

Advertising & Selling

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SEPTEMBER 4, 1920

Opportunity for Eight



COLOR ADVERTISERS



Four at
\$35,100 each

for 13 double page spreads in 4 colors
in the tabloid fiction section of The
Chicago Tribune.

Four at
\$15,600 each

for 13 inside back covers in 2 colors
in the tabloid fiction section of The
Chicago Tribune.

This assures each advertiser one-half or one-fourth of the advertising space in a preferred section of this great Sunday newspaper.

It assures the distribution of his message in highly attractive form to more than 700,000 homes every fourth Sunday for a year.

It is a superlative medium for concentrated advertising to the most desirable market in the world—for the five states of The Chicago Territory have one-fifth of the wealth of this nation and double the population of all Canada.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Tribune Bldg., Chicago 512 Fifth Ave., New York
406 Haas Bldg., Los Angeles

Member Audit Bureau of Circulations



THE only work that instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article, more than 70,000.

Aims to list all manufacturers irrespective of their advertising or subscription patronage

**THE BUYERS MASTER KEY
TO ALL AMERICAN SOURCES OF SUPPLY**

A volume of 4500 pages, 9 x 12, \$15.00

Published once a year. Used in the offices of a large portion of the important concerns in all lines thousands of

times each day by Purchasing Agents, Foremen, Superintendents and others having to do with ordering or specifying.

Circulation 80% Domestic—20% Foreign. Its Circulation is 99% paid

It is used by them for locating sources of supply as instinctively as the clock is consulted for the time of day. Descriptive and other advertising matter therein automatically comes to the attention of buyers at the important moment when they are interested.

Costs for one issue—Lasts a year or more

Numerous tests with "Keyed" addresses, etc., have demonstrated beyond question that **APPROPRIATE** advertising matter in one issue of Thomas' Register averages throughout the year as great and as continuous returns as the same space run every issue for a year in weekly or monthly publications.

5980 Advertisements—2315 Advertisers

THOMAS PUBLISHING COMPANY

129 LAFAYETTE STREET, NEW YORK CITY

CHICAGO—20 W. Jackson Blvd. BOSTON—Allston Square SAN FRANCISCO—433 California St. TORONTO—91 Constance St.

OVERSEAS OFFICES AND AGENCIES: London, Paris, Amsterdam, Kristiania, Madrid, Genoa, Calcutta, Sydney, Soerabaya, Singapore, Manila, Johannesburg, Cape Town, Durban, Honolulu, Saigo, Shanghai, Kobe, Rio de Janeiro, Buenos Aires, Havana, San Juan, Mexico City.

When You Think of New Orleans Think of New Orleans STATES

EVENING

SUNDAY

Because:-

**Large Circulation
Concentrated In The City
Proper-Your Profitable Market**

Suburban New Orleans is too limited and scattered to cover economically.

Advertise in the New Orleans States and center your efforts on the city itself. Excellent opportunities for distribution of any product. People responsive to advertising. High per capita purchasing power.

WRITE

H. Zwiny
ADVERTISING DIRECTOR

*Want More Information?
We'll Gladly Furnish It.*



The Standard Group for The Standard Market

Agriculture is the only self-sustaining industry.

Agriculture is essential to, but independent of city life.

Agricultural wealth exceeds that of all other industries combined.

Agricultural *income* has increased more rapidly than that of any other industry.

Agriculture has **created** most of the 129,000 towns of 3,000 and under.

In these towns, or upon farms, reside more than half the population of the United States.

The Standard Group of quality farm papers, edited by fifteen separate editorial staffs, located at important points throughout the country, goes 52 times a year to 1,150,000 farm homes—or one out of every two **better-than-average** farm homes.

*Sell a Standard Farmer and
you will sell his neighbors too.*

The Standard Farm Weeklies

The Ohio Farmer
Established 1848

The Wisconsin Agriculturist
Established 1877

Prairie Farmer, Chicago
Established 1841

Pennsylvania Farmer
Established 1880

The Breeder's Gazette
Established 1881

Wallaces' Farmer
Established 1895

Pacific Rural Press
Established 1870

The Farmer, St. Paul
Established 1882

Hoard's Dairyman
Established 1870

The Nebraska Farmer
Established 1859

The Progressive Farmer
Established 1886

Memphis, Dallas
Birmingham, Raleigh

The Michigan Farmer
Established 1843

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. Dubamel, Managing Editor;
Ralph B. Smith, Associate Editor;
George Roosevelt, News Editor.

30th Year

SEPTEMBER 4, 1920

Number 11

Has Selling Power Gone Out of Style?

Cultured Advertising Seems to Have Divorced the Old-Fashioned Merchandising Load; Let's Reverse the Situation

By PAUL W. KEARNEY

FANCY Babe Ruth's coming to bat with a whisk-broom in his fist! Or Tom Lipton trying to lift the cup with a canoe! Or Joe Loomis appearing on the Olympic track in Antwerp in a wheel chair!

If you can't, let your imagination turn in another direction, then—getting back to work, let us assume that a national advertiser has hit on a brand new idea. Briefly, it is this:

The old fashioned salesman, the "drummer" of the old school, was a more or less unscientific man who took orders and very often bulldozed or short-haired or otherwise enticed a customer to buy something he really hadn't intended to buy. In other words, he enjoyed that more or less vulgar pastime known as "selling." And, in his ignorance, gave direct evidence to hundreds of business men all over the country that his own house was not oversold. Think of it! Publicly advertising the fact that new orders were acceptable!

AND WHAT OF ORDERS NOW?

Times have changed, though. This advertiser with the brand new idea has changed them. His salesmen aren't in that old-time class at all. Instead of peddling their wares from door to door, they flit hither, thither and yon, making it quite plain to these middle-class merchants that crass commercialism is far beneath them.

Instead of an order book, a sample case and a line of sales talk, they have been equipped with: a book review, mailed from the home office once a month; a loose-leaf volume containing the best dramatic criticism of the month; the batting, fielding and pitching averages of both major leagues, with a daily chart showing the next day's stand-

What's It For?

"ISN'T it time," wrote a correspondent of ADVERTISING & SELLING, a week or so ago, "to get back to selling, in our advertising copy? If advertising isn't to sell our goods, what is it for? What is the excuse for the employment of such large sums for advertising, if it doesn't sell?" Well, perhaps all advertising sells, some. We like to believe so. But there is such a thing as getting maximum returns even from so intangible an effort as advertising.

The writer of the accompanying article, a former Associate Editor of ADVERTISING & SELLING, and now on the contributing staff, has some cases in point and some worth while advice to give.

THE EDITOR

ing "if they win, lose or split even."

These representatives don't attempt to sell goods. Ugh! Their mission is to educate, interest and amuse the trade, thus earning for their house the good will of these worthy gentlemen who, even though they buy from the competitor's salesmen, enjoy the visits of this advertiser's entertainers.

But enough of this hypothetical stuff. Outlined as I have outlined it above, it is a little hypothetical. But in every-day life it's closer to the truth than it is to a legend. The points of difference are minor: instead of one advertiser, the number is several thousand. And, instead of human salesmen, the representatives are printed salesmen. Otherwise, the story is true.

THE SELLING LOAD SHUNTED

Modern advertising seems to have divorced the old-time merchandising load. Modern advertising seems to have ditched the interesting fact that this tire will travel 6,000

miles for the interesting fact that in Egypt camels go for seven days without a swig. Soap sellers now feature fairies, cupids and mermaids; automobile sellers feature attractive gardens, statuary and window curtains; varnish sellers specialize in panorama camera views; cigarette sellers are cornering the maple-sugar market; and so they go.

The average advertisement of today, minus company names, and such identifying marks, would make dandy stuff for the newspaper syndicates to run on women's pages. Most of the motor car insertions could be run in *House & Garden*; the tire advertisements would fit in the *National Geographic*. Pick any tailor's copy and *Vanity Fair* could use it as an editorial cut—"Squadron A wins its first polo match."

Because today's advertisers seem to have acquired the habit of selling Art, Typography, History, Geography, English Literature, Famous People—everything except their product. Not that I'm against the use of the best possible lay-out, the handsomest possible illustration, and the neatest reading copy. Far from it.

I simply rise to kick because in the effort to be exclusive or different or whatnot, advertising men have too often shelved the selling idea. The little dotted line is becoming extinct; the coupon that should be sent today isn't being sent. But more: many of our "best" advertisements do not bear even the semblance of the shadow of a reason why one should feel more cordial to any particular product after reading than before.

We must be months oversold on

Saving by Specialing

Ingersoll
The Low-priced Watch

The percentage of selling efficiency of this "copy" is very high and returns prove its good quality

Brass Tacks. So we are all substituting Round Numbers.

Granted that the advertising of yesterday required a dash of interest. That can be done while the sales talk is being put over. You've all seen the O'Sullivan copy which delves into the criminal history of China: "Years ago they killed with light taps of a bamboo rod." That's interesting. Yet even in a car-card they have gotten an ingenious sales idea in that thought—if light taps of a rod will kill, what will heavy thuds of leather heels do?

For round numbers, of course, we always pick on the motor car men, for they are the chief offenders. Yet witness the Franklin stuff: "20 miles to the gallon of gasoline; 12,500 miles to the set of tires; 50 per cent slower yearly depreciation."

ARTISTIC BOAT NOT "SELLING"

Although they appear to be in the minority now, there are plenty of others who still deign to sell something in their ads. Without mentioning names, for obvious reasons, I know of an excellent sample of the modern shift from printed salesmanship to pure art—and back. The advertising manager of a national advertiser went to war. His successor was a woman who was a better artist than a saleswoman. With the assistance of a well-known New York agency, this concern's advertising branched out into the geographical class. The advertisements were characterized by splendid art work—scenes in the various prominent cities of the world. The copy was brief but literary. And this stuff ran for nearly a year.

The former advertising man returned and resumed his job. With the change of personnel came a change in style. The *pure art* was dropped and pure selling stuff came back. It was a radical switch—but not quite so radical as the change in results which marked the switch! The effect on the consumer was beyond doubt I venture to say that the old style sold twice as much merchandise as the new. And, regardless of the motive which might have been behind the first change, the results following the second carry my point.

There are some strenuous selling days ahead. We're all going to quit cutting down orders, except the paper makers, and stir around for an outlet for our stocks.

AUBURN Beauty-SIX

The use of good art and excellent typography have not robbed this "copy" of its "selling power"

Salesmen are going to *sell*—and advertising ought to help them.

The fact that your traveler wears handsome neckties, neat shoes, classy shirts and an attractive hat won't sell your dry batteries. Neither will the advertisement whose attire strives to make up for what its message lacks. The book review will have to be supplanted by sales dope that begets conviction. Ruth busts fences with a heavy hat, not a broom. Cups are lifted with scientifically perfect craft, not tubs.

MUST COME BACK TO WORK

Applied to advertising that bit of bromide means that two of the three prevailing classes of advertising will have to walk the plank. The luxurious, fanciful, purely beautiful campaign and its more modified, partly-pertinent relative will have to turn over a new leaf or be damned. I can't see how we

can escape the ignominy of dusting and polishing up the old Selling Load and putting it back to work.

I can't see how we can evade the issue that advertising's principal function is to sell rather than to entertain. I refuse to concede that art in illustration, in typography, and in copy can't appropriately be harnessed to the prosaic mission of moving merchandise. I belong to the clique which insists that when the advertiser shows the sales department new copy he should say: "Will this sell goods?" rather than "Is this a good 'ad'?"

Some advertising men seem to have developed an emphatic aversion to any such thing as the mention of a price or the suggestion of a sample or even a hint that if the reader is really interested, additional information can readily be obtained by writing to so-and-so. Not that they are essential features, necessarily, to a selling advertisement. But they usually signify a desire to sell. Admittedly, a man could sell a product without mentioning those details. Yet in their anxiety to get away from such plebeian ear-marks, many copy and production men have gotten entirely away from even a sales idea in the insertion.

SOME SELLING ADVERTISEMENTS

The tendency shows itself in varied ways. Take the advertisement of a certain automobile. It offers a catalogue. But the copy doesn't say a single, concrete thing which would impel me to ask for the booklet. Every statement is a generality unbacked. In contrast to it, another motor-car advertise-

zinc

Puts service into Rubber

New Jersey
zinc

Every line of this "copy" carries selling punch to the prospect-reader

ment in the same publication says something, and even though it doesn't proffer more information, it prompts me to ask for more.

There is a familiar magneto advertisement that shows the same faults.

It has a dandy lay-out and a sensible use of type-face. At first glance I like it. But it doesn't sell me a single thing—except the lay-out which isn't for sale. Why not sell me a magneto? Perhaps I am too critical to represent the buying public, but this you must remember, is only an expression of my humble personal opinion.

To continue, the General Tire insertion is pretty much the same. They sell me llamas but not tires. Llamas go five days without water. But what will the tire do for me? ADVERTISING & SELLING recently explained the psychology of the General Tire Campaign. My only suggestion of it is that it has not enough *direct selling punch*.

On the other hand, look at the Sunshine Biscuit advertisement. It does many things. Even in black and white, the art work appeals to the palate. The copy is as good as could be done, for one can't say an awful lot about a biscuit. But the sales idea strikes me in several ways: first they offer a fairy tale book of rhymes for five cents. They offer a recipe book for nothing. Furthermore, they illustrate three hints for the hostess. And, last but not least, they offer a tie-up with the dealer by telling you to look for the Sunshine display rack, illustrating the rack. To my mind, that advertisement has a sales load.

The Ingersoll advertisement is another. It talks price; it gives reasons; it tells what sort of work this or that watch can best do. The Vivomint advertisement isn't "above" running a coupon at the bottom and a paragraph in the



Here's a piece of "selling copy," even to the good, old-fashioned coupon in the corner

text selling the sample. The Sun-kist Lemonade copy uses attractive and appealing art work in colors. It sells an idea ("Buy them by the dozen") and a brand name and a use of the product and a recipe book. And the copy, even though spent on a lemon, gives *selling points*. What more could one ask?

THE MISSION OF ADVERTISING

It will take a better talker than any I have yet encountered to prove to me that there is anything more to advertising than sheer salesmanship. I am hand in glove with that nationally famous manufacturer who told me the other day:

"When our advertising steps out of the selling plan, I am going to call in the sheriff."

"Our advertising is selling effort and nothing else," he went on. "It never has been anything else and, so far as I am able to glimpse into the future, it never will be anything else." Whereupon we both became so excited over this horrible condition of affairs that this article developed.

Of course, there are those who will jump on me for seeming to ignore facts. "This guy has picked up a few institutional campaigns," they will say, "and he's tearing them to pieces from the direct-mail angle." That may be true—but since when has it become so vital that 80 per cent of the advertisers flop into the institutional class?

And since when has it been decided that institutional copy and institutional campaigns can't be enlivened with a selling thought? And since when has it become necessary to refrain from selling the institution simply because the campaign is called "institutional?" Can't organizations be sold as well as products? If one must be concrete to sell a line, mustn't one be concrete to sell a house?

SOME WHO ARE SUCCEEDING

The New Jersey Zinc Company is doing it. The Apperson Bros. Automobile Company is doing it. The Packard Piano Company is doing it. The Miller Rubber Company is doing it. As a matter of fact, when one stops to consider those who are on the right track, judged by my modest doctrines, there is considerable encouragement in the fact the qualities of the organizations who stick to sales-advertisements are equally as high as those who have forsaken them.

Be that as it may, I certainly do rise up to kick about the custom of batting against Cooper or Walter Johnson with a whisk-broom. It's as foolhardy as trying to lick the *Resolute* in a sailing canoe.

Or trying to sell merchandise with pages torn out of the well-known Geography.

My respects to the old-fashioned Selling Load!

Sales Tax Advocated Again

The idea of a sales tax to take the place of the excess profits tax is gaining a great many adherents, the *New York Commercial* says. It was discussed last week before the Rotary Club by Jules S. Bache, who presented some very plausible reasons in its favor.

He likened the taxation situation, as it now exists, to the railroad situation under government operation, in that there was always a loss which was met by increasing the burden of the half million or so who pay taxes, leaving the rest of the nation to use the railroad on unremunerative terms.

The increase in freight rates now places a fair share of the upkeep of these properties upon each individual. The difference

between the effects of the turnover or sales tax and the present excess profits tax is that the turnover tax fixes a small percentage which everyone shall pay, and know that he is paying, while the excess profits tax, though seemingly paid only by those who make profits, is really passed on in enlarged form and spread over consumption of every kind.

Those whose turnovers are less than \$300 a month, for instance, could be exempt. One of the stock arguments against this tax is the necessity of levying it on the products of the farms. An exemption of \$300 a month would exempt the small farmers. The farmer who sells more than that amount a month would, when the

question is put squarely up to him, decide that he would rather pay 1 per cent a month than the 40 per cent arbitrarily added to everything he buys, which is practically the case at present.

The 40 per cent represents the maximum amount levied under the present excess profits tax. No merchant or manufacturer can tell at the beginning of the season how much goods he will sell, or how much he will make on the sale of those goods, and he naturally assumes the worst that can happen to him, which is a 40 per cent tax, which he takes the precaution to add from the start, so that no matter what the final result may be, he will not be the loser.

