

# Advertising & Selling

AUGUST 14, 1920

THE NET PAID  
CIRCULATION OF

THE  NEWS

Now Exceeds  
ONE QUARTER  
OF A MILLION  
DAILY

Public Library,  
Kansas City, Mo

Of This 98 Per Cent  
Is In Greater New York  
and Suburbs

ADVERTISING OFFICES

512 Fifth Ave., New York  
Phone Murray Hill 2785

Care Chicago Tribune  
CHICAGO, ILL.

**Foldwell**  
Coated Cover



## “ This Return-Card Idea is a Winner ”

“Perforated right into a corner of the broadside! Why, that's so inviting that an examination of the broadside doesn't seem complete until you tear off the card and mail it.”

A POST CARD perforated into the corner of a direct-mail piece has been proven unusually efficient. Besides, it cuts the cost of an extra run for separate cards.

When Foldwell is used, perforated cards do not damage the broadside, for Foldwell resists cracking even when punctured with holes.

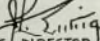
*Its long, strong fibers make Foldwell an unusually good paper for this use. Even under the strain of double mailing it will preserve the freshness and effectiveness of your literature. Foldwell Coated Papers are made in Book, Cover, and Writing. Send for our booklet "Illustrating the Sales Letter."*

**CHICAGO PAPER CO., Manufacturers**  
838 S. WELLS STREET CHICAGO, ILL.  
*Nationally Distributed*

**FOLDWELL** COATED WRITING  
COATED BOOK  
COATED COVER

The  
**VITAL  
SPOT**  
TO START  
SOUTHERN  
CAMPAIGNS

The  
**VITAL  
NEWSPAPER**  
IS THE

WRITE   
ADVERTISING DIRECTOR

New Orleans  
**STATES**

**EVENING**

**SUNDAY**



## Said a Merchant to a Salesman

"No doubt that's a good advertising campaign"—  
but what good will it do me?"

"Seventy-five percent of **my** trade comes from  
farm people. **They** read farm papers."

"Give me farm paper advertising. That's real ad-  
vertising. Why, if it were not for my farm trade  
I should not be in business."

"If you want me to stock your goods on the  
strength of advertising, you must place your sales  
message in those papers **my** customers read."

Mr. Advertiser — don't place your traveling men  
under this handicap. Plan an efficient farm paper  
campaign concentrating around those country  
merchants your men are trying to sell. On investi-  
gation you will find that

### THE STANDARD GROUP

of quality farm papers is the most practical and  
efficient selling force you can use to help your  
traveling men stock these merchants. It consists of

#### THE STANDARD FARM PAPERS

Reaching each week over 1,150,000 leading farm homes

Wallaces' Farmer  
Established 1895

The Ohio Farmer  
Established 1848

The Wisconsin Agriculturist  
Established 1877

Prairie Farmer, Chicago  
Established 1841

Pennsylvania Farmer  
Established 1850

The Breeder's Gazette  
Established 1881

The Michigan Farmer  
Established 1843

Pacific Rural Press  
Established 1870

The Farmer, St. Paul  
Established 1882

Hoard's Dairyman  
Established 1870

The Nebraska Farmer  
Established 1850

The Progressive Farmer  
Established 1886

Memphis, Dallas  
Birmingham, Raleigh

*Western Representatives*  
STANDARD FARM PAPERS, INC.  
Conway Building, Chicago

*Eastern Representatives*  
WALLACE C. RICHARDSON, INC.  
381 Fourth Ave., New York City

*All Standard Farm Papers are members of the A. B. C.*

# 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

AUGUST 14, 1920

Number 8

## Advertising Your Advertising to Your Most Difficult Prospect

**Salesmen of the National Biscuit Company Carry the Message of the Company's Advertising Directly Into the Hands of Dealers for Maximum Results**

By W. S. ALLISON

Advertising Department, National Biscuit Company

**W**. BROAD, Grocer and Dealer in Fruit and Vegetables, in Pine Bluff, Arkansas, prides himself on being a great reader. He goes through the local daily paper regularly, and takes two trade papers and a fiction magazine. Sometimes he is induced by an unusually masculine cover design to glance through the woman's journal, to which his wife subscribes.

This includes practically all of Broad's reading outside his ledgers, unless one excepts the advertising posters which compel his eye on his way to and from the store every day. Is it strange that when your salesman calls on Broad to take an order for a new product, which you have been featuring in various publications for several weeks, Broad can truthfully say he has never heard of it?

It is upon grocers both more widely and less widely read as well as those of the Broad type that the manufacturer depends for the last consummation of commerce for which he devoutly hopes—the actual sale of his goods to the consumer. You may advertise till the face of the earth seems only a resting-place for your poster boards, but if the grocer to whom the consumer who reads and acts on the message of the poster is not a partner in your selling game, you can hardly hope for results commensurate with your advertising effort.

To make sure that the grocer, whether he be of the Broad type or like the foreigner who can hardly

### Getting Your Advertising to Dealers

**M**ANUFACTURERS whose practice it is to shoot hundreds or perhaps thousands of dealer folders and other dealer-helps broadcast without more than cursory attention to what becomes of such material, should be enabled, by reading the accompanying article by Mr. Allison, to effect great savings in dollars and at the same time secure a vastly greater percentage of effectiveness in this work. Unquestionably dealers all desire "helps." But many of them will appreciate the compliment of having a house representative call upon them bearing with him such material, and submitting with it an explanation in detail of its usefulness.

They also will be more attentive to a salesman's story of how the house is advertising and how the dealer can participate in the benefits of such advertising, than to a letter, possibly in circular form, reaching them at a moment when they have other things on their minds.—THE EDITOR.

read, is acquainted with the efforts the company is making to bring him and the customer together, the National Biscuit Company issues to its salesmen each month a folder describing through illustration, some phase of a present or coming advertising campaign. Theoretically, the folder takes up only the coming month's new advertising, but in practice frequently space is given to advertising that continues from month to month.

You notice that the folder is sent to the company's salesman, and not to the grocer direct. The purpose is two-fold. It insures the salesman's acquaintance with the com-

pany's advertising, and it makes sure that the grocer is also acquainted with that same advertising, in a more unavoidable way than he ever would be if the matter went to him *via* the mail bag.

This folder in hand, the salesman can approach his customers with a good knowledge of the company's current advertising. He can show the grocer reproductions as they appear in the folder and, in addition, in many instances copies of the actual advertisement, when it is a car card or other small-sized piece. He can say, "These, Mr. Broad, are some reasons why you are going to have many calls for our goods next month. This advertising will appear in all the street cars of the country. Of course, you will want to be prepared for the increased demand."

The grocer likes to know about things that increase his business, although he may not and usually does not make any effort to get this knowledge for himself. When the grocer learns that a special campaign emphasizing Nabisco Wafers is being featured in the women's magazines, he is soon convinced of the need of stocking up on this variety. Of course, it would be difficult to use cuts showing just how the company's advertising is to look on the pages of numerous magazines, so the salesman is urged, whenever possible to carry a copy of the magazine also, to show the grocer the actual position of the advertising on the page.

The point which is constantly reiterated is the far-reachingness of every advertising effort of the company and its consequent effect on sales. This is the message one folder transmitted to the grocer: "All over the country street car passengers, who number approximately 40,000,000 daily, will be confronted by these quickly grasped messages of something very good to eat, Uneeda Biscuit, the best soda cracker ever baked and Nabisco Sugar Wafers, the incomparable dessert confection."

Another purpose of the folder is to show how merchants can make effective use of the newspaper electrotypes and other helps which the company supplies for local advertising. A reproduction of an

actual advertisement inserted by dealers helps wonderfully to make the grocer visualize what he can likewise do. Similarly, hangers and window cut-outs shown in place appeal because they show him what they will look like when he puts them up in his own store.

#### THE FORM OF THE FOLDER

In form, the folder is usually a four- or eight-page pamphlet, 7x9 1/4 inches in size. As a rule, it is printed in black and white only, although occasionally a touch of cartoon slips inserted in In-er-seal Trade Mark packages in a pasted-on transparent envelope or by pasting these slips directly on the folder or by reproducing magazine copy in color.

An idea was adopted to show

various sugar wafer hangers used with soda fountains. The hangers were printed on circular, movable discs which could be turned to show, through a window cut in a fountain view, each hanger in position on the wall.

As was said before, the folder consists largely of illustrations. The copy hammers home the reasons why their widely distributed originals are creating an increased demand for the products featured. The folder is a most effective means of advertising the advertising of the company to the most difficult of its prospects—the grocers, and at the same time keeping 200 branches and over 2,000 individual salesmen informed on the advertising.

## Advertising to the Semi-Technical Reader

**Experiences in Publicity Directed to the Uses of Certain Products Convinced the Wollensak Optical Company Its Language Must Be First of All Easily Understandable**

**By M. C. WILLIAMSON**

Promotion Manager, Trade Department, Wollensak Optical Co.

**I**N ORDER to show the full significance of the title of this article, let us arbitrarily divide advertising into three classifications, "non-technical," "semi-technical" and "technical."

Magazines of general circulation and even some class publications would carry advertisements of the first group—the "non-technical." "Semi-technical" publicity would be used in such mediums as agricultural, automobile, needle-work, photographic and like publications, whose circulations comprise a dis-

tinct class, but one that is technical only to a very limited degree. Medical, musical and mechanical journals might be used to illustrate the "technical" advertising field, inasmuch as their readers are usually well versed in the peculiar requirements of their profession or trade.

It is rather hard to draw a dividing line between technical and semi-technical. Suffice it to say that to my mind the advertising of our photographic products constitutes a "semi-technical" proposition. The average amateur photographer—yes,

even the average professional, only partially understands the optics of photographic lenses or the chemistry of development. Hence, he is by no means technical.

Having completed the prologue, let us go on with the show. How can the "semi-technical" advertiser best present his proposition to his readers? What mediums shall he use? How can he make his advertising distinctive, effective? I will not endeavor to explain fully these many phases of the proposition. Rather, I will relate how we



Three Distinctive Specimens of Semi-Technical Advertising "Copy" Employed by the Wollensak Optical Co.

have advertised Wollensak photographic lenses, in the hope that some advertiser may find ideas of assistance and guidance.

An advertisement, to be effective first must be understood. This fundamental is obvious. The manufacturer who fails to observe it will be in pretty much the same predicament as a certain doughboy who went into a store in France to make a purchase. The salesgirl short-changed him and, failing to make her understand his cause of complaint, he called to a "pal" who was passing by: "Hey, Bill, can you speak French?"

"Yes."

"Then come in and tell this French dame I've some more money coming."

Bill entered and addressed the girl: "Parlez vous Francais, mademoiselle?"

"Oui, Oui, M'sieu" she responded.

"Then, why-in-hell don't you give this guy his change?"

In order to make our advertisements understood by all, we phrase them in such a way that the man who has only a rudimentary knowledge of photography will comprehend their significance. In other words, we avoid technicalities to as large an extent as possible.

For example, here we have an advertisement on "The Verito Diffused Focus Lens" for distinctively different portraits and landscapes of rare pictorial quality.

Technically phrased, this might read "a lens obtained by combining a certain degree of chromatic and spherical aberration which results in a confusion of light rays and a diffusion of image." Sounds nice, doesn't?

But to most photographers it doesn't mean anything.

The semi-technical reader is more interested in what your product will do than how it will do it. The possible purchaser of one of our Velostigmat Lenses would be truly interested in the fact that "the Velostigmat will produce sharp, clean-cut pictures with sparkling detail." But it would be nothing in his young life if we stated, "By the elimination of aberrations, coma, distortion and flare, an image of sharp definition is obtained." These expressions find their way into our catalogue, but there we have the room to elaborate on their meaning.

The choice of media is sometimes a puzzle to the semi-technical ad-

vertiser. With us, the answer is the most obvious. We use primarily those publications whose circulation is composed of practically 100 per cent possible buyers. The readers of photographic journals, whether they be amateur photographers or operators of studios, might all be considered as prospective customers. With concerns manufacturing cameras, although their product is photographic, it is likewise non-technical. So they can advertise in magazines of general circulation as well, inasmuch as practically anyone might be considered a prospect for a camera.

assistance and guidance in the selection of the proper outfit. Actual sales do, of course, result, but this is not the primary reason for our publicity. So in our selection of media, we are guided by both factors suggested above, our own experience in volume of inquiries, and the apparent effectiveness of the different publications as evidenced by contemporaneous advertisements.

We have a distinct sub-division of photographic journals to reckon with. This is the dealer house organ, published by the photographic supply house. There are, roughly speaking, a couple of dozen of these house organs in the country.

Why do we use these? Primarily to help out the efforts of our dealers and maintain their good-will. Secondarily, because of their advertising value. Such media are not, quite naturally, as effective as the magazines of more general distribution and paid circulation.

In the use of these house-organs, we have employed a stunt that might be effectively applied in other fields. Besides our regular advertising, for which we pay, we submit from time to time little articles of a newsy nature telling of the application of our products in different fields of endeavor and illustrated by electros that we furnish. This material, if it be written judiciously, is appreciated by the dealer, inasmuch as it helps him out on the editorial side and adds to the sales effectiveness of his booklet. However, in using this scheme, it is essential that the news idea be paramount, and the advertisement subordinated. After telling the story, we might casually end up with the afterthought, "By the way, we carry these lenses in stock and would be mighty glad to send one on thirty days' trial to any of our customers' friends."

So much for the choice of media.

THE USE OF ART WORK

To what extent should art work be used in semi-technical advertising? Let us turn to our advertising primer and there we will find that the first essential quality of an advertisement is attention. It must attract the reader's attention in order to be read. Wonders can be worked by the use of type alone, but it is likewise true that the advertisement with an attractive and attention-getting illustration is oftentimes much more effective than one without. The illustration need

The Veritable Velostigmat  
Series II F 4.5

fully corrected anastigmat for speed photography, home portraiture and the studio. Also suitable for commercial work and copying.

Let us know your requirements so that we can tell you more about it.

Write for Circular

Wollensak Optical Company  
Rochester, N.Y.

The difficulty of explaining technicalities is here overcome by the showing of results obtained.

Where there are a number of journals in the field, how can an advertiser select the best media without the use of all of them? The answer to this is easily derived by a comparative test of results. It is also well to note the extent to which older advertisers of allied products use the various journals, as their experience would naturally lead them to the use of the best paying media.

In our case, we advertise not so much with the idea of creating immediate sales, but rather to implant so strongly in the minds of readers the idea of the quality of Wollensak products, that when they are in the market for a lens they will quite naturally turn to us for

not be elaborate or expensive so long as it adds to the attractiveness of the "copy" and compels attention.

With an abundance of photographs to choose from for illustrative purposes, we could easily dispense with art work if we cared to do so. But by combining these photos with attractive decorative schemes we have succeeded in making them much more distinctive in character.

Even if it be merely a neat, decorative border, seriously consider the possibilities of the use of art work for making your advertising more distinctive and effective. If you have a trade-mark that lends itself to artistic treatment, use it. Our trade-mark consists of a fleur-de-lis in a seal and we almost al-

ways employ this in our publicity. It decorates and adds unity to the advertisements, making them readily recognizable to the reader of the photo journal.

Before some advertising man beats me to it, I'm going to offer a general criticism of the advertisements illustrated herewith. While each is complete in itself, they lack a unity of style and make-up. Recently, we have adopted a panel treatment for the text and characteristic type for the signature, in the endeavor to make our advertisements similar to a certain extent. Probably we can even improve upon this idea.

We have a family of products, all of which require a certain amount of publicity. There are a dozen

different types of lenses, each intended for a particular scope of work. Naturally, we give particular emphasis in our publicity to the "leaders." Generally, our advertisements feature only one product at a time. Occasionally, we advertise two lenses for similar requirements but differing in minor details. Once in a while, we even feature the complete line. But in the treatment of our family of products, we have found the first method preferable.

To sum up, it has been our experience that in advertising to the semi-technical reader, the best results can be obtained by the avoidance of technicalities, by simplicity of expression, by the judicious use of artistic treatment, and by a unity of style and composition.

## Advertising to End Business Depression Talk

A Well Thought-Out Suggestion to Stop  
the Spread of Thought That Ultimately  
Would Weaken Our Commercial Morale

By G. I. SNOWDEN

Sales and Advertising Manager, Archbold Mfg. Corporation, Rochester, N. Y.

MY friend Perkins, the wholesaler, and I were out for lunch last Thursday. In the place of Perkins' usual happy countenance I noticed a troubled, worried one. "What's the trouble, Bert," I asked—"for goodness sake wipe off that frown. An eminent scientist tells us that it takes 64 muscles of the face to make a frown—whereas it takes but 16 to smile. Why work overtime?"

"Charming philosophy, oh sunshine king," said Bert, "but endowed with my troubles you too might look pained."

"Open your heart," said I, "and air your troubles. Just what is it that ails?"

"Oh, nothing in particular," he answered, "except things just don't look right. Business is slow as it can be. The retailer is ordering very little and besides that, is paying poorly. I, for one, look for pretty hard times for the coming year, and I'm not the only one. One hears it from others. A salesman who travels for a competitor of mine just returned from a trip. 'Business is very poor,' he reports. 'Why last year this time a retailer would ask me for two dozen Everbuzz Alarm Clocks and I would say, 'I'll do what I can for you'

### Business Is Good!

WITH better-than-usual business, in the form of orders conservatively and judiciously placed, some manufacturers, according to this experienced contributor to ADVERTISING & SELLING, still persist in the talk of a coming business depression.

Labor shortage and plentiful money combine, he says, to insure with a degree of positiveness a continued period of good commercial activity for 1920 and 1921.

To stop the talk of business depression, Mr. Snowden suggests that manufacturers associate themselves together in an advertising campaign which will tell the public, including both dealers and personal customers or consumers, the encouraging facts of our economic status.—THE EDITOR

and then we would probably ship him one-quarter of a dozen clocks. This year he won't order at all."

"And he's not the only one," continued Bert. "Monday when I was getting in the elevator, Frank Gilbert, who is in the wholesale hardware business met me and asked how my business was. 'Not very good,' I said. 'Nor mine,' said he. I had been worrying about it, thinking perhaps it was my fault that my business had fallen off, but apparently since it is falling off in other lines, the condition must be general."

"Now look here, Bert," said I, "your stories are touching me, but before I capitulate, tell me: About how much are you behind your last year's business?" Bert thought for a moment and admitted that his February, 1920, business was greater than his 1919 business, and also that his February, 1920, business was better than his January, 1920, business.

"The trouble with you, Bert," said I, "is that you're suffering from commercial neurosis. You're scared to death that something is going to happen to your business. You're listening to the scare-stuff of others and spreading the gloom yourself."

"You think a business panic is coming simply because the retailer is not buying his head off, but instead is buying more conservatively. Rather than be sorry you should be glad. Careful buying will add greater stability to your own business. You're worried, old man, when there's nothing to be worried about."

SOME OPTIMISTS FOREGATHER

Two other friends of mine, one a manufacturer of neckties, the other a manufacturer of clothing, were over at the house yesterday.

(Continued on page 53)



# The New York Globe

Now on a Flat Rate

*Same Rate Foreign and Local  
Same Rate to All for  
Like Service*



*Display 40c a Line*

10% Discount for Full Copy

*Best buy in New York to reach those  
with money to buy goods*

**170,000 CIRCULATION**

At 3 Cents the copy



Member  
A. B. C.

**The New York Globe**

Member  
A. B. C.

JASON ROGERS, Publisher

# An Analysis of Business Paper Advertising

It Too Often Reveals That the Advertiser Is Not Talking With But To An Audience of Prospects

By GEORGE E. HELM

President, King Mantel & Furniture Company

SOMETIMES I pick up a business paper like the Grand Rapids Furniture Record, for instance, and, glancing through its pages, find myself so interested in the advertisements of the different manufacturers that pretty soon I am pressing a button for a stenographer and dictating letters to various concerns asking for further information.

Advertisements are curious things; very much, when you read them, like people to whom you may be introduced. You usually get an impression favorable or otherwise and form an opinion in about a couple of minutes as to whether or not you wish to continue the acquaintance. Before me at this moment is a late issue of a leading furniture magazine. I read an advertisement of the Grand Rapids Furniture Company as reproduced on these pages. A favorable impression is made. I immediately take out my notebook, jot down a memorandum to see this concern when I go to the market in January and write a letter to that effect. Why? Because I have just seen a very clear, clean cut, well executed illustration from a photograph showing a dining room suite that I personally like and think will sell. I have also read the text accompanying the illustration and I find no boastful, bragging spirit therein displayed, but simple statements about "a noteworthy line of good furniture at reasonable prices."

On another page I see an advertisement of the Luce Furniture Company, but this does not impress me. Why? The pictorial illustrations do not reveal anything unusual in the way of design or beauty, and the only claim beyond this for my attention is the statement: "the largest manufacturers of bed room and dining room furniture, exclusively, in the world." This boast of hugeness I do not care for. It does not convey to the dealer any thought as to the real value of the product or how it will sell. The Luce Furniture Company—and it is a fault common to us all—assumes too much when it gives no description as to the character of its product and merely leaves it to the reader—any reader—to judge its fitness from this ad-

vertisement. "The largest in the world." Some claim, that; and probably true, but poor advertising, nevertheless, when unaccompanied by other worth while information that will be of real service to the prospective buyer. Henry Ford quite likely has the largest automobile plant in the world, yet I cannot conceive of his advertising management putting out a piece of publicity making no other claim for the Ford car than the fact that it is manufactured in the largest plant in the world. And if you didn't know anything about automobiles—although everybody is

as good as any on the market. We think them considerably better.

There's a difference, however, in the construction—a vast difference. When you have customers that are hard to land, show them St. Johns construction. Point out the equalizer—that simple nothing-to-get-out-of-order device that automatically opens and closes both halves of the top at the same time; centering it over the base whatever length the table is extended. Let them operate the table. They will be charmed how easily it works. Call their attention to the solid cap attached to the pillar by bolts—the extra long lap in the slides that means strength. You will land the orders nine out of ten times.

Will you sell tables that represent the greatest degree of possibility in making sales or do you prefer to handle tables that you can sell only when the buying idea is on people?

## A SIMPLE, HUMAN PICTURE

In the above we have a piece of copy worth while. Let's analyze it. First, the illustration depicts a scene at once familiar to every furniture dealer who has ever sold dining tables; that of demonstrating the table to a customer. The picture is human. We are told by some noted authority that the pictorial illustration should be of such fitting attractiveness as to compose 50 per cent of the attention compelling value of the advertisement with which it is associated, but in this case I am sure that the percentage is very much higher than fifty.

Second, the man who wrote this copy was talking with the dealer in an easy, natural way, making cooperative suggestions instead of taking all the space to tell about his concern. And, mind you, I said talking *with*—not *to*—the dealer. There is a difference, I can tell you. The man who talks to you usually views and tells his side only, but the man who talks *with* you—is *with* you—he has your interests as well as his own at heart.

Third: After a man has read over an advertisement like the one just mentioned, there comes to him a feeling pretty much like this: "Those St. Johns people must be pretty good fellows. Guess I'll write and see if I can't get some of their tables." Yes, this is just about what they think. And I know, for I am a retail furniture dealer and, while I haven't thought of St. Johns tables for years, being supplied satisfactorily elsewhere, yet this same adver-



GEORGE E. HELM

supposed to know about the Ford—what good do you suppose you could get out of an advertisement such as I have just mentioned? If Luce Furniture Company had supplemented its world-size claim with a few, short, forceful statements as to the quality of its furniture and how hard it was trying in these difficult times to give service to its customers, a much better impression would be made in my opinion.

Contrast the Luce page with one from the St. Johns Table Company of Cadillac, Mich. This is the text:

## THERE'S A DIFFERENCE

Sometimes we hear it said that the top sells the table. This may be true in some instances, but, the discriminating buyer looks not only at the top but also what is beneath the top—the construction is vitally important if the table is to give the service it should. St. Johns tops are

# Collier's

THE NATIONAL WEEKLY

5¢ a copy

## SHALER 5 Minute Vulcanizer



### Shaler and Collier's

The C. A. Shaler Co., manufacturer of the "5 Minute Vulcanizer" is using more space in Collier's than in any other general publication.

## Watch Collier's

tisement is being replied to by my concern and you can bet your bottom dollar that our buyers will see the St. Johns line of tables when they go to the market the next time it opens.

Stuel & Thuman Co., of Buffalo, N. Y., make an appeal in their advertising that buyers cannot at this time afford to overlook. It is expressed in two phrases, as follows:

In serving the rapidly increasing group of buyers who want really fine furniture, authentic in origin of design, conscientiously manufactured throughout, carefully finished and packed, Stuel & Thuman products will help you.

Our plant, in common with all other manufacturers, is considerably oversold. We are making deliveries as promptly as possible and wish to thank our many friends for their patient co-operation.

#### ADVERTISING ALTHOUGH OVERSOLD

Now, people who are not in the furniture business may not appreciate as others do who are thus engaged, just what it means to have your orders properly taken care of during these strenuous days. Stuel & Thuman manufacture a quality product, and although they have had on the market for only about three years the furniture they are advertising, it is very much oversold. What is paid, therefore, for advertising now is not because they want orders but because they do not wish to be misunderstood. In other words, it is an appeal sent out through a medium that reaches the better class of trade—simply saying, "Please, be patient with us. Your interests are our interests, and we are doing the best we can."

Rhineland Refrigerators I have not seen in a long time, but there is something about their advertising that makes me want to give them a trial. First, the illustrations are (yes, this refers to the girl, too.) are attractive, and then the copy has a ring of breezy sincerity to it that makes a dealer feel like—"Well, here's a line that will sell and I can make real money handling it." And right here let me tell any advertiser who is appealing to the merchant trade that, if he can show in a proper manner the possibilities offered in a really good product to make a worth while profit, he has accomplished his aim.

The great trouble with most advertisers is that they tell their story in the business papers, the magazines, the newspapers or wherever their advertising may appear, in an entirely different manner from what they would use were they talking with prospective customers face to face. Imagine, if you please, the head of the Zeeland Furniture Company going up to some prospective customer

in the market and delivering himself of a sales talk like this: "Mr. Jones, the increasing popularity of Zeeland chamber furniture is encouraging to us, as we have put our time, money and brains into the manufacture of our product—a product which we know is right and well worth the money asked for it." And, yet, these are the exact words employed in one Zeeland Furniture Company advertisement. How much better line of conversation—and how much more winning, think you, would this be? "You are striving, Mr. Dealer, to build the future of your business on principle as well as price. A product, therefore, that has quality, character and correctness behind it, yet can be sold at figures which the average home-loving American can afford to pay, must appeal. Such a product is Zeeland Bed Room Furniture. We want to know you and you to know us. Won't you please send for our catalogue?"

