

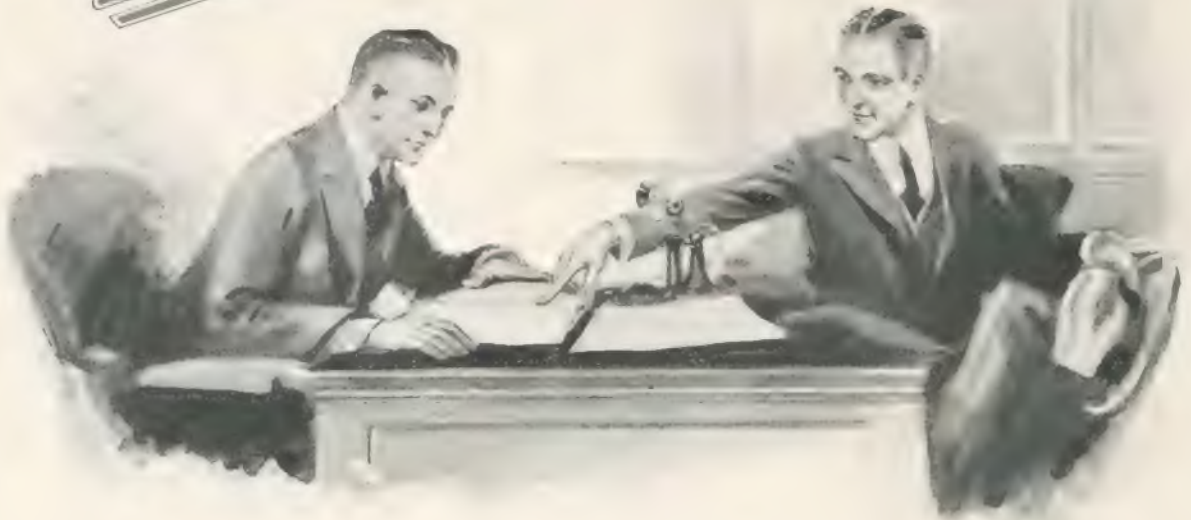
# Advertising & Selling

Issued Weekly



FEBRUARY 7, 1920

**Foldwell**  
TRADE-MARK



## “Just See How It Holds at The Stitches”

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

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

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

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

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

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

NATIONALLY DISTRIBUTED BY

Lasher & Lathrop, Inc.,  
29-33 Lafayette St., New York City.  
Whitehead & Alliger Co.,  
8 Thomas St., New York City.  
John Carter & Company, Inc.,  
100 Federal St., Boston, Mass.  
Alling & Cory, Rochester, N. Y.  
Alling & Cory, Buffalo, N. Y.  
Alling & Cory, Pittsburgh, Pa.  
D. L. Ward & Co.,  
28 S. Sixth St., Philadelphia, Pa.  
Phelps & Lasher, Bridgeport, Conn.  
McClellan Paper Company,  
Fourth St., Minneapolis, Minn.  
McLellan Paper Company,  
Duluth, Minn.  
Acme Paper Company,  
115 S. Eight St., St. Louis, Mo.

Carpenter Paper Company,  
106 Seventh St., Viaduct,  
Des Moines, Iowa.  
Cincinnati Cordage & Paper Co.,  
Cincinnati, Ohio.  
Spokane Paper & Stationery Co.,  
Spokane, Washington.  
Tacoma Paper & Stationery Co.,  
Tacoma, Washington.  
Carpenter Paper Company,  
Ninth and Huron Sts., Omaha, Neb.  
Kansas City Paper House,  
Kansas City, Mo.  
Cassenter Paper Company,  
143 State St., Salt Lake City, Utah.  
Commerce Paper Co., Toledo, Ohio.  
Commerce Paper Company,  
Columbus, Ohio.

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



# L O S T G A M E

The man who hunts with a single-barrel shotgun is certain to lose some mighty good chances to fill his game bag. Lost business and less profit are certain for the firm that goes after business with only one kind of an advertising medium.

If any other class of publications cover their field as well as Successful Farming covers its field, they have done a good job. We can't expect them to do our work too.

Successful Farming will carry your message to more than 800,000 farm homes and make you welcome where Successful Farming is welcome.

# SUCCESSFUL FARMING

E. T. MEREDITH, Publisher  
Des Moines, Iowa



T. W. LeQUATTE  
Advertising Manager

# A Personal Guarantee and the Result

During the last few years much has been said about the trademark and its significance. It is the symbol of the manufacturer's personal guarantee and his willingness to stand back of the products, upon which his is stamped, and much money has been spent by all manufacturers to inform the public to buy only trademarked goods.

Today the public recognize the value of *guaranteed merchandise* and manufacturers *who do not give one* have small chances for popularity. Photoplay Magazine was quick to grasp the advantages to be derived from carrying in its advertising columns the advertising of only manufacturers who were willing to give the public a square deal. Therefore, it set itself about giving its readers an additional personal guarantee that the goods, which were shown in the advertisements appearing in the magazine, were as represented and that they would be satisfied with them. If they were not, the goods could be returned and full reparation would be made by the manufacturer, and in cases where this was not done, the magazine would do it itself.

The result is an intimate relationship between the reader and Photoplay built upon confidence and good will.

It is small wonder then that such products as Kodaks, Victrolas, Old Dutch Cleanser, Van Camp's Soups, Quaker Oats, Apperson Automobiles, Aladdin Houses, Fairy Soap, Woodbury Soap, San Tox, Holeproof Hosiery, Colgate Toilet Articles, Coca Cola, Winton Cars, and many others appear regularly in the magazine, and that its circulation has passed the 400,000 mark.

## PHOTOPLAY

*The Magazine of the Fifth Estate*

JAMES R. QUIRK, PUBLISHER

W. M. HART, *Advertising Manager*, 350 North Clark St.,  
CHICAGO

NEW YORK OFFICE, 25 WEST 45TH ST.

# Advertising & Selling

Established 1891

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

H. B. Williams, Vice President;

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

29th Year

FEBRUARY 7, 1920

Number 33

## Why Should We Drop The War Stuff?

No One Has Forgotten the  
New Lessons It Taught  
By LAURENCE GRISWOLD

**D**OUBTLESS nearly everybody in advertising circles has noted the tendency recently to abandon all war references in display copy. This seems shortsighted. Probably the reasoning which has led up to this result is that the advertiser feels everyone is sick of having somebody tell him something about the war. Now such a line of reasoning is, in many cases, faulty. And scores of editors are of a similar opinion else they would not print article after article and story after story dealing with the war.

I am sure a man who has been in the service is interested to run across products in civil life which he knows made good in the Army, Navy or Marine Corps. I am also sure that the interest engendered by America's participation in the greatest struggle of all history should not be tossed aside by the advertiser who holds the thought that all war stuff is dead these days.

Of course the day of the Hurrah-Boys stuff in copy is about over. But there is a realm of legitimate consumer interest not yet explored by the advertisers with products which made good in war time. Many such advertisers are not cashing in on that experience. Think of the hosts upon hosts of merchandise of every variety which was used by the armies and navies in the World War! Each product so used simply had to meet the stiffest sort of tests before it was adopted by a government! Think of the millions of men who became familiar, for instance, with the bread baked in the cantonments of the U. S. A. That was hang-up bread, any service man will tell you. Then why on earth doesn't some bread

### "Lay Off" or "Carry On?"

*Shall we "lay-off" the war note in advertising? Or shall we "carry on" and make the best possible use of it?*

*Opinions, of course, differ. Some advertising men insist that as a point of contact the edge has been worn off—that the public is fed up on it—that the national mind welcomes something new.*

*In the accompanying article, however, Mr. Griswold advances some interesting thoughts on the subject. He says let's have as much of it as we can pertinently use, and he has some good stuff behind that.*

*Read this over and let us know what you think about it.*

THE EDITOR

man get busy and build bread after Uncle Sam's recipe and reap the reward that awaits him? So it is with many a product which the service introduced to the individual.