Toy Manufacturers Carry Advertising Campaign A Step Forward This Year

Last Year's Copy Designed to "Establish Consumer Consciousness" for American-Made Toys—This Year Seeks to Develop and Stabilize Demand

By RALPH BEVIN SMITH

MERRY Christmas! Does that sound a little premature?

Alright, then — Merry All-the-Year-Around!

That is the way the Toy Manufacturers of the U. S. A. would have it.

Last week we had pancakes for breakfast at our house, there were walnuts on the table after dinner the same day, and our two-year-old went to bed happy because we had brought him home a shuffling mechanical monkey that he is learning to call "Charlie Chaplin."

He didn't know that this eventful day had seen three rebellions against the tyranny of custom and the dictation of the calendar.

And perhaps we didn't realize, until we came to think it over, how far subversive propaganda had carried us out of the routine of habit.

For it is subversive propaganda, this advertising for year-around sales of what have hitherto been considered seasonal products.

TOY TIME—ANY TIME

Our domestic calendar has always called for pancakes when the snow flies, walnuts around the winter holidays season and toys at Christmas—or on a birthday. Of course, we have bought toys at other times in the last two years, but our buying has always been most casual, generally on the most accidental impulse, and never without a feeling that this patronizing of the toy shop "out of season" was somehow unwarranted. The fact is we—not including our two-year-old — seldom thought of toys except around Christmas time. They simply weren't brought to our attention.

But it's different this year. Along with "Aunt Jemima," who has been knocking on the screen door of summer for quite a while now, and with the California walnut growers, who have been using "summer number" space in the magazines to insist that walnuts are quite as appetizing with August ices as with Thanksgiving pumpkin pies, the toy manufacturers are now advertising to urge that not just Christmas time but any time is toy time. It was their adver-

tising in a toy shop window near the carline that takes us home and a little blue button that says: "I am an American and I play only with American toys" that caught our eye last week and resulted in the addition of "Charlie Chaplin" to our nursery family.

Last year the little blue buttons, bearing the Toy Manufacturers' trademark of an Uncle Sam hat filled with American-made toys, were being displayed and worn by the kiddies around Christmas time. This year they began to appear before mid-summer. The change represents a step forward in the co-operative movement of the Toy Manufacturers of the U. S. A.

LAST YEAR'S CAMPAIGN

Last fall the Toy Manufacturers saw in the great flood of business which had come their way with the cutting off of imports during the war a splendid opportunity to capitalize on the popularity of American-made toys and to drive home into the consciousness of American children and their parents the superiority of their products over those of their foreign competitors. So, just in advance of the holiday season, they started an ambitious advertising campaign for American-made toys in some of the national periodicals, in the children's magazines and in most of the trade papers read by dealers who handle toys exclusively or as part of the general stock. They also employed window trims, posters, newspaper electros, the little buttons for distribution among the children, and a generous variety of other dealer helps. The results in consumer sales, discovered when the Christmas business was checked up, were amazing. The results in dealer co-operation were even more amazing. In summing up the results of this campaign the association report says:

HOW DEALERS CO-OPERATED

There is no doubt that the Toy Manufacturers' advertising has established consumer consciousness for American-made toys. It has given them a personality and established their superiority. But it has also convinced the dealers all over the country that American-Made Toys will build such good business for them that

they are co-operating with the Toy Manufacturers to an extremely gratifying extent.

* * * There were over 1,200 dealers out of a total of 4,763 on the list who co-operated in some definite form with the idea of American-Made Toys. To state this differently, about one out of four of the dealers co-operated either by advertising American-Made Toys in their own newspapers, or using creed signs or window cards or other advertising material featuring American-Made Toys.

As for the extent to which the various types of dealer helps were used, 1,211 window cards, 975 enlargements of the poster advertising and color illustrations and 1,247 store signs were requested by these 1,200 dealers. Also 652 dealers requested 2,161 electros for newspaper advertising. Lantern slides were requested by 116 dealers.

The Toy Manufacturers of the U. S. A. in one year raised the toy business to the position of one of the greatest and most favorably known industries in America. Their first aim is to hold the tremendous increase which came so extensively from 1914 to 1918. But back of that lies a greater, more splendid object than merely holding what they already have. Never will they be satisfied until they have covered their whole potential market of 24,000,000 white boys and girls, and—even more than that—until they have made America the world's market for toys.

Since last Christmas the manufacturer advertisers have made the step forward, foreshadowed in this report. The original purpose of their co-operation was, as indicated in the report, to "establish consumer consciousness for American-Made Toys" and "to give them a personality and establish their superiority." A great deal was made of the patriotic appeal. The trademark of Uncle Sam's hat heaped with American-made toys and the association's cut showing a very benevolent Uncle Sam with a boy and a girl in his lap playing with an American-made hobby horse and an American-made doll were emblazoned everywhere on the association's advertising. The plainly put moral of the publicity material was that it was a patriotic, American thing for American boys and girls to play with American-made toys, for American parents to buy them and for American dealers to give them the preference over imports from abroad. It was the obvious move to realize on the patriotic sentiments, the national consciousness that had been stirred up by the war.

Now that the first objective has been reached, that "consumer consciousness" has been established for American-Made Toys, that the American toy-making industry has been endowed with a "personality," the toy manufacturers are going on to the next objective—that of establishing "consumer consciousness" for American-made toys not only at Christmas time, but all the year around; in other words, of increasing and stabilizing the demand and cutting out the seasonal element.

ON TO THE NEXT OBJECTIVE

The first advertising of this year, inserted after the association had collected from its members \$75,000 to continue publicity work through 1920, appeared as early as last March in such magazines as *American Boy*, *Boy's Life*, *St. Nicholas*, *Little Folks*, *John Martin's Book* and the *Children's Costume Royal* and in such trade papers as *Toys and Novelties*, *Playthings* and the *Hardware Age*. "Playthings for Spring" was the headline on one of the pages used in the children's magazines and the argument was for—

Joyous outdoor toys — playthings — rosy-cheeked dolls—toys that roll and prance or fly—that permit girls—and boys, too, to get out into the happy springtime air and romp and play all day.

Typical, also of the new advertising designed to carry this step ahead the work begun last year is the copy used in the June *Children's Costume Royal* under the caption—"The Gates of Toyland":

Toyland—Jovland—the land where the thoughts and dreams of children dwell. Where playthings are the real things. How important the play hours are in determining the development of children!

Cleverly designed, well constructed playthings alone are worthy of such a trust. That is why American-Made Toys are the ideal playthings for American children. They are novel and beautiful in design and are honestly and carefully made by American men and women to suit the taste of American girls and boys. Buy American Toys. Ask for those that bear the emblem.

SELLING THE DEALER

The text of this advertisement ran as a panel in a charming outdoor scene showing a boy and girl at the "gates of Toyland," inside which a group of kiddies were dancing a ring-around-a-rosey under the battlements of a towered Toyland castle.

The last paragraph harks back to last year's appeal. The rest of it looks ahead to the new objective—increased demand; year-around demand.

This year's appeal to dealers through the trade papers is selling on this year's advertising campaign to the consumer and last year's

experience with the dealer. Under the trademark cut and the caption, "The Sign of National Significance," this copy appeared in the March number of *Toys and Novelties*:

Uncle Sam and his children—his hat overflowing with toys—the words "American Toys" have in a few short months taken on an added dignity—and added power—an added selling appeal.

To-day the sign's influence is nationwide. Children and parents in Maine, in Seattle, in Cleveland or Savannah know its significance. For it stands for quality in toys—for service by the toy dealer who displays it—for a better variety—a more modern line.

The *Hardware Age* came out on March 4 with a page telling toy dealers that—

* * * there will be no uncertainty in 1920 about the big demand for American-made Toys. And it is equally sure that this demand will increase as the Toy Manufacturers' advertising campaign and American merchandise continue to prove to grown-ups and children that American-made Toys are better in quality and more ingenious in design than any made abroad.

The increased demand and the greater appreciation of playthings made in this country is largely the result of the Toy Manufacturers' advertising campaign—the largest and most effective toy advertising campaign ever conducted.

As a matter of fact, while it is good policy to hammer on the idea of "American-made Toys," the Toy Manufacturers of the U. S. A. have after all been advertising not so much against the foreign competitor as against consumer apathy. Statistics show that even in 1914 toy manufacturers in the United States amounted, in round numbers, to between \$10,000,000 and \$12,000,000 as against about \$7,500,000 in imports from abroad. During the ten months preceding April 1, 1920, the importations amounted to \$1,690,242 in dolls and \$2,616,180 in other toys. Set these figures against a present annual domestic production with a wholesale value of about \$35,000,000 a year and you will see that the domestic manufacturer has raised his power to a point where he has little to fear from abroad, let the foreigner speed up production and sales effort never so much. He is not going to have any trouble in holding what he has. His real problem is, quite as he has seen it, the widening of his market and the stabilizing of his demand. Incidentally, the biggest contributions to the 1920 campaign fund came from dealers whose products meet no foreign competition.

The 1920 campaign has a year-around program. The advertising begun in the Spring will continue through the Fall. A big window display contest in which more than 500

dealers distributed throughout the country participated in May and June will be repeated again after the summer holidays. At the same time, the dealers and jobbers will co-operate to strengthen and extend the "American-Made Toy Brigade," a plan which features the distribution of the trademark buttons to kiddies and the lining up of the kiddies to organize a juvenile barrage to pound down parental preference for foreign toys wherever it may exist.

Last year's slogan was simply "American-Made Toys." This year, it is, in effect, if not in fact, "More American-Made Toys."

—Which our two-year-old will probably endorse with all his little heart.

Taylor Society to Promote Scientific Sales Management

As a development of the meeting of sales executives, held in New York under the auspices of the Taylor Society on June 25, an afternoon and evening session of the fall meeting of this society for the promotion of scientific management will be devoted to the discussion of sales problems. This meeting has been called for October 14, 15, and 16, and will be held in Springfield, Mass.

Four important committees have been formed to organize the discussion. The subjects with which they will deal and their chairman are: (1) Organization and Functions of the Sales Engineering Department, W. E. Freeland, Winchester, Repeating Arms Co., chairman; (2) Organization and Functions of the Sales Operating Department, Charles J. Crockett, Printz-Biederman Co., chairman; (3) Selection and Training of Salesmen, Walter Dill Scott, the Scott Co., chairman; (4) Sales Quotas, Charles P. Staubach, Burroughs Adding Machine Co., chairman.

This meeting will mark another step in the plan of the Taylor Society to extend over to the sales department the benefits derivable from such scientific methods as have been installed in the modern production department, and well-known leaders in sales management will be present to suggest solutions to the many problems outlined for consideration at the preliminary meeting held last June.

Atlanta Convention, June 12-16

The date for the Seventeenth Annual Convention of the Associated Advertising Clubs of the World, to be held at Atlanta, Ga., has been set for June 12 to 16. The record-breaking attendance at Indianapolis this year seems to have proved definitely that June is the most satisfactory month for advertising men to attend their convention. As usual, preparations for the gala event will be begun far in advance.

National Campaign for Pianos

The Baldwin Piano Company, Cincinnati, Ohio, in a year-around advertising campaign, to start this fall, will use five national publications and thirty-six farm papers. The *American Magazine*, *Literary Digest*, *Red Book*, *Good Housekeeping* and *Etude* are the national mediums to be used.

Can Safety Be Taught By a Positive Appeal?

The Square D Company Conducts a Novel Controversy On the Justification of the Negative Appeal in Its Advertising.

By K. H. BRONSON

Director of Research Engineering, Square D Company, Detroit, Mich.

A DISCUSSION of the question put in the heading of this article demands that we first examine those conditions which it is the function of all safety advertising to correct. Briefly stated, its function is to point out existing dangers and convert people to safe practice. Conversion demands that long established habits be successfully overcome—a real problem.

We are all creatures of habit. All our lives we have been busy acquiring new habits and strengthening old. Habit is a second nature—a fixed tendency to think, feel and act in a particular way under special circumstances. We do today the things we did yesterday. And it's hard to break away from the old schedule.

THE "RUT OF CARELESSNESS"

But in forming these habits we have neglected to cultivate the habit of safety. The average man continues on in the same old careless way. He has continued so long in this course without accident that he believes that he may continue on forever in perfect safety. When he is cautioned to play safe, he smilingly points to his long record of "successful chances." He moves on in the rut of carelessness—a carelessness responsible for 90 per cent of all our accidents.

But habits may be changed. Old habits may be modified or abandoned and new ones formed to take their place. One of the functions of safety advertising is to change this habit of carelessness. But let it be known that it requires a powerful jolt to jar us out of the rut of complacent self-sufficiency, our fixed habit of carelessness, our disposition to take a gambler's chance. It cannot be done by a positive appeal. To overcome a fixed habit of this character demands an appeal infinitely stronger than that.

Safety has never been sold by a positive appeal. The most effective method has always been to throw the spot light into the Danger Zone, expose the dangers therein, and then by forceful argument persuade the fellow that he'll be next "if he doesn't watch out."

This is the method employed by

Have You Endorsed "Fear Copy" Yet?

*L*AST spring ADVERTISING AND SELLING conducted an interesting discussion to which many readers contributed their opinions, on the justification of what was called "Fear Copy." The last word in this discussion went, as it does in most discussions, to a woman, Miss Myrtle Pearson, who endeavored to sum up the findings of the controversy with the comment that "Fear Copy" is "justified when it is justified." By that somewhat anomalous statement she meant that, while the negative appeal is to be avoided in general, there are certain particular cases where the end sought seems to justify it as a means. The Square D Company believes its advertising problem presents such a particular case but, meeting adverse criticism, has carried its query outside its own councils to the electrical industry itself. How would you answer its questionnaire?—THE EDITOR.

the National Safety Council to reduce accidents. The National Safety Council has no product to sell. There are no commercial interests involved. It is engaged in performing a definite public service and it has adopted the negative appeal as the most effective means to results.

WHAT THE NATIONAL COUNCIL DOES

It issues regularly two-color posters so graphically representing the prevalence of danger that even the most ignorant and indifferent man is impressed, with the result that he goes about his daily work more carefully. A popular feature of its campaign is to take photographs of actual conditions and surroundings of accidents, near-accidents, unsafe practices, and dangerous locations, and to write these into graphic stories of human interest. So essential does it deem this work that more than a thousand students of psychology are engaged in the work of finding good poster material of this character.

A typical poster issued by the National Council for Safety shows a blood-poisoned hand in all its gruesomeness, not because it likes to deal in horrors, but because it was found from long experience that it took copy of this character

to send the average man on to the doctor and safety.

Negative advertising? Yes. Negative advertising and only negative advertising will successfully sell Safety to the average man.

The Square D Company of Detroit, which has been using the negative appeal in advertising nationally a "safety switch," has been both commended and criticised for the character of its advertising. It has been suggested by those who disagreed with our adopted policy that we tone it down and give it a more positive appeal. We disagreed with our critics; for we believe that we have adopted the only educational policy that will point out the danger of the open knife switch. The copy reproduced with this article is typical of the series we have been running.

But when it was stated that our advertising was injurious to the electrical industry we felt it our obligation to answer the charge. The Square D Company is the last company in the world that would do anything that would tend to injure the electrical industry.

FOR THE GOOD OF THE INDUSTRY

We are engaged in manufacturing an electrical safety switch. The Square D Company's whole business existence is tied up with the electrical industry. Anything that benefits the industry, benefits us; anything that injures the electrical industry injures us. We are engaged in manufacturing a product to make electricity safe. And in order to sell this product we have pointed out the danger and consequences of tolerating exposed parts in electrical installations. And we believe that the copy we have elected to carry this message is constructive.

Could such copy be injurious and destructive to the industry. Yes, if it pointed out the danger, and then suggested no remedy. Then, and only under that circumstance, could it work an injury. But we point out the danger and then constructively suggest an effective remedy for this danger; we are doing the electrical industry a real service. By showing how to make electricity safe, we are keeping out

Cosmopolitan

announces

James T. Aubrey

as Western Manager to succeed Stanley V. Gibson who leaves this magazine to take charge of the Western territory for the Butterick Quarterlies.



Mr. Gibson's former associates wish him the fullest measure of success in his new work.

August 23rd, 1920

National Advertising of the Square D Company Appearing in the Literary Digest, Factory and the Nation's Business

WORKMAN MEETS DEATH, SINGING

It was the day of the great ...
 The ...
 The ...
 The ...



He died—singing

THE man's work we meet. With going on ...
 He ...
 He ...

It was the day of the great ...
 The ...
 The ...

Authorities say the Old-style Switch must go

From all over the last ...
 It ...
 It ...

The ...
 The ...

The ...
 The ...

The ...
 The ...

fact is that where the ...
 The ...

The Square D Safety Switch

The Square D Safety Switch ...
 It ...

It is a simple knife switch ...
 It ...

Compare ...
 The ...

The switch ...
 The ...

The ...
 The ...

The ...
 The ...

The Square D Safety Switch

The ...
 The ...

The ...
 The ...

The ...
 The ...

The ...
 The ...



of the ruts of pernicious propaganda, we are striking boldly out on the main road of constructive publicity.

The worst copy, and the most harmful to the industry, are those accounts which appear from day to day as news in our daily papers, informing the public that electricity has claimed another victim. Of all publicity this is the most damaging to the electrical industry, and, furthermore, if the industry is to be saved from the damaging effects of these reports, its business, it seems, is to support the campaign which has for its purpose the elimination of electrical accidents, by the adoption of the logical preventive—the safety switch.