#### GUARD YOUR SELLING MESSAGES

After all, it isn't so much what we say as how we say it. Words on pa-

per, the way they are usually recorded, look pretty cold anyway. Mere statements of fact recited as a backwoods member of the State Legislature would read off a lot of dry statistics, unless they are interspersed here and there with a few everyday expressions, are apt to prove about as interesting to those who might be expected to read them as an address before the Society of Psychological Research on the evils of the boll weevil; and receive about the same amount of attention.

And, now, I have told you why some business paper advertising appeals to me and some does not. You who read ADVERTISING & SELLING usually have something to advertise and something to sell. Consider me, if you wish, as the average reader of your advertising appeals—the average not the exception. It is a fascinating study and you can master it. Talk to your prospective customers on paper as if you had just shaken hands with them and were conversing face to face.

## The New President of the Southern Newspaper Publishers' Association

Marcellus E. Foster, elected President of the Southern Newspaper Publishers' Association at the meeting held in Asheville, N. C., is publisher of the Houston, Texas, *Chronicle*. He was born in Pembroke, Ky., November 29, 1870, but has lived in Texas practically all his life, his parents having moved to Texas when he was three years old.

Mr. Foster began his newspaper work as a printer's "devil" on a country newspaper. He moved to Houston when he was 20 years old and took a position as reporter, starting at \$10 a week. In less than five years' time he was managing editor of a Texas daily newspaper, and nineteen years ago he organized the Houston *Chronicle*, starting with a capital of \$5,000, which he made during the famous Spindletop oil boom near Beaumont, Texas.

The *Chronicle* was started with two typesetting machines and an old Cox Duplex press, which printed direct from type instead of the modern way of printing from stereotyped plates. The circulation outgrew that press in less than one year and it soon began buying the modern style presses which in

nineteen years' time resulted in a pressroom equipped with two Goss Octopus presses and one Hoe, as well as a special Rotogravure plant with two Webendorfer presses.

#### A NEWSPAPER BUILDER

From the two typesetting machines which Mr. Foster's newspaper originally bought on the installment plan, that equipment has grown until the paper now has a battery of 16 Linotype machines and two Monotypes. From original ground floor space 25x50 feet, the paper has grown until it occupies the greater part of a ten-story building owned by the paper.

The *Chronicle's* pay roll during the first year was around \$500 a week. It is now over \$6,000 a week. The first year the paper was in business its newsprint cost \$15,000. During 1919 the *Chronicle* spent \$400,000 for white paper and in 1920 its white paper bill will be over \$600,000. The circulation has grown from an average of 5,000 during the first year to its present output of over 50,000 daily and over 60,000 Sunday.

During all these years of growth Mr. Foster has been in active charge of both general manage-

# Watches Owned by Farm Life Readers

Summary of Replies Received from Questionnaire appearing in May, 1920, Issue of Farm Life

## WATCHES

	Reps	Elgin	Waltham	Bulfinch	Ingersoll	Hamilton	Hamden	W. Hamden	Mas.	Tracy	No. Watches
Alabama	108	97	24	4	11	3	4	30	43	225	144
Arizona	12	11	3							28	11
Arleneas	131	103	19	8	13	4		38	13	187	100
California	50	29	17	4	27	4	5	28	13	110	60
Colorado	33	28	7		4			18	8	70	33
Connecticut	24	10	25	2	3		1			64	24
Delaware	22	23	17					5		50	22
Florida	65	53	3		6			15	28	108	65
Georgia	260	193	87	18	23	14	2	48	59	413	255
Idaho	43	31	8		20	8		18	15	88	40
Illinois	417	369	69	25	28	18	24	68	159	778	378
Indiana	581	475	86	21	68	27	28	103	101	973	468
Iowa	117	106	33	14	12	11	14	17	38	248	115
Kansas	68	58	24	1	11	1	2	17	12	127	73
Kentucky	228	87	46	14	9	7	1	48	55	357	218
Louisiana	70	33	12		6			18	28	133	67
Maine	44	12	41	6	4	2	3		10	86	40
Maryland	55	41	28	3	10	1		30	13	128	61
Massachusetts	36	5	29	3	10	2		3	21	70	27
Michigan	201	142	37	5	64	6	16	83	79	414	168
Minnesota	179	148	47	21	16	10	30	43	47	360	165
Mississippi	170	84	18	12	8	2	3	46	60	294	14
Missouri	252	238	46	14	23	8	3	56	87	453	249
Montana	73	52	17		17	6		28	13	160	71
Nebraska	69	48	20	8	4	9	1	18	13	110	60
Nevada	3		1							3	6
New Hampshire	12	8	13					9		30	17
New Jersey	76	16	10		13	2		15	64	84	27
New Mexico	14	22	2					18	8	41	13
New York	180	162	78	80	49			80	80	448	183
North Carolina	215	131	63	10	12	1	5	40	24	260	181
North Dakota	125	138	64	6	46	8	7	32	36	222	118
Ohio	338	288	117	84	45	20	26	63	106	698	309
Oklahoma	121	83	19	10	10	3	7	18	29	179	99
Oregon	53	30	22	1	29	8	1	16	20	126	53
Pennsylvania	333	285	106	28	25	20	8	108	89	690	319
Rhode Island	8	2	3							12	8
South Carolina	98	63	17	18	18	8		16	36	164	85
South Dakota	85	60	17	20	6	3		18	18	108	63
Tennessee	184	128	17	15	13	2	6	84	58	273	143
Texas	243	164	26	16	23	8	3	43	43	320	169
Utah	18	16	8					5	6	38	16
Vermont	32	27	28	3	1		3	6	9	81	29
Virginia	208	165	30	28	20	8	7	60	83	390	168
Washington	85	72	46	37	14	12		14	22	144	68
West Virginia	109	81	26	9	6	6	6	41	17	189	98
Wisconsin	124	113	41	13	12	6	12	37	31	263	123
Wyoming	13	14	2	2					3	23	12
Total	6,115	4,821	1,446	437	799	283	288	1,530	1,891	10,966	5,435

## FARM LIFE READERS BUY GOOD WATCHES

THIS table shows the number and grade of the watches owned by Farm Life readers the country over. It casts a bright light on the Farm Life market for high-class jewelry of this kind.

Consider the fact that of 6,115 Farm Life readers who answered our recent questionnaire, 5,435 of these families reported the ownership of 10,966 watches—more than two watches to the family.

Notice the number of the more expensive watches. Elgins and Walthams alone are reported to the extent of more than seven thousand. There are 283 Hamiltons, and 256 Hamdens—while the total number of Ingersolls is less than eight hundred out of nearly eleven thousand watches.

It is noticeable, also, how evenly these expensive watches are distributed throughout the country. In Illinois and Georgia, New York and Missouri, Ohio and Tennessee—in all sections, in fact,—there is little variation between the number of Elgins and Walthams, in proportion to the number of replies.

We have about fifty tables of this kind, each on a different subject, and each showing the comparative standing of competitive brands, or makes. They are based on the 6,115 replies to this questionnaire,—enough to afford a basis of really worth while figures. Write for the ones you want.

THE FARM LIFE PUBLISHING COMPANY.

THE JOHN M. BRANHAM COMPANY, Special Representatives  
NEW YORK CHICAGO DETROIT CLEVELAND ST. LOUIS KANSAS CITY ATLANTA SAN FRANCISCO



SPENCER, IND.  
**Farm Life**



MARCELLUS E. FOSTER

ment and the editorial policies of the paper. He is familiar with every detail of the business, can set type of necessary, and frequently visits New York and calls upon the national advertisers. He writes editorials, dictates a large amount of the paper's correspondence, makes contracts for white paper, decides matters bearing upon expenditures and exercises general supervision over every department, although he has a large staff and delegates authority to various heads of departments.

Mr. Foster has been very active in everything for the general advancement of the newspaper industry. He attends every meeting of the American Newspaper Publishers' Association, but has been especially interested in the annual meetings of the Southern Publishers, which have been held at Asheville for the past five years.

PRAISE FOR THE S. N. P. A.

"The meetings in Asheville," said Mr. Foster, "have always im-

pressed me as the most valuable of any gatherings in this entire country. We get together there, newspaper men who have problems in common. Our sessions are held at Fred Seely's beautiful Grove Park Inn and we meet twice a day for real work. The meetings are always addressed at least once in the morning and once in the afternoon by men who have real messages to deliver. Then we have open discussions and it is most gratifying to see the manner in which so many newspaper men talk freely on matters that are of interest to all. We learn what the other fellow is doing, we discover each other's problems, we find how improvements can be made in various departments and each year the meetings become more and more valuable.

"From a membership of 35 when first organized, the Association has now grown to a total of 230 and I hope by the 1921 meeting we will be able to show not less than

300 publishers of Southern daily newspapers belonging to the Association with at least 200 of them attending the annual meeting. For the coming year we intend to give out much valuable information in weekly or semi-monthly bulletins from the office of the secretary, Walter C. Johnson, Chattanooga, Tenn. The program for next year is already being discussed and will be changed to some extent in that only one set address will be delivered each day, this to be followed by a discussion of various topics. The Convention will be continued for four days instead of the three days time heretofore allotted."

#### Orman Goes With Picture Producer

Felix Orman, well known as a magazine editor and a writer in the field of industrial literature, has announced that he has become associated with Commodore J. Stuart Blackton, the veteran motion picture producer, with headquarters at the Blackton studios in Brooklyn. Mr. Orman, who takes up his new work fortified by years of experience in writing for the theatre, opera and motion pictures, was formerly on the editorial staff of the *Outlook*, served for a time as literary director of the *Periodical Publishers' Association* and was a staff writer for *Leslie's Weekly*. He has published several books, including "Romances of Modern Business" and "A Vital Need of the Times."

#### Advertiser Sues Mollie King

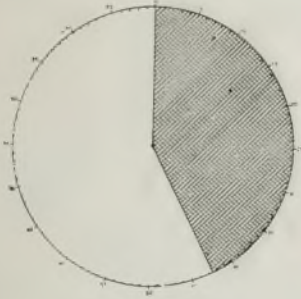
The Fitzgerald Manufacturing Company, Torrington, Conn., manufacturer of electric vibrators, last week brought suit in the New York Supreme Court against Mrs. Mollie King Alexander, known on the stage as Mollie King. The Fitzgerald Company alleged that in April, 1919, it made a contract with her, paying \$1,000 to bind it, whereby she agreed to assign to it the exclusive use of her photographs, name, testimonials and facsimile of her signature in connection with advertising. The company said it subsequently learned that Miss King previously sold similar rights for use on calendars. The plaintiff asked \$2,734 damages.

#### Joseph Goes with Thomas Cusack

H. Belden Joseph, formerly assistant advertising manager of the Kelly-Springfield Tire Company, New York, has joined the New York staff of the Thomas Cusack Company. Mr. Joseph, who was with the Kelly-Springfield organization for six years, had supervision of the outdoor activities of that company.

#### Bohan to Manage Walker Axle

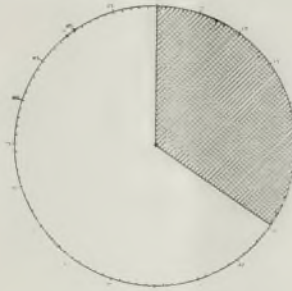
Lloyd J. Bohan has been appointed general sales manager for the axle department of the Edward Valve & Manufacturing Company, Chicago, manufacturer of the Walker axle. Bohan was formerly western sales representative for the Torsensen Axle Company and prior to that was identified with the Gurney Ball Bearing Company.



**42% Gain**

**in advertising by  
THE MORNING SUN**

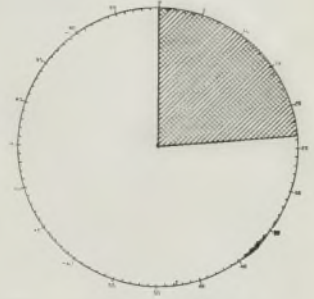
First 6 Months of 1920.



**34% Gain**

**in advertising by  
THE EVENING SUN**

First 6 Months of 1920.



**23% Gain**

**in advertising by  
THE SUNDAY SUN**

First 6 Months of 1920.

	Lines 1919	Lines 1920	Lines Gain	Per Cent.
Baltimore Sun M.				
Local Display	884,448	1,222,084	337,636	37.6
Classified	1,863,182	2,915,556	1,052,374	56.5
National	898,581	1,066,417	167,836	18.7
Total	3,646,211	5,204,057	1,557,846	42.6
Baltimore Sun E.				
Local Display	3,028,783	3,869,302	840,519	27.8
Classified	1,711,746	2,674,017	962,271	56.2
National	899,425	1,049,954	150,229	16.6
Total	5,639,954	7,593,273	1,953,019	34.5
Baltimore Sun S.				
Local Display	2,519,753	2,918,891	399,138	15.8
Classified	504,882	800,821	295,939	58.6
National	274,829	381,997	107,168	39.0
Total	3,299,464	4,101,709	802,245	23.6
Baltimore Sun M., E. & S.				
Total	12,585,629	16,898,739	4,313,110	34.3

THE above figures, taken from the "Advertising Age," of July, 1920, show the remarkable gains in the volume of advertising carried by The Three Sunpapers the first six months of 1920 over the same period a year ago. This growth is a reflection of the growth of Baltimore as an industrial and commercial center and further demonstrates the fact that

# 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 "Human Side" of Trade Paper Advertising

Technical "Copy" Must Have a Soul to Bring Response from Those Who Require Technical Products

By ROBERT CLARKE, JR.

Advertising Manager, Pennsylvania Tank Car Company.

A TANK CAR is a peculiar thing. And it naturally follows that advertising a tank car is a peculiar undertaking. Not everyone can use a tank car. The most appealing and forcefully striking tank car advertisement which advertising brains and skill can pro-

duce would look sadly lonesome and pathetic in a publication such as *Vanity Fair*, *Woman's Home Companion*, or *Pictorial Review*. To blatantly blare forth such crude and elementary virtues as Strength, Durability, Economy and Service beside the refining, subtle appeal of

Milady's Face Powder, or the soft, silky, sensuous allurements of Boulevard Hosiery, would constitute a sacrilege both rude and regrettable.

And the same restrictions apply to the general publications going largely to men readers — not so strongly perhaps—but still they apply. That mythical being, Mr. Average Man, peruses the advertising pages of his *American*, *Colliers'*, or *Saturday Evening Post* with an appraising eye as to what is the tastiest breakfast food, the most comforting smoke, or the best and most serviceable clothes. After a tiring day's work, he settles in his old arm chair before a warm fire with his favorite pipe, all ready to be lulled to sleep by the soothing magic of a brilliant word-wielder extolling the comforts and truly remarkable qualities of the everyday necessities and a few of the more common and low-priced luxuries.

He doesn't think about a tank car. And he doesn't wish to be reminded that there is such an uncouth, ungainly, abstruse thing as a tank car. Besides what would he do with a perfectly good tank car if he had one? If he were an Anti-Prohibitionist he might dump it in his back yard and use it as a storage receptacle for his favorite Old Stock. It would hold much more than his cellar, and would add greatly to his list of friends, as there would be a publicity feature to "drawing 'em" of which his observant neighbors would be quick to take advantage. Such a storage system would, however, be difficult to protect from thieves and bootleggers.

## THE SELECTION OF MEDIA

And so we come face to face with the question, "Where shall we advertise our tank cars?" Some place in the world there are buyers for tank cars. Constantly enlarging factories and an augmented force of laborers working in day and night shifts to make deliveries keep pace with orders furnish substantial proof of this fact.

What is the answer? Trade Papers. But what trade papers? The largest need for tank cars exists, of course, in the oil industry. There are a dozen reliable publications in the oil trade with respectable circu-

## You Need Philadelphia

The third largest market in the United States.

National advertisers and advertising agencies who are now planning for Fall and Winter advertising campaigns in the daily newspapers will naturally think of "The Bulletin" first when they think of Philadelphia.

Practically every home, office, store and factory in Philadelphia and its vicinity is visited each day by "The Bulletin."

"The Bulletin's" reputation for the quick, careful and complete telling of the day's news makes it Philadelphia's preferred daily newspaper.

## Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

# The Bulletin

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



466,732  
copies a day

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

424,845  
Philadelphians  
have an average  
of \$530 in the  
Savings Banks  
of Philadelphia.



lations and live reader interest. Three of these, one of which is a daily newspaper published in the heart of the pioneer oil regions of Pennsylvania, are old reliable papers—the favorites of the old timers in the oil game and, consequently, mediums with much prestige and extraordinary reader confidence among the men who know. And so the intelligent advertiser of tank cars would include these three on his advertising schedule, and perhaps all, or at least a healthy majority, of the remaining nine or ten mediums.

But other liquids besides petroleum products form the cargoes for tank cars. Acids, animal and vegetable oils, a broad list of many chemicals, Molasses and syrups, toluol, turpentine, alcohol, vinegar, wine and water are a few of the more important liquids which have been, and are today, being efficiently transported in tank cars (insulated when necessary owing to any peculiarity of the product carried.) Over 30 per cent of all tank cars in operation to-day are engaged in serving other industries outside of the petroleum field.

And so the wise advertiser would be justified in choosing one or two mediums to cover the chemical field, a reliable iron and steel publication, and, if his appropriation still permits, a railway trade paper. To have the good will and cooperation of the various railroads over which his cars travel thousands of miles every year, is indeed a valuable asset to the tank car manufacturer. It materially hastens deliveries, makes for low up-keep costs, cuts down time wasted in the yards while being shifted about, and also lessens time idled away in the railway repair shops. In view of these facts, our company has arranged for full page space in the two leading railway journals for the year 1920. But in the end, the simplest and best rule to follow in picking your list might be "An advertiser is known by the company he keeps."

Let us now take up the business paper advertisement itself and consider the opinions which have prevailed regarding it in recent years, particularly among laymen. The general run of trade paper advertisements might well be styled "The Advertisements Without a Soul." And it must be admitted that many of them are just that. Technicalities glare out all over them, making them look like the futurist effect resulting from the throwing together indiscriminately of a highly technical cut and still more technical copy. If there is any typographical appear-

ance, or form and blend between the copy, cuts and border—it "just happened that way," and that particular advertising manager considers himself a genius and an expert!

But recent years have witnessed a decided trend away from this complex mire of technicalities in trade advertising. And yet some technical advertiser may rise to remark, "Yes, that's all right for your product. But our product is so all-fired technical that we couldn't say a word about it without using technicalities." Alright then. The thing for that advertiser to do is to spend

more money on appealing engravings, eye-catching hand lettering, attractive typographies and borders. In fact, I think it could be stated as a rule of trade paper advertising that the more technical is your message, the more you should spend on these embellishments to put it across strongly and appealingly—namely, to put it across with a soul in its message, technical though it may be. The most reserved, hide-bound, leather-hearted old chemist or engineer you can hope to reach, is after all, a human being with a soul, reached by advertising "with a soul."

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## Beyond the Visible Facts

We welcome a comparison of our circulation figures and advertising rates with other media. But in judging the value of The Capper Farm Press as an advertising medium, you should also consider:

The wide-spread popularity and influence of its publisher and editors with the farmers of the Midwest.

The solid, substantial qualities of the Midwest farm folk and their general prosperity.

The extraordinary amount of reader-interest maintained by The Capper Farm Press on account of its practical close-up service to the farmers.

The far-reaching effects of an organization continually striving to render the best possible service to its readers and advertisers.

These things must be considered before you can fully appreciate the true value of

## *The* CAPPER FARM PRESS

(MEMBERS A. B. C.)

TOPEKA, KANSAS

Arthur Capper, Publisher

Marco Morrow, Asst. Publisher

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### BRANCH OFFICES:

CHICAGO.....109 N. Dearborn St.  
NEW YORK.....501 Fifth Avenue  
DETROIT.....Ford Building  
KANSAS CITY.....Graphic Arts Bldg.  
ST. LOUIS.....Chemical Bldg.  
OMAHA.....Iron Bldg.  
OKLAHOMA CITY.....Continental Bldg.

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# Clip and File these Facts



**ELECTRIC RAILWAY JOURNAL:** Established 1884. Published weekly. Circulation 72,000. Devoted to city and interurban transportation, including surface, subway and elevated electric lines, and the motor bus in its relation thereto, as well as to electrified trunk lines. Its subscribers represent more than 98% of the total mileage in the country. Advertising carried includes, for example: Passenger, freight and express cars; wire and cable, steam and electrical power plant equipment, car wheels, axles, brakes, armatures, cranes and hoists, fuses, testing instruments, lamps, pumps, rails, signals, motor trucks, machine-shop equipment, paints and varnishes, frogs, crossings and special track-work, ventilators, welding apparatus, etc.



**ELECTRICAL MERCHANDISING:** Established 1907. Published monthly. Circulation 15,500. Covers the contracting, retailing and jobbing divisions of the electrical industry. The leading trade publication in the merchandising end of the electrical business. Reaches the commercial departments of central stations, electrical supply jobbing houses, contractors, electrical manufacturers, electrical specialty and fixture shops, hardware and department stores handling electrical equipment, materials and supplies, farm-lighting agencies, etc. Advertising carried includes, for example: Vacuum cleaners, percolators, lamps, irons, flashlights, fans, dryers, dish washers, clothes washers, cooking appliances, circuit breakers, battery charging equipment, batteries, wiring supplies, brushes, conduit, bushings, cord, dynamos, fixtures, fuses, industrial lighting equipment, motors, light and power plants, plugs, sockets, pumps, radio apparatus, resistances, shades and reflectors, switches, transformers, wire and cable, etc.



**CHEMICAL & METALLURGICAL ENGINEERING:** Established 1902. Published weekly. Circulation 15,200. Devoted to the 154 chemical and metallurgical industries. The conceded authority on processes and apparatus in the fields dependent on chemical and metallurgical processes and related operations. Advertising carried includes, for example: Conveying and elevating machinery; crushing, grinding and pulverizing machinery; mixing and kneading machinery, pumps, pipes, screens, separators, containers, chemical-stoneware and glass, belting, pyrometers, motor trucks and trolleys, steel plate construction, motors, power-loom equipment, power plant equipment, oil-burning equipment, stokers, refrigerating apparatus, agitators, coal and ash handling machinery, castings, industrial cars and locomotives, chemicals, compressors, gas cylinders, condensers, cranes, crucibles, drying machinery, dust collectors, evaporators, blowers and fans, filter presses, furnaces, gages, electrical and testing instruments, etc.



**COAL AGE:** Established 1911. Published weekly. Circulation 12,000. The only national coal mining weekly. Serves an industry representing a capital investment of \$2,000,000,000 with a 1919 output valued at \$1,500,000,000. Reaches executives and officials of coal companies, mine superintendents, managers and engineers with their principal assistants; large wholesalers and large coal users. Advertising includes, for example: Breaker machinery, coal handling buckets, coal driers, coal storage and re-handling machinery, crushers, picking tables, pulverizers, rippers, belting, blowers, boilers, cableways, cages, cars and car wheels, castings, chains, chutes, compressors, conveyors, cranes, drills, electrical supplies, engines, ventilating fans, gages, gears, generators, greases, hoists, hose, regulators, locomotives, motors, packing, pump, pipe, rail bonds, wire rope, shovels, switches, ties, track, tramways, trolley material, wire and cable, etc.



**AMERICAN MACHINIST:** Established 1877. Published weekly. Circulation 24,000. Covers the machinery and metal product manufacturing industries. Read by plant owners, executives, superintendents, mechanical engineers, department heads, foremen and others in responsible charge wherever any kind of machinery or metal products are made. Averages close to 400 pages of advertising a week. Advertisements appearing in the first and third issues of the month are reproduced free in special edition circulated throughout Europe. Advertising carried includes, for example: Lathes, shapers, planers; screw gear-cutting and grinding machines; journal and ball bearings, belting, bolt and nut machinery, boring, drilling and milling machines, castings, chucks, tempering compounds, furnaces, gages, gears, hoists, tools, pneumatic tools, steels, taps and dies, and a hundred similar kinds of equipment.

**McGraw-Hill**  
Tenth Avenue  
New



**ENGINEERING & MINING JOURNAL:** Established 1866. Published weekly. Circulation 12,000. Covers the entire metal and mineral mining and refining industries of the world, with the exception of coal mining. International in scope. Read by mining, milling, smelting and refining company executives, mining engineers, metallurgists, mine operators, superintendents and managers, oil company executives, etc. Advertising carried includes, for example: Concentrators, classifiers, ore samplers, filters, agitators, assay supplies, screens, blasting materials, crushers, acids, heating metals, belting, blowers, boilers, cars, cages, castings, compressors, conveyors, cranes, dredges, drills, electrical apparatus, elevators, fans, furnaces, generators, jigs, kilns, locomotives, motors, oils, pipe, pumps, rails, steel, stokers, switchboards, transformers, turbines, valves, wire and so on.

# THE McGRAW-HILL

# on the Service of

**INGENIERIA INTERNACIONAL:** (International Engineering) the McGRAW-HILL Spanish engineering publication. Established 1910. Published monthly. Circulation 24,000. Covers civil, mechanical, electrical, chemical mining and railroad engineering development, and general industrial progress in the 22 Spanish-speaking countries of the world. In these countries it reaches engineers, executives and higher operating officials of: Rail roads, Mines, Street Railways, Sugar Centrals, Telephone and Telegraph Companies, Machinery Import Houses, Miscellaneous Industrial and Manufacturing Plants, Oil Fields, Ship Yards, Power Plants, Chemical Works, etc. Also Government Engineers connected with Cities, States, Provinces and Districts. Advertising carried includes, for example: Power plant equipment, machine tools, industrial machinery, railroad supplies, marine equipment, electrical machinery and material, coal and metal mining equipment, sugar machinery, construction machinery, labor-saving equipment, etc.