From what has gone before in this article one might think that advertisements which sound a war note were entirely lacking these days. I do not mean to give such an impression. A recent issue of the *Saturday Evening Post*, however, didn't show a single piece of copy of this type. I claim some of those advertisers were passing up a good thing.

Now, to my mind, the simplest form of the type of copy which is linked with war interest is that shown in a clothing ad of Michaels-Stern. It elaborates the thought that in the service a man learned to judge things by the test of "true worth," and he learned what values really were. The copy proceeds to say that the lesson will not be forgotten now but will be carried on through to the details of civil life. It is one of many, but it does what it was obviously intended to do—introduces the

service man to mufti—and nothing more. Another sample is the advertisement run by the bread bakers, R. H. Wool Co., Inc., of Ithaca. Featuring a Red Cross nurse in the illustration, in order to catch the eye of the woman in the home, the copy told of how the American woman discarded the drudgery of home baking during the war in order to conserve time and energy, and in doing so she bought bread at less than she could make it, etc., etc. The advertisement appeared in a daily newspaper and for a manufacturer with an eye to interesting the women of the households of a community, where could one find a better figure than that of the Red Cross nurse? We must not use the Red Cross, per se, so that organization has told the advertising fraternity, and rightly so, but there is no law known to any patent or copyright attorney which would interfere with the use of the nurse shown. This advertisement is interesting simply as an indication of what may be done—a possible hunch producer for a live advertiser.

### THE TESTIMONIAL USE

In the technical business field one finds that advertisers are rather more hesitant about giving up the war idea than are their less precise brethren. With so great a variety of bully photographs at the disposal of the layout man, it seems almost unbelievable at times that more pictures of the sort shown in the *Standard Register* ad are not used. It shows the old *Leviathan*. Whose heart doesn't thrill at seeing such a news picture of the big craft? And talk about sustained interest. What ship did General Pershing come to America on the

other day—weeks after the ad shown appeared? There must be a thousand products, at a small guess, which the *Leviathan* could helpfully endorse in an advertising way. The copy in this insertion tells the public that on the largest transport afloat, the wireless messages are all recorded on a Standard Register. I will come to the endorsement idea, though, in a future article.

Then we have the long list of wonderful plants which built war material during the last two years and are shifting back to a peace market. Wouldn't it be worth while to know who built the belts the Doughboys wore? Who built the typewriters, underclothes, stoves, fire apparatus, footballs, buildings, boats and thousands and thousands of articles which made good. The Aluminum Company of America and the Van Dorn Iron Company are not backward about telling the world what they did. And if a person wants a cooking utensil or a filing cabinet which will stand the racket he probably knows that the manufacturer who made products to the liking of Uncle Sam are the ones who know what building for hard service means. Therefore these concerns say, respectively, that "Wear-Ever" aluminum cooking utensils were used by the Government for the equipment of the men, and that the organization now making Van Dorn filing cabinets was engaged in building Renault 6-ton, 2-man tanks. The use of the photograph of the tank is certainly an eyerester, even in these hectic days of social unrest.

The Yawman & Erbe advertising seems to me to contain one of the most interesting bits of copy in which the war interest is utilized and the criticism, if there is any, that now is not the time to use war stuff, wholly avoided. The caption is "The flame test that convinced the Government," and the illustration shows two naval officers testing a Y & E and a competitive filing-case drawer. The copy describes the test which meant the application of a flame at 1500 degrees Fahrenheit to the drawer filled with papers. The officers in this advertisement must be 1919 men else they would not be wearing the jackets with turn-down collars and also the four-in-hand ties. The artist here is thoroughly on the job, something which, indeed, helped in any advertisement. Few of the American officers have had time to get their wardrobes shifted to the new style. Aside from being full of snap these officers here personify the government, the recent war and above all

suggest governmental endorsement to the product. Three things it takes a mighty comprehensive piece of copy to cover.

#### PAST, PRESENT AND FUTURE

A Nash Motors advertisement caught my eye just a few days ago. I had been on a still hunt for a week and could get nothing bringing out the idea I want to emphasize in this advertisement. What I wanted for this article was an advertisement for some product which was actually linked with a branch of the service and would likely be for some time to come. When I opened my newspaper at breakfast one morning there was the advertisement I had been hunting for. It tells us that the Nash quad has been declared regulation equipment for the Marine Corps. They are going to issue Nash quads to the proper parties, I take it. And, here I run the risk of puffing a product perhaps, I've seen many a Nash quad beat the truck world when it came to squirming out of the mud of at least one cantonment in this country. I guess any reader of this article who had experience with trucks during the war will list the Nash high at that.

Last, and absolutely by no means least, we find a manufacturer who is using a product (which has done service abroad) as a trade puller in this country. And why is it that the Corona typewriter (This particular advertisement shows the famous Corona that served with the 77th Division, bearing two wound and two service stripes. Everyone, I guess, has seen it and remembers it.) is about the only product which is keeping a war veteran in the shape of a product, going the rounds of retailers on this side of the Atlantic? Where are the motor cars, cameras, field glasses, desks, shot guns, a great raft of merchandises? Why is it manufacturers do not give the inanimate veterans sales-promotion work to do over here? At least the Corona people should serve as an incentive to others. They feature the 77th Division machine in booklet, page advertisement, letterheads and a host of ways. A retailer, agent for the Corona, spoke to me the other day in relation to an expected visit of the veteran typewriter to his store. He spoke with the greatest interest and already had his literature in hand and his advertisements ready for the local newspapers. The round of dealers is a triumphal tour of various agencies and mighty interesting testimony to the stand-up qualities of the machine.

By no means, I believe, has the time come when all war stuff should be eliminated from advertisements. On the contrary, the time to look up with the tremendous interest created by the war is right now. People know the value of a war as a tester of mechanical devices. The editorial columns are full of war talk each issue. They will probably continue to be. Let the manufacturer, whose product is of the sort which may be advertised by a war note in the copy, glance at the next table of contents he comes across. Let him see what a large number of the articles and other features of an editorial nature have to do with the war. If the war note is not stale for the editorial columns then why should it be dropped by advertisers?

#### Advertising in Japan—Less Than 150 Papers Have Influence—"Personal Element" Important in Sales Promotion

While it is estimated that there are nearly 3,000 publications of various kinds issued in Tokyo, it seems probable, according to Trade Commissioner J. W. Sanger, who is studying advertising in the Far East, that less than 5 percent of these reach any great number of people or have any widespread influence. The eight or ten widely read large newspapers, printing from 100,000 to 500,000 copies daily, seem to dominate the advertising field. A large volume of advertising space is used, apparently with good results. The advertisements themselves resemble those seen in America, with an interesting intermingling of Japanese ideas. Announcements for books, magazines, educational matters, and toilet articles fill a large part of such space.

A small amount of judicious advertising, which in general is said to be very expensive in Japan, will bring results, but it must be remembered that the personal element is much more in evidence in business there than in America.

Entertainments given to the dealers have been found to be a more effective means of promoting sales in certain lines than any amount of advertising. The arrangements for such advertising as may be done had best be made through the agent appointed in Japan.

Any attempt to deal direct with the smaller Japanese merchants should be on a cash-against-documents basis.