SOME OTHER EXAMPLES

We cannot conceive how Square D advertising can possibly discourage the use of electricity. When the manufacturers of fire extinguishers used copy to make people

realize the menace of fires in their own homes, did they injure the building industry? Did the Weed Chain advertisements, pointing out how automobile accidents can be prevented, discourage the use of automobiles? Did the publicity used by the National Safety Council, exposing machinery dangers, reduce the sale of machinery? Not in a single instance. In each case the industry was benefitted, not in spite of, but because of, the constructive character of these advertisements. They are above criticism.

Is the Square D Company then to be criticised for throwing the spot light into the Danger Zone; for pointing out graphically and honestly the prevalence and causes of electrical accidents; for giving a human interest appeal to its copy, in order to jar people out of their habitual, careless way of discounting danger; and for suggesting the remedy that will make electricity

safe for everybody, everywhere, every day?

It hardly seems consistent. The mediums that we have employed to carry our advertising message are all constructive magazines that rank high in national esteem: *Literary Digest, The Nation's Business, Electrical Review, Contractor-Dealer, Factory, Electrical Merchandiser, Journal of Electricity, American Architect, Electrical World, The Jobber's Salesman, and Michigan Manufacturer and Financial Record*—all magazines seriously interested in the development of the electrical industry.

SEEKING CRITICISM

But we decided to secure an expression from the industry itself. So we prepared a questionnaire made up of three parts. The first page consisted of a letter in which the conditions prompting the preparation of the questionnaire were outlined. The second page consisted of a reproduction of one of our advertisements which has been criticised. The third page contained a clear statement of the criticisms against Square D advertising; and the points in the case favorable to Square D advertising. Attached to this page was a ballot with this question: "Does the Square D national advertising campaign meet with your approval?" Page 2 is reproduced with this article.

The case against Square D advertising was put in this way:

1. Dramatic portrayal of the dangers of the exposed knife switch discourages the use and development of electricity. It reduces the sale of electrical current. The reading public is led to believe that electricity is dangerous.

2. Portrayal of accidents caused by the exposed knife switch "gets on the nerves" of those who read the advertisements and antagonizes them against the whole advertising campaign.

3. The exposed knife switch is dangerous—this is generally admitted. Our critics contend, however, that educating the public to the use of safety switches is more "constructive" than in emphasizing the dangers first and then suggesting a remedy.

The case for it was thus summed up:

1. Of course electricity is dangerous when its use is improperly safeguarded. It would be pernicious to allow people to believe otherwise. Square D advertising admits this danger, and then points out one way to make electricity safe. Thus, we are encouraging the use of electricity—safe electricity.

2. Which would be harder on your "nerves"—to read about a dancer, or to have some member of your family maimed or killed through contact with this danger? It sometimes takes a hard jolt to show people the right thing to

Announcement

THE NEW YORK GLOBE

takes pleasure in announcing effective
September 6, 1920 the appointment of

LORENZEN & THOMPSON, Inc.
AS SPECIAL REPRESENTATIVES

for General Advertising in both the
Eastern and Western Fields.

EASTERN OFFICE

19 West 44th Street, New York City

Tel. Vanderbilt 777

M. R. THOMPSON

E. J. CULLEN

J. L. SYTHOFF

WESTERN OFFICE

419 Marquette Building, Chicago

Tel. Central 4292

A. F. LORENZEN

H. G. SCHRUYVER

C. G. SHANNON



THE NEW YORK GLOBE

JASON ROGERS, Publisher

The Globe

MEMBER
AUDIT BUREAU
OF CIRCULATIONS

do Square D advertising is protecting the "nerves" of those who may suffer from the menace of the exposed knife switch.

3. Exposed gears on machinery are dangerous—this is also admitted. The National Safety Council is doing identically the same thing in the machinery field that Square D is doing in the electrical field—pointing out the dangers of exposed gears, and then showing how these dangers may be eliminated. Has this discouraged the sale of machinery? Ask any manufacturer.

Since it was out of the question to undertake a poll of the whole industry, in order to obtain a fair opinion from the industry of our advertising, we circularized the following with our questionnaire:

One hundred and fifty-one cities, including in the list all jobbers, all central stations, ten contractor-dealers, five manufacturers, and in New York, Chicago, Philadelphia, Boston, Pittsburgh and St. Louis, ten jobbers, all central stations, twenty-five contractor-dealers, and ten manufacturers.

This yields approximately 4,000 names which is 34 per cent of all the names of those four classes of the industry in the United States.

The replies will be mailed to the Service Department of the McGraw-Hill Publishing Co., New York. They will count the ballots and act as referee.

Of the replies which we have so far received 70 per cent have supported our advertising campaign, and of the remaining 34 per cent who were opposed to it, only two replies indicated that the campaign might injure the electrical industry as a whole.

WHAT READERS SAID

The following supporting remarks are typical of the comments received:

It is no crime pointing out a menace and showing how to avoid same.

Better a person know the danger than be sorry afterward.

Words of today's gospel, "And others

save with fear pulling them out of the fire."

In your case I believe that aiming for the bull's-eye is the proper course.

Why fear to scare the public when you must do that before your message will register.

And of the adverse criticisms these few statements are representative:

The exposed knife switch is dangerous, but do not like that kind of advertising.

Too ghastly and uninviting.

Too sensational. Pictures too vague and too terrifying—otherwise O. K.

Have always disliked horrible example form of advertising. Think people instinctively pass by such unpleasant reading.

We maintain that we have chosen the only logical appeal for advertising safety—the negative appeal. And we have too much confidence in the constructive character of this appeal to believe that a campaign devoted to the best interests of the electrical industry will receive an adverse criticism generally.

"The Public Be—Told," Packer's View

The Importance Attached by Swift & Company To Its Messages to the Buying Public.

By A. D. WHITE

Of Swift & Co., Packers, Chicago.

A LARGE corporation must have character in this day and age. By this is not meant the character measured by bank stability, by profits, or by the rating in Dun's or Bradstreet's. The confidence of the public in a concern is the final test of character, and this must rely on something besides merit in service rendered and products manufactured.

The public must have faith in the guiding principles of the business itself, its fairness to competitors, its respect for laws governing finance and commerce, its freedom from monopolistic traits, its relations with the workers—above all, its sincere consideration for the great mass of consumers.

Public confidence today is an incalculable asset in business. Winning and holding it is now the aim of every enlightened concern. That asset listed as "good will" covers a wider field of requirements than ever before, and it is a field worth cultivating to the greatest degree.

The American public places a lofty value on the good will it extends to business. No concern, large or small, can find lasting favor in its eyes which has not es-

Big Business and the Public

SOME time ago the editor of a western paper engaged in a discussion with D. A. White of Swift & Co. in regard to the changed policy of big business toward the public. It was cited that some years ago big corporations pursued a "public be d—d" policy; now they strive in every way to win public favor. This discussion has brought from Mr. White a letter which should be read by all persons interested in the relations between business and the public. The letter follows.

established a record for square dealing. It is a process of elimination which bars out the producer of shoddy products, the untruthful advertiser and the taker of exorbitant profits.

But one's reputation for squareness may suffer a blight if there is a tendency to be secretive in those matters on which the people have a right to be informed. Americans appreciate honest candor, the disposition to reveal rather than conceal all details concerning the conduct of a vital industry.

"The public be—told" is the principle that wins today. It is being

applied successfully by such organizations as Swift & Co. Here is a corporation which is, in fact, an organization of more than 35,000 shareholders, scattered over the length and breadth of the nation. Performing a big and necessary service, earning only a fair and relatively small profit, Swift & Co. firmly believes that the consuming public should know the facts of an industry which affects their daily lives. To the same degree the company feels its responsibility toward the great army of food producers.

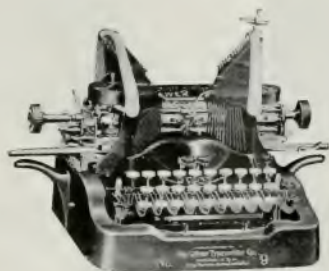
There is a sequel to the slogan, "The Public Be Told" and that is, eventually "the public will understand." A start has been made toward educating the great reading public, that is, the readers of advertising as well as editorials and news, in the principles of business economics. World conditions which have directly affected every man, woman and child and every home are helping to bring about an era of economic enlightenment.

People are not led astray to the same extent as of old by the false reasoning of agitators and the unfounded charges of political "in-

Collier's

THE NATIONAL WEEKLY

5¢ a copy



Oliver and Collier's

Oliver typewriters have been continuously advertised in Collier's since their adoption of direct mail selling.

The demand for the Oliver today exceeds all previous records.

Read Collier's

investigators" in office. People want to know the truth and they will sift the truth from every jumble of misleading reports. That is why Swift & Co.'s policy of frankness has been successful. Not only has the company supplied the public with the truth through the medium of the press, but it has taken the direct route of advertising to tell the story of a great and vital industry.

The institutional advertising policy which Swift & Co. has used extensively during the last two years has had two aims:

First, to place the facts of the business before the public, in order to build good will;

Second, to counteract misrepresentation and propaganda directed against this industry.

Every effort has been made to make the advertising constructive and the greatest care has been taken to see that every statement

agrees with the facts and does not misrepresent conditions.

Mr. Louis F. Swift, president of the company, said in a recent statement.*

"In fairness to the American press I wish to go on record here as saying that in placing our institutional advertising no consideration has been given to the editorial policy of the paper or magazine. Circulation and territory have been the only factors which have influenced us, for we have felt that our advertising has been needed equally in papers which are friendly and in those which are antagonistic to the packing industry.

"It has been my experience that the average editor has been absolutely uninfluenced by the fact that we were or were not advertising in his paper, except of course as his opinion might be affected by

the facts presented in the advertisements."

One of the results of the policy of frankness is this: the consumer now realizes that there are two sides to the packing question. Fair minded editors and their readers have been brought to a realization that while many assertions have been made against the industry by the federal trade commission, conclusive evidence to support these assertions is lacking.

Frankness in public relations is the order of the day. It is profitable for legitimate business; it is a safeguard for America's economic structure against the undermining influences of self-seeking agitators. Modern business must build good will as it builds materially and financially. And good will can only be assured to those who keep uppermost in mind the unwritten law of America. "The Public Be—Told."

*ADVERTISING & SELLING of April 3.

The Basic Facts of the Farmer's Prosperity

Lifting of Farm Market to New Plane of Earning and Better Appreciation of Good Merchandise Is Most Encouraging Factor

By CHARLES COOLIDGE PARLIN

Manager, Division of Commercial Research, Advertising Dept., Curtis Publishing Co.

The Farm Market of Today

SINCE Mr. Parlin incorporated these facts in an address which he delivered before the Robert Morris Club of Philadelphia earlier in the year the farmer's prosperity has been further assured by the reaping of a bumper harvest. Those of us who have been following closely the daily harvest reports with the aid of basing upon them an estimate of the power of the 1920-21 farm markets will be glad to round out our knowledge with the aid of this masterly survey of the last three years' developments in the farm field.—THE EDITOR

and if we assume that farm costs increased fifty per cent in these years, it is apparent that the increased net profits for each of these years would approximately equal the gross earnings before the war.

In Georgia, North Carolina and South Carolina, the gross figures are somewhat smaller, due to the fact that the acreage of improved land is cut up into smaller average holdings, but the percentage of gain in 1918 and 1919 was even greater.

Every section of the country showed in each of the three years a marked increase over the pre-war values. It seems evident that throughout the United States many farmers must have made incomes during each of the past three years higher than the gross value of their products before the war.

It seems probable that in 1920 there will be some recession from these figures. Under the stimulus of war demand, land was crowded for production and unusual emphasis was given to raising wheat. This year there will likely be a return to a more normal rotation of crops, probably entailing a lower wheat production. But, barring exceptional weather conditions, it seems reasonable to expect that in 1920 the farmers, still under the stimulus of plausible high prices, will attain at least a fairly high level of production.

The value of farm property in the United States—that is, the value of land, buildings, implements and domestic animals—increased slowly up to 1900, then doubled by 1910, and again doubled by 1920.

In other words, increment in the

THE greatest of all the domestic markets is the farm market. Approximately one-third of the population lives on the farm, and if to this is added the number living in cities and villages of less than 5,000 population, the total becomes considerably more than half the population of the United States.

The past three years have been years of unprecedented earnings on the farms. Starting from a base of about \$1,500,000,000 in 1879, the value of gross farm output increased steadily until 1914, and then in three years jumped more than 100 per cent, reaching a total gross income of approximately sixteen billion dollars in 1917, and rising to still higher levels in 1918 and 1919. In other words, in each of the past three years the gross earnings of the farms of the United States were more than double the amount of any year before the war.

The significance of this is perhaps better visualized in the effect on the individual farmer. In Ohio, Indiana and Illinois the gross value of the thirteen principal crops per farm was in each of the three years, 1917, 1918 and 1919, more than double that of the average of the years 1911 to 1915.

“The Fine Art of Feasting”



Newspapers Put Yuban on the Map

IN November, 1913, Yuban, the private coffee of Arbuckle Brothers, was first placed on retail sale.

Within ninety days, more Yuban was being used in Greater New York than any other packaged coffee!

Within six months, Yuban was outselling all other high grade packaged coffees combined!

In New York and Chicago right now, more people buy Yuban than ever before used any one particular

brand of coffee. There the distribution in all neighborhoods exceeds the saturation point formerly assumed for a high grade coffee.

Without the finest kind of complete merchandising—a glowing tribute to every associated factor—no such success could have been attained—but the *one outstanding consumer sales force* was the daily *Newspapers!*

Drive the lesson home. How about *your* product?

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

NEW YORK

CHICAGO

ATLANTA

KANSAS CITY

SAN FRANCISCO

value of farm property in the past decade was more than double the entire accumulation of farm values from the beginning of our history down to 1900.

The significance of this marvelous growth in the value of farm property is better understood when it is realized that the values used in the industry of farming in 1910 exceeded the capital invested in all manufacturing industries of the United States, plus the capital invested in all American railways, plus the capital invested in American mines and quarries.

Authentic figures for 1920 are not yet available, but on the basis of the government estimate of \$85,000,000,000 for the value of farm property, if we assume that the capitalization of manufacturing industries increased to \$40,000,000,000, the values used in the industry of farming in 1920 appear not only to have maintained their dominance but to have increased their percentage.

Farming is not only the largest industry, it is the basic one, and in the past three years this industry has risen to a new plane of earning and spending power.

Since 1900, population has been increasing more rapidly than acreage of improved land, and city population has increased more rapidly than rural. More intensive cultivation and the use of poorer lands are necessary to produce the increased amount

of food required by our population. Both of these measures ultimately mean more expensive production and therefore higher prices.

Under these conditions it seems to us unlikely that food prices will return to a pre-war level and farming seems to have moved permanently to a higher level of earning and spending power.

The many influences that are increasing the earning power of the farm are doing another thing quite as important—they are cultivating the taste of the farmer for better merchandise.

The automobile has transformed farm life. It has broadened the farmer's acquaintance from a radius of seven miles to a radius of thirty miles. It has made the farmer and his family a part of the civic and social life of the nearby city and, what is also important, it has made it easy for city residents to visit their friends on the farm.

Education is also a transforming influence on the farm. The sons and daughters are going to city schools and colleges more than ever before. Education is increasing the efficiency of farming and raising the standard of living so that a larger proportion of farm homes have thoroughly modern equipment and conveniences.

That there is a sufficient economic justification for the farm demand for phonographs, pianos, automobiles and the luxuries of a modern home is

evident from farm earnings, but a full understanding requires a word on the psychology of the situation; for strong buying necessitates not only purchasing power but attitude of mind favorable to spending.

Before the war, a fairly typical farm statement might show 200 acres of land valued at \$200 per acre, or a gross value of \$40,000, against which there might be outstanding a mortgage of \$20,000, and the farmer, estimating his net worth at \$20,000, might have felt fairly comfortable. In the past three years his land value has doubled and his indebtedness has not increased. Today the 200 acres are worth \$80,000, and as the farmer realizes that his net worth is \$60,000 and that his present crops return ready cash to reduce his indebtedness and furnish besides luxuries long desired by the family, is it any wonder that he buys a new automobile, a grand piano, a fur coat for his wife, or takes the family for an outing to New York?

With the accumulation of three years of unprecedented earnings it seems to us that nothing short of a crop failure can check the buying demand of farmers during 1920. The lifting of the farm market to a new plane of earning and to a better appreciation of good merchandise seems to us the most encouraging factor not only for 1920 but for years to come.

About Advertising Good Times

IT is the function of advertising to entertain and instruct, as well as to fulfill its principal purpose of selling goods. Readers often look at your space, if you are yourself an advertiser, merely for the purpose of determining exactly what your lines or brands are, whether your prices are high or low, possibly to obtain your business address. So, in addition to its other functions, advertising fulfills the purpose of answering questions.

It would not be sought in this way, however, were it not either known or assumed that your advertising regularly appears in certain classes of publication. The idea of looking for it would never come into the reader's mind if there were not already there an automatic reflex, associating your name and business with that kind of a publication and with that particular example of its kind.

