prepare for Diplomatic and Consular Service to American Foreign Trade.

[EDITORIAL NOTE: This is the third article of the Cooper series appearing

exclusively in ADVERTISING & SELLING, the fourth article appears in our issue of February 14, 1920.]

Hupp Motor Man with Zimmer Agency

Frank J. Mooney, veteran advertising man and former advertising manager for the Hupp Motor Car Company, has been assigned to special automobile account work by Walter Zimmer Agency of Detroit. Mr. Mooney leaves Theodore F. MacManus agency to take the new position.

Cushing Made Hudson Advertising Head

George W. Cushing has been appointed advertising manager of the Hudson Motor Car Company of Detroit. Mr. Cushing has had charge of the advertising department of the big automobile plant for the past year. The position of advertising manager was but recently created, and the promotion of Mr. Cushing takes with it responsibilities which in the past rested with the director of advertising, who is also an officer of the company. Mr. Cushing began his advertising work with the *Detroit News*, going to the Taylor Critchfield Agency, then handling the *Detroit*, a publication of the Detroit Board of Commerce. Before going to the Hudson company he was head of the advertising department of the Federal Motor Truck Company.

"Movies" in the Future

The part that the photoplay screen will play in advertising campaigns of the future was pictured to leading Detroit advertising men here recently in addresses by officials of the Rothacker Film Company. Douglas Rothacker, president of the concern, said film advertising would be as common in ten years as magazine and newspaper advertising campaigns are now. He predicted that big advertisers would think nothing of thousands of feet of film given to picturing the details of the working of their plants. J. S. Stoughton, circulation manager, also spoke.

Truck Company Increases Capital

The Buffalo Truck and Tractor Corporation, Buffalo, increased its capital this week from \$150,000 to \$600,000.

Cox Made Sales Manager for Davids Ink

Allan W. Cox, a successful salesman and executive of the Thaddeus Davids Ink Company, New York, it is announced by President Merckle of the company, has been appointed sales manager.

Iowa Press Will Meet at Des Moines

The annual meeting of the Iowa Press Association will be held in Des Moines commencing February 6. The association has secured the promise of Judge Kenezaw Mountain Landis, Chicago, Federal court jurist, to speak at a dinner given the editors by the Greater Des Moines Committee on that date.



Packages & Prestige

Beyond the Great Wall of China—into forbidden Tibet—following the trail of the mystic Andes . . . everywhere and into every land American goods are going. It is acknowledged that a special type of advertising and a new kind of label is demanded for these new markets. Goods and printed appeal must win prestige in a far country, under new conditions. We are solving these problems for Globe-trotting advertisers via ideas and illustrations.



STRIDGE ASS'N of ARTISTS

New York Studios
23 East 26 St.

Chicago Studios
140 N. Dearborn St.

GREAT INTEREST IN FARM PAPER ADVERTISING SHOWN AT NEW YORK CONFERENCE



The interest in the conference-exhibit of the Agricultural Publishers Association is evidenced by this photograph made at the first evening session when the American Association of Advertising Agencies had charge of the program and Harry Dwight Smith, president of that organization presided. Another of these exhibits will be held in Cleveland at an early date it was announced.

Book Reviews



ADVERTISING AS A VOCATION: By Frederick J. Allen, A. M., of the Bureau of Vocational Guidance, Harvard University, and Lecturer on Vocational Guidance, Boston University. 165 pages, illustrated with diagrams, charts and tables. Published by the Macmillan Company.

With the expansion of the business of advertising to the proportions and gravity of a profession, its functions, possibilities and the opportunities offered by the publicity field have advanced in a similar ratio. Those who have been successful in the work find themselves in a position drawing the envious esteem of those in other lines of activity, but in deciding to cast one's lot with these successful men, it is well to consider not only what they have accomplished, but also what they have been called upon to do and have been peculiarly gifted to handle.

This book goes into the subject from a starting point devoted to a consideration of the new conception of advertising. Progressing through the growth of advertising, the author touches upon the types, media and methods and finally the training, qualities, standards and ethics peculiar to the profession.

Especial emphasis is placed upon the demands made upon the individual, the conditions generally recognized as necessary for success, and the rewards that may be found in this vocation.

* * * *

PRINTING AND THE CRAFT OF SILENT SALESMANSHIP: By Joseph Thorp and C. Maxwell Tregurtha and J. W. Fring (in collaboration), respectively. Published by John Hogg (former) and Sir Isaac Pitman & Sons, Ltd. (later), of London.

These two books, pertaining to the advertising business, were written for use in the English field, of course. The former treats the complexities and technical parlance of the printing trade in a non-technical style that is of great aid to folks handling printing details without a long familiarity with the craft.

The second book deals with the preparation of advertising matter for the printing press from the angle of the function and factors of an advertisement; the copy; the market; the material; type and layout; through to the final chapter on "The Agent and His Uses."

* * * *

HOW TO TEACH BUSINESS CORRESPONDENCE: By Nathaniel Waring Barnes, A. M., in charge of business correspondence courses at the University of Chicago. 82 pages. Published by A. W. Shaw & Co.

Today, when so much attention is being given to the perfection of letter writing, the men who are capable of supervising correspondents and of teaching others how to write the sort of letters that succeed are in great demand. The job of the correspondence critic is practically a new line of endeavor. The man who can show others how to write are as scarce as the men who really can write—even more scarce. Therefore, this little book will come to the average supervisor with a great deal of real value, for it is essentially a "how"

text rather than a "what" book. It presents in a brief way the rudiments of the art of imparting thoughts to others effectively. The booklet is full of examples of the sort of means used by successful correspondence supervisors in bringing their groups to a

higher standard, and the chief value of the work lies in the fact that it is a compilation of individual experiences.

* * * *

EMPLOYMENT PSYCHOLOGY: By Henry C. Link, Ph. D. 435 pages, illustrated with charts and tables. Published by the Macmillan Company.

Sensible men in industry and business are finally coming to the realization that the "strike risk" in a plant or shop is not to be measured by the wages men receive but rather by their interest and satisfaction in their work. For that reason we see a diminishing of the old methods of "hiring" men through the battered window of a dingy shack on the outskirts of the plant. More genuine thought is being given to the subject of getting men and women who fit, and for that reason this book by Dr. Link should

New Books of Vital Interest to Readers of "Advertising and Selling"



- Some Outstanding Features of This Book**
- The General Plan
 - The Policy
 - The Name
 - The Size
 - Frequency of Issue
 - The Cover Page
 - Style to be Used
 - Headlines
 - Type Faces
 - Make-up
 - How to Secure Data
 - Selecting the Editor
 - Illustrations
 - Engravings
 - Use of Photographs
 - Syndicating
 - Distribution-Circulation
 - Mailing
 - Copyrighting
 - Advertising
 - Subscription Rates and hundreds of other subjects

Effective House Organs

By Robert E. Ramsay
Editor "Advertising & Selling"

The first practical work on House Organs thus far published. The author is a leading authority on the subject, with a wide personal experience in this field.

Every conceivable angle in the publishing of a House Organ is covered in this book. Illustrations, engravings, type faces, make-up, color plates and layouts are described and explained clearly. How to edit a House Organ—the class of articles to use—how to arouse the interest of the reader. All of the details concerning presswork, binding, mailing and distribution.

If you are contemplating using a House Organ to boost sales, to put punch, pep and added life into your sales force—to arouse enthusiasm in your general organization—you need this book. It makes everything clear. Forty full page illustrations.

\$3.50 net—by mail \$3.70.



- A few "hows" Answered in "Modern Salesmanagement"**
- How to create demand
 - How to meet competition
 - How to select salesmen
 - How to train them
 - How to lay out national sales districts
 - How to test men
 - How to allot territory
 - How to secure prestige
 - How to arrange quotas
 - How to conduct sales conventions
 - How to develop good will
 - How to fix sales budgets
 - How to influence the buyer
 - How to develop conviction
 - How to close
 - How to link up sales and advertising
 - How to work with jobbers
 - How to help dealers
 - How to win his support
 - How to survey markets
 - How to plan for the future and a host of others. Every sales problem solved

Modern Sales Management

By J. George Frederick
President of the Business Bourse

There is not a "why" nor a "how" in the scheme of selling, merchandising or distribution that is not comprehensively and finally covered in this book.

The volume starts in with a careful study of the qualities and abilities of the ideal manager and then discusses in masterly and comprehensible manner the various functions he is required to fulfill—for example: The creation of demand and the education of consumers; the selection of salesmen; evolving of sales strategy; stimulating and assisting the retailer; the application of efficiency principles, and hundreds of other subjects of vital importance.

"Modern Salesmanagement" is for the sales manager, the sales-man, the manufacturer, the jobber, the advertising man, the retailer—in fact for anyone who is concerned in the marketing of any service or commodity. Get a copy today.

\$2.50 net—by mail \$2.70

find its way to every executive's desk so that more impetus may be given to the movement.

Dr. Link, unlike many of the so-called psychologists of the day, approaches the subject from the well-proportioned basis of science plus experience.

In one of our subsequent issues we expect to reproduce some portions of the book which might be applied to the advertising profession.