#### Trade Journals Needed at Madras Consulate

The American consul at Madras, India, would be glad to receive regularly copies of American trade journals and papers for the consulate reading room. Trade journals are kept in the reading room for the use of callers and are later forwarded to the commercial organizations and interested persons in the various cities of southern India.

#### Opens Detroit Office

*Distributing and Warehousing*, a Chicago publication, has opened a Detroit office at 95 West Fort Street, with E. L. Carroll, formerly of the Chicago office, in charge.

# Getting Over the Domination Epidemic

How One Concern Is Stirring Its Field Without Resorting to Brute Force Advertising

An Authorized Interview by PAUL W. KEARNEY with

**PHILIP L. THOMSON**

Advertising Manager, Western Electric Company.

At periodic intervals we seem to run into plagues, epidemics and such devastating evidence of wide-spread contagion. Some few years ago it was Poliomyelitis; later it was Influenza—right now it seems to be Advertising Domination. A virulent germ, indeed, but one that has never been isolated.

In our popular weeklies and monthlies we can observe its work. Full page insertions are the rule; double-page spreads are common; and occasionally somebody attempts to take business by the scruff of the neck and drag it into camp with the aid of four, five or six pages in one issue. The idea came into being somewhere and has been sold time and again to men who are particularly willing, in these days of too much taxation with too much representation to become afflicted.

Be that as it may, we are witnessing a mighty scurry for attention. If one house in a line uses double-pages, every other house in the line feels obliged to equal or double the ante. So it goes. And meanwhile we wail about paper shortages.

In such times it is encouraging, not to say refreshing, to encounter here and there an advertising man or a national advertiser who has been inoculated against the germ or, perhaps, who is convalescing from the illness. Of the two, the former is more common. The Childs restaurants furnish a case in point—they have used simple 60-line advertisements with tremendous results. The Dodge Brothers motor car, referred to in a recent issue of this magazine, supplies further evidence. Some time ago we ran an account of the Bramhall-Deane Company's very successful campaign with small space in the magazines. There are numerous other examples.

But perhaps the latest and freshest of them all is the campaign sponsored by the Western Electric Company and recently released through the Newell-Emmett Agency. I learned from a talk with Philip L. Thomson, Advertising Manager for the Western Electric Company, that it is a campaign based upon the



Charged!!

## Is your electric bill too high?

That minimum charge of a dollar or so a month for service—“whether you use it or not”—is it really unreasonable? Is the public receiving that square deal every American demands as his right?

Consider the question in all fairness and you will find the reason why an interesting one.

If you regard that dollar a month as a sort of interest charge on the electric equipment used for you, it will seem fair enough.

There's a meter in your cellar and a system of main and cables coming right up to the door. The flow of current through your street is constant night and day, so that at any time you may turn a stream of it into your home.

A delivery system as rapid as a desire, as dependable as an honest man's promise. But this problem of distribution is the biggest, most costly task the central station has to tackle.

Indeed, for every two dollars invested in generating equipment, three dollars must be added for equipment to deliver the current at your door—distribution.

Then too distribution requires that poles be erected, wires strung, lines maintained through the heaviest weather. Or it entails the opening up of streets and laying of cables—more satisfactory in the long run, but at an enormous first cost.

Little problems that must be solved behind the scenes before the show can proceed. But you enjoy the show and don't want the stagehands to wait for nothing.

That is why you pay the minimum service charge—so much a month—a charge for which the central station gives full return.

Published in the interest of Electrical Development by the Institution. It is a guide to be followed by all who are active in the industry.

**Western Electric Company**

No. 2. Working into every corner of the broad land, even in the most un-attended farms, the Western Electric organization invests all the resources and the action of every light, power and communication.

One of the series now running. This is typical of the style of the set.

needs of the electrical industry and the opportunity to build for it and at the same time for the Western Electric Company a degree of popular understanding and good will.

First of all, the company has got away from the all too common idea of dominating in its field. In reply to the pet dream of the corps of solicitors representing one prominent publisher, Philip L. Thomson, advertising director for the Western Electric, insisted:

### DOMINATION NOT NECESSARY

“But we don't want to dominate. We don't care about crowding the others out. We aren't interested in buying great bunches of white space to become the king pin in the industry. We aren't going to try to force either the dealer to handle or the consumer to buy only Western Electric appliances.

“Much of the so-called institutional advertising,” continued Mr. Thomson, “is so extremely egotistical it is of interest to few outside of the copy man who wrote it and the directors who are paying for it. ‘The biggest,’ ‘the best,’ ‘the mightiest,’ ‘the most popular,’ are over-worked terms that the public is sick and tired of reading—and almost as near to zero in interest as the pictures of the factories and founders now happily thrown into the advertising discard.

“Fortunately the electrical business is one so full of inherent interest and potential growth, that there is little excuse for the manufacturer using all of his white space to talk selfishly about himself, and so we chose this year to tell the public about the electrical industry, as it contacts with it in the great public service utilities; the street railway, the central station, the telephone company, and others. And we embarked upon this little adventure in good will’ to help to interpret these great organizations to their and our public.

“If this measure of cooperation will contribute toward making our own business maintain its steady expansion we shall be satisfied. We look upon the growth of other electrical manufacturers with no misgivings or envy, feeling sure that there is enough business to go around and if our product is right and our prices are right and our service is satisfactory we shall very likely get the share of the business to which we are entitled.”

The entire effort of the drive is concentrated on the one theme: the public could well afford to learn more about the electrical industry and the utilities depending upon it, and the public is not at all opposed to becoming better acquainted. Consequently a series of twenty advertisements were made up for this year, ten from each half, and ten magazines were chosen to carry the messages. The space used runs from about two columns in the larger to full pages in the smaller sized publications, and the appearance of the different insertions is so timed

as to "hit" the readers twice a month. For this end a combination of weeklies and monthlies are used.

THE TYPE OF MEDIA

As a general thing Mr. Thomson explained that the "review" magazines were picked because of the frame of mind the average reader is in when he sits down to go through those papers. It is a recollective or *thinking* attitude, for he reads these papers for the purpose of increasing his knowledge—not for entertainment. The story the Western Electric has to tell, then, is in good surroundings.

In the matter of deciding when the different insertions shall appear, Mr. Thomson has arranged a schedule which is interesting in itself. Each is numbered, not only on office records but also in the actual insertion, and all of the ten advertisements appear in as many magazines every month, rotating in sequence. Considering the media, the message and the idea of working the greatest effectiveness out of the campaign, the following schedule has been made up:

power corporations. Under the caption, "Is your electric bill too high?" the following copy is run:

That minimum charge of a dollar or so a month for service—"whether you use it or not"—is it really unreasonable? Is the public receiving that square deal every American demands as his right?

Consider the question in all fairness and you will find the reason why an interesting one.

If you regard that dollar a month as a sort of interest charge on the electrical equipment used for you, it will seem fair enough.

There's a meter in your cellar and a system of mains and cables right up to the door. The flow of current through your street is constant night and day, so that at any time you may turn a stream of it into your home.

A delivery system as rapid as a desire, as dependable as an honest man's promise. But this problem of distribution is the biggest, most costly task the central station has to tackle.

Indeed, for every two dollars invested in generating equipment, three dollars must be added for equipment to deliver the current at your door—distribution.

Then too distribution requires that poles be erected, wires strung, lines maintained through the heaviest weather. Or it entails the opening up of streets and laying of cables—more satisfactory in

ad, and once in the footnote—perhaps twice. But the connection is made clear by a frank statement in the margin of each insertion:

Published in the interest of Electrical Development by an Institution that will be helped by whatever helps the Industry.

