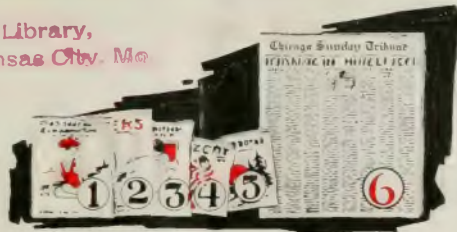


# Advertising & Selling

JULY 17, 1920

Public Library,  
Kansas City, Mo.



## The Chicago Tribune Leads 144 Magazines

**T**HERE are 150 "general" magazines listed by The Standard Rate & Data Service. Of this number only 11 exceed The Chicago Daily Tribune in circulation, and only 5 (3 weeklies and 2 monthlies) exceed The Chicago Sunday Tribune.

**FURTHERMORE.** The Chicago Tribune has a great advantage over even those few magazines which exceed it in circulation, because its tremendous influence is concentrated on one rich, compact market. The Chicago territory (Illinois, Indiana, Iowa, Michigan and Wisconsin) has one-fifth of the wealth of the United States distributed among twice as many people as live in all Canada. In this most desirable territory, The Chicago Tribune (reaching one family in five), has a larger circulation than any other medium.

**THESE** are some of the reasons why The Tribune is recognized by advertisers as one of the greatest mediums available for national advertising.

The Tribune's 1920 BOOK OF FACTS will be sent free to any selling organization if requested on business stationery.

**The Chicago Tribune**  
THE WORLD'S GREATEST NEWSPAPER

*Circulation more than 400,000 Daily, 700,000 Sunday*



## GET DOWN TO EARTH

If you want to make progress in an automobile or in an advertising campaign you must have all four wheels on the ground.

If you will make use of the service Successful Farming has to offer you will be carried swiftly and surely to the very heart of the farm market in the great food producing heart of the country.

Add the buying power of more than 800,000 farm families served by Successful Farming to your present market, and see your percentage of profits increase with the same overhead.

**SUCCESSFUL**

E. T. MEREDITH, Publisher  
Des Moines, Iowa



**FARMING**

T. W. LeQUATTE  
Advertising Manager

The  
**VITAL  
SPOT**  
TO START  
SOUTHERN  
CAMPAIGNS

The  
**VITAL  
NEWSPAPER**  
IS THE

WRITE

*R. E. King*

ADVERTISING DIRECTOR

New Orleans  
**STATES**

**EVENING**

**SUNDAY**



## "Happiness in Every Box"



38,246 people crowded into one store in response to Newspaper advertising!



# Rain rescued a Retailer

In New York on Saturday, May 8th last, the first candy store of the United Retail Candy Stores system opened at 8 A. M.—amid a torrent of rain!

This is the world's largest store devoted exclusively to retailing candy. 42nd Street between 5th and 6th Avenues.

Knowing full well the average effect of a rainy day on retail sales, crash went the hopes of the management!

But by 10 o'clock the cry was for more rain—anything to reduce the wonderful, but engulfing patronage!

At half hour intervals it became necessary to close the doors.

At 8 o'clock in the evening, the large stock was exhausted, and the 100 clerks were in a state of collapse. Signs were posted announcing the store's closing, and at that very hour there were as many people clamoring at the 42nd Street entrance as at any other period of the day.

During those twelve hours, through a passage actually but seven feet wide, two hundred feet long, running from 42nd to 43rd Street, there had been conservatively "clocked" by the experienced "United" system, 38,246 individuals!

By way of comparison, consider the fact that mammoth Madison Square Garden normally seats but 7,000 people, and but 12,000 total when you include the arena!

So far as we know, there is no business parallel. There was neither an announcement of free samples nor extraordinary bargains. There was no soda fountain, no lunch counter.

38,246 people, a fair sized city—responded to Newspaper advertising to buy candy, and though in the heart of the shopping district, the preponderance of customers was men.

What a perfect tribute to complete merchandising and advertising—to so many factors which combined to produce such phenomenal success—

—but you cannot get away from the dominating fact that this specific example is above all things a perfect tribute to the power of the daily Newspaper.

This power is for sale in every community of the United States. It logically follows that until a manufacturer uses right newspaper advertising, the greatest of all advertising forces, his sales cannot possibly reach their peak.

### Invest in Newspaper Advertising

## E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

NEW YORK CHICAGO ATLANTA KANSAS CITY SAN FRANCISCO

# ADVERTISING & SELLING

The National Weekly of Modern Merchandising - Established 1891

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

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

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

30th Year

JULY 17, 1920

Number 4

## Advertising a Great Commercial Service

The Policies and Creeds That Are Back of the Publicity of the Guaranty Trust Company of New York

By FRANCIS H. SISSON

Vice-president, Guaranty Trust Company of New York

THE Guaranty Trust Company of New York advertises in newspapers and magazines because it knows of no more effective method of acquainting the public with the services which this company is prepared to render. These publications constitute the chief reading matter of a majority of the people and are, therefore, the places to say whatever you wish to have others read or hear. We use them because we want everybody to know just what our institution is and what advantages it offers to its customers.

There are a great many good people who know nothing of banks beyond the fact that they are depositories for the funds of their customers. A vague idea may be had that under certain conditions the bank will lend money. Now it is absolutely impossible that a bank shall thrive upon any such meagre conception of its functions, and, except by advertising, there is no way of enlarging quickly the circle of those who know that its activities cover a field as broad as business itself, whether private or public, domestic or foreign.

Under circumstances such as now

obtain in all civilized countries, banking touches intimately every phase of social and industrial life. To make clear to the public these manifold relationships of banking, to show a

whether or not we can help them.

### INSTITUTIONAL PUBLICITY

When you have told the reader all about the character and extent of the banking facilities which you are

ready to place at his disposal, your advertising task is but half done. You still must convince him that in the extent of your resources, in the staff of experienced men employed by you, in the atmosphere of efficiency combined with courtesy which pervades your establishment, there are certain advantages for him that will make it worth his while to become a customer.

These things can be shown in their completeness only in the actual transaction of business, but the expectation of them, the confidence that they exist, can be imparted by skillful and persistent advertising. Because we strive for these

man that wherever his business may be he can have adequate facilities for financing his transactions, is necessary if a large share of the world's business is not to be done in a primitive way. Having facilities, we choose to let those who require them know about it rather than to await until they make inquiries of us as to

things so earnestly, and because we seek as a matter of business and profit to increase the number of customers who appreciate the advantages of them, we advertise.

The growth of the Guaranty Trust Company of New York in recent years testifies to the wisdom of giving the widest possible circulation to



FRANCIS H. SISSON

these descriptions of its business, these pledges of its attention and skill in every matter entrusted to it.

Our new business solicitors find their introductions made for them through the public prints. The attractively typed, well-worded advertisement in the newspaper or periodical stimulates the interest of every alert man or woman, whether they be immediately concerned with the subject or not. Frequently seen, the distinctive advertisement fixes the institution definitely in the public mind.

The reader gets an impression of it that in many instances is ineradicable. These provocations of attention, these suggestions that become images, break down the barriers of reserve and custom for the inter-

viewer and pave the way to complete understanding. And so we find them worth while from the purely business point of view.

#### PREJUDICE DEMOLISHED

There is another phase of the value of advertising whose importance is just beginning to be appreciated. This relates to the opportunity which the paid advertisement affords to demolish a great deal of unjustified prejudice against financial institutions.

By persistent advertising the public can be brought to see that the bank is an integral part of the economic structure of any community, that it performs services quite outside its ministrations to business, and

that these services are potent factors in maintaining the economic welfare of a community and the country at large at all times, but especially in periods of dissatisfaction and unrest.

Every bank, every well-organized, full-functioning bank, is the repository of funds of exact information of sound thinking, of broad vision in the field of industry and finance.

To make that fact known to the readers of newspapers and magazines, who are the creators of public opinion, is the object of much of our advertising.

We believe that the dividends it will pay in good will, in clear thinking, in justice, and in increased business are incalculable.

## Filming the Romance of Lumber

### The Long-Bell Company Is Telling Its Story In An Unusually Interesting Form

THE ROMANCE of the lumber industry—the same romance that has been written in stories of the Far North and the lumbering and logging operations since the country was new—is told in vivid scenes from the southern logging camps and mills in a one-reel educational film, "The Story of a Stick," soon to be released in the motion picture theatres.

From fine stands of long leaf yellow pine in Louisiana, through every operation of mills of The Long-Bell Lumber Company—showing even the intricate machinery with which every piece of lumber this company produces is trade-marked—the interesting story of this far-reaching industry is unfolded. It is a story for every man and woman who uses lumber in building a home or a factory or farm building—the story of lumber!

"Make me a boat!" is the youthfully worded command of a little boy to his "gram'pa" in the opening scenes of the picture which was produced by the Rothacker Film Mfg. Co. of Chicago. Anxious in a boy's way to hear a story of achievement, he listens intently as the old man talks and whittles a boat from a stick of wood. The old man tells him of gigantic logging operations—of the incessant industry of numerous saws and trimmers and other mill devices—of mechanical wonders in the process of transforming southern pine into trade-marked lum-

ber fit for every use. The film visualizes what the old man is telling his grandson.

Through every operation the picture follows the logs through the woods and into the hills. Here the picture shows the care practised at every Long-Bell mill in producing good lumber. Action, too, is registered here in the operation of varied mill machinery. The experienced grader is shown at work, examining thoroughly each piece of lumber and marking its grade. Then the lumber goes to the dry kilns, and afterward is loaded for shipment to hundreds of dealers throughout the country.

The scene shifts to a southern port. Here, where ships are bound for the ports of the world, a freighter is being loaded from rafts with timbers for export. By machinery, the trade-marked timbers are being lowered into the hold of a ship chartered for a freighting voyage to England.

Scenes also show other lumber products in the process of manufacture. One of these is the treatment of creosoted production. A brief glimpse of the Long-Bell pressure-vacuum treating retort is given. And, too, the picture shows stump land after a sawmill operation, with the development of this temporarily barren acreage into fine farms.

So the story of carefully manufactured lumber is told in pictures. The little boy is immensely pleased

with the story, as well as with the ship whittled from a stick of wood. Together he and the old man go home. Here is the finished product—a home built of trade-marked southern pine.

#### Victor H. Polachek Resigns

Victor H. Polachek, publisher of *The Sun and New York Herald* and *The Evening Sun*, has resigned that position, to become effective the first of next month.

Mr. Polachek has been planning for some time to enter the newsprint manufacturing field and has associated himself with a project for the manufacture of pulp sulphite and newsprint paper on a large scale. He expects to be in a position soon to announce the details of the paper project, a development which is expected to go a long way toward relieving the famine conditions in newsprint supply.

Mr. Polachek says he is leaving the Munsey organization with regret, because his relations with Mr. Munsey and his organization have been extremely cordial and pleasant, but he feels that he owes it to himself to make the most of the present opportunity.

#### New Account for Green, Fulton, Cunningham

The advertising account of the Widdicomb Phonograph, made by the Widdicomb Furniture Company, of Grand Rapids, Mich., is now in the hands of the Green, Fulton, Cunningham Company, Detroit.

#### Robert Hoyme Increases Capital

Robert Hoyme, Inc., New York, has increased its capital from \$20,000 to \$300,000.



# Advertising as a Key to Let a Monopoly Into a "Ready Made" Market

Boyce Moto-Meter Finds That There's "No Such Animal" as a "Ready-Made" Market Unless Advertising Has Made It

By PAUL F. BURGER

THIS IS a story of a manufacturing business with a trade monopoly on a ready-made, constantly increasing world-wide market.

With a beginning like that you might be justified in thinking that the story would naturally be short and succulent. Big Market plus Monopoly equals Fame and Fortune.—Q. E. D.

However, there's a *but* in this as is the case with most big business successes. Contrary to expectations the aforesaid mentioned ready-made market did not leap hungrily forward to demand the product. For the product—Boyce Moto-Meter—happens to be something *useful*, instead of being just a fad or a whim-catching novelty. And so far as we can discover in history few lives ever been lost in a mad scramble on the part of the public to buy new and useful inventions—Emerson and Elbert Hubbard notwithstanding. So the Moto-Meter Company, Inc., of Long Island City, New York, re-discovered what Bell, Fulton, McCormick, Seldon, Goodyear and others found out: that if you've got something good you've got to sell it and sell it hard.

But to get back to the beginning, what is Boyce Moto-Meter?

## WHAT THE MOTO-METER IS

Boyce Moto-Meter is one of the simplest little contrivances ever attached to an automotive unit. It is a water gauge. You see them sitting up on the radiator caps of automobiles, tractors and trucks everywhere. They are also used on airplanes, stationary gas engines and other gasoline power machines. Boyce Moto-Meter's job in life is to keep you constantly posted on the heat condition of your motor. Within the space of a small glass tube a couple of inches long there is a capacity for registering the two extremes of temperature of water—boiling temperature and the freezing point. The minute something goes wrong under the hood, Boyce Moto-Meter indicates the abnormal condition and warns the motorist that trouble is heading his way. It is a little tell-tale for the man who never knows exactly whether his motor is

running too hot, too cool, or at a safe normal temperature.

The instrument was invented by Harrison H. Boyce whose name it bears. Like many other inventors, Mr. Boyce had plenty of friends and acquaintances who were glad to tell him he was wasting his time and money fooling around with such a superfluous thing as a water gauge for automobiles and that everybody with any sense knows

The company had no plant and was forced to have its instruments made by a manufacturer who had little faith in the device and demanded payment in cash before making deliveries.

Feeling that the sale for this device would be large once it could be brought before the public, the company naturally wanted to advertise. But how to do it with very limited means was a problem.

Mr. Townsend knowing personally the majority of the famous racing drivers such as Ralph DePalma, Barney Oldfield, etc., it was, therefore, decided to endeavor first to interest the public in the utility of the Boyce Moto-Meter through racing channels.

Racing drivers were quick to recognize that utility and shortly after their introduction to the Boyce Moto-Meter, every racing driver in every important race was carrying one of the little instruments on his car, notwithstanding the fact that no prize money of any kind was offered. It is interesting to know that prior to the introduction of this instrument to racers, sixty odd per cent of the contestants in professional races were eliminated due to overheated motors.



Type of "Moto-Meter" copy that appeals to both dealer and user

when his engine is overheated without having to look at any mechanical device. But these friends did not think deep enough or else they did not know that by the time the average automobile driver finds out that his motor is overheated, the chances are that serious damage has already been done, and that, with a Boyce Moto-Meter, the driver can have visual warning against engine trouble *before it happens*.

## EARLY STRUGGLES

But Mr. Boyce, steadfast in his belief that the public would eventually see the necessity of the invention stuck to it, and in 1912, in association with George H. Townsend, formed The Moto-Meter Company, Inc. The capital at that time was small, almost trivial in the light of present day industrial financing.

## TALKING TO THE TRADE

The next step was to interest the manufacturers of automobiles and the trade. This meant working direct with the manufacturer and advertising through trade journals. After much hard work the company finally succeeded in having its device installed as equipment on the Mercer car. This was the first manufacturer's installation. The second equipment was Packard, then came Haynes, Stutz and many others. Just as soon as the manufacturers started adopting Boyce Moto-Meter, the jobbers fell in line and the Moto-Meter Company began to see daylight. Today, the device is installed as standard equipment on over 150 different makes of passenger cars and motor trucks and is known and used in practically every country of the globe. Early in the fall the company expects to open several foreign branches to still



## BOYCE MOTO-METER

SEVEN thousand Boyce Moto-Meters are sold every day. Over two million have been sold with a money-back guarantee. Not one has ever been returned.

You are not experimenting when you buy a Boyce Moto-Meter for your car. You will find it the best investment you ever made.

Boyce Moto-Meter tells you the exact hour of your motor. Prevents premature wear, burned bearings, scored cylinders and other motor troubles.

If the manufacturer of your car failed to supply you with one, go to your dealer today.

We especially recommend Boyce Moto-Meter for such cars as Overland, Studebaker, Dodge, Cadillac, Buick, Reo, Chandler, Cleveland and Ford.

REGISTRATION LAW: METERS BY CONNECTION  
 IN CANADA BY CONNECTION  
 TRADE MARK: TRADE MARK  
 IN CANADA BY CONNECTION  
 REGISTERED TRADE MARK BY CONNECTION

The MOTO-METER Co., Inc.  
 114 Broadway, New York, N. Y.

An advertisement that stresses the high quality, general utility and widespread adoption of the product

further extend its overseas business.

Boyce Moto-Meter advertising started as a trade paper account some years ago. The use of trade papers has been very successful in helping to secure distribution, and that is one of the reasons for continuing their use, though the company, at the present time, has remarkably fine distribution in the retail trade and a distribution in the jobbing trade which it feels is probably second to no other automobile accessory.

The trade papers used include *Automotive Industries*, *Motor World*, and a somewhat lengthy list of other trade and class publications reaching both the wholesale and retail trade, as well as the consumers. In addition to the use of trade papers circulating in the United States and Canada, the Moto-Meter Company, also uses class publications reaching the trade and the consumer in England and in France.

Included in the Moto Meter Company's trade helps are a long list of booklets covering the different mod-

els of Boyce Moto-Meter such as passenger car, truck, tractor, and distance-type, also window display material, catalog inserts, and newspaper electros, (twich, by the way, give the dealer more than an even break in the space) and several other expensive and efficient sales helps such as mahogany counter displays and mahogany wall displays showing free dials given with certain types of instruments whereby a man can have his club or lodge emblem or the name of his car shown on his Moto-Meter. Also service signs for window, door, and store display.

### THE MISSING FOUR MILLION

Although there are now nearly three million Boyce Moto-Meters in use in the United States there remain something over four million automotive units which are not Boyce Moto-Meter equipped, so there is a great deal of hard selling still to be done. The owners of these four million eligible units are being hammered at hard and continuously not only by the trade and class advertising but the strong consumer appeals in half pages of the Saturday Evening Post.

Among those motorists who have not equipped with the Boyce Moto-Meter are two fairly distinct types. One type is the motorist who has given some study to his car and who thinks he knows all about it and for that reason, feels that he does not need a heat gage to tell him when his car is overheating or overcooling. If he were an automobile engineer or a racing driver (or had real knowledge instead of just a superficial knowledge that he picks up at odd moments) he would appreciate the value of Boyce Moto-Meter. But with this man "a little knowledge is a dangerous thing." Too frequently he is apt to regard a Moto-Meter as a frill for which he has no use. This type of motorist can only be convinced through his pocketbook. He has actually to experience engine trouble of the sort that Boyce Moto-Meter can prevent before he is convinced.

### CONSUMER COPY

The other type of motorist is the man who really knows little about the device and probably knows just enough about his car to be able to run it fairly well. This type is naturally more open to conviction than the type that has set notions of his own.

Thus far, the company has been running two different types of presentation. One, a somewhat slam-

bang, rough-and-tumble, reason why type which is aimed directly at the motorist who knows about Boyce Moto-Meter but *won't* be convinced. It is felt that the argument set forth in this type of copy will also interest and convince the man who does not know anything about the device and is willing to be shown. The advertisement, "Blind," is one of the hammer-and-tongs type. The other type of presentation shown is somewhat more dignified and contents itself with a short explanation of what Boyce Motor-Meter does and its standing among the trade and motorists as a device of great utility.

Thus far, both of these types of advertising appear to be equally effective.

Speaking of the Moto-Meter Company's advertising, Mr. Boyce, who invented and developed the Moto-Meter, says, "We soon had the necessity of advertising forced upon us, for we learned that when a new invention proves successful the rest of the world does not immediately adopt the idea and that nothing sells itself. The worth-



## Blind!

Blind to the dangers that lurk under the hood. Blind to the importance of motor temperatures. Blind because he still believes he can detect motor trouble on time, in actual fact, he is dead wrong! No one can do that. Not even Ralph De Palma or Barney Oldfield.

In the old days he might "get along" with his sense of sight, hearing and smell, but modern horsepower *demands* a heat gauge.

## BOYCE MOTO-METER

When you intelligently pocket as the standard gauge, it tells you when to stop. It's not a matter of giving up, it's a matter of saving your money. It tells you when to stop before you get into a situation that is dangerous to your car and to your pocketbook. It tells you when to stop before you get into a situation that is dangerous to your car and to your pocketbook.



THE MOTO-METER CO., Inc.  
 114 Broadway, New York, N. Y.

Copy that shows the motorist he is driving blind unless he has this "seeing" device on his car.



while product demands promotion and constant advertising.

#### THE VALUE OF ADVERTISING

"We became advertisers after the first year or so, going into the trade journals with a very small expenditure. We have each year increased our appropriation and branched out into other mediums. Before we were advertising we made little effort to reach the consumer because our distribution was pretty weak and we could not afford to enter into a large campaign in national mediums. But once the jobbers finally got interested, distribution picked up and then we were in a position to use general mediums profitably.

"To-day, our appropriation is large, probably one of the largest in the automobile accessory field with the exception of the tire advertisers.

It is interesting to know that we are to-day manufacturing and selling twice as many instruments each working day as we sold during the first two years we were in business. Shortly after we had actually caught our stride we opened a small factory of our own in New York City and employed 50 girls. Inside of three months we moved to Long Island City and during the past four years we have out-grown three factories and are to-day crowding our present eight-story plant. Our sales have shown an increase of practically 100

per cent yearly during the past four years—and the demand for Moto-Meters is steadily increasing at an enormous rate.

"More than 2,000,000 Boyce Moto-Meters have been sold on a money-back guarantee and not one instrument has ever come back to us. When you consider that we are now selling more than 6,000 instruments every working day and could sell more were it possible for us to make them, this means something. Of course, the device itself is a good product, but without advertising, as stated before, we would never have been able to make such tremendous advances."

## The Development of the Magazine

Some Interesting Facts About the History and Growth of our Present Day General Publications

By GEORGE FRENCH

MAGAZINES have become something more than advertising mediums. They have become efficient builders of business, along with other classes of publications that are still insufficiently called advertising mediums.

