

Advertising & Selling

Feb. 21, 1920
15¢ the Copy



Edward Caswell

Foldwell



“Just See How It Holds at The Stitches”

“When that catalog was planned we took into account what many advertisers overlook—the strain on the center page fold. Foldwell was chosen to withstand that strain. Examine it. Not a sign of a crack there—nor on the cover.

“Open and close it all you please. The strain will not loosen the cover and no pages will fall out. The stitches will bend before the paper breaks between the holes.”

The printer's confidence in Foldwell is well placed. For Foldwell's rag base and extra strong fibres insure it against cracking or breaking.

By using Foldwell in your catalogs you too can be certain that your sales messages and illustrations will do every bit of work you intend them to do. For Foldwell catalogs, though severely handled and repeatedly thumbed back and forth, always come up smiling.

Our booklet, “The High Cost of Taking a Chance,” on request.

CHICAGO PAPER COMPANY, Manufacturers, 827 Wells St., Chicago, Ill.

NATIONALLY DISTRIBUTED BY

Lusher & Lathrop, Inc.,
100 1/2 Lafayette St., New York City.
Whitcomb & Alliger Co.,
110 Nassau St., New York City.
John Carter & Company, Inc.,
100 Federal St., Boston, Mass.
Alling & Cory, Rochester, N. Y.
Alling & Cory, Buffalo, N. Y.
Alling & Cory, Pittsburgh, Pa.
D. L. Wilson & Co.,
100 1/2 South St., Philadelphia, Pa.
Phelps & Lusher, Bridgeport, Conn.
Merrill Paper Company,
100 1/2 Hennepin St., Minneapolis, Minn.
Merrill Paper Company,
100 1/2 Hennepin St., Minneapolis, Minn.
Merrill Paper Company,
115 S.

Carpenter Paper Company,
1000 Seventh St., Viaduct,
Des Moines, Iowa.
Cincinnati Cordage & Paper Co.,
Cincinnati, Ohio.
Spokane Paper & Stationery Co.,
Spokane, Washington.
Tacoma Paper & Stationery Co.,
Tacoma, Washington.
Carpenter Paper Company,
Ninth and Harney Sts., Omaha, Neb.
Kansas City Paper House,
Kansas City, Mo.
Carpenter Paper Company,
100 1/2 South St., Philadelphia, Pa.
Cincinnati Cordage & Paper Co.,
Cincinnati, Ohio.

St. Paul Paper Co., St. Paul, Minn.
Allman-Christiansen Paper Co.,
131 Michigan St., Milwaukee, Wis.
Cincinnati Cordage & Paper Co.,
535 E. Third St., Dayton, Ohio.
John Martin Paper Co., Ltd.,
Winnipeg and Calgary, Canada.
Chope Stevens Paper Co.,
Detroit, Michigan.
Blake, Moffitt & Towne,
242 S. Los Angeles St.,
Los Angeles, California.
Blake, McFall Company,
100 First St., San Francisco, Calif.
Blake, McFall Company,
Portland, Oregon.
Merrill Paper Company,
100 1/2 Hennepin St., Minneapolis, Minn.



I N A D E Q U A T E

You can't cover the farm market without using farm papers, any more than you can cover a six-foot man with a three-foot blanket.

Farmers are great people to attend to their own business. That business is farming, and they give their first attention to farm papers.

Successful Farming is built to give one hundred percent service to farm families who live on farms in the great food producing heart of the country and who depend on the farm for their living.

Your message through Successful Farming will be welcome where Successful Farming is welcome.

SUCCESSFUL

E. T. MEREDITH, Publisher
Des Moines, Iowa



FARMING

T. W. LeQUATTE
Advertising Manager

Power

Advertising.

It is more than just one of the world's greatest industries—a great deal more.

Advertising is a builder of industries.

Advertising is power.

The man is not yet born who is big enough and broad enough and deep enough to measure its force.

For just as electricity is bigger than all the monuments to its power, so advertising is bigger than all the products of advertising.

* * * *

You have in your plant certain machinery—built to do a certain definite work under certain definite conditions.

You have selected that machinery because, after thorough analyses and test, you have found that it gives the biggest return for a given number of power units.

Analyze the Dry Goods Economist.

Analyze it as you analyze every piece of machinery in your plant.

Study it from every angle.

Study its news and editorial pages.

Know their full value to the BIG merchants of America.

Study the market of the Dry Goods Economist.

Know the buying power of those nearly ten thousand big retailers.

And—what is even more important: Know their selling power.

Study the advertisers in the Dry Goods Economist.

Know the reasons back of their success.

Let us tell you how the Dry Goods Economist is giving the biggest return for a given number of power units to Textile manufacturers in nearly every line.

Do you really know the
DRY GOODS ECONOMIST?

DRY GOODS ECONOMIST
239 West 39th St.
New York

* **97%**

of Dry Goods and allied lines are sold on the recommendation of the Retail Merchant

In the eyes of the Consumer he is responsible

* REVEALED BY RESEARCH

Advertising & Selling

Established 1891

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

H. B. Williams, Vice President;
Paul W. Kearney, Associate Editor.

William B. Curtis, Treasurer;

29th Year

FEBRUARY 21, 1920

Number 35

An Advertising Man Rises to Object to "Poisonous" Advertising Copy

After All the Question Is Shall Constructive
or Destructive Advertising Hold Sway?

By GEORGE F. WHITSETT

DURING an orthodox 44-hour week I am an advertising man, but for most of the rest of the time I am a free moral agent, more moral than free, bathing and shaving from the same water supply, reading by the same current, riding the same trains as the professors, plumbers and profiteers. It is in this my capacity as human being that I am impelled to revolt and cry out against the goads of certain copywriters.

I am not a nervous man and my disposition has not been ruined by a Bolshevik duodenum. I am normal, neither fat nor lean, hairy nor beardless. I do not wear spats or talk in my sleep. The statistics man probably has me in mind when he strikes his average.

And yet there has gradually been growing up in me a malady of dread and fear and anger, provoked by certain copywriters. They have chased me and pricked me and put me on the spit. I do not remember when they first started after me—I hardly noticed it at first—but recently they have prodded me up so much and hounded me until I no longer feel safe going through a magazine alone. They are the practical jokers who hide among the pages to jump out and torture me. They are the bad boys who lie in wait with tar pots and dead snakes in the dark corners along advertising lane.

They have taken a devilish notion, apparently, to ruin my face and rot out my teeth. While they

WHAT DO YOU THINK?

THERE is not an iota of fabrication in Mr. Whitsett's article, though it reads most sensational. He has submitted to us the originals of every advertisement from which he quotes, though for obvious reasons we do not mention the names of the advertisers, let us say they are without exception large advertisers and every piece of copy has appeared in national publications of the highest standing.

Mind, we do not say this sort of copy, "fear copy" it is called, is wrong, per se, but we do think every writer of advertising will do well to give serious consideration to Mr. Whitsett's arguments, for we are assured many others are thinking the same way. Mr. Whitsett wrote this article on January 2, for example, while on January 15 the "Christian Science Monitor" ran an editorial on the same subject, which is reproduced on the succeeding page of this issue.

Our readers are invited to write us what they think about "poisonous" copy.

THE EDITOR.

are doing that they will spread all kinds of inferred terrors through my whole system, until, dear knows what soon will be left of me.

For a long time one of them has been slowly dissolving my teeth with acid. If I didn't believe it, send and get some papers and prove it. In fact, nine out of ten of us, I believe it is, have our mouths full of this acid. (His stuff must not be used very widely, anyhow!)

Then others came along and put a scum over my teeth. It was this film which after all produced the acid. Day by day I saw it grow; and, furthermore, in this verdent

mess millions of germs wallowed and worked and bred like prehistoric cells in an orgy of slime, hunger and love. My only hope was to use so and so and peel off this cantankerous coat like the skin from an onion.

But others came and inferred that chemicals that would remove this premature shroud from my fast failing teeth were so strong and cutting that they would finish off the teeth themselves!

THE INNOCENT BYSTANDER SUFFERS

In the meantime the fight goes on, with me, the innocent bystander, getting it in the jaw every pop. "It's acid," yells one and he shows me by a picture how it bores little holes in my healthy teeth like a hard, sharp-pointed instrument. The little holes can't be seen or felt and the boring acid cannot be felt or tasted, but some day—crash! a stab of pain will tell me my tooth has caved in, laying bare that soft inside where the demons live. "It's film," shouts the other, with its tartar, acid and germs. The dread results are the same.

Others are working on my face to fix it so my best friend can't recognize it. For a while they "told me the truth" about whether I should rub the lather into my beard with my hand, or just spread it on with the brush. The confusion was such that I don't remember just which I should have done.

But now! Now their shafts are coming home to me. The tortur-

An Editorial From the Christian Science Monitor On the Subject of Methods of Advertising

In connection with Mr. Whitsett's indictment it is interesting to read the following from the editorial page of the January 15th issue of *The Christian Science Monitor*:

"The war has had, of course, an immense influence on advertising. With the success of the various 'drives' has come an impulse, on the part of every sort of enterprise, to make the cost of the same effective methods. Effectiveness seems to be the one criterion that many consider. From its very nature a 'drive' is a form of compulsion. In addition, it is frequently used for very questionable objects. Certainly apparent results do not justify a doubtful end, any more than a purpose that is assumed to be good justifies any and all methods for attaining it. When a highwayman gets all the valuables of the passer-by whom he has skillfully attacked, doubtless he thinks himself wonderfully efficient. Instead of either force or inveiglement, true advertising is education. At its best it is the turning of attention to what is true from every standpoint; at its worst it is a forcible fixing of public thought on

some line of action, regardless of whether the course be right or wrong.

"If an advertising campaign succeeds in putting into the hands of a million people a bad book, it does so by deliberately planning to put them to sleep so that they will judge evil to be good. The same is true in the case of many a much-talked-of motion picture. All too often people have been influenced more by the advertising than by the actual production. They have been told beforehand what they should like and how they should like it. In this way little scope is left them for intelligent individual appreciation. This same pernicious method is being used nowadays by many optometrists, who would induce people generally to believe that they are more pleasing with spectacles than without. If people can be deluded in such a manner, possibly they could even be induced to paint circles around their eyes, after the fashion of an African savage. Many organizations which have purported to be benevolent have used pictures and other de-

vices specifically intended to shock people. Then they have accompanied or followed these by piteous appeals for funds, on a basis of utter sentimentalism. All this, of course, tends to avert attention from the really right way, rather than actually to advertise what is worth while.

"Surely, then, the so-called advertising of the horrible, the diseased, the destructive should be no more tolerated, even by advertisers themselves, than liquor or opium propaganda, for instance, can be in America. Only what is genuinely constructive can ever be true advertising. And in the best of advertising as it develops, the mere reiteration of slogans and catch-phrases needs to be kept within reason. Craftiness has to give way before the best craftsmanship. This is what the advertisers of the world, including especially the Americans who consider themselves proficient pioneers in this work should continually remember. Every method should be honest and really wise, whether it be used for automobiles or for soap."

ers can laugh with devilish glee because now every time I think of putting lather or a razor on my face—normal, phlegmatic person that I am—I begin to squirm and shiver.

Listen to this, quoted from a recent advertisement: "When you rub partially dissolved, ordinary soap into the pores, the friction and the caustic in the soap raise a lot of tiny blood blisters which the razor slices off. Then you complain about your tender skin. Any skin is tender when it's burned raw and then sliced with a razor."

Isn't that a pleasing picture to dwell upon as you skid toward your hurried morning shave? And nearly all the other shaving soap fellows keep rubbing it in. Here are a few nerve-calmers, selected from one ad: "irritating," "harsh," "mussy," "tenderer," "blood," "roughen," "abrasions," "caustic," "wrinkles," "dried out," "stretched."

And some of the razor fellows are joining the league for making the thought of shaving torturous. "When your roughened skin shrinks away from your harsh razor edge"; "when a razor scrapes and leaves your face sore"; "taking off some of the skin along with the beard"; "the blade is carried into the surface of the skin"—these

are some telling gouges selected from one ad.

COMPLETING THE CYCLE OF FEAR

Just to complete the cycle of woe to be expected by a man shaving himself, one advertiser steps forward to remind me of "the small cuts that so frequently occur during a quick shave" and to devil me with the assurance that "germs exist, lurk and spread everywhere—in bathrooms as well as elsewhere"; and that "we can't see them—that makes the menace doubly dangerous!"

There you have the complete picture of shaving. Each artist has added his little touch of horror—blistering my skin and slicing it, pulling and scraping and toughening it, cutting it and getting in the germs to do heaven knows what to me. That is something to think about during the day when I am worrying about my teeth, wondering what those prolific millions of enemies are doing to my mouth and my poor body.

Do these fellows, by this fear of punishment and misery, make me buy their instruments and preparations? They do not. They may give me neurosis and destroy my normal poise and happiness, but they cannot drive and whip me into buying their wares. And I be-

lieve the advertisers who appropriate their money for these campaigns of frightfulness would do well to remind their copywriters that the normal urge of the human desire is toward the ways of hope and peace. We all know life is a frail and worrisome thing, but the man who helps us escape from the gruesome and morbid and monotonous, is the man we're for. We will spend our money with him because he's our friend.

Happily for me and my fellow human beings who live to buy and buy to live, few of the other advertisers are emulating the teeth and shaving men. One cigar advertiser shows me how a man might look who gets dizzy from smoking and makes me imagine that I may feel like that after my next cigar. And a certain versatile manufacturer adds another worry to the automobile owner by suggesting that his car may soon fry in the "fat" gathered in his grease pan. But in the main, the rest of the advertisers still paint the glowing hope of reward and pleasure and satisfaction. And may they so continue for the sake of me and my fellow men—and for the permanence of advertising as a sales force and as an agent of optimism and courage to the human soul!

Creating the "Intangible Asset"

How a National Advertiser Is Building Good Will With General Publicity

By J. H. LEWIS

"CREATING the 'intangible asset'" sums up, in four words, the problem that has proven so vexatious to many an advertising manager or marketing executive since business men began to appreciate the importance of that invisible stuff called "Good Will."

Today there are millions of dollars being spent on that very same effort every time a magazine goes out in the mails. The fact that some of that vast sum is wasted in that it could be used more economically or more effectively stands as reason enough to assume that the problem is still vexatious. The fact that a great mass of our good will advertising today could build more good will if utilized from a different approach or supported by different methods is what we turn to as the sponsor of this article.

The problem of the Atlas Powder Company, you will agree, is perhaps a singular one in the broad field of merchandising and selling. In war times it is needless to say that the powder market assumes considerable proportions. Explosives constitute the essential item in any war, and in the conflict just concluded, the use and application of this destructive agency surpassed all of the dreams (or nightmares, if you will) of the most rabid Prussian.

But, fortunately, wars are scarce, and no manufacturer of explosives harbors the idea of waiting around for an outbreak of hostilities in order to remain in business. His permanent source of income is the application of his product to peacetime pursuits, and his advertising and marketing problem is to divorce explosives in the public mind from association with the battlefield.

BLASTING AN OLD IDEA

This problem invites a consideration and a solution not to be arrived at in a hurry. The business of taking the mind of a nation in which has been imbedded an idea many generations of age, and painlessly extracting that idea in order to make way for another more practicable and serviceable one presents a task that calls for all the blasting powers of the deepest thinking advertising engineer. The

enormity of the job is not at all confined to the explosives business—it is applicable to any industry about which an incomplete or incorrect theory has been formed.

We are fortunate in a saving for the alternative utility a sales use that develops itself into one of the fundamental agencies in the present day struggle to reduce the high cost of living. The use of explosives in commercial and agricultural work multiplies the available power of a man, increases production and thereby helps to solve the all-important question of the moment.

With this knowledge and faith as the foundation, the greatest remaining question was to find the

basis on which to build the kind of copy which would give the greatest returns in the form of this "intangible asset" referred to. Institutional advertising—or general publicity—was the answer, and through that medium it was endeavored to do all of the tasks that are included in the category of Good Will creation.

The success of this advertising has been so definite as to shatter any suspicion of doubt. The series of advertisements that have recently appeared in national weeklies have proven to be the best general publicity that the Atlas Powder Company has ever published.

The theme of the series was to couple together the mighty forces of mechanical and natural sources with man's energies and show how man's labor without these forces would be of little avail. The captions of the advertisements are suggestive in themselves: "Man Power," "Raw Material," and "World's Food" are typical. The text told how steam, electricity,



The Art Work Dominates This Campaign of the Atlas Powder Company as Described in the Accompanying Article by Mr. Lewis.

gasoline and high explosives all contributed to multiply man's strength, and how tasks that formerly required months were now but a question of days. It was shown that peace reconstruction must depend upon wresting from Mother Earth the iron, copper, zinc and coal, without which industry would be paralyzed. The part Atlas Explosives would play in unlocking these metals and minerals from the great storehouses of Nature was, of course, featured.

HOW MUCH COPY IS ENOUGH

Although the advertisements were principally illustrations, there was enough copy in the right swing to fill the bill. The insertion which ran under the title "Man Power," for example, read:

Man's Power is determined by tools and methods.

Steam, electricity, gasoline and high explosives all contribute to multiply his strength. Tasks that formerly required months are now completed in days.

In mining, in quarrying, in road construction, in excavating, in farming operations and in many other forms of labor man's power is vastly increased by the aid of Atlas Explosives.

Engineers and others confronted with blasting problems are invited to avail themselves of our Service Division's wide experience.

Men of long training will freely aid you in selecting the right explosive for your particular purpose and will help you get the most efficient and most economical results.

The text of the "Raw Material" advertisement is along the same line:

The question now pressing for consideration in every industry is raw material.

Before any of the reconstructive aims of peace can be realized, iron, coal and copper must be wrested from the earth.

Nature's great storehouses are unlocked with Atlas Explosives. Production is hastened and precious man power is saved through the use of Atlas Explosives.

Anyone striving for a more efficient method of mining, quarrying, excavating, road construction or farming can obtain valuable aid by submitting his problems to the engineers of our Service Division. They will specify the exact explosive to secure most economical results in each particular case.

One of our most beneficial aids, you see, is the application of today's problems. The copy and its message were timely—a splendid "point of contact was reached." To give the story the weight and substantial appearance it should have, full-page spaces were used and the choice of media was that type represented by the *Saturday Evening Post*, *Literary Digest*, and others.

SERVICE CONSISTENTLY OFFERED

To follow up the desire to create Good Will, due emphasis was given all through the series of a

willingness and desire to give any user of explosives any assistance he might need. In each insertion the people who are or might be interested in explosives were invited to lay their blasting problems before the Atlas Service Division where they would receive personal co-operation in the effort to reduce their blasting costs or to secure better results from the explosives they were using.

After all, what will create Good Will more than a willingness to render a real service? If the user of one's product can be instructed



Another of the Series of Advertisements Creating the Intangible Asset Known as Good Will

in its use so that his costs are cut down, his labor reduced or production increased, it will not require a super salesman to retain his trade. That is the main reason why "Put your blasting problems up to us" so frequently appears in Atlas advertising.

To illustrate the manner in which these queries for assistance are responded to a booklet of 128 pages dealing with the use of Atlas Powder on the farm is sent the inquirer. It deals with the process, technique and fundamental details of stump blasting, boulder and subsoil blasting, tree planting, ditch digging and road making. It averages about two illustrations to a double-page spread, showing the procedure of blasting all the way from the elementary facts about uncoiling the fuse to the proper position of the charge under the object, and the results from proper and improper methods.

The text of the booklet begins with three pages about powder and its properties, spends considerable

time on the different functions and methods that have proven most efficient; show the readers plenty of evidence from "satisfied customers"; and winds up with over 12 pages of valuable farm facts like the number of plants, trees or holes that ought to be used in an acre; seed figures and facts; dope on such properties as lime, nitrogen, manure and fertilizers. In short, this book is a genuine textbook on many economies of labor and effort that make it an invaluable aid to the progressive farmer.

It is only one item in the system of reinforcing Good Will by giving real dollars-and-cents service. Really, it is the only way we know of making the "intangible asset" secure.

San Francisco Club Secretary Directs War Loan Organization

Theodore Hardee, secretary of the San Francisco Advertising Club, has been appointed Director of the War Loan Organization for the Twelfth Federal Reserve District, of which Governor John U. Calkins, of the Federal Reserve Bank, is chairman, and Clovis A. Farnsworth, associate director. Mr. Calkins and Mr. Farnsworth are members of the San Francisco Advertising Club also.

Mr. Hardee was chief of the Liberal Arts Department and Director of Special Events at the Panama-Pacific International Exposition, and has held executive positions in the Federal Reserve system. His splendid work during the five Liberty Loans has qualified him undeniably as a leading authority on government loan matters, and exceedingly well for his present office.

Montreal Publicity Association Makes Merry

A "Ball Masque" was held by the Montreal Publicity Association at the Ritz Carlton Hotel in Montreal, Canada, recently. Many costumes worn represented advertised products.

Federal Trade Commission Will Issue Book Next Month—Volume Will Contain Every Decision from its Organization in 1915 to June, 1919.

The Federal Trade Commission, which has been especially active in investigating cases of alleged false and misleading advertising wherever it appears that interstate commerce is involved and that the case appears to fall within the Commission's corrective jurisdiction, is now preparing for publication the first volume of its decisions covering a period from its organization in 1915 to June 30, 1919. The volume, which will contain every order that the Commission has made within the period stated, will be distributed, it is reported, through the Superintendent of Documents, Government Printing Office, and sold at cost. The book is scheduled to be out next month.



DR. ALBERT SHAW

The Men and Women Who Make Our Mediums

DR. ALBERT SHAW

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 EDWARD MOTT WOOLLEY

DR. Albert Shaw is the biggest reporter in America, yet one can hardly say whether his genius exhibits itself best in reporting or editing. The public knows him chiefly as an editor; those who enjoy a closer acquaintance are familiar with the fact that he goes out himself and gets tremendous news—which would stagger any star reporter on a metropolitan newspaper.

Often, when he wants to secure or verify facts bearing on international or national affairs, he leaves

his office at the *American Review of Reviews* in New York and jumps down to Washington—or out west, or somewhere else. He knows personally hundreds of senators, congressmen, governors, cabinet members and ex-members, and big business men generally. In his correspondence files may be found the signatures of the most prominent men in the country—and in other countries. They write him friendly, intimate letters which reflect his vast acquaintance.

I have seen a few of these mis-

sives, and recall one in particular inviting Dr. Shaw to attend a certain political gathering which might have as its destiny important national consequences. Its session was held behind locked doors; yet Dr. Shaw—reporter and editor—was asked, without solicitation on his part, to be present.

This, I think, symbolizes his mission and ideals in the editorial world. He holds confidences sacred, but desires above all things to keep in touch with movements that bear in a big way on the lives of the people—so that when the time comes for editorial statements he can assay the thing accurately.

Probably there is no other man in the country quite so well posted in public affairs. Every month he dictates from sixteen to twenty magazine pages on the progress of the world. Let no one believe him a figurehead in this job. Nobody does it for him. I doubt if anybody could do it as he does, for it involves an all-embracing, first-hand knowledge of the things about which he writes. It is a projection of his own associations with leaders everywhere.