That is the position of the company. All through his talk Mr. Thomson emphasized that idea, and in a perfectly candid manner it is woven into the campaign itself. Expressing the thought more elaborately is the following paragraph taken from a brochure now being distributed to the electrical industry for the purpose of "marketing" the campaign:

We seek for ourselves as a Company to build according to ideals that will be in harmony with the changing ideals of the times. Our effort it seems to us must go beyond the physical and commercial growth of our nation-wide system of distributing houses. We must seek to understand alike the problems of the producer from whom we buy and of the customer whose trade we seek, so that we may interpret each to the other. If we can aid both to be better understood by the public which both, like ourselves in the last analysis, must serve, we shall of course be aiding all those in the great industry of which we ourselves are only a part. But we believe that only to the extent that we serve the whole electrical industry can we share in the hoped-for and well-deserved prosperity of an industry that is of incalculable benefit to civilization.

After seeing the plans and listening to the ideas and ideals of the man and the organization behind this little gem of a campaign, it is interesting to speculate, first, on the possible results and then to see what the returns actually are.

Several factors enter in the business of forming an opinion. One is the grand total of space used by the "W. E." competitors. Two magazines at my elbow show that 14 companies used 19½ pages in their effort to "dominate." Much of their copy is the dominating kind.

Yet here is a tip: the electrical dealer or user (in the cases of the large concerns) are apt to feel much more cordial to the man who is boosting their interests as well as his own than they do toward the fellow who insists upon tooting his own solo horn.

And, after all, of what avail is advertising without the cooperation of the man who is supposed to sell your goods to the consumer? The answer is given in the campaign that is being produced by the Western Electric Company— it is Mr. Thomson's opinion that you can't safely create "consumer demand" without

(Continued on page 24)

ADV.	TITLE	FOR					
No. 1	"Fares Please!"	Electric Street Railways					
No. 2	Coal Wagon	Central Stations					
No. 3	Walled Up	Electrical Contractors & Architects					
No. 4	Stevenson & Franklin	Steam Railroads					
No. 5	Banked Fires	Central Stations					
No. 6	Safety Stamps	Underwriters					
No. 7	Is your electric bill too high?	Central Stations					
No. 8	Keeping the lines open 1918-1920	Telephone Companies					
No. 9	Hooking a ride	Street Railways					
No. 10	The Successful Bidder	Electrical Contractors					
		Jan.	Feb.	Mar.	Apr.	May	June
		No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
POPULAR SCIENCE		1	2	4	5	6	7
AMERICAN MAGAZINE		1	4	5	6	7	8
POPULAR MECHANICS		4	5	6	7	8	9
REVIEW OF REVIEWS		2	6	7	8	9	10
WORLDS WORK		6	7	8	9	10	1
INDEPENDENT		7	8	9	10	1	2
OUTLOOK		3	9	10	1	2	8
LESLIE'S		9	10	1	2	3	4
LITERARY DIGEST		10	1	2	3	4	5
COLLIERS							

This applies, of course, only to the first half of the year 1920.

The stories told under the headings listed in this schedule are plain statements of fact concerning electrical problems. The function and the accomplishments of the Underwriters, for example, is little known by those outside of the industry, so the "Safety Stamps" insertion deals with their work. The problems of the street railways companies are also presented as are the questions confronting the electric light and

the long run, but at an enormous first cost.

Little problems that must be solved behind the scenes before the show can proceed. But you enjoy the show and don't want the stagehands to work for nothing.

That is why you pay the minimum service charge—so much a month—a charge for which the central station gives full return.

In all these advertisements the name of the Western Electric Company appears only two or three times. Once at the bottom of the



# Backing Up Salesmen From Inside to Aid Him Get and Hold Trade

**Helpful Plans That Win Good-Will and Increase His Influence With His Customers—Coordinating Field and Home Office Efforts Automatically to Insure Real Team Work**

**By SAUNDERS NORVELL**

Chairman, McKesson & Robbins, Inc.

A WISE man once said there were two kinds of merchants—the merchant who told an employee to do a thing and then forgot it, and the other merchant who told an employee to do a thing and then followed the matter up to see how it was done. Personally I will pin my faith on the latter merchant every time.

Mr. Newman—our new salesman—has gone out with his trunks and his grip. His orders are now coming into the office. This article is mainly about how his business is handled at the home office and the co-operation he receives, upon which his success as a salesman may largely depend.

## HOUSE CO-OPERATION

A sale to a customer is not completed when the order is taken. The real test of a house comes when a merchant checks up the goods he has bought. The merchant does not judge the house at the time he buys. He judges it when he considers the length of time it takes to fill the order; the completeness with which the order has been filled; not only the quality of the goods but the boxes in which the goods are packed, and the labels.

The work of many a good salesman has been neutralized by a careless, slipshod clerk or a lazy, indifferent packer. Then it is only human nature for a merchant to feel that if the goods themselves are of high quality, the manufacturer making the goods will put them up in quality packages and handle them in a quality way from start to finish.

So the cycle of the sale is not actually completed until the merchant has received the goods and is satisfied with them. In the cycle is embraced a large part of the business—not only getting out the goods, but the billing of the goods—their shipping, the appearance of the invoice and the accuracy with which it is made out. I make this explanation because some of my

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**S**OME boards of directors and sales committees seem to think when they pass the necessary resolutions that the job is done. What a mistake! The real work has just commenced. A good plan is of course a fine thing, but the method and the manner in which that plan is carried into effect makes the original plan a success or a failure. There are more failures in business because plans are not properly carried out than because of lack of proper planning," says Mr. Norvell in connection with the accompanying article.

THE EDITOR.

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readers may consider that this article is not exactly along the lines of selling. Every salesman, however, when he has read the article will realize how important the points in this article are in backing him up in his sales efforts. The things discussed are like the barrage fire that helps the soldier as he goes forward out of the trenches at the zero hour.

In these articles I am not writing about any theories or experiments, but about methods that I have seen work well in action. Some of these methods have been adopted after many methods have been tried and discarded. Probably some of the methods I outline may be out of date, but I give them to you for what they may be worth.

## REGISTERING THE ORDERS

The credit and the sales department, especially in a small organization, should be close together. These two departments can frequently co-operate by using the same records. The mail is usually opened under the supervision of the credit department. The first thing to do is to register the orders. In my first experiences, I found the orders were registered in large books.

One day at a library I first saw the system of keeping track of books with a card system. I asked the librarian to allow him to study this system. The possibilities of

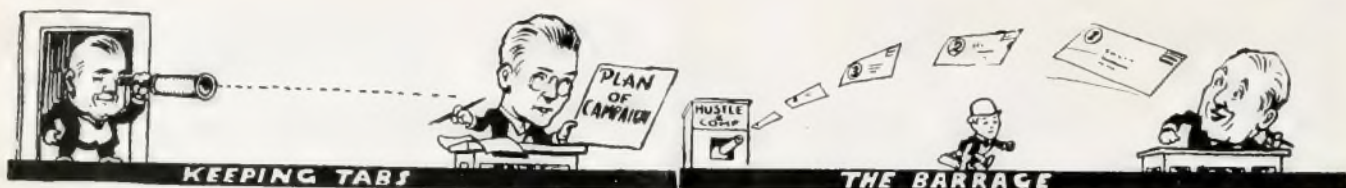
the card system in business immediately occurred to me. This was many years ago, before card systems became so common.

I immediately put in a system of cards, on the back of which in a double column were registered the number of orders. The customer's name and address were written on the face of the card. These cards were arranged in drawers by States and towns.