It is the automatic reflex from advertising that is its most potent and far-reaching influence. This same

property is also the least tangible of its many values and the most difficult to appraise. It is based very largely upon the ability of the advertiser to entertain and hold the attention of the reader who is, so to speak, merely looking at the pictures. For how often it happens that no more than a casual glance at an advertisement registers in the mind an impression that subsequently becomes of definite and lasting value.

Growing out of this concealed value of advertising, however, arises a still more potent influence, of which a few advertisers are well aware, of which some make extraordinarily good use, but which by far the majority seem totally to ignore. This is the general influence of the manufacturer's or merchant's message in molding popular thought, even shaping current events.

For illustration, consider the present tone of business. Follow back through the events of the past few weeks. Trace its beginning in the

epidemic of price-cutting that swept the country a little while back, and so follow through to the news conveyed by the advertisements of one department store in one city. It was the fact back of the advertisements, to be sure, that started the ball rolling, but it was the advertising campaign directed toward reducing the high cost of living,—that, and the interpretations variously placed upon it, the degree of sincerity attributed to it, the amount of belief that it inspired, that acted upon other merchants in other cities, and so, within a very few days, induced a slaughter of prices throughout the country.

Advertising is the very spirit of current events. It is the connecting link between the great happenings of the day and those minor occurrences that are mere routine—the buying and selling of goods, the accumulation of materials, the hiring or laying off of help, the movement of merchandise, its disposal to the consumer. He who fails to recognize

The Farm Journal

*Covers the
Wealth-
Belt*



Maybe Our Young Friend Doesn't Know

that his dad is bringing in *The Farm Journal*—but the rest of the family will be eager to see it, and profit by its help, its wit and wisdom, its commonsense and its advertising pages.

The September issue of our excellent publication (isn't

that modestly said, for such a wonderfully growing paper?) is certainly a big money's-worth. It will make better farmers out of its readers—and better folks out of those farmers. Fifty cents a year buys a great deal, when invested in *The Farm Journal*.

The Farm Journal

15 E. 40th Street,
New York City.

Washington Square,
Philadelphia.

Mallers Bldg.,
Chicago.

Crocker Bldg.,
San Francisco.

this, or who does not read in the advertiser's message the undercurrent of the advertiser's own reflections, is not only missing one of the day's greatest diversions, but also is overlooking an infallible indication of the business temperature. Similarly he who fails to employ his advertising as a means to stimulate and guide the trend of public thought along helpful and uplifting lines, is doing himself and his fellow craftsmen a great wrong.

Is it not true that the very spirit of the writer who contrives the brief lines that appear above the advertiser's signature goes into those few

words? Does he really mean what he says, and does he make that meaning clear? If he feels he must give reasons, do those reasons ring true, are they logical?

For the business man, every day and every week bring new problems to be solved, new conditions to be faced. The manner in which he works out those solutions, and the attitude with which he faces the ever increasing tangle of complications is very largely determined by his frame of mind. His mental attitude, in turn, is more largely determined by what he reads than most people imagine.

The Street Railways Advertising Co.

*Announces
that*

Mr. F. R. Barnard
who has been making
his headquarters at
Chicago as Western
Advertising Manager
has been appointed

**National
Advertising
Manager**



Into the stream of the current publications, ceaselessly meandering along, flow the thoughts and ideas of all men and all classes of men, and from it are drawn the ideas and inspirations of all men and all classes of men. Consciously or otherwise, men's minds are molded by what they read. Does the advertiser always appreciate this?

It is the custom of the more enterprising writers of advertising to take advantage of the passing whim by catch-phrase and allusion, more, perhaps, for the purpose of fixing the reader's attention, than with any deeper intent. But is that sufficient?

Is there not something about advertising akin to that feeling of being in the public service of which every newspaper man is conscious, which should be used to better advantage than it is? To how great extent does advertising of the more conventional sort fail of realizing its entire purpose because it was written in sequence, months in advance, and subsequently criticised from so many viewpoints that it has lost its inspirational quality?

To go even further, how far does advertising, as conventionally employed, reflect only the product, rather than the motive behind it? How far is it becoming over-conventionalized?

Money becomes tight, the curve of buying falls off, those who are easily discouraged catch the popular distemper. But these are not hard times, these are good times. There is nothing the matter with business, except that speculation is receiving very little encouragement. That, however, ought to be good for business, rather than bad. But does your advertising convey that impression? Are you advertising good times?—*Publisher's Observations, Automobile Topics.*

Advertises Rochester Exposition

Lyddon & Hanford Co., Rochester, N. Y., besides using outdoor advertising, is utilizing between sixty and seventy country newspapers within a radius of fifty miles to advertise the Rochester Exposition, September 6 to 11. The exposition, which has been an annual event for thirteen years, is combined with the horse show. Eastman Kodak Co., Bausch & Lomb, Taylor Instruments and other national advertisers will have exhibits.

Pyrene Holds Sales Convention

Under the supervision of G. P. Rogers, general sales and advertising manager, the Pyrene Mfg. Co., New York, held its sales convention and conference at the Hotel Commodore, New York, August 30 to September 3. The entire sales organization in the United States and Canada, together with a portion of sales force of its London company was in attendance.

Introducing the New Representative

Getting the Right Personal Touch to Your Message to the Trade Is Important in Assisting the Selling Process.

By GUY S. HAMILTON

Advertising Manager, American Steam Conveyor Corporation.

WHAT is the best way to introduce a new sales representative to the customer, prospective and present, in his territory?

That is a question which from time to time has engaged the attention of more than one executive.

Many manufacturing concerns divide the country up in sales territories, each allotted to an agent, generally a manufacturing representative handling a line of accounts in the same field. A steam jet ash conveyor designed to handle ashes from the boiler room, for instance, would be handled by agents devoted to the sale of power plant equipment. They are men of technical training and are often influential in their field.

When one of these men is given the account, it becomes at once advisable to make some sort of an announcement to the customers in the sales territory. The more effective the announcement, the greater the impression made on the territory.

CREATING THE PERSONAL APPEAL

A short time ago, the American Steam Conveyor Corporation appointed a new representative for the territory comprising Buffalo and Western New York. Notices were sent to the power plant publication and cards were printed for mailing to the Western New York prospect list.

It was felt, however, that something was lacking. These methods were rather conventional—they didn't have a human personal touch.

"Let's introduce Konzelman to his territory in a more personal manner," was the suggestion. "He can't call on everyone in person within a few weeks, but he can do it quickly by proxy."

The proxy, of course, was his picture. A good likeness of the new representative was obtained and a first class half-tone made.

After some deliberation it was decided to place the likeness on a blotter and send it to the list in this manner.

Why the blotter?

Why not the reproduction in a folder of a deckled edge stock with

a hand letter cover printed in three colors? Why not something artistic and "classy"?

Good for many cases, but not ours. We felt we had to have something that would live with the prospective customer, would sink into his consciousness and cause the new man to be recognized when he per-

sonally came into the prospect's office.

A USEFUL "CARD"

The blotter, it was felt, would do the trick.

A blotter is a homely affair—but a very useful one.

There is nothing brilliant about

WHAT DOES "JOBBER INFLUENCE" OF A NEWSPAPER MEAN?



Food Advertising In News Is Felt In Three States

The fifteen larger grocery jobbers in Indianapolis travel 152 salesmen in a territory where there are 5,776 grocers. In 1919 the jobbers did a business of \$21,500,000. The influence of The News on the stocks of these wholesalers is tremendous. The circulation radius of The News and the Indianapolis grocery radius are practically identical.

News advertising is something very definite and tangible to these wholesalers. The News' portfolio of non-cancelable advertising is a good place from which to start your representative with the wholesalers.

\$4,000 will give you 20,000 lines which spread over a year is ample advertising to support your sales efforts in the Indianapolis Radius

The Indianapolis News

First in America in National Advertising 6 Days a Week

New York Office
JAN A. CARROLL
Tribune Building

FRANK J. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

a blotter as an idea, but once received, it is used. It drives home its message. It sticks on the desk for days.

A folder doesn't do that. Neither does a letter. That's why the blotter was chosen to carry the picture of the new representative and the message of service.

It is perhaps pertinent to say that the copy is business-like and to the point. It does not emphasize the man but rather what he can do for the potential customer.

"This man can save you money in ash handling," was the message across the top in bold face type. And the copy followed: "Cut your ash handling costs 50 to 75 per cent. If you are using high priced ash wheelers or expensively operated mechanical equipment, you can do so easily through the use of American Steam Ash Conveyors.

THE SERVICE MESSAGE ADDED

"Our representative (note his name, address and photograph to the right), is entirely at your service. Ask him to aid you in solving your ash disposal problems. He is an experienced ash disposal engineer and without obligation will gladly study your plant and show you how an American Steam Ash Conveyor will cut your ash disposal costs."

The blotter also carries an illustration of a conveyor so that the reader has a knowledge of the product. Printed in two colors, it presents an attractive appearance.

The company is so well pleased with the blotter that arrangements are being made to "introduce" other sales representatives to their prospects in this manner.

Barrett Retires from Pan-American Union

John Barrett, director of the Pan-American Union, Washington, D. C., retired from office September 1, after having devoted fourteen years to the Pan-American Union and twenty-five to official international service.

After assisting in the organization of the new Pan-American College at Panama as president of the Administrative Council, with headquarters in Washington, Mr. Barrett will establish connections in several cities as a general counselor and special adviser in international, economic, commercial, financial and cultural relations. Dr. L. S. Rowe succeeds Mr. Barrett as head of the Pan-American Union.

Can't Use United Shield

A preliminary injunction restraining the United Confectioners, a candy corporation of Newark, N. J., from using the word "United" and from displaying an advertising device in the form of a

shield has been granted the United Cigar Stores Company of America.

The application held that the word "United" and the shield device are restricted to use by the cigar company, and that an attempt to use them constituted unfair competition.

McCaffery Joins "Advertising & Selling"

Joseph T. McCaffery, for seven years with Printers' Ink Publishing Co., New York, has been appointed circulation manager of ADVERTISING & SELLING.

Mr. McCaffery succeeds Miss Leona Marie Dayton, who was married on September 1, to Percy Van Holland of New York.

Branham Telephone Cards Ready

The new telephone card giving a list of advertising agencies and publishers' representatives, published each year by the John M. Branham Company, publishers' representatives, is now ready for distribution. It may be had by applying to the company's New York office 225 Fifth Avenue.

National Campaign for Novel

The Cosmopolitan Book Corporation, New York, to sell a novel, "The Valley of Curwood" will start a national advertising campaign in September, which will continue into the early months of 1921. Nine national magazines and twenty-three daily newspapers, said to reach in all 40,000,000 readers, will be employed. There will be 160 separate advertisements.



With apologies to Sweet's Aprons

The ALL FICTION FIELD

COMPRISING

- Adventure
- Detective Story
- Ainslee's
- People's
- Argosy-All Story
- Short Stories
- Smith's
- The Popular
- Top-Notch

Chavez With "El Automovil Americano"

Luis Chavez, recently with the Foreign Department of Frank Seaman, Inc., has become associate editor of *El Automovil Americano*, published by the Class Journal Company, New York. Mr. Chavez was formerly editor of *Export American Industries* and with the General Motors Export Co., Detroit.

Resigns from A. B. P.

The Associated Business Papers, Inc., has accepted the resignation of the *Architectural Forum*, Boston, Mass.

Bahian Newspapers Raise Prices

Owing to the increase in the cost of newsprint paper in Bahia, the size of

the leading newspapers has been reduced and the prices have been increased from 2½ cents to 5 cents per copy.

In June, 1919, newsprint paper could be purchased for \$140 per ton c. i. f. Rio de Janeiro or Bahia, and with the dollar quoted at 3.4 milreis Brazilian currency, the paper cost the Brazilian importer exactly 476 milreis per ton. At the end of January the price had increased to \$220 United States currency per ton c. i. f. Bahia.

The July, 1920, quotation for American paper is \$450 per ton c. i. f. Bahia, and the dollar is quoted at 4.28 milreis, which makes the paper cost the publishers 1,926 milreis per ton as compared with 476 for the same article one year ago.

Buys Michigan Newspaper

Harry Myers, editor and owner of the *Arena Mich.*, *Independent* and part owner of the West Branch, Mich., *Herald-Times*, has bought the *Lapeer, Mich. Press*.

United Makes Workers Directors

Six employees of the United Cigar Stores Company of America were rewarded for long service in its employ when made vice presidents and members of the board. This was in line with the policy of the concern which keeps control of its business in the hands of the men who help make it.

Albert C. Allen, Samuel Simons, L. E. Denslow, F. I. Becton and M. A. Vouvier were elected vice presidents and directors and C. W. Rattray, manager of the company's premium department, was appointed a vice president. Acting President J. R. Taylor, commenting on the election, said: "In giving the recognition to fidelity and proved worth the directors adhered to the company's fixed policy of keeping actual control of its business in the hands of the men who are actively engaged in it. No other consideration ever enters into promotions of this kind."

Firestone Appoints New Editor

Mark L. Felber is the new editor of the *Firestone Non-Skid*, the magazine of the employees of the Firestone Tire & Rubber Co. He succeeds C. A. Reece.

Marmon Starts Dealer School

Nordyke & Marmon Company, Indianapolis, in order to show dealers in the smaller towns that they can sell cars of the higher grade, have established a sales and service school.

Gives Up Post

Ernest H. Brandt, western sales manager for the Ajax Rubber Co., Inc., has retired from that position without, however, disclosing his future plans. Before joining the Ajax Company, Mr. Brandt was with the Fisk Rubber Co., and at one time sales manager of the Corbin Motor Car Co.

New Chewing Gum in France

A French firm has had the name Lulu Chew' Ing Gum registered as a trademark. The reason for spelling the word chewing in two words is said to be for the purpose of rendering the word more peculiar.

Heads Overland in Johnstown

K. N. Gougeon, for seven years with the Willys-Overland Co., Toledo, in the sales promotion department, has become managers of the Overland-Johnstown Co., Johnstown, Pa.

New Addition to "Item"

Mark H. Briedy, who for the past seven years has been engaged in various newspaper work in New Orleans, has just joined the merchandising and service department of the New Orleans *Item*.

"Costumes and Dresses"

The initial number of *Costumes and Dresses* has recently been issued by the Costume and Dress Publishing Company. The aim of the magazine is to establish an intimate relationship between the retail distributor and the producer.



The
FIELD OF GREATEST YIELD


PUBLISHED BY

Doubleday, Page & Co. The Ridgway Company
The Frank A. Munsey Co. Street & Smith Corporation

MEMBERS A. B. C.



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

IN FOREIGN TRADE

EXPORT ADVERTISING and SELLING

A Department of Foreign Trade Extension Service

Under the Direction of

CYRIL H. TRIBE

What it Means to "Learn Exporting"

The "Hard Knocks" Received in the Past Form a Fund of Helpful Knowledge for Today's Foreign Traders

By GEORGE FRENCH

I WAS much interested to read the article with the title "Making Exporters of American Businessmen," in the August 21 issue of ADVERTISING & SELLING, by L. C. Wilsey, and even more interested to learn that such an important concern as the General Motors Company has begun to train men for the export field in a systematic manner.

I had the fortune to be intimately associated with a man whom I believe to be one of the best equipped exporters in this country for about a year and a half.

I was in personal touch with this man fully seventy-five per cent of this time, and was in confidential relation with him, so that I got at the very heart of all that transpired in that office. The business included the exclusive agency in the foreign field for something like twenty American products, and intimate relations, through a service branch of the business, with about 150 other American manufacturers of goods for export.

Still another phase of the business brought us in constant and close touch with certainly 80 per cent of importers in other countries of American goods. In addition to these qualifications, and facilities, this man whom I am referring to is a very good general business man, familiar with financial matters in every country, knowing the racial characteristics of the people in every country to which American goods are shipped, and having a pretty thorough knowledge of American manufactured goods.

HOW HE GAINED SUCCESS

When this man was a youth it became necessary for him to pro-

Foreign Problems

BUT for the fact that Americans have a way of getting results after their own methods, and a faculty for cashing in on the experiences of others, the Foreign Trade field might now seem too difficult of entering to be worth while attempting.

But the world is going to continue to regard us as we are, and eventually accept us at face value, possibly even recognizing that we are in a sense another race of folk. And beyond a doubt some day the rest of the world is going to meet American goods at least half-way in the marketing process, so that we shall not have to do all of the puzzling, all of the "understanding".

Until such good times, however, it will be good for American advertisers to read what Mr. French has to say on Foreign Selling in the accompanying article.

THE EDITOR.

vide for his own future, and he took to the sea; but not for long. He soon realized that there was a field for American goods in foreign lands, and got two or three American manufacturers to allow him to take their goods into those fields. He traveled all over the world with those goods, and learned the export business in the "University of Hard Knocks." But he learned it. That is the point. He increased his lines, and after a time established himself in New York, keeping up his study of the fields where American goods can be sold, and the people in those fields who buy American goods.

This man also keeps his friendships with the people in those other lands, and never lets an opportunity to befriend them slip. His office in New York is always the rendezvous of the people coming here from the ends of the earth, and every man from the Straits

Settlements, Australia, New Zealand, the interior of Siberia, the Orient, India, the Levant, Russia—anywhere in the world—gets a warm welcome and all the service the office has to offer, without cost, with the personal attention of all the staff at all times and for any purpose.