HE MAKES HASTE RAPIDLY

When Dr. Shaw calls in a stenographer, things happen fast; he dictates very rapidly and with direct lucidity. The front pages of his magazine are held open each month until the last possible moment, and the speed with which they finally take shape may well astonish the average periodical editor, who likes plenty of time. The job more closely approximates the rapid-fire writing and editing of a morning newspaper, when the presses are waiting in the basement and the night is far advanced.

Of course no man could know personally the full details of world affairs. Interwoven in Dr. Shaw's background of first-hand knowledge must be a fund of lesser facts. To get these he maintains a complete clipping system, conducted by assistants and directed by a man who is a magnificent understudy. He carries in his brain not only a chart of the big things that are happening the world over, but a composite map of the globe.

Dr. Shaw belongs in San Francisco, Seattle or New Orleans as much as he does in New York; he maintains his office in the latter city only because he must have a desk somewhere. Mentally, he simply lives in the United States of Amer-

ica. If he could have a stationary office balloon, he says, it would be anchored directly over the center of population.

The daily newspaper editor's mind is divided into epochs comprising days and hours. His brain is more or less a jumble of events that float swiftly through the journalistic sky and pass along out of sight, like clouds on a threatening day. His mental camera takes a thousand snapshots of these clouds every day; the films are developed in rapid succession and thrown on the newspaper canvas, but only a few of them are retained by the whole public as permanent history.

THE TOPICAL PORTRAIT CAMERA

On the other hand, Dr. Shaw's cerebral camera is adjusted only for time exposures of the heaviest clouds—the events that make broad and lasting history, by epochs.

True, his office keeps a figurative camera for fast exposures to local current events which give indications of merging into doings of nation interest, but not many of these films are ever developed.

One of his missions, he says, is to encourage the reading of newspapers, general magazines, and class publications by giving to their contents a clearer significance. He feels strongly a direct responsibility to the people for correctly presenting, in periodic sequence, the impartial facts of current history and the broadest thinking of great minds. At times he is persuasive, but never assumptive. He desires to guide public opinion—to make people think but not to think for them.

Yet I doubt if there is another editor whose opinions carry such weight with the intelligent classes—or one so equipped by education, experience and temperament for such a mission. Nor is there another editor so widely quoted.

His personal friends know him, however, as a quiet, modest and friendly man, whose polish is utterly devoid of ponderosity. His tall, slender and robust figure and his quick elastic step might belong to a man of thirty.

STARTED WITH A PEN IN HAND

Here is a good place to diverge for a minute and record the fact that Dr. Shaw was once a newspaper man, and always will be. Beginning with his years in Iowa College, he showed a marked leaning for writing, and was one of the active editors of the college weekly. Even in those days he wrote learned

Milwaukee's Fame

REMEMBERING that Milwaukee is still famous even after the demise of John Barleycorn Schlitz, one finds the answer in the fact that Edward Mott Wooley, author of this article, made his earthly debut there in 1867—on February 25. Upon being graduated from high school in 1883, Mr. Wooley went into business life. Ten years later he branched out into literary work as a reporter on the San Francisco Examiner, subsequently working on the Chicago Herald and Times-Herald. From 1901 to 1904 he served as literary editor and editorial writer for the Chicago Journal, and later on the editorial staff of the Chicago Post. After deserting the newspaper field, Mr. Wooley further distinguished himself as a trade paper editor on Fuel and on the staffs of several other papers, including System. In still other lines of literature Mr. Wooley is well known as a juvenile story writer, having published several books, and as the author of other books dealing with fiction and business, including *The Art of Selling Goods*, *Miss Huntington*, *The Real American in Romance*, and others, as well as contributor to such magazines as *The Saturday Evening Post*.

articles on politics for the Grinnell, Ia., Herald.

After graduating he quickly attained his ambition to become part owner of this little newspaper.

I have heard him say that he learned to do every kind of work in this establishment. Along about dawn he washed the towel, and swept out. Then if the printer didn't show up he set type from whatever copy he had on hand. Next he rushed out and gathered the news, and then put this into type. He made up the paper and ran the press.

When these trifles were off his shoulders he would spend the rest of the afternoon—and perhaps a large part of the night—writing about constitutional history and economic science.

Such weighty subjects absorbed him so much that after two years as country editor he entered Johns Hopkins University as a post-graduate student, of course in the Department of History and Political Science. It happened that he and Woodrow Wilson boarded at the same place. Mr. Wilson was quite as deeply in love with political science as young Albert Shaw. They read each other's manuscripts and exchanged ideas. At this time Woodrow Wilson found relaxation in song; he had a high tenor voice, and was quite famous in the university glee club.

Some two years later the work of Mr. Shaw attracted the attention of

the Minneapolis Tribune, on which he became an editorial writer. Shortly afterward, on leave of absence, he returned to Baltimore for a time to secure his Ph. D.

As an editorial writer, and subsequently editor of the Minneapolis Tribune for a number of years, he made his mark in the Northwest. Speaking of those early days he said to me:

"They afforded a wonderful opportunity to study in literal practice the development of civic and sociological themes to which my inclinations ran so heavily. Minneapolis at that time was quite unformed, but we had a group of far-seeing men who were determined to lay out an adequate future for the town. For one thing, they saw that if they could get the shore line of a chain of swampy lakes for the city they would assure the ultimate possession of a most wonderful park system. Everyone familiar with Minneapolis today knows how this aim has been achieved."

This perhaps illustrates the early influences that had more or less bearing on his expansion into bigger work along corresponding lines.

Somewhere in this epoch of his career he wrote a book on social movements in the United States, which established him as an authority. But the problems of municipal government and of urban life obsessed him, and in 1888 he went abroad to study European cities. Here he remained a year and a half, afterward writing in the *Century Magazine* on foreign municipal administration. He was the author, too, of books along similar lines.

ACROSS THE POND

In London he met William T. Stead, who had recently founded the *English Review of Reviews*. Mr. Stead and Mr. Shaw were deep in the same problem, and their close acquaintance was natural. He wrote for the Stead publication, for the *Pall Mall Gazette*, and for other periodicals of large import.

Returning to America, Mr. Shaw resumed his direction of the Minneapolis Tribune, but soon received a cablegram from Stead asking him to come over to London again on a matter of great consequence. He went, and the two discussed the proposition that Mr. Shaw found an American magazine to have the same mission as the *English Review of Reviews*. It was proposed that the two supplement each other.

"Nearly everybody worth while reads *Cosmopolitan*"



OFFICE OF GENERAL MANAGER
HOTEL ST. FRANCIS
SAN FRANCISCO

Mr. J. Mitchel Thorsen,
Business Manager,
Cosmopolitan Magazine,
New York City

Dear Mr. Thorsen:

Cosmopolitan's sale at the St. Francis is larger than that of any other monthly magazine, regardless of price or class.

You will also be interested to know that our news-stand clerks report that buyers of *Cosmopolitan* are invariably persons of the highest type.

Here at the Hotel St. Francis, at the Gateway to the Orient and one of the cross-roads of the world, where so many distinguished and cultured foreigners come and go, they often call for *Cosmopolitan* when buying American periodicals.

These results of my investigation have given me first hand knowledge of the supremacy of *Cosmopolitan* as a magazine and an advertising medium.

Sincerely yours

Thos. J. Coleman



Except for this, it is possible Mr. Shaw might have been a college professor. Indeed, he was elected Professor of International Law and Political Institutions at Cornell, and was invited to lecture at Johns Hopkins, University of Michigan, and other learned institutions.

The university field, however, did not attract him. "I wanted more action," he says.

I might say here that Dr. Shaw is not a physician or chemist. He is a doctor of other learned things; his title was gained through breadth of knowledge in the fields of political and civic research. In addition to his Johns Hopkins degree, five universities have conferred LL.D. on him.

True to his newspaper instincts, Dr. Shaw believes in going to the real sources of information. As editor of the Minneapolis *Tribune* he went for his news to the highest authorities; second-hand interviews, in his estimation, did not have much value.

THE REPORTER'S INSTINCT

He has never changed his views on this point. His mind is still eminently that of the earnest aspiring reporter who wants to get at the bottom of things, and he sees more value in truth than he finds in spectacular headlines.

It often happens that the telephone wires leading to his office fairly jingle when he calls up big men and asks them to write for his magazine. For example, he recently phoned one of the great captains of industry.

"We need an article from you," he explained, "on the subject of such-and-such a phase of the present-day situation."

"Impossible!" said the industrial giant. "I'm no writer; besides, I haven't the time. Send around one of your men and I'll talk to him."

"That isn't what I want," insisted the editor. "You are the *one* man in the country to give people absolute facts in a situation that vitally concerns their welfare. To be authentic, and to have the highest possible influence, it must come from *you* direct. We will hold the space open for three days."

Before the time expired the manuscript came in, dictated by the business leader himself. Dr. Shaw has the reputation among his associates of hypnotizing these big men into writing.

In this respect his function as an editor has taken a most unique turn. One serious problem of the average

magazine editor is to stay the tide of would-be writers; he has little difficulty in corraling the writers he wants.

MAKING THE HORSE DRINK

On the contrary, Dr. Shaw goes out and rounds up unwilling writers. He drags them in by the collar and says to them: "Your duty as American citizens is to write."

Usually they do write—and oddly they write in a hurry and hustle the manuscript to Dr. Shaw. Sometimes he allows them only twenty-four hours, and they get down to business and do the thing like true reporters.

Occasionally, of course, he isn't quite able to weave a hypnotic spell sufficiently strong. Then it happens that his reportorial prowess—the inveterate ability which star newspaper men possess to get news—comes into play.

In one instance, Dr. Shaw went after a prominent American back from Europe only three days with valuable information bearing on industrial and political affairs. Finding it impossible to secure a magazine article in time to meet the next publication date, Dr. Shaw said to him something like this:

"I don't see how you are going to escape responsibility for informing the people, in a direct manner, of the great issues at stake, and the steps necessary to meet them. You can at least convey this message through the medium of a speech."

The talk was given as scheduled, and Dr. Shaw had his authoritative verbatim magazine statement.

WATCHFUL ACTION

On another occasion Dr. Shaw learned, through his intimate acquaintance with industrial leaders, that the president of a certain great corporation would deliver an address to his fellow-manufacturers and would tell the best possible story of an important strike. Thus he secured the material for his magazine. It is through this sort of watchfulness that he keeps in touch with big affairs.

These indirect methods, however, are not often necessary.

I might add that Dr. Shaw himself is in great demand as a public speaker. He is a member or officer of many institutions like the Academy of Political and Social Science, the American Economic Association, General Education Board, League of Nation Union, Armenian and Syrian Relief Com-

mittee, Serbian Relief Committee, and so on.

I do not mean to convey the impression that Dr. Shaw is a worshiper of great men or established names. What he wants is the inside truth of things, whether it comes from sources high or lowly. If he feels that a bricklayer knows the facts, he goes after that bricklayer; or clerk, railroad conductor, or office manager.

Almost all magazine editors have the reputation of "making" writers. Personally I question the general accuracy of this statement. You might say that writers make editors. At any rate, conceding that writers are thus manufactured, most editors have an easy job in one respect—they find a vast amount of willing material. Most people who appear on the editor's horizon are willing and anxious to be made. Indeed, their impulse is so overwhelming that they stand up under extraordinary rebuffs and costly disappointments.

Dr. Shaw's troubles more often concern the problem of making writers of all sorts of people who don't feel the impulse—whose blood shows, on laboratory analysis, absolute freedom from that mysterious malady irreverently called "the bug." His job resembles that of the physician who vaccinates little Johnnie while the latter's father, mother and a couple of aunts hold him down. Dr. Shaw inoculates recalcitrants good and deep with the writing-bug virus.

Sometimes he gets hold of people who, although disclaiming ability at the start, develop into writers of extraordinary power. I have in mind several instances in which writers became famous in their own fields through Dr. Shaw's bacteria.

PUTTING THE "MAN" IN "HUMAN"

This may be one reason why his office is a very human sort of place—though Dr. Shaw is essentially human by nature. Some editors have the reputation of keeping a hammer handy, with which they can whack on the head any daring author who gets by the gatekeeper for the purpose of offering an idea. Queer, because magazines are supposed to live on ideas!

Dr. Shaw's office is quite accessible—and unmistakably the den of an editor who likes people and books. There are heaps of books everywhere. You are apt to find thirty or forty of them on the window sill, for lack of other space.

The New York Globe

is a Daily Newspaper made primarily for those who buy it every day at two cents the copy.

THE GLOBE Is a Unique Newspaper in Many Ways

It functions and breathes independence and forceful constructive initiative.

It is a complete, wholesome and interesting product.

Globe readers have confidence in the advertising which it accepts and prints.

Member
A. B. C.

The New York Globe

180,000
a Day

JASON ROGERS, Publisher

I have heard of one editor who keeps a solitary chair for callers, with the seat three-cornered and about the size of grandfather's boot-jack. It doesn't sit well, and visitors don't consume much of the editor's precious time.

Dr. Shaw's office has a good many chairs, and some of them possess wide and deep leather seats. Perhaps cushions are necessary for the mental inoculation of people who don't want to write.

I am inclined to believe, however, that the reason for those chairs lies deeper. This is the office of an editor whose inclination and philosophy are *contact* with his fellows. It is thus he reads the vital currents of human life that flow past his editorial shores.

Wood Becomes Vice-President of The Frailey Advertising Co.

Merrel A. Wood, Cleveland advertising man who recently associated himself with The Frailey Advertising Company of Youngstown, O., in the capacity of manager of service, has just acquired a substantial interest in that company and has been made its vice president.

Bill Would Limit Size of Papers and Magazines

Daily newspapers would be limited to sixteen pages, Sunday papers to forty-eight pages, and magazines to 100 pages under a bill introduced this week by Representative Fuller, Republican, of Illinois. Publishers failing to comply would be denied second-class mail rate privileges. Representative Fuller also introduced a bill to prohibit the export of woodpulp and print paper for one year.

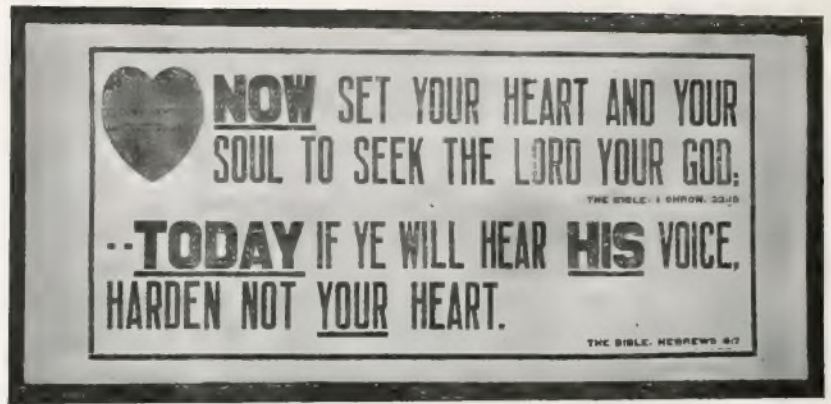
Divison Advertising Manager of the N. Y. Telephone Co. Is Promoted

H. W. Casler, division advertising manager of the New York Telephone Co., has been promoted to assistant to E. F. Sherwood, vice-president. From February 1, 1911, until February 1, 1919, Mr. Casler was division advertising manager of the company, and from the latter date until December 1 his title was division publicity manager.

He entered the employ of the company in 1910, took charge of the advertising and publicity work in the New Jersey Division, with headquarters in Newark. In 1911 he was transferred as division advertising manager to 15 Dey street, and since has directed the publicity work in the metropolitan territory.

Loyal Order of Moose Advertise for Members

An interesting departure in fraternal publicity is being handled in Chicago by Wm. H. Rankin Company for the Loyal Order of Moose. The campaign consists of a membership drive being conducted through vigorous paid advertising in the Chicago daily newspapers. The campaign is meeting with such success that it is likely to be extended to New York and other large cities.



Specimen of Poster Used in Campaign Paid for by a Mysterious Unknown.

Women Pays for Scripture Quotations on Posters

Sends Cash With Order for Large Posters In 100 Localities—Doesn't Give Name

THE display of passages of scripture, of an evangelical character, in St. Louis street cars has been extended to posters. Posters nine feet high and twenty-one feet wide on boards in 100 localities throughout the city of St. Louis now bear the texts:

Now Set Your Soul to Find the Lord, Your God.

Today, if Ye Will Hear His Voice, Harden Not Your Hearts.

Southern Newspapers Launch Next Week a Nationwide Advertising Campaign—178 Journals, 116 Publishers to Let North and East Know of Buying Power

An advertising campaign to acquaint the business men and manufacturers of the entire country of the marketing possibilities of the new "cash buying" South was announced this week by the Southern Newspaper Publishers' Association. Of this organization in the thirteen southern states, 116 publishers already have contributed to the fund for the campaign which will be invested under the direction of the advertisers' committee composed of the following members:

Arthur Newmyer, associate publisher of the *New Orleans Item*, chairman; Victor Hanson, publisher of the *Birmingham News*; John S. Cohn, publisher of the *Atlanta Journal*; Charles H. Allen, publisher of the *Montgomery Advertiser*; W. A. Elliot, business manager of the *Jacksonville Times*; Charles Gladfelter, business manager of the *Louisville Herald*. This committee, during the progress of the campaign, will work in connection with President James H. Allison of the Southern Newspaper Publishers' Association and with Walter C. Johnson, secretary.

When the budget for the campaign, which will be the most gigantic of its

The St. Louis Poster Advertising Co., which attended to the printing and posting of these bills, received the order, accompanied by cash, from a woman who did not give her name. She said the work was financed by an organization known as the Great Prayer Community.

The street car placards were paid for by a woman whose name has not been made known. As they are handled by a different company, it is not known whether she was the same person who ordered the posters.

kind ever planted, was compiled the committee asked the Southern Council of the American Association of Advertising Agencies to plan and direct the work. Thomas E. Basham, chairman of the council and president of the Thomas E. Basham Advertising Agency of Louisville, Ky., who is to direct the campaign, plans to launch it about February 15.

The advertising will be conducted in the big metropolitan dailies of New York, Chicago, Cleveland, Detroit, Indianapolis, Toledo, Akron, Minneapolis, Springfield, Ohio, and other large industrial centers. Appeals will be made to manufacturers of automobiles and automobile equipment, and in the principal media of large agricultural implement manufacturing centers appeals will be directed for more labor-saving modern equipment. Mr. Basham has compiled many trenchant facts regarding the South and its publishers, and, under his direction, a most comprehensive book entitled "The Great Southern Market" has been written to be advertised and distributed throughout the United States.

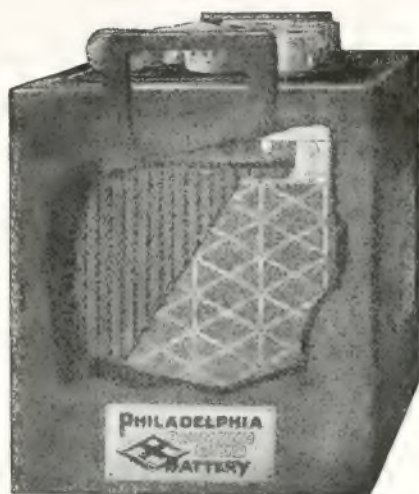
Goodyear Company Adopts \$4 and \$6 Minimum

Effective March 1, the Goodyear Tire and Rubber Company will adopt a minimum wage scale which affects 225,000 employees. Men will receive a minimum of \$6 a day and women \$4 a day.

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY
10 cents in Canada



The Diamond Grid Battery and Collier's

Collier's has been chosen as an important factor in The Philadelphia Storage Battery Company's 1920 advertising campaign.

"Watch Collier's"

Are Your Workers Sold on Your Advertising?

Not Being Advertising Men, Most of Them Conceive Some Queer Ideas About the Money Spent for White Space

By GILBERT EVANS

"YEAH," growled Jim, the lathe operator, holding out a copy of the house organ, "these guys are payin' out a hundred thousand dollars a year fer advertisin' and us poor suckers gotta get along somehow because they tell us materials is too high fer them to give us a raise."

"Yeah," Fred growled in reply. That presentation of the idea had never struck him before. When he got back to his planer after lunch he told the fellow on the next machine about it.

"Yeah," he growled. "Why don't that split up that hundred thou and give it to us in wages?"

Up in Building 7, where the clerical forces work, little Susie, who folds letters on the mail desk, ran across a communication to one of the company's dealers. The communication told the dealer about the \$100,000 advertising appropriation—"an expenditure made so that you may be better able to sell this line and increase your profits."

"Whaddaya thinka that?" Susie passes the letter to Frieda. "Here we is woikin' fer ten bucks a week an' all the time these birds is spendin' a hundred thousand so's some guy in Utah kin make more money!"

The word passes about the table, and for an hour or more a line of disgruntled chatter rises above the swish of the celluloid folding wands. Thus a note in the plant house organ and an observed letter ignited a fire of unrest in, perhaps, a score of minds that will smoulder and burn until something else is as carelessly thrown into the blaze.

What is the answer? Or the remedy? Or the preventative? The answer takes the form of a preventative—*sell your workers on your advertising.*

"Shucks," says the average man, "it keeps us hustling to 'sell' our workers on the idea of using enough lubricating oil on their machines."

Maybe so. But that's your problem. The point is that it is just as vital to your welfare to keep the *mental* machinery of your plant well

lubricated as it is to keep the *mental* machinery greased to satisfaction.

FRICION NOT RESTRICTED TO MACHINES

For lubrication is supposed to overcome friction! And it seems to be less expensive to have a machine's bearings heated by friction than to have a man's reason impaired by it.

Those of us who are hollering the loudest about unreasonable labor today probably know that better than some others, because familiarity with the expense sheets is an impressive example. Yet in the excitement of the shouting most of us seem to have missed the main point—neither faction has approached the other side with anything resembling the thing Confucious called, "mental hospitality": the ability to understand the opposing side of the question.

Lack of understanding is the chief difficulty. And the business of selling your worker on your advertising is one important step in overcoming the difficulty. It puts a check on one of the many flames of disgruntled unrest that is burning out mental machinery today.

Yet it is disappointing to find out how few firms are really taking advantage of this effective idea. Take a hundred national advertisers, and you can count on your fingers those who utilize this preventative. But the fact that some do inspires confidence in the plan and hope that it will become more universal in application. I recall a concern manufacturing machinery in the West that called a mass meeting of every employee in the place and proceeded to sell their pending campaign to every mother's son of them. You can bet that those workers knew, when they left that meeting, how the expenditure of such a large sum of money operated to their own benefit.

I know of an eastern hosiery manufacturer, confronted with a slump due to the cancellation of war contracts, who gathered the operatives in his plant together and showed

them why he was going to advertise, what the results would be, and pointed out graphically how they would all benefit from the use of a sum of money which, after all, only represented some several cents per pair of hose. Those girls didn't go back to their machines grousing about spending money that ought to go into their envelopes!