**ENGINEERING NEWS-RECORD:** Established 1874. Published weekly. Circulation 32,500. The recognized authority on all civil engineering and construction problems. Covers the entire civil engineering, construction and contracting fields in the United States, Canada and other English-speaking countries. Advertising carried includes: Excavators, derricks, concrete forms, foundations, concrete mixers, pile drivers, structural steel, steam shovels, surveying instruments, culverts, asphalt, boilers, bridges, buckets, cableways, castings, cement, coal ash, ore and material handling machinery, conveyors, compressors, cranes, greasing oils, crushers and pulverizers, drills, elevators, engines, filters, sluice gates, hoists, locomotives, meters, paints, pumps, gravel screens, transits, motor trucks, tractors, turbines, valves, waterproofing compounds, steel window sash, and all kinds of equipment, material, services, supplies and appliances used in civil engineering and construction work.

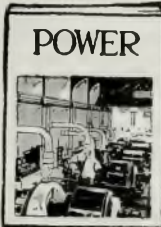


**ELECTRICAL WORLD:** Established 1874. Published weekly. Circulation 27,000. Covers the entire \$5,000,000,000 electrical industry. Readers: (1) Central Stations; Executive, operating and commercial men. (2) Industrial: Electrical engineers and electricians of industrial and manufacturing plants, etc. (3) Electrical engineers: Consulting, illuminating, telephony, telegraph, steam and electric railroad signal, etc. (4) Trade: Executives, sales managers and department heads of electrical manufacturing companies and jobbing houses, etc. (5) Miscellaneous: engineers, bankers, inspectors, students, etc. Advertising carried includes, for example: Generators, dynamos, transmission towers, switchboards, transformers, turbines, panel boards, circuit breakers, storage batteries, blowers, boilers, boosters, fuses, outlet and meter boxes, coal and ash handling machinery, condensers, conduits, controllers, fans, fixtures, instruments, insulating materials, insulators, lamps, line materials, motors, pumps, hoists, resistances, stokers, valves, wire and cable, etc.

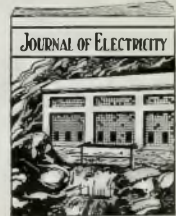


**Company, Inc.**  
at 36th Street  
York City

**POWER:** Established 1886. Published weekly. Circulation 32,000. The leading and only weekly devoted to the economic and engineering problems in the generation and transmission of power. Covers the power plant field consisting of steam engine and turbine, water-wheel and combustion engine plants producing power for all purposes. It appeals especially to the needs of power generating plants directly associated with industrial works of every kind, as well as office buildings, hotels, institutional buildings, etc. Advertising carried includes, for example: Furnaces, boilers, boiler compounds, turbines, dynamo, generators, engines, condensers, compressors, feedwater heaters and regulators, coal bunkers, oil and water filters, coal and ash handling machinery, beltting, blowers, firebrick, buckets, controllers, cooling towers, cranes, coal crushers, gaskets, gear governors, hoists, lubricants, meters, motors, refrigerating machinery, stokers, etc.



**JOURNAL OF ELECTRICITY:** Established 1887. Old to the industry, but the newest recruit to the McGRAW-HILL group of engineering publications. Published semi-monthly. Circulation 3,500. Edited by Western men for the electrical men of the West. Devoted to the interests of central stations, electrical departments of industrial plants, electrical manufacturers, jobbers, contractors and dealers operating under the special conditions existent west of the Rockies where the per capita consumption of electricity is 200% greater than in the East or Middle West. The one electrical magazine published for and concentrated exclusively on the West. Advertising carried includes, for example: Turbines, generators, dynamos, engines, transformers, switchboards, wire and cable, motors, panel boards, batteries, outlet and meter boxes, circuit breakers, clamps, condensers, conduit, fans, fixtures, furnaces, hangers, heating appliances, insulators, lamps, line material, voltage regulators, sockets, valves, etc.

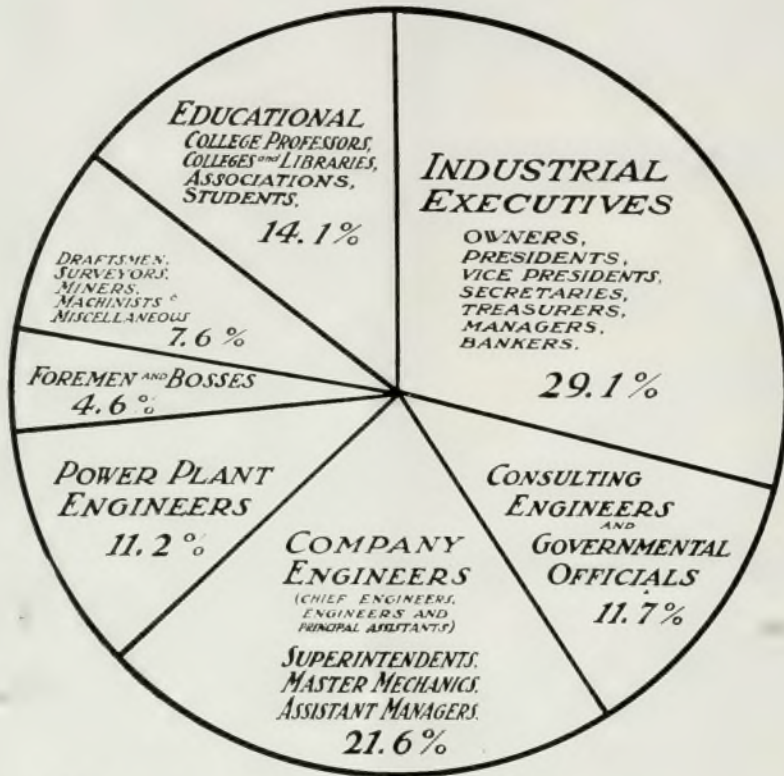


*a correction!*

# Publications

Some advertising men have an incorrect idea regarding the circulation of the McGRAW-HILL publications. On the next page we have something of special interest to say about that.

# One out of



*These figures are obtained from the classification of the combined circulations of American Machinist, Coal Age, Chemical and Metallurgical Engineering, Engineering News-Record, Engineering & Mining Journal, Electrical World, Electric Railway Journal and Power.*

# Three is an Executive

Practically one out of every three readers of the McGRAW-HILL weeklies is an OWNER, PRESIDENT, VICE-PRESIDENT, SECRETARY, TREASURER, MANAGER or BANKER.

It is important for your advertising to reach the superintendents, engineers, master mechanics, foremen, bosses, etc.,—the technical men. Goods are bought to meet their specifications. New machines or materials must have their O. K.

Through McGRAW-HILL publications you directly reach these men.

But bear in mind that McGRAW-HILL publications not only reach the men who represent and serve the buying power, but men who actually *are* the buying power. In many cases they reach the owner of the company. They reach the administrative officers. They reach the financial men behind the company. They reach the chief executives—the manager and his immediate aids.

Twenty-nine and one-tenth per cent. of the circulation of the McGRAW-HILL weeklies are men of this executive, administrative and financial group.

## The All McGraw-Hill Publications

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

**McGRAW-HILL COMPANY, Inc.**

TENTH AVENUE at 36th STREET

**NEW YORK**

# Putting Advertising Value in "Publicity"

How the Boston Varnish Company Merchandised the Airplane Delivery Idea to Its Dealers

By MYRTLE PEARSON

Try Kyanize—  
It satisfies.  
(It comes to you  
Out of the skies.)

SLOGAN AMENDED.

OUT of the skies has come a new advertising method and medium that, "like a bolt from the

blue," confronts the advertising man with the necessity of learning a new technique, or at least a new application of the ancient principles.

The story of the trip made by the "Kyanize Blue Bird" sent out by the Boston Varnish Company

over an airline covering a list of important New England cities is not interesting because it presents a novel idea but because it exemplifies the efficient merchandising of that idea. Airplane delivery of a trademarked commodity to dealers, sometimes camouflaged as "an attempt to solve the transportation problem," but actually for publicity reasons, is, as an advertising idea, neither as old as the hills nor as young as the latest rosebud but the technique which will derive maximum efficiency from the idea is so young that some advertisers suspect that it hasn't been born yet. The advertising department of the Boston Varnish Company presents a case which it believes dispels that suspicion.

## MERCHANDISING THE IDEA

In June the Boston Varnish Company, manufacturers of Kyanize varnishes and enamels, chartered an Avro airplane from the Atlantic Air Service Corporation and had it painted a brilliant blue with the characteristic Kyanize trademark emblazoned in white on the lower wings and on the sides of the fuselage. Arrangements were made immediately to have the plane make deliveries of Kyanize products to the firm's dealers in the cities of Worcester, Pittsburg, Leominster, Gardner, Greenfield and Springfield, Mass. That was the idea; now for its merchandising.

The first step, taken well in advance of the dispatch of the freight plane, was the notification of the dealers in these six cities of its prospective arrival, coupled with advice as to how they might utilize to the fullest extent the advertising value of the enterprise. The results registered before the plane left the ground and came in the shape of items in the local newspapers of the six cities announcing the impending visit of the "Blue Bird." If the New England householder along the "Blue Bird's" airline hadn't heard of Kyanize before, he was introduced to it now under particularly impressive circumstances in the headlines and body type of his local newspaper.

But the Boston Varnish Company and its dealers were wise enough not to leave their big idea knocking for admission around the doors that open into "free space" in the newspaper reading columns. The "Kyanize Blue Bird" went into the advertising columns as well when dealers of the six cities



THE Textile Manufacturing Industries of the U. S. are spending \$10,000,000 a week for new construction, factory supplies, machinery and all manner of equipment needed by manufacturing organizations.

Here is a tremendous market for hundreds of industrial products one which cannot be won by hit-or-miss tactics nor scattered efforts.

It requires intensive concentration—exactly the kind of service offered by *Textile World Journal*, which over 850 successful industrial advertisers are using today.

We stand ready to discuss with you the special proposition of your sales to textile mills and to do so in the broad sense of *Results* by whatever methods best suited to your problem.

## Textile World Journal

Audit Bureau of Circulations,  
Associated Business Papers, Inc.



BRAGDON, LORD & NAGLE CO.  
334 FOURTH AVENUE, NEW YORK

heralded its coming in generous space set off by pictures of the big plane reproduced from the dealer's electros that were sent out to them. Here's a typical advertisement that got full value out of the plane's coming and gave full value to the Kyanize trade mark.

**A TYPICAL ADVERTISEMENT**

The Boston Varnish Company, manufacturers of KYANIZE Varnishes are, with their up-to-date methods, assisting in overcoming transportation difficulties by using airplane service.

This progressive New England firm has chartered an airplane from the Atlantic Air Service Corporation to deliver the celebrated Kyanize Finishes to their customers through the air. Gavin Hardware Company, the big hardware and paint dealers, Mechanic street, have arranged to have the "Kyanize Blue Bird" bring them one of the first shipments of Kyanize Varnishes ever sent by air line.

The airplane will arrive at Leominster and, after circling the city during which the aviators will drop coupons, the plane will land at the Old Trotting Park, off Green street. Gavin Hardware Company's delivery team will be at the park to receive the shipment.

This unusual event will create a great deal of interest and, as the plane is due to arrive in Leominster between 11 a. m. and 12 m. on Thursday, June 24th, the eyes of people will be looking skyward during that time.

The plane will be easily recognized for, as its name implies, it is painted an attractive blue color and the trademark, "Kyanize," is emblazoned in white on the lower wings. This trademark "Kyanize," which is known through the extensive advertising of the Boston Varnish Company, can be readily seen when the plane flies over the city.

The remainder of the advertisement told of some of the publicity features scheduled to accompany the Blue Bird's arrival and to complete that efficient merchandising process of which we have spoken. They included the dropping of circulars from the air, these circulars playing up the local dealer's name quite as strongly as the trademark, the dropping of coupons entitling the finder to free cans of Kyanize and of coupons entitling the finder to free flights during the "Blue Bird's" sojourn in the city. Incidentally, the "Blue Bird" stopped one day in each of the cities visited while its pilot did "stunts" for the edification of the crowds attracted to the improvised flying fields and took up local merchants and city officials.

But the real feature of the whole experiment and the real achievement of the advertising department of the Boston Varnish Company lies not in anything that the plane or pilot did but in what the dealers did. The advertising value of the

venture was the product of their co-operation, of the spirit which lead them to make up Kyanize window trims to coincide in time with the "Blue Bird's" coming, to put up signs in their stores announcing the event, to use newspaper space for the same purpose, to cooperate with the Varnish Company in arranging for the landing field and in posting the field with the warnings of the plane's advent, and to see that the aviators were met by their trucks appropriately decorated to advertise the air delivery.

This dealer cooperation is the special triumph of C. A. Dana Redmond, advertising manager of the Boston Varnish Company and of his wide-awake staff and the substantiation of their claim to have gotten something very near maximum efficiency in merchandising the "delivery by airplane" advertising idea.

**Von Steuben Becomes Commerce Promoter**

The liner Von Steuben, formerly the German commerce raider Kronprinz Wilhelm, is to become an American commerce promoter. Admiral Benson, chairman of the Shipping Board, announced last week the sale of this vessel to Ferd Eggena, of New York, who has announced his intention of equipping her for a round-the-world cruise to exhibit products of American manufacture.

Accommodations will be provided on the steamer, which is to be renamed "United States," for the representatives of 700 American manufacturers who will accompany their exhibits and demonstrate them in foreign ports, Mr. Eggena said. The vessel is to be refitted, he added, at a cost of \$3,000,000.

The purpose of the round-the-world cruise, he said, is to promote the sale of American products in foreign markets. It is planned to start the cruise next January 15, and stop at Buenos Ayres, Melbourne, Sidney, Yokohama, Shanghai, Hong Kong, Singapore, Batavia, Rangoon, Calcutta, Colombo, Bombay, Wellington and a number of European ports.

Mr. Eggena paid \$1,500,000 for the Von Steuben.



**HERBERT L. HASKELL**

"Bert" Haskell was Foreign Advertising Manager of the New York Tribune when he joined my Organization. This was about six years ago.

He is not only associated with me in a business way, but is one of my closest friends.

*Paul Block*

**Topeka State Journal**

Topeka has one afternoon newspaper only. The STATE JOURNAL is delivered into the buying homes of Topeka by students of Washburn College. These college students pay big prices on entering the University for the STATE JOURNAL delivery route. They pay their way through college with the money they make and on graduation are able to sell the route to new students at a handsome profit. This is because the readers of the STATE JOURNAL subscribe year after year, and because they value the paper. Advertisements to this sort of readers bring big returns to advertisers.

# The Influence of Window Displays

How a Fifth Avenue Store, Famous for Fine Windows, Regards This Advertising Adjunct

By L. E. WEISGERBER

Display Manager of Lord and Taylor, New York

**T**HERE is nothing that advances the interests of a business house more than a beautiful window display. Every business man will acknowledge it is a great business stimulator. It should be remembered, however, at the

very outset that the window which presents the most artistic display is the one which attracts the most attention. The window that is not artistic fails to do this.

Windows crowded with merchandise are old-fashioned, un-

interesting, confusing. They do not "register." They lack individuality.

The personality of the store is expressed in the show window, just as one's personal appearance carries an impression that influences opinion.

Speaking of attractive windows and their creation—the first thing that a wide-awake and successful display manager thinks of is the construction of the window itself—the architecture, height, width, depth, etc. The display manager who has windows of modern construction to work with is fortunate.

Right now let me mention the Lord & Taylor display windows. The work of the display manager at Lord & Taylor is simplified to a great extent, on account of the wonderful construction of these windows. There are two sets of platforms or show window floors. One set is continually in use in the windows, the duplicate set you will find on tracks under the sidewalk in the basement. When a change of window displays is made these duplicate platforms are trimmed—the complete display arranged. The display that is coming out is then lowered to the basement from the street level onto a truck, which in turn is wheeled out of the way by means of a track. The new display platform is then put in place of the old one and sent up to the street level. The windows operate similar to an elevator, running very smoothly so as not to disarrange the display in the least.

Another feature of the windows is "the Night Case." This is a display window which comes up from the basement each night at the hour of closing to fill the front door vestibule space. It is a wonderful idea and attracts a great deal of attention and comment, to say nothing of the advertising value, the operation of this window means to the store.

THE DAY OF THE DISPLAY MANAGER

The work of a display manager is interesting in the extreme. Personally, I do not consider it work—it is a privilege and a pleasure to plan and create an artistic win-

*Items for the Socratic space-buyer's note book\**



## If you had two heads

If you had four eyes and two heads and four arms, you might be able to read two different pages in **two different** magazines at once.

But we are not so constructed and must be contented with reading one magazine at a time.

Thus, you wipe out completely any visual advantages claimed for the "flat" page over the standard 224-line page.

A page taken by itself—and that is the only way a magazine page is ever read—is a page whether it is 5½ by 8 or 10 by 14. Its area is not subject to comparison except with pages in the same publication.

The 224-line page has the advantage of being convenient to the reader; it fits the eye; it has every advantage of display; it provides maximum value at a lower unit cost; and it conserves paper.

The Seven Standard Magazines using the standard 224-line page are Munsey's, The Review of Reviews, World's Work, Atlantic Monthly, Scribner's, Harper's, and Century.

# MUNSEY'S

\*It is said of Socrates that his reason was stronger than his instinct



dow. I am often like the Kiddies at Christmas time—they can't wait until Santa comes. I often can't wait to see the result of some thought or idea that I am working out in a window.

Right now I believe the display manager is coming into his own. This is recognized by all the big houses and the business of the window display has created a vocation of a specialized nature which makes the window dresser one of the most important men in any retail organization.

Art in window dressing is making itself felt. In the last few months more discussion of window treatment has been current than in the preceding few years. The close of the war has much to do with this for we have renewed our interests in things more beautiful. Can you remember at any time when the merchandise we display now was more extravagantly beautiful in color, design, etc.?

It seems fitting here to say, while speaking of merchandise for display purpose, that one of the best friends or worst enemies in connection with his work a display man can have is the Department Head or buyer. I have found in every instance that cooperation with the buyer in regard to obtaining the required merchandise for an artistic window is a good rule to follow. Particularly is this true when something unusual is required for your display. The buyer knows the market. He knows what is offered, he knows what can be had. I credit much of the success of any color scheme or showing of beautiful merchandise to the cooperation and kindly help and assistance of the buyer.

#### THE GIFT OF FINDING IDEAS

It always amuses me when people ask, "Where do you get your ideas?" Because that is the easiest part of the work. There are ideas everywhere; You have but to see them. They can be modified or enlarged as you see fit—according to your need. A wide-awake display man, one who is interested in his work, sees and finds ideas everywhere. He finds them at the theatre, in a church or in the movies. I even got a good idea at a funeral once. And color is an endless subject. Color as applied to window decoration is the main thing, for color will either make or mar your window. It is the first thing I think of in planning a window. Right here is where

the lighting comes in. We use colored lights to an extent but care must be exercised in their use for it is easy to destroy the beauty of a window with colored lights. The wrong color, when directed on a piece of merchandise, changes the original color absolutely. Direct a red light on a red and you get orange. Direct a violet light on the same red and you intensify the red, making it more beautiful and increasing the color value.

Often I am asked how the art of window dressing can be acquired. I mean, can one go to school or is there another way?

The very first requirement is a sense of the artistic. You must feel that you are capable of recognizing the beauty of an object, the lines, the color, etc. You must be able to create, not copy the other fellow. Have the nerve, so to speak, to do things differently, be individual. Then, too, a display manager of experience is not sufficient. He must be a student, an explorer in the realm of color and composition and see in the museum inspiration, a gold mine of suggestion on a sound art basis.

Putting a window over is a great satisfaction to the display man. If

## The Total Capital of Our Clients Is Eight Hundred Million

The main business of this advertising agency is to help each one of our clients make a greater net-profit progress.

Ninety-nine per cent of our time and talent is devoted to serving our clients—the other one per cent allows for calling on advertisers who invite us to confer with them.

The scope of our activities and experience is indicated by the variety of accounts we have successfully handled, ranging from pins to railroads; buggies to automobiles; rubber heels to aeroplanes; summer resorts, toilet goods, motion pictures, tea, textiles, food products, books, life insurance, wall covering, storage batteries, accounting schools and trust companies.

Out of all this knowledge and experience we may be able to apply the new slant that will result in the greater progress you are looking for.

May we talk it over with you?  
No obligation.



**H. E. Lesan Advertising Agency**  
440 Fourth Avenue Republic Building  
New York City Chicago, Ill.

the public gets his idea, gets the meaning he is trying to convey, he is fortunate.

I remember a window I had, not long ago. It came out fine to my mind, but I wondered if the public could get the impression I wished to convey. The criticism given below more than satisfied me and made me very happy. For my idea was conveyed to the person who in turn wrote me as follows:

"A sonnet in color—beautiful in it's simplicity—is my impression of the window I paused to admire last night. There is a deep solemnity and simple beauty of the color scheme that is reminiscent of the deep dyes of an organ yielding to the loving fingers of an artist.

"The sum and substance—or general outline of a successful display man's work—is the artistic combined with practical and common sense. One great fault with a display man is he thinks he knows it all. He does not. He

needs help and suggestions like any other human being."

Artistic temperament! The successful window display artist must have it—but again let us realize the importance of connecting with this artistic temperament cooperation and common sense.

## Salesmanship

A real salesman is one who presents his selling reasons so that a prospective purchaser will see that it is all in his interest.

A real salesman will not sell anything but that which is to the interest of the purchaser; for otherwise his work will not endure, says *Smoke*, with which we are in full accord. There are too many good things to be sold for men to waste their time and effort in unloading that which people neither need nor want.

Mention anything about advertising to the average literary man and he will at once picture someone having his portrait painted on a billboard, or filling up newspaper space with eye-catcher, puzzle pictures of such phrases as "Read This!" "Call and Be Convinced!" "We Aim to Please!" or "Best by Test!" All of which is mere publicity; a waste of money, and bears no relation to real advertising. Real advertising is education. Real advertising does just what the personal salesman does. It is a presentation of the merit of the thing or service for sale.

The general principles of salesmanship and advertising should be and will be one day made a part of the public high school course; for, everybody has something for sale.

The general principles of salesmanship and advertising will teach a coming generation their real relation to each other, which constitutes a very large part of real education. They would teach the coming generation just what the real men who move the world are up against—and then, maybe, the next generation of real men wouldn't be up against so much.

A sales manager out of one of these industrial concerns could, within a half hour's talk, give a school assembly room full of young men and women more information of a marketable value than they could learn by a formal commercial course in a year.

Everybody has something to sell, and it doesn't make any difference what a young man or woman pursues in life, a knowledge of the principles of the sale of what they use will be of real value.

Industry and commerce are simply supplying one another's wants or needs, and it does not consist in getting all you can and giving as little as possible in return, which is dishonest, because it is unscientific, and unscientific because it is dishonest. The scientific way to *get more* is to *give more*. Yes, and the real way to bring about commercial reforms is to begin teaching them in the public schools; for many of the men who control industry and commerce today, are hopelessly ignorant of their real relation to the world, and our only hope for complete reform is in the men of tomorrow.

In these big businesses there are many very simple and useful principles locked away from the world at large.

They are very common knowledge to those of us who are around them every day. A knowledge of the specific facts which surround sales and selling conditions would teach people that the business methods of this country have been no better than themselves; that they must improve themselves; that reforms, like charity, should begin at home.

### United Advertising Co. Started

Leonard Drefuss, vice-president of the United Outdoor Advertising Corporation, Newark, N. J.; H. C. Daych, recently advertising manager of *Associated Advertising*, and E. E. Fettinger have organized the United Advertising Co. as an advertising agency in Newark, N. J. The firm is incorporated for \$250,000.

### Intra-City Advertising Co. Here

Intra-City Advertising Co., recently incorporated in Delaware with a capital of \$100,000, has designated F. H. Parcells, 64 Wall Street, New York, its representative in New York state.

### Stark Joins Harry Porter Company

W. B. Stark, formerly of the Ritter agency, has joined the staff of the Harry Porter Company, of New York, as an executive. Mr. Stark has had several years' experience in the advertising business with agencies, magazines and newspapers.

### Addition to Maclay & Mullally Staff

Basil H. Pillard, who has been for several years head master in English at a well-known preparatory school and has had wide experience in writing, has joined the staff of the Maclay & Mullally, advertising agents of New York, and will assist in the copy and research departments.

### Chicago Office for Howland & Howland

Howland & Howland, publishers' representatives of New York have opened a Chicago office at 10 La Salle street, under the management of Berry Stevens.

### Lee Advertising Service Here

The Lee Advertising Service has been started in New York, with a capital of \$20,000, by F. H. Creech, J. K. McGuire and L. Lee, 1476 Broadway. The company will engage in motion picture advertising also.

### Karpen Account with Stavrum & Shafer

The firm of S. Karpen & Bros., Chicago, furniture manufacturers, has placed its advertising account with the Stavrum & Shafer Agency, also of Chicago. National magazines will be used.

### Ampico Advertising Department Moved

The Ampico Advertising department of the American Piano Company, formerly in the Knabe Building, New York, has been moved to 129 East Thirty-ninth street, where it will have an entire four-story residence for its use.

## Keeping Up With The Times

## A FACT A WEEK

### Washington's Population

(Latest Census Figures)

City . . . . . 437,571

Suburban . . . . 90,628

Total . . . . . 528,199

Get out your A. B. C. statement—all Washington newspapers are A. B. C. papers. You will find that you cannot cover this field without *The Washington TIMES*. You can cover this field with *The TIMES* and one other Washington newspaper.

**The Washington Times**

WASHINGTON, D. C.

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# Where We Live

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When you want to know about a man, go to his town and ask the "home folks" about him. It's the same way with a newspaper—the "home folks" know best.

Here in South Bend—where we live—the local advertisers are taking more and more space in the News-Times. As proof we present the following:—During the first six months of 1920 we made a gain of 804,472 lines in local display advertising. In the same time the competitive newspaper gained 161,694 lines. Thus the News-Times scored a victory of 741,778 lines in local display.

To really cover the Northern Indiana and Southern Michigan territory you simply must use the News-Times.

## SOUTH BEND NEWS-TIMES

*Morning*      *Evening*      *Sunday*

J. M. STEPHENSON, Publisher

*Foreign Representatives*

CONE, & WOODMAN, Inc.

Chicago   New York   Detroit   Atlanta   Kansas City

# HARDWOOD RECORD

Published for those interested in reaching the manufacturers of hardwood lumber and the consuming wood-working factories, such as manufacturers of furniture of all kinds, automobile bodies, pianos, phonograph cases, wagons, etc., etc., In fine, the

## Connecting Link

between the manufacturers and consumers of

## Hardwood Lumber

For twenty-five years this journal has been published on the 10th and 25th of each month. The purchasing power behind our list of readers is

## Over Half a Billion Dollars

and this represents the very cream of the trade. Our aim is "every subscriber a buyer."