The first set of cards was written up from the ledgers. I remember that the clerks, when they were first instructed to register orders on these cards, objected to the system as a new-fangled idea. Afterwards, when they became accustomed to handling the cards, they could register very much more rapidly than they did with the old system, because they did not have to write out the name and address for every order.

Now, on these cards were written all the instructions in regard to handling a customer's account—for instance: terms, shipping instructions, whether to back order or not, whether to substitute or not, any remarks about prices, whether to ship goods on hand immediately or whether to hold order and fill complete. Any instructions on these cards were transferred with the system of rubber stamps to the order. When salesmen visited the house, they went over these cards with an employee and gave any new instructions needed about the handling of each of their accounts.

Forms were supplied salesmen, and when they opened a new account they filled out these forms, telling just how the account should be handled and all their instructions were entered on these cards. We trained clerks to handle these cards with accuracy, and the great advantage of the system was in the fact that the handling of our accounts was not a matter that rested in the memory of a few men, but was a permanent record, and men could come and go, but the accounts



were handled exactly according to these written records.

#### ARE YOU A STAR CUSTOMER?

In the case of a customer whose credit was beyond question we placed a large star on the card. This star was stamped on the order and the orders were passed through without the inspection of the credit man. This saved him a great deal of work. In addition, everybody handling the orders in the house understood that a star customer was one whose credit was beyond question.

These cards were used by the credit department by entering a number on the card which referred to the customer's credit record. Then commercial reports, etc., were filed in a folder in the credit files numerically. In other words, if you wished to look up a customer's credit record quickly you simply turned to his card, obtained his credit number, and then turned to the credit files for the reports when necessary.

Of course, by making these cards larger, the actual purchases from month to month of a customer could be entered on the card, so with such a card you have an absolute record of the account. Some merchants will say: "But we keep all such records on the ledger account." The trouble with that system is that it clutters up your books with pencil memorandums on the accounts, and besides that, if too many people wish to look up records on the ledgers, the bookkeepers do not have enough time to work on the ledgers.

In organizing a territory the sales department takes a list of the towns assigned to a salesman, and from the ledgers they write up cards of all the accounts they have in these towns. Then from the commercial agencies they write up cards of all the merchants in this territory in their line of business who have not been buying.

#### BACKING UP THE SALESMAN WITH LETTERS

Now the sales department put their letter-writing machinery to work. Letter Number One is a carefully prepared letter advising trade in this territory that their salesman will call in January and

that the house will let them know exactly when to expect him, soliciting a share of their favors, etc.

This letter should be very carefully prepared, and while it may be a form letter, it should be so well done that it avoids the appearance of a form. Every letter of this kind should be signed by the sales manager by hand, and if the sales manager happens to know the customer personally, he can make a little personal notation at the bottom of the letter in his own handwriting. Then, when these letters are sent out, the date is entered on the card with a figure "one" in a circle, indicating that the first sales shot has been fired.

Now the salesman comes along and suppose he opens a new account. The card is blank. From the form supplied to salesmen the necessary instructions are entered on the card and then an acknowledgment letter is sent. This we will call letter "two." This letter expresses to the merchant the pleasure of the house in having him open an account.

It expresses the hope that he will be satisfied with its goods and its service and that he will continue to buy from it, both through their salesmen and by mail. This letter also states the fact that the salesman receives full credit for any mail orders that come direct to the house from his trade between his visits.

As these letters are all forms, they take very little work, and only accuracy is required in seeing that they are sent out properly. Then if there are other letters that follow, calling attention to various lines of goods, or special items, each of these letters in turn is numbered and the sales manager can tell by the card at a glance exactly what letters have been sent a merchant. By looking at the register on the back of the card the sales manager can also see at a glance whether there have

been any responses in the way of orders.

#### EXTRA CARE FOR NEW CUSTOMERS' ORDERS

Now let us take the case of a new customer. We all know that first impressions are usually lasting ones. A new customer should receive special attention.

Therefore, when this order strikes the card and it is found to be a new account, the proper tags are placed on the order, instructing the stock and shipping departments to be exceedingly careful to only send nice clean boxes, to pack the goods with extra care, to fill the order complete, and to see that it is shipped with extra dispatch. In other words, the sales department must use all the departments in the house to make a good impression on the new customer.

In carefully managed businesses the original order when finished, with the invoice, come to the desk of the sales manager so he can carefully look over the order and see how it has been handled. Suppose the order has been filled without a single omission!

Then the sales manager has an opportunity to call the attention of the customer to the fact that notwithstanding the size of his order, they have taken pleasure in filling it without a single "short." Probably this fact would not have been noticed by the customer unless it was invited to his attention. If there happened to be unavoidable "shorts," the sales manager has an opportunity to explain why these goods were not sent. The great attention given to such details will naturally make an impression upon the mind of the customer. This inevitably helps the salesman, as well as the house.

(To be Concluded in Next Issue)

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# Story Methods In Advertising Copy

The Quintessential Germ  
By WILLIAM B. McCOURTIE  
Associate Editor, The Writer's Monthly

IN the following articles of this series we shall develop by practical synthesis the construction of the "ad-story," if it be allowable to coin such a plug-ugly, yet useful word, from germ to complete narration, simultaneously proceeding to analyze current and existing advertisements—for exemplification, contrast or proof. As a first step in this synthesis, the quintessential germ must be brought to light. Just what this germ consists in, I shall hope to show transparently, but in avoidance of misunderstanding, before dealing with the germ itself, it will be necessary to discuss briefly a certain phase of all story work which might otherwise be puzzling to my readers. This phase is that of fact in fiction. Not fact as fact, I must not neglect to point out—for we have heretofore spoken of the utter inadequacy of a summary of facts for main advertising purposes, however glitteringly these be arrayed—but fact in fiction.

"Pooh!" one typical objector has breezily and honestly said to me, "what on earth do I want to weave stories into my advertising for? The American buyer cannot be reached by *bunk* any more. That era's past, or at least it goes with oil-well flotations and extravagant copy, not with serious, strong advertising, such as I'm doing and want to do. I'm concerned with facts, and their adequate presentation. I don't need to tell stories to get people to believe in such goods as I advertise."

"But in writing an ad-story I am also concerned with facts. More than that, I am concerned with *truth*."

Since this seemed to require demonstration, I proceeded to explain that his understanding of fiction rested on a fundamental and common misconception, the misconception that fiction was altogether false, simply because the imagined and narrated events of a story or stories never occurred or perhaps never could occur.

Authorities tell us otherwise. "All fiction is fabricated from fact," says J. Berg Esenwein in his standard treatise, "*Writing the Short Story*," and R. G. Moulton goes a step further in boldly declaring that "*fiction is truer than fact*."

An effective advertisement cannot be written by taking the facts just as they occur to the advertising writer any more than an effective story can be so written—selection and sorting takes place immediately. Not facts as facts, unrelated and random, but facts as truth, give the appearance desired by story-writer and advertiser alike. Mere facts are dry and in the shape of figures (see some cut-rate store broadsides) may lie. Facts as truth, as fictional truth, are interesting and do not lie.

The unmitigated and unsorted publication of facts alone, or of one fact, without alteration, without comment, does not produce truth.

Facts are necessary indeed, but they are only basic or fabric material. The happenings in a modern story both present facts and *seem to be true*. Copy is occasionally published, prepared by story methods, which has a surface or factitious truth only.

For example, I have here an advertisement of a certain electric washing machine, which under an illustration showing three little girls dancing up and down in old time washtubs, while a woman nearby leads them, baton in hand, reads:

## SIX LITTLE SCOTCH FEET AND THE SNOW WHITE BLANKETS

It is dawn on a June morning in a small Scotch Village. Close to the old dusty road there stands a cottage. Under the shade of an apple-tree are three big tubs filled with blankets and soap-suds.