That term is reminiscent of the time when the only function of the publication, in the way of advertising, was to sell its space and leave everything else to the advertisers and their agents. Now all mediums give service that is about as valuable to the advertisers as the space they sell. In this sense of becoming promoters of business, through their advertising functions, the magazines are now so efficient as to make the old term "advertising medium" not only antiquated but weak as a descriptive name.

The number and variety of publications that must be classed as magazines, if at all, makes it impossible, in thinking of them, to list even a portion of them; and one would not know where to draw the line. Postal laws have operated to create a large class of periodical publications that have little relation to the magazines of those older days when the *Atlantic*, *Harper's*, the *Century* and *Scribner's* were almost the whole list. A little further back we remember that *Harper's*, *Scribner's* and the *Atlantic* had the field practically to themselves. The old original *Scribner's* was not the *Scribner's* of today. It was the predecessor of the *Century*, and was edited by Dr. J. G. Holland,

who was perhaps the first great magazine editor in America, in the modern sense. But this *Scribner's* was sold to Roswell Smith, who turned it into the *Century*; and under the terms of this deal there was no *Scribner's* for five years, when the house of Charles Scribner's Sons began the new *Scribner's* as we have it now, of which Edward L. Burlingame became editor in 1904. This original *Scribner's*, that was changed to the *Century*, was really the first magazine of importance, in the modern sense, in America. The *Atlantic* was always, as now, different from all others: a class by itself. *Harper's* dates back of either *Scribner's* or the *Atlantic*, but for a series of its early years it was largely made up of articles taken from English periodicals and did not have a distinctly original or American character. Even its cover design was "lifted" off of an English periodical, *Bentley's Miscellany*, and was discarded for original designs not very many years ago.

#### PEERING INTO THE PAST

The older *Scribner's*, edited by Dr. Holland, was a very good magazine, but could hardly be said to be the progenitor of the magazines as we now know them. The new regime began with the *Century*, which got not a little of its prestige through the admirable work of its printer, Theodore L. De Vinne, and its earlier art directors. In many particulars the phase of the life of the *Century* cov-

ered by Mr. De Vinne's work as its printer constituted the heyday of American magazines. Richard Watson Gilder was its editor, and filled it with good literature. Art work was lavished on its covers and its illustrations, while its typography was better than any of its contemporaries. De Vinne gave it his personal attention, devising new faces of type and fixing the format in accord with the most approved ideas. It had a permanent cover of real artistic distinction, which was occasionally varied by designs made by the greatest artists of the times, as Grasset, of Paris, who made a cover never to be forgotten by magazine readers of the day, and possibly never since equalled. *Scribner's* has always used a basic cover design made by the late Stanford White, which is frequently modified, and has of late been reduced to the border enclosing new designs related to the contents. *Harper's* has wholly discarded its soap-bubble cover that was taken from the English magazine, but has not evolved anything nearly as attractive among the varying designs used. The *Atlantic* has modified its original typographic cover page but slightly since it was edited by Holmes and largely written by that marvellous group of New England illuminati; and it has sacrificed the lucid and optically comfortable typography of the pages that the famed Riverside Press of Cambridge gave it for something subtly inferior, probably on the score of economy.

making it in this vital matter of printing without distinction.

There is a group of newer magazines the limits of which it would be hard to fix, if attempted, the scores of women's magazines, periodicals on the border between literature and special motives, the great drove of story periodicals, those leaning toward utility, and so along the list into the wonderful groups of trade, class and technical publications, many of which are as interesting as those that assume to be devoted to literature. It is exceedingly difficult to fix the boundaries of the group that ought by rights to be included as magazines, as it would be difficult to define literature and so delimit the group. For our present purpose, suppose we call those periodicals "magazines" that have a general circulation, whose editorial policy seeks to interest all people who are readers. Not, however, including the weeklies. They form another class, intermediate between the magazines and the newspapers — which have lately assumed the functions of literary colporteurs; but on the other hand the magazines have strongly invaded the field of mere news, and comment on the news. So it is necessary to consider that the spreading all over the field of all sorts of reading matter, almost indiscriminately, has narrowed the nomenclature of periodical publications to the calendars—dailies, weeklies, monthlies; with the old quarterlies practically forgotten.

#### THE RISE OF ADVERTISING

It is not so very many years since *Harper's* admitted no advertising to its pages, save announcements of new books published by the Harper concern.

One of the first outside advertisements accepted was offered to *Harper's* by J. Walter Thompson. George William Curtis was the editor, and he was greatly agitated by the suggestion that his magazine should accept a paid advertisement, and protested vigorously. Nevertheless, the advertisement was accepted. Mr. Thompson likes to recall the incident and he dates from that event the rise of advertising, not only in the magazines but in all mediums, as he claims for the magazines the credit of inciting the great advertising regime in the midst of which we are. He remembers that when he was more or less young in the advertising agency business Godey's *Lady's Book*, of Philadelphia, and *Peterson's Magazine*, also of the Quaker City, each carried one page of advertising, and only one. Mr. Thompson sent to the publisher of Peterson's an order for

the insertion of twenty-five pages and nearly shocked that gentleman into a fit. He at first declined the order, on the ground that he could not increase the number of pages he used (96), and must not curtail the reading matter. He finally, under Mr. Thompson's persuasion, found a way to insert the twenty-five pages; and thus magazine advertising may be said to have taken a start toward its imposing record. It was not very much like the advertising of today; and yet it was quite as good, as to copy and design, as much of the advertising of today. We have to allow that in the matter of arrangement and typography we are not yet out of the woods with the whole advertising phalanx. The advance guard is deploying into the open, while the rear guard is, in a general way, headed in the right direction.

#### BUILDERS OF BUSINESS

It must not be assumed that the advertising managers have become magazine autocrats, or anything like that. They have progressed from being mere sellers of space to expert and amazingly successful builders of business. Publishers do not rely upon subscription receipts for their income, as in the older days. They can't. If they did they would be knocking at the doors of the bankruptcy court. Costs have mounted out of sight, compared with those old days, when *Harper's* was printed on a press run by mule-power, and the mule was hoisted to the upper floor where the new cylinder press was located by block and tackle. This early stage of magazine advertising was, after a time, succeeded by an era of profuse advertising, when the magazines and other mediums literally were flooded with advertising, most of which was placed without any well digested policy. After this era waned, and when the magazines found their advertising diminishing alarmingly, there slowly grew up another method of handling magazine advertising and that method has developed until at the present time it may be said to represent a growth that has been not only remarkable in volume of advertising handled but more remarkable still in the light of the manifold differences in method it has brought into play, and the remarkable gain in efficiency that has resulted.

Advertising to-day is business building according to methods that have been abundantly tested and delicately adjusted. A few years ago it was considered to be largely a gamble. Now there is nothing in

business that is more confidently figured. Magazines sell, when they sell advertising space, definite business advantage. The methods made use of are as different as are the results. There has been a revolution in magazine advertising. Its importance has not been realized because it has come upon us gradually, and without much beating of tom-toms. It is not more than a dozen years, for example, since magazines began to use color on their advertising forms; and they began very reluctantly and grudgingly. Now look. Nowhere can such fine color work be found as on the advertising pages of the magazines, and great quantities of it. The general design of the advertisements has undergone radical improvement, especially the typography and the illustrations.

The magazine advertising manager of to-day is something of a business wizard—must be. He not only advises regarding the advertisement itself, but he is apt in the new art of business psychology, and goes with his advertisers to the bottom of all the problems that depend in any degree upon the rousing of interest among readers of magazines. He responds to the insistent demands of the advertisers for help, help, and more help, in making their advertising effective. He is become the personage about the entourage of the magazine. The known and publicly assayed editor is no more. Not one of the old company of editors is left to us. Who is the editor of any one of the magazines? Alden of *Harper's* is but recently dead, and he was not known, even by name, until he was an old man, and then not as an accomplished literarian, but as a man well liked for his amiable traits, and skilled in dealing with the insistent or bumptious contributor. The editor as a person has vanished. Who knows the name of the editor of the *Century*? We know the name of the advertising manager, and the printer. Who is the editor of *Scribner's* or *Harper's*, or the *Atlantic*? In the business atmosphere of magazinedom it is known that Ellery Sedgwick is editor of the *Atlantic*, but even we who know that think mainly of his success as a publisher in getting 140,000 people to buy the *Atlantic* where only one third as many bought it before.

The pendulum swings this way and that, in all relations of life. The magazine editor had his day, and now it is the business department that swings into the limelight; and very properly so, not one whit to the prejudice of the literary founda-

(Continued on page 32)

# The Lighting Factor in Modern Business

Telling Effects for Stores, Windows and Plants Which  
Serve to Assist the Processes of Production and Selling

By MYRTLE PEARSON

GOETHE'S dying cry, "More light," has been echoed in industry for a long time now, but some of the loudest in demanding more light in places where commodities are produced, or in places where they are merchandised have had a very vague conception of exactly what they meant or wanted. The need of more light in the mills, the factories, the warehouses and the stores in the interests of safety, accurate workmanship and effective display has been widely advertised among manufacturing executives, sales managers and display men. They have all been "sold" on the proposition. The puzzle has come when they have been faced with the necessity of deciding just what kind of light is most suitable to fill their specific requirements, for the need is not only for "more light," but for "right light."

## LIGHTING ADVICE

One of the best recent compilations of data as to the right light available for the right place which has been brought to my attention is contained in a series of booklets on various angles of the lighting problem, issued by the Edison Lamp Works of the General Electric Company. This is pure sales material designed for distribution not only to Edison lamp dealers but to manufacturers and dealers classed as lamp prospects. The information has been compiled by members of the company's lighting service and commercial engineering departments and each booklet touches exhaustively upon some angle of the illumination problems met with in production or merchandising, ranging from fairly general advice on lighting to specific details on the technical characteristics and uses of certain classes of Edison lamps. The series is quite as interesting as an example of effective sales service as for the information it contains on the problems of good workmanship and display as viewed through the lighting expert's eyes.

The importance of accurate lighting to merchandising service is made very clear when one realizes the actual proportion of the rent of the ordinary retail store that is repre-

sented by the worth of the show window. In one store, referred to in the Edison Lamp Company's service booklet on "The Lighting of Show Windows and Show Cases," statistics showed that, though it was 100 feet long and the windows only 2 feet deep, they were worth 12 per cent of the rent asked for the whole place.

## DISPLAY PROBLEMS

The illumination necessary properly to show off the goods in such a window will depend to a certain extent, of course, on the color of goods on display. It is a well-known fact that we see things by the light reflected from them to the eye. White or light colored goods in a window will send back to the eye a great deal of light falling on them, while one containing dark goods will reflect but little and hence appear dim if not well-lighted. If the window is likely to have goods of all kinds on display it is necessary to plan the illumination so that the most difficult condition is filled. There are other factors to consider—the intensity of the street lights and illuminated signs in the neighborhood of the store, the desirability of color lighting as affected by the class of goods on display, etc.

The display manager, in the words of A. L. Powell, writer of this booklet, is "a scenic artist and stage director." His show window is a miniature stage. He sets his scene, then places his actors and properties.

Yet, it is incumbent upon the sales manager, or the store manager, as the case may be, not to let his display man, in remembering his temperamental affiliations with Belasco, Urban, Rhinelart and other wizards of the dramatic stage, forget his obligations as a salesman. In show windows or show cases, the lighting may make or break the sale, for in these days of nationally advertised goods where one takes the quality for granted and buys as color or design strikes the fancy, display is the thing.

A peculiar demand of modern day display is for "artificial daylight"—white light. This is especially the case where there are demands for illumination that gives color accuracy.

Since the appearance of colored objects varies more or less with the color of the light falling upon them, it is important, particularly for artistic articles which are seen under daylight, that color determinations and selections be made under a light of daylight quality. The silk dyeing industry, and the wool and cotton industries less exactly, demand unobstructed north light in matching and finishing goods. When we come to the sale of these goods we find a much lower standard of accuracy commonly acceptable, where the so-called "daylight" that falls upon the goods is modified by surrounding buildings, window shades, hangings, mahogany woodwork, etc. The elimination of colored light and the production of artificial daylight—a very complex thing, be it known—is treated with interest and value in the booklet on this subject compiled by G. H. Stickney, of the Edison Lamp Company's lighting service department.

## LIGHT AND LABOR

Only recently have labor managers come to realize the actual value of "right light" on the safety, health, state of contentment and productive ability of their workmen. It has been demonstrated that there is a direct relation, which the manufacturing executive should recognize, between right lighting on the one hand and industrial relations, labor turnover and productivity on the other.

R. E. Harrington, of the lighting service department of the Edison Lamp Works, writing on "Illumination and Production," brings ample evidence of the effect that lighting has on the employees.

"Good lighting," he says, "is also reflected in the faces of operators, in the form of healthful, buoyant spirits. Bad lighting is irritating because it makes it difficult to see, and strain is involved in the efforts of workers to adapt themselves to unnatural conditions. The mind, unconsciously, perhaps, becomes obsessed with the idea that it is being imposed upon. Everyone has seen this condition evident in employees; possibly the reader himself has experienced this form of resentment. Bad lighting will react to produce nervous, irritable, discontented employees."

(Continued on page 48)



# Advertising the Ultimate Advantage of Your Product

Illustrating and Emphasizing Results, Many Manufacturers Find, Will Produce the Most Satisfactory Returns

By H. ARTHUR ENGLEMAN

A MAN who buys automobile tires does not select a particular brand because they are made of Para rubber, or because they have a particular type of tread, but because he believes that they will yield in service most miles per dollar. Similarly, a woman chooses a certain brand of face cream, not because it contains, say, olive oil, but because the distinctive ingredient has a specific effect upon the complexion.

In other words, it is the Ultimate advantage, rather than the process or peculiarity of manufacture for which a man or woman will purchase one product in preference to another. Details of construction are, after all, incidentals, provided a commodity gives satisfaction in use. There are, it is true, in many products, exclusive constructional features, but here again it is the ultimate advantages they afford, more than the technicalities of their differences that are of real interest.

There is, for example, a well known electrical washing machine claiming the distinction of an enclosed mechanism. What is really important is the element of safety that this feature provides—in other words, the Ultimate consumer-advantage.

So the question naturally comes to mind, "Do we, in illustrating our advertisements, attach sufficient importance to The Ultimate convenience our products afford?" How does the art work we use measure up to Webster's definition of the word illustrate? Reference to the dictionary tells us that to illustrate is to make clear or intelligible; explain by examples; elucidate by means of pictures.

## KEYING THE APPEAL PROPERLY

Perhaps most advertising illustrations do measure up—more or less. Quite a percentage visualize a negative rather than a positive thought and others go no further than picturing a minor technicality rather than an actual advantage to be derived by the use of the product advertised.

Hence we see advertisements of vacuum cleaners illustrated with women working the appliance instead of pictures showing, say, the young housewife enjoying the extra leisure the use of the product pro-

vides; food advertisements picturing the woman working in a hot kitchen rather than the family enjoying the better meal that the advertised product makes possible.

Such negative illustrations fall short of their real function because they do not put over the big sales argument—namely the benefits to be enjoyed by the use of the merchandise offered for sale. Yet that is just what the really efficient illustration should do. It should tell the big sales story at a glance.

Few illustrations in current advertising more effectively visualize the big talking point than a recent color page put out on behalf of the Eden Electric Washing Machine. Instead of the conventional woman working at the machine we see pictured an attractive young matron, attired in negligee preparing to get dressed in an attractive and apparently recently washed garment. The cut of the machine itself is "stripped in" large enough for picturing the washer yet small enough to be unobtrusive. As an illustration that shows an ultimate advantage of owning an Eden, as well as being an example of splendid commercial art it takes first rank among the pictorial announcements of the day.

## THE OPPOSITE IN APPEAL

Contrast with this Eden illustration a recent drawing featured in a woman's magazine of national circulation on behalf of Johnson's Prepared Wax. Here is shown a young housewife on her knees in a kitchen, cleaning the floor! Work in the form most dreaded by the average matron is made the subject matter of the illustration! How much more effective this advertisement would have been had the picture shown, for example, husband and wife admiring the newly polished floor, to secure which the polish was purchased.

For some reason, not easy to understand, many advertisers persistently illustrate the work involved with the use of their wares. There is a recent advertisement of the Hughes Electric Range. It shows a smart housewife preparing a meal. This advertisement would unquestionably be more effective if it illustrated the family enjoying a well

cooked repast, the wife especially enjoying the meal through having escaped the drudgery of cooking. In the advertisement under discussion the illustration really emphasizes a negative point because the woman is featured doing a task many women wish to avoid. She is cooking!

Far more efficient is the picture used in a recent advertisement of the Lorain Oven-Heat Regulator. Together with the caption "Set The Wheel—Then Spend the Afternoon In Pleasure" the illustration shows in concrete form a woman setting the wheel, (which sketch also shows how the appliance works) the same woman at an afternoon social function and a "close-up" of the device advertised. It really fulfills all the essential functions of a selling illustration because it is specific in each of its details.

An ultimate benefit enjoyed by women who use Pompeian Beauty Powder is cleverly pictured in a current advertisement headed: "Which Is The Mother?" In place of the commonplace women shown in the act of applying the powder, we see two beautiful women already at the dance, both looking so young and radiant that it is hard to distinguish between mother and daughter. Inasmuch as most women desire to retain their youthful appearance the appeal most surely must strike home.

## ILLUSTRATIVE BY SUGGESTION

The manufacturers of Omo Bias Tape are using an interesting series of clever drawings that show the actual use of this article. One such picture shows a mother dressing her daughter, in such a way that the utility of this tape is at once apparent. The tape itself is not shown at all in the illustration, yet the convenience its use affords is well suggested.

Another striking "ultimate" illustration is that used recently in an advertisement of Borden's Condensed Milk, with the caption "Custard Pie Fit For A King." Like the Omo drawing, it does not picture the article for sale. Instead, however, it tells at a glance two big stories. First it pictures a tempting pie—one of many things for which the milk can be used. Second, the enjoyment the pie will give the

# *Is Newsprint Troubling You?*

## Join The Publishers Buying Corporation

The Publishers Buying Corporation, the mutual, non-profit making buying organization of newspaper publishers, is receiving additions every day, and so many inquiries that a tremendous volume of correspondence is required.

The paper requirements for 1921 of members of the organization must be on file with the International Paper Company and other producers before September 1. Consequently they should be all completed and in the hands of the corporation by August 15 to allow time for tabulation and arrangement. In order to do this all memberships should be taken and information secured from publishers by July 31. This applies not only to 1921 requirements but to arrangements for temporary supply from September 1 to December 31.

To facilitate the process of bringing some 500 additional newspapers into the fold, Mohammed will come to the mauntain.

The following series of meetings is being arranged:

Asheville, N. C., Tuesday, July 20, at the Southern Newspaper Publishers' Association convention.

Dallas, Texas, Friday, July 23, at Adolphus Hotel, 10 A.M.

Kansas City, Mo., Monday, July 26, at Hotel Baltimore, 11 A.M.

Chicago, Ill., Wednesday, July 27 or 28, at the Hotel La Salle, 10 A.M.

Pittsburg, Pa., Thursday, July 29, at the Hotel Fort Pitt, 10 A.M.

New York, Friday, July 30, at office of The Publishers Buying Corporation, New York Globe office, 73 Dey Street.

Officers and directors of the Association will be present at the meetings to explain the buying plan, the contracts and method of procedure and sign up publishers.

All publishers having news print troubles are invited. Come prepared to sign and bring a check for \$50 made payable to the order of The Publishers Buying Corporation. If you are unable to attend in person, but are interested, notify another publisher who is going to attend and give him power of attorney to sign for you.

## **The Publishers Buying Corporation**

W. J. PAPE, President  
G. W. MARBLE, Secretary

W. W. WEAVER, Vice-President  
JASON ROGERS, Treasurer

family is happily suggested by the appearance of the husband and wife who are pictured eating it. An illustration such as this, that shows an ultimate benefit the commodity affords is far more appealing than a picture of a woman cooking over a hot stove.

A current advertisement of Krumbles, in which is illustrated the family enjoying breakfast together, is effective because the appeal to the appetite is made by the action of every-day people enjoying this product.

#### INFUSING ATTRACTIVE ELEMENTS

The advertising of the Victor Talking Machine is interesting and compelling because it suggests some

ultimate pleasure that comes with the ownership of the Victrola and Caruso is shown entertaining at a social affair in an average home; or a typical family is pictured dancing. Can there be any doubt that such pictures are far more compelling than inanimate illustrations of cabinet work or distinctive tone arms?

Notice how effectively too, the Fleisher Yarns advertisements are illustrated. Always, the dominant feature is the beautiful sweater or some other garment that can be made with the yarns. Such illustrations have far greater selling value than pictures of women shown in the act of knitting. A similar line of reasoning prompts an advertisement of the Koh-i-noor Snap Fasteners. That these fasteners

"hold" even under unusual strains, is visualized by a woman at the strenuous game of golf.

And the beautiful appearance that Ivory Soap Flakes gives to blankets is brought out in a picture of two women admiring the blanket, so well washed that it looks like new. That means far more to a woman than the fact that the washing is a simple process or that it is the work of only a few minutes. Lever Brothers have adhered to this thought in their advertising of Lux, Rinso, Twink and other well known lines of domestic drudgery-banishers. It is the ultimate result to be obtained that prompts the purchase of an article—and this is the big fact that should be remembered in planning advertising illustrations.

## Selling Appetites Through the Consumer Magazines

**The Man Who Employs a Chef and the Boy Behind the Plate of Beans Must Be Studied As Food Buyers**

By **HESTER CONKLIN** and **PAULINE PARTRIDGE**

Consultants in Domestic Science and Directors of the Del Monte Domestic Science Department

**A** CHOCOLATE CAKE which brings back fleeting memories of a familiar cake box on a pantry shelf; a plate of griddle cakes, hot, brown and crisp, awakening an old pang of long forgotten homesickness; bacon, frizzling and curling over a camp fire and coffee, sending up fragrant steam. All this is pictured in the name of food advertising. Luscious halves of perfect peaches reposing in a glass dish, or pumpkin pies, golden and spicy, catch the eye wandering across the printed pages of our general or "consumer" magazines, and rouse a slumbering desire so strong and instant in its response as to quite surprise its longing possessor.