DO YOUR FOLKS USE YOUR GOODS?

One of the country's best known packers adopted these same methods before opening a campaign for a new commodity. And the idea behind that effort suggests even another angle—the question is not only do your workers know why you should advertise, but also do they *believe* in the advertising and are they influenced by it? But more of that later.

And more, later, of my own personal opinions. A little correspondence on this subject brought to light some really progressive men who are adopting a plan of selling advertising to their workers. One of the most illuminating replies to that letter of inquiry came from G. P. Hynson, advertising manager of the S. D. Warren Company, the Boston paper makers. Mr. Hynson says, in part:

"We are not sure that we are doing all that we should be doing in this connection, but we should be pleased to outline just what we are doing, and then hope to get some further suggestions from you or from the articles to appear on this subject in a forthcoming number of your periodical.

"In November, 1917, we started to publish a House Organ in the interests of our employees at our mill, the organization here in Boston and the men connected with the selling of our product in the field. It occurred to us that we could do much more for our men at the mill through a publication what was three-sided in its appeal, rather than through the means of an ordinary House Organ because the usual mill publication is so limited in the scope of its work that it tends to narrow, rather than to broaden, the vision of the workers. At least, that was our conclusion.

"In this publication we have tried to interest the men at the Mill in what is going on in the field, and, in turn, to keep the field informed with the developments at the Mill. In this way, our House Organ, while its circulation is confined strictly to the workers at the Mill and to the workers here and in the field, is not, strictly speaking, a local House Organ.

"Just what success we have had from this publication, we are not able to say. At times we are encouraged to believe that it is a tremendous success, and at other times we feel very much discouraged. We suppose that this experience is common to those who try to do anything and do it well. Some numbers of our House Organ have been in such demand from men at the Mill that the editions have become quickly exhausted; but we are frank to confess that we have never been able to get at the reason for the popularity of any particular issue.

"In addition to publishing this House Organ, which, by the way, is called the *Warren Monthly*, we try to keep the men fully informed regarding our advertising plans and activities through the means of an Annual Meeting, through Bulletin Board service at the Mills on which we post current issues of our advertising and also books and other pieces issued on our papers by other advertisers. We also put the men at the Mill on our mailing list to receive the various pieces of advertising we issue from time to time. They are sent out Campaign Books which call attention to the character of our space advertising and they are in every way kept in touch with what we are doing in the promotion of the product of their hands and brains."

FOUND ADVANTAGEOUS

Another concern, the Perkins-Campbell Company, of Cincinnati, is doing some work on this line. M. D. Campbell, sales manager, says:

"With reference to our interesting our employees in our advertising campaign we always post copies of our advertisements in our factory.

"Also at our Annual Entertainment and Ball for the employees we had our Advertising Agent explain the purpose of our campaign and how it effected each and every worker and his family. In connection with his talk he used slides showing some of the advertisements that we use. We find this results greatly to our advantage."

Aside from these two (and the three previously referred to) I have not found any, in this brief research restricted to a certain group, doing anything *real* along the line of "mental hospitality." A large tooth brush manufacturer, for instance, tells me "we take no steps whatever to interest our employees in our advertising campaigns and do not publish a house organ of any sort."

If you will pick out a town that

maintains no fire department because they don't think fires necessary, I'll show you a direct analogy: protection against mental fires isn't a bad idea!

Of the remainder who answered the inquiry into their method of meeting this problem, several are making a rather feeble attempt to do what the minority are doing well. A few said that they were "posting advertisements on the bulletin boards," and some said they were "reproducing them in the house organ." But that isn't getting anywhere, is it? If your wife shows you a receipt for \$350, does that prove to you that it was necessary to spend that amount for a suit?

NOT BILLS BUT REASONS

If I am a disgruntled worker in a mill, the "receipt" for a \$6,000 advertisement won't make me feel any happier.

So I claim that if there is any smoldering fire in the minds of your men and women, flashing in their faces a seemingly needless expenditure of money isn't going to help matters a bit. But if you will see to it that they know why the money is spent and what the benefits of that expense will be—not only to the dealer in Utah, *but to them as well*—then you will be getting somewhere in the realization of genuine cooperation.

And you will find that when you represent their labors to the public in the proper fashion, they will be keener about the sort of effort expended.

All of which may sound rather far-fetched to the heated executive who is at the moment cursing the labor agitator who just ducked out through the front gate. Regardless of how it sounds, it's experience. Maybe if that heated executive had sneaked out to where that agitator was talking to a little group of interested and cordial workers and had made himself one of the group (a disguise being essential, of course) he might have heard the walking delegate say (as I have heard them say):

"Friends, here is a copy of the Spazinkum Gazette. In this paper there is a full page ad put there and paid for by the guys you work for. That ad, gents, cost your bosses \$4,000—cold cash, for one insertion. In other papers this week this company is spending \$12,000 more—just for this week. If they took that \$16,000 and added to the pay of each of the 1,600 men here, you'd all get a \$10 raise.

"Friends, if they can throw that

money away each week, you might as well get a hunk of it."

Without your training and experience, Mr. Executive, wouldn't that sound like pretty good logic?

It sounds so good to most workers that the progressive concerns of the country are straightening out their employees' ideas about advertising before the walking delegate gets on the job.

That sounds more logical to me.

Subscription to this Paper is \$154.50 a Month, According to Pre-War Exchange

Copies of the *Near East News*, the first English language newspaper ever published in Western Asia, have just arrived in New York. Put out under difficulties in Tiflis, the capital of the Georgian republic, by Americans who are there as members of the Near East Relief, the four-page paper issues daily with the exception of Sundays and holidays. Its subscription price is 300 roubles a month, or \$154.50 in American money at the exchange rate before the war. However, this does not mean that a subscription costs that much now, for the rouble is at a heavy discount in the Caucasus at present.

The paper's news is frankly obtained by clipping other papers and boiling it down without comment. The physical make up of the *Near East News* is very good under the circumstances, and the matter taken from other papers is indeed strange. Especially so are the American items, for many appear to have been invented or dreadfully garbled.

A \$750,000,000 Corporation

In Richmond, Va., the formation of a mercantile corporation to be capitalized at \$750,000,000 was announced this week by the officers of the Southern Dry Goods Association. During the past few weeks the corporation is said to have purchased 1,600 stores, and has holdings in the Montgomery Ward Company, the United Candy Company, the Marler-Dalton-Gilmer Company and control of several well-known textile mills. George J. Whelan of the United Cigar Stores and James B. Duke of the American Tobacco Company are reported to be the backers of the new business.

Lord Northcliff on Advertising

Lord Northcliff, the famous English newspaper owner and publisher, in speaking of advertising recently said: "Advertising has been placed finally and definitely on the map by the war. Everybody knows that without publicity we should not have got the soldiers or the money. I am told that the total amount spent on advertising by the Allies and their American partner during the war was fifty million sterling. Advertising is only at its beginning. It is understood now, and its growth will be prodigious."

Gallagher to Be in Charge of "Sales Manager" Advertising

Walter J. Gallagher, former advertising director of Samuel Lewis, will join the forces of The William Edward Ross Service, Inc., publishers of *The Sales Manager* publications, as advertising director on March 1.

Are Intra Mural Art Departments Profitable?

The Answer Is As a General Rule "No"

By CARL EDGINGTON WIDNEY

THE following letter to the editorial office of ADVERTISING & SELLING from a large manufacturer brings up an interesting subject that may be bothering others in the same class:

"We have been operating our art department in connection with our advertising department for a number of years. We have done this primarily as a matter of convenience as we handle our advertising direct instead of through an agency. By having our own artists we are able to make our own wash drawings of our products, as well as to work out our advertising designs under our own personal supervision.

"We are wondering if many other manufacturing institutions conduct an art department in connection with their advertising department and if so, whether they find the art department profitable."

Quite a number of concerns in various lines have their own art departments and some of them at least claim that it is a good investment. Others feel that financial profit is not the criterion, inasmuch as convenience or economy of effort cannot be reduced to monetary fractions. This manufacturer should know after years of trial whether the plan pays or not in dollars and cents. But perhaps he is wondering whether the money actually saved is worth the results. There are several phases to be considered, some of which will not apply to certain cases, but for the average manufacturer the following observations should be well pondered.

If intra mural art departments were profitable or even self-supporting it would seem that every sizable advertising agency would have one. No other business offers a better opportunity to make use of home grown art work. Their business is so closely interwoven with art and their members are so able to supervise its functioning, that no field of endeavor affords more ideal conditions.

Expenditures for art work in an agency equal that of engraving and exceed that of printing. Agencies ordinarily charge about 15% over the net cost of art work which they buy in the open market from well

organized studios, or freelancers. For that 15% fee they assume the responsibility of originating the idea and supervising its execution. If an art department of their own could be made profitable they would all would install one; yet but few agencies maintain an art department. Their reasons for shunning the mirage are no doubt based on some of the objections taken up in this article. There are agencies who do have such departments, even printing and engraving departments, but they have special reasons peculiar to certain accounts that they are handling, which more than offset the objections. In fact, because of the size of an appropriation and the special demands of a client, some agencies have to support intra mural art, printing and engraving departments even at a loss. But their problems bear too little resemblance to those of the average manufacturer for use as guidance.

PRODUCTION THE PROBLEM

Full time of all artists cannot be utilized. It is thus that the unused fraction of time spells loss. Take the case of one of the largest mail order catalog houses in the country. Their catalog work alone keeps a certain printer busy five-sixths of the time, but because of that one-sixth, which represents profit or loss, they prefer to give the job out. The printer, of course, fills in the one-sixth with outside work and thus makes his profit. Very few manufacturers are doing such a volume of advertising, especially those who can dispense with the service of an agency, that they can keep even a small number of artists busy all the time. Paying for unproductive time soon devours the little that might be saved.

The desire to use the artists in the department rather than outside talent is so strong that quality is liable to suffer. "I must keep my men busy" becomes an obsession with the art director and work is given to his mediocre men, that under ordinary conditions would be intrusted only to men of special ability. The line of demarcation between what can be accom-

plished within the department and without, is as meandering as it is vague, and as in baseball, the decision always favors the runner.

Variety of talent is worth more than the economy of using too few men. Artists nowadays are not maids-of-all-work. A good letterer or mechanical man is usually weak on figures or color, and vice versa. The opportunities for even one-talent artists are so extraordinary now in view of the overwhelming demand for advertising art work, that there is little lure in accepting a position on an intra mural staff. This makes it almost impossible to secure men good enough to meet the demands even of the small internal departments.

The manufacturer is forced to call upon outside artists anyway for the execution of certain drawings beyond the capabilities of his own men, if he wants to secure the best at all times. Like the moon that never shines on dark nights when we need it most, intra mural art departments cannot deliver the goods when it is most needed. If it is advisable to buy outside occasionally, it is better not to feel obligated to patronize home brewed talent at all.

IDEAS FAIL TO COME

Too close relations with the art director of an intra mural staff may lead to paucity of ideas. At best it results in nothing more than the execution of the ideas of the advertising manager. It does not allow for the valuable suggestions of others not so close to the work. Proper focus or perspective is what is needed in merchandising. Advertising agencies have proved their worth by lighting upon selling points in a commodity overlooked by the manufacturer himself. He is too close to his product to see its fullest possibilities, as has been demonstrated times without number with worthy products that could not be sold until some agency discovered certain qualities that changed it from a shelf warmer to cold cash.

A real live advertising man who knows art values, can cooperate with the solicitors of art studios and secure the work of better artists than could possibly be afforded in an intra mural department. It is a fallacy to feel that personal supervision must be exerted to the extent of having the artist work under the wing of the advertising manager. The convenience of an intra mural staff is so offset by the

(Concluded on page 35)

How Much Can Two-Fifths of a Cent Accomplish?

A Campaign That Reaches Two and a Half Million of the Most Progressive and Well-to-Do Families of America, at a Cost of Two-fifths of a Cent

SUPPOSE a printer came to you and offered to reproduce in full newspaper size any super-advertisement you might design, for two-fifths of a cent. Any moderately careful purchasing agent would wonder immediately how your printer proposed to handle his contract.

But suppose he then offered to deliver this splendid color page to more than two and a half million of the most progressive homes of America—still at two-fifths of a cent a copy.

That sounds almost incredible. Yet that is exactly what the American Weekly will do for an advertiser.

You can reproduce any advertisement you wish in full four color process in full newspaper page size, and deliver it to over two and a half million families, at a cost of two-fifths of a cent a copy, through the American Weekly.

But, of course, the fact that a color page in the American Weekly costs only two-fifths of a cent, is not the essential recommendation of the American Weekly to advertisers.

It is mentioned only so that we may visualize the tremendous service the American Weekly gives its advertisers for the money they invest in its pages.

* * *

This is the really important consideration:

So effective and economical have color pages in the American Weekly proved themselves, that 90 percent of the advertisers using them have

doubled their schedules for 1920, and almost all the pages available have been contracted for.

* * *

Even the most superficial examination of the American Weekly as an advertising medium reveals the reasons for its continued and increased use by advertisers who have thoroughly tested it.

COLOR

ONLY THE BLIND FAIL TO SEE
COLOR—ONLY THE DEAD FORGET IT

90% of the Advertisers using American Weekly color pages in 1919 have doubled their space for 1920. Contracts have been received for practically all the space available in 1920.

**TWO AND A HALF MILLION FAMILIES
READ
THE AMERICAN WEEKLY!**

"IF YOU WANT TO SEE
THE COLOR OF THEIR MONEY—USE COLOR!—A.J.K." **ampro**

For one thing, it has a larger circulation than any other publication in America. Nowadays there is a good deal being said about occult influences, the control of mind over matter, the force of concentrated minds—but this, we grant, is beside the point.

However, if you use a circulation as large as that of the American Weekly you reach a good many people in *every little neighborhood*. They all think about your goods. Talk about your goods to each other, and to their retailers. In other words, they concentrate upon your goods. And each talker, hearing that his neighbors know all about your new breakfast food, or vacuum cleaner, decides it must be a wonder-

ful new product. And your retailer, hearing them all talk, decides it must be a very good line for him to carry.

So by making many in a community concentrate on your product, the large circulation of the American Weekly wields a great influence—without being in the least occult—in your favor.

Juries, we all know, are more often moved by public opinion than by evidence before the bar. One of the most deliberated questions of the universe is, "What will the people think?"

The American Weekly reaches so many people in every neighborhood that it immediately creates a public opinion in your favor.

Then—to make this great circulation doubly effective—advertisements in the American Weekly are printed in four colors to give vividly lifelike reproductions.

Color makes an instantaneous appeal to prejudices, associations, predilections and environment far beyond the facts displayed in the type and illustrations of an advertisement.

Psychological investi-

gators have proved that all colors impress the imagination while black and white taxes the imagination. And they have demonstrated further the fact that different colors cause separate mental reactions which can be obtained in no other way.

Red, for instance, arrests attention and promotes action. Green is associated in the mind with cool open spaces and suggests the open country, farms and cleanliness. Hence it gives excellent results when used in food advertisements.

Yellow and orange suggest light and warmth. They stimulate the mind to cheeriness and good nature and create a favorable and receptive mood in the prospect.

Blue immediately suggests the sky and the sea and the dignity of nature and by association, reliability and substantial worth.

THE AMERICAN WEEKLY combines the largest page in America for a color display with the largest circulation of any publication in America.

And then, quite beyond color and circulation, as one of the Hearst group of publications, it offers its advertising clients a "reader interest" far beyond that of any other publication in America. For it is a principle unit in a gigantic and progressive publishing organization—overwhelmingly the largest in America and national in scope.

All the twenty-odd newspapers and magazines in the Hearst group are edited with the same progressive policy in view, appeal to the same type of alert progressive and growing families and their combined circulation is more than 5,200,000. Of this great Hearst publication circulation the American Weekly reaches two and a half million families, concentrated in seven of the wealthiest centers of population in the United

States. It is distributed every Sunday as a principal part of each of the Hearst group of Sunday newspapers.

There are seven great papers in this group—the New York American, the Boston Advertiser, the Washington Times, the Chicago Herald-Examiner, the Atlanta Sunday American, the Los Angeles Examiner and the San Francisco Examiner—seven live and progressive papers attracting not only the largest but the most progressive group of newspaper readers in America.

And here is another thought. Any other audience as large as two and a half million would be composed of the circulation of several

magazines. The audience would, therefore, be widely scattered in big and little cities.

The AMERICAN WEEKLY'S circulation is however, concentrated in the seven great trading centers of the country—exactly where you have your distribution.

Also any other circulation as large as this would be in a publication depending for its reader interest on fiction and special articles—as interesting one day of the month as another.

The AMERICAN WEEKLY on the other hand is the only national publication that is issued not only with special articles and pictures, but also with the fresh, local, all important daily news of the well managed newspaper. It delivers your advertising message with a snap and force throughout the entire country on the same day.

The American Weekly is like a French 75 that you may fire with the rapidity of a machine gun and direct with the precision and ease of a high power rifle.

It gets your highly volatile message across to the minds of its readers with the maximum of speed through the medium of its attractive colors.

It goes accurately to the mark—because it goes with "today" interest in publications that carry fresh local news.

And it is highly concentrated barrage because it is centered on the seven great metropolitan trading territories of the United States, which are the most strategic points upon which an advertising campaign can be brought to bear.

The American Weekly—which has a greater circulation than any other publication in America—is also the only national publication that is circulated with fresh, local news.

Two and a half millions of the more progressive and well-to-do families of the United States look for its color pages every Sunday as one of the principal features of the

**NEW YORK AMERICAN
CHICAGO HERALD & EXAMINER
BOSTON ADVERTISER
WASHINGTON TIMES
LOS ANGELES EXAMINER
SAN FRANCISCO EXAMINER
ATLANTA GEORGIAN-AMERICAN**



A. J. KOBLER, MANAGER
1334 BROADWAY NEW YORK
H. J. Griswold, Western Representative
Hearst Building Chicago, Ill.

Because the newspapers with which the American Weekly is distributed and its readers are so progressive, more and more shrewd advertisers are finding it their most profitable advertising medium.

Historical Shavers

A Human-Interest Campaign For Durham-Duplex Razors Based On Prominent Historical Characters

By C. L. EDHOLM

WORKING in libraries and museums for three months, and consulting hundreds of volumes of history and biography, two research men secured the data for a remarkable series of advertisements that tie up the shaving habits of the illustrious with the Durham-Duplex safety razor.

How many facts do we know about the shaving habits of historic characters?

Very few indeed. We are all aware that some of the greatest men of history were smooth shaven, but that's about as far as our information goes on that line. Whether they patronized a barber or shaved themselves, whether they were careful or careless about their regular morning facial exercise, what they said when the razor slipped; these are matters upon which history is not very voluble.

So the task was not an easy one, as a bulky biography of some here might contain only a single obscure reference to his dexterity with the flashing blade, and when such a story was unearthed it must be capable of attractive handling by the copy writer, or else go into the discard.

The three months of research resulted in forty anecdotes, of which twenty-four were selected to be illustrated by portraits of the well-shaved great men and sketches of some incident in their careers that related to their use of the razor.

This series forms the basis of an unusually comprehensive advertising and merchandising campaign that is using newspapers, trade publications and dealer helps, and is to use generous space in the national magazines and billboards as well, in the early part of 1920.

It was no haphazard choice that led to the featuring of great men of history in the attempt to put the spice of human interest into this series.

As a representative of the Durham Duplex Razor Co. explained to the writer, the shape of the razor itself suggested this theme, and gave the series a logical relation to the idea. It was not alone the fact that so many notables show a fine, big, well shaven chin that is emphasized, but the fact that they used a certain kind of razor; *not* the Durham-Du-

plex, to be sure, but an implement that closely resembled it. When this razor was considered as the subject of a series of advertisements, it was apparent that the main point in which it differs from other razors is the old-style razor design. It has the length of handle and of blade, the balance, the "heft," the construction that causes it to lie against the face at the proper angle for a diagonal stroke, the only correct stroke for an easy shave.

To these ancient principles in razor design are added the new features of a detachable blade with two edges and a guard; as the slogan expresses it, the Durham-Duplex is "A real razor made safe."

HISTORICAL SHAVERS

The copy follows this line of argument throughout; that the razor used by great men, such as Washington, LaFayette and Lincoln was of

the same time-tested design as the Durham-Duplex, which retains the value of the old model and improve it with a guard and a detachable double-edged blade.

A number of the anecdotes dug out by the busy research men were strikingly appropriate. The copy entitled "Old Put's Closest Shave" might have been made to order for this series, for it tells how, "on the morning of February 26th, 1779, General Israel Putnam the lion-heart of the American Revolution, stood before a mirror in the home of General Meade in Greenwich, Connecticut, his good, old-fashioned razor poised for the first long, shearing stroke. Suddenly he saw in the glass the figures of enemy cavalry sent to capture him. Acting for once in his impetuous life 'on reflection,' he leaped to his horse, his face still white with lather, and escaped down the perilous rocky stairway on what is now 'Put's Hill,' to alarm his soldiers and disperse the enemy.

"To just such rugged characters we owe the precious liberty that we are helping to secure for the world today. And to just such common-



A well known chain store puts in a window display linking up their business with the newspaper campaign.

The Razor



Lincoln used

THE razor Lincoln used was not unlike the man himself—in outward form, unassuming, and yet an instrument of exquisite balance—with a time-saving length of blade, a fresh, keen stropped edge for the work in hand and a wonderously even temper.

One picture shows Lincoln as full of affection for this honest blade despite the fact that his deep-furrowed face was not the easiest to shave. The only things that Lincoln's razor really needed to lighten the patient morning task were the safety and convenience of the guarded, *double-edged* blade of the

"And in his simple shaving kit may be seen his equally simple razors. While their model is many hundred years old, they have never been bettered in heft, or shearing width, or right shaving angle on the face. At such times when his old servant failed him, Washington would have appreciated the guarded, two-edged blade of the Durham-Duplex because he would have found it nothing more than his own well-loved model made safe."

Then there is a story about Henry Clay, whom we have all quoted in our school-boy days, declaring that we would rather be right than President—and of course we were right. It seems that his own barber refused to vote for him, but Clay "thought more of a shave than a vote," and continued to patronize master barber Jerry Murphy, of Lexington, who handled the razor with such consummate skill.

Napoleon, it is recorded, shaved himself "with singular dexterity," and bequeathed his precious silver shaving set to his son, the King of Rome.

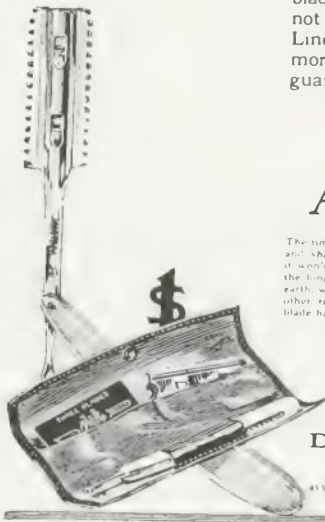
Sir Walter Scott thought up the best ideas for his novels while shaving, and while much blood flows on his pages, it is presumed that little was drawn from his thoughtful face.