This has been going on something like twenty years, and it may be surmised that this man has his hooks in every concern in the world that buys largely of American goods. He has, and it pays him to have.

It may be remarked that the kind of personal contact with business pays in any sphere. It pays in domestic trade, in retail trade; it pays in all kinds of business everywhere. But it is absolutely necessary in export business.

I am coming to the point of it all. Everything that this new school of training for men for the export field is doing, or plans to do, is good, and necessary. But it is also necessary that the man who is to make a success in the export field shall go into that field for his education. He cannot qualify in any other way. He has to know the fields where he is to sell goods, and the people in those countries.

THE LANGUAGE PROBLEM

Take the one question of language. It is quite futile to imagine for a moment that one can sell goods in Spanish-speaking countries without a good knowledge of the language as it is used in those countries.

Note that I say as it is used in those countries. This means that if goods are to be sold to Argentinians the seller must know the peculiar Spanish spoken in that

country, which is different from Spanish spoken in any other country or taught by any text book. The same is true of Cuba, of Mexico, of Spain and the several provinces of Spain, and of all other Spanish-speaking countries.

This difference is not mainly a literary difference, but more truly a technical difference—the names applied to goods and materials are different, not only basically but colloquially. A certain pot is one thing in Mexico and another in Argentina; a tool is called by different names in different countries, and perhaps not by its literary name in any.

These differences are not confined to nomenclature, but per-

meate the whole export problem, to such a bewildering extent that the academic student of Spanish finds himself in a hole very often if he depends upon the teaching of the books. Take a document that has been translated into Spanish by one who is letter-perfect in the academic language and submit it to a Mexican. He will mark the proof so much that the printer will despair of getting it right. Then take the Mexican's version and send it to an Argentinian and note what he will do to it! Finally, submit the academic version, which is literally correct, to a practical Spaniard in Spain who is in trade, and get another series of shocks. A good Spanish student can converse with Spaniards from any part of the world, but he cannot write the literature of their business.

What applies to language is also applicable to other phases of business with people living in different countries. There are trade customs, nomenclature, habits, prejudices, traditions, formalities, that are impossible to learn except by direct contact; and if they are not perfectly known and scrupulously observed it is not possible to do business with the people concerned. Most people, those whom we stupidly call foreigners, are much more influenced by personal considerations than are we in practical America; and their personal idiosyncracies have to be not only known but carefully humored.

NOT SCHOOLROOM SUBJECTS

These matters cannot be learned in America. They cannot be successfully taught in any school, even by teachers who are well aware of them and of their basic importance. This seems absurd to many Americans, and it seems absurd to many Americans that such racial differences should be observed in trade even if they exist. But the people of all other countries have more rigidly defined personalities than we have, and run truer to their heredity and training than do we.

The Spaniard is sure to be as much of a Spaniard in New York as in Madrid; and as much of a Spaniard today as was his great-grandfather, or any ancestor back to the tenth or twentieth generation. We Yanks can become pretty good Spaniards in Spain. Frenchmen in France, and even Cockneys in Lunnon. We do not care a "sumarkee" for what our respected ancestors wore a hundred years ago, or a thousand; nor

for how they accented their words, or spelled them. We do not understand why the Japanese gentleman to whom we wish to sell machinery should worship his ancestors, and that he persists in doing so arouses our wonder, or our contempt. And it is just there that we fall down as exporters.

I mentioned that I wallowed in this export atmosphere a matter of a year and a half. I was willing to acknowledge that if I wanted to become an exporter I must take my bag and go into the field of the world. I didn't wish to do that, and so I did not become an exporter.

And, with all respect to this and other ventures, I wish to suggest that if any American concern is thinking of training men for the export business it will facilitate that purpose if at the start they realize that it is a business that has to be learned by the doing of it—for the most part. There are, in New York and other parts of the country, schools for the training of men for export business, but where do you find their graduates functioning importantly in actual export business? It is certainly true that in large export concerns there is much work that can be better done by men who have had the training given by such a school as Mr. Wilsey describes, but chiefs of foreign trade do not matriculate in them.

A big exporting concern should formulate a policy of sending its young men into the foreign field, first as clerks in their overseas offices, and then as salesmen on the big world circuit. After some years at this they would be qualified to come to America and take important positions in export business, and know what they were required to do and how to do it. It is a slow process, but the building of foreign trade for the United States cannot be accomplished overnight, nor during one generation. It is a matter that will require much time, much money, much patience—and "keeping everlastingly at it" from father to son, and so down the years. England is the only nation that knows how to do export business, and how many generations has it taken her to learn it? We can begin. We can do business with other countries, to some extent. But if we cherish the ambition to become a nation of exporters we have got first to learn the business and build up a class of expert exporters, and we have got to do it through educating

Keeping Up With The Times

A FACT A WEEK

Washington, D. C., is now the 14th city in size and first in many ways.

The Washington TIMES has nearly doubled its circulation since the 10 year ago census and is the only newspaper in the District of Columbia selling for 3 cents daily.

The Washington Times

WASHINGTON, D. C.

them in the field—in the "University of Hard Knocks."

The man I referred to in the beginning is a type of what an export man must be, if he is to succeed. He has a vast store of export lore that cannot be taught, that he cannot teach. Every item of his knowledge of the foreign field has been acquired in the foreign field, at the fountain head. Probably the schools for training export men could teach him many things that are useful, but probably they could teach him nothing that is essential. There are in New York perhaps twenty men like him—perhaps a hundred, I do not know; I have never met more than a dozen. If we are to become an exporting nation, in the sense the English are, there should be a thousand absolute experts in New York, or even more.

An Englishman, recently our guest here in New York, told a meeting of business men that the export business of the world is done through London. "Go into the export business as much as you like," he said, "but as much as you go into it you will find that eventually you will have to do it through London." If that is true, and it is at least 90 per cent true, it is as true that if we are to be a great export nation we have got to build up as England has built up, through generations of plodding effort, patient study, constant application, and thorough preparation.

Canada's Trade Increased \$166,000,000

Canada's trade with the world for the first four months of the Canadian fiscal year, ending on July 31 shows an increase in value amounting to \$166,480,404 when compared with the same period in 1919, according to the Summary of Canadian trade issued by the Department of Customs. For the four-month period in the present year the total value of goods exported and imported was \$825,267,761, while in 1919 the total was \$658,787,357.

Canada is importing goods to a much greater extent than during 1919. The total value of goods imported into Canada from April to July, inclusive, this year was \$473,572,589, while last year during the same period it was only \$281,897,013. The total value of domestic merchandise exported, however, was some fifteen million dollars less than during the four month period in 1919. From April to July, inclusive, this year Canada exported domestic merchandise to the value of \$342,112,223, and during the same period last year the Dominion exported this class of goods to the value of \$357,883,867.

Canada's trade for the month of July was \$234,108,201, showing an increase of over \$30,000,000, compared with the total trade for July of 1919. Imports were \$127,268,811, an increase compared with July of 1919 of approximately \$43,000,000.

Exports were \$106,911,300, showing a decline over exports for July 1919 of \$10,000,000.

Exports Jump \$23,000,000

Exports during July were \$23,000,000 greater than in June, while imports decreased \$16,000,000. Trade figures made public by the Department of Commerce place the value of July exports at \$654,000,000 and imports at \$537,000,000.

Exports for the first seven months of this calendar year totaled \$4,902,000,000, an increase of 6 per cent. over the corresponding period last year, while imports were valued at \$3,482,000,000, an increase

of 78 per cent over the same period last year.

The excess of exports over imports amounted to \$117,000,000 in July and \$1,420,000,000 for the seven months, compared with \$225,000,000 for July and \$2,672,000,000 for the corresponding seven months of 1919.

Gold imports for the month amounted to \$19,817,758 and exports \$21,872,783, while for the seven months ended with July imports totaled \$144,268,949 and exports \$217,288,653. Silver imports for July totaled \$6,496,229, and exports \$5,494,336, and for the seven months period imports amounted to \$62,575,255 and exports \$87,615,084.



Supply and Demand

This year the Bell telephone system has required 75,000,000 pounds of copper; 10,000 tons of galvanized iron and steel wire; 12,000 tons of pole line hardware; 100,000,000 pounds of lead; 1,000,000 pounds of antimony; 700,000 pounds of tin; 10,000,000 pounds of sheet and rod brass; 15,000 tons of paper for directories; more than 24,000,000 feet of lumber; 12,000,000 feet of clay conduits; 10,000,000 glass insulators. These are only some of the chief requirements, only a part of the absolute essentials.

Suppliers of every item mentioned, as well as of scores of other items, have been compelled to withdraw promises of delivery, reject orders, refuse contracts and even

shut down plants. The reasons are that they have been unable to secure materials for manufacture, fuel for power, or cars for shipments.

During the period in which the demand for new telephones has been greater than ever before, supplies have been more severely curtailed than at any time in the history of the Bell System. Special representatives have scoured the country; visiting mines, factories, laboratories, shipping points; and rushing goods forward.

The impressive conclusion is that, in the face of such conditions, the Bell System has actually gained on demand and has exceeded all previous records in putting in new telephones.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY
 AND ASSOCIATED COMPANIES
One Policy One System Universal Service
And all directed toward Better Service

The Men and Women Who Make Our Mediums

SIR LOMER GOUIN

Editorial Director of *La Presse* of Montreal

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

By E. WALTER OSBORNE

AT THE SAME time that the United States is offering us the spectacle of an eminent newspaper man (and it will be an eminent newspaper man, whatever the November verdict) about to enter into the chief political office in its domain, up in the sturdy province of Quebec to the north we find destiny reversing the process as the chief political personage of that domain enters upon the duties of a newspaper man.

La Presse of Montreal has just

announced the acquisition, as its editorial director, of the Honorable Sir Lomer Gouin, K.C.M.G., B.C.L., LL.D., for the last fifteen years Prime Minister of Quebec and the outstanding political figure of the province.

PRIME MINISTER FIFTEEN YEARS

The retirement of Sir Lomer Gouin from active politics came at the climax of a singularly and unusually successful, progressive and, for his people, prosperous official

tenure. He had stood at the head of the provincial government for the unprecedented period of fifteen years. Under his tutelage Quebec had grown and flourished, rising from a very modest position among its sisters to the place of key province of the Dominion. When he withdrew from public life this year it was on a personal choice with the realization of a work well done—a work that most men would be proud of as a life-time effort. But Sir Lomer evidently prefers to think of it only as one chapter that has been finished, has turned the page and, at fifty-nine years of age, is beginning a new one—in a newspaper office.

To the new editorial director, a leader in French-Canadian thought, a man of great influence in the Dominion, whose counsel is sought and listened to with close attention by all French-speaking America, a career in journalism under the aegis of Canada's great French newspaper offers splendid prospects of service. Those who have followed his career feel it highly fitting that when he had reached the point where he desired to lay down political burdens he should choose this, in a sense, complimentary, non-political means of remaining in the service of the Canadian public.

At the same time, Sir Lomer will maintain connections with the government of the province through his appointment as a member of the Legislative Council, the ratifying body of the Legislature, in which he has just taken his seat at the invitation of the Taschereau ministry, which succeeded his own. This is a life appointment.

"LA PRESSE'S" TRIBUTE

In announcing his advent to its executive, *La Presse*, in an editorial of August 2, said:

"At all times *La Presse* has desired to have as councillors and collaborators clear-minded men of action, so as to be more than ever deserving of the always growing confidence of the public. Therefore, we are happy to announce today to our readers the entry of Sir Lomer Gouin into the executive of *La Presse*."

"Without doubt the man who has known how to govern so long and so well the provincial ship of state, will be an able and wise guide to our journal."

"Is it necessary to state that our newspaper will remain faithful to the program laid down by its founder (the late Honorable T. Berthiaume); that is, Canadian in the broadest sense of the word? Under the fertile administration of Sir Lomer, the great French-Canadian family has become united and everything seems to point towards a glorious future for it."

"Anxious to serve again and always the high interests of our countrymen, *La Presse* realizes the serious duties which



SIR LOMER GOUIN

READ how the "Safety Standard" film and the convenience of the Pathscope make it possible for a great institution to provide a Film Service for Department Stores.

ADVISORY BOARD

OUTY HUBBARD
VICE PRESIDENT OF
HEWLETT'S
B. H. DIXON
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THE BAY BRIDGE ROAD
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DAVID BECKOFF
DIRECTOR EDITOR OF
CLASS JOURNAL
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C. W. BLOOMER
MANAGER OF
THE COMMERCIAL VEHICLE

A. C. PEARSON, PRESIDENT A. E. MURPHY, GENERAL MGR. C. V. DAYSPORT, BUSINESS MGR.
THE ECONOMIST FILM SERVICE
231-241 West 39th St. New York

The Economist Film Service affiliated with the following trade unions:
DUPONT ECONOMIST, NEW YORK
DAY COOKS BAKERS, CHICAGO
SHIP AND SHOE REPAIRS, SEATTLE
PROFESSORIAL ASSOCIATION, SAN FRANCISCO
DAYWORKERS, ST. LOUIS
TYCN AGE, NEW YORK
NORTH AGE, CHICAGO
MUSIC MFG. CO., NEW YORK
COMMERCE, NEW YORK
THE TIME AGE, NEW YORK
HARDWARE AGE, NEW YORK
ASSOCIATIVE INDUSTRIES, NEW YORK

DIRECTOR
M. M. SWETLAND
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UNITED PUBLISHERS CLUB
CHARLES D. PHILLIPS
PRESIDENT
TENTATIVE PUBLISHERS CO.
A. C. PEARSON
GENERAL MANAGER
NEW YORK
W. H. TAYLOR
PRESIDENT IND. AGE

June 30, 1920

Pathscope Co. of America
Aeolian Hall-West 42nd St.
New York City.

Gentlemen:

We are pleased to advise that we have found complete satisfaction in the Pathscope machine, both for our own use in showing our Educational programs, and for our Department Store clients.

The use of "Safety Standard" film, the simplicity of operation, and the portability of these machines have materially aided us in establishing our Economist Film Service.

We are especially gratified with the fact that licensed operators are not needed, since many of the stores using the Economist Film Service could not do so if enclosing booth and licensed operator were required. Also, the fact that the Pathscope is inspected and approved by the Underwriters Laboratories, Inc., is a distinct advantage.

Our road men speak highly of the ease with which they can handle the machine when Elving demonstrations of our Educational Program.

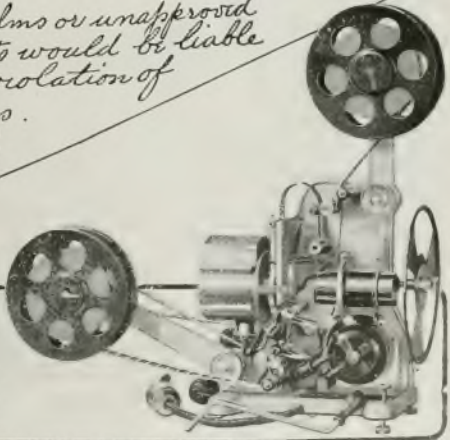
In a recent demonstration of one of our complete programs (some 3,000 feet in all) the audience, an unusually critical one, expressed unbounded surprise at the ample and clear-cut illumination.

Yours very truly,
C. V. Daysport, MANAGER
THE ECONOMIST FILM SERVICE

If we used Celluloid Films or unapproved projectors our clients would be liable to penalties for violation of fire regulations.
C.M.D.



The Pathscope Co.
of America, Inc.
Willard B. Cook, President
Suite 1826, Aeolian Hall
New York City
Agencies in Principal Cities



THE NEW PREMIER
Pathscope
Flickerless SAFETY STANDARD Motion Picture Projector

fall upon its shoulders and nothing will be neglected to carry them out faithfully.

"For several months we have been trying to tighten the natural bond existing between the various groups of French origin in the American continent. We are following up the ethnical census of our forces spread throughout the new world. We hope to be able to complete this considerable work, the importance of which no one can fail to realize.

"*La Presse*, which gets into so many names each day, realizes the serious and delicate mission which befalls it; like all human institutions, and not being infallible, *La Presse* tries to err as little as possible and that is why it is deemed necessary to add constantly to the competent staff.

"Convinced of the influential role which French Canada is destined to play in the Confederation, we can feel certain that the sound judgment and the enlightened experience of Sir Lomer Gouin, aided by the most powerful publicity organ of the Dominion, will assure to both a prudent, wise and strong direction.

"We have, therefore, reason to believe that the Province of Quebec and the whole Canadian race, which we want to see grow and prosper through harmony and cooperation, will benefit greatly by the invaluable collaboration of Sir Lomer Gouin with *La Presse*."

Sir Lomer was called upon very soon after becoming associated with *La Presse* to play an important part in his new role of newspaper man. This was on the occasion of the recent Imperial Press Conference in Montreal at the sessions of which he was a prominent figure, representing the French-Canadian press.

These may be thought topsyturvy days when newspaper men turn presidents and prime ministers turn newspaper men, yet perhaps it is a good sign and a sign that the world is going to be less topsyturvy for such changes. No newspaper man has ever been President of the United States and prime ministers in the New World do not usually wield the editorial pen. The United States and Quebec each have great confidence in the value of the precedent now to be set.