Hence the success which has attended more than one carefully conceived, well executed campaign, the "backbone" of which has been our national publications, and the auxiliaries the car cards, the imposing posters and the home newspapers.

The elements actuating and entering into a campaign to further the distribution and consumption of foodstuffs are highly interesting. If any form of advertising and selling campaign can get back to first principles, down to rock bottom humaneness and up to the heights of poetic romance it is that which will successfully put across a meritorious, needed food staple, whether that staple be marketed as such or dressed up and put forth as a specialty.

There is something about food advertisements, as they appear, all clothed in their seasonal—or unseasonable, if you choose—raiment that seems to appeal to more than just the sense of sight—they seem to strike right into our consciousness until we are wrapt in the delights of satiated vision, smell and FEEL as well.

#### DOWN TO FIRST PRINCIPLES

Why do people buy food? To satisfy their appetites, of course, and to study the appetite is to study psychology from the first shadowy memory of babyhood. Many a well-groomed and efficient man, seemingly concerned only with "Big Business," who pays his chef a satisfactory salary running into four figures, and dines with a servant behind his chair to anticipate his desires, looks yearningly at the little, hungry, tow-headed boy behind the huge plate of baked beans and wishes, yes, wishes for a "good dish of old fashioned beans." Memory, again, has played its trick and he, too, is back in his boyhood with a boy's appetite for the food of long ago.

Good cookery, the "commercialization" of able artists and the high development of the printing art have, united in modern advertising, under the skill of the reconciler of these selling forces, the Advertising Man, produced this psychological reaction. Faithful rendition of these

selling ideas in the magazines and other media named has been responsible, it is safe to say, for a vast degree of the betterment that has been brought about in family "provisioning" during the last decade. And what wonders have been worked for those whose delights are epicurean!

The bacon over the camp fire trails in its wake the joyous weariness of a day in the open, far away from all mankind, a day of keen sport in a soft slipping canoe, or a cross country tramp with dog and gun when the air was crisp with the nip of frost. You could have eaten nails, or sawdust, or feathers but you didn't; you ate bacon and flapjacks and drank coffee. Memory has fused it all into a dream so seductive that time only adds to its glowing perfection.

#### REACHING THE ETERNAL EPICURE

These, however, are appeals to instinct rather than reason. In these days, when prices are at the top, a strong point in food advertising is economy. This appeal is directed particularly to the housewife, the family purchaser, and shows her the convincing proof that certain products give her more value for her money than she has been accustomed to receiving. Appetite appeal is by no means abandoned, but it may be, for the moment, secondary to economy.

Convenience in the use and prep-



# Collier's

THE NATIONAL WEEKLY

5¢ a copy



Coca-Cola  
and Collier's

Coca-Cola have  
used more space  
in Collier's this  
year than ever  
before.

Watch Collier's

aration of foods is also an advertising point which is directed almost entirely toward women, for they are the ones who appreciate and profit by these qualities.

Food values, in our opinion, have less "punch" and less appeal than is generally supposed. To somewhat exaggerate this point, if we were really interested in food from the caloric, or dietetic standpoint, we would be subsisting on food tablets with utter satisfaction and no time wasted in the preparation or consumption of nourishment in any other form, and the appeals of art and salesmanship would be wasted upon us.

It is interesting to note that nuts, raisins, beans, oatmeal or cheese have a food value equal to a certain amount of beef, but show me the man with his mouth watering for a broiled beef steak who will set it aside for a few nuts or a square inch of cheese. Not the normal human being with a good digestion and a pleasant disposition and the capacity to earn a beef steak instead of nuts; not he!

Mothers are often attracted by material which recommends foods for children as health giving and strength building because the growth and well being of their children is stronger in their minds than the pleasure of the children themselves in partaking of the food. Appetite appeal is a lone road which each man travels for himself in his own way from tender youth to ripe old age, with no particular desire for guidance beyond his own choice.

But no matter what the manner of approach may be it must be grounded in cold hard fact. Fooling the people even a very small part of the time has no place whatever in food advertising. Every point that is made is the result of scientific experiment and investigation by a department established and maintained for that purpose. Every recipe apparently slipped carelessly into the corner of the page as an afterthought for the greater convenience of the housekeeper, has been carefully tried in quantities suitable for the home table before its public appearance on an advertising page. Those luscious peaches, that salad heaped with golden mayonnaise, those fat raisins flowing from the package, the crisp flapjacks and bacon, that soul stirring cocoanut cake probably have all been reproduced from photographs, and photographs, we all know, many of us to our deep regret, have very solid foundation in cold, cruel, brutal Truth.

#### TRUTH IN FOOD ADVERTISING

Truth, in the last analysis, is the test by which food advertising stands or falls. The appetite roused to the buying point by a picture of great, firm, golden globes of peaches swimming in molten sunshine is loud in protest if the can produces an anemic, flabby object of no decided color, surrounded by a liquid greatly resembling aqua pura. The purchaser's disappointment is so keen that he turns with revulsion from all peaches not personally picked from the tree and, if he is at all fussy, he insists on planting the tree, for he will not be fooled again.

Just so the housewife who uses the recipes in the advertising pages of the magazines must be certain of a good result. Should she fail to produce the pictured perfection she has carried with her into the kitchen will she blame herself? Not at all. That isn't human nature. She will blame the product she is using, perhaps for the first time in her life, for her cake was always good before. Weren't they all natural cooks in their family? Aunt 'Liza never measured a thing, and never could tell you how she did it, but Aunt 'Liza's fried cakes! Well, there were none better. To be sure, Aunt 'Liza dipped out sugar and flour and milk with the same old teacup and she filled it up to the crack with sugar and up to the handle with flour but that was just "rule of thumb."

So inaccuracy must be combatted with simplicity so great and so practical as to make every recipe fail-proof as far as is humanly possible. Recipes which require personal judgment, or which employ indefinite amounts, are eliminated from the start, so that with ordinary care and very little experience the cook will not fail, and the one trial will charm her into a continued use of her experiment which has flattered her vanity by proving itself a huge success.

And it will never occur to the average feminine mind that a recipe used for Snowflake Baking Powder might be equally successful with Goldenglow Baking Powder, and perhaps it wouldn't.

It is a theory, well grounded in fact, that only a hungry man can advertise food. If he sees visions before his eyes of delicious viands, smoking hot and assailing his long-ing nostrils with every fragrant aroma designed to arouse the appetite he can translate his dream to paper in a fashion which tickles the jaded imaginations and palates of even his

most fastidious readers, but if he have a fit of indigestion, or if, perchance, he lives rather well himself, then, unless he writes to starving Russia, it is hard to put enough seasoning and spice into his work to rouse even a passing interest.

And just because habit has us all so closely in its grip we must have the same old things our forebears have eaten since they set foot on Plymouth Rock or Ellis Island as the case may be. Strange food is a thing apart, and will be forever shunned by the average normal person. Yet, in contradiction to that, we want the same old foods in a new way. The average housekeeper, however, has no wish to be a pioneer. She is quite willing to have the road charted and mapped before she sets forth upon it, with food materials at their present prices. Perhaps that is why cooking has not the attraction for many that it might have, for it may well take its place among the creative arts if only the "creator" has sufficient courage and initiative.

This is left largely to the departments given over to experiment and research which all large food advertisers maintain to-day to assist their promotion departments.

Behind the art which kindles the imagination and rouses the slumbering appetite is the practical cook who "makes the dream come true."

#### Firestone Going After Foreign Business

H. S. Firestone, president of Firestone Tire & Rubber Company, just before sailing on the White Star liner Olympic on an inspection trip of Firestone interests in Europe, when interviewed, said:

"The rubber outlook, as those in close touch with the industry know, is dependent upon several conditions. The tire industry is dependent upon the auto industry and there has been a general slackening down in the automobile business which naturally has retarded the tire industry. The bad weather of May and June had its effect upon auto sales, but with good weather, which we can expect now, both the auto and tire business will gradually become stabilized. I believe the slowing down in the automobile business is sure to go further, although I would like to assume an optimistic view of the situation.

"Firestone Tire & Rubber Company, with the many sales offices and particularly the buying office through which our crude rubber is purchased, is in a very favorable position abroad. We are able to sell goods in England, France and Belgium at present rate of exchange.

"In the crude rubber situation, there is a slight overproduction and this product is now about the price to which it dropped during the war, about 38 to 40 cents.

"When Europe gets back to a fair automobile production, it will mean a bright outlook for the tire business. As to rubber prices in general, I believe they will gradually be adjusted on a higher base."

# The Man With a Model Under His Arm

**F**OR more than sixty-four years railway officials everywhere have looked to the RAILWAY AGE for information needed in their work—and they always *found it*. Why?

Perhaps the best answer to that question is found in the story of the man who came into our office one day back in the seventies with an air-brake model under his arm.

That man was George Westinghouse, who had just applied for a patent on his air-brake. Down he sat and we soon saw the possibilities of his device; and what is more—said so editorially.

What happened? You know the great service the air-brake has rendered, just as we predicted it would—and because we, knowing we were right, dared to advocate a patented device, even as late as twenty years after we were accused of holding stock in the Westinghouse Air Brake Company. Why? Because we appreciated the value of an idea, and knowing it was right—advocated it.

“Be sure you are right, and then go ahead.” That has been the policy of the RAILWAY AGE ever since its first number appeared; and that is why it has the confidence of railway officials and why it assures advertisers the right audience.

That, too, is why those who make the innumerable things the railways buy in such vast quantities *know* the RAILWAY AGE and its companions—the RAILWAY MECHANICAL ENGINEER, RAILWAY ELECTRICAL ENGINEER, RAILWAY SIGNAL ENGINEER and RAILWAY MAINTENANCE ENGINEER—are the right mediums to use—right in policy, right in results.

Which is why, right now when the railways are back under private control—now when a vast sales' opportunity confronts you—the Railway Service Unit is so valuable to you.

The question for you to decide is, *which* of these publications is best for your special case. That being true, write us and we will tell you which paper or combination of publications to use and how to use it.

**SIMMONS - BOARDMAN PUBLISHING CO.**  
**WOOLWORTH BUILDING, NEW YORK**

Charter Members

Audit Bureau of Circulations

Associated Business Papers

Publishers also of Shipbuilding Cyclopedia, Marine Engineering, "The Shipbuilding Unit," and Locomotive Cyclopedia, Car Builders' Cyclopedia, Maintenance of Way Cyclopedia, Material Handling Cyclopedia and The Boiler Maker

CHICAGO

CLEVELAND

CINCINNATI

WASHINGTON

LONDON





# Color Advertising in the Modern Periodical

The Color Page in the Magazine Today Links Its Reputation As a High-Powered Publicity Medium

By EINAR F. MEYER

Ruggles & Brainard, Inc.

THE outstanding, the most striking and most arresting feature of the modern magazine—of its front cover whereby it advertises itself and of its advertising pages wherein it gives publicity to a wide range of commodities displayed to catch the eye of prospective buyers—is color. The magazine publisher was one of the first among the publishers to apply color to his product. Today there are only one or two magazines of prominence which do not use color on their front covers.

This article deals with the value and service of color on the advertising pages. The purpose of all advertising is to deliver a message, to acquaint a great many people with the merits of an article of merchandise, a new invention, a form of recreation, etc. Advertising of a hundred years ago confined itself principally to a mere statement of fact without argument or persuasion. Gradually illustrations were introduced, then arguments, descriptions and reasons why. Today's great contribution is color.

## COLOR A RECENT DEVELOPMENT

The scientific development in advertising has kept pace with the scientific development in every other line of endeavor. It is not at all strange that color was not used in the earlier period of advertising; not because there was doubt as to its power or lack of desire of it, but because there had been no scientific development to permit its use with economy. It has, therefore, been left to brilliancy of publishing genius to take advantage of modern machinery to bring this highest art of advertising expression to a practical, economical and sound basis.

Applying color in advertising is a very natural thing to do. With our wonderfully clever copy writers and our experts in halftone work, there seems little to be desired in driving home a message in black and white. The application of color was necessary to give still stronger emphasis to a suggestion, an ideal or a commodity a most natural thing to do, for everything, unless it is pure white or dead black has its individual color.

Color actually strikes the eye—makes an immediate impression on

the brain. Color comes out of the mass of black and white as the notes of a cornet ring out over the undertones of an orchestra.

Make a small spot of red on a white wall. It will be noticed immediately by everyone entering the room, whereas the wall would have attracted no attention whatever if the color had not been there. The faintest dash of color arrests attention and makes people think. The mind reacts instinctively to color.

## NATURE'S COLOR DISPLAYS

Nature has made the grass green, the lemon yellow, the strawberry red, the sun golden and the moon silver. Thus she uses color as her own advertising medium. Nature expresses herself in color in the red comb of the laying hen, in the iridescent feathers of the peacock, in the blue of the sky and sea and in the dark, gray granite of a forbidding cliff. And she advertises herself prominently where everyone may see her display.

Therefore, color in advertising is simply the application of nature to advertising in its various ramifications. Although colors in advertising are used for many different purposes, all, in the first instance, are used to attract attention. No advertisement has any value until it is seen, but when the attention is secured then the impression must be left or the advertisement has failed to perform a large part of its proper function.

The use of color is the quickest way to reach the mind. It is a scientific fact that light rays containing red, for instance, travel faster than those containing other colors, and it is another tested fact that the mind reacts more quickly to color than to any other stimulus. The color appeal is an ingrained, elemental appeal and nature has given it a clear track into the impressionable mind.

The best way to reach the modern buyer's mind is, of course, the quickest way. He or she hasn't a great deal of time to spare, too many other seemingly more important affairs are pressing and, unlike the scholars of former times who spent their leisure moments in reading and studying, most people today need the fleeting

moments left by business and social obligations for recreation and amusement.

## COLOR GETS QUICK REACTION

Now, color registers on the mind faster than it is possible for black and white to do because the mind thinks in colors and naturally the application of colors, if it is scientifically done, registers the impression with the least possible resistance. Color has been used a long time for commercial purposes. In some advertising calendars, for example, you have probably been accustomed to seeing the dates of Sundays and holidays printed in red, so that this has come to be accepted by you as a standard form. This, however, did not happen haphazardly, but was designed to put emphasis on these particular dates for your convenience without mental resistance. The letters and numbers on a child's building blocks are painted in color because the color registers more permanently on a child's mind than would ordinary black and white letters.

It has been said of color that "it is the *emotion* picture of the mind. When a man has no pep they say he is 'colorless,' when he is angry they say that he 'sees red,' when he is a coward they call him 'yellow,' when he is straight they say he is 'white,' when he is loyal they say he is 'true blue,' when he is unintelligent they call him 'green'—simply because the mind thinks faster in colors.

The effect of color in decorations of dining rooms and other public places has been carried out on a well-known scientific basis. If, for instance, the proprietor of a hotel or restaurant wishes to hurry his dining room patrons so that he can fill his tables several times during a meal you will notice a severe color scheme in his decoration. He may use a plain white effect or he may have a great preponderance of red. This is in contrast with what he does when he wishes his patrons to linger over their meals. Here you will find him employing subdued color schemes, pinks, yellows, heliotropes, oranges and the like. These color schemes affect the mind and obtain certain re-

(Continued on page 40)

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

**THE ACME OF BEAUTY**  
JUST AS THE GREATEST  
IN CITY OF ARCHITECTURE  
IS REPRESENTED BY GOTHIC  
RELIGIOUS OFFICES AND THE  
CATHEDRAL, SO BEING AN  
THE HIGHEST BEAUTY OF  
THE ART OF HUMAN PRODU-  
CTION IS EXEMPLIFIED  
BY THE HAT.

**SUPREME IN TONE**  
**Sonora**  
THE HIGHEST CLASS  
TAKING MACHINE IN THE WORLD

*It's toasted*

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



## Beauty and Utility

Where Park Row faces busy Broadway, within a few blocks of the financial center of New York, in the vortex of lower Manhattan's big business institutions, stands this beautiful Bulletin.

It is a wonderful picture.

It is a wonderful advertisement.

The majesty of Rheims Cathedral, the high standard of talking machine construction in Sonora, are both combined in this creation of outdoor advertising art.

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

550 WEST 57th STREET

BRANCH OFFICES

Chicago      Cincinnati      Philadelphia  
St. Louis      Atlanta      Richmond



# Building Cooperation Through Internal House Organs

Establishment of "Personal Touch" Said to Be Enough to Justify Publications of This Class

By E. D. MASON

Assistant General Manager of Gulf Transcontinental Oil Company

**T**HE value of the House Organ, or Employers' Magazine, as a medium of securing an enlarged degree of cooperation between the employer and the employe is now being discussed at some length in an effort to secure tangible evidence of its value as well as to determine the most effective manner of preparation and publication.

The executives of an institution employing a force of 100 or more cannot possibly keep in close personal touch with each and every employe, as they should, in order to keep alive the element of human interest necessary to secure the full cooperation of the salary- or wage-earner.

The larger the organization, the wider the gap. The executive is confronted with daily problems of a magnitude of which the employe has not the faintest conception. Neither does he know of the progress and improvements being made by his company. As a consequence, the natural tendency of the employe is down the scale of interest in the company, as a whole, until he reaches the "machine stage" when the sole interest is to put in the time, in a good, bad or indifferent manner, irrespective of results, and wait for "pay day."

This is, of all attitudes, the least desirable, not only for the employer but the employe as well. His whole outlook is warped and limited by the four walls of his office or shop and his thoughts are guided and stunted by constant association with those few with whom he daily comes in contact. If he ever had any ideals, they are destroyed and the destruction of these cherished ideals means the death of the man, as far as real service and initiative are concerned.

#### EFFECTIVE MEDIUM OF INTEREST

The house organ provides a most effective channel through which to minimize this lack of interest, it keeps him posted as to current events and brings him in personal touch with his fellow employes in other departments as well as with the executive heads.

He takes the publication home, his family read about the company the bread winner is working for and if the men are given the correct char-

acter of items, the whole family will begin shortly to refer to the organization as "Our Company" and their interest will extend far beyond the pay envelope.

A publication of this character successfully to fulfill its mission must embrace the following fundamental points:

What the employe is doing for the company.

What the company is doing for the employe.

Production reports of various departments and inter-department competitions.

Personal notes and pictures of individuals; what they did before joining the organization and what their present duties embrace.

Educational; short historical sketches of the industry and the trials and tribulations through which it has passed to reach its present stage.

Uses for your finished products, old and new, with pictures or sketches to visualize these uses. Show in short, non-technical articles the various processes from the raw material to the finished products.

It would require too much space to elucidate each of these points in detail, but a thoughtful analysis of these fundamentals will show a good, clear "reason why" they are essential. The pictures should not be official pictures only, but should cover, by degrees, the entire personnel, from top to bottom.

#### THE APPEAL TO PRIDE

If I am operating a machine in your factory and you show my picture on the same page or in the same publication with the general superintendent, my chest measurement will grow several inches overnight, even though I won't admit it, even to myself, and it will take something more than 50 cents a day more to coax me to leave "My Company."

In my opinion, the personal item should be carefully "pruned" of all accidents and sickness; these are poor things to advertise and constitute one instance where the saying, "It pays to advertise" is dead wrong.

Above all, the house organ should be kept "homey" and entirely free from any taint of professionally prepared copy, if you hope to inspire the "one big family" atmosphere rather than the "you work for me; stay where you belong" atmosphere so prevalent in large organizations.

The man who prepares and edits the publication must pull himself up by the roots and transplant his viewpoint in the soil where that of your average employe is now growing. You can't push or club the employe onto higher ground, but you can start where you find him and coax him to a higher plane of thought. If the man who edits your publication is an agency man, put him out in the shop in overalls at just what he is worth per day, for two or three weeks and he will get the surprise of his life.

The writer speaks from experience having done manual labor as well as pen pushing. They are two altogether different worlds, but there is that halfway meeting place where cooperation can be successfully encouraged.

#### COVERING A WIDE AREA

In the preparation of "The Marathon Runner," the house organ of the Transcontinental Oil Company, we are confronted with widely scattered interests and branch operations, extending from New York to South America and Roumania; to overcome this scattering of divisions, we have appointed fourteen associate editors, each covering a certain section, and in turn dividing the responsibility among a greater number. A given date is set for all copy to reach the editor, who makes corrections and rewrites such articles as may be necessary. The material thus prepared is gone over with the other members of the editorial staff (three in number) to guard against any possibility of a "one man" viewpoint.

The purpose of this particular publication is defined as follows:

"The Marathon Runner is published in the interests of the employes of the Transcontinental Oil Company and is an open forum for the presentation of constructive suggestions, interesting happenings in the various divisions and such comments and articles as make for 'progress, peace and plenty' for us all."

It is most important not to cheapen the publication in any way, the paper and typography should be of the best. The House Organ is one of the most important features of your advertising plan.



# Standard Definition of Foreign Trade Terms

Information for Merchants, Shippers and Exporters  
that Will Help the Advertising and Selling Process

By CLAYTON SEDGWICK COOPER

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

THE work of the Foreign Trade Council, which held its seventh convention, May 12 to 15, in San Francisco, has accomplished for American foreign trade valuable and extensive services since the inception of the council in the early part of 1914.

This body of representative American business men has held seven large conventions in different parts of the United States. The organization also has held to a continuous advocacy of such fundamental foreign trade necessities as was exemplified by the passing of the Webb Law; support of the idea of the American Merchant Marine; a bargaining tariff sufficiently flexible to prevent any discrimination against American goods; and to constant effort to promote better trade communication facilities and removing barriers obstructing our trade and rendering competition difficult with other nations. For the championship of these and other prime issues, the Foreign Trade Council has become a most valuable institution in our commercial life.