Julius Caesar ordered his soldiers to shave in order to baffle the barbarians he was fighting, for these unmannerly warriors had a way of gripping a Roman by the beard and treacherously jabbing the victim with something sharp while he was thus hampered. Caesar's clean shave order must have been a grand boost for the razor merchants of that day, by the way, and would have made good copy for an advertising campaign.

THE DISGRACEFUL WHISKERS

Then there is Thomas Jefferson, cited as a plain citizen opposed to all undemocratic display, who purposely shocked the fastidious dames by appearing at a levee "dusty, booted, spurred and *unshaven*." Emphasis is laid on the fact that an unshaven appearance is an affront, and that Jefferson was as a rule careful to shave every morning.

Robert Fulton is mentioned as a man of such wonderful inventive genius that if the razor he used had been capable of improvement in form



DURHAM-DUPLEX

A Real Razor—made Safe

The time-tested *heft*, the splendid *temper* and *shape* of the razor Lincoln used, but it won't cut your face! Furthermore, it's the longest, strongest, keenest blade on earth, with more shaving mileage than any other razor. And when this two-edged blade has dulled, keep it for sharpening in

a spare moment. You can strop it—you can hone it—why throw good steel away! Seven million users have seen the good sense of adding all these extra advantages in the acknowledged good points of their old razor. Go to your nearest dealer and join these seven million practical men today.

ONE DOLLAR COMPLETE

The Greatest Shaving Mileage at Any Price

This set contains a Durham-Duplex Razor with white American ivory handle, safety guard, stropping attachment and package of 3 Durham-Duplex double-edged blades (6 shaving edges) all in a hard-wood leather kit. Get it from your dealer or from us direct.

DURHAM-DUPLEX RAZOR CO.

150 BALDWIN AVENUE, JERSEY CITY, N. J.

CANADA: 47 Victoria Street, Toronto.
 ENGLAND: 27, Strand Street, Whitehall.
 FRANCE: 4, Rue de la Paix, Paris.
 ITALY: Corso Vittorio Veneto, 10, Rome.

One of the historical series of newspaper advertisements connecting the Durham-Duplex advertising to famous characters in history

sense razors as 'Old Put's' we owe the most convenient and safest of all modern shaving implements—the guarded and detachable double-edged blade of the Durham-Duplex, a real razor made safe. In form and shape and splendid balance the same splendid shaver that Israel Putnam used every morning but—it can't cut your face. A blade, furthermore, which gives you the luxury of a fresh edge at a moment's notice. Don't throw this blade away when dulled. You can strop it—you can hone it—and it's the longest, strongest, keenest blade on earth—with the greatest shaving mileage. Go to your dealer today and you'll see why seven million men have changed from other razors to this real razor made safe."

The above is quoted at length to

illustrate the tone of the anecdotes that were chosen, and also to show the ingenious transition from narrative to selling talk, a clever twist which is found in each piece of copy.

GEORGE'S CLOSE SHAVE

The anecdote about Washington concerns a mishap that occurred when his valet was shaving him, an incident that probably led to some of the vigorous language that the first president could use when necessary. "George Washington shaved himself—on occasion. One of these occasions was when his faithful servant allowed his hand to slip—whereupon the General arose in his wrath and finished the job himself; for the Father of our Country was very properly fond of a good, clean shave.



NOTICE

ON or about March 15th, 1920 the Blackman-Ross Company will change its corporate title to

The Blackman Company

F. J. Ross withdraws as a director to form the F. J. Ross Company.

The remaining directors, O. H. Blackman, J. K. Fraser, F. J. Hermes and M. L. Wilson will continue as directors of The Blackman Company.

BLACKMAN-ROSS COMPANY

Advertising

95 MADISON AVENUE, NEW YORK

balance and easy shaving qualities, he would certainly have designed one to meet his needs.

Thus the twenty-four characters are ingeniously used as the theme of most readable and entertaining copy, which at the same time drives home a convincing selling point.

Of course, even with superlative copy, the beginning only has been made in an advertising campaign. The typography, layout and illustrations must harmonize with the keynote of the campaign, and in this case they are right. The portraits used as illustrations were re-drawn from old paintings or engravings in the bold style of the wood cut, and the sketches of scenes based on the anecdotes are done in the same vigorous technique. The introductory phrase is hand lettered, in large,

Keeping Up With The Times

A FACT A WEEK

When any one says that Washington can be covered by the use of one paper give him these figures:

Total population of
Washington and sub-
urbs, within the 25-
mile shopping radius. 546,056
Number of family units 155,331

(This takes into account the known fact that approximately half of the Government employes are single units. The remainder of the population is reckoned at 4.7 persons per family.)

Ask him what paper shows a circulation within the Washington territory that even approaches the 155,000 mark.

Actual sworn figures—the A. B. C. reports—prove that Washington is a two paper town and The Times is one of the two.

The Washington Times
WASHINGTON, D. C.

strong characters that go well with the type face.

The layout is attractive. The illustrations are at the top, below them the block of type, which is set off by a wide margin on the left. In the lower left hand corner is placed a drawing which extends up into the margin, a picture of the razor and kit done in the style of a wood cut.

As the theme is the same in each piece of copy, so the general design identifies it at a glance as part of the series. The space used is four columns by fourteen inches.

THE CAMPAIGN'S FORMULA

The campaign which has been going on for about nine months is subdivided as Class A, using leading papers in cities of 200,000 and over; Class B, which includes 315 papers in cities of 25,000 to 200,000; and Class C, which uses 309 papers in cities of 5000 to 25,000 population. The copy appears once in two weeks, the day selected being in the middle of the week.

After this series had been running long enough to impress the general idea upon the public, a tie-up with local dealers was effected with the cooperation of the newspapers. A proof was sent to the advertising department of each paper containing a list of Durham-Duplex dealers, with their street addresses. It was stated that this list was fictitious, but that names of local firms handling this razor were to be secured by the papers and inserted in the copy in the style shown in the proof. The advantage to the papers was that the longer the list, the greater the space on which they could collect. The newspapers saw the point, and rendered such effective service through their statistical and research departments that in a short time very comprehensive lists were formed. To make the lists as nearly complete as possible, a footnote invited dealers in Durham-Duplex razors to send their addresses to the papers, to be inserted free of charge.

Proofs of these advertisements containing the dealer lists were forwarded to the salesmen, and to date more than 9,000 dealers have been placed on record. The sales force called on all these dealers, saw that they were supplied with Durham-Duplex razors and blades, counter and window displays, literature stating the selling points of the razors and blades, and in other ways stimulated them to enthusiastic cooperation in the campaign. The window trims follow the idea of the historian ser-

ies, making use of some of the illustrations and copy on strips that are to be pasted on the top and sides of the window.

CASES THAT SELL

The display case is of enameled metal and carries a complete kit, opened to display the razor in its case, the extra blades and other parts. It is designed to facilitate selling over the counter and not merely to call attention to the fact that the Durham-Duplex is sold there. This practical point is of importance in preparing display material for retailers.

Another link to connect the dealers to this national advertising is the use of about a dozen business publications, which call attention to the campaign under way and indicate how the retailer can cash in on this publicity. The trade paper advertising carries pictures of the display case, the Durham-Duplex kit and the razor.

The cooperation of salesmen is secured by supplying them with portfolios containing the proofs of part of the series, and from time to time sending them later specimens before they appear in the papers, and generally in keeping the travelling representatives informed as to the progress of the campaign.

A booklet is now being prepared for distribution to salesmen and the trade, covering the technical points of the Durham-Duplex, how it is made and inspected, including such an interesting test as the cutting of a human hair, three cuts on each side of each blade, before it is passed as perfect.

This aggressive and well rounded advertising plan is producing satisfactory results, but instead of resting on their oars, the manufacturers are pulling harder than ever. National magazines will run full page advertisements of the Durham-Duplex razor next year, following the same idea of the great men who shaved, and about the same time the bill-boards in the larger cities will blossom out with posters on the same subject. Thus it will be seen that the large amount of research work that secured this material will be so fully utilized that the cost is justified. That is the great advantage of a carefully thought out plan, that none of the preliminary work is wasted, while by a policy that changes frequently, and takes up a new idea before the old is exhausted, there is a great deal of lost motion, and the dollars appropriated for advertising do not do full duty.

Is this latest rate card in your files?

**\$400 a page
200 a half
100 a quarter
50 an eighth**

A discount only for twelve full pages.

More than 50,000 — who pay 50c a copy for the livest industry's leading magazine.

**Over
50,000
NET PAID**

MOTOR

**119 West 40th Street
NEW YORK, N. Y.**

Detroit

Chicago

Cleveland

Flinn to Assist Adolph Zukor and Jesse Lasky—Beatty Becomes Advertising Manager of Famous Players

John C. Flinn, for the past three years director of publicity and advertising of the Famous Players-Lasky Corporation has been succeeded in that position by Jerome Beatty, Advertising Manager.

Mr. Flinn immediately takes up duties of an executive capacity which will place him even closer to Adolph Zukor and Jesse L. Lasky than in his past work. Because of his intimate acquaintance with the different activities of the corporation, Mr. Zukor has selected him to handle much of the detail that passes between the production and distribution departments which has heretofore centered in Mr. Zukor's office. Mr. Al Lichtman, in charge of distribution, and

Mr. Flinn will be closely associated. As Mr. Zukor is leaving for Europe in a few weeks the change in positions will be effective immediately.

Mr. Beatty has been assistant to Mr. Flinn for the past two years. He was a newspaper man and magazine writer of wide experience before he entered the motion picture field, having at different times been connected with the editorial staff of the *Kansas City Star*, *Washington Post*, *Los Angeles Express*, *New Orleans States*, *New York Evening Globe*, *New York Evening Mail*, *New York Tribune* and the *New York Sunday World*.

His motion picture experience before he joined the Famous Players-Lasky organization was with Essanay, Thanhouser and McClure Pictures.

Mr. Flinn joined the Jesse L. Lasky Feature Play Company as Publicity Manager five years ago. Previously he had been for several years Dramatic Editor of the *New York Herald*. He has been active in the affairs of the National Association of the Motion Picture Industry of which he is Chairman of the Fifth Division, and a member of the Executive Committee.

Sargent Manager in Cincinnati for "Fire and Water Engineering"

E. D. Sargent, who has been conducting a special advertising service and representing a select list of newspapers, has been appointed manager of the Cincinnati office of *Fire and Water Engineering*, New York. Previous to this Mr. Sargent was connected with a Cincinnati advertising agency and Cincinnati daily newspapers. The new office of *Fire and Water Engineering* in that city is located at 30 Opera place.

Erwin & Wasey Is Placing More Good-year Publicity

Erwin & Wasey, Garland Building, Chicago, are placing short-term schedules for Goodyear Tire & Rubber Company in small towns near distributing centers.

Chesman to Popularize "Grain Juice"

Nelson Chesman & Co., Chicago are preparing an advertising campaign for The Grain Juice Company, Chicago. The company manufactures a cereal beverage.

Snitzler Sends "Paris" Garter Copy to Ohio Papers

Contracts are going out from the Snitzler advertising agency of Chicago for A. Stein Company, (Paris garter). Ohio newspapers are being covered.

An Unusual Campaign

An interesting campaign is being carried on in behalf of the Spring Wheat Improvement Association, an organization of wheat farmers who hope to improve the manner of cultivating this crop. Copy is being placed in northwestern weeklies, and in a few dailies by the Atkinson Advertising Company in Chicago.

Cloman Will Manage General Tractor Advertising

Frank W. Cloman has been appointed advertising manager of General Tractors, Incorporated, Chicago. Mr. Cloman was formerly with the Dart Motor Truck Company of Waterloo, Iowa.

Critchfield to Get Garford Truck Account

The Garford Truck Company account will shortly be taken over by Critchfield & Company, Chicago. This account was formerly handled by an eastern agency.

Kling Is Sending Dart Truck Advertising Out

An advertising schedule is being sent out by the Leroy A. Kling Advertising Company, Chicago, in behalf of the Dart Motor Truck Company of Waterloo, Iowa. Farm and automobile publications are being used.

—and February
continues with
AN 86%
INCREASE
in advertising
over last year

The
Delineator

National Advertisers' Appropriations Are 10 Percent Larger Than in 1919

As a result of a comprehensive investigation by the A. N. P. A. it is estimated that the national advertisers' appropriations for 1920 are in excess of 40 percent over those of 1919. This increase over 1919 presents an interesting problem and one that should have serious consideration of publishers. For instance, newspapers which had for the last six months adopted a rule of 50 percent reading and 50 percent advertising in order to handle the increase of advertising space, would be required to change the ratio to 70 columns of advertising to 30 columns of reading. One point seems to be definitely indicated, and that is, the national advertisers demand more publicity. If it cannot be supplied by newspapers, will it go to the periodicals, the bill boards, the street cars, or into other forms?

It is especially significant to note that in spite of the increases in advertising rates which have been made by newspapers the demands for advertising space are steadily increasing. Considered in view of the news-print shortage, and the fact that the size of newspapers can hardly be increased, the problem of handling this 40 percent increase of national advertising is of immediate concern to every publisher.

From a bulletin of the A. N. P. A.

Aunt Jemima Active in the West

New advertising territory is being covered by J. Walter Thompson Company of Chicago on the Aunt Jemima Pancake Flour account. Additional towns and cities are being added to the newspaper list.

Laboratories Are Advertised by Gundlach

The Gundlach Advertising Company, People's Gas Building, Chicago, is sending out contracts to newspapers for the Reefer Laboratories.

A Fruit Flake Campaign

Rogers & Brown, manufacturers of Mrs. Shepard's Fruit Flakes are placing an advertising campaign in several large cities in the middle west. The advertising is being handled by Wm. H. Rankin Company of Chicago.

Sales of Brandt Candies Promoted in Illinois and Wisconsin

The Brandt Advertising Company, Chicago, has secured the account of the Burpee C. Taylor Company, candy manufacturers, and is placing contracts with Illinois and Wisconsin daily newspapers.

Kastor Stimulates Lyko Medicine

Lyko Medicine Contracts are being sent out to a large list of newspapers through H. W. Kastor & Sons., Chicago.

American Exporter Makes Three Additions to Staff

H. E. Standish has joined the staff of the *American Exporter* as manager of the make-up department of the magazine's four editions—English, French, Portuguese and Spanish. Mr. Standish was formerly make-up manager of Doubleday, Page and Company's magazines, and more recently with Richards and Staff, advertising agents.

Stanley A. Beadle is now associated with the *American Exporter* as advertising representative covering the Northwest, including British Columbia. Export trade from the Pacific Coast has grown considerably during the past few years.

Leroy Jarvis, a new member on the staff of the *American Exporter*, is advertising representative in Detroit, assisting E. P. Day.

Chambers Places Candy Advertising

Chambers Agency, 612-618 Maison Blanche building, New Orleans, is placing a new schedule with newspapers and magazines for the Elmer Candy Company, New Orleans.

Detroit Changes City Advertising Ordinance

The attention of the Detroit, Mich., Common Council has been directed to alleged misuse of classified advertising columns by merchants posing as private parties. As a result, the city advertising ordinance was changed January 27 to make it a misdemeanor for firms to advertise articles for sale in a manner to indicate that the sale is being made by a private party or householder not engaged in such business. Complaints were received by the council to the effect that business houses had rented houses, stocked them with furniture, and then advertised a "forced" sale, claiming to be a private family whose circumstances required immediate sale.

IF you were to ask most any intelligent Philadelphian how to make your advertising do you the most good in Philadelphia, the reply undoubtedly would be:

“Put it in
The Bulletin”

Dominate Philadelphia

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

The Bulletin

The name of The Bulletin is a household word in Philadelphia, and its circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania.

January
Circulation **463,551** Copies
a Day

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

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



**Eagle A
Bond Papers**

- COUPON
- ARCHIVE
- AGAWAM
- GOVERNMENT
- OLD HEMPSTEAD
- PERSIAN
- ROMAN
- HICKORY
- CONTRACT
- RIVAL
- JAPAN
- SPARTAN
- BANKERS
- INDENTURE
- STANDARD
- VENDOME
- DEBENTURE
- SECURITY TRUST
- ASSURANCE
- VICTORY
- AIRPOST
- CHEVRON
- GLORIA
- QUALITY
- REVENUE
- DERBY
- ACCEPTANCE
- NORMAN
- OPTION
- FREEDOM

**A saving of more than
\$100,000 on one item of
raw material**

Passed on to consumer in better values

LARGE scale experimentation! Large scale purchasing! Large scale manufacturing! Large scale saving! That is the policy of the American Writing Paper Company.

Research! Take the case of the \$100,000 saving mentioned above. The American Writing Paper Company found that most paper manufacturers were using a certain raw material, alum, in a haphazard, indefinite way. One man would use too much; another too little. There was an annual loss of at least \$100,000 in the mills of the American Writing Paper Company.

Standards were then worked out by the laboratory for the right amount to be used in any given case. The result has been not only a tremendous saving every year in the cost of the alum involved, but also improved quality and longer life in the paper itself.

Science versus Guesswork

In most paper mills the practical men in charge of operations, men who have learned how to make paper solely by experience, are left largely to their own devices. Chemicals are used with little real knowledge of their effect. In a group of mills

wastes result that total thousands of dollars a year. It is this wasteful method of manufacturing that has made it so difficult to standardize paper products for weight, quality, finish, flatness.

In the mills of the American Writing Paper Company loose methods of this kind have given place to scientific control by the laboratory. The chemists and physicists of the laboratory know exactly what happens when a chemical is used—know because they have tested it.

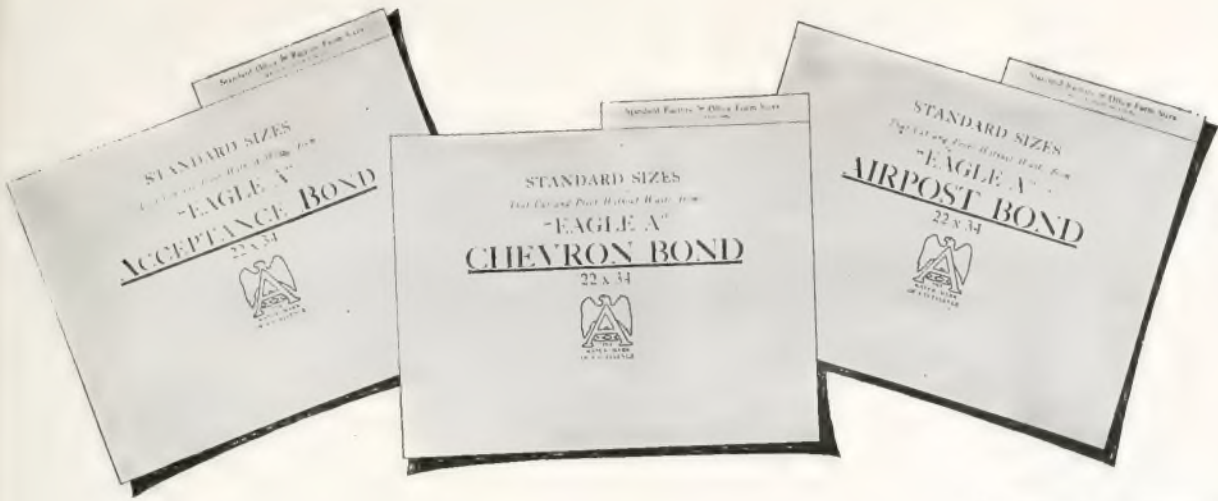
They are also themselves experienced paper men and can therefore give precise instructions as to how their discoveries should be worked out in large scale production. They determine all the conditions that shall prevail in the processes of manufacture; and give scientific guidance.

Once standards of this sort are established in the paper trade, the manufacturer knows what he is selling and you know what you are buying. The standard of the product is raised. The value is increased. You have a definite basis for judgment.

THE AMERICAN WRITING PAPER CO.
Holyoke, Mass.



AMERICAN WRITING



You can eliminate paper wastage by using these standard sample folders

Ask your printer for these three folders of standard waste-saving sizes—free

THESE papers are supplied to the printer in sheets of only two-sizes—folio, 17"x22", and double-folio, 22"x34".

To make your stationery, office and factory forms, he cuts these sheets into smaller pieces. If your forms are of such size and shape that there is waste in cutting you pay for the waste.

There are 17 shapes and sizes, however, into which the sheets may be cut *without wastage*. No matter what the present dimensions of your forms, there are wasteless sizes which are *practically the same* as you now use.

By changing to these standard sizes and forms you can easily avoid a substantial money loss.

Ask your printer for these three folders—supplied without charge by him

The three folders shown above will be supplied to you free of charge. These folders contain specimens of Acceptance Bond, Chevron Bond,

and Airpost Bond, in the various sizes into which the original sheets may be cut without waste.

Acceptance Bond, Chevron Bond, and Airpost Bond, are products of our scientific methods of manufacture—quality papers made in volume and sold at "volume" prices by the world's largest maker of business papers. quality and uniformity are guaranteed.

Use these samples to standardize your stationery and forms, and save money. The papers lie flat on the press, and are admirably adapted to offset as well as letter-press printing.

Acceptance Bond

Substance Nos.—13, 16, 20, 24.
 Sizes—17" x 22", 22" x 34".

Chevron Bond

Substance Nos.—13, 16, 20, 24.
 Sizes—17" x 22", 22" x 34".

Airpost Bond

Substance Nos.—13, 16, 20, 24.
 Sizes—17" x 22", 22" x 34".

Special Uses of these Eagle A Bond Papers

- LETTERHEADS
- ORDER
- BLANKS
- FACTORY
- FORMS
- BOOKKEEPING
- FORMS
- BILLS OF
- LADING
- STATEMENT
- HEADS
- APPLICATION
- BLANKS
- MEMORANDA
- STOCK
- RECORDS
- PETTY CASH
- FORMS
- STATIONERY
- REQUESTS
- EXPENSE
- BLANKS
- ESTIMATE SLIPS
- TIME-KEEPING
- BLANKS
- SPECIAL
- NOTICES
- INFORMATION
- BLANKS
- CIRCULARS
- FOLDERS
- SHIPPING
- TICKETS



PAPER COMPANY

The AMERICAN ASSOCIATION *of* FOREIGN LANGUAGE NEWSPAPERS, *Inc.*

General Manager

RICHARD H. WALDO

(late Business Manager, "The Stars and Stripes")

Production Manager

J. RAYMOND WAKEMAN

(late Manager, The Van Cleve Co.)

Sales Manager

T. BEATTY SPENCER

(late Advertising Manager, N. Y. Evening Telegram)

Art Manager

Capt. CARL V. BURGER

(late Instructor, Dept. of Architecture, University of Illinois)

Advertising Manager

LAURA B. CARPENTER

(late Chief Advertising Copy Control, N. Y. Tribune)

Chicago Office

764 People's Gas Bldg.

FRANK D. GARDNER, Manager

(late Secretary, Amer. Assn. Foreign Language Newspapers, Inc.)