IMPORTANCE TO ADVERTISERS

The advent of the former prime minister of Quebec to the chief editorial position on *La Presse* cannot be without significance to advertisers who, in covering Canada, are wise enough to include among their prospects that great body of French-speaking Canadians which constitutes so valuable a division of the Dominion's people and which has, in the past, contributed so richly to the Dominion's progress and prosperity. It is a curious fact how apt the otherwise well-informed American business man is to look upon Canada as an English-speaking land, whereas 28.51 per cent (1911 figures) of the population is of French origin and, bilingual or

not, owns French as its first speech.

In Quebec, the home province of *La Presse* with its combined total circulation of 146,271 (Lydiatt's) there are more than a million and a half French-Canadians as against a little over three hundred thousand British-Canadians. Any move calculated to increase the prestige of the French-Canadian newspaper press in that province in which, according to Lydiatt's Book for 1920 there were 297,450 copies of French language newspapers distributed daily in 1919, is certain to redound to the interests of the advertiser who would reach the French-Canadian prospect. Such a move is

represented in the advent of Sir Lomer Gouin as a journalist. At the same time, it is of high significance to the French-Canadian press itself as an event calculated to impress upon the advertising world the essentiality of the French language press to any advertising program designed to "cover Canada." The press of the two chief North American commonwealths will welcome the former prime minister into the ranks of journalism.

Used Pink Advertising Pages

To announce the opening of a mid-winter clearance sale, Weinstock, Lubin & Co., Sacramento, Cal., used four pages, in pink, in the *Sacramento Bee*.

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



Mexican Trade Information Available

A report of the first meeting of the United States-Mexico Trade Conference held in Mexico City early this year under the direction of the American Chamber of Commerce of Mexico is now available. The report which contains the papers read at the conference has been forwarded to the bureau by Trade Commissioner Chas. H. Cunningham and is on file in the Latin American division, where it may be examined by interested persons.

The subjects treated during the sessions of the delegates included the following: Financing the exports of Mexico; trademarks in Mexico; Mexican sales methods; distribution and advertising; Mexican credits; Mexican agencies and representations; international banking; banking facilities in Mexico; shipping, packing, de-

clarations and billing of merchandise; real estate and mine titles in Mexico; commercial travelers of Mexico, and American selling methods and Mexican buying practices. Statistics of the oil industry of Tampico compiled by the Tampico Chamber of Commerce, as well as a list of the delegates attending the conference are also given in the publication.

W. G. Bryan Announces Plans

W. G. Bryan, who recently resigned as publisher of the *New York American*, has just given out the following statement regarding his future plans:

"First, I want it distinctly understood that my resignation from the Hearst organization did not come about through

a disagreement with Mr. Hearst personally, or any of his national policies with which I, together with some five million people, am to a great degree in sympathetic accord.

"It is my intention to revive the W. G. Bryan Organization, the nucleus of which has been kept intact for the last five years.

"The greatly increased cost of white paper makes it absolutely necessary that all newspapers maintain not only their volume of business, but at a decidedly increased price per line. In this I know I can be of great service to the newspapers of the country because in the twelve newspaper offices where the service of my organization has been installed, all of them increased not only their advertising rates but increased their volume of business as well. In fact eight of the twelve newspapers broke every record in their history. The money increase on one large metropolitan newspaper amounted to more than a million dollars.

"I have \$33,000 invested in copy, drawings, and plans. To this has been added five years of experience in highly competitive fields and under the most trying conditions which newspaper men generally have ever faced. My only regret is that I cannot give all of this experience to all of the newspapers in every locality, but, naturally, my work is such that it will have to be confined to only one newspaper in each city.

"Instead of putting out the service of my organization on a fee basis of \$7,500 yearly, as I formerly did, I intend to syndicate the material so as to give more newspapers the advantage of the service at a cost they can pay in keeping with the city in which they are located. I estimate that in this way we will be able to accommodate all the newspapers of the country with this service in a period of two years.

"While there will be a considerable volume of advertising this fall, still I do not believe that it will in any way approximate the great amount of business which the newspapers have enjoyed during the past year, consequently publishers who are being forced to pay an increased price for paper will find it necessary to increase their revenue accordingly.

"While my organization confines itself primarily to the business of 'Advertising Advertising,' still we will be in a position to show newspapers how they can increase their circulation price and revenue with no material loss in circulation, and also give them the advantage of several effective plans for conserving white paper.

"I have always wanted to render a constructive service for the newspapers of the country, and circumstances have arisen which will enable me to do this at a time when conservation is essential and increased revenue is necessary."

Mr. Bryan is now at his summer place, "Homecrest," in Greenwich, Conn., and will remain there until October 1, after which he intends either to enlarge his Chicago office or open a new office in New York.

Huber Hoge to Start Agency

F. Huber Hoge, for twelve years with Frank Seaman, Inc., and who resigned on June 1, will establish about the middle of September an advertising agency in the Equitable Trust Company, 45th Street and Madison Avenue, New York.

SINCE it was established in 1855, The Iron Age has stood for distinctive and exceptional service to the 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.

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.



Feminine Fingers in the Agency Pie

The Success of the Lambkin Sisters in the Advertising Agency Field Testifies Further to the Growing Importance of Women There

SUPERIOR man is forced to admit from time to time that mere woman some times does make good in business. We have with us today the woman merchant, the woman banker, the woman manufacturer, the woman rancher and planter, and quite a smattering and a scattering of women holding their own in various professions. We have been pretty confident, however, that there are some few lines of endeavor where the more-or-less gentler sex never would be found—those jobs requiring the intricate technical knowledge, the broad vision and the calm analytical faculty peculiar to us men. Certainly.

Take, for instance, the positions of space buyer and printing buyer in an advertising agency. There are a couple of jobs for you that are man size, calling for acumen, broad shoulders, diplomacy, and great skill in the manly art of self defense. If Jack Dempsey were a space buyer, he might well quail before an onslaught of special representatives; while as for dealing with the un-

regenerate tribe of printing salesmen! Nevertheless and in spite of all that, there is one flourishing national advertising agency that finds it to its advantage to keep women—and young, mild-mannered women, at that—in the positions of space buyer and director of printing service. It will be no news to most of the special representatives in the country, nor to printers generally, that the names A. J. Lambkin and M. J. Lambkin, signed to space orders and printing orders that go out from the Kansas City offices of the Ferry-Hanly Advertising Company, belong to persons both entitled, at this time of writing, to the prefix of "Miss."

No, the Misses Lambkin are not related to any member of the firm

nor to any wealthy and influential stockholders. They got their jobs only after amply demonstrating their fitness for them, and they hold their jobs only by delivering the goods. Encyclopedias do not commonly come bound in chiffon, but Miss A. J. Lambkin has a widespread reputation of being an encyclopedia on rates, closing dates, mechanical requirements, circulation, and other data pertaining to publications of high and low degree throughout the country. Moreover, she has a sometimes aggravating way, in buying space for clients, of sizing up a paper or magazine as an advertising medium strictly on its

work she accomplishes day after day. She personally looks after an enormous mass of detail, in addition to directing a good sized staff of her own, and still has time to meet and listen to many business callers every day. And in spite of an unending round of office duties she finds a way to look after the active duties of chairman of the Publicity Committee of the Kansas City Advertising Club.

Miss M. J. Lambkin, the other sister in this unusual team of agency specialists, has had a training and experience that would be remarkable for any veteran advertising man. Her first agency experience was in the checking department and as stenographer and secretary to "the boss." From there she progressed through practically all departments of agency organization, finally achieving the dual position of head of the printing service department and office manager. As printing buyer she has acquired a knowledge of prices, processes and forms of printing and printing materials

as remarkable as that of her sister's concerning space buying. Not content with these achievements, she has recently organized a Woman's Division of the Ferry-Hanly agency, of which she is director. The department announces itself with the statement that "The intimate language of woman to woman is as decidedly different and distinctive as the plain 'straight-from-the-shoulder' confidences of 'man-to-man.'" It is for the benefit of clients whose appeal is directed to the woman buyer that we have organized our Women's Division, for the preparation and handling of all advertising which can be made more effective by the woman's viewpoint.

Miss M. J. Lambkin also finds time to be vice-president of the Kansas City Advertising Club.



A. J. LAMBKIN



M. J. LAMBKIN

merits, without any regard whatever for the color of the necktie worn by the special representative. In other words, she is a coldly calculating, impartial and judicious buyer. She listens to the convincing eloquence of the special representatives, and she listens smilingly, but she can "smile and smile and be unwillin' still." In the final analysis she turns on the mental sifter and makes up the schedule with the one idea of getting the maximum returns for the agency's clients.

This feminine space buyer's associates in the Ferry-Hanly organization have grown accustomed to remarkable facility in quoting rates and closing dates, but they never cease to marvel at the amount of



© 1920 R & B

Remembrance
TRADE MARK
Advertising



"The House of Quality"

"Now, that's mighty fine of the Brooks people"

Like an old-fashioned hand-shake, strong and warm, Remembrance Advertising carries its sincere message straight to the heart.

It gives the lie to that flinty-faced creed which says that business must be impersonal and cold-blooded. It maintains that business dare not be cold-blooded; that human nature will not be denied; that genial good-fellowship will ever influence patronage and bind customers with the bonds of Good Will. It has proven it time and time again by accomplishing through sheer friendliness tasks that no amount of cold logic or sound reason might attempt.

During twenty-four years Brown & Bigelow have helped a host of clients forge the bonds of friendship and good will. With warm-hearted Holiday Business Greetings — with Art Calendars of rare design and beauty — with welcome desk and pocket articles of rich Mission Leather — they furnish the cordial means of acknowledging the debt of gratitude — of building business firmly upon the rock of customer confidence and good will.

"Remembrance Advertising" a helpful booklet relating actual incidents of the power of friendliness in business, sent free upon request.

Brown & Bigelow — Quality Park — Saint Paul — Minnesota
 SAULT STE. MARIE, ONTARIO

This Business Club Gets Business For Its Members

The "Quarter Club" of Buffalo, Through Applied Cooperation, Enables Office Specialty Men to Climb Over Quotas

By ARTHUR DAVIS

President of the "Quarter Club"

DO YOU remember the old business men's luncheon club you used to belong to? Or perhaps it's the one you belong to now. You got together (I'll keep this in the past tense to save your feelings) every once in a while—or at least ten per cent of your membership did. You had a table d'hôte meal of dishes selected by the restaurateur with an eye to their convenience to serve rather than to their appetizing qualities. If the chairman of your speakers' committee was wise you listened over the coffee and cigars (You generally preferred your own cigars to the ones that came with the luncheon) to some shall we say "semi-professional?" — a f t e r - luncheon speaker: more often than not a wholly professional publicity man with a "cause" up his sleeve. His talk, you will recall, always had the merit of keeping you in good humor, but it touched only most casually on the edges of any of the topics you were supposed to be directly interested in as business men.

THE "LOCAL TALENT"

On the other hand, if the chairman of your speakers' committee still had

illusions as to the quality of the "local talent" your mind was permitted to drift painfully away over its own private troubles while some one of you, trapped into playing the "goat," either talked empty generalities or mumbled publicly about his troubles even more painfully and with less control of the drift. "Unaccustomed as I am to public speaking," he generally started his prologue, in fact or in effect, and "What did I ever see in that boob?" was your epilogue and epitaph for him. By the time the chairman called for "questions" the degradation of the speaker's exhibition of himself had discouraged any ambitions you might have had to get to your feet and your only questions were: "Say, how late is it getting to be?" and "Hey, waiter, what's the quickest way out of here?"

Then you and some of your cronies went "around the corner" to wash the taste of the affair out of your mouths and in the ten minutes during which your foot rested easily on the brass rail or against the soda counter's marble you picked up more real business "dope" than you could

have amassed in a solid year of listening to the glittering—and otherwise—generalities of the luncheon speakers.

Do you remember the old club? Then here is the story of a luncheon club that will remind you of it—because it's so different.

WHAT THE "QUARTER CLUB" IS

The "Quarter Club" of Buffalo, N. Y., is composed of twenty-five salesmen of the Buffalo territory representing twenty-five distinct lines of manufacture. Most of the members sell office specialties. No two men representing the same type of product are admitted to the club's active membership. Some of the firms who have salesmen on the list are the Addressograph Company, the Multi-graph Company, the Todd Protectograph Company, the Yawmen & Erbe Manufacturing Company, the Ault & Wiborg Company, the American Salesbook Company, the Monroe Calculating Machine Company, the Linatime Manufacturing Company, the Babson Statistical Institution, and some factory supply firms such as the H. W. Johns Manville Company, the Howard H. Baker Company, and the White Motor Truck Company.

The "Quarter Club's" quarter of a hundred members meet at a quarter after twelve each Monday, and each member scheduled to take the floor has a quarter of an hour allotted to him to talk.

The president calls the meeting to order directly after luncheon, which is served in a private dining room of one of Buffalo's leading restaurants. The business routine of this very business-like organization is this:

Each member who has something to say, gets to his feet and, on recognition by the chair, gives his name, his firm's name and line, and the "tip" he has to contribute to the meeting, answers any questions asked and then sits down.

Doesn't sound particularly interesting or original?

WHERE CO-OPERATION COMES IN

Wait a moment. These twenty-five members are travelling the city of Buffalo and the surrounding territory every day. Being in allied lines of

What Is Rotary?

Rotary is a live organization with an ever developing standard of business and professional ethics, calculated to encourage the greatest efficiency and usefulness, thru honest service, in all worthy and legitimate occupations and make for a universal fellowship and a belief in the sacredness of all business transactions.

Do you want to do business with the type of men who compose this organization? There are 55,000 of them—you can reach them by advertising in

THE ROTARIAN

The Magazine of Service

Member Audit Bureau of Circulations

CHICAGO

Eastern Representative
WELLS W. CONSTANTINE
7 West 16th St., New York

Great Britain
THOS. STEPHENSON
6 So. Charlotte St., Edinburgh, Scotland

Advertising Manager
FRANK R. JENNINGS
610 So. Michigan Blvd., Chicago

Subscription price: \$1.50 in U. S. A. and Cuba; \$1.75 in Canada; \$2.00 in all other countries.

Published Monthly by the International Association of Rotary Clubs

business hardly a day passes without some one of them picking up information that will be of value to a brother member. Whatever he picks up he jots down on a pad of "tip sheets" provided by the club's secretary. If it is of sufficient importance he gets the other members on the telephone and serves it to them while it is hot—or he waits for the Monday meeting. When he gives a definite business tip, he gives with it the name of the prospect referred to, his address, and such vital details as the man to see, the best time to see him, and the exact extent of his needs. After the tips have been read they are turned over to the secretary and placed on file by him.

The result is a ground floor entry to the business that the Buffalo territory has to offer office specialty and allied salesmen. More than \$160,000 worth of business secured by members was directly traceable to club cooperation last year. Here is an example of how the plan works out:

A few weeks ago the real estate member of the club—he represents an allied line of much greater importance than it would seem at first glance—brought in the news that a new concern was going to build in Buffalo. This member had all the information necessary to start the members off right. Here's who profited by his tip:

Filing and office equipment man, \$1,200; Addressograph man, \$865; ribbon and carbon paper man, \$365; check protection man, \$175; calculating machine man, \$600; Multi-graph man, \$1,085; Linatime man, 7 machines; motor truck man, 2 trucks, and typewriter man, 7 machines.

The real estate man had prepared the new company's business manager for his colleagues' visits by leaving with him one of the club pamphlets explaining the purpose of the organization and the standing of the firms it represents, and by convincing him that the "Quarter Club" stands back of the good faith of its members.

MEMBERS MUST STAY "ALIVE"

The "Quarter Club" has no dues. When it wants money for stationary, it collects it by assessment. It sticks at 25 active members and it weeds out the dead ones. A member missing from three consecutive meetings gets a red card of warning. If he is absent from the next following meeting he is automatically dropped and his place taken by someone from the club's waiting list. The club has not expanded because it fears that an increase over 25 or 30 would change its character to that of the

old, pleasantly sociable, perhaps, but certainly arid, organization that I referred to in the opening paragraph.

This is the story of the "Quarter Club." It can perform—has performed again and again—a real service for its members. Buffalo hasn't a monopoly on the idea. If any salesman or group of salesmen desiring to emulate our efforts wants further information on it, the president of Buffalo's "Quarter Club" would be glad to hear from him.

Logan Gets Washing Machine Account
Thomas F. Logan, Inc., New York, has obtained the account of the Syracuse

Washing Machine Corporation, Spracuse, N. Y.

London "Times" Appoints Pemberton

Alfred Pemberton, son of Max Pemberton, well known writer, has been appointed advertising manager of the London *Times*. Young Mr. Pemberton, who has been on the *Times* staff since February of last year, was formerly on the advertising staff of the *Daily Mail*.

Vienna Wants Lumber Periodicals

William F. Upson, representative of the United States Department of Commerce, Vienna, Austria, would like to receive copies of trade publications dealing with the lumber industry in the United States.

SYSTEMS BOND

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



GOOD WILL

There are few better ways of creating and preserving good will than with your correspondence.

The recipients of your letters very often read between the lines and the words. If you have Systems Bond between the lines and words of your correspondence, it will be a valuable asset to your firm in creating and preserving that desired good will.

The toughness and crackle of Systems Bond are due to its rag fibres and its loftseasoning. And yet, with all its firm body, its close-knit texture and its pleasing finish, Systems Bond is sold at a business man's price.