Among the most important services rendered to American foreign business by the Foreign Trade Council is its recent explicit finding in regard to standard definitions and practices recommended to merchants, shippers and exporters doing business with other nations. There have been so many variations and such a lamentable lack of knowledge on the part of many new shippers concerning the exact method and means of marketing American goods abroad that some authoritative standard of procedure was greatly needed. We believe that this pronouncement of the National Foreign Trade Council should be studied with the utmost of care by every American manufacturer or merchant who expects to succeed in his business abroad.

## OBLIGATIONS BEHIND THE TERMS

Just what obligations familiar terms, such as "F. O. B.," "C. I. F.," etc., impose upon seller, buyer, shipowner, banker, and all others affected by the transaction is set forth in a report issued by the National Foreign Trade Council on behalf of the leading commercial organiza-

tions of the United States.

Half the troubles in foreign trade arise from disinterpretation of such terms. Even old merchants will do well to read the following:

One of the subjects which has given the foreign merchant cause for complaint has been the methods which the newer exporters in the United States have employed in making price quotations to foreigners. The dissatisfaction of foreign purchasers reached a head in the summer of 1919, in the form of organized protests from Australian importers over the meaning given to the term "F. O. B. New York" by American exporters. The National Foreign Trade Council took up the matter, decided that in the best American practice "F. O. B. New York" means free on board overseas vessel at New York, and notified its numerous correspondents of this fact and of the recommendation of the council that the term "F. O. B. vessel New York" be submitted in all cases for the term "F. O. B. New York."

So much interest was aroused by this communication, and so many other questions of a similar nature arose, that it was decided to hold a conference of the nine great foreign trade organizations of the country, in order to agree on the obligations of buyer and seller, under the export quotations in most common use. Such a conference was held in India House, New York, under the auspices of the National Foreign Trade Council, on December 16, 1919. The organizations participating in the conference were the National Foreign Trade Council, Chamber of Commerce of U. S. A., National Association of Manufacturers, American Manufacturers Export Association, Philadelphia Commercial Museum, American Exporters and Importers' Association, Chamber of Commerce of the State of New York, New York Produce Exchange, New York Merchants' Association. The meeting discussed at length all phases of American export practice, and issued the following statement of definitions and recommendations agreed upon.

As the most certain means of insuring unmistakable clarity in terms

and conditions of sale, the conference voted to recommend to manufacturers and exporters that all use of abbreviated forms of export price quotations be abandoned, and that such terms be written out in full.

The conference recognized, however, that this recommendation is not likely to be accepted generally at once; and therefore, in the hope of effecting a simplification and standardization of American practice, it adopted the following statement of definitions of the abbreviated forms in more common and general use in the export trade. The conference strongly recommends to manufacturers and exporters that wherever abbreviated forms of export quotations are employed, the forms herein defined be used, as far as possible, to the exclusion of other forms.

## DEFINITIONS OF EXPORT QUOTATIONS

These are, in their order, the normal situations on which an export manufacturer or shipper may desire to quote prices. It is understood that unless a particular railroad is specified, the property will be delivered to the carrier most conveniently located to the shipper. If the buyer, for the purpose of delivery, or in order to obtain lower transportation charges, desires that the goods be delivered to a carrier further removed from the shipper and entailing a greater cost than delivery to the carrier most favorably situated, the carrier to which the buyer desires delivery of the goods should be named in the quotation. The term "cars or lighters," as used herein, is intended to include river, lake, or coastwise ships, canal boats, barges, or other means of transportation, when so specified in the quotation.

## CASE NUMBER ONE

When the price quoted applies only at inland shipping points and the seller merely undertakes to load the goods on or in cars or lighters furnished by the railroad company serving the industry, or most conveniently located to the industry, without other designation as to routing, the proper term is:

"F. O. B. (named point)."

Under this quotation:

A. Seller must

(1) place goods on or in cars or lighters



# We See Ourselves as Others See Us

## Mr. Thos. Bolton of W. S. Crawford, Ltd., Writes Concerning the Wm. H. Rankin Company Organization

*By One of the Copy Men*

WE who work for the William H. Rankin Company and its clients are naturally sold on our organization and our chiefs. We think we have the greatest advertising organization in the world. If we didn't we couldn't do our best work.

But our own earnest conviction of merit as an organization is naturally biased by our feeling of loyalty to the chiefs we serve—and well why not speak the truth—love.

So when we write or talk about the executives of our company perhaps the average reader or hearer thinks our remarks are too highly seasoned by the pepper of enthusiasm. So he naturally adds more than the proverbial grain of salt, so that he may assimilate the net truth.

But you who read the following may spare the salt. Mr. Bolton is in no way connected with the William H. Rankin Company. He came from England to study business conditions in this country. Some one told him he ought to see the working organization of the William H. Rankin Co.

He came unannounced. As a result he wrote up our organization from a British Advertising Agency man's viewpoint. We will quote a few excerpts.

We O. K. his estimate of our chief as it stands without reservation.

"The personality of William H. Rankin has fused the personnel of the organization into a closely-knit company or brotherhood, conscious of its unity, power, and purpose. Mr. Rankin inspires and directs it. You cannot do this by force of personal gifts alone; there must be qualities of the heart as well as of the head; and one finds these uppermost in Mr. Rankin's character. No one can doubt for a moment that he has the personal interests of everyone of his staff at heart, or that he possesses their affectionate regards. Fine as William H. Rankin Company's achievements have been, I am sure they are only the earnest of what they will do in the future."

Mr. Rankin's first-hand impression of Wilbur D. Nesbit is remarkably accurate, but we wish he had known him long enough to know his lovable qualities.

"Another man of unmistakable personality and a leader in the firm is Mr. Nesbit. He strikes you from a different angle—the artistic. His eye, his speech, his manner, proclaim the thinker and man of culture. And if the proof that a man is an artist be in the work he does, well, there is abundant, available evidence thereof.

"Wilbur D. Nesbit is one of those fine minds which supply the gleam to the oriflamme of advertising. So long as such men are in advertising and are attracted to it, the status of the profession must continue to rise."

To the following condensation of Messrs. Rinehart, Groth and Walberg please know that theirs are personalities overflowing with good fellowship and kindness, and we will feel justice is done.

"Robert E. Rinehart, second vice-president and director, graduate of Princeton 1904; first experience as reporter *New York Sun*, 1902-1906; with Mr. Rankin, 1906-1907 in Indianapolis as editor of one of the Bobbs-Merrill magazines when Mr. Rankin was business manager; Pacific Coast as magazine writer and managing editor Pacific Coast newspapers; joined Rankin company, 1916, as head of New York organization. I found him to be one of the best posted men in business, national, and international affairs; good executive; man who writes with a logical punch. His copy, plans, editorials, and news stories for the Red Cross, Liberty Loan, and General Crowder's 18-45 Draft are among the finest contributions to wartime advertising literature."

"H. A. Groth, treasurer, a man with the analytical mind, who believes a proposition must be analyzed from the inside as well as outside, supplies his definite contribution to making a well rounded organization. It is said of him from his unusual sources of information and charts, he can forecast the result of an election, or tell an advertiser what the consumer, the dealer, and the distributor think of his product. He has been on the job, continuously since 1899, and the basis of his life's work is sincerity and rugged integrity."

"Art, typography, type, and layout of advertising have become even more important in America than in Great Britain, and when I met Mr. Myron C. Perley, secretary of the Rankin Company, I at once knew why advertising is so much more advanced in the United States than anywhere else. Mr. Perley has the reputation of being the leading exponent of advertising, designing, and building. In fact, Mr. Perley approaches the matter of advertising-designing just as the highest grade architect approaches the designing of a beautiful home."

"C. E. Walberg, general manager, New York organization. For ten years in the forefront of planning and executing campaigns for Marshall Field & Company, Haynes Automobile Company, Grinnel (Gloves, and other accounts. No campaign is too big for him to see through to an unusually successful conclusion; his recent work for The B. F. Goodrich Rubber Company, Monroe Clothes, Felmanism, and Crescent Dish Washing Machine Company, and his plans for government advertising are considered

excellent. He knows advertising service from start to finish."

So much for the high lights on the executive personnel. It's all true and more.

Then Mr. Bolton made a wonderful exposition of organization work of which we unfortunately may only quote part for lack of space.

"Here we touch the secret of the really efficient organization. The material factors of working space, equipment, facilities, and so forth, which mean everything to your uninspired organization, mean less, but contribute more to your Rankin type of organization. None the less, I should have been disappointed if the Rankin methods and machinery had not touched a high standard. On the contrary, I found the agency so well equipped, so well run, and departmentally complete, that I was glad of the opportunity given me to study it. I appreciated the fact that an agency which can handle, not only the vast advertising operations of The B. F. Goodrich Rubber Company, and Marshall Field & Co., but also that of Kellogg's Wilson's Certified Products, Monroe Clothes, Pelmanism, Mead Cycle Company, Haynes Automobile Company, Cheney Talking Machine Company, Grinnel Gloves, Hartmann Trunks and Kitchen Maid Cabinets, and other wanted commodities, and give to them all the touch of 'class,' must function with the utmost efficiency, proving itself business-like as well as advertising-like.

"I found that the principle of bringing the mass power of the constructive thought of the agency to the consideration of the problems revealed by investigations and charted survey, also of the policies of the advertiser, was employed. Subsequent to this process, the responsible executives cooperating with selected copywriters, merchandising experts, and artists, concentrated on the creative task."

MR. BOLTON'S complete article, together with articles by all our chiefs, is now done in a neat book called, "Brass Tacks."

We are mighty proud of it. We will be glad to send it to you. We bore no one with personal solicitations, but we all would be mighty glad to meet any appointment at your pleasure.

### Wm. H. Rankin Company

William H. Rankin, President  
 Wilbur D. Nesbit, 1st Vice-President  
 Robert E. Rinehart, 2nd Vice-President  
 H. A. Groth, Treasurer  
 Myron C. Perley, Secretary  
 Associated with Chas. F. Higham, Ltd.  
 London, England

50 Madison Avenue, New York  
 104 So. Michigan Avenue, Chicago  
 WASHINGTON LOS ANGELES SAN FRANCISCO  
 Imperial House, London

Established 1899

- (2) secure railroad bill of lading
- (3) be responsible for loss and for damage until goods have been placed in or on cars or lighters at forwarding point, and clean bill of lading has been furnished by the railroad company.

## E. Buyer must

- (1) be responsible for loss and for damage incurred thereafter
- (2) pay all transportation charges including taxes, if any,
- (3) handle all subsequent movement of the goods.

## CASE NUMBER TWO

When the seller quotes a price including transportation charges to the port of exportation without a sum-

ing responsibility for the goods after obtaining a clean bill of lading at point of origin, the proper term is:

"F. O. B. (named point) *Freight Prepaid to* (named point on the seaboard)."

Under this quotation:

## A. Seller must

- (1) place goods on or in cars or lighters
- (2) secure railroad bill of lading
- (3) pay freight to named port
- (4) be responsible for loss and for damage until goods have been placed in or on cars or lighters at forwarding point, and clean bill of lading has been furnished by the railroad company.

## B. Buyer must

- (1) be responsible for loss and

for damage incurred thereafter

- (2) handle all subsequent movements of the goods
- (3) unload goods from cars
- (4) transport goods to vessels
- (5) pay all demurrage and for storage charges
- (6) arrange for storage in warehouse or on wharf where necessary.

## CASE NUMBER THREE

Where the seller wishes to quote a price, from which the buyer may deduct the cost of transportation to a given point on the seaboard, without the seller assuming responsibility for the goods after obtaining a clean bill of lading at point of origin, the proper term is:

"F. O. B. (named point) *Freight Prepaid to* (named point on the seaboard)."

Under this quotation:

## A. Seller must

- (1) place goods on or in cars or lighters
- (2) secure railroad bill of lading
- (3) be responsible for loss and for damage until goods have been placed in or on cars or lighters at forwarding point, clean bill of lading has been furnished by the railroad company.

## B. Buyer must

- (1) be responsible for loss and for damage incurred thereafter
- (2) pay all transportation charges (buyer is then entitled to deduct from the amount of the invoice the freight paid from primary point to named port)
- (3) handle all subsequent movement of the goods
- (4) unload goods from cars
- (5) transport goods to vessel
- (6) pay all demurrage and or storage charges
- (7) arrange for storage in warehouse or on wharf where necessary.

## CASE NUMBER FOUR

The seller may desire to quote a price covering the transportation of the goods to seaboard, assuming responsibility for loss and or damage up to that point. In this case, the proper term is:

"F. O. B. cars (named point on seaboard)."

Under this quotation:

## A. Seller must

- (1) place goods on or in cars
- (2) secure railroad bill of lading
- (3) pay all freight charges from forwarding point to port on seaboard
- (4) be responsible for loss and for damage until goods have arrived in or on cars at the named port

## B. Buyer must

- (1) be responsible for loss and for damage incurred thereafter
- (2) unload goods from cars
- (3) handle all subsequent movement of the goods

# Poster ADVERTISING

**The Inevitable Result—SALES**


Successful merchandising means REACHING and IMPRESSING the average person, with above the average advertising.

Poster Advertising combines opportunity:

- 1st—to place your sales message at strategic points.
- 2nd—to reach all of the reading public.
- 3rd—to IMPRESS through size and color.

Nordhem Service brings to you every phase of adequate Poster Advertising service.

**IVAN · B · NORDHEM COMPANY**  
*Poster Advertising, Painted & Electrical Displays in the United States & Canada*  
 10 West 40<sup>th</sup> Street, New York City · 110 Bessmer Bldg., Pittsburgh, P.



- (4) transport goods to vessel
- (5) pay all demurrage and for storage charges
- (6) arrange for storage in warehouse or on wharf where necessary.

CASE NUMBER FIVE

It may be that the goods, on which a price is quoted covering the transportation of the goods to the seaboard, constitute less than a carload lot. In this case, the proper term is:

"F. O. B. cars (named port) L. C. L." Under this quotation:

A. Seller must

- (1) deliver goods to the initial carrier
- (2) secure railroad bill of lading
- (3) pay all freight charges from forwarding point to port on seaboard
- (4) be responsible for loss and for damage until goods have arrived on cars at the named port.

B. Buyer must

- (1) be responsible for loss and or damage incurred thereafter
- (2) handle all subsequent movement of the goods
- (3) accept goods from the carrier
- (4) transport goods to vessels
- (5) pay all storage charges
- (6) arrange for storage in warehouse or on wharf where necessary.

CASE NUMBER SIX

Seller may quote a price which will include the expense of transportation of the goods by rail to the seaboard, including lighterage. In this case, the proper term is:

"F. O. B. cars (named port) *Lighterage Free.*" Under this quotation:

A. Seller must

- (1) place goods on or in cars
- (2) secure railroad bill of lading
- (3) pay all transportation charges to, including lighterage at, the port named
- (4) be responsible for loss and for damage until goods have arrived on cars at the named port.

B. Buyer must

- (1) be responsible for loss and or damage incurred thereafter
- (2) handle all subsequent movement of the goods
- (3) take out the insurance necessary to the safety of the goods arrival on the cars
- (4) pay the cost of hoisting goods into vessel where weight of goods is too great for ships tackle.
- (5) pay all demurrage and other charges, except lighterage charges.

CASE NUMBER SEVEN

The seller may desire to quote a price covering delivery of the goods along side overseas vessel and within reach of its loading tackle. In

this case, the proper term is:

"F. A. S. vessel (named port)."

Under this quotation:

A. Seller must

- (1) transport goods to seaboard store goods in warehouse or on wharf if necessary, unless buyer's obligation includes provision of shipping facilities
- (2) place goods along side vessel either in a lighter or on the wharf
- (3) be responsible for loss and for damage until goods have been delivered along side the ship or on wharf.

B. Buyer must

- (1) be responsible for loss and for damage thereafter, and

- for insurance
- (2) handle all subsequent movement of the goods
- (3) pay cost of hoisting goods into vessel where weight of goods is too great for ship's tackle.

CASE NUMBER EIGHT

The seller may desire to quote a price covering all expenses up to and including delivery of the goods upon the overseas vessel at a named port. In this case, the proper term is:

"F. O. B. vessel (named port)."

Under this quotation:

A. Seller must

- (1) meet all charges incurred in

## Important to Advertisers

### A BIGGER and BETTER ALL-FICTION MAGAZINE

**B**EGINNING with the issues of July 24th, The Argosy and the All-Story Weekly will be consolidated under the title of

## ARGOSY--ALLSTORY WEEKLY

This consolidated magazine will mean the best all-fiction magazine we, or any other house, have ever published. The best of The Argosy and the All-Story will be retained—the best authors—the best novels and stories—the best editorial talent.

The current serials and popular authors will be continued in the consolidated magazine, so that the readers of each of the combined magazines will be held by the one magazine under its new title, making it the

### Largest Selling All-Fiction Magazine in America

With the saving in production costs that this consolidation makes possible, the price of 10c. to the reader can be retained, an increase in advertising rates avoided, and a bigger and better magazine furnished the reader.

There is no change in the advertising rates or in the circulation upon which the present rates are based.

*Member A. B. C. and All-Fiction Field*

**THE FRANK A. MUNSEY COMPANY**



placing the goods actually on board the vessel  
 (2) be responsible for all loss and for damage until goods have been placed on board the vessel.

**B. Buyer must**

- (1) be responsible for loss and for damage thereafter.
- (2) handle all subsequent movement of the goods.

**CASE NUMBER NINE**

The seller may be ready to go farther than the delivery of his goods upon the overseas vessel and be willing to pay transportation to a foreign point on delivery. In this case, the proper term is:

"C. & F. (named foreign port)"

Under this quotation:

**A. Seller must**

- (1) make freight contract and pay transportation charges sufficient to carry goods to

- agreed destination
- (2) deliver to buyer or his agent proper bills of lading to the agreed destination

- (3) be responsible for loss and for damage until goods have been delivered along side the ship and clean ocean bill of lading obtained (seller is not responsible for delivery of goods at destination).

**B. Buyer must**

- (1) be responsible for loss and for damage thereafter and must take out all necessary insurance

- (2) handle all subsequent movement of the goods

- (3) take delivery and pay costs of discharge, lighterage and landing at foreign port of destination in accordance with bill of lading clauses

- (4) pay foreign customs duties and wharfage charges, if any.

**CASE NUMBER TEN**

The seller may desire to quote a price covering the cost of the goods, the marine insurance on the goods, and all transportation charges to the foreign point of delivery. In this case the proper term is:

"C. I. F. (named foreign port)."

Under this quotation:

**A. Seller must**

- (1) make freight contract and pay freight charges sufficient to carry goods to agreed destination

- (2) take out and pay for necessary marine insurance

- (3) be responsible for loss and for damage until goods have been delivered along side the ship, and clean ocean bill of lading and insurance policy have been delivered to the buyer, or his agent (Seller is not responsible for the delivery of goods at destination, nor for payment by the underwriters of insurance claims.)

- (4) provide war risk insurance, where necessary, for buyer's account.

**B. Buyer must**

- (1) be responsible for loss and for damage thereafter, and must make claims to which he may be entitled under the insurance directly on the underwriters.

- (2) take delivery and pay costs of discharge, lighterage and landing at foreign port of destination in accordance with bill of lading clauses

- (3) pay foreign customs duties and wharfage charges, if any.

Explanations of abbreviations:

F. O. B.—Free on board.

F. A. S.—Free alongside ship.

C. & F.—Cost and freight.

C. I. F.—Cost, insurance and freight.

L. C. L.—Less than carload lot.

In reaching the conclusions set

forth in this statement the conference considered the fact that there are, in more or less common use by manufacturers in different parts of the United States, numerous variations of these abbreviations, practically all of which are employed to convey meanings substantially synonymous with those here defined. For instance, there are manufacturers who quote "F. O. B. Cars," "F. O. B. Works," "F. O. B. Mill," or "F. O. B. Factory," meaning that the seller and buyer have the same responsibilities as those set forth in Section 1. The conference considered all those variations and determined to recommend the use of "F. O. B. (named point)," as "F. O. B. Detroit," "F. O. B. Pittsburgh," etc. Of the considerable number of these abbreviations which are used in the United States, the conference felt that the form "F. O. B. (named point)" is most widely used and understood and therefore should be adopted as the standard of practice.

This very helpful article by Clayton Selgwick Cooper will be concluded in the July 23 issue of ADVERTISING & SELLING.

**Finger Lakes Advertising Men Organized**

The Finger Lakes Advertising Men's association, an organization for the promotion of better understanding between the advertising managers of various industries in Central New York, was formed at a get-together meeting of men interested, at the Gould in Seneca Falls, N. Y., recently.

The call for the meeting was sent out by W. C. Van Bergen of the Columbian Rope Co., Auburn, N. Y., and answered by 17 managers. The organization was effected following a dinner and a similar meeting is planned each month. The object is for a general clearing house of ideas, the discussion of the best mediums for advertising and the different houses from which supplies may be ordered with the least possible delay and expense. Many different lines were represented from perfumery and toilet articles to engines and automobiles. Each man gave his views of the subjects presented and a general discussion followed each talk.

Those present were P. A. Ross of the Bowen Products corporation, Syracuse; C. O. Warner and J. T. Rice of the Rice Brothers of Geneva, nurserymen; J. H. Hinkley of the Geneva Cutlery company; Hart Cooke of the McIntosh & Seymour Engine Corporation of Auburn; James Wright of the Wright Spark Plug company of Auburn; S. S. Smith of Phillips & Clark Co. of Geneva; John Craft and W. H. Lisk of the Waterloo Body corporation; J. C. Newton of Commercial Laboratories company of Auburn; H. M. Eichelberger of the Franklin Automobile company, Syracuse, and W. B. Rogers of the Seneca Falls Rule and Block company.

The next meeting will be held, according to present plans, at the Geneva Rod & Gun Club, at which time the full membership of 44 members is expected to be present.

**Keeping Up With The Times**

**A FACT A WEEK**

According to the Manufacturers' Census Bureau

**Washington**

As a Manufacturing City

Has Over 600 Industries Employing About 35,000

The total capitalization of manufacturing industries in Washington is now more than Eighty Million Dollars, and the total output of these industries has more than trebled within the past six years.