Boston Office

824 Little Bldg.

WILLIAM H. PUTNAM, Manager

(late Advertising Manager, N. Y. Herald)

Cleveland Office

412 Hickox Bldg.

SAMUEL BRAVO, Manager

(late Executive Secretary, Cosmopolitan Press Club, Cleveland)

THE personnel of this organization indicates the type of service to be expected. Foreign language newspapers provide access to more than 8,000,000 wage-earners who are in possession of more money than ever came to them before. Their thrift is proverbial. Their willingness to spend in the purchase of high-class American goods is known to only a few of the leading advertisers.

Advertising copy can be originated or translated into vernacular of any tongue by the trained specialists of the American Association of Foreign Language Newspapers. Detailed information is available by mail or interview.

The American Association *of* Foreign Language Newspapers, *Inc.*

Richard H. Waldo, Gen. Mgr.

Peoples Gas Building
Chicago, Ill.

Hickox Building
Cleveland, O.

Little Building
Boston, Mass.

Woolworth Building
New York City

Courtesy

By DR. BERTHOLD A. BAER

"Life is not so short but that there is always time for courtesy," said Emerson.

The Telephone Company expresses the same thought by saying, "The voice with a smile wins."

Mr. Frank E. Campbell, founder of The Funeral Church, Broadway at 66th Street, ascribes a good deal of his success to his insistence that all his employees be courteous, attentive and self-denying to the extreme.

In time of grief, a word of sympathy is highly appreciated. A little attention is never forgotten.

The trained staff of men and women within The Funeral Church know how to keep from the bereaved the thousand little details, worries and annoyances which loom up so big to a grief-stricken heart. They help to make the funeral services an act of consolation, of pleasant memories.

They are the recipients of many beautiful letters of thanks. But what they value higher is the grip of a hand, the tear in an eye, words unspoken.

They are happy to serve. Like Stevenson, "They know what pleasure is, for they have done good work."

Full-sized specimen of unusual campaign in New York newspapers selling a most unusual product—burial services. To some, perhaps the campaign may seem distasteful, a subject that should not be talked about, but when you consider the great lesson to be learned: how such an unusual campaign was put over we believe you will agree it is a most interesting story.

Selling Death to the Public

How One Undertaker Is Successfully
Booking Accommodations for the
Distasteful River Styx Excursion

By E. WALTER OSBORNE

IT is queer but true that the one inevitable human experience is a topic shunned more and discussed less than anything else about which we are permitted to think. We joke and banter about that natural event, Birth—to say nothing of Marriage—but some "flapper" always shudders and some "fraid-cat" always changes the subject when the simple matter of Death is approached.

The odds are pretty well balanced on the fine question of which of the three is really the most desirable thing that could happen to a man—yet Death has been painted in our minds as armed with a scythe and dressed in an ill-fitting black robe; all in all, a rather under-fed looking person. We have felt squirmy about the subject for so long that it is natural to avoid it.

Therefore, the man who makes his living on the strength of his neighbors' demises is up against a

treacherous problem when he decides to sally out and book *advance* orders for his services!

We speak, when we resort to metaphors, of the insurmountable barriers that stand before the electric fan salesman in Iceland. We say—those of us who sell candy, tobacco, cool drinks, automobiles and other things folks like—"this is harder work than selling fur coats in Africa."

Consider, then, the pleasure of selling Death to a Live Man!

And the joke of it all (to "us undertakers") is that most people don't expect to die. That is it never occurs to them, and if it does they put the thought aside. It isn't likely to happen to *me*, although you, dear reader, will certainly pass out some day.

Those of us who used to repeat that childhood prayer including the line, "If I should die before I

wake," figured that was some sort of a rider attached to the bill, for we'd never seen anyone die except friends or relatives.

Consequently, Dying is not only the last think we *do*, but also the last thing we *think about*, which makes the story of Frank E. Campbell's advertising campaign highly interesting.

To understand how it came to be, you really ought to visit the Funeral Church of the Frank E. Campbell organization in New York City. You might mistake it for the mansion of some continental crown—or maybe the Broadway branch of the Metropolitan Museum of Art—or, well, anything on earth but an undertaker's establishment. "Beauty" seems like a rather anemic word after you've been through it. If I told you the investment in furnishings and decorations you'd probably refuse to accept it as true. But you can get an idea of the figure from the fact that the tapestries, furniture and art work in the various rooms used for the funerals cost from \$40,000 to \$100,000 each.

Any one division—bronzes, marble originals, hand-carved woodwork, tapestry or what not—represents a young fortune in itself.

The first logical question is, "But why all this splendor and magnificence for the dead?"

And in the answer to it you have the reason for the advertising campaign and the entire "marketing" theory in back of the Campbell institution. Dr. Berthold A. Baer, who supervises the publicity work, tells it in a brief sentence:

"This magnificence and splendor is not for the *dead*, but for the *living*. We don't deal with dead people, but with their relatives who bring them here for attention. And because their relatives are grief-stricken and heart-broken, this beautiful and artistic atmosphere will, in a measure, alleviate their sorrow."

That is what happens, for it is almost a daily occurrence for some man or woman to take pains to tell the folks there about the wonderful change of feeling experienced after an hour or two in this "art gallery." In fact, so many people spoke about it and so many insisted that it was wrong not to tell others about the place that Mr. Campbell decided to advertise.

In plain words, he is advertising "by request."

Dr. Baer's first move was to write to six of the largest advertising

agencies in the city for advice, with the intention of picking one of them to handle the service. The unanimous opinion of the six was that it couldn't be done! The subject was repulsive; nobody wanted to die or to think about it; one copy chief said he wouldn't know how to handle it—they all passed it up.

With that encouragement, Dr. Baer started off on his own tangent. He mapped out a campaign, worked it up and took it to "Pop" Freeman and Dr. Frank Crane of the New York *Globe* for criticism. Both of them were enthusiastic about it—so it started!

The style is "editorial" done in the form of essays. The space used, in these days, is small—from about 4 inches, double-column, to as high as, maybe, 8 or 9 inches, same width. There is nothing startling about the appearance of the advertisements—except the headings, occasionally. They read: "Once a Millionaire—Left 15 Cents," or "Whispering Roses," or "The Value of a Smile." Under the caption is Dr. Baer's name, and never *more than once* throughout the entire advertisement is the name, address or telephone number of the Campbell Funeral Church mentioned. Indeed, many times it is not mentioned at all—but that's another story.

The point I am making is that there is no display character about the insertions. They are purely editorial. So editorial in fact that one New York newspaper held up the contract for fear the text would compete with an editorial feature they conduct.

The medium—last but not least—is the newspaper. The New York dailies are the only periodicals or media carrying this campaign.

And the results are remarkable! I venture to say that Columbus 8200 (the Campbell number) is the best-known telephone number in the City of New York. It is estimated that 10,000,000 people read the essays of Dr. Baer (that estimate made by a New York editor), and there is plenty of evidence that they retain what they read and also that there is a splendid proportion of the best possible class of prospect in that number.

One simple proof of the former statement lies in the fact that telephone calls and correspondence properly addressed are always received in answer to the advertisements without the firm name, ad-

dress or telephone number! And the day's collection of complimentary letters is mighty big—as I sat at Dr. Baer's desk he showed me that one day's portion. It was a handfull, numbering about 150 pieces.

Further evidence on this point is presented by the fact that the morning after one insertion announced the appearance, in book form, of a set of the essays, 500 requests for the book came in! And they come from all over the country, not New York alone. As I waited to finish my last few words and leave, one of

the men told Dr. Baer that "a gentleman is outside from Rhode Island: he's seen the ads and would like to go through the place." Those visitors come and go all day long.

But the second point we made above was that there was quality in the readers of the Campbell campaign. The fact that a prominent banker of the city asked permission to reprint some of the articles he had read suggests that. The fact that a letter from one of the vice-presidents of New York's largest bank lay on the desk, complimenting the house on the note they strike

CHARACTER

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

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



in their campaign, also suggests that.

But even more staggering is another bit of evidence: a short time ago a quotation from the late Col. Robert G. Ingersoll was run in such a form that one would take, from the context, that the words were being credited to Herbert Spencer—whose name was mentioned twice, while Colonel Ingersoll's wasn't referred to.

The type of people who follow that campaign is rather conclusively demonstrated by the surprising truth that all of 600 men and women undertook to write, telephone

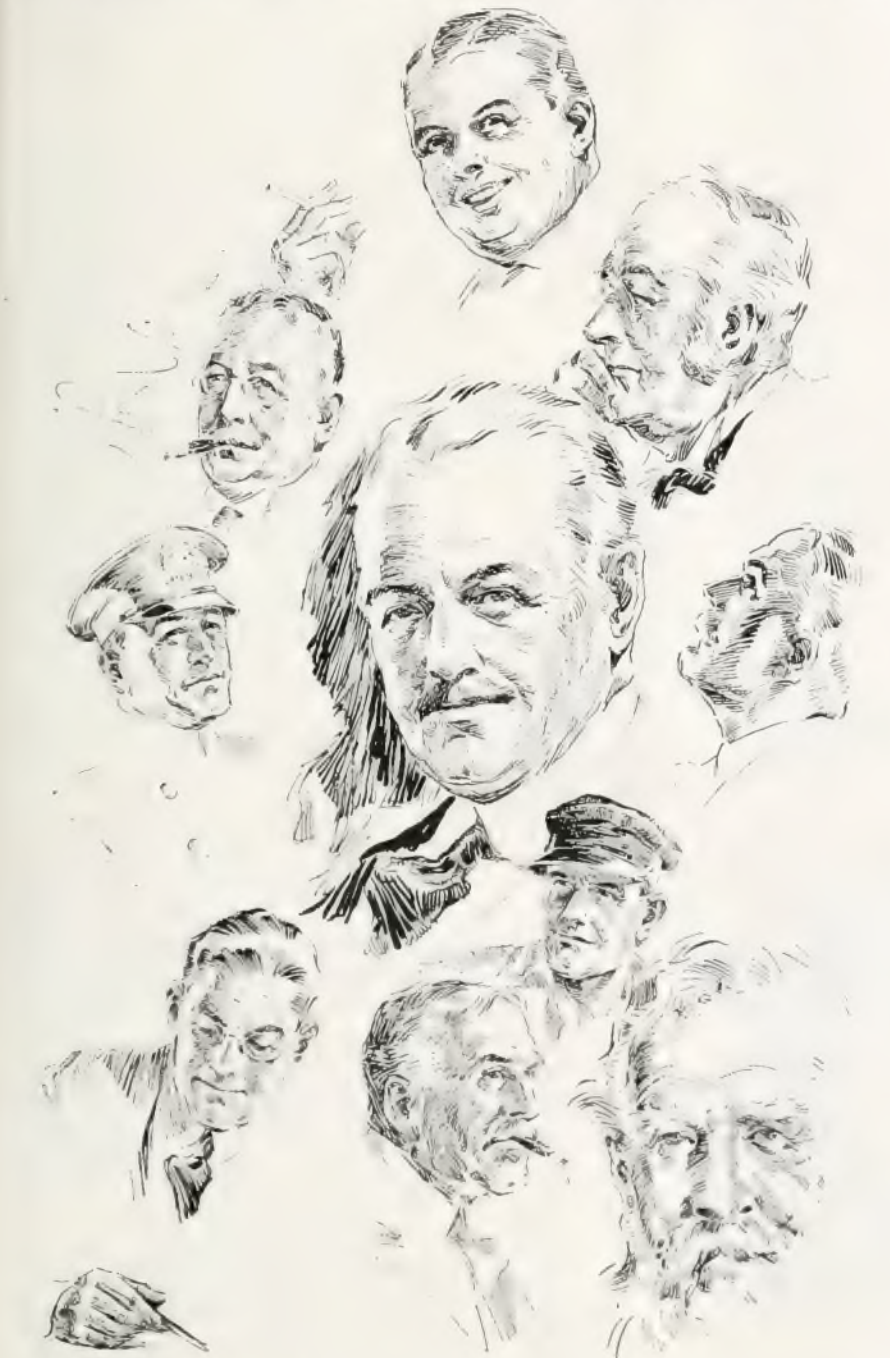
or call in person to correct the "mistake" which appeared to have been made! Why, if only six had noted it, that would have surprised some folks. It is a pretty severe test of the quality of readers who are learning new thoughts about death.

But the Campbell institution is full of just such surprises. To one familiar with the drab, gloomy atmosphere of the average undertaking establishment, the richness and beauty of the place alone is astounding. The tremendous flower shop conducted in connection with the business is another. The inviting

and cozy little church, with its organ and appropriate appointments is another. The service rendered is interesting enough to require an entire story.

But, of the whole, the one point which sticks in my mind most conspicuously is that Death—the inevitable end yet, foolishly, the most shunned topic on the boards—can be and is being sold to the living in such a satisfactory manner that they are not only reading about it, saving the things they read and visiting the last place on earth folks are wont to visit—

But they are also booking "in advance" funeral service—accommodations for the River Styx Excursion.



Barry Resigns from "New York Times" to Go to Japan

Joseph P. Barry, who since 1918 has been a member of Adolph S. Ochs' personal staff on the *New York Times*, resigned his position on February 12 to become general manager of the *Japan Advertiser* and the *Trans-Pacific Magazine* at Tokyo, Japan. He will leave New York for the Orient on February 22, and is scheduled to arrive in Yokohama about March 17.

Mr. Barry has had a varied career. Born and educated in Dublin, he has been auditor and systematizer for a bank, a public service commission, and other large corporations from Mexico and California to New England. He was a member of the pioneer auditing staff of the Audit Bureau of Circulations, joining in January, 1915, and he audited seventy-four newspapers and magazines throughout the United States and Canada. In 1916 he joined the *Providence Journal and Evening Bulletin*, Providence, R. I., as circulation manager. He accepted Mr. Ochs' invitation to join the *New York Times* in 1918, and has done special organization and systematizing work in the various departments of the big daily.

The *Japan Advertiser*, which Mr. Barry will manage, is published daily, and is said to have the largest circulation of any newspaper printed in English in the Far East. The *Trans-Pacific Magazine*, issued monthly, treats on finance and economics, and circulates internationally. Both publications are published by the Japan Advertiser Company at its plant in Tokyo, and are owned by B. W. Fleisher, an American.

Two More Accounts for Nichols-Moore

Recent accounts taken over by The Nichols-Moore Co., general advertising agents, Cleveland, include The Ceresit Waterproofing Co., Chicago, and The Kelly Island Lime & Transport Co., Cleveland, Ohio.

A Soldier with Theatre Magazine

C. W. Olcott, just discharged from the army, has joined the advertising forces of *Theatre Magazine*.

Cornell's Newspaper Campaign

Cornell University is using display newspaper advertising as a means of raising \$10,000,000 additional endowment, to be used to increase the salaries of the faculty. The series of advertisements, which will be about twenty-four in number and quarter-page size, began in New York newspapers on February 10. They are paid for by friends of Cornell, and are being placed by Barton, Durstine & Osborne.

In announcing the advertising campaign, Frank S. Washburn, president of the American Cyanamid Company and Chairman of the Cornell Endowment Committee for Greater New York, said that Cornell's advertising series marks a turning point in the whole field of advertising.

"Cornell, a pathfinder in academic education, is now, we feel, a pioneer in one of the most important phases of public education. Educational institutions in the past have advertised for students, but to present the needs of a great university in display advertising space is a distinct step forward in the use of the relatively new public relations advertising.

"The campaign which we have planned for Cornell is distinctly public relations advertising. A university is a vast public service corporation in the very best sense of the word. It is a producer of producers.

"To bring this fact to the attention not only of Cornell men but in a greater degree to the general public, which is so largely benefited by the work of the university, is not only a distinctly proper function of display advertising but is also an economic expenditure of funds."

Stuart Joins Selden

H. T. Boulden, vice-president of the Selden Truck Corporation of Rochester, N. Y., has announced the appointment of Chas. E. Stuart as assistant sales manager. Mr. Stuart goes to the Selden organization with years of experience in the motor truck field as salesman, dealer and field sales manager; an experience which qualifies him to handle the work

in the Selden organization for which he was selected. He assumed his new duties on February 1.

J. Roland Kay Manager Speaks at New York University

A. E. Briggs, New York manager of the J. Roland Kay Company, recently gave a forceful address on "Exporting Follows Advertising" to a combined audience of management and advertising students of New York University. Mr. Briggs emphasized the belief that greater trade in the United States will come only through greater advertising, and as an incentive for students to enter and further develop the export trade and foreign advertising, he told of Porto Rico, which has a foreign trade equal to four times the per capita trade of the United States.

75 Colleges Want \$200,000,000

According to a recent issue of the *New York Times*, nearly seventy-five colleges throughout the country are conducting campaigns for endowment funds, the estimated total of which is more than \$200,000,000.

Uncle Sam Is Some Salesman

The Director of Sales announces that sales of the War Department surplus materials for the week ended January 30 amounted to \$6,844,743.33, according to reports submitted by various bureaus having surplus materials for sale.

Charles Austin Hirschberg, Inc., Locates

Charles Austin Hirschberg, Inc., advertising counselors specializing in the technical field, announce that they are now located in their permanent home, 426-436 Sun Building, 150 Nassau street, New York. C. A. Hirschberg is president; W. P. Burn, vice-president; H. C. Johnson, secretary, and H. L. Hicks, treasurer.

Thomson Press Places Advertising with Burnham & Ferris

The John Thomson Press Co. account has recently been acquired by Burnham &

Ferris, advertising agents, New York. The John Thomas Press Co. are makers of the well-known Colt's Army and Laureate printing presses as well as John Thomson Rear Axles for motor trucks.

Tucker Agency Secures Peterman Account

The Tucker Agency, New York, has recently secured the account of William Peterman, Inc., of New York, manufacturers of Kliz and Prosan. Plans are now being made up for a vigorous campaign utilizing newspapers throughout the country, far papers, foreign language papers, etc. Orders are now going out.

Guns, Pistols and Music by Mail

Among the new accounts secured by Scott & Scott, Inc., New York, are Kirtland Bros. & Co., New York, selling the Davis Guns and Warner Pistols, and I. D. Harris, Bay City, Mich., music correspondence school.

E. Katz Opens in Atlanta

To cover the nine Southern states of Tennessee, Georgia, Virginia, North Carolina, South Carolina, Florida, Louisiana, Mississippi and Alabama, the E. Katz Special Advertising Agency, of New York City, has opened offices in Atlanta, in the Candler Annex Building. G. H. Gunst is in charge of the local office. The company now has offices in the cities of New York, Chicago, Kansas City and San Francisco, in addition to Atlanta.

A Major Affiliates with Cleland, Incorporated

Major F. P. Lindh, West Point 1916, executive assistant to the Chief of the Technical Staff, U. S. Ordnance Department, has become associated with the advertising agency of Cleland, Incorporated, New York. Major Lindh during the war was in charge of the proof of war material at the Aberdeen Proving Ground. He will be located at Peoria, Ill., as account executive with the Holt Manufacturing Company, makers of the "Caterpillar" Tractor.

New Haven Papers Suspend as Workers Leave

New Haven, Conn., was without a daily newspaper on Friday of last week for the first time in 150 years. Owing to an abrogation of an agreement with the publishers by the composing room employees, the *Register*, the *Times-Leader*, the *Union* and the *Journal-Courier* announced in abbreviated editions of Thursday afternoon that they would have to temporarily suspend. The *Yale Daily News*, which suspended publication four days the first of the week to allow its editorial board to attend the junior promenade, returned to work to publish the news of the city.

L. K. Davis Heads Service Department of Franklin Printing Co.

Leichster Knickerbocker Davis, formerly with Hoyt's Service, Inc., New York, it has just been announced by the Franklin Printing Company, Philadelphia, now is in charge of the big printing firm's service department.

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

FEBRUARY 21, 1920

"New York Times" Staff Gives Dinner to Barry, Eckhardt and Johnson as They Leave

On leaving the employ of the *New York Times*, Joseph P. Barry, Alfred Eckhardt and Carl O. Johnson were tendered a luncheon last Saturday by the advertising staff of the newspaper in the dining-room of the *Times* annex. B. T. Butterworth, advertising manager of the *Times*, presided, and his speech, appropriate to the occasion, was acknowledged by each of the three gentlemen who are resigning. Short addresses were also made by Louis Wiley, business manager of the *Times*; Julius O. Adler, treasurer; Arthur H. Sulzberger, vice-president of the Tidewater Paper Mills (owned by the *New York Times Co.*); E. S. Friendly, assistant business manager; Charles F. Hart, superintendent of the mechanical department; George W. Ochs-Oakes, publisher of *Current History Magazine* and *Mid-Week Pictorial*, and H. H. Weinstock, auditor of the *Times*.

Elsewhere in this issue is a news story regarding Mr. Barry, who was with the *Times* for two years. Mr. Eckhardt, connected with the paper for nine years, goes to the *Sun* and *New York Herald* to take charge of the publication office, having occupied a similar position on the *Times*. Mr. Johnson, who has been manager of the Classified Advertising Department, and with the company for six years, leaves to devote his energies to a business enterprise.

Sleeping Car Co. Is Agent in America for Belgian State Railways

For the purpose of facilitating travel to Belgium, specially in connection with the Olympic Games, which will take place at Antwerp this summer, the Belgian State Railways have closed special arrangements with the International Sleeping Car Co., a Belgian corporation, whereby L. J. Garcey, general agent of the latter company, with office at 281 Fifth avenue, New York, will act in a like capacity for the Belgian State Railways. Mr. Garcey, who was born in Belgium, and knows the country thoroughly, has been in this country for twenty years, associated with the travel and steamship business.

Pioneer House Organ Author Is Elected Secretary

George Frederick Wilson, author of the first work on house organs, "The House Organ," has been elected secretary of Sargent & Co., the prominent New York investment concern. Mr. Wilson has been managing editor of *Punch*, the firm's magazine.

Holmes Motor Distributors Co-Operate in Advertising

Robel & Bryant, Garland Building, Chicago, are placing orders with newspapers for The Holmes Motor Company. Schedules are going to newspapers suggested by distributors, and are being sent out on a cooperative basis.

Two New Men for Kling's Merchandising Department

H. D. Alderman has been appointed manager of the merchandising department of the Leroy A. Kling Advertising Company of Chicago. He was formerly

with the Associated Manufacturers' Company of Waterloo, Iowa. C. W. Brown, formerly with the Hawtin Engraving Company, is also a new member of the merchandising department.

Morris of "Farm and Fireside" Associates with Green, Fulton, Cunningham

Thomas J. Morris, for the past twelve years with the Crowell Publishing Company, has become associated with the Green, Fulton, Cunningham Company, with headquarters in their Chicago offices. Mr. Morris, who has been Western manager of *Farm & Fireside* during the last six years, is recognized as an authority on farm markets.

Saxon Motor Cars Will Be Advertised by McJunkin

The advertising account of the Saxon Motor Car Corporation, Detroit, Mich., has been placed in the hands of the McJunkin Advertising Company, New York, Chicago and Cleveland. An extended campaign will be conducted in magazines, newspapers, trade journals, and in other media.