Suddenly, around the corner of the house, three little girls in white night-dresses and bare feet come prancing. They jump into the tubs and begin throwing the soapy water with shouts of laughter. A moment later their mother—a big, brawny Scotch woman—steps out of the cottage door with a mouth-organ in one hand and a rod in the other.

"Ready," she calls, with her conductor's baton poised, and out pour the stirring strains of "SMARTY SMARTY, HAD A PARTY." Under the dancing feet the water swirls through the mesh of the blankets—STILL THICK AND FLEECY AFTER YEARS OF THIS WASHING—washing which has held its place all the way down the ages because it is the SCIENTIFIC PRINCIPLE OF CLEANING—PRESSURE and SUCTION.

The three little girls are big girls now, and here they are in homes of their own in New York. One has washed lingerie; one has washed blankets; one has washed rag rugs. But they are no longer dependent on their own dancing feet to do

their washing. The vacuum cups in their BLANK BRAND ELECTRIC WASHER—sixty strikes a minute—take the place of the six tiny feet.

These three women are washing heavy things and light things—yet they are still using the same machine. See! They turn on a switch and this laundress begins her work. In ten minutes the clothes are clean. Move a lever and the wringer begins its work. That is all!

As a story, at least, this scarcely seems to be true, and if it does not, the fault must largely be placed as "wrong or inconsequent germ."

The copy-writer has the same obligations as the story-writer who (again quoting Dr. Esenwein) "has a profound obligation to tell the essential truth. If you trifle with it you ought to fail in fiction, and probably you will." If you trifle



**KAYNEE**  
BLOUSES

SUMMERTIME—days crowded full of strenuous sports—but, oh, so hard on the clothes!

You can't expect your boy to have his mind on "saying" his blouse, so buy him the kind you know will stand the wear and tear of hard playing.

Kaynee Blouses—like all Kaynee garments—are built on Kaynee ideals.

The colors are all fast colors—no fading from sun or laundering. The designs are exclusively Kaynee designs—you never see them repeated in poor quality blouses; the set of the collar, the trim shoulder line, well-finished lock-stitch seams—these are just a few of the reasons why Kaynee Blouses give your boy that well-cared-for look, and why they mean *true* economy.

All the better stores carry Kaynee Blouses.

"Let them grow up in Kaynee" Creeps, Undershirts, Pyjamas, Rompers, Wash Suits, Blouses, Shirts.

The Kaynee Co., Cleveland, Ohio

The swimmin' hole advertisement referred to.



# The Globe

AND Commercial Advertiser.

OLDEST DAILY NEWSPAPER IN THE UNITED STATES EST. 1793

January 22, 1920.

## Important Notice Regarding Checking Copies

### Improved Service for Advertisers and Advertising Agencies

Owing to the increasing confusion between agents, advertisers and newspapers regarding checking copies, we have decided, instead of continuing our mail list, to inaugurate a new system which will entirely eliminate the necessity of mailing copies of the newspaper to the advertiser or space buyer on the day of publication and will also eliminate the nuisance represented in belated demands for checking copies.

On February 1, 1920, the New York Globe will put in operation the following program:

- 1—On every day that an advertisement is inserted on the order of an advertising agent or advertiser, outside the city of New York, a page containing the advertisement will be mailed to such advertiser showing that the advertisement was inserted in accordance with the order.

*(In case it is subsequently proven that an insertion was an error The Globe will frankly acknowledge the error and make allowance for that insertion.)*

- 2—On the date that each advertisement is inserted, another page containing the advertisement will be cut from a copy of The Globe and filed in a suitable cabinet at The Globe office, where it will remain until the end of the month, when, accompanied by the usual itemized bill, it will be forwarded by registered mail.

Before deciding upon this plan, I have carefully considered proposals and suggestions made by newspaper publishers and agents and feel certain that we have simplified it very greatly, and, in fact, have made it 100% fool-proof.

What we are all after is increased efficiency and the cutting out of waste and lost motion.

Sometimes it has been necessary to write for checking copies of The Globe on account of the regular checking copy either having been lost en route or in the office of the advertiser or the agent or in the office of The Globe, and then perhaps it has been necessary to write again for one of these reasons, with the result that there is confusion and delay all along the line.

If in practice we find that further refinements are necessary to make the plan herein indicated more workable and more serviceable to the buyers of space, we will gladly modify it and will welcome any suggestions that you or any other space buyer may care to send us.

The print paper shortage is very real and is going to become more acute, and every one of us in the newspaper and advertising business must do whatever he can to help bring relief in the great emergency.

Yours truly,

*Jason Rogers*

Publisher

The response from advertising agents so far received has been unanimously favorable.

swimmin' hole!" There is the quintessential germ. See how the Kaynee Company have used this appeal in their advertisement shown here.

This advertisement has timeliness, and it aims properly at the adult, intended, no doubt, to awaken favorable and chuckling reminiscences. A possible criticism as to class of readers would be that more men than women would have such reminiscences, whereas the main buyers of children's blouses are undoubtedly the latter. Also, mothers do not like their boys to go to swimming holes. But at any rate, the composer of the copy seized upon a germ which had vitality, and was connected in a strong and truthful way with his facts.

I hope I have made it clear that every ad-story writer starts on his germ quest with a definite problem, a problem which complicates the essentiality demanded of the fictioneer with the aspect of quintessentiality. The story-writer may roam the entire universe and outside, for that matter, for his germs, whereas the copy-writer is restricted to such germs as he can truthfully connect with his product.

Here is one such problem. I want to say, in copy, by successive steps, that tobacco-smoking, so far from being harmful, is "soothing

and serene"; tobacco users as a class are steady, comfortable, dependable men; that one kind of tobacco, *our* kind, promotes cheerfulness because it is *nature-cured*. I want to make these points in the most effective way, so that the advertisement will be replete with story. I can perhaps depend upon my moral (in the shape of added reading matter) for the name of my product, but the other facts I wish to bring out truthfully in my fiction.

I begin by a deductive process. (Of course this process might be turned inside out.) What is the quiet hour? Just after the evening meal, when pipes would normally be lit. What always takes place at that hour? My young nephew jumps on my lap for his regular story. What may that be held to show? People instinctively trust men whom children like. Is there any other tradition of this sort? Yes, people also trust men with whom animals are friendly. What *animal* would be likely to be with a man's man at this quiet hour? A dog. I need no more.

The germ is born, but so far as the ad-story itself is concerned, we have just begun.

(The next article will deal with the plotting of the story advertisement. Mr. McCourtie will be very glad to answer brief questions regarding story methods in advertising—not, of course, connected with the preparation of copy.—THE EDITOR.)

the formulation of campaigns for direct mail selling. At the conclusion of his talk, Mr. Hall answered questions put to him by the students, after which they were given an opportunity to watch the various departments of the Greenleaf agency at their work.

#### Another Wants Reprints of Mr. White's Salesman's Article

J. J. BADENOCH CO.  
Manufacturers of Poultry, Horse and Cattle  
Feed  
Chicago

Editor, ADVERTISING & SELLING.

I read with particular interest the article in your issue of October 25 last entitled, "What I Would Do If I Were a Salesman," by F. Edson White. This is such an excellent article that I think it might well be reprinted in pamphlet form for circulation. It may be that you have already done this, if you have, will you kindly send us 50 copies, charging us with whatever amount you have priced the circulars at.