Get in touch with us before completing your list if your client wishes to reach the field we cover.

## Hardwood Record

537 S. Dearborn St.,  
Chicago, Ill.

### Harrison Makes Change

Samuel B. Harrison has resigned from the L. S. Goldsmith advertising agency and has joined the organization of Alfred J. Silberstein, advertising, Astor Court Building, New York. Mr. Harrison, prior to his connection with the Goldsmith firm, was in the copy department of the M. P. Gould agency, and before that for two years secretary to Hiram C. Bloomingdale of Bloomingdale Brothers, New York.

### Wilson, Sales Head for New Car

E. B. Wilson, formerly director of sales for the Buick Motor Company, has been appointed sales manager of the new Chrysler six-cylinder car, to be introduced this year by the Willys Corporation.

### Technical Agency Elects Vice-President

A. D. Bauer, president of the Technical Advertising Service, Inc., New York, announces the election of Raymond Hawley as vice-president. Mr. Hawley comes to the agency from the Keystone Motor Truck Corporation, Philadelphia.

### Opens New York Office

The Greenleaf Advertising Corporation announces the opening of its headquarters at No. 516 Fifth avenue, New York. This corporation's headquarters was formerly in Boston. The officers are A. E. Greenleaf, George R. Dunham, Henry Knott, Arthur B. Hall, Howard H. Imray, Alfred H. Messing. Mr. Messing was formerly publisher of the *Chicago Examiner*.

### Barrett to Handle Brownstone Advertising

Newton R. Barrett has become connected with J. C. Brownstone & Co., Fifth avenue, New York, and will conduct the advertising for this firm's thirty retail clothing stores.

### New Accounts for James Agency

The James Advertising Agency of New York has obtained the account of the Industrial Engineering Company, concrete construction, of New York. This agency has also added the Daybrook toilet goods account of Detroit to its list.

### Will Edit "The Sample Man"

James M. Golding, who has been advertising manager of the A. Krolik Company, Detroit, for some time, has been selected to edit "The Sample Man," official publication of the Sample Men's Association.

### "Detroit" Changes Editors

Milton Palmer, former Detroit newspaper advertising man, has resigned as editor of the *Detroit*, official publication of the Detroit Board of Commerce, and has been appointed editor of the Oakland automobile house organ, published by the William N. Albee Company. He is succeeded as editor of the *Detroit* by Howard R. Marsh, also a former newspaper man.

### Greenwood Leaves Detroit "Times"

Thomas C. Greenwood, city editor of the Detroit *Times*, has resigned and has been succeeded by Frank Burton, formerly telegraph editor.

### Allen, Dictionary Editor, Dead

Frederick Sturges Allen, aged 58, one of the leading American lexicographers and editor of Webster's New International Dictionary, died at his home in Springfield, Mass., Sunday, after several months' illness.

### Boys' Magazine at Newark

The Oh Boy Publishing Company has been organized in Newark, N. J., for the purpose of publishing a new magazine devoted to boys and their interests. It will issue monthly. Herman B. J. Wreckstein is managing editor, Jacob J. Kahler, editor, and Mack H. Herberman, business manager.

### "Good Housekeeping" Changes Commission

Effective with the November issue, *Good Housekeeping* will make new orders and orders now on its books subject to an agent's commission of 15 per cent with a 2 per cent cash discount.

### Colver Questions National Trade Mark Value

The proposal that the Government authorize a "national trade mark" for all American export goods was opposed by William B. Colver, of the Federal Trade Commission, in a recent address before the Summer School for Pan-American and Foreign Commerce. Two objections were cited by Commissioner Colver. First, that such a mark would seem to put the stamp of equality on inferior goods; second, that the value of private trade marks would be lessened.

"If these objections can be met," he added, "a national trade mark may be made of the greatest aid and value to American business. If the national trade mark shall not be the substance but the symbol, and if the substance behind the symbol shall be the pledge of the nation, then that trade mark will be raised to the dignity of being the seal of national honor and will command respect—which means goodwill—in the uttermost markets of the world."

### Big Rubber Demand Predicted

A report on the general sales and production situation of United States Rubber Company, as disclosed by a convention of branch managers, has been made by Homer E. Sawyer, vice-president, in which he says, in part:

"Reports brought in by more than 150 branch managers from every section of the country, gives prospects for a far heavier demand for rubber footwear of all kinds that we have ever had.

"Under ordinary circumstances rubber footwear for a summer or winter season is made by the United States Rubber Company well in advance of the season. This year, however, the unusually wet winter, with the consequent heavy demand for waterproof footwear made it practically impossible to build up reserve stocks in our warehouses. We anticipate that the volume of business this year in rubber footwear will be approximately 40 per cent in excess of last year."

Footwear, mechanical goods and tires each form, roughly speaking, one-third of United States Rubbers Company's business.

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## A Growing Youngster

Realizing how much importance you attach to the investing of your advertising appropriations, we believe you are always interested in reports of the condition of various publications.

The boy field is becoming more important to the advertiser each year, and consequently it is demanding more of his attention. In this field there are very few distinctive publications. BOYS' LIFE is one of them, and its progress is evidence of the value to those who know the magazine.

Never has BOYS' LIFE been in such a strong position as it is today.

Although the subscription price has been advanced twice in the past two years, we are today selling more

subscriptions and more single copies than ever before. Our circulation growth has not been spectacular, but what has been added is sound.

The same is true of advertising. BOYS' LIFE is carrying more copy from a greater number of representative advertisers, and at a higher rate, than at any other time.

These facts show that BOYS' LIFE has a greater and greater value both to the subscriber and to the advertiser. These are the values that make for a strong publication for the advertiser. It is only on this basis that we seek to sell you BOYS' LIFE as one of the distinctively worth-while periodicals. It's the only publication covering the Scout field.

# BOYS' LIFE

THE BOY SCOUTS' MAGAZINE

---

BOY SCOUTS OF AMERICA

*Publishers*

200 Fifth Avenue  
New York

203 S. Dearborn St.  
Chicago

MEMBER AUDIT BUREAU OF CIRCULATIONS

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# THE HOUSE OF

## RAILWAY

A SINGLE railway publication answered in the day of single track transportation, but just as the business of the country demanded more tracks, the business of railway transportation demanded more railway publications, a demand which "The House of Transportation" has met with its Railway Service Unit.

Today, the Railway field is the second largest and most important industry in the world, while no industry is more highly specialized. It functions by departments—departments in some cases in themselves as large as whole industries. Hence, to meet the demand of the railway field, "The House of Transportation" publishes five railway papers and three cyclopedias each devoted to distinct phases of the railway field—RAILWAY AGE, RAILWAY MECHANICAL ENGINEER, RAILWAY ELECTRICAL ENGINEER, RAILWAY SIGNAL ENGINEER, RAILWAY MAINTENANCE ENGINEER, LOCOMOTIVE CYCLOPEDIA, CAR BUILDERS CYCLOPEDIA and MAINTENANCE OF WAY CYCLOPEDIA, each of fundamental importance both to those engaged in railway transportation, and to those who make the innumerable variety of articles modern railway operation demands.

The manufacturer of today no longer thinks of the railway market in terms of rails, motive power and rolling stock alone. He realizes the vast and varied ramifications of its needs. He is awake to the facts that there is scarcely a product of field, shop or forge which is not bought by the railways today. He knows that in the next three years the needs of the railways for operation and expansion will reach the ten billion dollar mark.

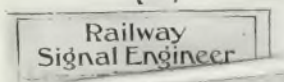
The result—each year it takes over 10,000 pages of advertising—exclusive of the cyclopedias—to satisfy their demand for space in The Railway Service Unit.

# SIMMONS--BOARDMAN

NEW YORK  
Woolworth Bldg.

CHICAGO  
Transportation Bldg.

CLEVELAND  
The Arcade



# TRANSPORTATION

## MARINE

When the great service rendered rail- officials by this Unit is considered, it is more natural than that those who are to do with transportation by water, should look to the House of Transportation to supply a service unit to meet their needs. To meet that demand has been the "Shipbuilding Unit" of the

House of Transportation—SHIPBUILDING CYCLOPEDIA and MARINE ENGINEERING.

Of these two publications, the latter has long been noted for its high standing, while the former has been pronounced "a magnificent work of prime importance."

## MATERIAL HANDLING

Material handling by means of machinery is an important factor in both production and distribution, and plays a big part in the progress of transportation both by land and water.

With this thought in mind the House of Transportation has added to its other units a material handling section consisting of the MATERIAL HANDLING CYCLOPEDIA to be published annually. In it will be gathered together and classified all machinery and appliances made

in this country for handling material of all kinds. This Cyclopaedia, like the others published by The House of Transportation, will contain a Catalog Section, which, due to the method of indexing, will be an integral part of the text, and will thus afford a most effective means of placing the sales message of those who make such products before all those who are interested in the great problem of efficient material handling.

What is then is the Service rendered by transportation—the affording of the purchasing Power of both the rail and water transportation industries, by the furnishing—through extensive research departments—of data useful to manufacturers, and through its expert copy service department, to those who desire to reach in the most effective way that vast market which modern transportation affords.

manufacturers by The House of the direct means of reaching the rail and water transportation industries, through extensive research departments—of data useful to manufacturers, and through its expert copy service department, to those who desire to reach in the most effective way that vast market which modern transportation affords.



# PUBLISHING COMPANY

CINCINNATI

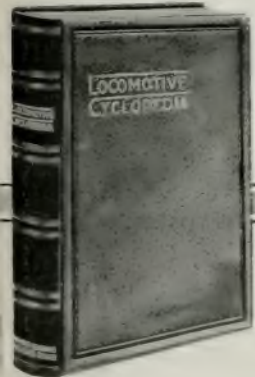
First Nat'l Bank Bldg.

WASHINGTON

Home Life Bldg.

LONDON

34 Victoria St.



**Dutch to Trade With San Francisco**

San Francisco is about to enjoy extensive trade with Holland, according to W. H. Van Dorr, wealthy merchant of Rotterdam, who recently arrived in San Francisco.

"Holland is prepared to send butter, cheese, dried herring, and other articles to the United States," Mr. Van Dorr is reported as saying by the *New York Commercial*. "Until now, lack of ships has been a drawback. But, with the Holland-American Steamship Company operating a schedule of steamers between this city and Holland, there will arise a brisk trade between Holland and the United States. San Francisco as the leading commercial city on the Pacific Coast will get its share of the business.

"When I left Rotterdam I was told by merchants that the ship sailing from my home city to San Francisco would

bring immense quantities of Holland butter. This butter will be sold at a reasonable price and will help in cutting down the high scale of living.

"Holland herring and cheese have always found a good market in the United States, but when the war interrupted transportation much of the goods wanted by firms in San Francisco has been unobtainable.

"The Holland importers and exporters in return for goods sent to the United States will desire dried and canned fish, cereals, barley, and jellies, olives and olive oil.

"Much of the goods that were formerly sent to New York and from there distributed to the Pacific Coast and other places will come direct to San Francisco.

"California will receive considerable immigration from Holland in the near future. California as a desirable farm-

ing and dairying land has been widely advertised through Holland with the result that heavy immigration will be directed to the Pacific Coast. The Hollanders who are coming here will benefit the agricultural and dairy industries of the state."

**Lists of Importers in Europe and Near East**

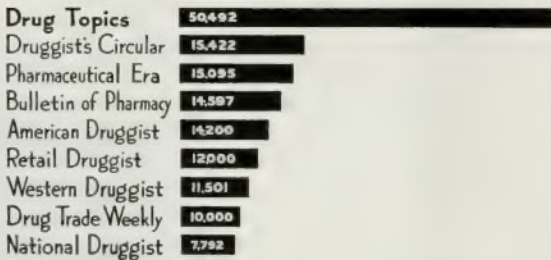
Lists of commission merchants in Sweden and importers of general merchandise in Smyrna and in Tahiti, Society Islands, have been prepared by the Commercial Intelligence Section of the Bureau of Foreign and Domestic Commerce. These lists show not only the nature and character of the business, but are started to indicate the relative importance and size of each firm in its community. These lists may be obtained from the bureau or its district and co-operative offices by referring to the file numbers:

File N.

- List of commission merchants in Sweden ..... EUR-12011
- Importers of general merchandise in Smyrna ..... NE-7000
- List of principal importers in Tahiti, Society Islands ..... EUR-3000

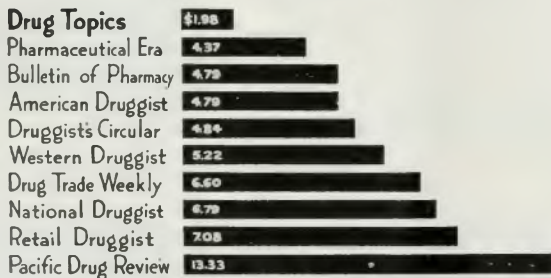
**Facts about drug publications**

**CIRCULATION**

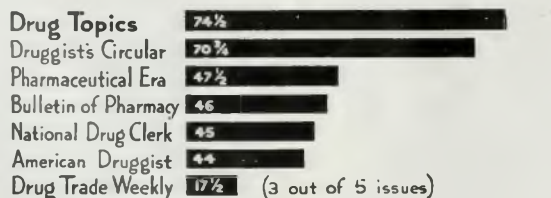


**RATE PER PAGE PER THOUSAND**

(based on twelve time rates)



**JULY ADVERTISING VOLUME (PAGES)**



(Send for rate card, sample copy and other information on Drug Topics immediately. Write 25 City Hall Place, N. Y., or telephone WOrth 3855.)

**Record Traffic Through Canal**

A total of 2,478 commercial craft, with an aggregate tonnage of 8,545,000 passed through the Panama Canal during the fiscal year ending June 30. This, according to official reports, sets a new record for commercial traffic through the "big ditch." These vessels paid in tolls and other charges more than \$8,800,000. All expenses of operation and maintenance will not exceed \$6,650,000 for the year, leaving a surplus of \$2,150,000, five times the previous record surplus. However, the canal cannot be said to have made a "profit" since in this estimate no consideration has been taken of interest charges nor of depreciation in plant and equipment.

**American Wearing Apparel in Canada Finds Ready Sale**

Notwithstanding the present high rate of exchange and the consequent effort to curtail purchases in the United States, Canadians in the year ended March 31, 1920, expended more money for American wearing apparel than in any previous year, according to a recent consular report, the imports for that twelve-month from the United States aggregating \$20,000,000 in value. The largest item in the list was clothing, which, including men's and women's outer garments of all kinds, reached a total of \$7,000,000; clothing of wool alone exceeded \$3,000,000. Hats, caps, and bonnets came next in importance with a value of \$3,335,000, and boots and shoes third with \$3,227,000.

Prior to the war the Canadian fancy was for German-made hosiery, doubtless on account of the price; but during the last few years it has drifted in the direction of American socks and stockings, the imports of which in 1919-20 had a value of more than \$2,500,000. Of the total, \$1,620,000 represented cotton hosiery. In all there were 8,411,796 pairs of socks and stockings imported from the United States, as compared with 7,384,908 pairs in the previous year.



### Britain Buying U. S. Clocks

In May, England imported 158,443 clocks from Germany, and during the period of the five months of this year 750,219. In the same five months' period England purchased from the United States 190,259 clocks; from France, 11,882, and from other countries, 150,077. During the past five months England bought 114,422 gold, 136,262 silver and 708,209 other watches, or more than a million in the aggregate, besides 381,025 cases.

### Issues Map of New Europe

The American Exchange National Bank has just issued, for distribution among its customers and friends, a map of new Europe, showing all the new republics, including the recently established Caucasian States of Daghestan, Georgia and Azerbaijan on the borders of the Caspian. Of unusual interest is the small map of old Europe, printed on the same sheet, which will prove extremely useful for reference purposes.

### Poster Advertising for Electrical Show

In addition to the customary newspaper advertising the New York Electrical Exposition this year will use posters, window cards, mail enclosures and envelope seals.

The poster has just been completed. It is the work of Fred G. Cooper and shows Electricity as an untamed element, in the process of subjugation. A vivid flash of lightning dominates one side of the poster—two hands typifying human skill, have gripped this flash, tamed it, harnessed it to a push button and put it to work. The poster is in two shades of blue, on a grey background. The hands are flesh color, and the push button is in brass.

In addition to its use on the boards, the poster will be reduced and used in windows throughout the city. A reproduction in miniature will be distributed among all the show exhibitors for use as a seal on their correspondence.

Electrical show advertising will be in charge of Cyril Nast of the New York Edison Company and will be handled by the Tucker Agency while the publicity is in charge of Norman Maul of The New York Edison Company.

### To Make "Industrial Engineers"

Blending economics with science in new courses of study to meet the problems of an advancing industrial era and to link the classroom and laboratory with the world's workshops and markets, Columbia University in New York has adopted, as a fixed part of its scientific curriculum, a scheme of instruction aimed to fit men to head great industrial and commercial enterprises.

Dean George B. Pegram, of the Schools of Mines, Engineering and Chemistry, announces that a three-year course leading to the degree of master of science in industrial engineering is to be begun this fall. The course, Dean Pegram says, is not to constitute a short cut to professional success, but to afford rigid training to satisfy what he calls a growing demand for executives and managers of manufacturing and other industrial and commercial enterprises who are instructed in both engineering and business principles and practices.

### Branded Goods Are Selling Well

The value of branding merchandise and advertising the brand to the consumer is demonstrated in the present business situation, the New York *Tribune* states. Makers of branded goods are enjoying a greater volume of sales than are the producers of unbranded merchandise, and also they have been able to maintain prices much better than have the makers of anonymous goods.

This is demonstrated clearly in the reports coming from the commission houses handling well-known brands of ginghams and of selling agents for branded sheetings and muslins. Retailers and jobbers alike feel that while demand may slump in general, some business will be done and that it is likely to be centered on goods

that are of known standard and well advertised to the consumer.

In the silk market those houses that brand their merchandise and advertise it freely apparently are doing more business than concerns that put out merchandise without a name. The same is true in the men's clothing industry and to a less extent in the women's apparel field. A tendency toward establishing branded names in the women's garment industry is growing rapidly, and several houses that have adopted brands recently are understood to be meeting with success.

The makers of branded goods, however, assert that the establishment of a brand in public favor necessitates a lengthy and expensive advertising campaign, together with a rigid maintenance of quality.



## PUBLISH YOUR OWN LATIN-AMERICAN MAGAZINE

For some time we have been writing and publishing a complete Trade Magazine in Spanish and Portuguese for two of the leading manufacturers of the United States.

We have room in our Foreign Department for the production of one more Trade Magazine, provided it is non-competitive.

We will be pleased to outline the plan to any merchant or manufacturer interested in Latin-American trade.

We originate, write and place advertising in any part of the world.

Write for a copy of  
"Advertising a Factor  
in Developing Foreign  
Trade."

## FRANK SEAMAN

INCORPORATED

Foreign and Domestic Advertising  
470 Fourth Avenue, corner of 32nd Street  
New York City

Chicago Office: Monroe Building  
Monroe St. and Michigan Ave.

Associated with Mather & Crowther, Ltd.  
London, England

# -re:

... This statement has caused a great deal of comment and has resulted in the revamping of several advertising campaigns. It represents a note of truth that we have for years preached in a desultory way but which has been drowned out by the volume of other stronger shouting:

"The retail merchant holds the key to the situation. He is the recognized buying representative for the consumers within his zone of influence. He knows their needs.

"His customers come to him for satisfaction and value. They expect him to give them what is best irrespective of its name.

"The merchant often finds substitution a duty. His first duty is that of selection. He cannot and should not carry everything. He sells what he selects."

Some years ago the . . . Publishing Company backed up our argument of the position and selling power of the retail merchant with this statement:

"Less than ten per cent. of the merchandise sold by department and dry goods stores has ever seen the light of consumer publicity."

We wondered how much of that ten per cent. is sold on consumer demand and how much of it is sold because it happens to be the line that the merchant has selected. In other words: what percentage of a store's sales of say McCallum Silk Hosiery are made on the customer's request

for "McCallum" and what percentage are made on the request for "silk hosiery."

For more than a year subscription men, editorial men and women and individual researchers watched sales at the retail counters in different types of stores throughout the country. They talked with clerks and department heads. Here is the consensus of their opinion:

"Not more than one-tenth of that ten per cent. is asked for by its advertised name."

The reason our printed figure reads 97% instead of 99% is that 97% is big enough to establish the point—and because we want to be fully fair, we are crediting advertising inquiries with three times what we really believe their just credit to be.

The above facts by themselves are not to be applied to the value of consumer advertising in general. Not at all. We fully recognize the very definite and important place of consumer advertising in modern business. There is great power in it. There is great value to be derived from it when so used that its power can produce something.

The point of that 97% is to show that the modern dry goods and department store merchant is a many times bigger factor than advertising men usually credit him with being. He comes first in the general scheme of merchandising. Acquaint him with the merchandise facts. . . .

Extracts from a letter addressed to advertising agencies.

\*  
**97%**

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

PROVED BY RESEARCH

**Do you really know the  
DRY GOODS ECONOMIST?**

DRY GOODS ECONOMIST  
239 West 30<sup>th</sup> St.  
New York.