E. H. Dyer New Division Publicity Manager for the N. Y. Telephone Co.

E. H. Dyer, who has been in the employ of the New York Telephone Co. since 1910, has been made division publicity manager. During the war Mr. Dyer was loaned by the company to the American Red Cross at Washington.

"I admire a good selling job and a good job of keeping the job sold!"

This is quoted from the letter of the vice-president of one of America's largest automobile industries to the

Theatre Magazine

THIS is how it happened: A recent advertisement of this automobile concern contained a list of recent purchasers, including the names of representative business men in several cities. As an experiment this list was checked against the list of subscribers to The Theatre Magazine.

10% of the purchasers of this \$5,000 car are subscribers of **THE THEATRE MAGAZINE!**

And it would be safe to say that were any other list made at random, including the names of persons of culture and means, the percentage of Theatre Magazine readers would be as favorable.

Speak to these people through The Theatre Magazine. Begin your advertising campaign with the gala 20th Birthday Issue, May 1920—if not sooner.

Theatre Magazine

6 East 39th St., New York

Newspaper Man Dies on Train

Edward F. Giddings, editorial writer on the *Sioux City Tribune*, died Wednesday of last week on a train entering Buffalo from the West. Mr. Giddings had been on several New England newspapers, was editorial writer of *The Hartford Courant*, and had recently been on the editorial staff of the *New York American*. He was a member of the Massachusetts bar, and was a brother of Professor Franklin H. Giddings of Columbia.

Taylor, War Veteran, Advertising Manager, Buys Florida Paper

John M. Taylor, formerly advertising manager of the H. K. Ferguson Co., Cleveland, Ohio, has purchased a half interest in the Hastings (Fla.) *Herald*,

and has assumed the duties of editor of that paper. Previous to the war he was publicity manager for Indian Motorcycles, and had been associated with the editorial departments of various newspapers. He has made his new connection because of the results of wounds received in the military service, which require him to live south.

There Are 60,000 Daily Newspapers

In a bulletin of the Inland Daily Press Association, to which 138 daily newspapers in the Central West belong, the statement is made that there are 60,000 daily newspapers published in the world, of which over half are in the English language.

Parker-Bridget Co. Pull a "Hot One"

Starting with a "teaser" advertisement on Lincoln's Birthday, Parker-Bridget Co., "nationally known store for men and boys" in Washington, D. C., certainly pulled a "hot one" when they advertised a sale of Palm Beach suits the following day with the temperature given in the paper as "about freezing." With clever copy the sale caused so much comment, and the prices were so attractive, \$13.50 each, or "two for a quarter," 1,056 Palm Beach suits were sold in two days, and the sale had to be closed.

Founder of Grand Rapids Paper Dies

William J. Sproat, 72, founder of the Grand Rapids, Mich., *Morning Press* in 1890, died at Grand Rapids, February 2. He was many years city editor of the Grand Rapids *Democrat*, and was a member of the state legislature in 1912. He was forty years in the newspaper business in capacities from reporter to publisher.

Abbott Resigns from Celluloid Co.

C. F. Abbott, director of sales of the Celluloid Company, has resigned to accept an appointment with the National Aniline and Chemical Company. He assumed his new duties on February 16.

Advertising Manager Dies After Long Illness

Frank Smith, advertising manager of the United Pepsin Gum Company, died Sunday, February 15, after a lingering illness.

Editor "American Legion Weekly" Resigns

Parkhurst Whitney, editor of the *American Legion Weekly*, who has directed the magazine since its beginning, has resigned his position. Mr. Whitney makes his headquarters in Washington, D. C.

Mowe Becomes General Sales Manager Kelly-Springfield; Bell Is Assistant

John V. Mowe, assistant general sales manager of the Kelly-Springfield Tire Co., has been chosen to succeed as general sales manager Otis R. Cook, who has resigned to look after his private interests. William H. Bell has been promoted to assistant general sales manager to assist Mr. Mowe.

New House Organ for Barrett

The Barrett Adding Machine Company, Philadelphia, Pa., has supplanted its old house organ known as the "Barrett Pepper Box and Ginger Jar News" by a snappy 8-page booklet entitled "Printed Proof."

Chicago Churches Crave Publicity

A newspaper campaign in behalf of the churches of Chicago is to be started shortly by the Chicago Church Federation. Rev. Phillip Yarrow, chairman, is now engaged in raising funds for the campaign.

Full-Page "Ads" for Shoe Polish

The Brandt Advertising Company, Hartford Building, Chicago, is increasing the space used by Martin & Martin, manufacturers of shoe polish. This advertising was formerly placed in small space, but full pages in newspapers are now to be used.

Boys as Salesmen



MORE advertisers are appreciating the advertising value of the boy as a real selling factor in the home. Many times you reach the parents through the boy after your direct message has repeatedly gone by unheeded.

LET ONE BOY wear a suit with a belt or get a bicycle. Immediately every youngster in the neighborhood starts an aggressive Bicycle-and-Belt selling campaign in his own home that nine times out of ten gets the desired result. So the equipment of *one* boy becomes the standard equipment for his "gang."

WHY IS THE BOYS' WORLD for 1920 carrying a much larger quota of bicycle and accessories, rifle, and similar appropriate advertising than ever before (and 1919 doubled 1918)? Because more advertisers are coming to understand that our 400,000 weekly readers (average age 14 years) of THE BOYS' WORLD—their salesmen in 400,000 desirable homes—*represent almost half of all the available circulation in the boy-field, with results in proportion.*

THE BOYS' WORLD

David C. Cook Publishing Co., Elgin, Ill.

WESLEY E. FARMILOR, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York
Chas. H. Shuttuck, People's Gas Building, Chicago
Sam Dennis, Globe-Democrat Building, St. Louis

COOK'S WEEKLY TRIO: A MILLION BOYS AND GIRLS

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

Are Intra Mural Art Departments Profitable?

(Concluded from page 16)

superior results of the other method, that it should willingly be foregone.

With these facts in mind, it will readily be seen that the particular needs of a manufacturer must needs be exceedingly whimsical to counteract the logic of buying art in the usual manner. That there are occasions justifying intra mural departments cannot be gainsaid, and a concern willing to disregard the objections mentioned above in view of some unique requirements, will no doubt profit, not necessarily financially but in economy of effort and time.

Blackman-Ross Company Becomes the Blackman Company

With the withdrawal of F. J. Ross, director, on or about March 15, the corporate name of Blackman-Ross Co., New York, will be changed to The Blackman Company. The remaining directors: O. H. Blackman, J. K. Fraser, F. J. Hermes and M. L. Wilson will continue as directors in the Blackman organization which makes its headquarters at 95 Madison Avenue.

Mr. Ross resigns to organize the F. J. Ross Co., the formation of which was announced in ADVERTISING & SELLING last week.

Pritchard, Newly Elected Vice-President of Critchfield & Co., Dies on Train

William A. Pritchard, lately appointed one of the vice-presidents of Critchfield & Company, Chicago, died on a train en route from Detroit to Chicago last week. He had been manager of the Detroit office of Critchfield & Company for some time, and was to have come to the Chicago office shortly. This is the third death within a month among the executives of Critchfield & Company.

Brewster-Greene Is With the John Johnson Co.

The John Johnson Co., which has its general offices at the Brooklyn plant, Thirty-seventh street and Second avenue, has acquired the services of Colonel M. E. Brewster-Greene. Colonel Brewster-Greene, who was formerly assistant advertising manager of the Locomobile Company of America, recently returned from two years' staff duty in France and Italy.

A Subscription by Wire
WESTERN UNION TELEGRAM
FEB. 7, 1920. PM 5 47

E133CH 42 NL
GB CHICAGO ILL 17
ROBERT E RAMSAY
EDITOR ADVERTISING & SELLING
471 1/2 AV NEW YORK NY MAIL 15
COPIES FEBRUARY SEVENTH ISSUE
AND HOLD TYPE FOR REPRINT OF
WIDNEYS ARTICLE ON TRADE PAPERS
INSTRUCTIONS FOLLOWING FOR LAYOUT OF REPRINT ENTER
SUBSCRIPTION FOR ONE YEAR FEN-
TON KELSEY CO. CONGRATULATIONS
ON SUCH ARTICLES AS THOSE OF
LENGEL AND BLIVEN
CARL WIDNEY.

Inland Daily Press Association Holds Annual Meeting

The Annual Meeting of the Inland Daily Press Association, composed of leading daily newspapers in the Central West, was held in Chicago on Tuesday and Wednesday, this week. Among the speakers at the Hotel La Salle were: Frank T. Carroll, advertising manager of the Indianapolis *News*, Wilbur D. Nesbit, vice president Wm. H. Rankin Co., P. T. Dodge of the Mergenthaler Linotype Co. and Congressman W. B. McKinley of Illinois.

Henry B. Endicott Dead

Henry B. Endicott, president of the Endicott-Johnson Corporation, of the Endicott and Johnson City, N. Y., said

to be the largest makers of shoes in the United States, died unexpectedly in a Boston hospital Thursday a week ago, following an operation ordered after his recent return from the South. He was 66 years old.

During the war Mr. Endicott was State Food Administrator; he held several important state positions, and was widely known as an arbitrator of labor disputes. His firm is one of the largest employers of labor, and it is said that there never has been a strike in his factories.

Harry Porter Company Will Move

On March 1, The Harry Porter Company, 18 East 41st Street, New York, due to an increased amount of business will move its offices to much larger quarters at 15 West 44 Street.



The Quality Magazine for Boys

The magazine of your youth would never satisfy your son. That is why he has his own specialized magazine today.

And today's publication, to have any hold on him, must be built on quality. Anything less will not do.

The publishers of BOYS' LIFE, the Boy Scouts' magazine, recognize this to be fundamental, both for the subscriber and for the advertiser.

To this end we are building, with the help of authors and artists of real ability.

Look over your February BOYS' LIFE. Below are listed some of the contributors to be found in this number.

Authors

- Richard Harding Davis
- Ida M. Tarbell
- Lieut. Belvin W. Maynard
- Dillon Wallace
- Dan Beard
- Dr. Wm. T. Hornaday
- J. Allan Dunn
- Capt. A. P. Corcoran
- Wilbur S. Boyer
- Edward Leonard
- Rev. D. C. Lees

Artists

- Charles S. Chapman
- Norman Rockwell
- Brandon Campbell
- Remington Schuyler
- Clyde Forsythe
- Douglas Durr

BOYS' LIFE is the only publication covering the Scout field



THE BOY SCOUTS' MAGAZINE
The Quality Magazine for Boys

200 Fifth Ave.,
New York City.

37 South Wabash Ave.,
Chicago.

Member A. B. C.

Why Try to Muddy the Spring from Which We All Drink

THOS. CUSACK CO.
OUTDOOR ADVERTISING
Executive Offices
CHICAGO
NEW YORK

February 13, 1920.

Editor, ADVERTISING & SELLING.

Do you believe in the efficiency of advertising?

Of course you do.

You also believe that destructive remarks about one advertising medium affects, to a certain degree, the efficiency of all other advertising.

We know you cannot conscientiously subscribe to the publication of an article appearing under the caption "Mr. Pennell on Bill-Boards," which appeared in the January 17th issue of the *Literary Digest*, or an article appearing in the January 17th issue of the *Country Gentleman*, "Don't Sell Out the Landscape."

These articles strike a discordant note in attempting to present to the readers of the publications only one side of the mooted question: "Are, or Are Not, Outdoor Advertising Displays Artistic."

We will not attempt to enter a defense for *Outdoor Advertising*—it needs none. The displays, made of sheet metal, framed with art moulding and deluxe columns at either end, standardized as to size and the premises and surroundings kept clean, speak for themselves, and in doing so are witnesses that bear the stamp of approval and endorsement of men whose work has been reproduced, such as Leyendecker, Gordon, Ed Penfield, Abbott, Sheridan, Coles Phillips, Phil Ball and others of note.

It is interesting to note that the largest and most progressive advertisers are using the *Outdoor* medium, and in the very issues of the publications referred to a number of the more prominent *Outdoor* Advertisers are represented. Articles, such as we have referred to, decrease not so much the efficiency of advertising in the *Outdoor* field, but of the advertising which appears in other media, such as the magazines and newspapers.

Among the larger advertisers, whose advertising judgment is indirectly questioned through the publication of articles such as we have referred to, we include Hoover Suction Sweeper, Diamond T Motor Trucks, Paramount Pictures, Gold Medal Flour, Goodyear Tires, Mobiloil, Sonora Phonographs, Dodge Brothers, Pennsylvania Vacuum Cup, Philadelphia Diamond Grid Batteries, Standard Oil Company, Kirk's

Soap, DeL Monte Products, Carnation Milk, National Biscuit Company, Libby's Milk, Swift & Company, Wilson & Company, Morris & Company, Durham Hosiery, Parker Fountain Pen, Gillette Safety Razor, Kellogg's Breakfast Foods, Cluquot Club Ginger Ale, Overland Motor Cars, Wrigley's Chewing Gum, Arrow Collars, Hart, Schaffner & Marx Clothes, Kuppenheimer Clothes, American Chiclé Company Products.

These advertisers and others of national character, as well as hundreds of local advertisers, have found the *Outdoor* medium efficient. If they thought it was not efficient, and did not produce results, they would not use it.

Thos. Cusack Company has blazed for itself a trail of improvement. Every thought and effort is being put forth in the development of *Outdoor Advertising* that would make it not only of greater value and efficiency to the advertiser but that would be helpful in placing it in its logical sphere in connection with various "City Beautiful" plans. Any suggestions that will help us show a minority (and exceedingly small at that) that *Outdoor Advertising* is beyond the pale of destructive criticism and permit us to keep alive the harmony that should prevail, especially between legitimate advertising mediums, will be welcomed most heartily and acted upon.

The *Outdoor Advertising* medium has never had any "bones to pick" with newspapers or magazines, but it is a medium that cooperates with other media, and the real progressive, farsighted advertising managers in the newspaper and magazine fields always welcome the news that a portion of an advertising appropriation is to be spent in the *Outdoor* field, for they know that the efficiency of their own advertising medium is thereby increased.

As an indication of worth in which *Outdoor Advertising* is held by newspaper publishers, we might cite a consistent user of all forms of *Outdoor Advertising* over a period of nine or ten years—*The Chicago Daily News*, one of the best papers published in the world. If *Outdoor Advertising* was not an efficient medium of recognized standing, Mr. Lawson would not use it consistently—year in and year out.

The Chicago American is using *Outdoor Advertising* successfully, as well as the *Philadelphia Inquirer*, *Buffalo Enquirer*, *Buffalo Express*, and other large and influential newspapers.

Yours very truly,

THOS. CUSACK CO.

H. E. Erickson,

Mgr. Publicity & Promotion Dept.

Columbia University to Have Summer Advertising Course—Given by Well Known Men

In the Summer Session at Columbia University, July 6 to August 13, Professor E. K. Strong, whose monograph on the "Psychology of Advertising" appeared some years ago, will give a course on the psychology of advertising and selling. In addition there will be two short courses for men in the profession.

The first will be given by Benjamin Sherbow on advertising and typography. The course will deal with the business of advertising typography; how the readers' attention is attracted to a business message; the methods by which type is made to convey ideas easily, quickly, and forcefully; the elements of advertising typography, the best type faces, width of type line for easy reading, space that makes type easy to read and good to look at; proper use of display types; different methods of obtaining emphasis; intelligent layouts and instructions for the printer. This course will begin on the 26th of July and end the 13th of August. The enrollment is limited to forty.

The second short course will be given by J. Shaw Newton on market investigation and research work for advertising. The dates of this course are July 6 to July 23.

Columbia University, in giving these short, intensive courses for professional men, is developing a new feature of Summer Session work which seems destined to prove of great service to those who are able to spend only a few weeks every year in increasing their technical knowledge.

Official Announcement of the Dorland-Caxton Consolidation Is Made

Effective on February 1, official announcement of the consolidation of the Dorland and Caxton Advertising Agencies is now being made. Senator Walter E. Edge, proprietor of the Dorland Advertising Agency, with offices in New York, Atlantic City, Washington, London, Manchester, Paris and Buenos Aires, and Barrett Andrews, president of the Caxton Advertising, Inc., New York, have consolidated their businesses under the name of The Dorland Agency, Inc., with headquarters at 9 East Fortieth street, New York. The following are the officers and board of directors: Walter E. Edge, chairman; Barrett Andrews, president; Clyde S. Thompson, Henry H. Creske, Austin Healy, A. E. Oakes, and R. A. Porter, directors.

League of Advertising Women Hold Dinner Meeting

At a dinner meeting of the New York League of Advertising Women held last Tuesday evening at the Advertising Club House, Eugene Forker, assistant business manager, *Harper's Bazaar*, Mrs. Elizabeth P. Wyckoff, literary editor, *The Delineator*, and Mrs. John Joseph Moorhead, of the Red Cross, Washington, untangled the problem of "Co-operation between the Editorial and Advertising Departments." The viewpoints of an editor, advertising man and the reader proved most interesting.

Thirteenth retail market in America is the Indianapolis Radius. This rich territory is covered thoroughly by

THE INDIANAPOLIS NEWS

First In America In 3c Evening Field

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. F. LIPP
First National Bank Building

USE NEWSPAPERS ON A THREE-YEAR BASIS

G. W. Hopkins Addresses Junior Ad Club—Updegraff to Speak Next

At a meeting of the Junior Advertising Club of New York, held Friday, February 13, G. W. Hopkins, president, Advertising Club of New York and sales and advertising manager of Columbia Graphophone Company, gave a talk on "Merchandising Advertising" that proved to be one of the best made before this organization this season. The definition given by Mr. Hopkins, of the term "Merchandising Advertising," was "Selling the Dealer Your Advertising," so as to get his whole-hearted cooperation, thereby making your campaign just so much more effective.

The next meeting of the club will be held on the night previous to its regular meeting night, Thursday, February 26, so as not to interfere with a reception being tendered to new members of the senior club on the Friday evening of that week. R. R. Updegraff, of the Erickson Company, will talk on "Digging Out the Big Idea." Mr. Updegraff was formerly advertising manager of the Mellin's Food Company and Daniel Low Company, and is the author of "Obvious Adams," and numerous stories and articles which have appeared in the *Saturday Evening Post* and in business magazines.

\$27,000,000 Worth of Furs Auctioned in 12 Days

Sales at the winter auction under the auspices of Funsten Brothers & Co. International Fur Exchange, St. Louis, during the twelve week days, from February 2 to 14, amounted to the enormous sum of \$27,000,000. The daily sales averaged from more than \$1,000,000 to over \$5,000,000, and approximately 1,500,000 pelts were disposed of.

E. D. Jones Dies Suddenly

Edward David Jones, founder of the Dow-Jones News Service and the *Wall Street Journal*, died suddenly Monday morning at his home, 16 West Sixty-eighth street, New York, in his sixty-fifth year. Mr. Jones formerly owned part of the *Providence Journal*, but sold his interest and came to New York. With others he founded the *Wall Street Journal*, and for a time was its editor.

Newly Established Agency Advertises Grinnell Washing Machines

The John Jex Martin Agency, a new entrant into the Chicago advertising field, with offices in the Century Building, is preparing a general campaign for the Grinnell Washing Machine Co., of Grinnell, Iowa. The campaign is scheduled to be opened in the newspapers of the New England states.

Johnston Overseas Service Sends Representative to Europe

Because of the increasing volume of European advertising placed by the Johnston Overseas Service, they have arranged to send a representative into that field Howard G. Winne, manager of the organization, will sail early in March, to visit such centers as London, Paris, Brussels, Antwerp, Amsterdam and Rotterdam. Branch connec-

tions will probably be arranged, and a large volume of consumer advertising will be released during his stay.

Mr. Winne has just returned from Cuba, where arrangements were made for bill-board space, color inserts for magazines and newspaper advertising.

William A. Graham

William A. Graham, editorial writer on the *Hartford Courant*, died at his home in Hartford, Conn., early this week. He was born in Salisbury, Md., sixty-two years ago, was graduated from the University of Maryland and began newspaper work in Baltimore. He was city editor of the *Courant* for twenty-two years.

Associated Advertising Agencies of Southern California Prepare "Ad" for American Legion

When Victory Post No. 54 of the American Legion in Los Angeles, Calif., wished to start their Americanization work by newspaper advertising recently, they brought the matter to A. Carman Smith, chairman of the A. A. A. of Southern California. The members of the association, feeling that this is in line with the constructive service which associations of advertising agencies throughout the country can consistently expect to render, they prepared gratis an attractive full page advertisement which was used in the Los Angeles daily newspapers.

92% Gain

The February number now on sale surpassed last year's record in advertising lines by 92 Percent

Everybody's Magazine



Putting a New Interstitial Gland in Copy

By H.M.B.

EVER see a lovely corpse? Eyebrows penciled; checks rouged; lips carmined and stitched tight.

"Don't he look just grand?"

Yet he can't join the live ones who pass 'round the bier before, and the beer after.

And it takes six lusty good fellows to carry him out with steps solemn, mournful and slow.

Beautiful.

But dead!

Some copy's like that. Beautiful to see; oh, so beautiful. Garlanded with posies. Measured to a hair for the grave it is to occupy. Air-brushed to death. The message an epitaph instead of an epigram.

Some other copy isn't quite as dead as all that. No, indeed. Wears fine clothes. Flower in the button-hole. Walking stick, and all that sort of thing. Goes through the motions. But hampered by a weak interstitial gland. Can't produce.

And this is why.

THE COPY THE THING

Too much attention paid to the physical appearance of the advertisement and too little to the message.

The power of selling sacrificed to the method of telling.

Curleyques instead of p's and q's.

Lullaby phrases instead of come-and-buy phrases.

Fad-vertising instead of advertising.

Limping along—a thing of beauty, but a cloy forever.

Give it physical beauty by all means. But put something under the silk hat.

Tell something that will *sell* something.

A forceful message is no less

forceful for having an attractive frame.

Too many ads stop with the frame itself—built to appeal to the reader's eye rather than to his mind's eye—built as a monument to the ad-maker instead of as a mile-post for the advertiser.

There's a difference.

Sometimes the ad-writer is inclined to forget that the public has been advertisingly educated just as he has been, and that, as a consequence he must meet his public on common ground.

So when he opens up on his audience with a headline such as:

"The Tale of a Shirt"

he taps the vintage of '47., something they thought wonderful a few years back, but which doesn't even raise an eyebrow now.

A FLOWER AD FOR FLOUR

Or, perhaps he's advertising flour, and starts off something like this:

"The great west calls to the throbbing city—calls with its pulsating, plough-ploughed furrows sweet with Nature's dew and atmospheric with ozonated air. Its call is of Calli Flour, the flour of the west, the flour that transforms the skies, the breezes, the sun, the rain, and the Lord only knows what else; into loaves of life-giving bread, the flour that grandmother herself used because grandpa liked his bread that way," etc., etc.

By the time the reader gets the first few lines of such gush as one often sees in the guise of an advertisement intended to sell goods, the tears flow cop-eye-ously; the only thing the ad has created is a market for a handkerchief.