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MODERN SALES MANAGEMENT: By J. George Fredrick, President Business Bourse; Treasurer and Governor the New York Salesmanagers' Club; Formerly Managing Editor *Printer's Ink*; Editor of *ADVERTISING & SELLING*. 12 mo, cloth, 393 pages. D. Appleton & Co., New York, Publishers. Illustrated with charts.

This is one of the first books published recently to deal with sales problems from the standpoint of the manager of sales. It treats the subject systematically, exhaustively and in a thoroughly modern way.

The book starts with a careful study of the requirements which the man needs in order to make a successful salesmanager and systematically treats with the following subjects:

Shaping the product for the market; the relation of the salesmanager to the factory; building a good sales organization; setting the price and protecting it after setting it; marketing policies; securing effective distribution; selling direct or selling through jobbers; creating demand and educating the consumers; meeting competition; splitting up sales territory and setting quotas; the selection of salesmen; methods of paying them; prizes, bonuses and other stimulation plans for salesmen; the scientific point system for quotas and contests; sales convention; managing salesmen's temperaments and habits; sales schools and training methods; sales strategy; the service principle in selling; development of good-will; sales administration and budgeting; selling costs and expense; standardizing the work of selling; coordinating sales and advertising effort; aggressive retail merchandising; working with the jobber; stimulating and assisting the dealer; statistics of sales management; imagination, and closes with the story of an actual selling campaign.

Mr. Frederick has worked for three years on the preparation of the book and put into it all the experience he has gained as counsellor on sales to many large business organizations in addition to data secured in his earlier positions.

Since the sales problem is of primary interest to not only sales managers but manufacturers generally and advertising men this book will be found of interest to all who are interested in working out sound merchandising plans and policies.

* * * *

STANDARD RATE AND DATA SERVICE: Published by the B & B Service Corporation, Detroit, Mich. Size, 13 1/2 x 11 1/4 inches. 66 pages and cover.

This is a monthly service, giving the rates and circulation of newspapers, agricultural papers, general magazines, women's magazines, mail-order publications, business periodicals, as well as a list of the newspaper representatives.

Alvin E. Beirnes, secretary and treasurer of the corporation publishing this rate and data service, which was at first published quarterly but which with the October number went on a monthly basis, says of it: "A monthly service will enable those interested to practi-

cally eliminate their rate and data files as on a monthly basis we give them changes practically at the same time publishers make their announcements."

The data furnished is quite complete, showing the complete rate cards of the publications and a thorough analysis of distribution of circulation figures.

* * * *

DEVELOPING EXECUTIVE ABILITY: Enoch Burton Gowin, Assistant Professor of Commerce, New York University School of Commerce, Accounts and Finance; author of "The Executive and His Control of Men," "The Selection and Training of the Business Executive," etc. 486 pages, cloth binding. Illustrated. Ronald Press Company, publishers.

This book is a practical manual for the development of a forceful business personality. Divided into nine parts, taking up in order: The work in hand and what is beyond it; basis of personal system, covering details, office

equipment, private secretary, and such data; the dispatch of the day's work, wherein planning, accomplishment, short cuts and habits are covered; the value of thinkers in business, from standpoint of initiative, vision, feasibility, and tests of reasoning; aids to efficient control of business, through statistics and graphs; personal dynamics, physical, mental and will-power; personal finance, thrift, investing, legal problems of the executive, etc.; the man among men, as to teamwork, cooperation, ideals and goals; and finally a two-chapter part on what to read.

It is written in a non-technical way and is interesting reading as well as instructive, and taken with its numerous illustrations, illustrative schedules, charts and forms, the volume is a good companion for the man who would master details rather than let them master him.

The Tribulations of a Co-operative Campaign

(Continued from page 5)

apple has been obliged to overcome a vast amount of prejudice against the very thing that keeps its superior qualities intact—the tightly packed and easily handled bushel box.

A certain market may absorb fifty carloads in one season and drop to three or four the next. Then the sales manager must grin and go out and find another place for the other forty-six cars, and if he happens to have a few hundred cars bigger crop on his hands, he must find a place for those, too.

So the advertiser of apples finds that even though by his advertising he has created a widespread attitude of acceptance by the apple eating public, he is often unable to cash in directly on that feeling as the seller of a less bulky or more staple article might.

This would hardly be the proper time to talk about specific returns, but along in March or April when the 1919 sales records have been completed, we may be able to form some more definite conclusions than are possible now. In general terms, however we can say that the apple lovers' approval of the Big Y advertising is amply demonstrated by the replies to the national advertisements. The first one carried a very small coupon request for the booklet, "Story of the Big Y Apple," containing new ways of preparing apples, by Miss Alice Bradley of Miss Farmer's School of Cookery, Boston. At this date—late in December these coupons still trickle in, though the advertisement was published October 25. Later mention of the booklet without a coupon brings hundreds of letters asking

for it, and not only asking for all kinds of information but indicating a keen desire to try the apples.

In most cases the grocer is named, and we promptly send the grocer a card telling him that a customer of his, Mrs. Blank, has inquired about the Big Y apples, and giving him the name of the nearest jobber who has them, or if there is no jobber near with a supply, asking him to inquire from our broker where he can get them.

WHAT THE INQUIRIES MEAN

It is too much to expect that many of these inquiries will be turned into sales, yet we feel that collectively these inquiries must have their effect, and that sooner or later we will cash in on the reputation we are building.

Many letters testify to the fact that, having bought Big Y apples once, people want to get them every year—and in that fact we feel lies the solution of the uncertainty and seasonal fluctuation of the market for our apples. Only, we must convince the jobbers who sell apples of that fact.

Advertisers who receive irrelevant inquiries as a result of their advertising may be interested to know that so far the Big Y advertising has brought less than a dozen requests for any information about anything but apples. The early experience of the California orange growers, who found their advertisements were bringing in more inquiries about real estate than about oranges, has been avoided by featuring the apple itself. Indeed, the first shows simply one whole apple, and one in segments on a plate, and the third a plate of apples with an easy

chair nearby, and fireplace in the background. The second page carries a vista of orchard lands with a snow capped mountain in the background, entirely characteristic of the country which grows Big Y apples, but so pertinent to the text, that the qualities of the apples are bred in the soil and climate, that no one so far has been prompted to ask for the price of Yakima orchard lands. Each of the three pages features an uncovered box of Big Y apples in a lower corner, emphasizing the slogan "Buy Them by the Box."

This slogan is the Big Y's effort to change the buying habit of the apple eating public, get them, instead of buying one or two or a sackful of apples at the fruit stand, to buy a whole box at a time, and get them cheaper. From the standpoint of the jobber and dealer this means quicker turnover, a point we have duly emphasized to them.

Another educational feature of the campaign is one first adopted by the advertisers of the Skookum apple, that of teaching consumers to eat the apple at the right time. A Jonathan is good to eat in October and November, but anyone who bite into a Winesap that early would decide it was hard and had no flavor. But try the Winesap along about the first of the year, and it has matured the chemical change of ripening, has released the juice and converted the starchy elements into sugar—it is not hard, but just crisp enough to snap between the teeth. To get the buyer of Big Y's to come back we must get him to eat them when they are at their best.

Thus, in a variety of ways, co-operative fruit advertising when applied specifically to apples, is full of little out-of-the ordinary angles which crop up regularly with enough violence to interfere with the main idea unless properly handled. For an association of any sort to organize and begin on the right basis there is required some considerable amount of selling effort directed at the members. Once they become "sold," of course the problem is to keep them "sold" while going through the process of convincing the consumer and *winning* the dealer.

Consumer acceptance or demand doesn't carry one far without the good will of the man behind the counter. The man who contemplates forcing the dealer to stock the goods advertised by his association can well bear that fact in mind.

Vogel Represents "Motorist" in West

Louis G. Vogel has been appointed Western advertising manager for the *American Motorist*, published at Washington. He has opened offices in Detroit, where he has been prominent in the automobile and advertising businesses for years. He will have charge of the territory west of Buffalo.

Willis New Advertising Manager U. S. Tires

Raymond S. Willis, well-known Detroit advertising man, has been appointed advertising manager of the United States Tire Company of Detroit. Mr. Willis succeeds R. W. Ashcroft, who recently resigned.

Publicity Club Organized

Forty publicity specialists met last Saturday night and formed an association known as the National Publicity Club. The membership includes men and women who are engaged in publicity work, and chiefly those who have worked in the many Liberty loans and war drives. Elmore Leffingwell, who advertised the Salvation Army doughnut to fame, was elected president; Pitt P. Hand of the New York Central Railroad is vice-president; Ruth Beyers, secretary, and R. W. McCulloch, treasurer. The directors are: Larkins G. Mead, Tyler Dennett and E. A. Goeway.

Prominent Farm Paper Man Succumbs to the "Flu"

"Del" Ludwig, Michigan manager of *Power Farming*, one of the best known and universally liked farm paper solicitors in the Middle States, succumbed to the "flu" last Sunday night, at his home in Detroit. He is survived by a wife, Mrs. Phoebe Ludwig.

Gage Papers to be Printed in Grand Rapids

The Gage Publishing Company, 114 Liberty street, New York, publishers of the *Electrical Record*, *The Electrical Export* and *Raw Materials*, are arranging to have their publications printed in Grand Rapids, Mich. Up to the present this concern published their papers in New York City. They will continue their main office here, however.