# Advertising & Selling's Directory of Business Publications—1920

Name of Publication	Address	When Issued and Date	Ad. Forms Close	Type Size of Page (Inches)	Column Width (Ins.)	Half Tone Used	Page Rate One Time	12 Page Contract	52 Page Contract	Sub. Price	Av. Net P'd. Per Yr. End 6.30.20	Total Circ.	Member Bus. Papers	Member of A. B. C.
<b>ARCHITECTURE</b>														
1 American Architect	New York	Weekly, Wed.	Week prec	7 x 10	3 1/2	133	\$115 00		\$75 00	\$10 00	3,143	3,792	Yes	Yes
2 Architecture and Building	New York	15th of month	5th prec	7 x 10	3 1/2	150	70 00			3 00	6,219	6,219	No	No
3 Architectural Record	New York	Monthly, 10th	10th prec	3 1/2 x 8	3 1/2	133	150 00	125 00		3 00	10,575	11,847	Yes	Yes
4 Journal Amer. Inst. of Architects	New York	Monthly, 1st	15th prec	7 x 10	3 1/2	150	100 00	840 00		5 00		2,800	No	No
5 Western Architect	Chicago, Ill.	Monthly	20th prec	7 x 10	3 1/2	175	75 00	45 53		5 00	1,550		No	No
<b>AUTOMOBILES</b>														
6 Amer. Auto Digest	Cincinnati, Ohio	Monthly, 1st	1st prec	5 1/2 x 8	2 1/2	120	350 00	200 00		3 00	81,526	82,058	Yes	Yes
7 Auto Trade Directory	New York	Quarterly	2nd prec	8 x 8	2 1/2	133	150 00			10 00			No	No
8 Auto Trade Journal	Philadelphia, Pa.	Monthly, 1st	30th prec	7 1/2 x 10	3 1/2	120	125 00		100 00	3 00	32,472	34,130	No	No
9 Automotive Industries	New York	Weekly, Thurs.	Sat. prec	7 1/2 x 10	3 1/2	120	85 00	75 00		2 00	9,105	10,653	Yes	Yes
10 Automotive Manufacturer	New York	Monthly, 15th	10th prec	10 x 7 1/2	3 1/2	133	85 00	75 00		2 00			No	No
11 Automotive Mechanic	Minneapolis, Minn.	Monthly, 25th	20th prec	7 1/2 x 10	2 1/2	133	50 00	40 00		1 00	3,500	3,900	No	Yes
12 Canadian Motorist	Toronto, Can.	Monthly, 1st	10th prec	6 1/2 x 9 1/2						1 00			No	Yes
13 Commercial Vehicle	New York	S. M., 1st, 10th, 25th prec	7 1/2 x 10	3 1/2	120	100 00	90 00			2 00	3,602	4,766	Yes	Yes
14 Motor	New York	Monthly, 1st	15th prec	8 1/2 x 12	3 1/2	133	150 00	320 00		6 00	50,000	50,000	No	No
15 Motor Age	Chicago, Ill.	Weekly, Thurs	Mon. prec	7 1/2 x 10	3 1/2	133	160 00		125 00	3 00	42,183	43,557	Yes	Yes
16 Motor Life	New York	Monthly, 15th	10th prec	7 1/2 x 10	3 1/2	133	375 00	260 00		3 00	21,840	30,030	Yes	Yes
17 Motor Record	New York	Monthly, 15th	10th prec	7 1/2 x 10	3 1/2	133	170 00	100 00		3 00	10,194	10,883	Yes	Yes
18 Motor World	New York	Weekly, Wed.	Sat. prec	7 1/2 x 10	3 1/2	120	160 00		125 00	3 00	22,174	23,897	Yes	Yes
<b>BAKING AND CONFECTIONERY</b>														
19 Bakers' Helper	Chicago, Ill.	S. M., 1st, 15th	10 days prec	7 1/2 x 10	3 1/2	133	65 00	56 00		2 00	5,435	6,233	No	Yes
20 Bakers' Review	New York	Monthly, 29th	20th prec	7 1/2 x 10	3 1/2	133	120 00	75 00		2 00	6,324	7,462	No	Yes
21 Bakers Weekly	New York	Weekly, Sat.	10th prec	7 1/2 x 10	3 1/2	120	90 00		55 00	3 00	6,877	7,900	Yes	Yes
22 Confectioners' Journal	Philadelphia, Pa.	Monthly, 1st	10th prec	10 x 7 1/2	3 1/2	120	70 00	55 00		3 00	5,171	4,826	No	Yes
23 Confectioners' Review	Cincinnati, Ohio	Monthly, 15th	10th prec	8 1/2 x 11	2 1/2	133	75 00	56 25		3 00	4,682	4,994	No	Yes
24 Feedstuffs	New York	Monthly, 15th	5th prec	7 x 10	3 1/2	133	90 00	60 00		2 00	2,988		No	No
25 Ice Cream Trade Journal	New York	Monthly, 15th	10th prec	7 1/2 x 10	3 1/2	120	46 00	36 00		2 00	1,812	1,730	Yes	Yes
26 National Baker	Philadelphia, Pa.	Monthly, 15th	20th prec	7 1/2 x 10	3 1/2	120	70 00	55 00		2 00	2,758	2,860	Yes	Yes
27 Soft Drink Journal	Chicago, Ill.	Monthly, 1st	20th prec	7 1/2 x 10	3 1/2	120	70 00	55 00		2 00	7,400	7,500	No	No
28 Western Baker	Sau Francisco, Cal.	Monthly, 1st	15th prec	7 x 10	3 1/2	133	60 00	40 00		2 00	3,146	3,250	No	No
<b>BELTING</b>														
29 Belting and Transmission	Chicago, Ill.	S. M., 5th, 20th	10 days prec	7 x 10	2 1/2	150	125 00	95 00		2 00		8,443	No	No
<b>BLACKSMITHING</b>														
30 American Blacksmith	Buffalo, N. Y.	Monthly, 15th	5th prec	7 x 10	3 1/2	120	90 00	90 00		1 00	10,300		No	No
31 Blacksmith and Wheelwright	New York	Monthly, 10th	25th prec	14 x 9 1/2	2 1/2	120	90 00	75 00	75 00	1 00	71,145	83,056	No	Yes
<b>BRICKMAKING</b>														
32 Brick and Clay Record	Chicago, Ill.	S. M., Tues.	Week prec	7 x 10	3 1/2	133	125 00			3 00	3,087	3,600	Yes	No
33 Clay-Worker	Indianapolis, Ind.	Monthly	10th prec	7 x 9 1/2	3 1/2	130				2 00			No	No
<b>BUILDING</b>														
34 American Builder	Chicago, Ill.	Monthly, 1st	20th prec	6 1/2 x 9 1/2	3 1/2	120	235 00	200 00		3 00	46,506	48,466	No	Yes
35 Building Age	New York	Monthly, 1st	10th prec	7 x 10	3 1/2	120	150 00	125 00		3 00	12,148	13,821	No	Yes
36 Buildings and Building Management	Chicago, Ill.	S. M., Monday	Mon. prec	7 1/2 x 10	3 1/2	133	70 00	60 00		2 00	1,891	2,250	Yes	Yes
37 Building Industry	Cleveland, Ohio	Monthly, 5th	15th prec	7 x 10	3 1/2	150	50 00	40 00		2 00	650	3,300	No	Yes
38 Building Supply News	Chicago, Ill.	S. M., Tues.	Week prec	7 x 10	3 1/2	133	135 00			2 00	2,258	3,500	Yes	No
39 National Builder	Chicago, Ill.	Monthly, 1st	15th prec	7 1/2 x 10	3 1/2	122	150 00	130 00		2 00	15,248	15,954	Yes	Yes
40 Real Estate Record and Builders Guide	New York	Weekly, Sat.	Thurs. prec	10 1/2 x 7 1/2	2 1/2	133	80 00		60 00	5 00	3,400	3,750	No	No
<b>CEMENT AND CONCRETE</b>														
41 Cement, Mill and Quarry	Chicago, Ill.	S. M., 5th, 20th	10 days prec	7 x 10	2 1/2	150	100 00	75 00		2 00	4,412	5,600	No	No
42 Concrete Products	Chicago, Ill.	Monthly, 10th	1st prec	7 x 10	2 1/2	150	100 00	80 00		1 00		5,011	No	No
<b>CHEMICAL ENGINEERING</b>														
43 Chemical Engineering Catalog	New York	Yearly, Sept.	July 1st	7 x 10	3 1/2	133				7 50	11,500		No	No
44 Chemical and Metallurgical Engineering	New York	Weekly, Wed.	10th prec	7 x 10	3 1/2	120	170 00		120 00	5 00	12,165		No	Yes
45 Journal of Industrial & Eng. Chemistry	New York	Monthly, 1st	10th prec	7 x 10	3 1/2	133	96 25	87 50		6 00	15,000	15,200	No	No
<b>COAL</b>														
46 Black Diamond	Chicago, Ill.	Weekly, Sat.	Wed.	9 x 12	2 1/2	133	75 00		65 00	5 00	6,667		Yes	No
47 Coal Age	New York	Weekly, Thurs	Mon. prec	3 1/2 x 10	2		150 00						No	No
48 Seward's Journal	New York	Weekly, Sat.	Wed. Prec	8 1/2 x 11 1/4	4 1/2					5 00	5,575		No	No
<b>CONTRACTING</b>														
49 Western Contractor	Kansas City, Mo.	Weekly, Wed.	Mon. prec	10 x 7	3 1/2	134	33 00	29 00	24 00	5 00	1,485	1,800	No	No
<b>CYCLING</b>														
50 Motorcycle and Bicycle, Illustrated	Hartford, Conn.	Weekly	1 wk prec	7 1/2 x 10		120				2 00	6,000		No	No
<b>DRUGS</b>														
51 American Journal of Pharmacy	Phila. Pa.	Monthly	20th prec	4 1/2 x 7 1/2	2 1/2	120				3 00	1,200		No	No
52 Bulletin of Pharmacy	Detroit, Mich.	Monthly, 1st	20th prec	9 x 10 1/2	3	120	86 00	70 00		1 00	15,000		Yes	No
53 Drug Store Merchandising	Chicago, Ill.	Monthly, 1st	15th prec	7 x 10	2 1/2	133				2 00	7,000		No	No
54 Drugstore	Chicago, Ill.	Monthly, 1st	15th prec	3 1/2 x 5	3 1/2	120				2 00	3,979		No	No
55 National Drug Clerk (See Drug Store Merchandising)														
56 National Druggist	St. Louis, Mo.	Monthly, 5th	25th prec	6 1/2 x 9 1/4	3 1/2	110	68 00	53 00		1 00	7,000	7,000	No	No
57 Northwestern Druggist	St. Paul, Minn.	Monthly, 1st	20th prec	6 1/2 x 9	3 1/2	133	50 00	40 00		2 00	4,125	4,424	Yes	No
58 Pacific Drug Review	Portland, Ore.	Monthly, 1st	15th prec	7 1/2 x 10	3 1/2	120	50 00	40 00	40 00	2 00	3,000	3,000	No	No
59 Retail Druggist	Detroit, Mich.	Monthly, 5th	8 1/2 x 6	3 1/2	133	100 00	85 00			1 00	8,489	9,204	No	Yes
60 Western Druggist	Chicago, Ill.	Monthly, 15th	5th prec	7 x 10	3 1/2	150	90 00	72 00		1 50	11,520	11,825	Yes	No
<b>DRY GOODS</b>														
61 Dry Goods Merchants Trade Journal	Des Moines, Ia.	Monthly, 1st	20th prec	7 1/2 x 10	2 1/2	120	250 00	195 00		3 00	11,314	15,303	No	Yes
62 Dry Goods Economist	New York	Weekly, Sat.	Sat. prec	8 1/2 x 12 1/4	2 1/2	120	275 00			6 00		15,314	Yes	Yes
<b>DYEING</b>														
63 National Cleaner & Dyer	Chicago, Ill.	Monthly, 20th	5th prec	8 1/2 x 10 1/4	4	133	60 00	51 00		2 00	4,065	4,478	No	Yes
<b>ELECTRICAL</b>														
64 Central Station	New York	Monthly, 10th	1st prec	7 x 10	3 1/2		80 00	60 00		2 00	7,000	7,200	No	No
65 Electrical Contractor-Dealer	New York	Monthly, 1st	10th prec	7 x 10	3 1/2	130	60 00	50 00		2 00	3,300	3,500	No	No
66 Electrical Dealer & Contractor	Toronto, Can.	Monthly, 20th	15th prec	7 1/2 x 10	3 1/2	120	35 00	25 00		1 00	700	1,100	No	No
67 Electric Journal	Pittsburgh, Pa.	Monthly, 1st	20th prec	7 x 10	7	133	100 00	75 00		2 00	10,020		No	No

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Name of Publication	Address	When Issued and Date	Ad. Forms Close	Type Size of Page (Inches)	Column Width (Ins.)	Half Tone Screen Used	Page Rate One Time	12 Page Contract	30 Page Contract	Sub. Price	Av. Net Pd. Circ. 5-30-20	Total Circ.	Member Assn. Papers	Member of A. B. C.	
<b>ELECTRICITY—Continued</b>															
70 Electrical Record	New York	Monthly, 1st	15th prec.	7 x 10	9 1/2	133	175 00	125 00		3 00	8,940	10,553	Yes	Yes	
71 Electrical Review	Chicago, Ill.	Weekly, Sat.	31st prec.	7 x 10	9 1/2	130	145 00	120 00	105 00	3 00	6,289	7,568	No	No	
72 Highway Engineer & Contractor	Chicago, Ill.	Monthly, 1st	10 days prec.	7 x 10	9 1/2	150	130 00	105 00		2 00		8,000	No	No	
73 Journal of Amer. Inst. of Elec. Engineers	Chicago, Ill.	Monthly, 1st	15th prec.	7 x 10	9 1/2	133	125 00	100 00		10 00	13,000	15,200	No	No	
74 Engineering World	Chicago, Ill.	Monthly, 1st	25th prec.	7 x 10	9 1/2	150	130 00	105 00		2 00	3,744	11,000	No	No	
<b>ENGINEERING</b>															
75 Mechanical Engineering	New York	Monthly, 1st	12th prec.	7 x 10	9 1/2	133	88 00	80 00		4 00	15,150	15,700	No	No	
76 A. S. M. E. Condensed Catalogues of Mechanical Equipment	New York	Yearly	First prec.	4 1/2 x 7 1/2	9 1/2	130	90 00			4 00		14,000	No	No	
77 Safety Engineering	New York	10th month	First prec.	5 1/2 x 8	2 1/2	133	87 50	67 50		3 00	5,281	5,500	Yes	No	
<b>EXPORTING</b>															
78 American Exporter	New York	10th month	20th prec.	7 1/2 x 10	3 1/2	120	625 00	500 00		4 00		53,168	Yes	Yes	
79 El Automovil Americano	New York	Monthly	15th prec.	7 1/2 x 10	3 1/2	120	175 00	125 00		3 00		4,300	No	No	
80 Electrical Export	New York	10th month	10th prec.	7 1/2 x 10	3 1/2	120	160 00	100 00		3 00		4,500	No	No	
81 El Norte Americano	New York	Monthly, 1st	10th prec.	13 1/2 x 10	3 1/2	150	225 00	160 00		5 00		15,819	No	Yes	
82 Export American Industries	New York	Weekly	15th prec.	7 x 10	3 1/2	120	500 00	400 00		3 00		60,140	No	No	
<b>EXPRESS &amp; TRANSPORTATION</b>															
83 Distribution and Warehousing	New York	Monthly, 1st	25th prec.	7 1/2 x 10	3 1/2	133	75 00	60 00		2 00	1,535	2,402	Yes	No	
84 Traffic World	Chicago, Ill.	Weekly, Sat.	Thur. prec.	7 1/2 x 10 1/2	3 1/2	120	80 00		56 00	10 00	7,284	7,477	No	Yes	
<b>FIRE PROTECTION</b>															
85 Fire & Water Engineering	New York	Weekly, Wed.	Sat. prec.	7 x 10	9 1/2	133	125 00	105 00		85 00	4 00	4,076	4,592	Yes	Yes
86 Fire Ser.	New York	Weekly, Sat.	Mon. prec.	10 1/2 x 7 1/2	2 1/2	120	58 56		40 00	2 50	1,544	2,170	No	Yes	
<b>FOUNDRY</b>															
87 Can Foundry Men & Metal Industry News	Toronto, Ont.	Monthly, 7th	2nd prec.	7 1/2 x 10	14 cms	120	80 00	40 00		2 00	1,142	1,450	No	No	
88 The Foundry	Cleveland, O.	Semi-monthly	15th prec.	7 1/2 x 10	3 1/2	110	160 00	100 00		2 00	11,036	12,255	Yes	Yes	
89 Metal Industries	New York	Monthly, Thur.	25th prec.	7 1/2 x 10	3 1/2	120	60 00	50 00		1 00	4,839	5,672	No	Yes	
<b>FREE DISTRIBUTION</b>															
90 Hitchcock's Machine Tool List	Chicago, Ill.	Monthly, 1st	12th prec.	3 1/2 x 5 1/2	3	150	45 00	35 00		Free			No	No	
<b>FRUIT</b>															
91 Produce News	New York	Weekly, Sat.	Fri. prec.	15 x 20	2 1/2	65	200 00	150 00	150 00	2 00	10,394	11,194	No	No	
<b>FURNITURE</b>															
92 Canadian Woodworker & Furniture Mfr	Toronto, Ont.	Monthly, 15th	8th prec.	7 1/2 x 10	9 1/2	133	50 00	420 00		1 00	2,400		No	No	
93 Furniture Dealer	Minneapolis	Monthly, 25th	15th prec.	7 1/2 x 10	9 1/2	133	60 00	50 00		2 00	4,300		No	No	
94 Furniture Index	Jamestown, N. Y.	Monthly, 1st	10th prec.	7 x 10	9 1/2 x 10	133	60 00	50 00		2 00	2,268	2,801	Yes	Yes	
95 Furniture Mfr & Artisan	Grand Rapids, Mich.	Monthly, 15th	1st prec.	7 x 10	9 1/2	130	80 00	60 00	60 00	5 00	3,210	4,505	Yes	Yes	
96 Furniture Merchant & Trade Journal	Des Moines, Ia.	Monthly, 15th	10th prec.	7 x 10	9 1/2	133	80 00	60 00		4 00	2,801	3,405	Yes	Yes	
97 Furniture Worker	Cincinnati, O.	Monthly, 15th	1st prec.	7 1/2 x 10	9 1/2	133	70 00	50 00		2 00			No	No	
98 Grand Rapids Furniture Record	Grand Rapids, Mich.	Monthly, 5th	20th prec.	7 x 10	9 1/2	150	125 00	90 00	90 00	3 00	4,876	5,668	Yes	No	
99 St. Louis Furniture News	St. Louis, Mo.	Monthly, 1st	24th prec.	7 1/2 x 10	9 1/2	133	55 00	45 00		2 00	3,100	3,100	No	No	
<b>FURS</b>															
99 Fur Trade Review	New York	Monthly, 20th	1st prec.	8 1/2 x 6 1/2	3 1/2	133	50 00	40 00		3 00	2,200	2,300	No	No	
<b>GAS</b>															
100 Gas Age	New York	10th & 25th	10 d prec.	7 x 10	9 1/2	133	72 00	60 00		3 00	2,490	2,881	Yes	Yes	
101 Gas Engine	Cincinnati, O.	Semi-monthly	20th prec.	7 x 10	9 1/2	150	60 00	70 00		2 00		3,300	No	No	
102 Acetylene Journal	Chicago, Ill.	Monthly, 25th	15th prec.	7 x 10	9 1/2	120	55 45	45 00		1 00		1,250	No	No	
103 American Gas Eng. Journal	New York	Weekly, Sat.	Wed. prec.	7 x 10	9 1/2	133	40 74	34 00	25 00	3 00	1,483	1,750	No	Yes	
104 Gas Record	Chicago, Ill.	Monthly, Wed.	Mon. prec.	7 x 10	2 1/2	133	70 00	60 00		2 50	2,104	2,725	Yes	Yes	
<b>GENERAL MERCHANDISING</b>															
105 House Furn. Journal	Chicago, Ill.	Monthly, 10th	5th prec.	7 1/2 x 10 1/2	9 1/2	133	75 00	58 00		1 00	5,510	5,510	No	No	
106 House Furn. Review	New York	Monthly, 10th	20th prec.	7 x 10	9 1/2	133		115 00		2 00			No	No	
107 Inland Merchant	New York	Monthly, 5th	23 prec.	7 1/2 x 10 1/2	9 1/2	120	125 00	100 00		3 00	6,508	7,126	No	Yes	
108 The Merchants Journal	Topeka, Kansas	Weekly, Sat.	Wed. prec.	7 1/2 x 11	2 1/2	120	35 00	35 00	25 00	2 00	3,600	4,100	No	No	
109 The Pleasure & Art Trade & Gift Shop Journal	Chicago, Ill.	Monthly, 1st	1st prec.	7 1/2 x 10	9 1/2	133	55 00	45 00		2 00	3,000	3,500	No	No	
110 Sporting Goods Gazette	Syracuse, N. Y.	Monthly, 15th	10th prec.	7 1/2 x 10	9 1/2	120	35 00	400 00		1 00	5,317	4,000	No	No	
111 The Trad. Outlook	Louisville, Ky.	Monthly, 1st	26th prec.	7 1/2 x 10 1/2	2 1/2	130	45 00	40 00		1 50	5,276	5,654	No	No	
<b>GROCERIES</b>															
112 Canadian Grocer	Toronto, Ont.	Fri. Weekly	Tues. prec.	10 x 7 1/2	2 1/2	120	65 00		40 00	4 00	6,148	6,705	Yes	Yes	
113 Commercial Bulletin	Los Angeles, Cal.	Fri. Weekly	Wed. prec.	8 1/2 x 11 1/2	2 1/2	133	30 00	28 00	25 00	2 50	2,041	3,222	No	No	
114 Grocers Magazine	Boston, Mass.	Monthly, 3rd	Wed. prec.	10 1/2 x 7 1/2	3 1/2	153	60 00	50 00		1 50	4,670	3,805	No	No	
115 National Merchant & Grocery World	Philadelphia, Pa.	Weekly, Mon.	Wed. prec.	7 1/2 x 10	9 1/2	120	60 00	50 00	40 00	3 50	3,075	3,200	No	No	
116 The Grocer	Chicago, Ill.	Weekly, Mon.	25th prec.	7 x 10	2 1/2	133	115 00	90 00		1 00	9,334	9,426	No	No	
117 Simmons Spice Mill	New York	10th month	8th prec.	7 1/2 x 8	2 1/2	129	100 00	65 00		2 00			No	No	
118 Retail Grocers Advocate	San Francisco, Cal.	Weekly, Fri.	Tues. prec.	6 1/2 x 10	3 1/2	100				3 50	2,395	3,180	No	No	
<b>HARDWARE</b>															
119 American Cutler	New York	Monthly, 1st	20th prec.	8 x 5 1/2	2 1/2	130	40 00	22 50		1 00	5,400	6,500	No	No	
120 Hardware Age	New York	Weekly, Thurs.	9th prec.	7 x 10	9 1/2	133	145 00	126 00	96 00	4 00	16,909	18,379	Yes	Yes	
121 Hardware & Metal	Toronto, Can.	Sat. prec.	Sat. prec.	7 1/2 x 10	2 1/2	120	65 00	56 00	40 00	4 00			No	Yes	
122 Hardware Merchants Trade Journal	Des Moines, Ia.	Monthly, 15th	10th prec.	7 1/2 x 10	2 1/2	120	50 00	40 00		3 00	2,781	4,535	No	No	
123 Hardware Trade	Minneapolis, Minn.	Every alternate Wed.	Sat. prec.	7 1/2 x 10	2 1/2	130	60 00			2 00	3,714	3,994	No	No	
124 National Hardware Bulletin	Argos, Ind.	Monthly, 10th	25th prec.	7 1/2 x 10	9 1/2	120	105 00	93 00		1 00	17,649	18,697	No	No	
<b>HARNESS</b>															
125 Harness	New York	Monthly, 15th	10th prec.	10 x 7 1/2	3 1/2	133	50 00	45 00		1 00		3,190	No	No	
126 Harness Gazette	Rome, N. Y.	Monthly, 15th	10th prec.	10 x 7	3 1/2	133	40 00	35 00		1 00	2,000	2,500	No	No	
<b>HOSPITALS</b>															
127 Modern Hospital	Chicago, Ill.	Monthly, end of month	10th prec.	6 1/2 x 9 1/2	3 1/2	133	120 00	100 00		3 00		6,064	Yes	Yes	
128 Modern Hospital Year Book	Chicago, Ill.	Yearly, about Apr. 1st	Dec. prec.	6 1/2 x 9 1/2	3 1/2	133					11,000		Yes	Yes	
<b>IMPLEMENTS AND VEHICLES</b>															
129 Canadian Implement & Trade Power Farming	Toronto, Can.	Monthly, 25th	10th prec.	7 1/2 x 10	2 1/2	130	75 00	60 00		1 00		6,490	No	No	

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Name of Publication	Address	When Issued and Date	Ad. Forms Close	Type Size of Page (Inches)	Column Width (Ins.)	Half-Tone Screen Used	Page Rate One Time	12 Page Contract	24 Page Contract	Sub Price	Av. Net P'd. Yr. End 6. 30. 20	Total Circ.	Member Asso. Bus. Papers	Member of A. B. C.		
<b>IMPLEMENTS AND VEHICLES—Con</b>																
130	Farm Machinery—Farm Power.	St. Louis, Mo.	Monthly, 1st, 15th.	5 days prec.	7 1/2 x 10	2 1/2	133	\$95 00	\$82 50	\$12 50	\$1 00	6,975	7,451	Yes	No	
131	Hardware & Implement Journal	Dallas, Texas	Semi-monthly	8th and 22nd week prec.	7 1/2 x 10	2 1/2	120	40 00		1 00	7,250		No	No		
132	Implement & Tractor Age	Springfield, Ohio	Semi-monthly	5th and 20th 1st and 15th prec.	7 1/2 x 10 1/2	2 1/2	133	90 00	75 00	1 00	5,230	5,463	Yes	No		
133	Implement & Tractor Trade Journal	Kansas City, Mo.	Weekly, Sat.	Mon. prec.	7 1/2 x 10	2 1/2	120	90 00	81 75	70 00	2 00	7,000	7,500	Yes	No	
134	Power Farmer Dealer	St. Joseph, Mich.	Monthly, 15th	1st prec.	7 1/2 x 10	3 1/2	133	125 00	100 00	1 00	6,196	6,723	Yes	No		
135	Tractor & Gas Engine Review	Madison, Wis.	Monthly, 15th	1st prec.	6 7/8 x 10 3/8	2 1/2	110	175 00	130 00	5 00	30,682	32,000	No	Yes		
136	Farm Implement News	Chicago, Ill.	Weekly, Thurs	Week prec	7 1/2 x 10 1/2	2 1/2	133	100 00	84 00	75 00	2 00	7,508	8,189	Yes	No	
<b>INDUSTRIAL AND MANUFACTURING</b>																
137	Hendricks Comm. Register of U. S.	New York	Yearly, Nov. 1	July 30th	6 1/2 x 8	2	120	225 00	150 00		12 50		80,000	No	No	
138	Industrial Record	Dallas, Texas	Semi-monthly	1st and 15th	Week prec	7 1/2 x 10	2 1/2	120	41 00	41 00	2 00	5,000		No	No	
139	Kelly Directory	New York	Yearly	Dec. 31st	7 1/2 x 9	1 1/2	120	225 00	150 00		20 00			No	No	
141	Mill Supplies	Dallas, Texas	Monthly, 1st	20th prec.	7 1/2 x 11	3 1/2	133	60 00	40 00	1 00	4,000	4,500	No	No		
142	Pacific Coast Merchant	Chicago, Ill.	Monthly, 1st	20th prec.	7 1/2 x 10	3 1/2	130	81 00	67 10	1 00	2,210	3,101	Yes	No		
143	Pacific Coast Merchant	San Francisco, Cal.	Every other Sat	Pre. Sat	7 1/2 x 10 1/2	2 1/2 x 3 1/2	150	90 00		2 00			No	No		
143	Thomas Register	New York	Yearly, Jan	Nov. 1 prec.	10 x 7 1/2	2 1/2	120	350 00		15 00	12,600	12,700	No	Yes		
<b>IRON AND STEEL</b>																
144	Abrasive Industry	Cleveland, Ohio	Monthly	13 days prec.	7 x 10	3 3/8	110	160 00	100 00		2 00		10,000		No	
145	The American Metal Market & Daily Iron & Steel Report	New York	Daily except Sat	12 o'clock same day	15 1/2 x 10	2 1/2					12 00	6,152		No	No	
146	Daily Iron Trade & Metal Market Report	Cleveland, Ohio	Daily, except Sat., Sun. and Holidays.	24 hrs. prec.	16 1/2 x 20 1/4	2 1/4	85				12 00	5,031	5,445	Yes	Yes	
147	Daily Metal Reporter	New York	Daily, except Sun., Mon. and Holidays.	1 p. m. d. b.	13 1/2 x 20 1/2	2 1/4	100				10 00				Yes	
148	Daily Mill Stroke Reporter	New York	Daily, except Sun., Mon. and Holidays.	1 p. m. daily	13 1/2 x 20 1/2	2 1/4	100				6 00	15,422	15,113	No	No	
149	Iron Age	New York	Weekly, Thurs	8 days prec.	6 1/2 x 11	1 1/2	120	108 00	96 00	80 00	6 00	15,422	10,000	Yes	Yes	
150	Iron Age Catalogue of American Exports	New York	Yearly	10th	10 x 7	3 1/2 x 10	150	50 00		35 00		10,000	2,500	No	No	
151	Iron & Steel	Quebec, Canada	Monthly	15 days prec.	7 x 10	3 1/2					5 00			Yes	Yes	
152	Iron & Trade Review	Cleveland, Ohio	Weekly, Thurs	15 days prec.	7 x 10	3 3/8	110	120 00		80 00	5 00	11,075	12,692	Yes	Yes	
153	Metal Trade	San Francisco, Cal.	Monthly, 1st	1 wk. prec.	7 x 10	3 3/8	133	60 00	40 00	1 00	1,185	1,378	No	No		
154	Raw Material	New York	Monthly, 20th	14th prec.	7 x 10	3 1/2	133	100 00	75 00	3 00	1,500	4,000	No	No		
155	The Welding Engineer	Chicago, Ill.	Monthly, 17th	15th prec.	7 x 10	3 1/2	150	85 00	70 00	3 00		4,600		Yes	Yes	
<b>JEWELRY</b>																
156	Jewelers Circular	New York	Weekly, Wed.	Pre. Fri.	7 1/2 x 10	3 1/2	133	100 00	75 00	65 00	4 00	9,309	10,000	No	No	
157	Keystone Magazine of Optometry	Philadelphia, Pa.	Monthly, 10th	5th of mth prec.	5 1/2 x 8 1/2	2 1/2	133	50 00	40 00	2 00		6,300		No	No	
158	The Keystone	Philadelphia, Pa.	Monthly, 1st	22nd prec.	7 1/2 x 10	3 1/2	133	90 00	75 00	3 00		10,200		Yes	Yes	
159	Manufacturing Jeweler	Providence, R. I.	Weekly, Thurs	Day of issue	10 x 7 1/2	3 1/2	130	40 00	35 00	32 50	1 50	5,000	6,000	No	No	
160	The National Jeweler	Chicago, Ill.	Monthly, 1st	25th prec.	7 x 10	3 1/2	150	90 00	72 00	1 50	10,320	10,925	No	No		
161	Northwestern Jeweler	Albert Lea, Minn.	Monthly, 5th	26th of mo. prec.	7 1/2 x 10	3 1/2	133	36 00	30 00	1 00	3,860	3,120	Yes	No		
<b>LAUNDRING</b>																
162	Nat'l Laundry Journal	Chicago, Ill.	Semi-monthly	15 days prec.	8 1/2 x 10 1/2	4	133	60 00	54 00	2 00	3,440	3,843	No	No		
163	Starchem Laundry Journal	Cincinnati, Ohio	Monthly, 15th	1st prec.	8 1/2 x 10 1/2	4 1/2	133	75 00	65 00	3 00	3,607	6,304	Yes	No		
<b>LUMBER</b>																
164	American Lumberman	Chicago, Ill.	Weekly, Sat.	Tues. prec.	7 1/2 x 10 1/2	2 1/2	120			4 00	11,223	12,659	No	No		
165	Lumber, Mfgs. Edition	St. Louis, Mo.	Weekly, Mon.	Wed. prec.	7 x 10	2 1/2	120	100 00	85 00	65 00	4 00	2,820	3,007	Yes	Yes	
166	Lumber, Dealers Edition	St. Louis, Mo.	Weekly, Mon.	Wed. prec.	7 x 10	2 1/2	120	100 00	85 00	65 00	4 00	2,787	2,728	No	No	
167	Lumberman's Review	New York	Semi-monthly	8 days prec.	9 x 12 1/2	2 1/2	130	100 00	50 00	2 00				No	No	
168	N. Y. Lumber Trade Journal	New York	Weekly, Mon.	1st-13th	10th-25th	7 1/2 x 10 1/2	6 1/2	133	60 00	450 00	3 00	2,609	2,625	No	No	
169	Retail Lumberman	Kansas City, Mo.	Semi-monthly	1st-15th	10th-25th	7 1/2 x 10 1/2	2 1/2	120	65 00	55 00	1 00	5,047	5,816	Yes	Yes	
170	East Coast Lumberman	Seattle, Wash.	Semi-monthly	1st-15th	5th-20th	9 x 12	2 1/2	120	75 00	70 00	3 00	4,019		No	No	
<b>MACHINERY</b>																
171	Amer. Machinist	New York	Weekly, Thurs	12 days prec.	7 x 10	3 1/8	100	150 00		100 00	5 00	22,703	24,063	Yes	Yes	
172	Canadian Mach.	Toronto, Canada	Weekly, Thurs	Mon. prec.	7 1/2 x 10	3 1/8	120	65 00		40 00	4 00	2,230	3,602	No	No	
173	Machinery	New York	Mon., 1st	10th month prec.	7 1/2 x 10	3 1/2	120	172 00	118 00		3 00	23,767	25,868	No	Yes	
174	Can. Ry. & Marine World	Toronto, Canada	1st of month	10th of mth prec.	7 1/2 x 10	2 1/4	130	78 00	60 00	2 00	2,258	2,624	Yes	Yes		
<b>MARINE</b>																
175	Marine Eng.	New York	1st of month	15th of prec.	7 1/2 x 10 1/2	3 1/2	133	200 00	110 00	100 00	3 00	7,809	8,832	Yes	Yes	
176	Marine Review	Cleveland, Ohio	Monthly, 20th	15th of prec.	7 x 10	3 1/2	110	120 00	80 00		2 00	4,270	6,300	Yes	Yes	
177	Nautical Gazette	New York	Weekly, Sat.	Tuesday	10 1/2 x 7 1/2	2 1/2	120	120 00	108 00	108 00	4 00		3,000		Yes	Yes
178	Ry. & Marine News	Seattle, Wash.	1st of Month	20th of mo.	6 1/2 x 10	3 1/4	133	85 00	65 00	2 00	2,850	3,610	No	No		
<b>MILLING AND GRAIN</b>																
179	Amer. El. & Grain Trade	Chicago, Ill.	Mon., 15th	5th of mo.	9 x 12	2 1/2	133	60 00	55 00	1 00	5,000	6,600	No	No		
180	American Miller	Chicago, Ill.	Mon., 1st	20th prec.	9 x 13	2 1/2	150	110 00	93 50	2 00	7,312	8,900	No	No		
<b>MILLINERY</b>																
181*	American Milliner	New York	Mon. about 10th	1st-5th	7 1/2 x 10	3 1/2	133	60 00		3 00		3,000		No	No	
182*	Grain Dealers Journal	Chicago, Ill.	Semi-monthly	8th-24rd, 3rd of mo.	7 x 10	2 1/2	133	82 50	70 00	1 00	5,721	6,520	Yes	No		
183*	National Miller	Chicago, Ill.	Mon., on 10th	3rd of mo.	7 x 10	3 1/2	123	80 00		2 00	5,200	5,200	No	No		
<b>MINING</b>																
184	Canada Mining Journal	Quebec, Canada	Weekly, Wed.	7 x 10	3 1/2		40 50			30 00		2,489		No	No	
185	Salt Lake Min. Review	Salt Lake City, Utah	Semi-monthly	1 wk. ahead	7 1/2 x 10 1/2	3 1/2	133	30 00		2 50	1,577	1,750	No	No		
186	Eng. & Mining Journal	New York	Weekly, Sat.	10 days prec.	7 x 10	3 1/2	120	150 00		100 00	5 00	9,297	9,312	No	No	
187	Mining & Scientific Press	San Francisco, Cal.	Weekly, Sat.	10 days prec.	7 x 10	3 1/2	133	75 00		45 00	4 00	6,098	6,740	Yes	Yes	