Isn't there a rule of logic that the moment you bring sentiment to the aid of reason, reason loses its reason? Oh, yes, give a few dew-dabs of tint to the message, but don't so everlastingly paint the colors of the sunset all over the canvas that the real picture loses itself in a fury of fire.

If you've got a really better flour a million women will listen to you without any brass band music, if you tell them in good, plain Anglo-Saxon why it is better. If you haven't, all the twanging of the blooming lyre won't strike a note of interest. On the contrary, the lady will pass the message up and by with the mental reservation: "What guff!" A few years ago you might have won her interest with such twaddle, because at that time she wasn't advertisingly educated. But today you might just as well talk to her in terms of Mother Goose as to expect to catch her eye, ear and pocketbook with an appeal so elementary that it offends her intelligence.

When you hear some reader exclaim: "There's a Clever Ad," nine times out of ten you can make up your mind that's all the ad is—clever. It is so darned busy selling itself that it doesn't sell anything else. It needs a new interstitial gland by which it will break away from the overworked ego of the writer and produce something more than a twinkle of the reader's eye.

You can't catch old birds with chaff. If the advertisement is really to perform its true function, if it is to *sell something*, then it must lead to a known want for the article, turn that want into a real desire, and the desire into an actual sale. And that can't be done by mere word-painting. If there isn't something about the article worth talking about in a serious yet interesting way, keep out of the advertising pages altogether, for a pretty, brainless ad will get no farther past the eye than a gilded mummy case.

There are some underwear advertisements that say if you wear So-and-So's Underwear you will win success in life and rub should-



LIKE LOTS A ADS WE'VE SEEN

ers with the boss instead of having to get Bill, the shipping clerk, to scratch your back for you.

STRAINING SUCCESS

This "success" strain in advertising is becoming much *too* strained. "Take Sneakum's Pills and Be a Success." "Your Hosiery and Your Job," "How a Necktie Won a Fortune," "Shoes That Walk You Into a Fine Position." Interesting, no doubt; but as interesting as a salesman who turns handsprings while trying to sell you something. It's all right to make the reader the hero of the ad; but in doing so don't let him feel that you assume he has no common sense. He'll buy your article if you convince him in sensible language that he needs it, but don't undermine his confidence with a lead that listens like "sounding brass and tinkling cymbal."

Nowadays when the representative magazines are assuming the proportions of a city directory there is no place for ads that don't *tell to sell*. Advertising media may be market places, but they are market places of competition for all that. Which means that it is ever a case of the survival of the fittest and the ad. that simply plays with words instead of *working with ideas* will not stand the test of the down-to-earth ad. that appears alongside.

"Truth in Advertising" was a great slogan and served a great purpose. But more is required than truth alone. "Mary Had A Little Lamb" is probably based on fact; yet it still is "Mary Had A Little Lamb." "The Best On the Market" may be the truest five words ever spoken, but they fall unheeded on ears hardened by years of "best evers." "For Sale By All Good Dealers" rings true as a Toledo blade until one good dealer is found lacking.

What, then, in place of "Truth In Advertising"? What has been the development of the public's advertising mind, and how shall it be made the most of?

TELL TO SELL

We have already said it: "Tell to Sell." Deliver the message in such a way that it will sell the goods. Truth must be a foregone conclusion, for absence of truth is always a boomerang of destruction.

Take any successful advertising campaign and you'll find it devoid of fol-de-rol. It is successful because of the fact that it is based on a sound analysis of the public mind, and the copy planned accordingly. Headlines that "shimmy," phrases

that tickle, layouts that do stunts, illustrations that simper, all relics of the juvenile period of advertising, are absent. The advertising is alive, virile and productive because written in the known terms of today instead of playing on yesterday's worn out strings.

It is successful because it reasons with rather than patronizes a great audience.

The ear may be tickled with a "clever" ad; but the pocketbook, never.

A mere trick of speech or of layout may appeal to the artistic sense

without arousing the buying instinct.

"Selling" is the bit of carbon in the alloy of "telling." Without it you have simply a dead mass of words with no comeback.

Six thousand plunks gone kerplunk!

ADVERTISING MUST ADVANCE

Advertising must advance. Yesterday's method will not do today. Today's will not do tomorrow. For advertising has done this: it has advertisingly educated the great buying public—and the advanced

SYSTEMS BOND

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



Advertising Men Should Use Advertised Products

During the past year the Eastern Manufacturing Company conducted one of the most extensive advertising campaigns ever carried on by a paper manufacturer. Full pages in the leading national magazines, weeklies, and business publications have told the story of SYSTEMS BOND—and will continue to do so throughout 1920.

Advertising men know that a product must be right to be backed by such a campaign. The many new customers and repeat orders it has won prove that SYSTEMS BOND is right. That this paper is so well and favorably known should be another reason for its use by advertising men.

Systems Bond is distributed nationally. Have your printer or lithographer use it on your next order for stationery.

A request on your letterhead will bring samples and a copy of our book, "The Modern Manufacture of Writing Paper."

Eastern Manufacturing Company

General Sales Offices:

501 Fifth Avenue

New York

Mills at Bangor and Lincoln, Maine

mind of that public, advertisingly speaking, demands to be approached as an equal.

Just as a bird in the hand gathers no moss, just so will the hackneyed phrases and done-to-death stunts of yesterday's advertising gather nothing more than a pleasant smile such as greets a feeble old friend.

Copy can be made most interesting and entertaining, yet still appeal to reason and to pocketbooks.

A new interstitial gland in copy does not mean investing it with cap and bells. It means simply renewing its life and interest, making it lead sensibly and forcefully to the mind of the public who through experience have come to expect all advertising to—

TELL TO SELL.



YES, BUT THAT DOESN'T SELL ME SHOES

Advertising Agents Listen to Dollar Stabilization Plan

The noonday meeting of the American Association of Advertising Agencies, held at the McAlpin, New York, last Tuesday, was handled as a "note-book" meeting by virtue of the fact that two authorities discussed the mooted question of the present-day economic situation. Irving Fisher, professor of Political Economy at Yale and past president of the American Economic Association, spoke on "Stablizing the Dollar," and Henry C. Emery, assistant manager of the foreign department of the Guaranty Trust Company, took up the subject, "Business Conditions as Affected by Foreign Exchange."

Professor Fisher's plan, which has gained considerable attention in academic and commercial circles, is to vary the gold bullion weight of the dollar according to the fluctuations of the dollar's purchasing power. Some of the most prominent economists in the country join hands with many of the foremost financiers and business organizations in approving the idea. In explaining it, Professor Fisher said:

"We have now a means of determining scientifically the value of a dollar. That value or purchasing power may be determined at the end of any period, say each month. This figure is called the index number. For example, suppose the plan had been inaugurated last month and the index number for that month was selected for the par or basic price level. Suppose the index number this month is 101, or 1 percent above par. This would be the signal and authorization for the Treasury Department to increase by 1 percent the weight of

bullion for which a dollar certificate would be issued.

"If this increase in weight is sufficient to compensate for the lost purchasing power of the original weight of the bullion dollar than the index number of the next month will return to par.

"If the adjustment is not sufficient, then the next month's index number, remaining above par, will indicate the need of further weighing of the dollar.

"Thus by varying continually the weight of the dollar in its purchasing power, we can keep it constant in the exchange value for goods.

"Of course we could not chip off or add on gold to the coin dollar. We could not turn in all coins every month to have them corrected. Neither could we carry gold coin of various weights in our pockets. But we do not carry gold coin in our pockets anyway; we carry paper certificates representing a certain quantity of gold, which is, by definition, the dollar."

Mr. Emery laid stress on the point that it is gratifying to know that the United States is eager and willing to aid Europe in her economic crisis, but that the degree of eagerness may operate so as to aggravate the conditions instead of alleviating them. On the premise that there is "a wise and a reckless way of giving help," Mr. Emery said:

"A world which has indulged in a long debauch of war cannot return to normal except by hard labor, rigid economy and severe taxation. Fresh borrowings afford only temporary relief. Again, reckless help may only increase disaster. The drowning man cries for a rope, but, if many are drowning and the rescuers are few, the result of precipitate action may be to drag the rescuers overboard as well.

"The American people should not callously let Europe collapse, if Europeans show a genuine desire for self-help and a will to sacrifice. Not only humanity, but self-interest, demands it, since America cannot maintain permanent prosperity in a hopelessly bankrupt world.

"Europe must realize that her greatest hope lies in the continuance of a strong, solvent America, which can be of assistance over a long period. If we should give her loans now to an extent to jeopardize our own continued strength, or furnish her money merely for further extravagant expenditure, we should not retard, but merely precipitate, the crisis. Our best service to the world is to keep our strength and resources intact for future needs."

The arrangements of the meeting were handled by Frank Little, chairman of the Board of Governors of the New York Council, A. A. A.

Harry Tipper Prize for Advertising Students

Just before the meeting of the Triad League of New York University last Saturday night, Professor George B. Hotchkiss announced the conditions of the competition this year for the Harry Tipper prize. To the member of the Triad League submitting the best newspaper campaign for the purpose of raising the University's endowment fund, Professor Hotchkiss said, would be

given an individual prize, and the honor of having his name inscribed on the Tipper cup.

Drug and Grocery Statistics

185 Madison Avenue,

New York, February 11, 1920.

Editor ADVERTISING & SELLING.

DEAR SIR: The writer would ask and thank your good selves to furnish him with the consumption figures of the Drug and Grocery trades and any other available information of value in forming advertising plans.

Anticipating an early reply with the information requested, if possible, and again thanking you for any courtesy you might extend,

Respectfully,
(Signed) JOHN DE GROOT.

Care OF PRINTERS INK,

185 Madison Avenue, N. Y. C.

The reply to Mr. De Groot's letter has been somewhat delayed by the confusion of moving, and even at this writing is not as complete as we would like to make it due to the fact that our statistical files must be rearranged after the trip to permit the best possible use of them.

However, we are able to say from the available material, that the drug business in the United States represents about \$325,000,000, while it estimated that there are more than 185,000 grocers trading here in retail business.

Taking a few high-lights, it is interesting to note that in the fiscal year from June, 1918, to June, 1919, we imported 111,917,000 pounds of tea and 1,051,000,000 pounds of coffee into this country. The sugar figures, the latest available being 1918, the imports totaled 5,831,982,457 pounds, valued at \$308,346,986. We produced ourselves 629,216,000 pounds of cane sugar and 1,713,741,120 pounds of beet sugar during that same period, and exported 1,118,872,723 pounds to other lands.

The 1918 production figures for salt show a yield of 7,238,744 tons. Milk statistics show a production of about 11,050,000,000 gallons in that same year.

Some additional figures of interest are furnished by the tobacco statistics for 1918. We produced a total of 1,340,019,000 pounds; imported 74,852,219 pounds; and exported 288,781,511 pounds. In that period there were 7,835,583,747 cigars and 37,014,241,654 cigarettes.

If it is so desired, we would be glad to prepare a more exhaustive report on specific commodities or lines without delay.

Long Bell Lumber National Advertising Is Handled by Ferry-Hanly

Paul E. Kendall, advertising manager of the Long Bell Lumber Co., Kansas City, Mo., made definite statement this week that the company's national advertising campaign was in charge of the Ferry-Hanly Advertising Co. The firm's creosoted products, however, were being advertised by the Potts-Turnbull Advertising Co., of the same city, he said.

An appropriation exceeding \$100,000 has been placed with the Ferry-Hanly Co., and they are using large space in national media in the interests of the Long Bell (trade-marked) lumber.

William Woodhead Memorial Meeting to Be Held

A meeting in memory of William Woodhead, former president of the A. A. C. W., who passed away on January 27, will be held at the Advertising Club of New York, March 3, with Edwin T. Meredith as chairman. All the living past presidents of the A. A. C. W. and many prominent members of the profession will be present. This hour is 3.30 p.m.

Out in California—

San Francisco and its suburban territory constitute a trading center of fully one million people—one of the big population centers of the nation.



has no rival in this field, as a glance at the appended summary of the latest circulation and advertising figures will prove:

| | FIRST IN | Lead over Second Paper |
|---------------------------------------|-------------------|------------------------|
| Circulation, Daily | 126,260 | 35,374 or 38% |
| Average Net Paid, Third Quarter, 1919 | | |
| Circulation, Sunday | 239,156 | 122,655 or 92% |
| Average Net Paid, Third Quarter, 1919 | | |
| Advertising, 1919, Total Lines . . . | 12,747,182 | 3,998,512 or 46% |
| Advertising, 1919, Display Only . . | 8,385,482 | 1,605,870 or 24% |
| Advertising, 1919, Classified Only. | 4,361,700 | 2,392,642 or 122% |

Circulation Growth since the latest ABC Audit has been remarkable. Compare figures below with those above.

January, 1920, Circulation 134,292 Daily, 257,754 Sunday

*There is no substitute for circulation
and no circulation on the Pacific Coast
approaching that of the*



M. D. HUNTON
Eastern Representative
American Circle Building
New York

W. H. WILSON
Western Representative
909 Hearst Building
Chicago

How We Are Selling the Factory Idea

Newspapers Used With Telling Effect

By JEROME P. FLEISHMAN

Secretary, Needle Trades Association of Maryland, Inc., Baltimore, Md.

HOW IT STARTED

DOWN in Baltimore, Md., the labor situation, so far as women and girl help is concerned, was somewhat acute. Members of the Needle Trades Association of Maryland, Inc.—manufacturers of middy blouses, shirtwaists, underwear, overalls, and so on—recently awoke to the fact that, although advertising had sold their products nationally, the biggest problem with which they were face to face was the problem of PRODUCTION. Want Ads. simply weren't doing the trick. Idle machines were not only a thorn in the side, but a real menace to the sewing industry.

So the problem was put up to Jerome P. Fleishman, the new Secretary of the Association, who, until a few months ago, was for nine years a member of the editorial staff of "The Baltimore Sun" and who had written much of "The Sun's" self-advertising. Recently there began to appear in all of the Baltimore papers decidedly human display advertisements designed to interest women and girls in factory work. The ads. have attracted national attention. ADVERTISING & SELLING has asked Mr. Fleishman to tell something about the campaign. Here is what he has to say.



Well dressed; well paid; happy in the work they do

THE girls and women in our plants are a happy, satisfied, healthy, self-respecting lot. They have found their work their pride in it. They earn good money. They work under ideal conditions. Everything possible is done to keep them healthy and happy. And they appreciate it—for some of them have been in our employ for many years.

At one of our plants there is a group of 200 girls, started on their feet when they started in the factory. They are all well, and are happy in their work. They are all well, and are happy in their work. They are all well, and are happy in their work.

At a machine shop, just in a girl's plant, we have a group of 100 girls. They are all well, and are happy in their work. They are all well, and are happy in their work. They are all well, and are happy in their work.

Call in person or mail the coupon below in 920 Equitable Building

Yes, I am interested in the factory idea. Please send me a copy of the booklet "How We Lost That Bet On The Movies."

No, I am not interested.

Name _____
 Address _____
 City _____ State _____

Specimen of Newspaper Advertisement Used to Sell the "Work in a Factory" Idea.

we presented them as "plants" The reason is obvious. It helped us overcome that deep-rooted, unthinking prejudice. Well, as I was saying, I visited our plants and sold the working conditions to myself. When a man has sold a thing to himself, it isn't hard for him to write the kind of copy that will sell it to somebody else. If he isn't sold himself, better not write any copy.

A NEWSPAPER CAMPAIGN STARTED THINGS

We decided on a five weeks' campaign of little ads.—2 columns by

150 lines—to run in every newspaper in Baltimore. The schedule was so arranged that the woman or girl who didn't read the morning papers would see every ad. in the series, 13 of them in all, in her favorite afternoon sheet. She simply couldn't get away from that sales message of ours.

I wrote those ads. "from the heart out." My long newspaper training had given me a sense of the dramatic, and this I tried to put into the illustrations and the headlines. It is very amusing to be stopped on the street by some high-brow advertising expert and have him say: "That's wonderfully clever copy you are writing for your association, old man. Wonderfully clever."

Confound it all; that copy isn't wonderful and it isn't clever. If it had been, it would have been rotten copy for our purposes. All I claim for those little ads. is that they are HUMAN. I tried to make them dogged human. I tried to get into the mind and heart of the readers I was after a feeling that we were telling the truth about our plants and that, in holding out positions in them, we really were not only helping ourselves but were offering worth-while, clean, dignified, honest, good-paying work.

Each ad. carried a coupon. When the woman or girl filled out that coupon and sent it in to headquarters, she was sent a copy of a mighty interesting little booklet—a story written by Miss Gertrude Leimbach, a newspaper woman, under the title of "How We Lost That Bet On The Movies." The story detailed her experiences when she set out to learn the actual working conditions in the factories. The whole cover of the booklet was made up of a halftone of girls—genuine factory girls, snapped by the writer on the steps of one of the plants in our association at the noon lunch period. The story was illustrated with pen-and-ink drawings to relieve the monotony of type. And it's a very interesting story, with just the proper touch to it to leave in the mind of the reader the impression that latter-day factories aren't such bad places in which to work, after all. That, of course,

WANT Ads. simply were not ringing the bell; that's all. Some of the members of our Association were using big space in the classified columns and getting—practically nothing.

Industrial conditions had revolutionized advertising conditions, so far as we were concerned. That's the way it appeared to me, anyway. The girl no longer sought the job. The job had to hump itself and seek the girl. How to make it do that: that was the rub.

Well, how would you go about selling anything? Finding out its talking points and dressing up those talking points attractively in print, wouldn't you? That's what we did. We realized the old, old prejudice against the factory. We knew that girls and mothers of girls looked upon the factory as nothing less than a sweatshop. They didn't know that the factory had evolved because it couldn't help evolving with the times. They didn't know because no one had told them.

So we up and told 'em. First of all, I visited our plants—and, by the way, we referred to our factories as "plants" in the advertising. We didn't say they weren't factories. In fact, we referred to them as such in some of the ad. texts, but, by and large,

was exactly the impression the story was designed to leave.

The coupons began to come in 24 hours after the first ad. in the series was printed. They have been coming in in every mail since. With each booklet is sent a personally signed letter suggesting that the inquirer go to the plant nearest her home—the plants, what they make and their locations are listed in the booklet—ask for the employment manager and get any additional desired information about hours, wages, etc. A separate sheet giving the list and location of plants is enclosed with the letter for the inquirer's convenience, and on the back of this is printed a request on the employment managers to show the bearer of the sheet every courtesy. This, of course, is a "key" of the booklets.

Whether or not the campaign puts girls at those idle machines, we feel sure it has done one thing. It has caused a lot of women and girls who hadn't thought favorably or hadn't thought at all about factory work to think about us and the work we offer. It has put the sewing industry in the proper light before the workers upon whom that industry must depend if it is to survive in Baltimore.

Hydraulic Pressed Steel Combines Properties

The Hydraulic Pressed Steel Company announce the consolidation of all their interests under the name of The Hydraulic Pressed Steel Company of Cleveland. The individual plants will be known as follows: The Hydraulic Pressed Steel Co. of The Hydraulic Steel Co. of Cleveland; The Hydraulic Steelcraft Co. of The Hydraulic Steel Co., Cleveland; The Cleveland Welding & Mfg. Co. of The Hydraulic Steel Co., Cleveland; The Canton Sheet Steel Company of the Hydraulic Steel Co., Canton.

The executive offices of the company are in the Illuminating Building, Cleveland, O., with branch offices in New York, Chicago and Detroit.

Sprague, University Advertising Man, to Become Art Director

C. Hayes Sprague, a popular member of the Department of Advertising and Marketing of New York University, will resign his position on March 1, to go

to Cleveland, Ohio, as art director for the International Displays Co. in that city.

Through his connection for many years with the Advertising Art Department of the New York High School of Commerce, of which he is now assistant head, and with the university, Mr. Sprague has become identified with the advertising profession. The company he joins makes a specialty of window displays, cutouts, transparencies and similar advertising matter.

Noted Canadian Editor Is Dead

E. F. Slack, president and organizer of the Canadian Press, and general manager of the *Montreal Gazette*, died at his home in Montreal on Monday of double pneumonia. Mr. Slack, who was 52 years old, joined the staff of

the *Montreal Gazette* in 1888 as a reporter, and successfully worked his way up to managing director. He organized the Canadian Press in 1910.

Jason Roger's Book Is Black

February 13, 1920.

Editor, ADVERTISING & SELLING.

In your issue of this week there is an article by me dealing with the life and works of Jason Rogers, publisher of the *New York Globe*. I have just read this article, and enjoyed it very much, but there is a typographical error in it. I devoted a paragraph to describing the "Little Black Book" invented by J. R. and now used by publishers all over the country in which to put the condensed, complete records of all the vital facts about the state of the business. Your typographer managed to make this "the little blank book."

There is quite a difference between being black and blank.

Sincerely yours,

BRUCE BLIVEN.

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

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

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

Copy Writer

The man who will receive favorable consideration for this position must be possessed of a good analytical mind, imagination and a sense of humor to give his work pep and individuality. Salary will be commensurate with ability and you can sell yourself to us by the kind of letter you write. Make your letter reflect your personality. This is a worth while job with a worth while advertising company.—Box 250 care of ADVERTISING & SELLING.

The Chain Store As a Distributing Factor

THE last thirty years has seen a marked development in the Chain - Store - System. That this movement is getting to be a factor in the distribution of goods, can hardly be denied when a glance is taken of the following list of chain stores:

| GROCERY CHAINS | |
|--|--------|
| | Stores |
| Great Atlantic & Pacific Tea Co. | 807 |
| Acme Tea Company | 315 |
| James Butler Grocery Co. | 238 |
| Childs & Company | 230 |
| Grand Union Tea Co. | 200 |
| Kroger Grocery & Baking Co. | 182 |
| M. O'Keefe, Inc. | 146 |
| Wm. Butler | 140 |
| Bell Company | 130 |
| Robinson & Crawford | 130 |
| National Grocery Co. | 126 |
| Direct Importing Co., Inc. | 125 |
| Thos. Roulston | 121 |
| John T. O'Connor Co. | 110 |
| G. M. Dunlop Co. | 106 |
| FIVE AND TEN CENT STORES | |
| F. W. Woolworth Co. | 744 |
| S. H. Kress & Co. | 147 |
| C. S. Kresge Co. | 124 |
| J. G. McGrory Co. | 115 |
| TOBACCO AND CIGAR STORES | |
| United Cigar Stores | 1100 |
| DRUG CHAINS | |
| Riker-Hegeman Co. | 105 |
| Louis K. Liggett Co. | 52 |
| Owl Drug Company | 20 |
| Square Drug Co. | 20 |
| Marshall Drug Co. | 15 |
| SHOE CHAINS | |
| R. H. Long | 82 |
| W. L. Douglas Shoe Co. | 79 |
| Regal Shoe Co. | 47 |
| Hanover Shoe Co. | 52 |
| Florsheim Shoe Co. | 30 |
| Sorosis Shoe Co. | 30 |
| Hanan & Son | 18 |
| Beck Shoe Co. | 15 |
| HAT STORES | |
| Kaufman Bros. | 40 |
| Truly Warner | 24 |
| Irving Hat Co. | 24 |
| Sarnoff Bros. | 16 |
| Dates of establishment of some of the great chain-store systems: | |
| Great Atlantic & Pacific Tea Co. | 1859 |
| F. W. Woolworth Co. | 1879 |
| Jas. Butler Co. | 1882 |
| Hanan Shoe Stores | 1885 |
| Acme Tea Stores | 1887 |
| New York & London Drug Co. | 1897 |
| Cannon Stores | 1889 |
| United Cigar Stores | 1901 |
| Penney Stores | 1901 |
| Duke C. Bowers' Stores | 1902 |
| United Drug Company | 1903 |

Chain Stores take on more than one aspect. Some of them are retailer chains, some jobber chains and some manufacturers' chains. In compiling this article the *Merchants' Magazine* of the *Orange Judd Farmer* says that it is very difficult to make an analysis of a general nature which would apply with equal force to stores in these different lines, yet it is well that retailing merchants begin to think about this new force, this growing factor in distribution and in competition as well.