If you have not printed it in pamphlet form, are you planning to do so, or would you have any objection if this were done.

Yours very truly,

J. J. BADENOCH Co.  
Percy W. Sutphin,  
Manager Feed Dept

#### Sunday Papers May Be Banished in Spain

In a decree signed by King Alfonso on January 15, Sunday newspapers are to be prohibited forever throughout the Kingdom. The decree, however, does not come into effect for 15 days, and in

the meantime may be modified, as a number of newspaper proprietors have made suggestions which are being considered by the government.

#### Cincinnati Chamber of Commerce Starts Campaign to Protect Members From Unworthy Advertising Projects

In an effort to do away with doubtful advertising schemes, the *Cincinnati*, official organ of the Cincinnati Chamber of Commerce, in the current issue outlines the following plan:

"Members are requested to secure at once advertising cards, as below set forth:

"All solicitations for advertising in programs, special editions, year books, and mediums not permanently established and so recognized, must be approved by the Advertising Committee of the Cincinnati Chamber of Commerce."

The above card suitable for framing, has been issued by the Cincinnati Chamber of Commerce, and is now ready for distribution to members.

The object is to do away with constant solicitation for advertising, the purchase of tickets, and donations, for the benefit of doubtful enterprises.

Solicitors for mediums not permanently established and recognized should be referred to the Subsidiary Organizations Department, where their propositions will be investigated by a committee. If found legitimate each solicitor will be provided with a yellow card, reading as follows:

This card certifies that the proposition being solicited by . . . . . representing . . . . . Fund for Relief . . . . . has the approval of the Advertising Committee of the Chamber of Commerce.

Date, January 10, 1920.

The Cincinnati Chamber of Commerce.

By Manager, Subsidiary Organizations.

No advertising space or tickets should be purchased, or donations made to any solicitor who cannot produce such a card which will bear the solicitor's name, the proposition for which he or she is soliciting, the date issued, signed by the Manager of Subsidiary Organizations, and in the upper right hand corner a number in red ink.

Members are requested to at once send to the Manager of Subsidiary Organization for the large card to be prominently displayed in their offices.

#### Edwin Bird Wilson Opens in Chicago

An office in Chicago, with Williamson Tate as temporary manager, has been opened by the New York advertising agency, Edwin Bird Wilson, Inc.

#### Standard Oil Men Celebrate Fiftieth Birthday of Company

The fiftieth anniversary of the founding of the original Standard Oil Company was celebrated recently by a luncheon and dinner at which 135 officers and heads of departments were guests. The original company was founded in Cleveland, O., on Jan. 10th, 1870, by John D. Rockefeller, Henry M. Flagler, Samuel Andrews, Stephen V. Harkness and William Rockefeller.

#### Miller-Bryant-Pierce Appoints Miss Dunne

Miller-Bryant-Pierce Co., makers of inked ribbons and carbon papers in Aurora, Ill., have appointed Miss J. M. Dunne acting manager of their New York office, 253 Broadway, to succeed Ward J. Downs, who has resigned.

# Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY  
10 CENTS IN CANADA



## Daylo and Collier's

The American Ever Ready Works of National Carbon Co., Inc., has chosen Collier's to head the list for its 1920 advertising campaign in publications of large circulation.

**"Watch Collier's"**

# The Men and Women Who Make Our Mediums

LISON ROGERS

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 BRUCE BLIVEN

THE little boy walked boldly into the old gentleman's private office. If he was frightened, he didn't show it.

"If you please, sir," he said as soon as the old gentleman looked up. "I think I ought to have a larger salary. I think I can prove it."

"Go ahead," the old man invited.

"I am now getting," the small boy explained, "\$2 a week. My carfare costs me 10 cents a day on the street car, 10 cents more on the elevated. That makes \$1.20 a week. My lunch costs at least 15 cents a day, or 90 cents a week. Total overhead, \$2.10 a week. Weekly deficit, 10 cents. Annual deficit, assuming no increase in overhead, for remaining months of the fiscal year, \$5.20."

"You win," said the old gentleman. "Three dollars."

Jason Rogers, publisher of the *New York Globe*, was thirteen years old when the above incident happened. (I can't guarantee the language, but the facts are as stated). And I can't think of anything which could better illustrate the habits of mind which have made him what he is today. First, he made sure of his facts, and backed them up with statistical proof. Then he wasted no more time in preliminaries, but hit and hit hard. And he got what he wanted. That was like him then. It's like him now.

I think the gentle or ferocious reader will agree that it is a hard job to write the biography of a man with whom you are intimately associated in your own daily work. I do not allude to the fact that if one tells the whole truth one is apt to get

fired, or promoted, or something. I have in mind the more serious objection that it is difficult to get the perspective on a man whom you know very well. It is hard to see the forest for the trees, and especially so when there are so many trees as Jason Rogers has planted in the course of one of the busiest, happiest business careers anybody ever had.

For instance, J. R. was practically the founder of the Audit Bureau of Circulation.

J. R. established the Associated Newspapers.

J. R. created the "United Newspapers" and was responsible for its development into the Bureau of Advertising of the American Newspaper Publishers' Association.

J. R. has written three books on the operation of a successful newspaper plant today — "Newspaper Building," "Building Newspaper Advertising," and "Fundamentals of Newspaper Building."

J. R. wrote a pamphlet, "Newspaper Efficiency," and gave away 30,000 copies, at least one to each newspaper publisher in the United States and Canada.

J. R. has done more, as I think everyone will agree, than any other man in America to standardize and simplify the business records kept by newspapers.

J. R. has led the fight for granting agency commission on newspaper advertising whenever possible, and particularly on local business in which a national advertiser cooperates. He fought to get the newspapers to grant an agency commission of "15 and 2," and has seen this standard adopted by more than 90 percent of American newspapers. Now he is fighting for "17 and 2," to cover the increased cost to the agency of doing business nowadays.

This sounds like a fairly imposing record, does it not? But, to quote the phrase of a popular vaudeville team, "You don't know the 'alf of it." In between times he has written voluminously for the advertising and publishing trade press. He has toured the United States again and again, giving informal talks on his pet subjects before advertising clubs, newspaper and agency staffs, schools of journalism, and the like. Because of these proselyting journeys of his, I venture to say that if you were to ask in almost any community west of the Hudson River, "What are the names of two New York newspaper publishers today?" the reply would be certain to include J. R., with considerable variation in the naming of his running mate.



JASON ROGERS.



The Production of Oil in the North Texas fields for 1919 reached the enormous value of \_\_\_\_\_

**\$ 1,306,656,000**

Visualize a trade territory producing yearly more than a  
**Billion Dollars Worth of Oil**

**3,347 WELLS  
COMPLETED IN  
NORTH TEXAS**

Final figures touching on operations in the North Central Texas oil fields for the year just passed have been compiled. Several estimates on the operations have previously been made, some of which have been approximately correct. Exact figures show that during the year 1919 there were 3,347 wells completed in the North Central Texas territory, 2,570 of which were producing oil wells, 685 were dry holes and 92 were gas wells.

Nearly 77 per cent of all the wells completed in these fields were producers, while only 20 per cent were dry holes and less than 4 per cent were gas wells. Total new production for the year amounted to 1,139,600 barrels daily or an average of 443 barrels daily per well. The 92 gas wells had a total initial output of 1,094,000,000 cubic feet daily.

New production was about evenly divided between the deep sands or lime fields generally spoken of as the Ranger territory and the shallow sand fields in the extreme northern part of the State known as the Wichita Falls or Burkburnett territory. New production in the shallow sand district amounted to 569,225 barrels, while the new production in the deep sand district farther south was 570,380 barrels.