Business Paper Publishers Dine

A meeting of the New York Business Paper Publishers' Association held last Monday night, following a dinner at the Automobile Club, was devoted to speeches on "Service." This evening was one of a series which President Harry Tipper has planned. H. E. Barr, manager of the *Iron Age Catalogue*, and for seven years in charge of the concern's Service Department, spoke on the work of that department from the standpoint of the publisher. Louis Poletier, of *Machinery*, followed, and explained how salesmen and the service department can get together. Robert Cameron Beadle, publicity manager and assistant to the president of the Industrial Combustion Engineering Corporation, closed the evening with an address telling how the advertiser reacts with the publisher's service department. Mr. Beadle is interested in a publication called *Combustion*. In the absence of President Tipper, R. H. McCready, vice-president, presided.



-That reminds me!

Your golf friend will tell you that proper "follow through" is the secret of the game.

And so will your advertising man and your agent — if they are on their jobs.

Einson Interlocking Window Advertising

has arrived as the logical "hook up" between the Dealer's Store and all other advertising.

It's the perfect "follow through."

Advertising where the goods are is the fine point of salesmanship — the *final* reminder.

Elaborate Portfolio of Photographs sent to Advertisers on request of responsible official

EINSON LITHO INCORPORATED



NEW YORK: 71 W. 23d St. CHICAGO: 332 S. Michigan Ave.

E. A. GROZIER

By Sands Chipman

(Continued from page 9)

rowed money many a time. Accommodation notes always were paid in full at maturity and their measure of credit increased. Today, men would no more think of refusing them credit than they would think of looking up Rockefeller's standing in Bradstreet's, but it does not have to borrow money any more.

E. A. Grozier did not forget his promises when prosperity rewarded his efforts. The old debts were paid with interest. Then the land and building in Newspaper Row were bought; press cellars were dug, so deep that there are more stories underground than above ground; a triple tier of presses, unlike those in any pressroom in the world, were installed; other buildings on either side were purchased; and today the *Boston Post* has one of the largest and most modern newspaper plants in existence.

It is an interesting sidelight that Mr. Grozier now owns not only the newspaper that published his first writings, but the building where he worked, next door, when he began his newspaper career as a reporter on the *Boston Herald*.

The editorial policy underwent a radical change with the new management. The *Grozier Post* was rigidly independent from the start. "With a mission and without a muzzle" was the slogan that appeared at the head of its editorial page, and the mission it performed was serving the general public.

In the news field, the new editor early adopted the slogan "The *Post* gets the big news first." At the start, there were several obstacles to the fulfillment of this assertion, chiefly due to the inadequacy of the plant. Senator William Taylor, one of the men who started and stayed with Mr. Grozier and the *Post*, likes to tell of the days when E. A., coat off and shirt sleeves rolled up, would block-open doors and windows from the pressroom to the street when a big piece of news broke, grab the first bunch of *Posts* off the press and, rushing up the stairs and to the window, throw them out to the clamoring newsboys outside, or to the people in Newspaper Row.

Of course, no pennies came tinkling into the empty treasury from this kind of circulation, but it was mighty good circulation booster. Sometimes they would beat their competitors, in the Row, to the street with a big news story by three, five, ten minutes, sometimes

more. It may not seem much of a feat, but a lot of these little ones counted. People began to like the enterprise and hustle of the paper. It grew.

SECRETS OF SUCCESS

There were a number of things that contributed to its growth. Summed up, they meant work, if a single word could cover them all. Mr. Grozier himself, when asked for the secret of his newspaper success once, said:

"Of first importance is the securing of the confidence, respect and affection of your readers—by deserving them.

"Study the census. Know your field. Build scientifically.

"Print a little better newspaper than you think the public wants. Do not try to rise by pulling your contemporaries down. Attend to your own business.

"Do not believe your kind friends if they assure you that you are a genius. But *work, work, work!*"

Anyone can understand how to "deserve" the confidence and respect of newspaper readers, but how to deserve their affection is another thing. They won the affection of their readers in many ways.

If you had visited the homes of the poor children of New England with the *Boston Post* Santa Claus every Christmas during the last thirteen or fourteen years and seen the heaps of candy and toys and games and warm sweaters and underclothes and shoes hung in the stockings of more than 700,000 kiddies who otherwise would not have had a merry Christmas, you would have some insight into the process of deserving the affection of newspaper readers. They don't have to be readers of the paper to write letters to the paper's Santa and have them answered, but you can bet your life they don't read any other paper, youngster or grownup.

You can go out to the Franklin Park Zoo and see the children's elephants, Mollie, Waddy and Tony, purchased from a travelling show by the pennies of New England kiddies, through the instigation and assistance of the *Boston Post*. Mr. Grozier went to Keith's theater one night and saw these elephants perform. Next day he heard that their owner desired to sell them. "Just the thing for the youngsters of New England," thought the editor. Next day he started a fund with a generous contribution, and the kiddies from all over New England sent in their pennies. Fifty thousand of

them, boys and girls, gathered in Fenway Park baseball grounds the day the elephants were presented to the city of Boston. The kiddies came from all over New England. Those elephants are their elephants. They are officially known as the "Children's Elephants," but you can safely bet your life again that those kiddies are *Boston Post* kiddies and will be till they and the elephants are dead.

One night, in the early days of the Grozier administration, the water-front reporter came in with a story about a fishing schooner which had arrived in port with flag at half mast for a fisherman who had been lost at sea. It was a sad case. His wife was sick, had no money and a large family.

"We'll start a fund to help her," said Mr. Grozier, and they did. Nine hundred dollars was raised in no time, and nine hundred dollars was a lot of money in those days and to that poor fisherman's widow and kiddies.

That incident was repeated many times by them. Once when several Provincetown fishing schooners went down in a gale and the death list was twenty or thirty men, they started another big fund for the relief of their destitute families.

Over in Cambridge, where Mr. Grozier lives now, the youngsters used to swim at Magazine Beach on the Charles river. Then the health authorities forbade the use of that beach, on the ground that the water was polluted. Mr. Grozier had often driven past Magazine Beach and watched the kiddies splashing and playing there. He knew what the loss of that recreation spot meant to city youngsters. He started a campaign for the sanitation of that area and the building of modern bath houses there. He gave about as much as he asked the city to appropriate, and Cambridge kiddies have their swim.

To a newspaperman, one of Mr. Grozier's most remarkable faculties is his keenness in digging out of seemingly insignificant events and affairs "big stories" that appeal to folks. I had my own eyes opened to this during the first month of the four years I worked on the *Post* under Mr. Grozier, as a reporter. Someone who loved cats like rattle-snakes had filed a bill in the Legislature to license cats. The bill provided that all cats must wear collars with their license numbers on them, and the cat catcher would get them and shoot them if they did not have collars."

\$200 a minute!

That's the overhead charge against every talk. The program of the world's advertising convention at Indianapolis will be strictly brass tacks.

Talks from experience from practical men will touch on every phase of advertising. You'll learn how the other fellow handles copy, markets, media, and selling problems.

Come to Indianapolis in a receptive mood. You are bound to pick up some ideas that will make your business grow.

"O 2 I" week May 2-8



Associated Advertising Clubs of the World Convention will be held at Indianapolis, June 6-10. Hotel reservations may be made through the "On to Indianapolis" chairman of your advertising club, or by writing direct to the Convention Board, Chamber of Commerce Building, Indianapolis.

Indianapolis leads the world in the manufacture of high grade automobiles. The production of automobiles and accessories planned for 1920 exceeds a half billion dollars.

I DRAW A "MUST" ASSIGNMENT

I drew an "E. A. G. Must" assignment that day. I was to be "cat editor" and the *Post* was to run daily stories about the cat licensing bill, presenting arguments for and against it. (Directions to get "both sides of the story" were the only instructions I ever got as a reporter during four years on the *Post*, by the way.) Maybe the reporter-made meows and calls of "Kitty, kitty, kitty, puss, puss, puss" had something to do with it, anyway I couldn't see what the chief saw in that cat bill, and I said so.

But along with my story next morning was a boxed invitation to readers to send in their views for and against licensing cats. The first day, the cat editor had an old tin typewriter cover full of letters. Next day, two typewriter covers wouldn't hold his mail and so it grew—till the bill was killed because the opposition was overwhelming.

E. A. Grozier knew that every family in New England had a cat—or hated a cat. In either event, they were interested a heap in anything that affected cats. I never was foolish enough to question his judgment on what was news again, though I am glad I was that time. It drove the lesson home.

Drop into the city room some day when the old-timers are reminiscing and you can learn the why of the loyalty to E. A. G. Maybe you will hear one of the boys telling how "E. A." wandered into the sporting rooms one day when everyone but Johnny Spencer, the new office boy, was out, and right after Howard Reynolds, sporting editor, had issued orders that "bums and prize fighters who had no business there" should be informed their room was more desirable than their company. Johnny Spencer had never seen the chief. The chief, having no special business there, just hung around—till Johnny, with the frank, open diplomacy of an office boy, called his attention to the sporting editor's orders.