Chain stores claim, by virtue of such an organization, increased profits from buying power. They claim also heightened proficiency in advertising, in the better handling of credits and collections, and in better methods of merchandising.

The chief advantage which a chain store claims over the individual retailer is the ability to buy for less. Their system or plan rather leans to the elimination of the wholesaler. And yet these chain stores are compelled to provide warehouses and carry a surplus stock of goods in store ready for the call of the various stores. It is a question worthy of most careful thought and there is certainly some doubt as to whether or not there is any real saving in the system. They are compelled to perform the functions of the wholesaler and where an adequate stock is carried they are compelled to use in ratio the same investment.

JOBBER MUST BE DONE SOMEWHERE

This warehouse and shipping overhead must be higher than it is for the usual jobber unless the chain-store system is balanced to a nicety.

Much has been said in recent years about the elimination of the jobber, yet when the functions of the jobber are performed the expense must be met and we think observations throughout the country do not justify the belief that any saving so far has been effected in this method of distribution.

The wholesaler is an important factor in distribution. He gathers his goods from the four corners of the earth, puts them in warehouses for immediate needs of his customers, who may buy them as needed. And if he be a wise merchant he will buy in small quantities and often with a view of turning his stock; for profits to the individual retailer come not from the sale, but from the repeated turning of stock. This is an axiom in business right now and

retailers are just beginning to know its meaning.

There is one phase of the chain-store system which is worthy of thought and that is they employ high-grade efficient managers who have the stores carefully systematized and who are bent on showing a profit. These managers are not better merchants than individual merchants ought to be and it behooves every retail merchant who is conducting a store of his own to make himself so proficient that he is on a par with the manager of a chain store anywhere, and he can do it. When he does do it, chain stores will have no advantage.

From records at hand it would seem that a chain store has an advantage over the individual retail store in the question of net returns. The chain store makes good net returns on a relatively small investment, therefore they must have repeated turn-over. In an average city grocery store the stock turns perhaps ten or twelve times a year. In some of the best chain grocery stores stock turns forty times per year.

THE QUESTION OF TURN-OVER

In the average drug store three or four turns per year is considered good, but the most successful drug store has a turn-over of something like twelve times per year.

In a cigar and tobacco store the average turn is from four to ten times per year, while in one of the most successful stores in a well-known chain the stock turns fifty times per year.

The syndicate 5 and 10 cent stores average ten to twelve turns per year, while the average for individually-owned stores is from eight to ten times.

So it would seem that the chief advantage in the chain stores over the individually-owned store is turn-over, and this is the problem to which every thinking retailer is directing his attention.

Wholesalers have been teaching this doctrine for years and it has taken root now and then in spots, but if retailers want to measure up to the present-day requirements each and every one must take hold of this new doctrine and solve it in his own store in an effectual way.

"Buy in small quantities and often, keep variety up, investment down, and handle the kind of goods the people know about—the advertised kind." That is an axiom in the solution of this problem.

In this solution is found a road to more profit, as well as in meeting successfully every kind of competition that is now confronting you, even chain stores.



"PERSONAL SERVICE"

Protect Your Country



Sherwin-Williams Finishes approved by Nations for Battleships, Shells and Aeroplanes. They stand wear, weather and severe usage.

Protect Your Home



Sherwin-Williams House Paint approved by Property Owners, wears, preserves, beautifies. Economy in every gallon goes farther.

THE SHERWIN-WILLIAMS Co.

PAINT VARNISHES COLOR MATTERS
MINERS OF LEAD AND ZINC ORE
SHELVERS OF FINE OILS
CONDUITS OF WHITE LEAD
CRUISED BUCK PLUMBERS
MANUFACTURERS OF INSULATION
OILS AND SOLAR PRODUCTS

FACTORIES: CLEVELAND OHIO; NEWARK NEW JERSEY; LONDON ENGLAND
SALES OFFICES: NEW YORK; BOSTON; PHOENIX; ST. LOUIS; CHICAGO; SAN FRANCISCO; HONOLULU; HAWAII

ADDRESS REPLY TO
ADVERTISING DEPARTMENT
C. H. LEPPERLY, MANAGER

881 CANAL ROAD, N. W., CLEVELAND, O.

November 26th, 1917.

Advertising Artists, Inc.,
33 W. 42nd St.,
New York City.

Gentlemen:-

The window displays which you produced for us in our 1917 series were well received. The intensified coloring and the new art effect proved to be a unique change and offered something which some of our former displays had lacked.

Mr. Weissberger gave us personal service and his organization backed him up. He also gave valuable suggestions and has some good constructive ideas for any modern, progressive concern, no matter how large or how small.

Yours very truly,

THE SHERWIN-WILLIAMS CO.

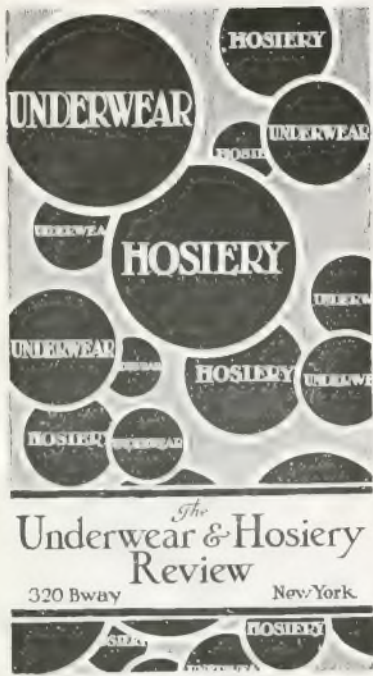
Advertising Manager.

CHL:EM



SHERWIN-WILLIAMS
PAINTS & VARNISHES





Stenographers and typists wanted, experienced in Publishing business; Advertising, Editorial or Circulation Departments. Register free of charge with Employment Registration Bureau of Periodical Publishers' Association, 200 Fifth Avenue. Write full particulars; age, experience, salary wanted, etc.

A Fertile Field for Shaving Soaps

Over 6,000 retail cutlery dealers and hardware dealers whose cutlery sales are important enough to warrant them studying the market read *The American Cutler*—the official monthly magazine of the American cutlery trade. The dealer who sells a man a razor should also sell your shaving soap or powder, if you cultivated his goodwill through the advertising pages of *The American Cutler*.

The American Cutler
15 Park Row New York

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

We solicit your account

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

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

How Shall We Export

Should You Export Direct or Through Exporters—the General Problem With Suggestions As to How It May Be Solved

By DR. E. E. PRATT

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

Is there any Question About Foreign Trade that Bothers You?

IF you have a question on this subject that you would like to ask you can get it answered, without charge or obligation, if you are a subscriber to ADVERTISING & SELLING, by sending it to the editorial offices.

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

For example, you want to know how to make parcel post shipments to Paraguay—ask Dr. Pratt, he will tell you how it is done.

You want to know what effect the rate of exchange will have on foreign trade with Italy? With Latin America? With other countries? Ask Dr. Pratt, through ADVERTISING & SELLING, and you will receive the information.

Dr. Pratt's answers to foreign trade questions will alternate with the series of articles on foreign trade by Clayton Sedgwick Cooper, the third article of which will appear in our issue of January 31st.

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

J. and H., Inc.,
Cincinnati, Ohio.

We are manufacturers of a specialty which is widely used in this country, and for which we believe there is a market abroad. Would you advise us to develop an export department of our own, or make use of the export firms in New York and elsewhere? Please give us the reasons for your advice.

THIS question goes to the root of the export problem, as it affects the manufacturer. The questioner in this case has made the usual mistake—a mistake always made by those unfamiliar with export business. He assumes that there is a right and a

wrong method for the manufacturer to pursue, and that the question of establishing an export department is an abstract one like any mere engineering problem or a chemical reaction. To talk with some uninformed manufacturers, you would think that the export problems of his organization could be analyzed in the laboratory and an exact answer found to each query.

Nothing could be farther from the truth. No man, however skilled, can answer the question propounded in this instance. In the first place, we haven't sufficient information. Only the writer of this letter, or possibly his board of Directors, can give the necessary information. The best that I can do is to point out some glittering generalities that bear on the subject.

As indicated, there are in general two courses open to the manufacturer; first, the establishment of an export department, and in consequence the development of a *direct* export business; second, the making of certain connections with export houses in New York and San Francisco, and in consequence the development of an indirect export business.

The decision as to whether his export business shall be *direct* or *indirect* rests upon the manufacturer and the facts upon which to base that decision are mostly in his hands and nowhere else.

The decision of *direct* or *indirect* exporting rests, in the main, upon the following considerations:

(1) *Character of the Product.*

Some articles are particularly adapted to direct exporting, as for example those widely used, *e.g.*, sewing machines, cigarettes, etc.; or articles where the element of service is important and where direct contact with the factory is essential. In other cases, where the product is more standardized, *e.g.*, coffee, zinc, certain types of machinery, etc., the necessity of close contact with the buyer

"GIBBONS KNOWS CANADA"

is absent, and the manufacturer is well served by an exporter.

(2) *Capital and Credit.*

Any producer or manufacturer who desires to export direct to foreign markets must be prepared to give credit to his foreign customers. In order to give credit, he must have not only sufficient capital to carry on his domestic business, but to add a very considerable line of credit for his foreign customers. Some manufacturers have been fortunate enough to be able to exact cash for their merchandise, especially during the war. But today the manufacturer in general has the choice of giving credit or doing business through a middleman.

(3) *Margin of Profit.*

The margin of profit oftentimes determines the question for the manufacturers. If the margin is wide, a large and specialized selling organization may be built up. If the margin is small, any selling organization may be too expensive. To a very considerable extent the margin of profit depends upon competition abroad—a point that must be kept in mind.

(4) *Brains.*

Some industries are notoriously lacking in brains. If the manufacturer thinks that such is the case in his business, he had better not embark on a program of direct exporting. There is in fact no business in which the necessity for highly trained brains is so great as in the export department of a manufacturing establishment. No executive, no matter how competent, can look after the details of an export business, and hence that part of the business must be delegated. There must be brains at the top, and brains in the export department.

(5) *Willingness to Export.*

Manufacturers sometimes think they want to go in for direct export business, when they have not really considered all the consequences. The willingness to develop direct export business presupposes a carefully and thoughtfully made decision and not a chance, a prejudice, or a mere lucky stroke. Any man who decides to go into direct export business should have the determination to go through with it, come what may.

The considerations mentioned above apply to all export business, but particularly to direct exporting. The direct exporter carries his products directly into foreign markets. He builds up a selling organization abroad, which may consist of his

own officers, travelers, warehouses; or of his own agents and representatives; or of a large number of customers and mail contracts. He builds up his foreign advertising. His foreign credit information equals his domestic credit information. His shipping department is familiar with the technique of foreign shipments. His financial department understands drafts and foreign collections. In short, the man who exports direct must be prepared to extend his domestic organization with foreign countries.

If the manufacturer is not prepared to do these things, he can use the export house or a middleman, and his obligations will be discharged upon the delivery of his merchandise into their care.

Finally, let me say that the decision to extend his business into any foreign territory should be based by the manufacturer on exactly the same factors as his decision to open up any new domestic territory. If his decision is so based, it is likely to be successful; if not, he is likely to meet with unfortunate results.

Writing the Modern-Day Sales Letter

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

By CHARLES H. BAKER, Jr.

The Norton Company, Worcester, Mass.

(Concluded from issue of Feb. 14, 1920)

This is where the subject heading is of far-reaching value, as is shown in the following:

The Utica Hardware & Iron Co.,
Utica, New York.

Yours February 26
Empire Machine Works,
Binghamton, N. Y.
2" Pipe Dies, Type No. 3.

Due to the war our whole output has been requisitioned for the Government Arsenals or for those concerns who have formal contract numbers, and we are unable to quote you on six of our No. 3 dies. Your blank is returned unsigned.

This situation is unfortunate but is one entirely beyond our control; something that we have to put up with much as we would like to take care of our old customers.

Please write this concern direct explaining the situation and assuring them that when the war is won we will only be too glad to renew the relations with them it has been our privilege to enjoy in the past.

If upon further investigation you find that your customer has a government contract number, kindly let us know and we will quote our best price and delivery at once.

The Butler Die Corporation,
HWL/S (Signed) H. W. Lathrop,
Sales Department.

Here the whole thing has been changed into simple modern wording.

The whole expression "Your esteemed favor of the 17th, etc.," is summed up in the subject heading "Yours January 17." The reference heading for your office is not entirely the "Utica Hardware & Iron Co." as might be assumed by a first glance at letter 1; but the "Empire Machine Co.," and in letter

2 this is naturally included in the subject together with the proper address. How much clearer the whole situation is. The meaning of the letter is understood at a look.

To the subject heading there can be no logical objection. It saves superfluous words later on in the letter proper, gives an accurate idea of the basic purpose of the letter, and thus helps all readers, both the file room of your own company and that of the Utica Hardware & Iron Company. With the new office help that must be trained nowadays this is an especially valuable point, as it aids in quick accurate filing, and a speedy location in the files when you want to get hold of it again for reference. So far as appearance goes it tends to centralize and balance the whole page, and does not detract in any way from the good impression given.

CONCISENESS VALUABLE

The second letter is courteous, clear, and puts the gist of the whole problem where it can be readily understood, not only by yourself but by anyone who may refer to it, even if the circumstances of the case should not happen to be known before reading.

Let us see if we can't forget our habitual bad language such as: "I am in receipt of"; "Beg to state"; "Trusting we may hear from you"; "In reply to your esteemed favor"; "In reply would state"; and others that are an inheritance of a bygone business age.

"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.

The word "trust," when used in the above sense, is well worth avoiding. In other words, it means "believe." When you infer in your letter that you *believe* you are going to hear from a person, it can easily cause irritation on the part of the reader; first, because you assume you are correct before you know what the reader intends to do, and second, in doing this you appear to leave nothing to his personal judgment or feeling in the matter. This does not apply so strongly to the especial letter in question, as you are writing to one of your own agents, but when addressing a customer direct it is a good point to watch; especially if your customer is of an arbitrary or independent disposition. The word "hope" is better, and is more direct English. Only ministers and other high-brows can use the word "trust" in a conversation without sounding stilted or affected.

EVERY LETTER A SALES LETTER

This third letter illustrates my point that all letters going out from a concern are *sales letters*, even though they may not be connected with any direct sales at the moment of writing:

The National Supply Company,
Hartford, Connecticut.
Gentlemen:

Some companies pay accounts reluctantly but not so the N. E. Co., for we're glad to send our check feeling that you have taken good care of our needs.

We are a little slow with this particular check, but you will excuse us when you know that it is due to our Treasurer suddenly deciding to join the colors and lick K. Bill, and we had to reorganize the accounting department.

We get trade from about all the leading concerns in town except yours. Don't you use quality advertising? Something that the other fellow will be glad to receive, something like the quality of the goods put out by the National Supply Company?

After you look over the enclosed slip, send us some of your printed matter and let our artists submit a sketch without obligation. We want to show you, not because we buy of you, but because the N. E. Co. kind of advertising will make money for you.

Say something cheerful when you mail us our receipt.

Very Cordially Yours,
The Nonpareil Emblem Company, Inc.
MII/L. (Signed) Milton Haywood
Assistant Manager

How many accounting departments care enough about the good opinion of the companies they buy from to explain in detail the reasons why they failed to discount a particular bill? The average action in a like case would be merely the

paying of the bill within the net period allowed. No especial harm is done, and by the same token nothing is accomplished, no advantage taken of the opportunity offered of *rising above the common level*; of laying a foundation for future business by means of a slip-up on your own part and thereby accomplishing a double benefit. Analyse your personal reactions should you receive a letter of this type under like circumstances.

Sales letter writing, while somewhat of a gift, may be learned and developed just the same as any other accomplishment. It is rather a difficult thing to learn out of books now, for letter reform in its modern interpretation is a new development. One at least of the better correspondence schools has a fine treatise on the subject, and some of the correspondence supervisors in the larger companies have written articles on the subject which usually have appeared in booklet form for the use of dictators in such companies. The most practical way of mastering the subject, where criticism and help by a supervisor is lacking, is to lay down certain main principles which cannot be violated; and actually dictating letters to the best of critics—your customers. In this article accuracy, pure English, conciseness, neatness and quality of letterheads and typing are assumed facts. These, of course, are the necessary foundation to work upon. The first three are the result of education and honest application, the latter of the policy of the concern itself. Regarding this last, the modern practice is tending to draw away from the maze of smoking factories set amid broad chariot-covered boulevards, that still grace a third of the page for some of us; and to adopt a simple and tasteful heading on first quality paper, thereby reflecting the character of the organization behind it.

COURTESY, CLEARNESS AND HUMANNESS

The main headings of (1) COURTESY, (2) CLEARNESS, and (3) HUMANNESS, cover the cardinal points to be considered here. Of these courtesy and clearness are nearly on a par. No one cares to read a cold dryly accurate letter any more than an effusive one filled with a jumble of items, numbers and dates. Both are necessary to a sales letter, neither can be left out. The last heading "humanness" is to the dictator what

style is to the author. It cannot be assumed and must be the direct result of being in a good humor yourself, a friendly feeling toward your customers or readers, and practice.

Quite a lot of dictators can be courteous and clear in a letter, do all the duties politeness requires of us, and still the result sometimes is very cold and unconvincing so far as lasting good results are concerned.

These three headings are much easier to remember than a long list of "don'ts"; for anything that conflicts with these facts it is well to omit. Yet there is one point that is worth especial emphasis here: Avoid sarcasm in a letter as much as you would a flatly hot statement. It is a great temptation to answer a letter in the same tone as it is written. In a personal interview you can sometimes say such a thing in a joking way and the tone of voice or facial expression will pass it along and accomplish the desired result. But in a letter you can't always be present when it is read, and a perfectly harmless little joke can cause a good deal of trouble at times; especially so in connection with matters of importance.

This applies to the "hot" letter as well. Naturally when you get a good blowing up or are exasperated by a customer's action or attitude, you want to go right back at him. If you knew the man well or could see him personally perhaps you could without any bad result; but remember that at best it takes two days for a man to get your answer, often longer, and unless he is an unusual human being he has forgotten all about the incident, in all probability; when along comes your letter to fan the flame again. Even supposing it should be passed by with a laugh by the man it was addressed to, will another official possibly higher in the concern view it in the same light should he happen to have it taken out of the files for reference some six months later? Especially if he be one in authority, it is quite likely that he may think of buying his next consignment—well—from your most aggressive competitor let us say.

The headings Courtesy, Clearness, and Humanity will be taken up at length in subsequent articles; considering each from somewhat new angles which have been suggested by personal observation of the effect of letters upon customers themselves. Typical letters will be used as illustrations left in their original wording, with only the firm names changed.



“S’MARVELOUS”!

Old Bill has discarded his battered tin hat for a peaceful bowler—but that walrus face of his glows just as warm, under any sort of head-gear.

Take a look at it, one of these days, in LESLIE’S, where Bairnsfather induced him to sign an exclusive contract. Speaking of the contract, Bill says, “S’marvelous!” but he can’t understand “why in the blinkin’ blazes advertisers should be h’int’rested in an old fool like ’im.”

Leslie's

Illustrated Weekly Newspaper

Half a Million Guaranteed

The First 500,000

Owner of "Schenectady Gazette" Dies
Gerardus Smith, chief owner of the *Schenectady Gazette*, died last Sunday in that city, aged 62 years. He was a graduate of Union College, and was president of the Schenectady Trust Company.


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

SALES MANAGER

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

The William C. Wood Pass Service, Inc.
1114 Sun Bldg., New York City, N. Y.

Training for Authorship
How to write, what to write, and where to sell.



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

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

Dr. Esenwein


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

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

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

150-page illustrated catalogue free
Please address:

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



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 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.

C. W. Patman Dies Suddenly

C. W. Patman, former secretary of the Association of National Advertisers, and up to his death associated with the research department of the McGraw-Hill Co., passed away suddenly in New Rochelle, N. Y., on February 12.

Mr. Patman, who was a native of Great Britain, was associated with the advertising business for many years. Before becoming secretary of the Association of National Advertisers in February, 1913, he had been with the *Textile Manufacturers Journal*, *Good Housekeeping* and several other magazines. His work at the A. N. A. to October, 1916, brought him nation-wide recognition. He then became secretary

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

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

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

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

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

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

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

of the National Commission of the A. A. C. W., and last year he joined the McGraw-Hill Co.

"C. W." as he was affectionately called, was a hard and very conscientious worker. He leaves a wife and an adopted son.

Chicago Launches a \$1,000,000 Advertising Campaign Through McJunkin—Twelve Advertising Managers on the Committee

Chicago's plan to raise and spend \$1,000,000 a year to advertising the city has been auspiciously launched under the guidance of Wm. H. McJunkin, of the McJunkin Advertising Company, who has been selected to handle the campaign. Twelve Chicago advertising managers have been chosen as a committee to assist Mr. McJunkin. They are:

Henry Shott, Montgomery Ward & Co.; S. C. Jones, James S. Kirk Company; R. A. Brown, Marshall Field & Co.; E. S. La Bart, Wilson & Co.; W. Frank McClure, Fort Dearborn National Bank; Dana Howard, Commonwealth Edison Company; Earl Barber, Alfred Decker & Cohn; F. W. Heiskell International Harvester; S. Edglin, Sprague Warner Company; L. G. Reynolds, Stewart Warner Speedometer Company; H. C. Darger, Blue Valley Creamery Company; H. Greenbaum, Wieboldt & Co.

W. Frank McClure, advertising manager of the Fort Dearborn National Bank, has been named chairman of the advisory advertising council to supervise the expenditure of the "boost Chicago fund," Mr. McClure and his associates will work without pay.

Government Officials Seize Rome Newspaper

Officials of the Italian government occupied the offices of the newspaper *Idea Nazionale* early this week on the alleged charge that it had printed an article hostile to France and based on false information.

By Specifying

REX OFFSET

Your lithographer is assured maximum production

REX PAPER COMPANY
KALAMAZOO MICHIGAN

SAMPLES SENT ON REQUEST