**The Washington Times**

WASHINGTON, D. C.

## Great Field Open to the Candy Business

The United States is to-day the largest consumer of sugar in the world, and most of its excess consumption is in the form of candy and sweet drinks. On the other hand, the candy industry is still in a highly undeveloped state as compared with similar industries such as tobacco or chewing gum. In other words, it is not so well organized. There are no dominating large concerns but rather a multiplicity of small producers. At the present time the main interest of the industry is focused upon the production rather than in market competition, as the demand is still much greater than the supply.

However, as Max Goldstein remarks in the *Magazine of Wall Street*, new capital is flowing into the industry; the more easily as there are no outstanding large combinations to fight, and it is only a question of time when competitive conditions, the growth of large producing combinations, and other signs of the development of an industry will be noticed in the candy business. An important angle, therefore, from which to look at any candy company of to-day is to consider what its position is likely to be as the industry develops.

At the present time there are two important factors affecting the industry, one demand, the other supply. The coming of prohibition, as every writer who has ever mentioned sugar has had occasion to remark, has greatly increased the demand for candy and sweet drinks for physical and psychological reasons. Not only does sugar supply to some extent the stimulation which alcohol gives, but the soft-drink parlor is the nearest approach to the atmosphere of the bar that the Eighteenth Amendment permits.

From the standpoint of supply the shortage of sugar is the important thing. The shortage, be it noticed, is to a large extent caused by this very increase of activity in the candy and allied industries, as they are estimated to be accountable for one-third of the sugar consumption of the United States. In any case, there can be no doubt that the sugar scarcity is hampering production, while to some extent the competitive bidding of the candy producers for the limited supply of sugar has caused the prices which have so greatly raised their production costs. Of course, the candy producers had an advantage in this bidding in that the demand for their products has been so great that they knew they could pass on any increase in production costs to their consumers. This has been the case particularly since the prices of candy products, formerly practically fixed by convention, have been made more flexible and the public has become used to paying odd amounts like 6, 7 and 14 cents, where it was formerly paid just nickels and dimes.

### Jobbers To Advertise Fruits

At a recent meeting of the Kansas-Oklahoma Fruit Jobbers' Association it was voted to combine with four other similar associations in the Middle West and support a fund of approximately \$75,000 now being raised to advertise fresh fruits and vegetables to the consumer through newspapers, poster and other forms of local advertising. Each jobber is to contribute \$1 per car for each car of fruits and vegetables he handles.

### Loft Candy Sales Gain 67 Per Cent Over the Fourth

Sales of Loft, Inc., from July 1 to July 5 showed an increase of 67 per cent compared with the corresponding period of 1919.

### Lever Bros. May Get Linseed Control

R. H. Adams, president of the American Linseed Co., who sailed on the Olympic last week, left, according to the *New York Tribune*, with the intention of closing negotiations which will result in the passing of linseed control to Lever Bros., British soap organization, headed by Lord Leverhulme.

### Robert Reis & Co. Sales Increase

Gross sales of the Robert Reis & Co. and subsidiaries for the six months ended June 30, 1920, amounted to \$3,535,784 as compared with \$2,403,923 in the same period of 1919.

### Peach and Fig Growers Merge

Over sixty fig growers, representing twelve hundred acres in Fresno County, banqueted in San Francisco recently and voted to ally themselves with the Peach and Fig Growers' Association.

In joining the Peach Association they will have the advantage of an investment

of one million dollars in packing plants and subsidiary structures, as well as machinery already installed which needs no adjustment for the treatment of figs.

The merger of the peach and fig growers under one head will mean the control of an acreage that will reach nearly fifty thousand within a few years.

### S. H. Kress Sales Gain \$2,345,186

S. H. Kress & Co. reports sales of \$12,825,197 for the six months ended with June, a gain of \$2,345,486 over the sales in the 1919 period. For the month of June sales amounted to \$2,410,283, an increase of \$495,923 over June, 1919.

### Can't Sell Foreign Airplanes Here

Foreign airplanes cannot be dumped in this country; the United States District Court of Brooklyn has decreed, on ground that such sales would infringe Wright patents. Injunction was obtained by Wright Aeronautical Co. of Paterson, N. J., against Interallied Aircraft Corporation of New York, prohibiting them from selling foreign planes in this country. Suit is now pending against Aerial Transport Corporation, which plans to sell half of British surplus, consisting of 15,000 planes and from 20,000 to 30,000 motors.



N. FREDERICK FOOTE

As Fred Foote was a fellow student at Amherst with Governor Coolidge (who may be our next Vice-President), perhaps he will be leaving us soon to join the Cabinet.

I hope, however, he will remain with me, because the twelve years' association I have had with him have been extremely pleasant ones.

*Laue Block*

## Detroit Journal

Detroit is the fourth largest city in the United States, with a million population. It has grown faster than any other city.

The *Detroit Journal* is keeping pace and is growing, stride for stride, with the city. It is the paper Detroiters like. It is energetic, reliable and always working for the best interest of Detroit's citizens. It is a prosperous and respected paper. Its advertising volume is so large it is limiting copy, yet is often compelled to leave out many columns of both local and national copy.



## Technical Advertising is almost *direct selling*

Stepping right out of the pages of the technical journal, the well-written advertisement **talks sales** to the engineering executive. For Mr. Buying Engineer values those advertising pages and reads them religiously. He **depends** on them to keep him posted on the latest and best equipment and material.

Especially is this true of the 11 McGraw-Hill publications, with their hand-picked, A. B. C.-audited circulation, reaching the men in mining, civil, electrical, chemical and mechanical engineering work who really influence what is bought. A man of this type looks on his McGraw-Hill journal as an essential tool, focusing for him each week the information in his field upon which so much of his business success depends.

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An advertisement in a McGraw-Hill paper reaches a definitely known class of readers—there is nothing hit-or-miss about it. Just to show you what exhaustive information can be given regarding McGraw-Hill subscribers, here are some recent questions answered by the Circulation Department:

What new shops in the automotive industries does "American Machinist" reach?

Give name and position of each subscriber to "Chem. & Met." in a textile mill.

About how many members of the national engineering societies are reached by the McGraw-Hill group?

What mining and metallurgical companies in France are reached by "Engineering and Mining Journal"?

How many copies of "Power" go to hotel power plants?

What subscribers to all McGraw-Hill papers are there at the Abitibi Pulp and Paper Co., Iroquois, Ont? (By the way, the answer to this was, in brief, "14 subscribers to 4 McGraw-Hill papers.")

If you have a story to tell to engineering executives, you can tell it directly and economically through the advertising pages of the McGraw-Hill publications. And there will be no guessing as to who will read your story—you will **know** beforehand.

# The 11 McGraw-Hill Publications

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

McGRAW-HILL CO., INC.,

Tenth Ave. at 36th St., N. Y.



PAPER AS A FACTO



## The Tribes of the Himalaya Mountains Never Destroy a Picture

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

### White is the mourning color of China

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

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

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

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

Research Laboratories

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

# R IN FOREIGN TRADE



# Overcoming High Resistance in Marketing

How Rador Toilet Preparations, Handicapped by Prejudice As to the Name, Are Being Sold After Some Scientific Deductions

By ORLINE D. FOSTER

WHEN you ask me why we have found it more difficult to market Rador toilet preparations on this side of the ocean than we did in England," said Ellis Miller, president of the Rador Company, Ltd., of London, England, "I must be just as frank in my reply. I think it is because in England radium appears to have been more generally used in the treatment of human ailments.

"In England women keep themselves thoroughly informed of the progress that is being made in chemistry and medicine, and when we first put the Rador toilet preparations on the market on the other side we found quick cooperation from the buying public as soon as they were convinced that we were giving them all we claimed in radium content.

"In this connection we had an interesting experience.

"The first move in our advertising campaign was to send in some copy to the London *Daily Mail*. Much to our surprise it was refused, and I went over to the office immediately to locate the trouble.

"My talk with the advertising manager of the paper disclosed the interesting fact that he felt with radium at its existing price it would be impossible to include it in the content of the Rador pads we were advertising at the price of a few dollars. Moreover he questioned the ability of a new organization to fill the orders that would accrue from the advertising.

"Finding these two constituted all his objections I wrote out two checks, each for five hundred pounds sterling. These I handed to him and asked him to buy a Rador pad at any shop on the open market, have it analyzed by any chemist he cared to select and if it did not contain actual radium and live up to all we claimed for it he might retain the first check.

"In regard to the second check, I offered to have it posted as a guarantee to fill all orders within a reasonable time after the appearance of the advertisement.

"He assured me of his entire satisfaction with my guarantee, made the tests and sent me word he would accept the advertising. When I returned to his office he greeted me

with much interest and said, "Now, just for my own personal satisfaction will you answer me one question? How is it possible for you to use genuine radium, selling at between three and four hundred thousand pounds an ounce (about \$1,800,000) in pads you are selling for a few shillings?"

As one of the foremost radium experts in the world it was not difficult for Mr. Miller to give an explanation as conclusive as his previous arguments, and to drive it home he used as an example the use of radium on the dials and hands of a watch formerly sold at the universal price of a dollar.

"It is possible," said he, to divide and subdivide radium until you can get as small an amount as one sixty-fourth of a cent's worth. It seems incredible, I know, but chemists are used to these infinitesimal divisions. The radium would still be genuine and would retain all its valuable properties. For this reason and because of its enormous strength we are able to use it in these pads and still sell them at a profit."

## GETTING THE CAMPAIGN OVER

Thus the campaign started and the preparations were endorsed by Boots, the famous English chemists, who stocked them in all their five hundred and eighty-five stores.

Encouraged by the enormous sales that have made it possible to house the Rador Company, London, in a building of its own, Mr. Miller came to New York and opened an office November 12, 1918.

An extensive advertising campaign was immediately launched in national magazines and the rotogravure sections of the largest and best known newspapers. But nations differ in their reactions. The policies that had won such popularity overseas did not meet with the same success in this country.

Feeling a desire to understand the real reasons for the difference, Mr. Miller decided to study individual reactions through a psychological analysis to be made through the advertising division of the Department of Psychology at Columbia University, using the results as a basis for future advertising campaigns. Both men

and women were used in the tests to study the reaction of both sexes in relation to the value and use of radium.

## TESTING OUT THE REACTIONS

In this test the following definite purposes were outlined as most worthy of special consideration to determine whether:

1. The popular idea of radium is such as to produce a favorable or unfavorable reaction to its use in toilet preparations.
2. To what extent this reaction is favorable or unfavorable.
3. On what the favorable or unfavorable reaction depends whether the idea of cost, beneficial or harmful effects of radium or some other factors.

In carrying this out it was decided that a definite question requiring a positive answer of "Yes" or "No" would produce the best results, and accordingly the following thirteen questions were used in the test:

Three dealing with the matter of the cost of radium.

Three dealing with the beneficial effects of radium.

Three dealing with the harmful effects of radium.

One concerning the willingness to use toilet preparations containing radium.

Three statements of rather indifferent character, as they may be considered to have either a harmful or beneficial influence upon popular opinion, according to circumstances.

The test was made on three hundred and ninety persons, who were selected in four groups, as a fair representation of the population of Greater New York.

They included first a well-to-do, educated group from New York City, including two hundred and forty-one persons; second, thirty persons of average intelligence; third, one hundred persons who confessed ignorance of radium; fourth, nineteen persons from "Beauty Parlors."

## PREJUDICE TO BE OVERCOME

In analyzing results it was found that the unfavorable reaction against radium was two to one, evidently due to lack of knowledge of its curative properties and the impression that it is a dangerous drug. Reaction varied with the type of individual but even the highly cultivated group were unfamiliar with its medicinal value.

Analyzing the factors in the reaction the harmful effects stood first

and next came the impression that it was too costly to use an active amount in preparations selling at a popular price. This second impression was due to lack of knowledge that radium could be divided into small amounts and still retain its active properties.

This information was of great assistance in the formation of the new sales campaign, as it showed a lack of knowledge of radium rather than objection to its use.

Previous to these tests a preliminary campaign had been introduced to study the reaction of the name itself, with the astonishing result that out of two hundred and sixty-six responses only six showed that radium was brought to mind through the name "Rador."

The results of the test made one thing very clear to the mind of the manufacturer, and that was the fact that while lack of knowledge of the value of radium content might fail to give the preparations their full value to the mind of the purchaser, yet no antipathy could be caused by the name even if they objected to the use of radium, inasmuch as the name "Rador" carried no radium suggesting qualities.

It becomes evident, therefore, to the analytical mind, that the average person does not diagnose the name of a product specifically, but merely registers a general reaction to the pleasing or displeasing effect of the sound of the name.

SHAPING AN ADVERTISING COURSE

The situation, therefore, resolved itself into two possible conditions: One, an educational campaign instructing the public in the beneficial effects resultant on the use of radium; the other a general campaign familiarizing the public with the desirability of Rador preparations.

After a careful analysis of existing conditions the latter plan was chosen and a comprehensive sales promotion plan backed up by strong local advertising was decided on by the agency handling the account.

The proposed campaign covers the territory east of the Mississippi, which will be handled under two distinct plans, one for the large cities, the other to apply to the smaller towns.

The entire district was canvassed carefully and one hundred exclusive agents were appointed. Liberal terms were made and preferred position has been arranged for in local papers, the advertisements to appear twice a week for a period of eight weeks, after which a further analysis

of sales will be made. Every six weeks or so the campaign will be gingered up by running a week of "specials" where a souvenirs will be given away and where every effort will be made to back up the agent by putting over a big volume of "Rador" sales.

In addition the agents' customers will be circularized, the sales force will receive special training on the selling of these preparations, and in the smaller places where there is an exclusive agent in each town a special card has been arranged for giving much the same atmosphere as those displayed in the London shop patronized and appointed by royalty. This plan is the one that will be used for the smaller cities or towns.

In the larger cities, New York, Philadelphia, Chicago, etc., where extensive plans have already been made, local dealers will be handled through a selected sales organization, and special conditions suitable to the locality have been arranged for. For the present all advertising will be carried on through local papers, using black and white, preferred space.

It is an interesting fact that in a try-out mail order campaign to secure agents in small towns the organization has secured them in the proportion of nine out of every ten attempted, and advance sales in the smaller towns show about the same ratio.

That this company intends to institute a very live selling campaign that is closely tied up with its advertising is already an assured fact, and it is fair to assume that this time "Rador" preparations will go over the top.

Many Women Advertising and Sales Executives

A survey of 250 plants, which the New York branch of the Y. M. C. A. has made to determine how generally women are employed in executive or technical work in factories, shows that women advertising and sales executives, with one exception, compose the largest group. Of the factories visited, 219 employed women as executives, and 157 women were advertising and sales executives. The survey was made in the territory of Greater New York and eastern New Jersey.

Two opposing points of view regarding the use of women as executives and trained technical workers were unearthed. Those opposing women advanced reasons such as: custom of the particular plant, men needed the work more than women, women couldn't do the work, the shortness of women's economic life because of leaving to be married, disqualifying characteristics such as lack of sympathy, too much sympathy, instability, inadaptability, spinelessness and tendency to dominate. The second viewpoint, asserted to be the prevailing one, especially where women had been given a fair

trial, was that she was adapted to the utmost degree for industrial work along the lines surveyed.

The general conclusions of the survey noted that in 219 out of 250 factories visited, women were employed as executive or technical workers; that in the production field, women have gravitated to positions of much responsibility; that labor relations offer an expanding field for the professionally trained woman; that women are found successful in technical and special work; that opening opportunity for women provides an incentive for entire force; that where ability is found, it is thought better to promote a worker already employed than to hire an outsider.

The general conclusions insofar as present and future opportunities detail that all executive and technical positions investigated are open to women; that candidates for such positions are advised not to enter as operatives to gain advancement, except on assurance of specific opportunity; that for production work, the fore-woman's or production clerk's jobs are good starting points; that women may enter technical work from fields outside industry, but that where lines are definitely parallel, however, specific training for industry is desirable; that women need to acquire the long point of view, involving a willingness to expand their own responsibilities from a subordinate beginning.

An analysis of the survey shows that women were employed as follows:

Director of firm .....	1
Vice-president .....	1
Labor Mediator .....	1
Personnel Director .....	1
Employment Managers .....	28
Assistants .....	25
Service Director .....	1
Welfare Workers .....	23
Doctors .....	4
Nurses .....	80
Instructors .....	11
Visitors .....	2
Matrons .....	58
Lunchroom Managers .....	19
Assistants .....	3
Inspector of Efficiency .....	1
Factory Managers .....	9
Production Supervisors .....	116
Assistants .....	51
Department Heads .....	76
Assistants .....	46
Head Time-Keepers .....	4
Forewomen .....	99
General Superintendent .....	1
Office Managers .....	22
Department Heads .....	26
Miscellaneous Office Heads .....	41
Advertising and Sales .....	157
Research and Professional .....	164

The largest number of women executives were employed in the industries manufacturing women's wear, the paper and printing trades being next, with textiles third and electric and machinery fourth.

"A Splendid Paper"

Editor, ADVERTISING & SELLING:

What a splendid paper you are getting out nowadays. It is full of the best kind of advertising articles and we all read it with a great deal of interest. It is pleasing to notice how you have grown of late, which is evidence that you are on the right track.

With very best wishes and kind regards,  
I am—Chas. F. Collisson, Advertising Manager, Northwest Farmstead.

# The Industrial Growth of Baltimore

☛ Baltimore's industrial growth during the twelve months ended May 31, 1920, has been greater than during all of the years from 1899 to 1914.

☛ Stated in terms of money and men, this twelve months' growth amounted to plant investment of \$72,612,200.00 and 39,850 new employes. In that time, 100 new industries have decided to locate in Baltimore involving plant investment of \$43,691,700.00 and employing 21,536 persons, and 134 expansions have taken place requiring 18,314 employes and an increase in plant investment amounting to \$37,520,500.00.

☛ The importance of these figures is clearly appreciated by comparing them with those of the 15 years from 1899 to 1914. During that time, new industries and expansions were established in Baltimore employing 7,198 persons and \$70,084,000.00 capital.

☛ Baltimore is throbbing with life—is advancing at a fast pace. There is wealth in Baltimore and the will to spend it for the best in merchandise and values.

☛ If there is anything you want to know about creating a profitable market in Baltimore, write our Service Department.

☛ You can cover this ready, responsive market for your product at only one cost by concentrating your advertising in *The Sunpapers*. They will carry your message into Baltimore's worthwhile homes, and do it quickly, surely, economically because

## Everything in Baltimore Revolves Around THE SUN

Morning                      Evening                      Sunday

JOHN B. WOODWARD  
Times Bldg., New York

GUY S. OSBORN  
Tribune Bldg., Chicago

Baltimoreans Don't Say "Newspaper"  
—They Say "Sunpaper"





## The Development of the Magazines

(Continued from page 8)

tion. Everybody recognizes—admits and claims—that it is the editor and his work that makes any good advertising medium; and not that he must cater to the business end, or seek to assuage the multitudinous advertisers. On the contrary, there never has been a time in the history of magazine making when so great a degree of independence was guaranteed to the editor, when so much original initiative was expected of him, when he had so great latitude for his talent and his conscience.

Only now he must make a magazine that is salable—not to the advertiser but to the readers. That which is sold to the advertisers by the publishers of the magazine is reader appreciation; not so much reader bulk, not so much newsstand buyers as readers who stay on year after year as readers, and whose attraction to the text pages is of that quality that includes the advertisements also.

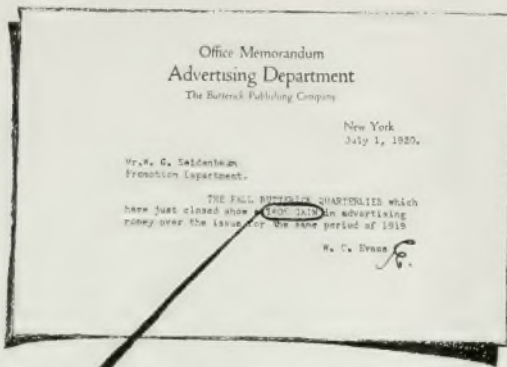
This is one of the outstanding accomplishments in magazine publishing during the recent past, that

readers of the magazines have been so won to them that they have become very much more potent as advertising mediums. I like to think of them as makers of business, and they have earned that pseudonym. They have out-earned that name of advertising medium, that had become tinctured with all that was not too good in the old days of advertising and publishing. A volume could be written—ought to be written—about this newer contact of the magazines with the world of business, that also involves a closer contact with their readers. When all's said, it remains true that the fine older magazines catered to a very small proportion of the people. It is seen that even a slight liberalization in the editorial policy of the *Atlantic* has already trebled its company of readers, and more than trebled its hold on its larger number.

### THE CHANGING CONTENTS

The content of all the magazines is different from that of the older time. Go to the files and read some of the *Harper's* of even twenty years ago, or of the *Century*. Then take the latest numbers in hand. The difference is not so much in quality as in selection. To-day the editor strives to interest his readers; then the editors tried only to interest the literary minded, themselves first of all. The magazines now get next to their readers, the editors not worrying too much about leading or instructing or inspiring; they are content if they attract and interest. This policy is better for the readers as well as immensely better for the advertisers; and withal there is not much degradation of real literary quality—none in the case of those magazines that are ordered by competent editors. Interest is not necessarily dissociated from literature.

It is the most significant feature of recent magazine evolution, that they are getting very close to their readers, and thinking more of getting close to them than of improving them in a literary sense. Maybe the editors are thinking that a little improvement of a great number of readers bulks larger than great improvement of a few. And then again maybe they are thinking mainly of laying the foundations of the influence of their magazines deeply in the consciousness of many people who are only measurably critical, knowing that such foundations are as satisfactory and useful to them in their attempts to help on modern life and civilization as they are to the advertising managers. The thing is that the magazine editors and man-



Gain  
for  
Fall  
180%

**Butterick Quarterlies**

agers have discovered that masses of readers are made plastic to the designs of the editor and profitable for the advertisers if, in handling them, a psychology that caters to their needs and aspirations is employed—and it is being skilfully and successfully employed, to the end that advertisers are now profiting by the magazines as never before; and, conversely and agreeably, magazine owners are profiting by their advertisers more considerably and more easily than ever they have before.