Eastern Manufacturing Company

General Sales Offices:

501 Fifth Avenue

New York

Mills at Bangor and Lincoln, Maine

Only Selling the Candidate; Not Buying the Presidency

The Current Discussion of Political Funds Causes Advertising Men to Draw Some "Trade Conclusions"

CAN the Presidency of the United States be bought?

That seems to be the fashionable question of the moment as charges and counter-charges fly back and forth between the opposing political camps whence comes the clink of dollars now being piled

up to finance the big fall offensives. Every shade of answer has been made except the one which is pertinent to the actualities of the situation.

That is that the quadrennial election is not being looked at by either camp as a buying proposition, but

as a gigantic selling proposition.

Recognize that fact if you are to make any intelligent comment on the relation of dollars to politics in the presidential campaigns.

—Or continue to steep your thoughts in the ancient hypocrisies. To nine out of ten otherwise intelligent voters the mention of money in connection with politics must suggest purchase. To the tenth man, particularly if he is an advertising man or a salesman, it will mean sales effort.

—Which is what and which is all that is foreshadowed by the collection of campaign funds at the present time, however much opposing candidates may choose to cloud the facts in the opponent's case for the benefit of the home camp.

It *does* cost money to elect a candidate to the Presidency in these days, not to purchase voters for the candidate but to sell the candidate's character and ability to the voters. "Pym" of *The Nation's Business*, quoted in the July 10 issue of *ADVERTISING & SELLING*, estimated that at least \$50,000,000—\$15,000,000 on advertising alone—would be spent in the forthcoming political campaigns. If a candidate, or a candidate's promises and policies are going to mean anything to the voter on that fatal first Tuesday after the first Monday in November when the voter confronts his name on the ballot sheet, they must have reaped the benefit of a long preparatory selling campaign in which every available agency of publicity shall have been enlisted. That, inevitably and quite properly, costs money.

Inevitably and quite properly, that is how the money collected by the organizations, Republican and Democratic, is going to be spent this year. Both candidates know this and neither so underestimates the astuteness of his opponent as to believe for an instant that that opponent would dare to use a cent for purchase in these days of "pitiless publicity" in politics.

THE "OPEN ROAD"

This does not sweep away all opportunity to criticize a candidate on the score of his party's financial program and is not meant to do so. There still remains the question of

Announcement

MR. STANLEY V. GIBSON
formerly Western Advertising Manager of
Cosmopolitan Magazine,
joins the Advertising
Department of the
BUTTERICK QUARTERLIES

Mr. Gibson will have
charge of the Butterick
Quarterlies with head-
quarters in Chicago

BUTTERICK
Publisher

how the money is raised and what after-election obligations its accumulation imposed on the candidate.

We are not concerned with that. We are concerned, in the interest of clean advertising and good salesmanship, in seeing that sales effort—and not purchase—is given the credit for the benefit reaped from the possession of large funds by either candidate, and in stripping away the old, silly hypocrisies. We shall be interested, hereafter, in seeing whether either party gives opportunity for criticism by the wasteful use of its funds available for the purpose of advertising and selling the candidate. We shall rest in the faith that the best advertised candidate—the candidate whose personality and record lend themselves to the most effective advertising—will win. Writing in the July 10 issue of *ADVERTISING & SELLING*, George French said:

“There is a straight road for one of the candidates into the White House, the one who exhibits the courage of his convictions and makes the right kind of an advertising appeal to the people, through recognized advertising mediums, by proved advertising methods.”

It is good for the country and for the institution of popular elections that the candidate should travel that road, that open road. If he pays toll on the way let us cheerfully admit the necessity.

Swetland Heads National Publishers

The National Publishers' Association at its first annual meeting held at the Waldorf Astoria, New York, last week elected H. M. Swetland, of the United Publishers Corporation, as its president.

R. J. Cuddihy, of the *Literary Digest*, was chosen first vice-president; P. S. Collins, Curtis Publishing Company, second vice-president; Frank C. Hoyt, the Outlook Company, secretary; and Roger W. Allen, Allen-Nugent Company, treasurer.

The following fourteen directors, to serve on the board with the officers, were elected: Arthur J. Baldwin, McGraw-Hill Co.; Thomas A. Barrett, Orange Judd Co.; Frederick L. Collins, *McClure's Magazine*; George E. Cook, Publishers' Service Bureau; Charles F. Jenkins, *Farm Journal*; Dr. H. Edwin Lewis, *American Medicine*; B. A. Mackinnon, *Pictorial Review*; A. D. Mayo, Crowell Publishing Co.; E. T. Meredith, *Successful Farming*; Joseph A. Moore, International Magazine Co.; Henry W. Newhall, *Modern Priscilla*; Graham Patterson, *Christian Herald*; A. C. Pearson, Class Journal Co., and M. C. Robbins, *Gas Age*.

Previous to the business meeting a luncheon was served to which a number of publishers, not members of the Association, were invited. There were present 180 publishers and invited guests; 177 publications were represented. The addresses of former Secretary of Com-

merce William C. Redfield, now chairman of the Advisory Council of the Commission appointed by Congress to investigate present and proposed Post Offices methods in handling mail; and of J. C. Koons, First Assistant Postmaster General, which followed the luncheon, are to be found in last week's issue of this magazine.

The report of the retiring president, George E. Cook, called attention to the things which the Association had accomplished and to the opportunities which lie ahead of it. He said in part: “Although not quite a year old the National Publishers' Association is already the largest organization of magazine publishers in point of numbers, and has achieved more in its brief existence for the real benefit of the industry than has ever before been accomplished for

the same expenditure of publisher's money, or in the same length of time at any price.”

Mr. Cook called attention to the zone postal fight and the Carroll Bill and urged the necessity of being constantly “on the job.”

A. C. Pearson told of the activities of the Postal Committee and B. A. Mackinnon, Chairman of the Business Relations Committee, related the success of the Carroll Bill fight, the work done in combating the threatened raise in American Railway Express rates. The Express Company asked the Interstate Commerce Commission for permission not only to raise the rates, but classifications as well. This would, if successful, have meant an increase in charges to publishers of over 100 per cent and in some cases of over 150 per cent. The Interstate Commerce

A window display may be a chance happy thought, or a logically conceived idea growing out of the merchandise itself.

The former may sometimes be striking and clever, the latter always SELLS goods.

With a completely equipped lithograph plant, a carefully selected studio of artists and a capable merchandising and advertising staff, Einson Litho. Inc., has for years specialized in creating window displays and other lithographic material that SELL merchandise.

Our success and our capacity may both be measured by the scores of manufacturers who are to-day using “Einson” window displays and other lithographed dealer-helps with profit.

We shall be glad to discuss with you, in person or by mail, our experiences in securing dealer co-operation.

EinSON LITHO INCORPORATED

Executive Offices
and Art Studios
71 W. 23rd St., N. Y.

Factory & Plant
327 East 29th St.
New York, N. Y.

Chicago Offices
332 So. Michigan Ave
Chicago, Ill.

Commission granted a raise in rates of 12½ per cent but no raise in the classification. Had the Express Company succeeded in getting what it asked for, the extra expense to the publishing industry would have amounted to many hundred thousand dollars annually.

Mr. Mackinnon reported the possibility of shipping magazines by fast baggage service. He also detailed the successful work of the Association, which cooperated with the Post Office officials, in cutting down the many recent delays in the delivery of Blue Tag mail.

A. J. Baldwin spoke for the Committee of Five, appointed last year to handle the Printers' and Pressman's strike, and William Green, of the Association of Employing Printers, explained the increase in printers' and pressmen's wages to take place on October 1st next. Mr. Green said:

"At the close of the strike last year it was agreed that there should be a re-adjustment of wages based upon the cost of living October 1, 1920, as determined by acknowledged authorities. As a matter of fact the settlement that was made last winter was based on an increase in cost of living over 1914 of 84 and some hundredths per cent. Since that time the cost of living has kept on climbing, the last report publishing it at around 104 per cent, making an increase practically of 20 per cent over what it was last winter. The settlement this fall will be a matter of mathematics and not a strike."

Thomas A. Barrett, retiring treasurer, showed that the Association has a balance of \$5,489.75 with accounts receivable far in excess of accounts payable. Publication membership totaled 160, an increase of 54 since the last meeting.

The following standing committee were appointed by the Board of Directors: Administration, Finance, Postal, Membership, Editorial, Business Relations, and Publicity.

New Chicago Morning Paper

Chicago is to have a third morning newspaper, the *Journal of Commerce*, the first issue of which will appear Monday morning, October 11. It will be a business man's newspaper, published by Andrew M. Lawrence and will be quite similar to the *Journal of Commerce* of San Francisco, now published by Mr. Lawrence.

The business office of the new publication will be in the Temple Building, 108 South La Salle Street, and the plant and news department will be at 162 Austin Avenue, Glenn Griswold, western manager of Dow, Jones & Co. and the *Wall Street Journal*, will be business manager.

Photographers Interested in Advertising

The Photographers' Association of the Pacific Northwest, when it meets in Tacoma on September 15, 16 and 17, will take up the matter of advertising for its business. John Condon, president of the Tacoma Advertising Club, has been invited to address the association on the best methods of selling photographer's art to the people at large. The photographers realize that they are lagging behind some other lines in the matter of salesmanship and they intend to correct it. At least 300 photographers are expected to attend the convention.

Boy Wins Prize For Advertising Title



Out of 43,012 boys from all sections of the country, 14-year-old Lloyd Ryall of Crary, North Dakota, has been selected by a committee of competent judges as the star caption writer with the best ideas and the snappiest punch.

Ryall was awarded a first prize of \$100 in gold in a contest recently held by the B. F. Goodrich Rubber Co. to obtain the best title for a bicycle painting by Norman Rockwell. His title, "Down Hill With a Grin—On Tires that Win," was considered by the judges as a remarkably exact expression of the spirit of the painting.

Some of the others which won prizes and honorable mention were: "Out for Mileage and Smileage," "Real Joy for a Real Boy," "A Mile of Smiles on a Tire Worth While," "Three Fast Friends," "Oh, Boy! What Joy!" "No Use Talking, This Beats Walking," and "Stumps and Fun All in One."

The judges who selected the contest winners were G. Ogden Ellis, editor of *American Boy*; T. J. Sullivan, editor of *Motorcycling and Bicycling*, and William F. Clarke, editor of *St. Nicholas*.

Advice About Trade With China

As the surest road to a permanent market in China, American Consul Ernest B. Price, at Foochow, suggests as the first step to be taken by American firms or combinations of firms intending to make a serious effort to enter the China market the appointment of a representative in Shanghai or the use of one of the firms now located in Shanghai as a distributing and marketing agent for the smaller ports, such as Foochow.

General Electric at Indianapolis

The National Lamp Works, of the General Electric Co., with main offices in New York, will build two factories at Indianapolis to manufacture incandescent and automobile lamps, it has been announced. The plants, which represent an investment of about \$2,000,000, will have a capacity of 160,000,000 lamps a year.

Iowa Clubs to Convene

President C. A. Baumgart of the Associated Advertising Clubs of Iowa has selected September 22 and 23 for the state convention to be held in Des Moines.

T. W. Le Quatte, vice-president of the Associated Advertising Clubs of the World, representing Iowa, Nebraska and Kansas district has called a conference of the clubs in this district to be held in Des Moines, September 24.

The program of the Iowa State convention is being built around the relations between manufacturers, or general advertisers, retail merchants, or local advertisers, and the sellers of advertising of various kinds. It is expected that the programs of the two meetings will so merge with each other and supplement each other as to make the convention very practical for all.

H. Arthur Engleman With Arrow Co.

H. Arthur Engleman, for the past three years manager of the Advertisers' Service Department of the Philadelphia *Evening Bulletin*, has resigned to affiliate with the Arrow Company, also of Philadelphia, specializing in direct advertising. Before joining the *Bulletin*, Mr. Engleman was associated in this country with the McClain-Haddon-Simpers Co. and the *Public Ledger*, and in London, England, with Charles F. Higham, Ltd.

Chicago Agency Gets "Napier" Account

W. Mumford, of Plymouth, England, manufacturer of the "Napier" automobile, has selected the McCutcheon-Gerson Service of Chicago to handle a newspaper advertising campaign in the United States. All details of the campaign which will run in the larger cities will be handled by Wm. J. MacInnes. This is the third British advertiser to place American business through this agency.

Klaxon Sales Organization Changed

The Industrial and Wholesale Divisions of the Klaxon Company have been combined under the direction of R. L. Wilkinson who has been sales manager of the wholesale division for the past year. C. E. Vaughn, for three years service manager of the company, has been made assistant sales manager, but will continue his service work also.

Rowland Handles Show Advertising

The advertising and publicity of the Sixth National Exposition of Chemical Industries which opens in Grand Central Palace, New York, September 20, for a week's run, has been placed in the hands of E. F. Korbel and M. W. Colwell, of Rowland Advertising Agency, Inc.

Shuman Obtains Tractor Account

Shuman Advertising Company of Chicago has acquired the account of the U. S. Tractor & Machinery Company, Menasha, Wis. The campaign, as outlined, will include mostly farm journals and technical publications.

Machine Account for Scott & Scott

Scott & Scott, Inc., New York, has secured the account of the Muskegon Machine Co., Muskegon, Mich., manufacturers of wood working machines. Orders are being sent to trade papers representing all phases in which wood work is used.

Doorly Manages Three Papers

N. W. Doorly, for the past two years advertising manager of *Men's Wear* and the *Chicago Apparel Gazette*, has been appointed advertising manager for the *Daily News Record*, another Fairchild publication. Mr. Doorly will in the future manage the advertising of all three publications with L. L. Shenfield who has been appointed assistant advertising manager.

Gulden Mustard Account With E. T. Howard Co.

The advertising of Charles Gulden, Inc., New York, makers of Gulden's Mustard, is now being handled by the E. T. Howard Co., New York. A campaign is being started in the newspapers of several North Atlantic States.

Chain Store Sales Gain 42 Per Cent

American Stores Co. sales for July were \$0,202,807 compared with \$7,304,749 for the same period of 1919, an increase of \$1,898,058 or 26.9 per cent. For the first seven months ended July 31, sales were \$60,500,560 compared with \$42,521,805 for the corresponding period of 1919, an increase of \$17,978,755 or over 42 per cent. Gross sales of the American Stores Co. for 1919 were \$76,401,880.

Continental Candy Sales

Net sales of the Continental Candy Corporation for the six months ended June 30 were \$2,205,106. Net profits before deducting Federal taxes, \$443,902.

Singer Sales Head Dies

Walter Paul Elliot, sales manager for the Singer Sewing Machine Company, died in his Jersey City office last week of an attack of acute indigestion. Mr. Elliot was born in Brooklyn, forty-one years ago and lived in that borough at 1852 Sixty-sixth Street.

Buckley, Dement & Co. Adds Two

Tracy P. Duffield and Robert T. Herz has joined the service department of Buckley, Dement & Company, direct mail advertising, Chicago.

Mr. Duffield until recently was advertising manager for Weil Brothers, Chicago. Mr. Herz is president of the Madison, Wis., Advertising Club and formerly of the Janesville, Wis., *Gazette*.

California Papers Combined

C. A. King, publisher of the *Amador Ledger*, of Jackson, Calif., has bought the *Amador Record*, which has been published at Sutter Creek as a weekly for thirty years. The *Record* has been merged with the *Ledger*.

Morse Directs Cereal Advertising

F. Harvey Morse is now advertising manager of the National Oats Co., St. Louis. John L. Meyer formerly held this position. The advertising, which is placed through the D'Arcy Advertising Agency, is directed by G. D. Simonds, vice-president of the National Oats Co.

Business Papers' Convention Oct. 20-22

The annual convention of the Associated Business Papers, Inc., will be held this year in New York on October 20, 21 and 22. Conjointly with the meeting of the publishers the National Conference of Business Editors will hold their annual meeting. The annual banquet is scheduled for the night of October 21.

New Publications

Adler-Rochester "Rumpus"

The manufacturers of Adler-Rochester clothes in Rochester, N. Y., are now publishing for their employes the *Adler-Rochester Rumpus*.

"The Southwark"

A monthly house organ called the *Southwark* is now being published by the Southwark National Bank of Philadelphia.

"Abrasive Industry"

On Oct. 1, the Penton Publishing Company of Cleveland plan to issue a new publication called *Abrasive Industry*, and devoted to the interests of work managers, superintendents, grinding men and tool room foremen and operators.

"The Compass"

The *Compass*, is the name of a new house magazine put out by the Vacuum Oil Co., New York. It is devoted to items of interest from the marine sales department.

Boston Agency Adds Two Men

Wood, Putnam & Wood Co., Boston, Mass., have added Philip Burlank, formerly with the Thomas Dreier Service, Boston, and Fred J. Bonnet, formerly with the Butterick Publishing Co., New York, to its sales promotion department.

Mr. Bonnet was for a number of years with the Hearst organization and while in the service was a member of the A. E. F.'s official publication, the *Stars and Stripes*.



Running Ahead

THAT is what Paper did in a recent investigation; ran ahead of the rest of the field.

At our request "Advertising & Selling" sent out a questionnaire to the pulp and paper mills to find out just what publication in this industry was considered first by the mill men.