E. A. read them and smiled at Johnny. "I see you are an efficient office boy," he said and he did as the rest who "had no business there" did. Johnny Spencer still works there, but he knows the chief now when he sees him.

In that same sporting room, E. A., so the story runs, was standing looking at the pictures on the wall one day when in rushed one of those leap-before-you-look chaps who

thought E. A. looked like Paul Shannon, the baseball writer, from the rear, and who proceeded to greet him chum from that angle—with his foot and from the rear. The kicker was more shocked than the kicked when E. A. Grozier turned around where Paul Shannon had stood. He nearly fainted, but recovered when E. A. applied as smelling salts.

"That's the best kick (from that angle) I've had since I left college."

Or you might hear Joe Tove tell the story of how he went to E. A. one time to borrow \$100 in advance of salary. Joe was a young reporter then. He told the chief what

he wanted to use the money for and the chief said he could have it.

"That is the easiest part of it, though, Mr. Grozier," said Joe. "The thing that worries me now is how am I to pay it back?"

"Well, how do you want to pay it back?" asked E. A.

"I think I could save \$2 a week out of my pay," said Joe.

"Well," said E. A., "suppose you pay back \$3 a week—and I'll give you a raise of \$5 a week to help out?"

Perhaps that is the real secret of E. A. Grozier's success—to give more than he asks others to pay back.



FELIX M. MCWHIRTER

Felix M. McWhirter Director-General of Indianapolis Convention

Meet Felix M. McWhirter, president of the People's State Bank of Indianapolis, and director-general for the convention of the Associated Advertising Clubs of the World to be held in Indianapolis June 6 to 10. Mr. McWhirter is chairman of the board in charge of arrangements for the coming convention, and he is doing just about everything humanly possible, as are the other members of the board, to make the 1920 convention the greatest in the history of the A. A. C. of W. Other members of the board are Fred Millis, assistant advertising manager of the Indianapolis *Veter*, executive secretary; Paul Richey, vice-president of Russell M. Seeds Company, director of promotion; Merle Sidener, president of the Sidener-Van Riper Company; H. T. Griffith, sales manager of the Udell Works, and W. E. Balch, manager of the Merchants' Association of Indianapolis.

Advertising Campaign for Atlanta Probable

An advertising campaign that will be national in its scope but through the medium of trade journals only, has been recommended for Atlanta, Ga., by James L. Logan, chairman of the Industrial Promotion Committee of the Atlanta

Chamber of Commerce. He recommends that a general industrial survey of the city be taken and that the campaign be specifically designed to attract new industries to locate in the city. The matter will be further discussed at a later meeting of the board of directors of the chamber, and there seems every likelihood that the recommendations will be favorably acted upon.

Georgia Land Owners Appropriate \$200,000 to Advertise

The Georgia Land Owners' Association at a recent meeting in Waycross, Ga., laid the primary plans for a \$200,000 national advertising campaign that the association plans to carry on this year. Every section of the State will be asked to contribute to the fund that is being raised for this advertising purpose. Mediums used will include motion-picture theatres, newspapers and magazines for the principal part, though other publicity methods will also be employed. Plans for financing the campaign were approved by the association at the meeting in Waycross. The Chambers of Commerce of the various cities of the State will handle the land that is to be sold through this advertising.

Kellogg Campaign Intensified in South

Announcement that the Kellogg Corn Flake Company of Battle Creek, Mich., will carry on a more intensive distribution throughout the South was made by J. F. O'Brien, sales manager of the company, following a recent conference in Atlanta, Ga., with L. S. Ware, district sales manager. Mr. O'Brien said that the industrial and commercial prosperity of the South is an assured fact, and that many big companies, looking to the future, are turning to that section of the country for investment. Plans of the Kellogg company will probably result in increased advertising throughout the South.

Washing Machine Campaign

The One-Minute Manufacturing Company, Newton, Iowa, are placing their advertising through the Coolidge Advertising Company, of Des Moines. The One-Minute people make a line of washing machines, and an extensive campaign is being arranged by their new sales manager, James Gibson.



A ONE-ARMED GIRL

at a typewriter is about as effective as a one-sided advertising campaign.

The overhead for typewriter, desk, chair, officeroom, heat and light are just as much for a one-armed girl as for a girl with two good hands.

The overhead for factory and office and traveling expenses is just as much, if you only educate the city and town trade, as when you send your message to well-to-do farm families also.

When you add Successful Farming to your list of advertising mediums you increase the efficiency of every salesman and every dealer in the North Central States. Even the big city stores will benefit from the farm trade.

SUCCESSFUL

E. T. MEREDITH, Publisher
Des Moines, Iowa



FARMING

T. W. LeQUATTE
Advertising Manager



You Are Cordially Invited to Call On Us In
OUR NEW HOME

Two reasons actuate us in locating our new home: First; on account of our growing staff and increasing business we have had to seek larger quarters and; Second; in order to have our home more nearly in the heart of the advertising and publishing business of New York.

Effective February 1st, therefore, ADVERTISING & SELLING will occupy the entire fifth floor of the newly erected building between 31st and 32d Streets at

471 FOURTH AVENUE

Our New Telephone Numbers Will Be Madison Square 1765-6 and 7

We extend to the entire advertising and publishing field a cordial invitation to call and see us at our new home, and in the meanwhile permit us to thank most sincerely those who have and are making possible this growth in our business.

ADVERTISING & SELLING CO.
INCORPORATED

BELOW are the names of some of the concerns we have received orders and contracts from, since August 1st.

Thos. Cusack Co.	New York Telephone Co.	Broadway Subway Car Adv
The O. J. Gude Co.	Detroit News	Fort Worth Star Telegram
Ivan B. Nordheim Co.	Kansas City Star	Philadelphia Public Ledger
Seaman Paper Co.	New Orleans Item	Pittsburg Chronicle Telegram
American Writing Paper Co.	Pittsburg Press	Bridgeport Post & Standard Ledger
Eastern Mfg. Co.	Gazette Times	St. Louis Post Dispatch
S. D. Warren Co.	Indianapolis News	El Paso Morning Times
Caxton Advertising Co.	Washington Times	American Association of Foreign Language
Frank Seaman, Inc.	South Bend News-Times	McGraw-Hill Co., Inc
Wm. H. Rankin Co.	Denver Post	Simmons Boardman Co.
J. Walter Thompson Co.	Baltimore Sun	Brick & Clay Record
Blackman-Ross Co.	Baltimore News	Textile World Journal
N. W. Ayer & Son.	Buffalo Courier	Export American Industries
Ruthrauff & Ryan	Houston Chronicle	Mining & Scientific Press
Liberty Adver. Agency, Inc.	Milwaukee Journal	Domestic Engineering
Collin Armstrong, Inc.	Boston Post	Modern Hospital
J. J. Gibbons	Boston Transcript	The Cutter Publications
New York Globe	New Orleans States	Donnelly's Red Brook
New York Times	Globe-Democrat	Marine Engineering
New York American	Atlantic Leader	Candy
New York Evening Journal	Buffalo Times	Hide & Leather
New York Tribune	La Nacion	American City
New York Sun	Newspapers, Inc.	Architectural Record
New York Evening Post	Iron Age	Farm Implements News
New York News	Bakers Helper	Mill Supplies
Chicago Tribune	Combustion	MacRae's Blue Book
Chicago Daily News	American Footwear	Gas Record
Philadelphia Bulletin	American Lumberman	Petroleum Age
Brooklyn Eagle	Hotel World	Sweets Catalogue
Frank Presbrey Co.	Hardwood Record	Mill News
Guardian Adv. Corp.	American Exporter	Associated Business Papers
J. M. Vandergrift, Inc.	Dry Goods Economist	Life
J. W. Gannon, Inc.	El Comercio	St. Nicholas
H. E. Lesan Adv. Agency	Electrical Record	Photoplay
W. S. Crawford, Ltd.	Electrical Export	Cosmopolitan
American Weekly	Raw Material	Harper's Bazar
McClures	Collier's	Picture Play Magazine
Literary Digest	Red Book Magazine	Hearsts
Good Housekeeping	Motor	Red Cross Magazine
Designer	Everybodys	Today's Housewife
Munseys	Pictorial Review	Boys' Life
Current Opinion	Motor Boating	Successful Farming
Associated Advertising	National Sportsman	John Budd Co.
Farm & Fireside	Farm Journal	Ethridge Association of Artists
Alexander Hamilton Institute	Farm Stock & Home	Standard Engraving Co.
Louis C. Pedlar, Inc.	Rogers & Hall	Motion Picture Theater Owners
Street Railways Adv. Co.	Sterling Engraving Co.	of America

Three New records in the field of advertising journals have been made by ADVERTISING & SELLING.

First:—This publication has received the largest contract ever placed by one publication with an advertising journal for space to be used in forty issues during the year.

Second:—This publication received from another concern the largest contract ever placed with an advertising journal by a publishing house.

Third:—ADVERTISING & SELLING received from another advertiser the largest contract ever placed by *any concern* with an advertising Journal.

For all of the above we are truly thankful and we intend doing our best to produce a publication that will be a credit to the business we are engaged in and at the same time try to have it seem human enough to be easily read.