The recent history of the magazines illustrates beautifully the fact that advertising has become integrated in life, that it has ceased to be regarded as a thing apart. The advertisements in a magazine are interesting to its readers, and are read with the same care as the text. Many people attend to the advertising sections first. This is because advertising has become more interesting, and because people have become more responsive to its benefits. The purification of advertising has induced people to look to it for actual profit. It is improbable that one person ever looks casually through the advertising pages of any reputable magazine without being seized with the buying impulse. Many yield to it at once, and in the minds of many others it lingers as an urge that sometime will be satisfied by buying. It is this deferred appetite for that which advertising offers that makes the greatest magazine profit for the advertisers. Immediacy is not the best advertising asset. It is the slow and subtle instinct, the invitation that lies exposed on the reading table all the month, and is gently renewed every time the leaves are disturbed, pushing itself yet a little further into the determining consciousness, that finally generates acquiescence and action. This quality of magazine advertising has not perhaps been appreciated and capitalized to the full, but surely in it is found at least one of the major causes of its fruitfulness. The invitation of the magazines of to-day is to enter, sit, consider, and finally act; an insinuating proposal for the person who desires to profit by the announcements of the vendors of merchandise—and it is the proud boast of advertising that it has at length arrived at that stage in its development where it actually fulfills its promises, and the people know that it has.

**Gillette Razor Sales 75 Per Cent Ahead  
—100,000 "Big Fellows" Sold  
Already**

Frank J. Fahey, vice-president and treasurer of the Gillette Safety Razor Co. who sailed for Europe on the *Imperator* July 15 to make his customary visit to the company's branches in London, Paris, Copenhagen, Madrid, Milan, Brussels and Amsterdam, in an interview said:

"Domestic business has been remarkably good,—razor sales for six months are about 75 per cent ahead of 1919.

"This reflects the increased purchasing power by the American man in an article whose price is the same as it was 15 years ago.

"Our new set, the 'Big Fellow,' has taken well with the trade and re-orders are arriving in satisfactory volume. We

have sold almost 100,000 of the 'Big Fellow' Gillette in America alone since bringing it out April 1. We are preparing for a big fall trade."

Regarding the company's foreign business Mr. Fahey said:

"Despite the unsatisfactory exchange rates the company's business has shown good progress in Europe and sales have been very good.

"Our company is in a strong position with respect to most countries in Europe where, as in France, a restriction has been placed on imports.

"In France, for instance, we have over two years' supply in our Paris warehouse and this enables us to take good care of our French business.

"Exchange rates are showing improvement and we think will gradually work to normal."



**Have you a space buyer  
like Socrates?**

Of Socrates it has been said that his reason was stronger than his instinct.

That is perhaps a rare quality, but somehow it is expected to be true of space-buyers. It may be taken for granted that the clients of advertising agents expect it as a matter of course.

Unfortunately, too much space is bought every day on impression, on instinct, on "hunch." It is impossible to *guess* the type of reader attracted by a magazine, or to *imagine* his buying power. These are FACTS as real as page sizes and line rates. They must be a part of the space-buyer's equipment.

In the series of advertisements which this announcement inaugurates, Munsey's intends to explain its function and its readers.

**MUNSEY'S**

*Have you thought lately about the 224-line page and its special advantages: It possesses all the display value of the largest possible page because it is read by itself; it provides it at a lower unit cost; and it conserves paper.*

### National Committee on Newspaper Supply Re-organized

The National Committee on Newspaper Supply which was formed for the purpose of distributing print paper released by large newspapers, and which expired June 30, by limitation of its life, has been re-organized. During the first three months of the committee's activities 72 newspapers were saved from being forced out of business, because of the shortage of print paper.

The New National Committee on Newspaper Supply is composed of:

Chairman Will V. Tufford, secretary of the Inland Daily Press Association of Clinton, Iowa.

Charles I. Stewart, chairman, newspaper committee of the Southern Newspaper Publishers Association, Lexington, Ky.; H. C. Hotelling, field secretary of the National Editorial Association, St. Paul, Minn.; Wallace Odell, New York Associated Dailies, Tarrytown, N. Y. and Edward J. Hancock, President Indiana Press Association, Greensburg, Ind.

The advisory committee members are: Willard E. Carpenter, publisher *Courier-Herald*, Lincoln, Neb.; John Sullivan, secretary-treasurer, Association National Advertisers, New York; James O'Shaughnessy, director, American Association of Advertising Agents, New York, and Stanley Clague, managing director, Audit Bureau of Circulations, Chicago.

### Boston "Evening Transcript" 90 Years Old

On July 24, the Boston *Evening Transcript* will celebrate the 90th anniversary of its establishment. In a recent advertisement announcing its anniversary the *Transcript* reproduces two interesting advertisements from its issues in 1830 and 1831, significant of the great development since that time. All display advertising in those days, apparently, began with a statement such as "The subscriber most respectfully begs leave to inform his friends and the public that, . . ." Formal and stilted, the display advertising of that day is even incomparable to the classified advertising of this century.

### Spanish Publishers Ask Free Paper

Representatives of publishing concerns have conferred with Premier Dato, according to a Madrid dispatch, requesting him to authorize the free importation of paper. The price of paper has increased 450 per cent since the outbreak of the war, seriously crippling the printing and publishing business.

### New Art Staff for Detroit Paper

The late Thomas M. Neilson, former art director of the Detroit *Athletic Club News* since its first number in January, 1916, who died recently, has been succeeded by Joseph C. Faust, formerly associated art editor. R. F. Heinrich, Russell Legge and Burt Thomas have joined the art staff.

### New Agency for Export Advertising

Harry O. Mitchell, formerly editor of the *American Blacksmith* and associate editor of *La Hacienda*, and recently editor of the *Southern Funeral Director*, is the head of a new advertising agency recently organized in Atlanta, known as Mitchell-Meriwether. The company will specialize in export and Latin-American advertising. Mr. Mitchell is also head of the newly organized publishing company, the Photo-Engravers, Inc., of Atlanta.

### Fleischmann Yeast Account With J. Walter Thompson Co.

The Fleischmann Company, Philadelphia, Pa., manufacturer of Fleischmann's Yeast, has placed the conduct of its advertising campaigns with the J. Walter Thompson Company, New York.

### B. Dyer, "Gredag" Sales Manager

B. Dyer, former manager of sales extension for the Aluminum Castings Company, has been appointed sales manager for the lubricant department of the Atcherson Graphite Company, Niagara Falls, N. Y. In addition to the sales work, Mr. Dyer will have general supervision over the advertising.

### Sales Executives Promoted

The J. L. Hudson Company of Detroit announces the following changes in its executive officers: Joseph B. Mills, who for the past six years has been sales manager for this organization, is now advanced to the position of publicity director. Charles Koeihen, formerly assistant sales manager, is now sales promotion manager.

### Telephone Supply Account For Nemyer

Paul Nemyer & Co., Cleveland, Ohio, will place all advertising of the National Telephone Supply Company, Cleveland. A business paper and a direct mail campaign is being prepared.

### Agency Wants 1921 Rate Cards

Murray Howe & Company, New York advertising agency, is sending out notices requesting weekly newspapers throughout the country to forward their rate cards for 1921. As some of the agencies clients are now planning national newspaper advertising campaigns for next year the agency finds it necessary to have their rate file of weekly newspapers up to that date.

### Harry Levey to Open Branches

Branch offices for the Harry Levey Service Corporation, new industrial film company, are being established in Cleveland and Chicago. Mr. Levey, who has gone to superintend the opening of the branches, will also direct the filming of certain scenes of an educational film showing "The Evolution of Travel."

### Rosenberg Agency Makes Additions

The Goshen Shirt Mfg. Co., manufacturers of "Crest" brand shirts, have placed their advertising account in the hands of the Irwin L. Rosenberg Co., Cunard Bldg., Chicago.

The program will include magazines, newspapers, trade press and general dealer promotion.

L. M. Brouillette, formerly advertising manager of the Cole Manufacturing Co., and later western representative for the *Peoples Popular Monthly*, has joined the copy staff of the agency.

Paul Gerding has been made a member of the art staff.

### Frank B. Bull Joins Seeds Agency

Frank B. Bull, who, for the last eight years has had charge of automobile advertising in the Indianapolis *Star*, has joined the staff of the Russel M. Seeds Company, Indianapolis advertising agency.

### Founder of United Cigar Stores Dead

William H. Stansfield, retired knit goods manufacturer, and one of the

founders of the United Cigar Stores Company, died Sunday in the Knickerbocker Hospital, New York. Mr. Stansfield was stricken with apoplexy while taking a walk Saturday afternoon, and he was removed to the hospital.

He was born in Yorkshire, England, in 1850. At the age of six he came to this country with his parents, and settled in Camden, N. Y., where he was educated, and where he later entered the drygoods business.

Many years later, Mr. Stansfield organized the Frisbie & Stansfield Knitting Mills Company, and established knitting mills in Camden, Utica and Syracuse, N. Y. Later with Charles A. Wheelan and others he organized the United Cigar Stores Company. He retired from business six years ago.

He is survived by his wife, two sons and a daughter.

### South Bend "Tribune" Selects Representative

The special advertising firm of Storey, Brooks & Finley, New York, has secured the South Bend *Tribune* as an addition to its list, and now represents twenty-three newspapers.

### Howell Goes With Kelley Co.

Walter R. Howell has resigned from Brooke, Smith & French, Inc., Detroit, to join the Martin V. Kelley Company, Toledo, Ohio.

### David Silve With Street & Finney

David Silve, formerly with the Bartlett Orr Press and the Bush Advertising Service, New York, has been retained by Street & Finney as consultant on typography.

### Lee Rubber Sales Make \$60 Per Cent Gain

Gross sales of Lee Rubber Co., were approximately \$550,000 in June, or a rate of well over \$6,500,000 per annum. For the six months ended June 30 sales were 60 per cent ahead of the first half of 1919.

### Woolworth Sales \$9,336,192 Ahead

Sales of F. W. Woolworth Co. for the first six months of this year were \$9,395,262, an increase of \$9,336,192 over the same period last year. For June, sales were \$10,817,985, a gain of \$2,268,027 over June, 1919. Of the gain old stores were reported responsible for increase of \$1,788,000 in June and \$7,505,410 for the six months.

### American Tobacco Business Breaks All Records

Business of American Tobacco Co. is breaking all records. In the five months ended with June 1 net earnings increased \$2,000,000 over the corresponding period of 1919 while the gain in gross amounted to \$12,000,000. This is an annual rate of nearly \$5,000,000 increase for net and \$29,000,000 gross.

### Studebaker Rewards Harry Biggs

Harry A. Biggs, general sales manager of the Studebaker Corporation, has been made a vice-president of the organization. Before becoming general sales manager in 1919, Mr. Biggs was advertising counsellor for the concern for six years and had been identified with the merchandising of automobiles in the advertising agency field for many years.



One day in *The Sun* and *The New York Herald*,  
Hanff-Metzger, Advertising Agents, asked:

## HOW LONG IS SEVEN YEARS?

"Seven years seems like a long time to look ahead in your business?"

Those giggling 14-year-old school-girls seem preposterously silly, and less than nothing to your sales plans?

Those gangling boys seem insupportably kiddish, and only so many ciphers as far as your business is concerned?

If you can't get their point of view now, what makes you think you can seven years from now?

—when those same school-girls will be shopping for fabrics and furniture and groceries and perambulators and — fill in your own product right there:

—when those same boys will be buying clothes and razors and automobiles and — there's a dotted line for you to write on.

What are you doing to build that factor of your business that some concerns list at one dollar because its value is so great that it is incalculable—goodwill?

If you don't know how to make a good-will impression on the most impressionable age you are not so very well equipped to make a good-will impression on the later ages when cartilages and mental processes alike are hardened."

**Hanff-Metzger**, that is exactly what I have been trying to tell you and all the other advertising agents and advertisers since I've been Advertising Director of **ST. NICHOLAS**.

The time to impress people is when they're children. The place to make an everlasting impression on this growing generation is through their own magazine

### ST. NICHOLAS

A wholesome, interesting and educational magazine read and loved by the brightest boys and girls in the world

IF YOU EXPECT TO BE IN BUSINESS SEVEN YEARS FROM  
NOW THE PLACE FOR YOUR ADVERTISEMENT IS IN  
**ST. NICHOLAS**

*Don M. Parker*

#### NOTICE OF RATE CHANGE!!

BEGINNING WITH THE SEPTEMBER, 1920, ISSUE, THE RATE FOR A BLACK AND WHITE PAGE IN ST. NICHOLAS WILL BE \$250.

THE CHIEF REASON FOR THIS SLIGHT INCREASE IS A CIRCULATION OF PRACTICALLY 75,000 NET PAID—AND THE INCREASE STILL CONTINUES.

NEW RATE CARDS HAVE BEEN MAILED UNDER DATE OF JULY 15. IF YOU FAILED TO RECEIVE YOURS, PLEASE TELL US.

THE CENTURY CO., 353 Fourth Ave., New York.

## How Does Your Line Impress the Representative's Salesman?

**This House Organ That Keeps Him Interested Ought to Interest Manufacturers Who Sell Through Representatives**

**T**HERE is a special problem in industrial coordination presenting itself to the executives of a manufacturing industry whose home office must cooperate with a selling force not directly attached to the house, but working from the headquarters of manufacturers' representatives throughout the country. The task of keeping the salesman sold on the product and service is doubled and redoubled when you find that salesman a man who handles several lines in the same field.

According to the usual system a representative in the power plant field, for instance, will handle boilers, stokers, fire brick, pumps, engines, coal and ash handling machinery and perhaps a variety of similar products. Often he will have a corps of salesmen who follow the sales of one or more of these products.

### WHERE THE DANGER LIES

Now, it is human nature for the representative to push the product that he knows most about or finds easiest to sell. If, in the power field, he has made an intensive study of the

principles of water feeders, he will, perhaps, push them to the detriment of flat arches which do not interest him so much. This will happen even when he is unconscious of the fact that he is boosting one line to the exclusion of others and although he firmly believes that he is putting the same energy and enthusiasm back of all the products he handles.

It is up to the manufacturer dealing through representatives to see that his product does not get lost amid the variety of other products which the representatives are handling. If he is awake to his own interests he will do a great deal more than simply put the product in the representatives' hands and leave it there. He will contrive to make it stand out and dominate the rest.

How is he going to do it? In the ordinary case, the only link between the home office and the representative's sales force is made up of letters—routine letters—on the subject of the various jobs that come up. There are invariably uninspiring, matter-of-fact and negative in their influence. They must be reinforced.

This problem of reinforcement

may be solved by the publication from the home office of a house organ. This is the solution offered by Guy S. Hamilton, advertising manager of the American Steam Conveyor Corporation, in a letter on this subject to ADVERTISING & SELLING.

### BOOSTING BY THE "BOOSTER"

The house organ of his firm is the "Booster," a mimeographed publication, printed on a regular letter-head sheet of violent golden-rod hue. The color was chosen "with malice aforethought" as qualified to guarantee attention when it burst out of the morning's mail. The subject matter in the "Booster" is varied. It isn't entirely inspirational and sales stimulating but includes short articles of an educational nature explaining some phase of steam jet conveyor engineering; news items telling of some unusual sale and mentioning the salesman by name; notices of new appointments, etc. The first of the four or five sheets in each issue carries an appropriate cartoon name plate, changed each month.

In steam jet nomenclature the word "booster" means something. A booster unit is a fitting through which a jet of high velocity steam is introduced into a conveyor line when both suction and discharge lie in a straight line. There is a steam jet conveyor idea behind the word besides the more conventional idea of boosting.

A feature of each issue is the clipping into it of proofs of some of the American Steam Conveyor Corporation's current advertising and an energetic "selling" of the salesman upon the power and prestige of that advertising goes along with it among the other notes in the issue.

### SOME OF THE RESULTS

Just a short time ago the "Booster" printed a special issue filled with halftones of some of the sales representatives handling steam jet ash conveyor systems, ash pit doors, etc., for the company. This "Rogues' Gallery Issue," as it was called, was received with great favor and additional copies were requested by many of the salesmen who wanted to pass them on to their friends and relatives.

In concluding his story of the work of the "Booster" which is doing for a technical line what a similar publication might do for any line handled through manufacturers' representative, Mr. Hamilton says:

"Is the 'Booster' serving its purpose? Decidedly. Its influence on the sales force at large has been marked. This is traced by the re-

### SIXTH OF A SERIES

## Routing Salesmen

**T**HE route lists of Indianapolis retailers are constantly corrected. These are available for use of any manufacturer whether or not he supports his product with advertising in *The News*. This is but a small part of the service of *The News* to the manufacturers. It is also a service to the retailers, because it insures that none of them will be overlooked by the manufacturer coming into this market.

## THE INDIANAPOLIS NEWS

New York Office  
DAN A. CARROLL  
Tribune Building

FRANK T. CARROLL  
Advertising Manager

Chicago Office  
J. E. LUTZ  
First National Bank Bldg

USE NEWSPAPER ADVERTISING ON A THREE YEAR BASIS

JULY 17, 1920

sults received through certain special selling campaigns that have been conducted exclusively in this medium. The sale of certain parts and fittings has doubled within the past year.

"The 'Booster' is given the credit. "Increased sales is only one of the many ways by which the 'Booster' is paying for the time and effort spent on it. The men in the field like it and look forward to it. If it is not received, letters come in asking 'for why'?"

"Manufacturers who have to depend on representatives to handle their product need an organ like this to tie the representatives closer. It takes time and effort; but the indirect results are incalculable."

#### Industrial Fairs in 1920

Venice International Arts. April 15 to Oct. 31  
 Paris (Tuileries)—Applied Arts May to Sept.  
 Lille—International Exposition. June 27 to Oct. 31  
 Brussels—French fair. Aug. 15  
 Geneva—Watch and Clock making July 11 to 25.  
 Metz—General Fair. Aug. 15 to Sept. 15.  
 Leipzig—Autumn Fair Aug. 29 to Sept. 4.  
 London—Machines and Tools. Sept. 4 to 25.  
 Leipzig—Technical. Sept. 12 to 18  
 Prague—Annual Fair. September 5 to 28.  
 Lyon—Samples Fair. October 1 to 15.  
 Paris—Automobile Show October.  
 London—Shoes and Leather. Oct. 4 to 9.

#### Ewart Promoted on "Grain Growers' Guide"

The management of the *Grain Growers' Guide* of Winnipeg, Manitoba, announces the appointment of K. D. Ewart to the position of assistant advertising manager with headquarters at Winnipeg.

Mr. Ewart has been on the advertising department of the *Guide* for the past three years in charge of foreign advertising, and for the preceding three years was with the advertising department of the *Winnipeg Tribune*.

#### L. M. Holtz with "World Outlook"

L. M. Holtz, formerly of the circulation department of the Curtis Publishing Company, and for more than two years manager of the subscription agency division of The Butterick Publishing Company, has been appointed director of Circulation of *World Outlook*.

#### Furniture Trade Papers Organize

Eight leading furniture trade publications organized the Associated Home Furnishers' Publications, at Grand Rapids, Mich., last week. The organization is aimed to co-operate with manufacturers and dealers in promoting better homes and to aid the home furnishing trades. C. R. Francis of *Furniture Journal*, Chicago, was elected president; John G. Gronberg of *Good Furniture*, Grand Rapids, vice president; and P. S. Johnson of *Furniture Index*, Jamestown, N. Y., secretary and treasurer.

#### Women Form Chatham Advertising Agency

Miss Bertha Bernstein has joined Miss L. Z. Guck, who recently established at 3 West 29th street, New York, in forming the Chatham Advertising Agency there.

Miss Bernstein was associated with the Dry Goods Economist for many years and recently was with the A. M. Sweyd Company, New York advertising agency. Miss Guck is formerly of Gornay, Inc., advertising agency.

#### "Southern Hospital Record"

John A. Hornsby, of Atlanta, formerly editor and publisher of the *Modern Hospital* at Chicago, is to be the editor of a new monthly soon to be issued in Atlanta, the *Southern Hospital Record*. J. M. Long, superintendent of the Georg-

ia Baptists' Hospital, is associate editor. The Hospital Record Publishing Company has been organized and incorporated to publish the new magazine.

#### United Drug Shatters Sales Record

In the quarter just closed the United Drug Co. shattered another sales record. Total is expected to exceed \$17,500,000, or at the rate of \$70,000,000 annually. June showed sales 30 per cent greater than the corresponding period last year. In the first three months gross was over \$16,850,000, 22 per cent more than 1919.

These figures do not include any business of Booth, Ltd., recently taken over—whose gross is now running at \$40,000,000 annually—nor United Writing Paper Co., recently formed by United Drug Co., doing a business of \$7,500,000 annually.

**LIFE** { **Ge. Bee. Are.**  
**1908--July--1902**

**In July 1908 we said "Watch LIFE."**

**The month of July just closed shows the largest record of advertising of any month in LIFE'S entire history.**

**We repeat in July 1920—Please watch LIFE.**

**The advertiser is protected by our policy of limited size publication—52 pages total.**

*Ge. Bee. Are*

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



**George R. Cullen Opens Agency**

George R. Cullen, who has been associated with the Brearley-Hamilton Co. Grand Rapids, Mich., advertising agency for two years, has resigned to open his own general advertising office in the Perkins Building of that city.

Before coming to Grand Rapids Cullen held important positions in the publicity field in his native city of Detroit.

He was successively assistant advertising manager of the Studebaker Corporation; publicity manager of the Hudson Motor Car Co., and editor of the "Hudson Triangle" and "Hudson Super-Six News Pictorial"; publicity manager of Chalmers Motor Co., and editor of the "Chalmers Monogram," "Chalmers Illustrated News" and "Chalmers Shop and Service."