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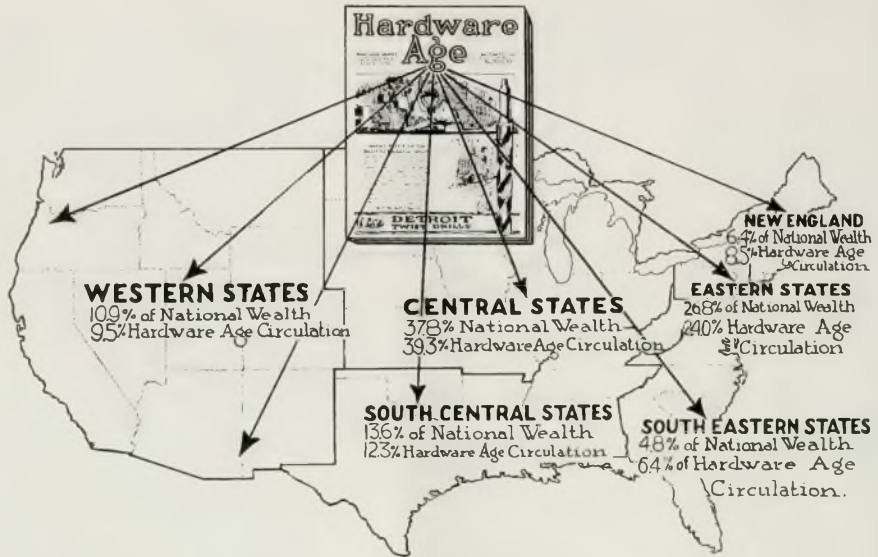
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<b>MISCELLANEOUS</b>														
1 American Freedman's ...	Chicago, Ill.	Mo., 15th.	5th of mo.	7 x 10	3 1/2	120	\$60 00	\$50 00		81 00		3,100		
2 Assn. of Commerce News Bulletin	New Orleans, La.	Weekly, Mon	Friday	10 x 7 1/2	2 1/2		60 00	56 00	40 00	50	5,000	5,500	No	No
3 Canadian Bookman	Quebec, Canada	Quarterly, 1st		7 x 10	3 1/2		50 00					1,750		
4 Canadian Fisherman	Quebec, Canada	25th of month		7 x 10	3 1/2		50 00		37 50		3,055			
5 Collier's Magazine	Chicago, Ill.	20th pre		8 1/2 x 12	3 1/2	133	225 00			4 00	11,000	13,000	Yes	Yes
6 Fertilizer Green Book	Chicago, Ill.	15th of month		4 1/2 x 7 1/4	2 1/2	133	60 00	40 00			4,000	4,000	Yes	Yes
7 Journal of Commerce	Quebec, Canada	Weekly, Tues		9 x 12	2 1/2		120 00		80 00			3,175		
8 Merchants Record & Show Window	Chicago, Ill.	25th pre		6 1/2 x 9 1/2	3 1/2	133	90 00	75 00		3 00	6,000	6,700	No	No
9 Nations Business	Washington, D. C.	Monthly, 10th		10 1/2 x 7 1/2	3 1/2	120	600 00	600 00			75,013			
10 New West Trade	Spokane, Wash	Weekly, Sat.	Wed	11 1/2 x 17 1/2	2 1/2	133	56 06	51 75	51 75	2 00	2,200	2,500	No	No
11 Optical Journal & Review	New York	Weekly, Thurs	Pre. Mon	8 1/2 x 11 1/2	2 1/2	133	55 00	45 00	35 00	1 00	7,825	8,000	No	No
12 The Price Current	Wichita, Kans.	Saturdays		9 x 12	2 1/2		36 00	32 00	24 00	2 00	3,432	3,500	No	No
13 Public Works	New York	Weekly, Sat.	Tuesday	7 x 10	3 1/2	133	96 00			3 00	4,514	5,015	No	No
14 Road Maker, Excavator and Grader	Chicago, Ill.	1st of month	10th pre	7 x 10	3 1/2	150	150 00	130 00		1 00		6,000	No	No
15 Variety Gode's Magazine	Cincinnati, Ohio	5th of month	25th pre	7 1/2 x 10 1/2	2 1/2	150	65 00	50 00		2 00	5,872		No	No
<b>MOTOR BOATS</b>														
16 Aviation News	Toronto, Canada	25th of month	10th pre	7 1/2 x 9 1/2	3 1/2	133	60 00			1 00				
17 Canadian Motor Boat	Toronto, Canada	25th of month	10th pre	7 1/2 x 9 1/2	3 1/2	133	60 00			48 00	1 00			
18 Motor Boat	New York	semi-monthly												
19 Open Exhaust	La Crosse, Wis.	Monthly, 10th	15th pre	7 1/2 x 10	3 1/2	133	120 00	110 00		2 00	12,134	13,666	No	Yes
20 Pacific Motor Boat	Seattle, Wash.	Monthly, 5th	1st ...	7 x 10	3 1/2		60 00	45 00		1 00	7,200	7,500	No	No
21 Power Boat	Cleveland, Ohio	25th of month	20th pre	7 x 10	3 1/2	133	100 00	75 00		2 00	7,500	8,025	Yes	Yes
22			10th pre	7 x 10	3 1/2	110	144 00	100 00		1 00	14,150	15,167	Yes	Yes
<b>MOVING PICTURES</b>														
23 Motion Picture News	New York	Weekly, Fri.	Tues. night	8 x 10 1/2	2 1/2	120	125 00		110 00	2 00	10,460	11,425		
<b>MUSICAL</b>														
24 Musical Courier Extra	New York	Saturday	Tuesday	9 1/2 x 14	3 1/2	133	100 00			1 00				
25 Musical Courier	New York	Thursday	Tuesday	9 1/2 x 14	3 1/2	133	100 00			3 00				
26 Music Trades Review	New York	Saturday	7 days prev.	8 1/2 x 12 1/2	2 1/2	133	150 00	120 00		2 00			No	No
27 Phonograph & Talking Mach. Weekly	New York	Wednesday	Saturday	9 x 12	2 1/2	120	100 00		2800 00	2 00	9,774	10,075	No	No
28 Talking Machine World	New York	15th	5th ...	8 1/2 x 12 1/2	2 1/2	133	150 00	120 00		2 00	9,745	10,200	No	No
<b>OILS</b>														
29 Lubrication World	Chicago, Ill.	1st ...	10 pre ...	7 x 10	3 1/2	150	150 00	110 00		2 00		42,036	No	No
30 Natl. Petroleum News	Cleveland, Ohio	Wednesday	1 wk ...	7 x 10	3 1/2	110	180 00		100 00	3 00	4,907		No	Yes
31 Petroleum Magazine	Chicago, Ill.	Monday, 1st	20th pre ...	7 x 10	3 1/2	133	90 00	60 00		3 00	2,927	3,484	No	Yes
<b>PAINTS</b>														
32 Amer. Paint Journal	St. Louis, Mo.	Weekly, Mon	Thurs pre	7 1/2 x 10 1/2	2 1/2	100	40 00		25 00	2 00	1,700		No	No
33 Amer. Paint & Oil Dealer	St. Louis, Mo.	Monthly	15th pre ...	7 x 10	3 1/2	100	125 00			3 75	10,325		Yes	No
<b>PAPER</b>														
34 Paper Trade Journal	New York	Weekly, Thurs	Mon. pre	7 x 9 1/2	3 1/2	133	60 00	40 00	28 00	54 vt	4,482	4,767	No	Yes
35 Pulp & Paper Magazine	Quebec, Canada	Weekly, Thurs		7 x 10	3 1/2		49 50		30 00		2,428			
<b>PHOTOGRAPHY</b>														
36 Abel's Photographic Weekly	Cleveland, Ohio	Weekly, Sat.	Mon. pre	5 1/2 x 8	2 1/2	150	30 00			2 50	2,600	2,700	No	No
37 The Camera	Philadelphia, Pa.	26th ...	1st pre	5 1/2 x 8	2 1/2	150	70 00		60 00	2 50	5,361	5,448	No	No
38 Bulletin of Photography	Philadelphia, Pa.	Wednesdays	1st wk pre	5 1/2 x 8	2 1/2	150	32 50		28 00	2 00	1,936	2,051	No	No
39 Photo Era—Amer. Journal of Photo	Boston, Mass.	last wk ...	10th pre	5 1/2 x 8	2 1/2	100	60 00			2 50	6,000		No	No
<b>PLUMBING</b>														
40 Metal Worker, Plumber & Steamfitter	New York	Fridays	1st wk pre	7 x 10	3 1/2	120	115 00	102 00	75 00	3 00	6,196	7,296	Yes	Yes
<b>POWER</b>														
41 Power	New York	Tuesdays	10 days pre	7 x 10	3 1/2	120	175 00	155 00	130 00	3 00	30,941	32,111	Yes	Yes
42 Power House	Toronto, Canada	Semi-monthly												
43		30th-15th	pre ...	7 1/2 x 10	3 1/2	120	75 00	50 00		2 00				
44		1st ...	12 days pre	7 x 10	3 1/2	133				1 50	22,644	21,716	Yes	Yes
45		1st ...	12th pre	7 1/2 x 10	3 1/2	120				1 50	19,288	20,110	Yes	Yes
<b>PRINTING</b>														
46 Inland Printer	Chicago, Ill.	1st Mon.	15th pre	6 1/2 x 10	3 1/2	150	100 00	90 00		4 00	11,012	11,695	Yes	Yes
47 Pacific Printer & Publisher	San Francisco	15th	5th pre	6 1/2 x 10	3 1/2	150	100 00	48 00		3 00	4,000	4,100	No	No
48 Printing	New York	Saturdays	Tuesdays	6 1/2 x 9 1/2	3 1/2	120	40 00	30 00	30 00	2 00	4,000	4,100	No	No
49 Printer & Publisher	Toronto	Monthly	1st Monday	6 1/2 x 10	3 1/2	115	60 00	40 00		3 00	950	1,400		
<b>RAILROADS</b>														
50 Elec. Ry. Journal	New York	Saturdays	10 days pre	10 x 7	3 1/2	120	120 00		75 00	4 00	6,312	7,092	Yes	Yes
51 MacRae's Blue Book	Chicago	June 1st	Mar 1	7 1/2 x 10	3 1/2	150	375 00			10 00		13,000	No	No
52 Pocket List of R. R. Officials	New York	20th pre	1st wk	5 x 3 3/4	3 1/2	110	225 00			5 00	18,339	16,921	No	No
53 Railroad Herald	Atlanta, Ga.	3rd mon	7th mon	7 x 10	3 1/2	153	70 00	720 00		1 00	5,803	6,282	No	No
54 Railway Age	New York	Wk Friday	Sat. pre	7 1/2 x 10 1/2	3 1/2	133	200 00	130 00	100 00	5 00	9,280	9,883	Yes	Yes
55 Railway Elec. Eng.	New York	Monthly, 2nd	1st wk	7 1/2 x 10 1/2	3 1/2	133	125 00	75 00		2 00	2,678	2,880	Yes	Yes
56 Ry. Mech. Eng.	New York	Thurs. of mo	20 pre	7 1/2 x 10 1/2	3 1/2	133	200 00	100 00		2 00	11,410	12,237	Yes	Yes
57 Ry. Signal Eng.	Chicago, Ill.	1st Thurs mon		7 1/2 x 10 1/2	3 1/2	133	125 00	75 00		2 00	5,113	5,398	Yes	Yes
58 Ry. Maintenance Ex.	Chicago, Ill.	Last Thurs mon	20th pre	7 1/2 x 10 1/2	3 1/2	133	125 00	75 00		2 00	7,411	7,766	Yes	Yes
<b>RUBBER</b>														
59 Rubber Age	New York	10th-25th	5th-20th	7 1/2 x 10 1/2	3 1/2	133	75 00	65 00		2 00	2,348	3,478	Yes	Yes
<b>SHOES &amp; LEATHER</b>														
60 American Review of Shoes & Leather	Philadelphia, Pa.	20th of mo	15th pre	7 1/2 x 10	3 1/2		85 00	75 00	75 00			5,250		
61 American Shoe & Leather Exporter	Boston	Mon., 15th	10th pre	9 1/2 x 7	3 1/2	133	80 00	75 00		3 00	3,062	3,484	No	No
62 American Shoemaker	Boston	Monday	7th pre	6 1/2 x 10	3 1/2	110	225 00	45 00	40 00	3 00	11,170	12,281	Yes	Yes
63 Book & Shoe Recorder	Boston	Saturdays	Wed	7 x 9 1/2	3 1/2	133	150 00		80 00	5 00	2,650		No	No
64 Footwear in Canada	Toronto, Canada	10th of mo	4th of mo	7 1/2 x 10	3 1/2	133				1 00	2,600		Yes	Yes
65 Hide & Leather	Chicago, Ill.	Saturdays	Thurs pre	7 x 10	3 1/2	110	110 00	90 00		5 00	5,899	6,574	Yes	Yes
66 Leather Mfr.	Boston	10th of mo	5th of mo	6 1/2 x 9 1/2	3 1/2	133	40 00	25 00		3 00	6,000	5,000	Yes	Yes
67 Shoe & Leather Reporter	Boston	1 wk pre	9 1/2 x 6 1/2	3 1/2	133	85 00	55 00	55 00		8 00	3,954	5,004	Yes	Yes
68 Shoe Repairer & Dealer	Boston	1st-15th	2nd-7th	7 x 10	3 1/2	133	65 00	50 00		1 50	3,708		Yes	Yes
69 Shoe Retailer	Boston	Saturdays	Wednesdays	9 1/2 x 6 1/2	3 1/2	100	100 00		60 00	3 00	7,478	8,478	Yes	Yes
70 Shoe Topics	Boston	Fridays	Wednesdays	6 1/2 x 9 1/2	3 1/2	120	55 00	43 00	37 00	2 00	3,250	3,600	Yes	Yes
<b>STATIONERY</b>														
71 Amer. Stationer & Office Outfitter	New York	Saturdays	Tuesdays	7 x 10	3 1/2	133	50 00	31 00	28 00	2 00	1,624	4,523	No	No
72 Bookseller & Stationer & Office Equipment Journal	Toronto, Canada	1st month	20th	6 1/2 x 10	3 1/2	133	45 00	30 00		2 00		1,250	Yes	No



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<b>STONE</b>															
255 Granite, Marble & Bronze	Boston	1st of mo.	20th.	6 1/2 x 9 1/4	3 1/2	150	\$60.00	\$30.00		\$3.00	3,000	3,000	No	No	
259 Monumental News	Chicago, Ill.	1st of mo.	15th.	7 1/2 x 10 1/8	2 1/2	133	65.00	60.00	60.00	3.00		3,500	No	No	
260 Pit and Quarry	Chicago, Ill.	1st of mo.	20th pre.	7 1/2 x 10 1/2	2 1/2	133	75.00	60.00		2.00		6,987	No	Yes	
<b>TELEPHONE AND TELEGRAPH</b>															
261 Telephony	Chicago, Ill.	Saturdays	Tuesdays	7 x 10	3 1/2	133	70.00	64.00	60.00	3.00	4,800	5,150	No	No	
<b>TEXTILES</b>															
262 American Hatter	New York	1st month	18th pre.	7 x 10	2 1/2	120	150.00	75.00		4.00		5,000	Yes	No	
263 Canadian Text Journal	Quebec, Canada	Semi-monthly		7 x 10	3 1/2		35.00	25.00				2,886			
264 Clothier & Furnisher	New York	1st month	25th.	7 1/2 x 10	1 1/2	133	100.00	60.00	50.00	2.00	3,922	4,657	Yes	Yes	
265 Clothing Trade Journ.	New York	10th of mo.	26th pre.	10 x 6 1/4			90.00	70.00	67.20	6.00	3,000	5,000	No	No	
266 Cotton	Atlanta, Ga.	10th of mo.	24th pre.	7 1/2 x 10	3 1/2	120	85.00	70.00		1.00	4,834	6,010	Yes	Yes	
267 Fibre & Fabric	Boston	Saturdays	9 x 12	2 1/2	120	75.00	65.00	60.00	2.00	3,120	4,018	No	No		
268 Mill News	Charlotte, N. C.	Thursdays	7 x 10	3 1/2	120	49.40	46.80	36.40	2.00	5,521	5,989	No	Yes		
269 Nugents Garment Weekly	New York	Saturdays	8 days pre.	7 x 10	2 1/2	133	100.00	100.00	100.00	6.00	8,115	9,279	Yes	Yes	
270 Sweater News	New York	1st of mo.	15th pre.	7 1/2 x 10	2 1/2	150				3.00		4,327	4,620	No	No
271 Textiles	Boston	10th of mo.	20th pre.	7 1/2 x 10	3 1/2	120	60.00	50.00		3.00		4,620	No	No	
272 Textile World Journal	New York	Saturdays	10 days	9 x 11 1/2	2 1/2	120	100.00	84.00	67.20	4.00	8,477	9,394	Yes	Yes	
273 Underwear & Hosiery Review	New York	1st of mo.	15th pre.	7 1/2 x 10	2 1/2	150				3.00			No	No	
274 Women's Wear	New York	Daily	2 days pre.	16 1/2 x 10 1/2	2 1/2	65				6.00	18,163	19,009	Yes	Yes	
275 Women's Wear	Toronto, Canada	1st of mo.	20th pre.	6 1/2 x 10	2 1/2		65.00	50.00		3.00	1,521	1,726	No	No	
<b>TOBACCO</b>															
276 U. S. Tobacco Journal	New York	Saturdays	Thursdays	9 x 12	2 1/2	120	100.00		2800.00	4.00	11,861	12,161	No	No	
<b>UNCLASSIFIED</b>															
277 American Fertilizer	Philadelphia, Pa.	25th of mo.	15th pre.	7 1/2 x 10	3 1/2	133	70.00			3.00	2,016	2,432	Yes	Yes	
278 American Performer & Essential Oil Review	New York	20th of mo.	15th pre.	6 1/2 x 9 1/4	3 1/2	133	75.00	50.00		2.00		2,500			
279 American School Board Journal	Milwaukee, Wis.	1st of mo.	15th pre.	8 1/2 x 12	3 1/2	133	104.00	86.00		3.00	10,675	11,152	Yes	Yes	
280 Compressed Air Magazine	New York	1st of mo.	15th pre.	10 x 7	2 1/2	150	75.00	60.00		3.00	15,800	16,120	No	No	
281 Industrial Arts Magazine	Milwaukee, Wis.	20th of mo.	5th pre.	7 x 10	3 1/2	133	84.00	60.00		2.00	5,881	5,748	Yes	Yes	
282 Public Service	Chicago, Ill.	1st of mo.	10 days pre.	7 x 10	3 1/2	120	60.00	48.00		2.00	5,938	5,880	No	No	
283 Purchasing Agent	New York	25th pre.	7 x 10	3 1/2	133	80.00	55.00			2.00	4,797	5,370	No	Yes	
284 Sewing Machine Times	New York	20th of mo.	10th pre.	8 1/2 x 10 1/2	2 1/2	90				1.00		2,500			
285 Sugar	New York	5th of mo.	25th pre.	7 1/2 x 10	3 1/2	133	70.00	50.00		2.00					
286 Waste Trade Journal	New York	Saturdays	Thursdays	9 x 12 1/2	2 1/2	100	100.00		3000.00	4.00			No	No	
<b>WOODWORKING</b>															
287 Woodworking Machine List	Chicago, Ill.	10th of mo.	30th.	3 x 5 1/4	3	150	27.50	22.00					No	No	
288 Woodworkers Record	Chicago, Ill.	1st of mo.	15th pre.	5 1/2 x 3 1/4	3 1/4	110						12,496		No	
289 Woodworker	Indianapolis, Ind.	15th of mo.	5th pre.	7 1/2 x 10	3 1/2	120	70.00			2.00	7,075	8,591	Yes	Yes	
<b>RECEIVED TOO LATE FOR CLASSIFICATION</b>															
290 Agrimator	Chicago, Ill.	15th of mo.	10th of mo.	7 1/2 x 10 1/2	3 1/2	133	150.00	100.00		7.50					
291 Automobile Dealer & Repairer	New York	25th of mo.	1st of mo.	10 x 7 1/2	2 1/2	120	180.00	150.00	150.00	3.00					
292 Automobile Journal	Pawtucket, R. I.	10th of mo.	5th of mo.	7 1/2 x 10	3 1/2	120	100.00	85.00		1.50	14,854	15,733	Yes	Yes	
293 Motor Truck	Pawtucket, R. I.	15th of mo.	10th of mo.	7 1/2 x 10	3 1/2	120	100.00	85.00		2.00	4,857	5,516	Yes	Yes	
294 Beverage News	New York	15th of mo.	10th of mo.	7 x 10	2 1/2	120	150.00	123.00	100.00	3.00	11,738	12,597	Yes	Yes	
295 Coal Age	New York	25th of mo.	2 wks. prev.	7 1/2 x 10	3 1/2	120	150.00	144.00	135.00	2.00	10,743	12,256	Yes	Yes	
296 Combustion	475 Tenth Avenue, Chicago, Ill.	20th of mo.	5th of mo.	7 x 10 1/2	3 1/2	150	80.00	60.00		2.00	11,750	2,400	No	No	
297 Electric Traction	Chicago, Ill.	15th of mo.	10th of mo.	7 x 10 1/2	3 1/2	120	98.00	69.00		1.50	8,800	3,500	No	No	
298 Electrical Merchant	New York	10th of mo.	1st of mo.	10 x 7	3 1/2	120	200.00	150.00		2.00	10,743	12,256	No	Yes	
299 Electrical World	New York	Saturdays	3 wks. prev.	7 1/2 x 10	3 1/2	120	175.00	144.00	135.00	3.00	21,422	24,500	Yes	Yes	
300 Engineering & Mining Journal	New York	Saturdays	2 wks. prev.	7 x 10	3 1/2	120	150.00	120.00	100.00	5.00	19,774	10,593	Yes	Yes	
301 Engineering News Record	New York	Thursdays	1 wks. prev.	7 x 10	3 1/2	120	170.00	155.00	125.00	5.00	31,613	33,147	Yes	Yes	
302 Hardware World	St. Louis, Mo.	1st of mo.	15th pre.	6 x 9	3	133	60.00	54.00			9,000				
303 Hardware Record	Chicago, Ill.	Saturdays	7 x 10	2 1/2											
304 Improvement Bulletin	Minneapolis, Minn.	Saturdays	Monday	7 x 10	3 1/2	120	50.00	45.00	40.00	5.00	2,250	2,500	No	No	
305 Industrial Management	New York	25th of mo.	15th of mo.	7 x 10	3 1/2	120	200.00	150.00		3.00	16,618	17,171	No	No	
306 Ingenieria Internacional	New York	Monthly		7 x 10	3 1/2	120	200.00	200.00		5.00		15,000			
307 The American Machine & Tool Record	Cincinnati, Ohio	25th of mo.	10th of mo.	7 1/2 x 6	3 1/2	100 to 120	0.00	0.00		1.00 foreign 1.50	12,123	16,000	No	No	

### Fairbanks-Morse Sales increase

Net sales made by Fairbanks, Morse & Co., for the six months ending June 30, were \$16,966,027, an increase of \$4,447,900 over the corresponding period in 1919.