ADVERTISING & SELLING CO.
INCORPORATED

471 Fourth Avenue, New York

The Stone That The Builders Rejected

Window Display Advertising One of
Oldest Forms of Publicity But Overlooked
by Many Shrewd Advertising Counselors

BY THE EX-ADVERTISING MANAGER OF A NATIONAL INSTITUTION

THERE is nothing particularly new about window advertising. If the truth were known, window advertising evidently antedates most other advertising.

When our antediluvian ancestor in the pottery business put his finished pot on a shelf in front of his cave to attract trade he became the forerunner of advertising in general, and window advertising in particular.

I think the great lack of intensive cultivation in the window advertising field is one more error chargeable to the fallacy of compensating advertising agencies on the basis of a fixed commission supposedly paid by publishers.

The very nature of this system has in the past compelled advertising agencies to concentrate their activities on that part of advertising which was sufficiently organized to be a source of consistent profit.

The day is past when anyone will dispute the fact that the present development of the advertising business is largely due to the activities of the better advertising agencies.

They have been the planters and the waterers of this great industry and are to a very great extent responsible for the tremendous increases which have followed.

But it is comparatively recent that advertising agents have begun to take a definite interest in those important parts of an advertising campaign which have to do with dealers' service, window and store advertising, etc.

It has been that the advertising manager of a concern or the head bookkeeper took charge of ordering the printed matter which went to the dealers, wrote the trade paper advertising and attended to such "incidental" matter as window advertising, while the agency concentrated its efforts on magazine and newspaper copy, to purchase space in which to run such copy, etc.

ADVERTISING MANAGERS LEFT TO
WORK OUT PLANS ALONE

Naturally there are exceptional agents and exceptional situations, but in the main I think the facts bear out the contention that advertising managers have had, to a large extent, to work out their own salva-

tion on these very important though incidentally considered features of a campaign.

As a matter of fact is it not consistent to say that a campaign which does not definitely and completely "hook up" with the dealers on a proposition selling through dealers is far from complete, and that such part of the campaign is entitled to as much of the advertising agent's advice and cooperation as any other part of the campaign?

This is by no means a criticism of advertising agencies, but on the contrary a justification of their attitude toward these phases of advertising because of the basis on which they have been and are being compensated.

There are some advertising agencies today who are charging their clients a definite commission of from 10 percent to 15 percent on cuts, drawings, art work, printed matter, etc., which, in my opinion, are just as consistent as changing a commission on advertising space in the publications, assuming, of course, that service is rendered of a nature which justifies the charge in each case.

Some advertisers have objected to such a charge which is undoubtedly a grave mistake because an advertising agency should be put on the basis of being paid to produce or supervise the production of a complete advertising campaign in every sense of the word.

WINDOWS NECESSARY THE WRITER
THINKS

Now I maintain that no advertising campaign which is to sell merchandise through retail stores is in any sense complete without store and window advertising which crystallizes in a dealer's store the entire force of the campaign.

I do not mean a pretty lithographed cut-out or merely a card in the window to attract attention any more than I mean sticking up a sign in the store saying "We sell Smith's cod fish" or whatever the article may be.

I mean something much more definite than this. I mean that if a campaign justifies the intensive study which an agency gives an article of merchandise, the high-

priced, carefully worked art work and copy, the niceties of type display, etc., that the same attention and consideration are deserved by the store and window advertising which is to follow.

Further that if it pays an advertiser to introduce into publication advertising the salient selling points about an article, definite merchandising ideas to move the goods and all the genius of advertising, that these same qualities should be embodied in the store and window advertising.

Store and window advertising should be a definite part of such a campaign in every sense. In colors, in art work, in typography, in design, in argument, in expression and in every other way it should embody the identical appeal which is being made to the same readers through publications and other media.

An advertising campaign appearing in the magazines which introduces a product that is followed up by local newspaper advertising to tell consumers that the article advertised nationally is sold in their community should have the same campaign repeated, perhaps in a glorified sense, in the dealer's window and in his store.

The logic of this is so evident that it needs no argument and I am not making an argument here in favor of window advertising.

What I am suggesting is that advertisers go to their agencies and cooperate with them in the preparation of store and window advertising which harmonizes with the rest of the campaign and be willing to compensate agencies for service in this part of the campaign in the same way that they are willing to render service through publications.

As a matter of fact there is a saving in doing business through agencies in this connection which easily justifies such compensation to agencies.

SAVINGS CAN FREQUENTLY BE
EFFECTED

By working with an advertising agency, using the copy prepared by an agency, perhaps utilizing the very drawings used in the magazines and newspapers, and being saved the costly expense of submitting many sketches before a campaign is O.K'd, it is often possible to effect savings which easily justify an agent in asking an advertiser to pay for this service.

The second point which I wish to emphasize, perhaps more modestly, is to say that despite the situation

as regards window advertising and dealer cooperation, considerable has been done on the outside in developing a service for window advertising and elevating the standards of this branch of our craft.

It has been made possible for an advertising agency to call into its council with a client, men representing the window and store advertising field, who can bring into such council a broad experience and an advertising intelligence easily on a par with that of the best men in the field.

They can secure cooperation in the presentation of ideas, in the preparation of art work to harmonize with a campaign, in the creation of a complete window display, and in a service which takes care of every detail of getting such displays out and sending them to the dealers, securing their location in the dealer's windows, on his counters, etc., almost as efficiently as it is now possible to syndicate a series of newspaper advertisements throughout the country.

In the phonograph field such a service has been carried out perhaps with more effect than in most other lines of business.

By creating very attractive window displays for phonograph dealers, which harmonize with the national campaigns of the manufacturers, and making those displays business-getters and prestige builders for the dealers, in a definite way based on the principles of salesmanship, many of the big phonograph concerns have found their dealers gladly willing to pay for such service.

DEALERS PAY FOR SERVICE WHEN UNDERSTOOD

The result is that dealers throughout the country are paying from one dollar and a half to three dollars per month for a service which is helping their business in a number of ways and focusing the entire campaign of the manufacturer right in their store at a cost which they could obtain in no other way.

It is about as mutual a proposition as now exists in the advertising business and one which is benefiting every function in the campaign.

The advertiser is securing a splendid help to his whole advertising campaign at little or no cost to him; the agency is getting a renewed strength for its complete campaign; and the dealer is securing at a negligible cost a powerful business-builder for his business.

While this development is not

working out in exactly the same way with articles that are an incident to a man's total business rather than the whole of it, at the same time window advertising is justifying itself every day in hundreds of different situations by securing new dealers with the help of the window display as a quick means for turnover, by inducing dealers to stock more goods, by selling new articles

for old manufacturers, by moving dead stock, and by greatly improving the value of agencies for the goods.

It should be said to the credit of a number of advertising agencies that they are now and have been cooperating intensively and unselfishly with certain of their clients in the production of window advertising through certain organizations.

How to Organize a Research Department and Make It Pay

Whether you are a manufacturer, an advertising agency, or a periodical or a department store, a research department in your organization *is a profitable idea well past the experimental stage.*

There is nothing fanciful or foolish about it—you can make it worth many times what it costs you. Business firms large and small are doing so, and are reaping very decided profit.

But a research department must be conceived correctly, organized wisely, manned efficiently and operated practically.

The Business Bourse has for 12 years been the wholesale supply source for research departments of all descriptions; has counselled with firms starting them, has drafted plans for them and found men to run them. The Bourse is the largest and oldest Business Research Organization in the country, and has the ripest experience to offer in developing one in your organization.

Consult us now—the idea may be your most important 1920 policy and plan for your business. We sell either personal services in planning and installing Research Departments, or a 100 page Typewritten Report covering the subject in a concrete way. Also ask for our catalog of data and reports.

THE BUSINESS BOURSE

J. George Frederick, *President*

347 FIFTH AVE. (opp. Waldorf) NEW YORK CITY

What's Above Your Signature

A Novel Idea That Produced
Over \$10,000 in Direct Orders

By HENRY DUNKER

Service Manager, The Garland Company, Cleveland, Ohio

MAYBE you have already noticed that advertisement with the headline, "Don't Grope for Words"; it advertises a widely known dictionary. Now, a dictionary is all well and good and absolutely essential in its place, but I cannot see why a letter writer should fall back on a dictionary or any other instruction book for that matter in order to write a letter that reflects his personality—the man behind the gun. It is the writer's opinion, strengthened by considerable experience along this particular line that it is not half as important to know what to say but how you say it—all which reminds me of the advice given me by a well-meaning old friend who said to write as one would talk to one another face to face.

Easy—you might say—but it isn't; too many letter-writers these days are still in the habit of following

along the same old line of begging to say this or that—which is all wrong—and the longer they have been in the habit of following the old style of letter writing, the harder it will be to break away and use a natural, easy flowing line of talk. Personally, the writer does not believe that any red-blooded American should ever beg to remain—beg to say this or that—not even in a letter or in a time-worn phrase, in fact the only straight way of writing a letter is to say what you have to say—say it with enthusiasm and sincerity, bring up your arguments in a convincing, forceful manner, prove that you have the goods behind you—and with a little personality thrown in for good measure, there can be no doubts about the ultimate results.