**Spending Wave Over, Says Banker**

According to the viewpoint of a prominent Chicago banker, who is quoted in the *Magazine of Wall Street*, the orgy of extravagance and waste has about burned itself out, and the American people are waking to the prospect of a season of sane, practical, thriffling prosperity after a long nightmare of spurious joy in a fool's paradise. Furthermore, he believes there are many influences that will prevent a violent readjustment. There is a shortage of many necessities; government expenditures still continue on an extravagant scale; crop conditions are far from favorable and the country's railroads are unable to provide proper transportation facilities. Then there are the high wages being paid labor and the very high taxes—neither of which show any indication of dropping speedily.

Against these factors, which make for continued high prices, is the fact that the public itself has the power to control prices through increasing or diminishing demand. That power is now being exerted, for the public has reached its spending limit and is applying the brakes in a sensible manner.

**Kelley Gets Wright Bearing Account**

The Wright Bearing Company of Philadelphia, manufacturers of roller bearings, has placed its advertising with the Martin A. Kelley Company.

This account will be handled through the agency's New York office.

**Hammer and Buck Join MacManus**

George A. Hammer, for over eleven years advertising representative for the Curtis Publishing Company; previously with the Butterick Publishing Co., and engaged in advertising work for many years, has become associated with MacManus, Inc., Detroit advertising agency.

Charles E. Buck, for twelve years resident manager of the Whitehead & Hoag Company in Detroit, on August 1 will join MacManus, Inc. in a general selling capacity. Mr. Buck was at one time advertising manager of the Hupp Motor Car Corporation, and was also a member of the Detroit staff of J. Walter Thompson Company.

**Tipper Again on National Commission**

Harry Tipper, business manager of Automotive Industries, New York, has been again selected by the Associated Business Papers, Inc., to be one of their three representatives on the National Advertising Commission of the A. A. C. W.

**Hart Will Leave Willys-Overland**

E. A. Hart, sales promotion manager for the past three years for Willys-Overland, Inc., Toledo, will leave that post on August first. Mr. Hart has been with the company for five years.

**Made Handley-Knight Sales Manager**

Joseph Tallmadge, who for the past two years has been an assistant division manager for the Willys-Overland Co., has been made sales manager of the Handley-Knight Motor Car Co.

**Heads Lyons Battery Sales**

Walter H. Schimpf, formerly eastern district manager of the truck department of the Paige Motor Car Co., has been appointed sales manager of A. H. Lyons & Co., manufacturers of storage batteries in Philadelphia.

**Finnish Newspaper Editor Arrested**

Akonstant Kikka, one of the editors of the *Industrialist*, a Finnish daily published at Duluth, Minn., was arrested on Monday by O. S. Remington, immigration inspector, at the request of the Federal Department of Labor. He is being held in default of \$5,000 bonds.

**Powers Joins Motor Starter & Pump**

James W. Powers has been appointed sales manager of the Motor Starter & Air Pump Co., Detroit, Mich., manufacturer of "Long Stroke" truck tire pumps and garage compressors. Powers was formerly associated with the Jaxon Steel Products Co., Jackson, Mich.

**National Cloak & Suit Co. Starts House Organ**

The National Cloak and Suit Co., New York, is now publishing a house magazine for its employees called "The National Circle." It made its initial appearance with the June issue.

**Advertise for 2,000 Cooks**

The Vienna newspapers are printing advertisements for two thousands Austrian women cooks to go to Chicago, according to a dispatch received by the *New York Times*. It is explained in the advertisements that Washington will authorize their admission.

**Montreal Devotes \$5,000 to Advertising**

Municipal advertising may now be done by contract, according to letters, which the Administrative Commission of Montreal has addressed to the various newspapers of the city, asking them to quote prices, and give information as to their circulation, etc. It is said this decision on the part of the City Commissioners is in part due to a notice they have received that the city will have to pay more for its advertising, which costs from \$5,000 to \$6,000 per year. Municipal advertising consists of the official announcements that are placed before the public in relation to enforcement of by-laws, and to the many other things, including proclamations by the Mayor.

**Sears, Roebuck Sales At Rate of \$385,000,000**

Sears, Roebuck & Company (Chicago) sales are running at a rate which indicates \$385,000,000 for the year 1920. In

the ten-year period from 1910 to 1919 inclusive the company averaged 11.56 cents profit on each dollar of sales, after all expenses, repairs and depreciation.

**Automobile Prices Have Increased**

Despite reports of impending cuts in automobile list prices, a Detroit survey of price changes made between May 1 and July 1 discloses increases ranging from \$50 to \$350 in 16 different cars. No price reductions have been made.

**Garford Truck In France**

A. E. Fouts, European manager of the Garford Motor Truck Company, has established permanent offices at 25 Avenue de l'Opera, Paris.

**Made Detroit Oakland Sales Head**

R. H. Schmidtziel has become associated with the Detroit Oakland Co., as sales manager, with offices in Detroit.

**Webb Re-elected Atlanta President**

Dave Webb, of Webb and Vary, Atlanta publishers and printers, has been re-elected president of the Atlanta Advertising Club.

**"Checho-Slovak Trade Journal"**

The *Checho-Slovak Journal of Prague*, with London office at 18 Sackville Street, W. 1, recently made its initial appearance with the May number.

**W. O. Woodward Co. Incorporated**

W. O. Woodward Company, producers of window display advertising campaigns, has been incorporated at 224 West 34th street, New York, and the following officers elected: W. O. Woodward, president; Robert L. Lemmon, manager of *House & Garden*, vice-president, and Everard P. Meade, formerly of W. F. Powers Company, secretary.

**Miss Isreal With H. Black Co.**

Miss Jeannette A. Israel, formerly of the advertising department of Hart, Schaffner & Marx, has been engaged as assistant advertising manager of The H. Black Company, makers and designers of "Wooltex Tailormades" in Cleveland. She will take her position as successor to Miss Florence Martin about August 15.

**Rate & Data Service in New York**

Standard Rate & Data Service, Detroit, Mich., has opened offices at 347 Fifth avenue, New York, with A. H. Moss, formerly in charge of the Chicago office, as eastern manager.

**C. A. Bonniwell With S. W. Strauss & Co. in Chicago**

Charles A. Bonniwell has resigned as advertising director and city sales manager of William J. Moxley, Inc., Chicago, churners of margarine, to become associated with S. W. Straus & Company, also of Chicago, dealers in investment securities. Mr. Bonniwell will have charge of the country mail order department and supervision of the same departments of the branch offices under the jurisdiction of Chicago. H. B. Matthews, of New York, for ten years advertising manager of S. W. Straus & Co., continues in that office.

# Immediate National Publicity

Now, in July, you may advertise in The Digest. Altho we fix the number of pages per issue six weeks in advance, there is an allotment of space reserved in each issue for current advertising. Always, we have kept in mind the importance that The Digest has attained as a medium of quick national communication.

July 31st Space available 2 Pages

Aug. 7th	“	“	4	“
“ 14th	“	“	2	“
“ 21st	“	“	6	“
“ 28th	“	“	8	“

Now, in July, millions of circulars are being mailed by us; twenty million people every week see “Topics of the Day” on the screen, and our advertising is appearing in the leading newspapers throughout the United States. Thus, the American public is being kept thoroughly informed as to the weekly contents of

## The Literary Digest

**IMMEDIATE National Publicity**

## Color in the Modern Periodical

(Continued from page 16)

sults exactly as the color pages in the magazines affect the reader's minds and direct them toward certain desired actions that have a purchase as the final objective.

### COLOR IN CATALOGUES

The magazine advertiser can get some extremely valuable advice as to the value of color from the mail order advertiser who uses color in his catalogues. Here is the real acid

test of the value of color because in a catalogue each article must pay its way or be omitted; thus the catalogue offers an excellent medium of comparison in sales results.

The large mail order houses, after years' of experiments, have come to the definite conclusion that most articles that have a distinct eye appeal can best influence their sale by their presentation in color. This is decidedly the case, for instance, with

rugs and carpets. Most people will not buy a floor covering until they are sure that it contains the colors they want.

One mail order house which gets out an edition of a million catalogues printed an advertisement in half of that edition in black and white and in the other half in four colors. These pages were separately keyed and sent out indiscriminately so that they reached, in fairly even proportions, all parts of the country. Results showed that the merchandise in color produced sales fifteen times as great as those produced by the advertisement printed in black and white.

Sears-Roebuck get out a catalogue which, from a few experimental color pages, has developed in a dozen years to more than 140 color pages displaying articles that cover every household and farm need and include clothing and many brands of packaged foods.

### SOME COLOR RESULTS

Turning to other types of color advertising, let me cite as characteristic of the service of the color page the experience of a well-known perfume manufacturer. This manufacturer had been circularizing his trade for years, but had never been satisfied with his returns. He had naturally assumed that perfume sold on its odor—not on its color. He tried colored photographs of filled bottles and the increase in his sales was amazing. As we all know, it is difficult to syndicate a secret, so the results of this experiment traveled quickly and now many of the leading perfumers are using exquisite color pages as a fixed part of the advertising program.

Among the early advertisers to appreciate the selling value of the color illustration were the seeds people. They found it indispensable. For instance, there are in cultivation in some of the big nurseries as many as two or three thousand varieties of peonies, and more than ten thousand varieties of gladioli, and thousands of varieties of sweet peas. Their great difference lies in their colors. The problem was to find out how the desirability of one color variety over another could be best told and the answer, naturally, was by color illustrations. After a number of years of careful testing the seed men found that the amount of the sales for the favored varieties were only limited by the amount of their stocks. This sales result could not have been attained in any other manner.

Let us turn to the service of color

## Covering a Special Field for Women

One advertiser who has used Modern Priscilla consistently says:

"Your publication holds the same relative position in the women's field as 'System' does in the men's field. Business is the all-important thing for the man. The home occupies the dominant position in the woman's mind."

An editorial expression of the purpose of Modern Priscilla follows:

"The world is full of trade papers for men that keep them in touch with the progress and discoveries in their special fields. The doctor, lawyer, merchant, manufacturer, engineer, farmer, and all the rest find inspiration and instruction, each in the publication which covers his particular field of endeavor. Priscilla's real excuse for being lies in the striving for the ideal that shall make it every woman's trade paper—a textbook in the womanly arts, if you will, ready to play its part in that 'liberal education' which is the divine right of all our girls."

Another advertiser remarks:

"There's no question but that women read their Priscillas more carefully and keep them longer than they do magazines devoted to light entertainment. This is because they recognize Priscilla's usefulness."

Nowadays one does not hear the question "What is your circulation?" as often as it was asked some time ago. It is more apt to be "What field do you cover?"

## MODERN PRISCILLA

NEW YORK

BOSTON

CHICAGO

Member A. B. C.



as a medium of special emphasis used to concentrate attention on a restricted number of models in a line. In this connection, there occurs to the mind the experience of a nationally advertised western stove concern. By playing up in colors the models it wished to feature, this concern was enabled to cut its line from seven hundred numbers to two hundred and twelve. The result was a tremendous simplification of manufacturing problems and an increase in profits as the company could turn out more goods at lower costs by concentrating on a smaller number of models.

BALANCING WITH COLOR

In furniture, rugs, draperies, food articles, shoes and a thousand and one other commodities, the color reproduction in the salesman's portfolio is taking the place of his sample trunk. Manufacturers in every line are realizing more than ever before the importance of color.

Recently, while in the establishment of a large Fifth avenue concern I heard one of the executives complaining at the lack of interest shown by customers in the firm's high-grade period furniture.

"Our customers rarely even inquire about it," he told me. "Few people seem to know that we make the finest furniture in the world, notwithstanding the fact that we have had a window display right on Fifth avenue for over two years. Now, how do you account for it?"

As the object of my visit at that time was to show this gentleman some color proofs of beautiful, Oriental rugs that we had made for his spring advertising it occurred to me as an answer to his question that, because of the superlative manner in which he had been advertising his exquisite rugs and carpets, he had allowed that portion of his business so to dominate that it had not entered the consciousness of his patrons or the public that the store sold anything else. The result is that he is now advertising period furniture in true and faithful reproductions of the original colors. I don't think that his question will come up again after sufficient time has elapsed to allow this color furniture advertising to register on the public mind.

Color dominates today. The most important trade marks are in color. The flags of every nation in the world as well as their various coats of arms are in color. I do not mean to recommend color as the cure-all for all advertising ailments, but I do say that more human eyes will see an

advertisement in color and that the impression reinforced by color will burn its way into the consciousness and leave its registration on the subconscious mind far more indelibly than any other method of advertising could do it.

The problem which confronts the advertiser is the selection of an audience as near to a full hundred per cent of possible buyers as can be obtained. In other words, with color printing having been established in its highest expression, the important thing is to parallel with his advertising his best possible market.

Having done this, let him always bear in mind that:

Color enables one to visualize the product.

Color jars and stimulates imagination.

Color injects life into sales. Color adds character, dignity and personality.

Color talks less but says more. Color appeals to the emotions.

The human eye loves color. Color recollections remain long after others are forgotten.

Color multiplies the importance of an advertised article.

## Boys and Responsibility

**I**N our day (we are bald-headed now and assume that you are or ought to be) if you had been asked to pick out a boy with a sense of responsibility, like the farmer who saw a giraffe for the first time, you would have said, "Gosh, there ain't no such animal." Trying to make a boy realize his responsibility then was like trying to mix oil and water.

Times and boys have changed considerably. Through the agency of our Boy Scouts the youths of our land are responsible individuals now. In testimony of this we want to call your attention to the fact that 300 boys in their teens, Boy Scouts, have just set sail on a government transport for Europe to represent the United States at the International Scout Jamboree in London. Just think of it! Like as not the "old folks" in our day (speaking from the standpoint of baldheads again) would as leave have left the red bull

loose in the door yard as to have sent a boy in his teens to Europe, even under the best of leadership. In both cases it would look as though you were borrowing trouble and hoping to get a lot of it without interest.

But to-day's boy is different. He has a full realization that he is a substantial part of the community. He feels his responsibility and holds himself ready for any task not beyond his years. When 300 boys were needed to represent this country abroad, from every state in the Union, fine upstanding chaps stepped out ready to uphold the nation's honor in contest with 31 other countries of the world.

Certainly if the nation is ready and willing to place its confidence in these fine, clean chaps among the Boy Scouts, you can ill afford to overlook them in your advertising. You need their interest as much as you need the friendship of their parents.

# BOYS' LIFE



## THE BOY SCOUTS' MAGAZINE

The Quality Magazine for Boys

200 FIFTH AVE.  
NEW YORK

203 SO. DEARBORN ST.  
CHICAGO

Member ABC

# The Magazine Publishers' Biggest Problem

## ---Meeting the Book Paper Shortage

Advertising Is Responsible, Say Manufacturers,  
and As Long As Present Record Space Is De-  
manded the Publisher Must Fight for Tonnage  
By RALPH BEVIN SMITH

**B**ETWEEN 1912 and 1920 the daily American output of book paper suitable for use by periodicals jumped from 2,360 tons to 3,235 tons. Yet during the same period the contract pound price of this paper increased from the normal level of 3¼ cents to as high as 8½ cents, while publishers obliged to exceed their contract tonnage are now paying without hesitation up to 15 and 16 cents a pound.

This, in brief, is the history of the development of the present book paper situation as it was outlined to me by the advertising manager of one of the biggest book paper manufacturers in the country, to whom I am indebted for the information on this important subject set forth in the present article.

If you seek the reason for this condition which, without reference to the demand element in the situation, sounds paradoxical, carry your search to the advertising columns of the American magazines.

### SOME TONNAGE INCREASES

Between 1914 and 1920 the annual contract tonnage of one of the biggest popular weeklies—a publication that stands among the first three in the country in point of advertising carried through the year—went from 5,000 tons to 28,000 tons. That same interval saw an American monthly magazine, read by women all over the country, carry its annual tonnage demands from 5,000 to 100,000 tons.

The answer—almost all of the answer—is advertising.

In the words of the old-fashioned alarmist political orator, "Whither are we drifting, fellow citizens?"

Cyrus H. K. Curtis, owner of the *Saturday Evening Post*, who has his troubles like all big publishers, recently told an executive of one of the huge paper mills that is supplying him with a few of the hundreds of tons he is ordering outside of his regular source of supply that he could easily increase his magazine's circulation from 2,000,000 to 3,000,000 a week if he could get paper for the extra million copies.

"I think," writes a mill department manager of a large paper manufac-

### What Paper Experts Say

**T**HE tremendous development of advertising in all media which has come with this remarkable after-war period has put the general magazine publisher, with other publishers, in a seller's market. It has, at the same time, penalized his prosperity by creating a seller's market for the man from whom he buys his paper. These are the two outstanding facts in the magazine publishing situation today.

Mr. Smith writes here of the causes, the present conditions and the future prospects of the book paper crisis as they were laid before him by a high executive of one of the biggest book paper manufacturers in the country. He has added a résumé of the opinions of others in the trade who speak with an "inside" knowledge of the situation and his information may be considered authoritative.

turer in a recent issue of the *Paper Trade Journal*, "that the market has about reached the peak and there is no getting away from the fact that we must face a decline and a slackened demand sooner or later."

But there is no consolation from this when everyone feels that it is going to be later instead of sooner.

The fact is that there is little room for optimism on the book paper situation. The average manufacturer sees no possibility of our ever getting back to what we used to think of as a normal price level. That is unpleasant, but not so serious for the successful publisher, who can checkmate increased costs by increased advertising rates. The troublesome feature is that the average manufacturer sees no possibility, either, of our getting back—for some time, at any rate—to what we used to think of as a normal market in which supply and demand stood somewhere near a balance.

### STRIKING A BALANCE

What can equalize the situation and wipe out the scandal of a 16 and prospective 20-cent pound price for book paper? An increase in supply. A decrease in demand.

Let us look first at the possibilities of an increase in supply. The

user of book paper has no Canadian market to draw from. The manufacturer of supercalendered paper requires the extensive employment of steam and the Canadian mills operate on water power. Then, of course, the American mills meet no appreciable competition from abroad; they are even replacing with American paper the few tons that Germany and Belgium used to send to South America.

Up to about 1916 the book paper production of the United States increased at the rate of about 8 per cent a year—about the same rate as the increase in newsprint. The demand kept pace with this increase, but did not press it. Then came war conditions and post-war conditions and the demand swept far ahead of the supply even when, as between May, 1919, and May, 1920, the Federal Trade Commission's reports showed an increase in production amounting to nearly 21 per cent of the 1919 output.

At the present rate of demand and rate of increase in demand, supply runs a losing race in the attempt to catch up. It is not a simple task to build and put into operation new paper mills. It is not a simple task for already existent paper mills to change over from one kind of production to another. Further, there is no special inducement to make the change when the same conditions exist in every line of production, when newsprint prices, for example, are quite as "scandalous" as book paper prices.

### CAUSES OF DEMAND INCREASES

Let us look now at the prospects of a decrease in demand, though no periodical publisher wants to look for that however difficult the conditions under which he labors. Some of the added pressure on the paper supply that came with the boom period and the so-called "orgy of spending" was applied by increased circulation. More people began to read magazines. Classes that had never been approached by the subscription solicitors became magazine readers. The sudden rise in the standard of living that resulted from the combi-

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## *We Work With You*

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*—presuming, of course, that you are  
a national advertiser or an agency  
man.*

The other name for this work of ours is cooperation. Our service department delivers the goods, a fact which many advertisers well know—and on which we have their unsolicited testimony.

South Bend, the shopping center for Northern Indiana and Southern Michigan, offers one of the best balanced markets in America. In the heart of rich farming territory, South Bend also is the central and largest of a group of hustling industrial cities and towns.

This worth-while market is thoroughly covered morning, evening and Sunday by the News-Times which guarantees more than 17,000 daily.

## **SOUTH BEND NEWS-TIMES**

*Morning                      Evening                      Sunday*

J. M. STEPHENSON, Publisher

*Foreign Representatives*

CONE, & WOODMAN, Inc.

Chicago    New York    Detroit    Atlanta    Kansas City



nation of war wages and more leisure time for the laborer brought popular weeklies and monthlies to his newly-purchased library table along with many other good things.

The big map of the Periodical Publishers' Association exhibited during the convention of the Associated Advertising Clubs of the World at Indianapolis, showed that the combined circulation of the forty-nine magazines represented in this association stands at 24,695,883. Today, circulations are limited, are kept within bounds far inside of those they could reach, by the paper situation. Today, actual circulation

statements are no guide to the periodical's limit of power. Today, if a publisher wants to boast of his magazine's popularity he has to quote potential circulation figures—"if we could get enough paper."

#### ADVERTISING REAL CAUSE

But the real answer to the paper shortage of these post-war years is advertising. Advertising was covering space at an accelerating rate of speed before the war. The rise and tremendous development of the automobile, automobile tire, and automobile accessory businesses gave it noteworthy impetus. Advertising was

coming into its own. And then we had the war, the conditions peculiar to the war and to the peace which followed; and the tide of business swept sky-high, carrying advertising appropriations to unheard of high water marks. ADVERTISING & SELLING in an investigation, the results of which were published last March, found 1919 a billion and a quarter dollar advertising year. No one has dared yet to estimate what 1920 will be. We do know something of the effect of this swollen advertising traffic on the bulk of the American magazine because it is translated to us in terms of production, of demand and of price, the third term expressing the relation between the first two. The equation is simple: increased business activity, an increased volume of advertising in which the periodical has taken its full share, increased magazine bulk with increased number of advertising pages, increased periodical book paper tonnage demands, an increased effort to meet this with increased production and an increased price per ton when this effort largely failed to cope with the situation.

That is a diagnosis of present conditions. What of the future? Whither are we drifting?

Louis Chable, vice-president of American Paper Exports, Inc., included an excellent resumé of the advertising outlook from the paper manufacturer's viewpoint in an address he read recently before the Newsprint Paper Association in Canada. What he said there connects up very closely with the book paper situation. Here are some salient statements from that speech.