Net profits for the six months after charges and Federal taxes, were \$2,079,182, equivalent, after deducting preferred stock dividends, to \$652 a share on the 309,558 shares of no par value common stock. Net profits in the first half of the preceding year were \$1,593,835, an increase of \$485,346. The company set aside \$31,533 for the pension fund. Surplus at the end of the period was \$1,244,472, decrease of \$34,248.

### Advertises to Justify Middlemen

The Boston Fruit and Produce Exchange has begun a novel campaign to enlighten the public as to the conditions existing in the production and distribution of foods and to justify the existence of the middleman in the distribution of perishable merchandise. The advertisements bring out the fact that the overhead expenses of the business are very heavy and emphasize the point that were it not for

the middleman's functions the city would starve.

### Yale & Towne to Make Trucks

With the news that the Yale & Towne Mfg. Co., Stamford, Conn., has bought the industrial electric-truck division of the C. W. Hunt Company, Staten Island, N. Y., together with its tools and patterns, comes word that the new owners will install new machinery in its plant preparatory to manufacturing trucks of the Hunt type. The Yale Company already manufactures electric hoists, and the new line, therefore, will enable it to provide for the transfer of heavy loads either horizontally or vertically.

### Sell Columbia Graphophones by Mail

Arrangements have been completed by the Columbia Graphophone Company, whereby its products will be sold direct by mail by the National Cloak & Suit Co. of New York. Announcement of the taking on of the Columbia line will be made in the fall and winter catalogue of the cloak and suit concern. Three million copies of the book will be issued on September 1, and 25 pages will be devoted to Columbia Gramofones, records and acces-

sories. This, it is said, will be the first time that a nationally advertised phonograph has been sold by a mail order house.

### Endicott-Johnson Saics Grow

Net sales made by the Endicott-Johnson Corporation for the period from January 1 to July 3 amounted to \$8,677,401, and the total income was \$6,536,300. Net profits, after Federal taxes and charges, including \$2,865,506 for adjustment of inventories, were 2,075,623. The surplus after preferred and common dividends totaling \$1,307,450, was \$768,373. Nearly \$750,000 was set aside for the profit-sharing fund, while allowance of \$411,507 was made for Federal taxes.

### More About American Luxuries

"Americans spend eight billions annually for luxuries," states the Woman's Division of the Department of Justice in a report just issued. "They pay out \$7 a week or \$34.8 a year per family for things that could be dispensed with." Tobacco, candy, auto, ice cream, soda water, chewing gum, perfume and face powder constitute the major portion of these.

# Advertising in the Class, Trade and Technical Papers

The Increasing Importance of This Branch of Advertising Mediums Commands Earnest Attention

By AINSLIE A. GRAY

A. A. Gray & Company, Chicago

MAN is generally conceded three score years and ten as his allotted span of life. Some have gone over that; more have fallen by the wayside before reaching the age limit.

Figuring that it takes the first score of years to accomplish much

in the way of education and half a score more for the average man to be on the way to achievement, leaves us a scant two-score in which to make good on what we have wrought and gained in the meantime.

When a man devotes nearly half

of his latter two-score of the allotted span to a business he ought to know something about it. I consider it my good fortune to have been intimately associated for such a time with every detail of the publication of the class, trade and technical journal—mechanical, editorial, circulation, advertising, business and accounting departments. Not only with the publication which gave first opportunity to my early ambition in a journalistic way. Combinations and consolidations brought me in touch with the work of other men, and through association with publishers of the class, trade and technical publications in fellow-craft assembled, I believe I have come to have an unusual knowledge of their ideals and their work.

When I was of them, I was their champion and I am proud of the honor they have done me on several occasions. Now, that I am on the outside, looking in, weighing them in the balance, as it were, I am happy, indeed, that I need not be ashamed of my family—I can still speak for them anywhere and put them on the schedule with good conscience and strict accountability to my clients.

In inviting me to prepare this paper, the editors asked for "something that would be interesting to readers and users of these papers."

So we will take the assignment, and try to say something that, while quite general, will at the same time be interesting.

First of all, in order to be brief, we will assume that no definition of "class, trade and technical papers" will be necessary. Second, we will call them all "business papers"—the title is descriptive only.

#### POPULARITY RECENT

Business papers have not had an easy way. They have rarely been the medium of "big" advertising in any event, not so until recently. They have not been "popular." Let me qualify that. To certain serious students of every profession, calling and vocation, they have been the bread of life, but to the general public they have meant but little. Their devotion to their fields, and they certainly stick to the last, has necessarily restricted circulation.

## ART. FRANCIS

JOINS

### HOUSE FURNISHING REVIEW

With keen appreciation of the advances ELECTRICITY is making to lessen the drudgery of the household and the need for constant expert advice and service to our Electric Houseware Manufacturers, the

### HOUSE FURNISHING REVIEW

has added to its business staff

**Mr. Arthur E. Francis**

formerly of

"Electrical Record"

Mr. Francis will assume charge on August 2nd of the Eastern Business Department of the "House Furnishing Review," and with a record of 20 years in advertising and sales promotion, he comes to our friends well qualified to fulfill their every need in sales promotion.

**HOUSE FURNISHING REVIEW**  
**252 BROADWAY NEW YORK**

Now in its 29th year

CHICAGO

BOSTON

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# A Simple Way to Cut the Cost of Traveling Salesmen

The salesmen who are compelled to fertilize, plow, sow, harrow and cultivate their fields, can not compete with the salesmen who spend the bulk of their time harvesting.

To keep a good salesman on the road today, costs more than ever before, and to deprive him of the advantage of Business Paper advertising is equivalent to demanding that he walk from city to city to save carfare. It's a net loss in either case.

There is a Business Paper in each field of trade and industry which can do the preparatory work of cultivation more quickly, and at less cost than salesmen, thus multiplying the efficiency of the salesmen by permitting them to confine their efforts to harvesting.

There is no guesswork or theory about this—thousands of concerns are daily demonstrating its truth.

Business Paper advertising calls on the real buyers in your field and **your field only**. It is assured of an audience because it is contained in a paper edited wholly in the buyer's interest, which he needs, wants and pays for.

You who have discovered the benefits of specialization in production and in personal selling, need no argument to appreciate the opportunity for Specialized Advertising afforded by Business Papers.

#### What "A B P" Means to Advertisers

Only papers subscribing to the A B P Standards of Practice are admitted to membership. These standards are unsurpassed in any field and cover every department of publishing in addition to certified circulation.

#### A National Information Bureau

Furnishing accurate data on papers, fields covered and general advertising counsel. No interest in sale of space. Sole purpose to help assure results. No charge or obligation. Your inquiries welcome.

## THE ASSOCIATED BUSINESS PAPERS, Inc.

*The National Association of  
Trade and Technical Papers*

Headquarters, 220 W. 42d Street, New York

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Almost every calling is so well represented by its special publications that an advertising appropriation must be considerably larger than ultimate returns may indicate it ought to be, to cover them all, or, if all are used out of a thus limited appropriation the space in each is reduced to ineffectiveness so far as domination of any particular classification is concerned. This inevitably means that there isn't enough (advertising, not publications) to go around. It means over-saturation of the field, so far as subscribers are concerned. It means low rates, con-

stant strivings to perfection out of inadequate resources, and domination by a few more resourceful and aggressive ones, with a trail of weak and weaker ones, all serving a purpose, all subscribed to, more or less, all hoping that out of developing industry and enlarged opportunity success may finally crown the work of a lifetime.

I believe that I can say truthfully, that, by and large, a bigger proportion of every dollar spent for advertising in business papers, in the very nature of the business, goes back into the preparation of the paper

than any but those who have stood the gaff, gone the distance and carried the weight, can possibly realize.

And now, when advertising is coming into its own in a way that heartens all those who have striven mightily to make this calling, advertising, the whetstone of ambition, business papers are participating as they should.

There has been a lot of talk about lack of appreciation—lack of interest upon the part of professional advertising men—of the value of the business paper. Happily, this is passing. Whatever merit the contention may have had, it has not prevented the growth in influence of the professional advertising man and he has prospered tremendously even if he has not been willing to play what many have thought was his one best bet—the business papers. So there may have been something more behind his reluctance to becoming converted than the scheme of compensation.

I believe we are over the worst of that phase of business paper development. Some of the most notable of the old-line general advertising agencies have organized special departments to handle accounts in business papers and one that is conceded to be of the most up-and-coming type has featured in its own institutional advertising the success of a business paper campaign it had recently engineered.

No matter what other thought we may have, we are as one in the belief that greater production at lower unit costs is the salvation of the world. And with shorter periods of labor per unit of man-power and a greater independence upon the part of the worker more production means more automatic machinery operating under more benign conditions than ever before.

Under these circumstances, I believe it is to the business papers that managers and executives will turn for help. What man has done man can do again. And the swiftest way for a man to gain a comprehensive idea of what other men in his own line of business are doing and the whereabouts of the mechanisms with which they are doing it, is by consistent reading of the publications devoted to his business.

Men are buying machinery and ideas to-day with the same spirit that they have at other times bought automobiles and other symbols of personal achievement. Time was when the machinery of production could be slighted, when working facilities could be made to wait. Today, he who would listen in his own home to

## The Value of Reference Advertising



¶ The reconstruction period in American Industry has awakened advertisers to the fallacy of mere "broad-sides" which build for reputation only at tremendous cost, and has demonstrated the value of directing sales propaganda by methods and through channels which place before prospective buyers timely information that clinches orders.

- ¶ Informative copy in reference mediums, used by those who buy, brings to the attention of a selected list of known prospects the merits of the product at the buying moment.
- ¶ For over a quarter of a century *Hendricks' Commercial Register of the United States*, "The Original Publication," has filled this role throughout the United States and abroad. Its 300,000 descriptive listings make available sources of supply not elsewhere obtainable.
- ¶ Service to advertisers is an important part of our plan. Details will be sent on request.

*Applicant for Membership in A. B. C.*

### Hendricks' Commercial Register of the United States

HENRY H. BURDICK, Treas. and Manager

70 FIFTH AVE. and 2 WEST 13TH ST., NEW YORK, N. Y.

SAN FRANCISCO  
1202 HEARST BUILDING


TORONTO  
160 BAY STREET

CHICAGO  
508 SOUTH DEARBORN STREET

AUGUST 14, 1920



# PAPER AS A FACTOR



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

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

### White is the mourning color of China

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

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

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

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

Research Laboratories

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

# R IN FOREIGN TRADE



the arias as sung by the great ones must first get his ears attuned to the hum of a new note in business management; he who would ride in a limousine must first investigate the motor truck. The business papers to-day are going to a buying market. And that is one of the real reasons why the professional advertising man is using more and more of them. His job is to get results and the response is there.

The enhanced value of the business paper is reflected in the appearance of its advertising pages. Look over any of the dominant publications and estimate the cost of research that has preceded the writing of the text, the cost of the art work that is used to illuminate the text and the expense to which the advertiser has gone in the making of plates so that the whole story will hang together. With us it is the rule and not at all the exception to spend double and treble the cost of space in the preparation of the copy and plates.

And this leads me to my last and consuming thought. To me it seems that this enhanced value which business papers appear to have brings with it enlarged responsibilities. A heavy responsibility upon the publisher to maintain service and, therefore, super-circulation and high degree of reader interest, and a heavy responsibility upon the advertising agent, be he an outside agency or someone upon the payroll of the advertiser, to exercise the utmost intelligence in the choice of mediums.

I am strong in my conviction with regard to the value of business papers, but I do not believe that they stand alone by any means. They are but one of the many tools with which the advertiser may work. The publisher of a business paper who cries anathema on all general advertising of a product which he believes should be advertised only in his paper or only in his field and in a technical way, is more times wrong than right. Life is so complex that most everything touches all of us. The man on the street is exercising a greater interest in and a wider choice with regard to everything that affects him even in a remote way than ever before. Where the ultimate consumer and the technical intermediary have a common stake an infinite variety of mediums may be used in developing the market. Here is where the skilled advertising man is essential, and the greater the aggregate experience of the organization handling the account the greater will be the chance of wasteless advertising. An inside

view, with all the factors taken into consideration, generally results in a good decision.

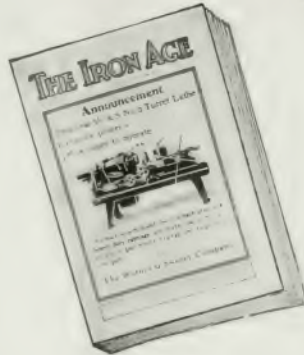
Ring Lardner illustrated this point in telling about an altercation he witnessed at one of the world's series baseball games. He said the disputants up in the stand were in a rage at a certain close decision and were telling the world nearby what they thought of that particular umpire's intelligence. So Ring stepped up and said: "Say, boy, do you know why they have the umpires down on the ground instead of up here?" "No," said the angriest one. "Well," said Ring, "I think it's because they can see the plays better down there."

### Sewell Wheels Have Big Sales

Sales of Sewell Cushion Wheel Co., Detroit, for first six months of 1920 showed an increase of 136 per cent over the corresponding period in 1919. This increase has been largely due to a sales expansion program, which was inaugurated early in 1920, when sales offices were opened in Los Angeles, San Francisco, Portland, Seattle, Butte, Salt Lake City, Atlanta, Memphis, Nashville, Akron, Steubenville, Wheeling and New Orleans.

A national account division was recently established under the supervision of Mr. James V. Lyons, formerly central western representative of the American LaFrance Fire Apparatus Company, Elmira, N. Y. Mr. Lyons has opened offices in Chicago.

# Your Medium for Selling



Iron, Steel, Metals,  
Alloys

Fuel, Refractories

Heat Treating  
Equipment

Castings, Forgings,  
Stampings

Pipe, Springs, Wire,  
Screws

Electrical Apparatus

Power and Transmission Equipment

Foundry Equipment, Metal-working  
Machinery

Machine Tools, Attachments, and Small Tools

Factory Equipment, and Mill Supplies

Material Handling Machinery



## Press Conference Acts To Insure Paper Supply

The distinguished delegates to the Imperial Press Conference at Ottawa, Ont., Canada, in session August 6, made their principal discussion the resolution calling for the appointment of a committee to take steps to insure adequate supplies of newsprint paper for newspapers throughout the empire.

Before the resolution itself was taken up, John Imrie, representing the Canadian publishers, and S. A. L. Dawe, representing the Canadian Pulp and Paper Association, were heard. The former told of the growth of the pulp and paper industry in Canada and of the reasons for the steadily increasing exportation of Canadian pulp and newsprint paper to the United States and the great increase in the prices of those commodities.

He contended that the increase in prices had no relation to costs of production. He suggested, however, that there might be empire partnership in pulp and paper production and that the people of other British dominions might join with Canadians in providing capital for further expansion of the pulp and paper industry in the Dominion.

Mr. Dawe objected to the statement that paper prices bore no relation to costs of production. He agreed with Mr. Imrie that in Quebec there was much material available to supply the British market with pulp and paper and many opportunities for the application of British capital. He suggested the formation of a joint committee of newspaper proprietors and paper manufacturers to standardize sizes

of news print and eliminate waste in the manufacture and use of paper. The suggestion did not, however, meet with much support from Viscount Burnham, who spoke for publishers of Great Britain.

J. J. Knight, of Brisbane, Australia; Dr. T. W. Leys, of Auckland, New Zealand, and other Australasian delegates said they had been paying £60, £70 and even £80 a ton for newsprint paper. Mr. Knight commented upon the doctrine of empire solidarity which had been preached in the conference and suggested that Canadian delegates give a practical manifestation of the sentiments expressed by assisting the Australasian newspapers to secure reasonable supplies of paper.

Dr. Leys compared the size of Canadian newspapers to that of the daily journals of New Zealand and declared that the latter had been suffering from a real shortage of newsprint.

The addresses of the Australasians induced Viscount Burnham to request the paper manufacturers to increase the allotment of newsprint for the Australasian market. This request Mr. Dawe promised to lay before the manufacturers' organization. A number of other resolutions dealing with censorship of news, postal rates, cable rates, reduction of letter postage rates and a scheme of travel scholarships for young journalists also were adopted.

### "Denver Post" Publishes Despite Riot

Despite the damage done by a mob of street car strikers to the plant of the *Denver Post* on August 5, because the paper had opposed the strike, complete issues of the *Denver Post* were printed on its own presses the next day, says a telegram to E. S. Cone, of Cone & Woodman. While all the furniture and many business records were injured, all advertising cuts and mats in composing room, and advertising records, which had been kept in the safe, escaped destruction.

### Edward F. Searles Dies

Edward Francis Searles, part owner of *The New York Globe*, died yesterday at his home in Methuen, Mass. He was born in Methuen in 1841 and was the son of a farmer. When a young man he went to Boston and became a furniture salesman. In 1874 he came to New York.

Mr. Searles married Mrs. Frances Sherwood Hopkins of Great Barrington, the widow of Mark Hopkins, and one of the wealthiest women in the country, in 1887. When she died in 1891 Mr. Searles inherited \$30,000,000. In addition to an extensive estate in Methuen he maintained a large place in Salem, N. H., and a summer home on Block Island. His art collection and library housed at Methuen are among the largest in New England. His most recent benefaction was a gift of \$2,500,000 to the University of California. No near relatives survive him.

### Davidson Joins "Western Farmer"

J. A. Davidson, who for the last 10 years has been doing promotion work for the *Farmer* in St. Paul, Minn., has become associated with the *Western Farmer*, Portland, Ore., as manager of the advertisers' service bureau.

**S**INCE it was established in 1855, *The Iron Age* has world's basic industries—blast furnace, steel plant, foundry, machine shop, and metal-working interests. It is the recognized authority on conditions, prices, progress, and all matters of general interest in this great field.

Any complete list of metal-working industries will coincide closely with *The Iron Age* circulation, which covers a field equalled by no other business paper. It reaches a tremendous world-wide aggregation of buying units, practically each subscriber representing a separate and distinct company, operating plants which are exceptional in size and importance, volume of business, and buying power.

Advertisements are arranged for the convenience of the busy buyer—grouped according to the product advertised as well as cross-indexed by materials and manufacturers—just another of the exclusive features that make *The Iron Age* a dominant factor in the industrial field. Over 2000 representative companies advertise their products and services regularly, making its pages a veritable index to American manufacturers and distributors of every conceivable requirement in the metal-working establishment.

There is an interesting booklet giving a bird's eye view of the Buying Units of *The Iron Age* field, sent on request.

See listing in *Trade Paper Directory* in this issue for further facts which make *THE IRON AGE* the leading business paper in the world's greatest industrial field.

## THE IRON AGE

*The World's Greatest Industrial Paper*

ESTABLISHED 1855

239 West 39th Street, New York

Charter Member A. B. C. and A. B. P.



### Rowland Agency Augments Staff

Harry K. Drummond, for the past three years with *Editor and Publisher*, and formerly advertising manager of Bloomingdale Brothers, New York, has joined the merchandising and copy department of Rowland Advertising Agency, Inc., Grand Central Palace, New York. Mr. Drummond has had more than twenty years' experience in advertising and merchandising in many cities throughout the country. In co-operation with Worth Colwell and Edward F. Korbel and others of the Rowland staff, he is handling the campaign for the \$5,000,000 shoe sale for the Nemours Trading Corporation in Grand Central Palace.

Colwell and Korbel, president and vice-president, respectively, are known as publicity directors of the National Automobile Shows, Motor Boat Shows and other large expositions.

Other recent additions to the Rowland staff include Joseph M. Millard, formerly with *Brooklyn Daily Eagle*, New York *Press* and *Morning Telegraph*, and George K. Hull, who has had considerable experience specializing in export merchandising.

The agency recently moved to a suite on the tenth floor in Grand Central Palace, and additional space is now being secured.

### Shoe Account With Barton, Dursline & Osborn

Barton, Dursline & Osborn, Inc., New York, is now handling the account of the W. H. McElwain Co., Boston shoe manufacturer. Magazines and business papers will be used.

### A Beautiful Book of Advertising

Alexander Brothers of Philadelphia have issued in a beautiful volume, elegantly designed and bound in leather, a history of their advertising during the year of 1919. It is the sixth volume recording the company's advertising, but is the first prepared as a history. Former books were issued as a forecast of the coming year's campaign. Contained in the volume is a comprehensive selection of direct-by-mail advertising. The artistic, monthly circulars sent to dealers, monthly calendars, folders, blotters and other literature make a strikingly attractive collection.

### Ajax Rubber Sales Largest Ever

Gross sales of the Ajax Rubber Company in the first half of this year were greater in volume than in any similar period of the company's history, exceeding the first six months of 1919 by about 16 per cent net.

Horace De Lisser, president, commenting on the company's report, said:

"Not only has our gross business shown a decided increase, but we have earned a sufficient profit during the first six months to provide the dividend for the entire year 1920, two quarterly payments of which already have been made. In addition there is a substantial amount added to our surplus account, which, as of June 30, shows to be \$3,000,000 after deducting all dividends paid to date.

"There is every indication that our business for the remainder of the year will continue to show an increase in volume over any previous year."

### "San Francisco Business"

*San Francisco Business* is the name of a new weekly official publication issued by the San Francisco Chamber of Commerce. It has absorbed and superceded *Activities*, the former house organ of the Chamber.

### George F. Burba Dead

George F. Burba, editorial writer for the *Columbus Dispatch* and at one time private secretary to Governor Cox and editorial writer on the *Dayton News*, died suddenly of heart disease on August 6, at his home in Columbus.

### Booth Now "Phez" Vice-President

Arthur Booth has just been made vice-president, with direct charge of sales and advertising, of the Phez Company, Salem, Ore.

For seven years Mr. Booth was with the Beechnut Packing Company as sales and advertising manager. About a year ago he left that position to come West with Boisford, Constantine & Tyler, national advertising agency, Portland, Ore.

It was in this connection that Mr. Booth became interested in the Phez Company and in his service work he reorganized the sales department of that company.

# Why KELLY Export

THE successful exporter recognizes that people of other lands have different buying habits from ours. He shapes his advertising policy to meet these fundamental differences between American and foreign buyers:

1. Foreign buyers are more conservative. In buying "sight unseen" at great distances, considerable importance is attached to the character of the medium bearing the sales message.
2. As larger areas must be covered, manufacturers and merchants cannot maintain a sufficient foreign sales force to make frequent personal calls.
3. Therefore, buyers abroad must depend more upon the printed word in purchasing American products.
4. And they must do much of their buying by correspondence instead of handing an order to a frequently appearing salesman.
5. Foreigners are strong on precedent and tradition. Once they find a reliable source of buying information they stick to it.

In meeting these very vital points *Kelly's Directory of Merchants, Manufacturers and Shippers of the World* is pre-eminent; as the following facts show:

1. Established in 1878, this publication has the confidence of buyers everywhere because of its long-standing high character. *Kelly's* has the largest paid circulation of any export publication.
2. It is always before the buyer's eyes. It carries the sales message more surely and with greater permanence than publications of more frequent issue.
3. It offers purchasers the widest range of information as to where to buy. In the U. S. A. Section alone there are over 500 pages of descriptive advertising.
4. Leading firms use *Kelly's* to secure information as to products and sources of supply in placing their orders by mail.
5. The oldest and most important houses throughout the world have used this publication as their sole buying guide for over thirty years.



**\$100,000,000 Foreign Trade Firm Planned**

Plans for the formation of a huge foreign trade financing corporation, which probably will be organized according to the provisions of the Edge bill, and sponsored by the American Bankers' Association, are beginning to take definite form. The tentative date for its organization is Jan. 1, next, and the capitalization may run as high as \$100,000,000. John McHugh, vice-president of the Mechanics and Metals National Bank, and Chairman of the American Bankers Association's Com-

mittee on Commerce and Marine, is expected to become Chairman of the Board of Directors of the new corporation.

**Plan Central American Union**

Guatemala has been intrusted with the task of planning the program for the conference of delegates from the Central American countries, which is to be held on Sept. 15 for the purpose of discussing the formation of the Central American Union. This union, it is expected, will replace the Central American Court of Justice.