Of course, you understand—you'll never get all the business—some times you may not get that order although you may have done your "darndest" to create a good impression for yourself and your products—but don't let anything of this kind discourage you; more than once it happened to me—failed to get an order that looked like a sure winner to us—but such are the ups and downs of life; but whatever you do—don't let an occasional incident of this nature throw you off your guard; better write your customer a nice little letter, thank him for the courtesy of having advised you about his decision in the matter and ask for another chance—another day—to prove up.

But I see I am getting away from the subject; I promised the Editor of ADVERTISING & SELLING to write an article on writing letters in general and on "What's Above Your Signature" in particular. Permit me then to refer you to our latest direct-by-mail-advertising campaign which, by-the-way, turned out to be a top-notch success; in order to have something different than the other fellow, we used an illustrated letter-head showing a party sitting at a desk—telephoning. As a matter of fact we had no intentions of writing a letter, but merely made use of a novel idea—a long distance call in letter form—and obviously, it was altogether out of the

question for us to use anything but straight talk.

PRODUCED OVER \$10,000 IN DIRECT
ORDERS

As mentioned before, writing as you would talk isn't as easy as it looks—but it pays, nevertheless; I venture to say that this campaign, roughly speaking, brought us over \$10,000 direct orders, was responsible for numerous inquiries and all in all was the best campaign we had ever used—and we have tried out a good many; the cost of mailing this letter to our customers came around \$300, including penny-saver envelopes, postage and the usual work connected with a campaign of this kind. Along with the letter we sent a general catalogue of Garland Products and an order blank; the results came in quickly—the letter brought us many repeat orders from customers who had not bought for a considerable length of time—and what is probably more important brought us a flood of inquiries on products which the customer had never used before.

You see—it had been our policy to follow up our trade on one certain product only—and often times the customer was familiar with but one or two products in our line; in order to make our trade more fully acquainted with the complete line of Garland Products we enclosed a regular 9x11 size sheet, printed on both side which gave in a general way a complete view of our products and the purpose for which these products were made.

All in all, this campaign cost us very little money, brought us more direct orders and inquiries than any other campaign previously tried out—and after all, the use of a novel idea such as this long distance letter seems to be well in its place. Of course, you understand, an idea of this kind can be used in a number of different ways and it might be advisable for readers of advertising and selling, interested in better letter writing to try a campaign of this kind—even if it is but on a small scale; the writer is fully convinced that the ultimate results will be highly satisfactory.

After all, the main purpose of writing a letter is to arouse the interest of the reader—get him interested right at the start and sort of make him read your letter before he ever realizes what he is doing; you see, if you were to receive a letter starting out with "Hello—Hello," you would naturally be curious to know what it was all about—and,

Paper for Letterheads

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

BERKSHIRE TYPEWRITER PAPERS

A Business Paper For Every Business Use

EATON, CRANE & PIKE CO.

New York Pittsfield Boston
San Francisco Chicago

Blotters

"To make Better Letters
Use Our Better Blotters"

Famous World and Reliance Brands

The Albemarle Paper Mfg. Co.

Richmond, Va.

Mailing Lists

Mailing Lists

Commercial, Automobile, Investors or
any classification wanted.

Trade Circular Addressing Co.

166 W. Adams St., Chicago

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

Advertising Artists

ADVERTISING ARTISTS INC.

33 W 42d STREET
KOLAN BUILDING



PHONE VANDERBILT
1240 AND 1241

NEW-YORK-CITY

of course, that's exactly the point we were driving at; without keeping our customers guessing, we made sure that they would not stop reading the letter half way which, after all, decides in most cases whether or not you wasted another two-cent stamp or made another sale.

CLEVER STUNTS SHOULD NOT BE USED OFTEN

While a letter of this kind is unusual and while the results obtained in our campaign were better than those from other campaigns I do not believe, however, that a letter of this kind should be used more than once or twice at the very most; after all, nothing is more wholesome and refreshing than a good snappy letter, but on the other hand, nothing wears off quicker than the effect of a novel idea used over and over again.

In other words, the occasional use of a good breezy letter is well worth trying—and as the results have shown in our case, it pays to be particular about "What's above your signature."

Buffalo Advertising Women Inaugurate a Study Course—Many Notables Will Lecture

The Buffalo League of Advertising Women, after a most successful series of meetings in 1919, has arranged an advertising study course covering 13 weeks, which is open to all business and professional women interested. The opening session on January 8th was marked by a hundred per cent attendance of the league membership and many non-members who have enrolled in the course. Class work is directed by league women, and in addition to the practical instruction special lectures are given at each session. The first lecture of the course was delivered by Truman A. De Weese, publicity director of Shredded Wheat Company, Niagara Falls. Mr. DeWeese discussed many phases of advertising, offering unusually valuable suggestions and emphasizing that "this is the golden age of advertising." In commenting on the league's study course, E. T. Meredith, president of the Associated Advertising Clubs of the World, stated that "The plan of study you have mapped out is bound to secure worth-while results. You have certainly got hold of some live wires to lecture to your club, and on running down the list I see the names of some real forces in the advertising world. They are men and women who know the business from the bottom up and you are to be congratulated upon securing them."

Frank LeRoy Blanchard, former secretary, New York Advertising Club, said, "This is the first instance, I believe, in which a woman's advertising club has had the enterprise to establish such a study course."

Publishing House Opens in Brooklyn

The Hoosier Publishing Co., Brooklyn, was incorporated this week for \$100,000 by S. Bornstein, F. Levy and B. Harrison, 391 Fulton street.

Barlow Promoted to Advertising Manager of Remington Arms

John S. Barlow, who for three years has been assistant advertising manager of the Remington Arms Union Metallic Cartridge Co., and has been associated with the company for the past four years is now advertising manager.

Former National Cash Register Man Goes With Fire and Water Engineering

Herman Essex, formerly with the National Cash Register Co., Dayton, has joined Fire and Water Engineering, New York, where he will serve in the advertising department. Mr. Essex, who recently returned from France, saw two years of service with the artillery.

Wachtel Is Made Sunshine Biscuit Advertising Manager

W. W. Wachtel has been given the title of Advertising Manager of the Loose-Wiles Biscuit Company, bakers of Sunshine Biscuits. His headquarters will be at Kansas City, Mo., which is the central office of the concern. Mr. Wachtel started with the company ten years ago, and advanced through the various departments of the business. In 1916 he became identified with the advertising department, and his appointment as manager was recently announced by President B. L. Hupp.

Nashville Banner Suffers Big Fire

A fire which broke out in the building of the Nashville Banner Publishing Co., Nashville, Tenn., January 22, destroyed, with the exception of two presses in an adjoining building, all the equipment of the plant. The damage is estimated at \$150,000.

Hart, Schaffner and Marx Gives Prizes

Hart, Schaffner & Marx have awarded \$1,000 to Edgar S. Furniss, assistant professor of political and social science at Yale University, as the 1919 prize for the best essay on an economic study. Professor Furniss wrote on "The Position of the Laborer in a System of Nationalism." The \$500 second prize went to T. Bruce Robb of the University of Oklahoma, whose subject was, "The Guarantee of Bank Deposits." The 1919 undergraduate prize of \$300 was awarded to Earl Bryan Schwulst of Harvard for his study on "The American Street Railway Problem."

An Automatic Advertising Co.

The Automatic Illuminated Advertising Corporation has been organized in Manhattan with capital of \$200,000 by O. E. Enell, G. L. D. Moulton and P. Gould, 5 Beckman Street.

Publishers of Standard Register Will Sell For Advertising Record Co.

The National Register Publishing Co., owners of the *Standard Register of National Advertising*, New York and Wilkes-Barre, Pa., have been made sales agents of the Advertising Record Co., formerly the Washington Press. This house, which was founded in Chicago in 1910, publishes a complete record of all advertising in over 200 magazines of the country, and of all Chicago agencies. Recently the National Register Co. opened an office in Chicago, located at 417 South Dearborn Street.

"Gotham for Art Work"



Our new
telephone
numbers
are
**Madison
Square
8517
8518**

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

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

League of Advertising Women Favor Victory Hall

After hearing General DeWitt Hamilton speak in favor of the Building of Victory Hall, at the regular dinner meeting of the League of Advertising Women, the members voted to go on record as in favor of this great Memorial for those who participated in the War. Among the others who spoke were L. E. Weisgurber, manager of window trimming for Lord & Taylor; Leonard Dreyfuss, vice president of the United Advertising Corporation, and Messrs. D. B. Hassinger and Baum of the Robert Gair Corporation.

Akron Agency Will Advertise Tires

The Akron Advertising Agency Co., Akron, Ohio, have been awarded the Standard Four Tire Co. account. The Standard Four Tire Co., make a complete line of tires and are located in Keokuk, Iowa.

Advertising Manager Goes in With Publicity Service

Hubert C. Teller, formerly Advertising Manager of Edwards and Chamberlin Hardware Company of Kalamazoo, has joined the staff of the Buswell Publicity Service, also of that city.

Wilson Leaves Miller Rubber For Agency

B. C. Wilson has resigned his position in the advertising department of The Miller Rubber Company, Akron, Ohio, to become associated with The Akron Advertising Agency Company of that city. Previous to his connection with The Miller Rubber Company, Mr. Wilson was a member of the Martin V. Kelly staff.