Of the five leading questions that had to do with production PAPER leads its next nearest competitor by 69 to 44 preferences, which is somewhat over 55%.

The results of this analysis of the trade papers covering the pulp and paper industry are of interest to every advertiser who sells this steadily growing market.

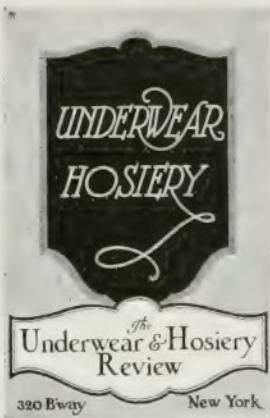
A copy cheerfully sent on request.

PAPER

The Production Journal of the Industry.

471 FOURTH AVE., NEW YORK CITY

ADVERTISING MEN! SEND FOR THIS BOOK OF 100 successful SALESLETERS covering 100 different lines. No two alike. Written by experts. \$1 postpaid. SALES LETTER BUREAU, 157 East 47th Street, New York



Some Advertisers and agencies realize the need of

The Woman's Viewpoint

backed by a long experience in all branches of ADVERTISING

Other Advertising Features for It

SERVICE COPY BOOKLETS

MINNA HALL SIMMONS

15 W. Thirty-eighth Street, New York City
Room 1205 Phone, Flitz Ruy 5591 and 5520

Topeka Daily Capital

Sworn government report
for 6 months ending Apr.
1, 1919

35,247

Arthur Capner Publisher
TOPEKA, KANSAS
Member Audit Bureau of Circulations

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"

THE JEWELERS' CIRCULAR
New York, has for many years published more advertising than have the seven other jewelry journals combined.

POSTAGE

The 25c monthly magazine that tells how to conduct 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

Joins "Farm Journal" in Chicago
C. G. Purnell, formerly with the John Branhart Company, of Chicago and New York, has joined the western office of the *Farm Journal*.

Merritt on Republican Committee
Carroll B. Merritt, business manager of *Scribner's Magazine* and *Architecture*, who was one of the secretaries of the Republican National Convention at Chicago, has been appointed assistant chairman of the New Jersey Republican Committee by former Governor Edward C. Stokes, the State Chairman.

Increases New Orleans Staff
The New Orleans office of the Ferry-Hanly Advertising Company has recently added to its staff Alan R. Martin, who was formerly connected with the main office of this company in Kansas City.

Export Campaign for Hare's Motors
The general advertising department of Hare's Motors, Inc., is planning an aggressive foreign campaign. Vice-president Henry Lansdale said this week in announcing the foreign distribution policy of the company.

A division of export advertising has been organized, with William Carl Chapman as manager. Mr. Chapman comes direct from the Packard Motors Export Corporation, where he was advertising manager. In a previous connection he served as assistant advertising manager of the Packard Motor Car Co. of New York, at the time when E. S. Hare was president and C. B. Morse, now general advertising manager of Hare's Motors, was advertising manager.

Republicans Angling for Salesmen
The Republican National Committee claims great success in its efforts to round up America's 600,000 travelling salesmen for Harding and Coolidge and says that, according to Walter J. Fahy, in charge of the newly organized Travelling Men's Bureau, the influence that these men will bring to bear on American business between now and November will be of very material benefit to the front porch campaign at Marion.

Three special trains from New York, Boston and Chicago will carry travelling men to Marion on September 25. Individual groups from Columbus and other centrally located cities also will visit the Harding front porch to hear the Republican nominee deliver a business speech.

New A. A. C. of W. Vice-Presidents
H. H. Charles and Frank E. Lowenstein have been elected vice-presidents of the Associated Advertising Clubs of the World.

Mr. Charles, president of the Charles Advertising Service, and well known as an authority on agricultural advertising, succeeds Rowe Stewart in the direction of District No. 2.

Mr. Lowenstein, who is vice-president and advertising manager of Norris, Inc., Atlanta, Ga., will take charge of District No. 4, succeeding Edgar M. Foster, who resigned because of pressure of business.

Strike Suspends Liverpool Papers
No morning papers appeared in Liverpool, England, August 30, for the first time in 112 years, and no evening papers for the first time in fifty years, as a consequence of a sudden strike of newspaper compositors there and in Manchester for more pay. For the first time in more than three-quarters of a century the Manchester *Guardian* failed to appear.

Australian Paper Now 5 Cents
The *Daily Post* of Sydney, Australia, on August 30, raised its price to five cents.

Fletcher Writes Willys-Overland Copy
Frank Irving Fletcher, it is announced, has been retained by the Willys-Overland Co. to prepare a series of newspaper advertisements. It is rumored that Mr. Fletcher is receiving the highest fee ever paid for work of this nature.

Good Signs for Foreign Business.
W. L. Saunders, of Ingersoll-Rand Co., and president of American Manufacturers' Export Association, says decline in prices of commodities and decline in bank loans are hopeful signs for future industrial prosperity of United States and that readjustment now going on should encourage American manufacturers to lay plans for healthy growth of foreign business.

Newspaper Department Issues Book
A forty-eight page book containing a confidential digest of proceedings at the Indianapolis convention and the determined policies of the Newspaper Department of the Associated Advertising Clubs of the World has just been issued by that body. Advertising charts, and an analysis of answers to questionnaires filled in by all members of the department are special features of the book.

SALESMEN

Mr. Accountants

Mr. Bookkeepers

Are you contemplating a change from your daily routine work.

We are looking for red-blooded, hard hitting men.

Requirements are, personality, integrity and grit.

Our Line:
Loose Leaf Accounting Systems
Loose Leaf Ledgers
Loose Leaf Binders
Manifesting Systems
Ledger Sheets
Special Ruling

Do not hesitate to answer this. If you are now employed, it will pay you to make a change.

Philip Hano & Company
806 GREENWICH STREET
NEW YORK CITY

"GIBBONS KNOWS CANADA"

MONTREAL

TORONTO

WINNIPEG

Crop and Business Conditions Foretell Good Times

A strong belief in a gradual and natural readjustment of business conditions without financial disorder or any sudden economic calamity is expressed by the Committee on Statistics and Standards of the Chamber of Commerce of the United States, in its semi-annual bulletin on crop and general business conditions.

Tight money, unrest of labor, the loosened bonds in some phases of social life, the Russian-Poland War, the high cost of necessities are enumerated as disturbing business factors, but in the opinion of the committee there is no need to become panicky over any of these matters.

The committee finds a widespread feeling that business will probably continue good for the remainder of the year.

"Amid all the cross currents and eddies of the industrial situation a definite trend seems to be slowly developing toward a gradually increasing gain of supply upon demand and a somewhat lower level of prices," the committee reports. "In textiles and in some manufacturers of leather there has been a decrease in production and lower prices.

"Here and there mills have shut down. Here and there they are running on reduced time. It is a scattered and local matter rather than a general proposition. What will happen next is exciting much interest and many prophecies on both sides of the question.

"The automobile industry seems to be headed toward somewhat lessened output. Also the jewelry business in New England is slowing down. Contrariwise, paper mills are busy and full of orders. Equally is this true of the metal lines, especially in finished articles. The latter are very scarce and prices are still advancing with no immediate signs of a decline.

"There is much complaint of the inefficiency of labor and of its scarcity, though this latter feature grows less marked. Ship building displays lessened activity.

"Whether mining is busy and prosperous or the reverse, depends upon the nature of the metal. Gold mining still suffers from high cost of production and the stationary price of gold. Silver mining feels the effect of the decline in the price of silver. The price of zinc is low and the demand not equal to the possibilities of supply. Lead is higher because of increased demand. Copper is dull because of a supply not yet disposed of. Iron mining is good. Phosphate mines in the south are doing well after many lean years.

"Contraction in financial credits has put 'wildcatting' in the oil regions out of business which makes business there dull because supplies for drilling oil wells are no longer called for.

"Construction and building have slowed down, because of many things—such as high prices and scarcity of both labor and materials—practical withdrawal of credit accommodations on new constructions. Some essential materials of building are very scarce. Cement and wire nails for instance. Lumber can be had but cars for transportation of it cannot.

"Coal mining as usual has its flock of troubles—strikes and lack of cars being the principal ones. But they are enough. How the consumers and the business world regard the near future (the remainder of the year) seems to be largely a matter of local conditions.

"The promise now, and it is almost fulfilled, is for three billion bushels of corn, eight hundred million bushels of wheat, both winter and spring, and for a cotton yield of about twelve and a half million bales. Cotton, however, is not a safe reckoning as yet. There will be more oats than last year, and more tobacco, which is everywhere good—more potatoes—more rice, about the largest crop on record. More sugar, both cane and beet, and especially a hay crop of such proportions as should have a marked effect in reducing the cost of livestock, and of dairy and poultry products.

"The problems which now confront the farmer are what the future holds for him in the way of prices for his products and whether adequate transportation will be forthcoming to move harvest yields to market. Upon the solution of this latter problem hangs the volume of business in all agricultural sections, which means by far the greater part of the country.

"From every state and every section comes the complaint of the lack of cars as the greatest of all handicaps to the transaction of business, and one of the moving causes of the continuance of high prices.

"While ranges and pastures, save here and there, are generally in good shape, the live stock industry is not in a prosperous condition on the whole. The general statement is that the feed is much too high in proportion to the price of livestock. Especially the feeders (those who buy feed and do not raise it for their livestock) are operating at a loss.

"There is a general belief that there are fewer cattle and hogs in the country than at this time last year, but probably as many sheep. Experience has shown however that these estimates are necessarily not very dependable at times. In some census years they have been very far from the mark on the basis of taking census returns as the correct estimates.

"The poultry and dairy industries are steadily increasing in all sections, despite high prices of feed. In some sections farmers have largely ceased home dairy industry because of the great demand from large cities for whole milk, that is, milk from which the cream has not been separated. In nearly every part of the South the blooded cow of high degree and lengthy pedigree is a familiar sight where a generation ago was only to be found the solitary, tick-infested scrub."

Ralph H. Booth Touring East

Ralph H. Booth, president of the Booth Publishing Co., publishers of a string of daily newspapers in Michigan, is touring through the Eastern States, ostensibly on a vacation trip, but keeping an eye to newspaper activities the while.

American Ships Carry Bulk of Nation's Trade

More than 50 per cent of the foreign commerce of the United States is now being carried in vessels flying the American flag. For the first time in sixty years America is no longer dependent upon foreign shipping for the transportation of the great bulk of its exports and imports.

From the beginning of the Civil War to the outbreak of the recent one there was an unbroken decline in American shipping, until in 1914 less than 10 per cent of this country's trade was being carried in American vessels. In the last six years, therefore, the ground lost in more than half a century has been recovered, and the American merchant marine, instead of a tenth, now carries more than half of the nation's foreign commerce. The greater part of this gain has been made in the last two years.

Analysis of the tonnage figures of the Department of Commerce shows strikingly the extent of the growth of the carrying power of American shipping. These figures cover all entrances and clearances of ships at American ports. They indicate that for the fiscal year ended June 30 last American ships entered and cleared in the foreign trade aggregated 55,210,000 net tons. Vessels of all other nations combined totalled 53,252,000 tons, giving American shipping a lead of almost 2,000,000 tons.

How great the gain has been since the beginning of the war is instanced by the fact that instead of the lead of 2,000,000 tons shown for the year recently ended the total American shipping movement for the year ended June 30, 1914, was nearly 52,000,000 tons less than that of all the vessels under foreign flags engaged in trade with this country.

Tremendous Gain in Resources

The total resources of all national banks on June 30 this year aggregated \$2,106,737,000, an increase of \$1,307,187,000 over June 30, 1910. The total bank deposits on the same date amounted to \$1,155,421,000, an increase over those of last year by \$1,230,556,000. The deposits included \$175,788,000 of Government funds, which is a reduction of \$301,005,000 since June 30 of last year.

Building for Advertising Department

Pratt & Lambert, Inc., Buffalo, N. Y., has begun the erection of a four story building, having a floor area of approximately 20,000 square feet, for the housing of its advertising and printing departments.

Canada's July Trade with U. S.

Total of Canada's trade with the United States during July was \$13,058,500. Imports from the United States were \$37,663,684 and exports to the United States \$16,985,015.

Exports of woodpulp to the United States from Canada totaled \$7,101,893, pulpwood \$1,545,906 and newsprint \$5,271,303.

Exports of pulp newsprint and pulpwood from Canada to the United States are now running \$13,000,000 a month.

Made Pacific Coast Director

Edward E. Gerlinger has been appointed Pacific Coast sales and advertising director of the White Hickory Motor Corporation, Atlanta, Ga.

ADVERTISING & SELLING

The National Weekly of Modern Merchandising—Established 1891

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September 4, 1920

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Calendar of Coming Events

September 14-16—Annual Convention, Outdoor Advertising Association, Cleveland, Ohio.	October 11-13—Annual Convention National Association of Purchasing Agents, Chicago.
Sept. 20-25—Sixth National Exposition of Chemical Industries, Grand Central Palace, New York.	October 11-14—Annual Convention, National Association of Stationers and Manufacturers, St. Louis, Md.
Sept. 20-30—Annual Convention Bakery and Confectionary International Association, Cincinnati, Ohio.	October 11-16—Annual convention, American Association of Advertising Agencies, Chicago, Ill.
September 22-24—Annual convention, National Petroleum Association, Hotel Traymore, Atlantic City, N. J.	October 13-15—Annual Convention, National Implement and Vehicle Association, Atlantic City, N. J.
September 27-30—Annual Convention, National Association of Advertising Specialty Manufacturers, Hotel Sherman, Chicago.	October 15—Annual convention, Audit Bureau of Circulations, Chicago, Ill.
October 6—Annual Convention National Association of Electrical Contractors and Dealers, Baltimore, Md.	October 18-22—Annual Convention, American Bankers' Association, Washington, D. C.

Develop Merchant Marine Urges Sisson

Further development of the American merchant marine and increased employment of it to export manufactured products instead of raw materials is urged by Francis H. Sisson, vice president of the Guaranty Trust Company, in a statement reviewing the foreign trade situation.

"Any question as to the importance and value of foreign trade to the United States has long since passed completely from the field of mere academic discussion," says Mr. Sisson. "This country is already one of the great traders in international markets and must of necessity remain a leader in this field unless we deliberately fail to protect our present strong position in it and neglect to seize the obvious opportunities which the existing world situation, our wealth, resources and vast facilities for production afford us.

"The importance to us of foreign markets for our manufactured products has been constantly growing. They were needed because of our exceptional development in the production of manufactured products in quantities far in excess of the domestic demand. They became important also because of our increasingly heavy demands for the import of materials to supply our own industries and to supplement our own resources of food and manufacture, imports, which it was, of course, desirable to pay for with exports rather than with gold. Today some of our very important industries are mainly or entirely dependent upon materials which we must buy abroad. The manufacture of automobile tires and other rubber goods, silks, hemp products, straw hats, brushes, leather and paints and varnishes might be mentioned.

"During recent decades great economic changes have taken place within the United States, and we no longer control the same large surplus of food products and raw material for export that used to be available. It is already evident that other resources, such as petroleum, cannot long continue to supply in full volume the demands of markets outside the United States. We shall, no doubt, also as time goes on, use more and more of our cotton, copper and other raw materials at home and must replace with other exports these products.

"The terms of the shipping bill recently passed by Congress commit us definitely to an aggressive policy in the use of our new fleet. And it is a source of gratification to note that American ships today carry the greater part of our ocean-borne foreign trade. We must further develop our merchant marine and see that it operates in private hands under sound laws, in order to facilitate the development of our overseas commerce and the maintenance of our national prosperity."

Canada's Trade Increases

Canada's trade with the world for the last four months of the Canadian fiscal year ended July 31 increased to \$166,386,104 compared with 1919, according to Summary of Canadian Department of Customs. For the four-month period in the present year total value of goods exported and imported was \$825,267,761, while in 1919 the total was \$658,787,357.

Short Talks to Advertisers



NUMBER
FOUR

Alignment

Cognitive ability in reading is largely dependent upon the object of perception;

—the eye has a natural habit of following a straight line; inaccuracy in the baseline of letters retards perception, distracts attention and thus interferes with thought assimilation.

On a composing machine which casts its product in *single letters*, the position of the type-face on its supporting body can be adjusted to the ten-thousandth of an inch and is invariable;

—an investigation of the mechanical limitations of other composing machines will show why this alignment is *not* invariable in their product.

Perfect alignment also adds to the beauty of a page—"Order is Nature's first law."

The "Monotype" is the only machine which casts its product in *single letters* and assembles it in lines with mathematical accuracy.

Ask for Monotype composition on your next job of printing.

- Talk No. 1.—Getting Your Message Across
- Talk No. 2.—Single Types
- Talk No. 3.—"Motor Habits" in Reading
- Talk No. 4.—Alignment
- Talk No. 5.—The "Art" of Composing Type
- Talk No. 6.—Ben Franklin and the Monotype



Lanston Monotype Machine Company

PHILADELPHIA

NEW YORK

CHICAGO

BOSTON

TORONTO

Monotype Company of California, SAN FRANCISCO



A ONE-ARMED GIRL

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

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

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

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

SUCCESSFUL FARMING

E. T. MEREDITH, Publisher
Des Moines, Iowa



T. W. LeQUATTE
Advertising Manager