**Remington Typewriter Foreign Business Strong**

Output of Yost machines by the Remington Typewriter Company is being pushed for the foreign trade at the new plant at Flushing, where the equipment formerly at the Bridgeport plant has been installed. In the meantime foreign shipments of other makes are being trucked by auto from Ilion to the docks.

July output for a while promised to be the largest in the history of the company, but shipments were badly delayed toward the end of the month. June sales to England, France, Belgium and Italy showed an increase compared with recent months and July cables so far as they have arrived indicate that sales for that month will be somewhat larger than for June.

South American countries, especially Argentine and Brazil, are placing large orders for typewriters, and it is expected that any drop which may appear in European demand will be more than made up for by increases in South American requirements. German typewriter companies, it is understood, have turned out very few machines since the war. One company which manufactures under a patent controlled in the United States reported less than 1,000 machines made during all 1919.

While typewriter companies are expecting a considerable drop before long in domestic orders, many believe that South American demand will do much to keep our factories running to capacity.

**General Cigar Business Gains \$1,162,122**

The gross business of the General Cigar Company for the six months ended June 30, 1920, was \$5,083,072, an increase of \$1,462,122 over the 1919 figure. Net earnings were \$1,814,420 as compared with \$1,262,761 of last year.

**United Candy Buys Factory**

The limited Retail Candy Stores Company has acquired the King Philip Chocolate Company in East Twelfth street, New York. This gives it a five-story factory equipped with the most modern machinery for production of chocolate candies.

Hard candies and home-made candies will still be produced at the company's Brooklyn plant. The East Twelfth street factory will turn out chocolates, thus relieving the New Orleans plant of Fuerst & Kraemer, which U. R. S. Candy owns. With the addition to the South there will be increased demands upon the New Orleans factory. The King Philip plant is now in operation. This places the company in a position to supply its New York stores from a factory in the immediate vicinity and eliminates the necessity for hauling products from New Orleans.

There are now six stores in operation in New York city, and another one will probably be added this month. Summer months are usually dull ones in the candy business. Notwithstanding the slowing up on this account, sales are said to be exceeding expectations.

Plans are under way for the establishment of stores in Philadelphia, Newark and other cities.

**"Paper" Adds to Staff**

J. H. Hodgkinson has joined the business staff of PAPER, the production journal of the paper industry. He will act as western advertising manager, but will make his headquarters at the New York office.

# Dominates the Field

The name of KELLY has been identified with the publication of foreign directories for one hundred and twenty years. In addition to the *World Directory*, there are:

KELLY'S POST OFFICE LONDON DIRECTORY, now in its 121st Edition. The circulation extends to the principal cities of the world.

KELLY'S CUSTOMS TARIFFS OF THE WORLD, the most complete work ever published giving the various customs tariffs in force throughout the world.

KELLY'S TRADE DIRECTORIES, covering the Building, Furniture, Chemical, Engineering, Leather, Textile, Stationery, Paper, Printing, Grocery, Jewelry, and other industries of England, Scotland, Ireland and Wales.

KELLY'S COUNTY AND TOWN DIRECTORIES, including Liverpool, Manchester, Birmingham and others.

With our offices in America, England, France, Spain, Germany, Norway, Sweden, Japan, South America, Australia, and agencies in other countries, we are in a position to serve our advertisers in solving their foreign trade problems.

Ask our representative to call. Learn what KELLY can do for you.

**KELLY PUBLISHING COMPANY**

HENRY H. BURDICK, Treas. and Manager

70 FIFTH AVENUE

SAN FRANCISCO  
Hearst Building

TORONTO  
160 Bay Street

NEW YORK CITY

CHICAGO  
368 So. Dearborn St.



# Better "Text" in Business Paper Advertisements

Steady, Notable Increase in Effectiveness To  
Be Found in This Branch of Copy-Writing  
By H. ARTHUR ENGLEMAN

IT IS possibly trite, yet nevertheless true to state that as advertising has increased in volume it has improved almost correspondingly in quality.

Guess-work has been considerably reduced if not entirely eliminated and higher standards of art work and typographical arrangement also have been attained.

It is worthy of note that trade paper advertising, long sadly lacking in those sound principles of construction that we have learned to associate with other forms of publicity, gradually but consistently is improving in "appeal."

Compared even with almost any retail advertising worthy of the name not so long ago, the average trade paper advertisement was generally poor; this the more surprising when we consider that so many of our trade magazines maintain "Service Departments," and have had them for years. Yet, just glance through the files of any typical class or trade publication, over the last few years and note the evidences of determined effort toward improvement.

THE "TRADE" POINT OF VIEW

You will find page upon page devoted to mere "cards" or to adver-

tisements with copy so general and vague in appeal as to create no definite impression of the concerns for whom they are intended to sell merchandise.

"Made by expert workman," "The Fit and Finish are unsurpassed," "Up to the minute in style," "Have the touch that stamps their origin in the world—centers of fashion"—these are statements made collectively in just one full-page announcement noted.

Another full page carries the following convincing (?) message! "For silk shirts that will give your customers lasting satisfaction, ask your manufacturer for those shirts ----- silk shirtings. The name ----- is a respected hall mark of quality and distinction and an assurance of unusual durability of fabric."

Even further brevity is achieved by another advertiser who "sports" a full page to state: "Clothing distinctly superior—popular priced. Worthy of your consideration. Its merits proved by an ever-increasing list of satisfied customers."

In similar vein a competitive house asserts: "Always distinguished for style, these clothes are smarter than

ever before. The growth of our business is matched by a steady advance in character of the product—the personality of the clothes. Now, when men are demanding special features in their apparel is a most opportune time to meet them with ----- clothes. Give the preference to the sale of ----- clothes and your customers will give you the preference upon anything you have on sale in your store."

With page upon page of matter as trite as this it is easy to understand why so many concerns even to-day insist that advertising does not pay.

And the advertisements quoted are by no means exceptional. They are typical of the average announcement to be seen in almost any trade publication—regardless of the industry it is intended to serve.

There is no stinting of art work, and the typography is excellent. Mainly in the worded text does the advertiser fail. This may be due to lack of thought of what he is aiming for or to the delegation of an important job of printed salesmanship to a mind not keen enough to size up the immense possibilities. Or there may be a thousand other reasons without one that excuses the fault. It is safe to state that the improvement in trade paper advertisements has been due almost wholly to the educational work done by the papers among their advertisers. And this constitutes one of the biggest services the papers have been able to deliver.

Trade paper advertising, properly conducted, can be made to yield most excellent returns.

In addition to its direct "pulling power" it is a mighty aid to salesmen. It helps build—and hold—prestige and good will and acts as an advance guard for the house it represents.

## SUGGESTING REMEDIES

A trade-paper announcement, too, provided it is interestingly constructed, is most apt to be carefully read, as the average business man may be counted upon to read such a publication more thoroughly than papers of general appeal.

There is all the more reason, then, why copy for trade paper advertisements be prepared with the utmost thought.

Such advertisements should be

EIGHTH OF A SERIES

## Selling the Dealers

ONE of the principal functions of the merchandising service department of *The News* is to foster a friendly feeling on the part of the retailer towards newspaper-advertised merchandise. This work does not show so much until the salesman gets out on the firing line. This is one of the reasons why the Indianapolis Radius is an easy market to work.

## THE INDIANAPOLIS NEWS

New York Office  
DAN A. CARROLL  
Tribune Building

FRANK T. CARROLL  
Advertising Manager

Chicago Office  
J. E. LUTZ  
First National Bank Building

USE NEWSPAPER ADVERTISING ON A THREE-YEAR BASIS



*"Gosh!  
I hate to throw  
that fellow's booklet away"*

AS the rain falls alike on the just and the unjust, so does the beautiful booklet as well as the poor, ugly one sooner or later go to the waste-paper baler.

There is no use in perpetuating the silly myth that poorly printed catalogs are chucked into the waste basket and well printed ones cherished forever.

The distinction is much finer than that. There is the good-looking booklet that you just hate to throw away—and don't for several hours or weeks. Even before you do get rid of it, you feel in duty bound to read it.

And sometimes a very poorly printed booklet or catalog is so sensibly written that it is saved in spite of its unattractiveness.

The difference between printing done on Warren's Standard Printing Papers and other printing is not conspicuously apparent. Generally the results are:

A little time saved in the press-room owing to the easier handling of the standard quality paper, and a little expense saved for the same reason

A better reproduction of prized drawings and photographs

A little more legibility of type

A little better folding and binding "performance"

And, as mentioned above, a little longer average life before being laid aside or thrown away.

Always some of these things, sometimes all of these things, you get when you use a Warren Standard Printing Paper. About the only advantage you lose is the doubtful one of driving a sharp bargain with a printer whose help and co-operation can be of value to you.

Examples of the kind of printing any good printer or any buyer of printing may legitimately expect if a Warren Standard Printing Paper is used may be secured by writing us, or by consulting Warren's Paper Buyer's Guide, or the Warren Service Library. These books can be seen in all the public libraries of our larger cities. They are also in the offices of catalog printers and the merchants who sell Warren's Standard Printing Papers.

better  
paper  
better  
printing

S. D. WARREN COMPANY, BOSTON, MASS.



Printing Papers

lult along the same lines of sales argument as are used by the concern's representatives.

A salesman would book few orders, indeed, if he were to use the kind of bald statements I have cited. He could hardly interest an anxious buyer.

#### "POINTING UP" SALES CONSIDERATIONS

What are the big points about any merchandise that the retailer is most interested in? Among major considerations are:

The "repeat" possibilities.  
The probably increased demand (through advertising).  
The ease of handling or demonstrating.  
The attractive package (if any).  
The guarantee.  
The effect on other sales.  
The attraction of a new class of customers.

The dealer helps extended.

If these features are right it is reasonable to assume that the merchandise is in other respects satisfactory.

Dealers expect correct style or purity and other obvious merits in any merchandise that is offered for

sale, and for a manufacturer to emphasize such generalities is to miss the real selling opportunities.

After all, the one big bet is to emphasize the dominant selling feature of the goods offered for sale. Yet this is so little realized!

#### EMPHASIZING SALES FEATURES

Almost all goods have at least one feature worthy of emphasis.

A manufacturer of a complete line of children's dresses featured in a recent successful trade paper campaign the financial and other advantages to be derived by concentrating buying at one source of supply.

"You get as complete an assortment of styles and sizes as you want, plus more prompt and more certain deliveries; you save the time of buyers and have fewer accounts to pay, with less bookkeeping as a result," were points emphasized.

These arguments were considerably strengthened by the offer of a large assortment of numbers which were shipped on the open order plan with privilege of return in cases where they were unsatisfactory.

One of the best selling gas irons in the country is featured as the ideal appliance with which gas companies can increase the public appreciation of the advantages of gas for domestic uses and how by popularizing other appliances, such as cookers and water heaters, it will increase the total consumption of gas.

This campaign has proven successful over a period of five years and the iron is considered the leading seller in its field, although it has as yet never been advertised—by the manufacturer at least—to the consumer.

Various selling helps, such as cuts, folders, showcards, etc., are supplied for the use locally of the dealer, but that is all.

The reasons why most trade paper advertising has had to receive so much bolstering up are not difficult to find.

#### SOME OF THE FAULTS

Copy is hurriedly prepared as a publication may be going to press. It is written without any definite plan in mind and its preparation is all too often left to some person absolutely untrained in the preparation of copy.

Yet the fundamental cause of so much poor copy is that the advertiser footing the bill fails to appreciate the opportunity his publicity affords.

He overlooks the fact that his trade paper advertising is—or may well be—the backbone of all possible future "consumer campaigns."

## One Year Old and a Leader

"As Managing Editor of the *leading technical paper* specializing in this field and whose interests are to promote the economy of Fuel Utilization, we know that you are in close touch with all matters appearing upon this subject, and specializing in this line we believe that you are specially prepared to handle the Chairmanship of this meeting, which we are now asking you to do."

*Quoted from a letter received from Mr. Charles F. Roth, Manager of the Chemical Exposition, asking our Managing Editor to accept the Chairmanship of the Fuel Economy Conference, which is to be one of the most important features of this year's Exposition.*

*This recognition by an authority is one of the big reasons why you should investigate*

### COMBUSTION

We have a special opportunity to offer those who begin their campaign with us in our October number. This issue is in course of preparation now so write immediately if you desire *big results* in the combustion field—the field that is at the bottom of all big business. Big business buys big.

### COMBUSTION

Combustion Publishing Corporation  
475 Tenth Avenue  
New York City

Back of the success of *all* advertising (mail order excepted) dealer interest and dealer cooperation are first requisites. It is here that dealer advertising of the right kind plays a vital part. For this reason dealer advertising should be prepared with the utmost care. The right kind of trade advertising is a mighty potent weapon and advertisers should learn to realize this.

TREATED AS AN INVESTMENT

When properly conducted, trade paper advertising will invariably prove a handsome investment.

Even in those cases where it is not desired to utilize advertising agency service it should prove distinctly worth while for an advertiser to engage the services of an individual advertising expert to prepare all trade paper copy, direct-by-mail matter, dealer helps, etc. It is amply proven that such action is desirable even in those cases where the total advertising appropriation is possibly not more than three or four thousand dollars a year.

In fact, the less a man spends on advertising the more vital is it that every nickle is spent to the utmost advantage, that all waste be avoided.

The page rate in any publication is the same whether it is filled with good or bad copy, although, naturally, the better the advertising the greater percentage of returns on the investment.

Many concerns regard their advertising problems as being too complex to entrust to an outside advertising man or agency—yet, because their product is different is the very reason why it could best be advertised by a man with a "fresh"—an outside point of view.

Concerns who make these statements, in all sincerity, no doubt, are generally so "close to their business" that they invariably prepare their advertising copy from their own point of view rather than from that of the prospective customer. And this is one of the prime causes of so many failures in trade paper advertising.

Certainly business generally as well as advertising profession would benefit by developing advertisers whose appropriations are at present possibly confined to trade paper publicity. Trade paper advertising is the backbone, the very foundation of all future advertising—and for this reason should be conducted with the utmost care and along the most efficient lines possible.

## Business Is Good

(Continued from page 6)

Conversation drifted to future business prospects and the necktie man said that his 1920 business was fine and that he had noticed no let-up in demand, and as far as 1921 was concerned, he was not worrying. The clothing man was not quite so optimistic. All his men were not yet on the road, so he could not judge from their reports. He had received, however, six cancellations the past week and word from several of his best customers that they intended buying very lightly for fall and winter. Upon being questioned by the optimistic necktie man he admitted that the cancellations represented

a negligible amount so far as orders were concerned, and that reduction in buying by several big retailers simply meant that they were well stocked.

He agreed that reports from several hundred merchants throughout the country indicated that people were buying and that business generally was *excellent* and not falling off.

I mention rather in detail these conversations, because it shows very well the post-war psychology, I believe, that is affecting many a business man, who, whether a manufacturer, a distributor or a retailer, has the feeling that big business cannot last—that demand is going to slacken shortly and very suddenly. And, of course,

# HIT THE TELEPHONE TRAIL

Millions of people hit the telephone trail daily for business and pleasure needs. These people consult the telephone guide book—our telephone directories—for information to guide them to their desired destinations.

These directories are placed within easy reach at the beginning of all telephone trails in New York State and Northern New Jersey and are consulted by pleasure and business seeking people 7,360,000 times daily.

Is your selling message displayed in these guide books?

Rates are low



NEW YORK TELEPHONE COMPANY

P. W. ELDRIDGE, Jr., Sales Mgr. Dir. Advtg.

1261 Broadway at 31st Street, New York

Telephone Vanderbilt Official 130



he's worrying about it to the extent that his mental attitude not alone affects his own business, but the business of others, as well. Apparently he agrees with the philosopher who wrote that "to be appreciated, sleep, happiness and prosperity must be interrupted."

#### GOOD ERA IS FORECAST

The average business man can well afford to take cognizance of the opinion of bankers, students of economics, and the country's leading business men who are unanimous in their judgement that business for 1920 and 1921 will be

good. They base their belief primarily upon the economic condition of the country, and partly upon business conditions that have followed other wars in this and other countries.

In considering business prospects one must take into consideration the general demand for labor throughout the country. Statistics indicate that this demand is holding its own—a most favorable augury for continued "good times." Other important factors are the recent decisions of the United States Supreme Court which will have their impress upon business

and do much to restore confidence. Such decisions help to promote personal initiative, and initiative and sound thinking are what business needs most of all.

An analysis of the weariness on the part of some manufacturers reveals that distributors and dealers are still buying, often necessarily, on a war-time basis. A retailer, for instance, orders four or five times his requirements for a commodity, from four or five different manufacturers, figuring that a partial allotment from each will just about take care of him. During the war this method would bring him only a partial supply, but now, with changed conditions, he is finding that in many lines production is catching up with demand and when several of the manufacturers supply him to the full extent of his order he naturally becomes overstocked, and promptly cancels all orders for that particular commodity as yet unshipped.

#### RE-LEARNING HOW TO MERCHANTISE

The fact that the big and little retailer is learning that it is exceedingly dangerous to speculate with merchandise is indeed one of the best signs of the times. It does not mean that business is going to be slower—rather it is a signal that business will be sounder.

Admitting then, that, after all, things are looking up, that business is going to continue good, how will we propagate a renewal of optimism? The answer that occurs to me is through publicity, or to get down to brasser tacks—through advertising.

I will leave it to an aggressive agency to develop the plan suggested in the following idea that:

There is no good reason for us to think or talk of an impending panic or of hard times ahead. Business is good now, and will continue to be so.

Sound and sensible reasons and dependable statistics and examples should be incorporated in the copy.

*The Audience:* Address directly the consumer, and reach as effectively the dealer and distributor.

*The Sponsors:* Sign the advertisements by leading manufacturers of basic products.

*General Appeal:* "Business better than usual, based on careful buying and sound selling."

### NOW READY

## No. 11 issue of AGENCY LIST of the *Standard Advertising Register*

### CONTAINS

**Names, addresses and executives of over 1500 Advertising Agencies in United States and Canada.**

**Names of Agencies "recognized" by principal Associations of United States and Canada.**

**Names of accounts handled by over 500 leading Agencies.**

**Names of 3500 advertisers placing their advertising direct.**

**Names of Advertising Agencies geographically listed.**

**Issued three times per year**

Single Copy \$5

Yearly subscription \$12.50

Order Now and Get After Fall  
Business

***National Register Publishing Co.***

R. W. FERREL, Mgr.

**1901 Times Bldg., New York City**

*The largest Shoe and Leather publishing house in the world*

## Cutler Publications Help Their Advertisers

The spirit of the Associated Business Papers, Inc., is "100% Service—Promptly Given."

The Cutler Publications are members of the A. B. P. Inc.—in letter and spirit.

The Cutler Publications are:

**The Shoe Retailer for the Retail Trade**

**Shoe and Leather Reporter for the Manufacturing and Wholesale Trade**

**El Reporter Latino Americano for the Spanish Speaking Countries**

**Cutler Official Directories covering the entire Industry**

Cutler Service consists of:

*An Inquiry and Research Department*

*A Foreign Trade Bureau*

*An Art and Copy Department*

*A Patent and Trade-Mark Dept*

*A Motor Truck Dept*

*An Employment Bureau*

*Daily Hide Reports*

These are all coats-off and sleeves-up Bureaus—working swiftly for our advertisers and subscribers. Each under an experienced manager. Try them out! ASK HEADQUARTERS of the Shoe and Leather field.



*THE TRADE MEDIUM AT HOME AND ABROAD*

Member of  
A. B. C.

# THE CUTLER PUBLICATIONS

New York  
Philadelphia  
Rochester

166 Essex Street, BOSTON  
Chicago  
Washington, D. C.

Member of  
A. B. P.

Lynn  
Cincinnati  
St. Louis

## “Ask Headquarters”

### These Agencies “Ask Headquarters” and place accounts with the “Shoe and Leather Reporter”

Geo. Batten Co., Inc.  
Benson, Campbell & Slatten  
Brooks, Smith & French, Inc.  
T. B. Brown, Ltd.  
Calkins & Holden Co.  
Doolley & Brennan Co.  
Erwin & Wasey Co.  
E. N. Erickson Agency  
Fisbel-Richel-Brown Adv. Agency  
Albert Frank & Co.  
L. S. Goldsmith  
The Greenleaf Company  
H. E. Lesan Adv. Agency

Matos Adv. Agency  
H. K. McCann Co.  
P. F. O’Keefe Adv. Agency  
Power, Alexander & Jenkins Co.  
William H. Rankin Co.  
Jos. Richards Co., Inc.  
Shuman Adv. Co.  
F. P. Shumway Co.  
The Spafford Co.  
Thielecke Adv. Agency  
Carl S. Von Poetgen  
Williams & Cunningham  
Wood, Putnam & Wood Co., Inc.

#### Our Agency Commission Rate

and all agency information will be sent immediately upon your request for it.

There is something to interest every Advertising Agency in our booklet “Ask Headquarters” and our other booklets. Your request brings them.

# ADVERTISING & SELLING

The National Weekly of Modern Merchandising - Established 1891

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August 14, 1920

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The "Quarter Club" of Buffalo, through applied cooperation, enables specialty men to exceed quotas.		

### Coe-Stapley Account With Batten

The advertising account of the Coe-Stapley Manufacturing Corporation, makers of automobile accessories, is now with the George Batten Company of New York. E. W. Krollback, advertising manager for the Coe-Stapley Company, was formerly with the Aluminum Castings Company, Cleveland, which organization has discontinued its advertising department for the present.

### James Ellis McClure

James Ellis McClure, of the Beaver Falls, Pa., *Evening Tribune*, a veteran of the Civil War, and for thirty-five years a newspaper man, died on Monday.

### 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.

## P

## OSTAGE

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

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

**We represent all Student Publications**

OUR intimate knowledge of the vast student buying power is expressed in various copyrighted publications. Entitled "The Collegiate Salesman," these booklets are designed to attract merchandise interest in student towns and to acquaint advertisers with our unique merchandising service. Copies will be sent on application.

# CSAA

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

We specialize in house to house distributing of

### Advertising Literature and Advertising Samples

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

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    Pittsfield    Boston  
San Francisco    Chicago

# "GIBBONS KNOWS CANADA"

MONTREAL TORONTO WINNIPEG

## Business

Some of the best posted, most alert and experienced sales and advertising managers and advertising agents have frankly stated their surprise and pleasure at the remarkable results which the proper application of Gage Service has brought them.

These papers are exponents of an original idea; they are the media through which operates the most complete, well rounded and effective sales promotion, business building Service yet devised.

The actual printing and distributing through the columns of these papers is only "one part" of the whole Service they are rendering buyers and sellers. Though they serve different fields the same basic principle and a highly trained organization is behind each paper to see that every advertiser and subscriber receives the full benefit of the business building work Gage Service is able to give him.

They are Business Papers in the truest definition of the word built for business men by business men and each rendering a business building service. Each has made a record for itself entirely on its own make-good qualities and the usual prestige and high standing of this group has been attained purely through the remarkable record of accomplishment each paper has shown in its chosen work.

If your market falls in the fields of these papers as defined below, you owe it to yourself to investigate this Service thoroughly.

### *Electrical Record*

The business paper of the Electrical field—reaches all English-speaking electrical buyers here and abroad has over 100% more advertisers than any other electrical paper—carries more electrical advertising than any other publication in the world—member A. J. C.—Associated Business Papers, Inc. and Society for Electrical Development, Inc.

### *Electrical Export*

For the Spanish and Portuguese speaking electrical buyers in Latin-America, West Indies, Spain and Portugal—100% buying circulation—The only exclusively electrical export paper—and the one direct road to the electrical markets of those countries.

### *Raw Material*

A paper built to help the man whose one big job is the selection and purchase of the raw, semi-finished, finished materials and parts used by the big industrial plants of this country in the fabrication or assembling of their products. No other publication is so intelligently designed to serve this class. RAW MATERIAL, therefore, presents an excellent opportunity to raw material and parts makers for wasteless effective advertising.

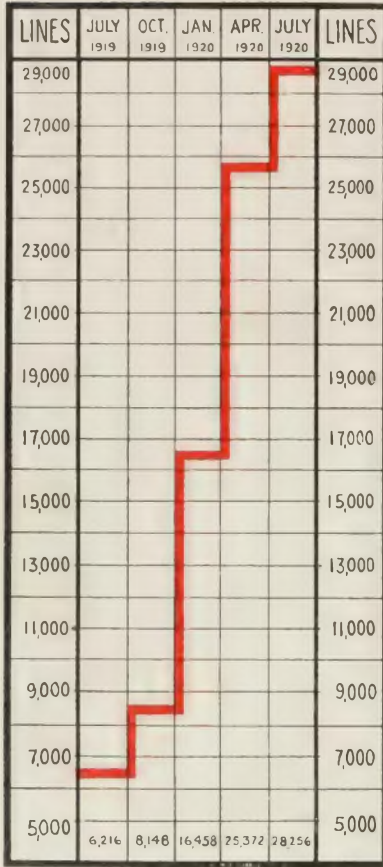
**THE GAGE PUBLISHING COMPANY, Inc.**  
114 LIBERTY STREET  
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**NEW YORK**  
CLEVELAND

Put Gage Service behind your sales organization—it will portend a most important advance.

**Gage Service**

# From Obscurity to Prominence in Twelve Months



**T**HE progress made in a single year by Arts & Decoration has no parallel in the history of modern publishing.

The significance of this growth, illustrated by the graph, best can be shown by the position of the magazine compared with the leaders as shown in the July classification made by Printers' Ink as follows:

#### **General Standard Size**

Arts & Decoration  
Review of Reviews  
World's Work  
Harper's Magazine  
Scribner's

#### **General Flat Size**

American  
Red Book  
Cosmopolitan  
Arts & Decoration

#### **Women's Magazines**

Ladies Home Journal  
Pictorial Review  
Harper's Bazaar  
Woman's Home Companion  
Arts & Decoration

While our present lineage does not compare with that of the giants of advertising, it is significant that Arts & Decoration has overtaken and passed magazines of the highest standing which enjoy the cumulative benefits of years of business upbuilding.

The progress made shows that advertisers recognize the capacity of Arts & Decoration to influence those who have made America the premier market place for the world's costliest and most precious products.

## ARTS & DECORATION

JOSEPH A. JUDD PUBLISHING COMPANY,

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