New Orleans Candy Co. Does National Business

The sales of the Elmer Candy Co., New Orleans, now doing a national business, are in charge of Augustus Elmer.

Star-Eagle Executive to Join United Advertising

Eugene W. Barling, who for a number of years has been assistant advertising manager of the Newark *Star-Eagle*, will soon join the selling organization of the United Advertising Corporation, outdoor advertisers. He will be located at the Newark, N. J., offices.

King Now Identified With Simmons-Boardman

James L. King, advertising manager for Whittemore & Jaques, has resigned that position to join the advertising department of the Simmons-Boardman Publishing Company, New York.

Red Cross Manager to Direct Advertising of Two Periodicals

A. Eugene Bolles has resigned as Advertising Manager of the "Red Cross Magazine" and will devote his entire attention to the management of *La Revista Del Mundo*, the Spanish Edition of "World's Work," and to the direction of the United States Advertising Department of *La Nacion* of Buenos Aires, Argentina.

Cady Starts Detroit Agency

A new advertising agency, incorporated for \$25,000, has started business in Detroit under the title of Guy Brewster Cady and Staff, Inc. Guy B. Cady, 125 Farmer Street, Detroit, Herbert D. Murray and Edward B. Turriel are the organizers.

Certified Circulations

Some Mediums in Several Classes Whose Audits are Made by the
AUDIT BUREAU OF CIRCULATION

"Publishers, advertisers and advertising agencies, in our estimation, cannot afford to ignore the market benefits which the A. B. C. holds for them individually and collectively."

McJunkin Advertising Co.

CLASS TRADE AND TECHNICAL

AERIAL AGE WEEKLY, New York

The National Technical, Engineering, and Trade Authority of the aeronautic industry. The foremost aeronautical magazine in America in point of quality, circulation, and authoritative editorial contents.

THE AMERICAN ARCHITECT, Member A. B. P. Inc. New York

The weekly business newspaper of the architectural profession subscribed to at \$10.00 per year by practically every worthwhile architect. Published every week since 1876.

AMERICAN EXPORTER, New York

The world's largest export journal. Carries 1,400 continuous advertisers. Circulates every month through English, Spanish, Portuguese and French editions among leading firms abroad that buy American manufactured goods. Member Associated Business Papers, Inc.

THE ARCHITECTURAL RECORD, New York

National professional monthly established 1891. Average net paid circulation exceeds 9,500. Member Associated Business Papers, Inc.

THE ARCHITECTURAL REVIEW, New York

Established 1887, is an ably edited, progressive monthly for the architects, basing its appeal to both its subscribers and advertisers on quality.

AUTOMOTIVE INDUSTRIES, New York

The only journal dealing with engineering and industrial problems in the third largest industry. Published weekly. Subscribed to by manufacturers, engineers and other industrial officials, allied industries, foreign manufacturers, etc. Net paid circulation 8,519. Member Associated Business Papers, Inc.

BAKERS WEEKLY, New York City

Leading paper in the baking industry. Member A. B. C. and Associated Business Papers, Inc.

BOOT AND SHOE RECORDER, Boston

"The Great National Shoe Weekly." The indispensable advisor on shoe styles and shoe merchandising of the best-rated retail shoe merchants in this country. Circulation 10,000 copies weekly. First choice of the advertiser of shoes, leathers or shoe-store goods. Member Associated Business Papers, Inc.

BUILDING AGE, New York

Established 1870. Published monthly. Subscribed to by the men who do the building construction of the country. Circulation almost exclusively among those who purchase materials as well as tools.

THE DRY GOODS ECONOMIST, New York

The Dry Goods Economist, a national dry goods weekly for retailers and jobbers, is the accepted authority of the dry goods trade. Eight issues of each year are World Wide numbers with over three thousand added foreign circulation. Type page 84x12 1/4. Published Saturdays—forms close Wednesday preceding. Member of the Associated Business Papers, Inc. The Dry Goods Economist, 231 West 30th Street, New York City.

EL COMMERCIO, New York City

The first and oldest Export Journal in the World. Established 1875, published monthly. In considering export advertising do not overlook El Comercio. Under the same management for 44 years. Send for free sample copy, rates, etc.

EXPORT AMER. INDUSTRIES, New York

Monthly English, French, Spanish and Portuguese editions reaching foreign business men interested in the United States as a source of supply for their industrial and mercantile requirements. Official International Organ of the Nat. Assn. of Mfrs. 60,000 circulation guaranteed.

THE GAS RECORD, Chicago

Semi-Monthly. Edited by practical gas men. Reaches builders and operators of artificial and natural gas plants, and makers and sellers of gas-consuming appliances. Member A. B. C. and A. B. P. Eastern office 51 E. 42d Street, New York.

HARDWARE AGE, New York City

An inspiration to better merchandising in hardware, house furnishings, sporting goods and kindred lines. Established 1855. Circulation exceeds 17,000 copies weekly. First in paid circulation, in editorial merit and in volume of advertising. Member Associated Business Papers, Inc.

THE IRON AGE, New York

"The World's Greatest Industrial Paper." established 1855; published every Thursday; forms close eight days preceding; type page 6 7/8x11"; one-time rate \$88.00; 52 pages a year, \$60.00; member A. B. C. and A. B. P. The Iron Age represents the operating and commercial side of the iron, steel, foundry, machinery, automotive, railroad, shipbuilding, farm implement and other metal-working industries. Its readers are men of the executive type with real buying power.

MARINE ENGINEERING, New York

Guarantees more paid individual subscribers among shipbuilding companies and their officials, also among steamship and steamboat companies and their officials, than all other marine publications in the country combined. Member Associated Business Papers, Inc.

MERCHANTS' TRADE JOURNAL, Des Moines, Chicago, New York, Boston

Published monthly—subscription price \$3.00 per year. Sworn, paid national circulation among retail merchants, exceeds 24,000 (rate based on 16,000). Maintains trade investigation bureau.

METAL WORKER, PLUMBER & STEAM FITTER, New York

Established 1874. Published weekly. Recognized authority on heating, plumbing, roofing and sheet metal work. Devoted particularly to the interests of the buyers of materials in the above lines—the combination shops. Market Report an important feature. Member Associated Business Papers, Inc.

MOTOR AGE, Chicago

The Weekly News and Service magazine of the automotive trade. Editorially, it specializes on the maintenance of motor cars, trucks and tractors and is devoted to the interests of motor car, truck and tractor dealers who make up over 50% of its more than 30,000 paid subscribers. Member Associated Business Papers, Inc.

Classified Circulations

Some Mediums in Several Classes Whose Audits are Made by the
AUDIT BUREAU OF CIRCULATIONS

"The A. B. C. furnishes one authentic source through which definite true information can be obtained."

The Richard A. Foley Advertising Agency, Inc.

CLASS TRADE AND TECHNICAL

MOTOR WORLD, New York

Subscribed for and read by the big percentage of dealers, jobbers and garage owners who study merchandising and are interested in the profit side of their business. Net paid circulation in excess of 22,000 per week. Member Associated Business Papers, Inc.

RAILWAY AGE, New York

Founded in 1856. Read by executive officers and heads of the operating, traffic, financial, legal, purchasing, mechanical, engineering and maintenance departments. It reaches direct the final buying power of railway supplies and equipment. Weekly. Average circulation 9,250 copies. Members Associated Business Papers, Inc.

RAILWAY ELECTRICAL ENGINEER, New York

Founded in 1908. The only paper devoted exclusively to steam railway electrical problems. Of special interest to mechanical and electrical engineers, heads of electrical departments and their staffs, electric welders, third rail men, power house, sub-station and car lighting men. Monthly. Average circulation 3,300 copies. Member Associated Business Papers, Inc.

RAILWAY MAINTENANCE ENGINEER, Chicago

The only publication devoted to the problems of track, bridges, buildings, terminals, water and steam heat service of the steam railways. Reaches all railway officers concerned with maintenance of way problems. Monthly. Average circulation 8,000 copies. Member Associated Business Papers, Inc.

RAILWAY SIGNAL ENGINEER, Chicago

Founded 1908. Read by signal engineers and their staffs, signal supervisors, inspectors, maintainers, foremen, battery men, wiremen, towermen, lampmen and grade crossing engineers. Monthly. Average circulation 5,500 copies. Member Associated Business Papers, Inc.

MAGAZINES

THE MODERN PRISCILLA,

A magazine designed for thrifty woman-kind. Devoted to the three important topics of Needlework, Clothes and Housekeeping. A practical magazine for practical women. 97% of its readers are housekeepers; 83% are mothers. Over 90% of its readers keep back numbers indefinitely for reference. Rate \$4.00 per line.

NEWSPAPERS

THE COURIER NEWS,

Fargo, N. Dak.

Published in the heart of the famous Red River Valley wheat growing section, has the largest circulation of any daily newspaper in the state. Advertising rates 4 cents a line. Government wheat guarantee makes North Dakota the best field for advertisers in the nation this year.

THE BRITISH WHIG,

Kingston, Ontario

Only A. B. C. paper in city of 25,000. April average 6,424. City circulation 3,950; country, 2,474. Carries many exclusive news features. 14 to 22 pages, something unique in newspaper annals, daily. Write for house organ, "More Pep."