"The big advertisers do not dare stop advertising. . . . To take a very conservative estimate it looks as if we could safely figure for 1920 a general increase of 33½ per cent over the 1919 business, and in 1921 a further increase of 25 per cent upon the 1920 figures. . . .

#### INCREASED RATES WON'T HELP

"It is doubtful if a raise in advertising rates would very materially reduce the amount of advertising to be carried. The amount put aside for advertising is usually a certain percentage and the advertising so far has had such results that the amounts available for spending on advertising are greater than they have been and increased rates would not affect the lineage very considerably.

"As an example, the *Saturday Evening Post* raised its page rate from \$5,000 to \$6,000—and the amount of advertising sent in was greatly increased. In October, 1920, the price is to be raised to \$7,500—and restrictions have had to be placed on the amount of advertising published.

"Advertising is being done by firms that have previously not advertised or have spent very little in this direction. Having once started, they find it absolutely necessary to continue and their outlay in

## Announcing - - -

THE REORGANIZATION, EXPANSION AND CHANGE OF CORPORATE NAME OF

CAPEHART'S MAIKNOWN METHODS, INC.

ADVERTISING AGENTS (ESTABLISHED YEARS)  
AGO WHICH WILL HEREAFTER BE KNOWN AS

### Capehart-Carey Corporation

WITH OFFICERS AS FOLLOWS

CHAS. CAPEHART, PRESIDENT  
JOHN J. CAREY, VICE-PRESIDENT

C. H. FREUDENTHAL, TREASURER  
P. H. ALCOCK, SECRETARY

THE EXECUTIVE OFFICES WILL REMAIN AT  
TIMES BUILDING, NEW YORK

THE NEW CORPORATION RETAINS ALL BUSINESS HERETOFORE HANDLED BY ITS PREDECESSOR AND HAS ADDED A NUMBER OF NATIONAL ACCOUNTS WHICH WILL BE TAKEN CARE OF BY A COMPETENT EXECUTIVE STAFF OF ABLE ASSISTANTS ALL WELL VERSED IN THE ADVERTISING PROFESSION AND FAVORABLY KNOWN TO THE ADVERTISING WORLD

CAPEHART-CAREY CORPORATION

New York  
July First  
1920

this respect will undoubtedly increase rather than decrease. . . .

"Advertising men are most optimistic for the future. This optimism is not unrounded but is based on contracts, actually made or in sight, which assure them a great increase in business for the next two or three years. They are not expecting a 'peak' to be reached for at least three years, and doubt whether there will be any 'peak' at all but rather, at the end of that time, a steady, if smaller, growth. Comparison might be made with the automobile business in which the peak has been prophesied many times, but has not arrived yet.

"The prevailing impression is that the great increase in advertising is fundamentally sound. While a certain amount of it may have started with a view to evading the excess profits tax the proportion was very small, and the results have made it necessary to continue advertising. People, on the whole, have more money than they have ever had in their lives and are spending it freely. . . . Advertising has gained a momentum in the past two years which will carry it to greater lengths in the succeeding years. Of course, the 'orgy of spending' cannot last indefinitely, but among the working classes, particularly, a new standard of living has been established in the past few years. Articles which were formerly regarded as luxuries and something to be dreamed of rather than obtained have now become necessities and it is not to be expected that the standard of living will drop back to its former level."

FUTURE PROSPECTS

There, in a nutshell, is the advertising future as the paper man sees it. There is proof that he is alive to his responsibilities but no proof that he can meet them. His response to the burst of advertising activity that came with America's second war year—1918—was an increase of periodical paper tonnage production amounting to 32,786 tons over 1917's output. That gain of approximately ten days' production over the year, figured at the present average daily rate of output was, and would be today, inadequate.

Whither are we drifting? The paper manufacturer does not know. He is still protecting himself by making his contracts at prices that are fixed only for the first two months of the year, after which they are subject to change each month upon thirty days' notice. The publisher does not know. Having watched book paper prices first crawl and then leap from 3¼ cents a pound in 1912 to 5½ cents in 1917 and to anywhere between 7 and 8½ cents for contract and anywhere up to 20 cents for extra tonnage in 1920, he is taking all the paper he can get to carry all the advertising and circulation the paper manufacturer will let him use—and still refusing advertising and restricting circulation. Here and there a publisher is organizing his own paper plant, as in the case of the

United Publishers' Corporation, which has just purchased the mill of the Newton Falls Paper Company in St. Lawrence County, N. Y., and is equipping it to manufacture book paper.

ECONOMIC CONDITIONS RESPONSIBLE

Is it not fair, if somewhat unsatisfactory, to say that we are drifting nowhere in particular under present economic conditions? It is the economic conditions that fix the status quo and keep us in it. Failing an increase in supply, we stand where we are while present economic conditions continue. The opinion has been advanced that if book paper prices remain at their present level longer, enough paper machines will be attracted to this profitable class of production to have an appreciable effect on the supply and to bring down the price. The answer of the executive of one of the largest paper mills in the country, with whom I discussed this article, was that they would be changed right back to other classes of production just as quickly as the price began to drop. All classes of production are attractive these days. All paper prices are "scandalous."

How long, then, will present economic conditions keep us standing still?

"There is some question," said Mr. Chable in his address referred to before, "as to whether these conditions will hold good if the tremendous flow of exports to foreign countries is checked on account of the world's financial situation. If exports are checked to a serious extent there will, no doubt, be a drop in the prices of commodities, and manufacturers for export trade will find themselves with goods on their hands of which they are unable to dispose. However, this would mean that they would be forced to turn to the home market to sell these goods and would rather increase than decrease advertising."

"The only thing that would check advertising seriously," Mr. Chable concludes, "would be a panicky condition in financial affairs. Such a condition has been predicted for some time now but, so far, has failed to materialize. . . ."

FRUITS OF "PANIC"

"A panicky condition in financial affairs" would have a doubly depressive effect on the periodical, thinks the editor of a leading industrial paper journal with whom I talked this matter over. In the long run it would deprive them of those new classes of subscribers they have gain-

ed since the war set new standards in wages and in the workingman's requirements for "life, liberty and the pursuit of happiness." It would presumably start on the downward incline those advertising totals for the general magazines which have climbed from \$38,737,336 for 76 publications in 1915 through \$57,793,628 for 77 publications in 1917 to \$97,208,791 for 72 publications in 1919.

On the other hand, there is the contradictory consideration that financial depression must, to some extent, stimulate affected business houses to greater advertising efforts that ever to combat the depression; but this is all part of a very complicated subject and cannot be gone into here.

It is safe to say that the publisher who is praying for more paper is not praying for a financial depression to bring him more paper. He is praying for greater production and greater production is not forthcoming. So, worthy orator, we are not drifting anywhere. The paper shortage, which is to business what the sugar shortage is to the home, will go on. Conservation, unselfish restriction, cooperative regulation may furnish some remedy, though they haven't accomplished much in the sugar crisis. In the meantime, paper is "going up."

Farm Paper Suffers By Fire

The printing section of the building housing the establishment of the *Farm and Ranch Review* at Alberta, recently was seriously damaged by fire to the extent that the operations of that publication are, for the present, somewhat disturbed.

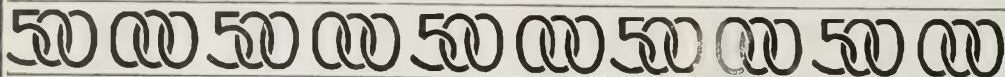
The editorial and mechanical force of the *Farm and Ranch Review*, which circulates in Saskatchewan, Alberta and British Columbia, are making heroic efforts to maintain publications under difficulties.

Proctor & Gamble to Sell Direct

Proctor & Gamble, manufacturers of soap and other products, at Cincinnati, O., have announced to their trade that hereafter they will sell direct to retailers throughout the United States. They believe that they can do the work more cheaply than the wholesale grocer. For a number of years the company has maintained this policy in the Greater New York district, and more than a year ago it ceased using the New England wholesalers as their distributors.

Harris Leaves Bethlehem Motors

H. F. Harris, president of the Bethlehem Motors Corporation, has turned over the general management of the company to Arthur T. Murray, acting upon his recent resignation. Mr. Harris, who is well known in the automobile trade, was at one time in charge of advertising and sales promotion for the Maxwell Motor Co.



# ASK LESLIE'S

FOR many years Leslie's has supplied to its readers clean-cut, authentic information bearing upon investment securities and automobiles. The inquiries have come in thousands to the financial and motor departments—and the answers have gone back promptly, comprehensively and free of charge. And Leslie's service departments became great established institutions.

And then, as time went on, new inquiries came in, questions that branched out into the field of business generally. And Leslie's with a reputation to maintain as information bureau went out and gathered the material wanted. And now formal announcement is made that as a result of this experience, you can ask Leslie's anything pertaining to business. Ask Leslie's.





50 00 50 00 50 00 50 00 50 00



# LESLIE'S

*Illustrated Weekly Newspaper*

225 FIFTH AVENUE

NEW YORK

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

50 00 50 00 50 00 50 00 50 00

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

We represent all Student Publications

THE various courses of instruction given in the colleges offer an opportunity for technical advertising and demonstration. The merits of textiles, food products, sewing materials, chemicals, etc., can be forcibly presented to the students while they are in class.

# USA

Collegiate Special Advertising Agency, Inc.  
503 Fifth Avenue, New York Established 1913  
Chicago office: 110 S. Wabash Ave.

OLD ESTABLISHED FIRM OF WHOLESALE TEA MERCHANTS WILLING TO TAKE UP SELLING AGENCY IN THE U. S. CANNED GOODS OR ALLIED TRADES. SOUND REFERENCES GIVEN.

**J. D. WALSH & CO.**  
BLACKBURN, ENGLAND

We specialize in house to house distributing of

**Advertising Literature and Advertising Samples**

We solicit your account  
**JAMES T. CASSIDY**  
806 No. Front St., PHILADELPHIA, PA.  
Write for our paper "FACTS"

# POSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the oldest magazine of The Direct Mail Advertising Association. 6 months \$1.00; 1 year \$2.00.  
POSTAGE: 18 East 18th St., New York City

#### Paper for Letterheads

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

**BERKSHIRE TYPEWRITER PAPERS**  
A Business Paper For Every Business Use

BATON, CRANE & PIKE COMPANY  
New York Pittsburgh Boston  
San Francisco Chicago

#### Blotters

"To make Better Letters  
Use Our Better Blotters"

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

#### Mailing Lists

### Mailing Lists

Commercial, Automobile, Investors or any classification wanted

TRADE CIRCULAR ADDRESSING CO.  
166 W. Adams St., Chicago  
References: Agency Books or any bank or business house in Chicago

## The Lighting Factor in Modern Business

(Continued from page 9)

Good "reason why" copy to lead material on how to achieve contented labor conditions with Mazda lamps, isn't it?

#### LIGHTING FOR SAFETY

Another phase of this same argument is developed by A. B. Oday, also of the Edison Lamp Works lighting service department. This relates to "Light and Safety," the title of his brochure. The importance of this angle is brought out when he quotes a paper from the Transactions of the Illuminating Engineering Society to the effect that "there is some foundation for assuming that 18 per cent of our industrial accidents are due to defects in lighting installations. On that basis the services of 108,000 men for one year are lost annually because the illumination provided is not adequate for the safety of the workmen."

But come out of the factory to the pier and warehouse. Here, again, we have a lighting problem, the importance of which is often overlooked. Piers and warehouses are notoriously ill-lighted. Mr. Powell and Mr. Harrington, who have collaborated in the production of a booklet on this subject, quote data showing that of 58 large steamship piers in New York 6.2 per cent had good illumination, 51.2 fair, and 42.6 poor, and back up their figures with abundant proof of the demoralizing effect of wrong pier and warehouse lighting upon workers and the consequent slowing down of industry.

If these booklets serve their purpose they will bring home to producers and merchandisers, not only that illumination is a complicated science, but that it is a science of vital importance to their success, having a very definite, easily demonstrable effect on their pocketbooks. They will also probably sell Mazda lamps and lighting devices. That, of course, is the end in view, but the end is never over-stressed. The brochures—there are about a dozen of them in the series—come to plant executives and sales executives as a form of service designed to help them in the solution of a very technical problem that they must meet. Never disturbingly technical in themselves, they form an effective, well-

considered campaign which should react to the service of the General Electric Company.

#### "Where Are My Retailers?"

#### "American Weekly" Gives Answer

It takes a most unusual advertising booklet or sales portfolio to arrest the attention of or arouse discussion among the blasé advertising men of to-day. There are good booklets and effective sales portfolios galore going the rounds of the trade.

"Where Are My Retailers?" just placed in circulation by the *American Weekly*, is such an unusual publication. Subtitled "A Directory of the Retailers of the great trading centers of America, listed by cities, together with the story and circulation of the *American Weekly*," it is advertising booklet, sales portfolio and service book rolled in one.

Its theme is, of course, the *Weekly's* well-known slogan, "Two and a Half Million Families Read the *American Weekly*," but there is more in it about the two and a half million families than about the *American Weekly*. Its chief feature is a market analysis of the great American market, illustrated by maps, touching on concentration of population, distribution of manufacturers, wage earners and income tax payers, and classification of states by value of bank deposits and of Victory Liberty Loan sales. To this is added sixty pages of data giving the number of retailers in each of eighteen principle merchandise lines in every town in the United States in which the *American Weekly* has a circulation amounting to twenty-five copies. The lines dealt with are automobile accessory stores, cigar stores, confectionary stores, electrical goods, furniture, general stores, groceries and delicatessens, hardware, lumber yards, women's wear, men's wear, music stores, paint, oil and glass, stationary, drug stores, boots and shoes, dry goods and jewelry. It is this feature which makes "Where Are My Retailers?" a service book of high value to the national advertiser.

Naturally, no effort has been lost to show that "the *American Weekly* suggests the answer to the advertiser who wants to cultivate the greatest and richest markets of America," and to point out that its circulation, concentrated around the seven cities from which it is issued—Boston, New York, Washington, Atlanta, San Francisco and Los Angeles—"parallels the concentration of population, industry and wealth."

Mr. A. I. Kohler, manager of the *American Weekly*, under whose direction "Where Are My Retailers?" was prepared, has added to the service and publicity material herein described interesting resumes of some of the experiences of advertisers who have used color pages in the *American Weekly* and reported unusual results in inquires and sales. The present edition of "Where Are My Retailers?" is limited and the copies are numbered. The book is attractively in attractive bound in cream-colored board with a maroon cloth back and gold letter title.

"GIBBONS KNOWS CANADA"

MONTREAL

TORONTO

WINNIPEG

# How the U. S. Shipping Board Policy Will Guard America's Future Trade

**Admiral Benson Explains to 250 Publishers and Advertising Men the Bearing of the Jones Act of 1920 On the Future of the American Merchant Marine**

AT a luncheon given in his honor by the Advertising Agencies Corporation at the Waldorf-Astoria, Wednesday, Rear-Admiral William S. Benson, chairman of the United States Shipping Board, outlined for a group of publishers and advertising men the principal points in the policy of the Shipping Board, which, if carried through in the contemplated advertising and sales campaign, will place America in an enviable position for the development of foreign trade.

Admiral Benson first cleared up the various hazy notions regarding the Shipping Board. Many people, he said, believed it to be something created during the war and still hanging over. On the contrary the Shipping Board was created in 1916 for the establishment of a merchant marine and as a national defence measure. During the war, in order to facilitate the production of ships, it organized the Emergency Fleet Corporation as a business enterprise. Otherwise, the functions of the United States Shipping Board in its jurisdiction over water commerce have been very similar to those exercised by the Interstate Commerce Commission on land.

## GOVERNMENT OWNERSHIP POLICY BAD

Today, as a result of its efforts to secure bottoms during the war for the government, the Shipping Board has in its possession 1502 vessels of 6,238,948 gross tons, equivalent to 9,358,421 deadweight tons. In all there are 3,404 sea going ships in this country—our total merchant marine. Some people, Admiral Benson stated, have believed it wise for the government to operate our merchant marine permanently as has been done since the armistice. He showed very convincingly, however, the inadvisability of doing so, and urged his audience to fight the idea vigorously. Even though the Shipping Board has made money this year and has suffered remarkably few losses under its insurance scheme, the present methods of operation have not been towards securing the greatest interest from the shipper.

He has been neglectful in the length of his stay in ports and has been indifferent to the cost of repairs and similar matters. This killing of individual initiative, so important for the success of any business, and the free and easy expenditure of money, which often occurs when it is known that the resources of the government are behind the enterprise, were detriments, the Admiral asserted, making public ownership unwise.

In disposing of the fleet under the powers granted in the Jones bill, known also as the Merchant Marine Act, the Shipping Board has adopted these cardinal principles:

The board will insist emphatically upon a policy of private ownership and operation of the merchant marine.

In devising and executing measures for the extension of trade routes and the development of ports the board will aim to develop the ports throughout the country, and especially those along the Gulf of Mexico, for the South American trade. It will oppose vigorously any concentration of labor on single ports like New York, Boston or Philadelphia.

The ships to be sold soon by the board will be put on the market at a fixed price. Purchasers will have to pay the fixed price for all ships. In selling the government ships and laying down rules and regulations, as well as in indicating new trade routes, the government at all times will protect fully the interests of the shipowners and shipyards.

## TO EXTEND TRADE ROUTES

While the board will be careful not to disturb the existing trade routes, their extension with the object of fostering new trade and the establishment of routes which will aid in distributing goods efficiently are important factors in the Board's policy. In the belief of Admiral Benson our greatest possibilities lie in the continent of South America and in China. He would have American vessels firmly established in the commerce between these

countries and the Flag put in every port.

"In the attitude that I take in pushing the American merchant marine," said Admiral Benson, "there is no occasion for international irritation. I would beg of you to put this question simply on the basis of our national necessity and of our absolute right as a great people to national defense. It is our inalienable right to strive for success. But we should keep in mind that in any competition our competition will try to dominate. We should strive to treat the matter in a spirit of friendly competition. Under no conditions, however, should we allow anybody to dictate to us what our policy should be. No one can tell us how, when or where we shall operate our ships. I know it is going to be a keen fight and a severe one, and we cannot succeed unless we have the united support of the people of this country."

## EFFICIENT DISTRIBUTION TO HELP RAILROADS

Much study has been made of the localities engaged in the production of materials for export or in the consumption of our various imports. From its investigation the Board will endeavor to see that the future merchant marine utilizes efficient routes, and that the ports of the country secure their necessary tonnage. Proper distribution of this character is aimed to help the railroads in relieving freight congestion. The Board also wishes to establish with the public a local interest in shipping and a national interest in the American Merchant Marine, the importance of which in the welfare of the nation can hardly be overestimated. These important points in the policy of Admiral Benson's Board are planned to be carried out in the sales and advertising program now under way.

In discussing the plans made by the board for the sale of its ships the Admiral said that "the principle on which we acted is to allow those to buy our ships on terms enabling them to pay for them on easy payments."

"We also must guard the inter-



# ADVERTISING & SELLING

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## Calendar of Coming Events

July 16-26—Convention, Wall Paper Manufacturers' Association, New York.	July 26-31—Merchandise Exhibit, Grand Central Palace, New York.
July 19-21—Southern Publishers' Association Meeting, Asheville, N. C.	July 26-27—Annual Convention, Organ Builders' Association of America, College of the City of New York.
July 19-21—Thirty-Fourth Annual Convention, Georgia Press Association, Carrollton, Ga.	August 4-5—Convention, Washington State Retailers' Association, Sopkane, Wash.

ests of the government," he added, "and see to it that those who buy our ships can meet their obligations and take care of the vessels."

The Admiral praised the ships put out at Hog Island. He termed the Hog Island enterprise "the greatest example of American industrial enterprise and ingenuity we ever saw," and expressed deep satisfaction with the performance of the ships in charge of the Shipping Board thus far.

### Einson Litho Absorbs Photo-Lith. Process Plate Co.

Einson Litho, New York, has taken over the complete plant and personnel of the Photo-Lith. Process Plate Company, also of New York. The Photo-Lith Company and its personnel, which includes Edward J. Fuller, Harry Keusch, Harry C. Bechow and K. Fred Irmacher, who formerly constituted the offset lithograph department of the U. S. Lithograph Co., will be made a department of Einson Litho. The organization intact with machinery and equipment is to be moved to additional floor at the Einson headquarters, 327 East 29th street.

### Bureau of Advertising to Issue Book

"National Advertising and the Newspapers" is the name of a new book soon to be issued by the Bureau of Advertising of the American Newspaper Publishers' Association. It is now on the press and will be distributed among national advertisers, newspapers that are members of the Bureau of Advertising, publishers' representatives and advertising agencies.

Advance proofs of the publication show it to be a comprehensive analysis of newspapers from the standpoint of the national advertiser. Finding logical markets, the dealer and advertising, "dealer bunk," waste circulation, women and newspapers and government advertising are some of the subjects treated. "The Canadian Market" is discussed by J. W. Ferguson, and W. Livingston Larned, makes an important contribution in his article, "The Making of the 'Fool-Proof' Newspaper Illustration." The book is well illustrated, having charts and graphs, as well numerous illustrations in connection with Mr. Larned's chapter.

### Hoyme Gets Bush Terminal Account

Robert Hoyme, Inc., will hereafter handle the account of the Bush Terminal Corporation, New York. The account of S. M. Hester & Co., manufacturers of a cocoanut oil shampoo, in Cleveland, is now with this agency also.

### Publishers Buy Library Bureau Building

The National Railway Publication Co., New York, this week purchased the Library Bureau Building, at 424-438 West 33d street, for \$750,000. The twelve-story building is largely occupied by printers and lithographers.

### Nemeyer Will Place Rubber Advertising

A campaign to retailers through trade papers is being planned for the Perfection Rubber Company, Cleveland, Ohio, by Paul Nemeyer & Co., of that city.

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

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*Sales Manager*

EDWARD V. JOHNSON  
*Art Director*

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