CLASS TRADE AND TECHNICAL

RAILWAY MECHANICAL ENGINEER, New York

Established in 1832. Devoted to subjects pertaining to motive power, rolling stock, power house, shop and roundhouse problems. Read by all officials interested in the repairs or renewals to motive power and rolling stock. Monthly. Average circulation 11,400 copies. Member Associated Business Papers, Inc.

THE RETAIL LUMBERMAN, Kansas City, Mo.

The dominant trade paper in the retail lumber and building material field. It furnishes lumber dealers with building, advertising and sales service, and is a high class advertising medium. Total net paid circulation in excess of 5,000. Ask for statement. Member Associated Business Papers, Inc.

SHOE AND LEATHER REPORTER, Boston

For 63 years the most influential and intensive paper in an industry rated as fourth in the country's business. During 1919 the REPORTER carried 4,000 pages of paid advertising, which is 454 more pages than its chief contemporary. Published each Thursday. World-wide circulation at \$5 a year. Member Associated Business Papers, Inc. Ask for A. B. C. Report.

THE SHOE RETAILER, with which is consolidated THE SHOEMAN and Boots & Shoes Weekly; circulates exclusively in the retail shoe field, in well-rated stores and departments among those who are interested in matters of style, trade situation and store management. Members of A. B. C. and Associated Business Press.

TEXTILE WORLD JOURNAL, New York

The dominating publication of the textile industries. Its readers are mill men who control purchasing of supplies for this country's second largest industry. Over 750 industrial advertisers using space under yearly contract. Member Associated Business Papers, Inc. One Time Page rate, \$100.

AGRICULTURAL

NATIONAL STOCKMAN & FARMER, Pittsburgh, Pa.

"130,000 guaranteed. Covers Ohio, Pennsylvania, West Virginia. \$1.00 per year cash. It does not believe in the advertisers bearing all the expenses of a publication."

THE CAPPER FARM PRESS, Topeka, Kansas

Five distinct editorial staffs, located in and knowing their respective territories do not try to serve a heterogeneous group with one edition—what is seasonable in one state may be a month old in another; advice on cotton does not interest the winter wheat farmer. An unusual opportunity to reach the prosperous farmers of the great middle west—the winter wheat belt, alfalfa belt, corn belt, hog belt, and tractor belt—the country's ready money belt. May we show you graphically how to fit your sales plan to this wonderful farm market?

FARMER AND BREEDER, Sioux City, Iowa

Devoted to the interests of the capitalistic farmers and breeders of the Golden Egg Territory—southeastern South Dakota, northwestern Iowa, northeastern Nebraska and southwestern Minnesota. Circulation 90,000. Rate 50 cents an agate line.

Gray Agency Adds Printers Man

Leslie C. Allman, who for the last two years has been connected in an advertising capacity with leading printing concerns in Detroit, has been engaged by the Howard G. Gray agency, Kresge Building, Detroit.

Up-to-Date Press For Flint Journal

The Flint, Mich., Journal has installed a new Duplex high speed sextuple press of 25,000 24-page paper an hour capacity.

Fitchburg Editor Passes

Ferris H. Fitch, for many years editor of the Pontiac Post, died on Jan. 21, aged 67 years. Fitchburg, Mich., was named after his father, a pioneer in northern Michigan.

Conner Agency Starts House Organ

The Conner Advertising Agency, Denver, puts out for the month of January, The Conner Compass, the first issue of a house organ which is to be published monthly. Printed in black and red, and profusely illustrated it is all that an advertising paper should be. The photos of twelve executives of the agency make an interesting feature.

Vigilance Secretary Addresses Des Moines Club

William P. Green, organization secretary of the national vigilance committee, in an address before the Advertising Club of Des Moines recently told the members of inquiries into oil stock promotion schemes, and how unsafe concerns hurt legitimate business and destroy confidence in all advertising. Mr. Green is very actively furthering the nation-wide movement of his committee, which is the rooting out of dishonesty in advertising.

Gardner Will Direct Keen Kutter Campaign

The account of the Simmons Hardware Company, makers of Keen Kutter tools and cutlery, has been secured by the Gardner Advertising Company, St. Louis, and a campaign utilizing national media will be under way shortly.

McMahan Will Direct Factory of Ajax Rubber

Horace De Lisser, president of the Ajax Rubber Company, has announced the selection of William W. McMahan to take charge of the new Ajax plant at Sandusky, Ohio. Mr. McMahan's title will be vice-president in charge of the Sandusky division, Ajax Rubber Company. A veteran in the tire business, Mr. McMahan, who was general factory manager of the Morgan and Wright division of the United States Rubber Company, has won widespread recognition for his achievements in the development and perfection of the cord tire and of the pneumatic tire for motor trucks.

Theatre Magazine Opens Office in California

The Theatre magazine published in New York has opened an office in Hollywood, Cal., at 6372 Hollywood Boulevard, with E. Andrew Barrymore as Pacific Coast representative. Recently, Charles K. Gordon was appointed New England advertising representative.

ACCOUNTANT-BOOKKEEPER wanted by large advertising agency. First-class man to take full charge and be right-hand man to treasurer. Splendid opportunity. State qualifications, experience and salary expected. Address Box 240, care ADVERTISING & SELLING.

FOR SALE—One of the oldest and largest farm journals in the south. Only publication of its kind in that section. A strictly paying proposition. Reasons for selling gladly stated to prospective buyers. Write immediately for full particulars. Address Box 22, Jacksonville, Fla.

SALES MANAGEMENT
A "brass tack" magazine that keeps you posted how others are building better salesmen, speeding up sales, putting more pull in sales letters, cutting sales costs, etc. Over 6,000 sales executives read it. Published monthly by leading clearing house for sales information.
Single Copy 25c \$2.50 a year.

SPECIAL OFFER: Send one dollar for four months trial subscription and FREE assortment of Salesmen's Bulletin describing plans used by notably successful salesmen to overcome such objection as "Not interested," "Come back later," etc. Money back on request.

The Dartnell Corporation, 1270 Brooks Bldg., Chicago

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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.
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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. Costs 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**

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:

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

February 11-12—Annual Convention Associated Advertising Club of Minnesota, Duluth, Minn.

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

**London Opinion Advertising Man Now
With College**

John Hart, for many years advertising manager of the *London Opinion*, has become associated with the Oxford Correspondence College. While this institution is not connected with the University, it is an extension of their teaching on the same system. Mr. Hart, who has attended several Annual Conventions of the Associated Advertising Clubs, has a great many friends in America.

Advertises Treaty as Memorial

As a memorial to his son, Edward I. Tinkham, a naval aviator who died while serving in Italy, Julian R. Tinkham of Upper Montclair, N. J., is inserting an advertisement in favor of the ratification of the treaty of peace, including the League of Nations covenant, in a number of newspapers throughout the United States. The advertisement contains a petition signed by 49 of the 59 members of the American Legion Post named in honor of the departed aviator.

**Winter Will Represent Fairbanks in
South**

A. S. Winter, formerly advertising and sales manager for the Wm. Powell Company, has joined the sales force of The Fairbanks Company, Pittsburgh, Pa., and will represent them in the southern territory.

**Publisher of "Homestead" Plans a
Daily for Des Moines**

James M. Pierce of Des Moines, publisher of the *Iowa Homestead* and other agricultural publications, has made announcement in a recent issue of the *Homestead* that he plans to publish a daily newspaper at Des Moines. No name for the publication has been selected. According to his announcement it will probably be a morning newspaper, and publication will be started this Fall, depending on the completion of a new

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

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

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

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

addition to his plant. Des Moines is already a highly competitive newspaper field with four daily and two Sunday newspapers. Mr. Pierce, who is very active in Iowa politics, denies that he has any political aspirations. He says his newspaper is to be "independent in thought and political affiliation."

Friend Organizes New Motor Concern

Otis C. Friend, one of the best known men in the automobile industry, has organized the Friend Motors Corporation with factories at Pontiac, Mich. Mr. Friend and his associates have purchased the plant and equipment of Olympian Motors, and will continue the Olympian model, pending the new car which is to embody Friend's ideals. As president and general sales manager of Mitchell Motors Company, his services as vice-president of United Motors, and until recently an executive of the General Motors, Mr. Friend has secured prominent recognition in the automobile industry.

**"Dry Goods Economist" and Associated
Papers Give Luncheon to Agents**

On Monday, January 26, the *Dry Goods Economist* and allied papers gave a luncheon at the Hotel Pennsylvania in New York to the advertising agents of that city.

More than a hundred were present and Messrs. Taylor, Phillips, Franklin Root and Pearson spoke on behalf of the *Economist*, while Messrs. Little of George Batten Company and LeBair of Sherman and Bryan, Inc., spoke on behalf of the agencies.

In the course of his remarks Mr. Pearson announced that at an early date they would bring out a new publication devoted to the small-town merchants, covering the territory east of Ohio and south to the Gulf, to be known as the *Atlantic Coast Merchant*, its circulation being principally in towns of 3,000 and under.

"GIBBONS KNOWS CANADA"