—From The Fort Worth Star-Telegram Jan. 21, 1920.

—to say nothing of the largest crops ever grown

Find a market for your goods in this vast trade territory through

**THE FORT WORTH  
STAR - TELEGRAM**

**OVER 70,000 DAILY  
OVER 80,000 SUNDAY**

Largest Circulation in Texas

**95% In Home Territory**

Thoroughly Covering This Billion Dollar Area.

More than double the circulation of next Fort Worth Paper. . .

**The Fort Worth Star-Telegram**

**Fort Worth, Texas**

AMON G. CARTER, Vice Pres. & Gen. Mgr.

A. L. SHUMAN, Advertising Manager

And that isn't all. He carries on an enormous correspondence with all sorts of people on all sorts of subjects. He is frequently called to Washington to testify before investigating committees in the capacity of an expert on publishing, advertising, price maintenance, etc. He plays, I am told, a rattling good game of golf. And, finally, there is the little matter of directing the business affairs of the *New York Globe*, which, under his tutelage, is doing rather nicely, thanks, the newsprint shortage notwithstanding.

This list of activities, so Rooseveltian in its scope and in the sheer magnitude of the effort involved, implies behind it an unusually vigorous and well-rounded personality. The implication, as I think everyone who knows J. R. will agree, is well sustained by the fact.

The subject of this sketch (as the old-time special edition men used to write) was born in New York fifty-one years ago, if you are interested in ages, as he is not. His grandfather, William Culdwell, owned the old *Sunday Mercury*, with an office at Nassau and Fulton streets, and young Jason began his newspaper career at the late age of eleven, working summer vacations and Saturdays. Two years later he was putting in his whole time at the office, and it was then that he made the historic demand for a living wage, which I have already described. Three years later he had risen to the post of circulation manager, and actually traveled through the Eastern states appointing local agents. At the age of twenty-five he left the *Mercury* for the *Commercial Advertiser*, also of New York. The same company issued the *Morning Advertiser*, which was later sold to Hearst, and developed into the *New York American*. After a few months as publisher of the old *Commercial Advertiser*, Mr. Rogers being all of twenty-six years old, branched out in business for himself as special representative, advertising agent and expert on newspaper promotion. After four years of this he went to Chicago as advertising manager of the *Inter-Ocean*, where he remained about a year. In 1899 he returned to New York, first in the classified advertising department of the *New York Sun*, and then doing special work for the paper, bringing back the old customers who, for one reason or another, and largely because of personal quarrels, had dropped out of the publication. The following year he returned to the *Commercial Ad-*

*vertiser* in the advertising department. A little later his title was changed to assistant publisher, during the regime of J. S. Seymour. In 1904, with Samuel Strauss at the business helm, the name of the paper was changed to *The Globe and Commercial Advertiser*. As the result of a carefully planned and strikingly courageous campaign, in the preparation of which Mr. Rogers had a part, the circulation of the paper jumped almost overnight from 12,000 to 100,000. From that day to this it has maintained an important place among the great dailies of New York city.

In May, 1910, Mr. Rogers was promoted from assistant publisher to publisher of *The Globe and Commercial Advertiser*, the position he still holds. The way in which he celebrated his assumption of command is worth telling in his own words:

"The paper was claiming a circulation of 138,000 at that time," Mr. Rogers says. "It actually had some 78,000 genuine subscribers. Under the old New York method it was quite customary to claim gross print as paid circulation.

"I studied the situation for a number of months in order to make sure of my ground, and then I took a step which nearly everybody told me would be absolutely suicidal. In June, 1911, I had an audit made of our circulation by the Association of American Advertisers. They reported that our actual paid subscription was 103,000 copies. Accordingly we, during August, 1911, announced this fact that 138,000 print meant 103,000 copies sold to all our advertisers and to everybody else, while the wiseacres sat around wagging their heads and waiting for the crash.

"As it happens, however, the crash never came. The advertisers seemed very glad to find a paper with courage enough to tell the plain truth about its circulation (which was by no means such a common thing in those days as it is now). From that day to this *The Globe* has climbed steadily, until today we circulate on the average over 180,000 copies at two cents the copy."

One of the striking facts about Jason Rogers is his willingness to share his ideas with other people. He is just as willing to give "inside facts," no matter how sacrosanct they are supposed to be, to his competitors as to anybody else. Here are some instances to illustrate:

In the same year in which he took the bull by the horns in the matter

of circulation, he worked out the solution to another pressing problem. *The Globe* found, as other single newspapers in various cities long ago discovered, that it was difficult to keep men who developed striking ability in the editorial department of the paper. There was constant competitive bidding back and forth among publishers, and the man of unusual talent was apt to be taken away at an enormous premium by some publisher, like Mr. Hearst, who was able to syndicate his editorial matter and share the cost among a number of paper.

Mr. Rogers thought this over for a time and then put on his hat and went out to Chicago to see Victor Lawson, owner of that remarkable newspaper property, *The Chicago Daily News*. He also saw Colonel Nelson, of the *Kansas City Star*; W. L. McLean, of the *Philadelphia Bulletin*; General Taylor, of the *Boston Globe*, and a dozen other good men whose names I omit to avoid making this paragraph sound like a catalog. The result was the formation of the Associated Newspapers, an organization with a purchasing power of \$250,000 a year with which to develop material to be distributed among the members, each newspaper having exclusive use in one non-competitive territory, on a basis of assessments according to the size of the community. If I mentioned even a fourth of the strong features developed under this plan, I should probably be charged for this article at full advertising rates—so I refrain.

A year later Jason Rogers developed a new idea. A believer first, last and always in the newspaper as a primary advertising medium, he felt that not only the advertising agencies but the newspaper reading public failed to appreciate the advertising power of the medium. Accordingly he started a series of reading notices on the front page of *The Globe*, "advertising the advertiser." These talks, written by Fallon, proved very popular, and Mr. Rogers released them to other papers for free use. For some time 850 papers were printing these talks every day. From this idea there grew in a few months the "United Newspapers," organized for cooperative propaganda work on behalf of newspaper advertising in general. In 1913, the "United Newspapers" was made a subsidiary of the American Newspaper Publishers' Association, being combined with the Daily Newspaper Club, to form the Bureau of Adver-

(Continued on page 10)

# If You Were Selling a Product Priced from \$500 to \$10,000

**How Many Inquiries Would You Expect From a Single Page Advertisement?**

**S**UPPOSE you inserted six different addresses in your copy—would you be surprised to receive as many as 801 replies at one single address the morning after the advertisement appeared?

And even if that were no more than you had expected—wouldn't you be surprised if you received over 30,000 at all six addresses, before the advertisement had stopped pulling.

And yet here is a letter that came to the advertising manager of the publication which carried the advertisement producing these remarkable returns.

"Mr. R. would not give me the returns on the color page in the American Weekly but stated that they were entirely satisfactory. He said he had made a bet of a box of cigars with Mr. S. that the replies would run over 30,000.

"I asked him if he won the bet he had made, and he answered that he did."

One advertiser I talked with last Fall told me "the Sunday between Xmas and New Year's is the poorest Sunday in all the year for advertising."

Another said—"You may get these thousands of inquiries for inexpensive products—but not for a thing that takes a man's entire income for a year—or several years."

But here was a third advertiser with vision enough to try. And he secured over 30,000 inquiries for a product priced from \$500 to \$10,000, and that

advertisement that appeared the Sunday between Xmas and New Year's.

It is interesting that this advertiser has contracted for two additional pages in early issues of the AMERICAN WEEKLY. The name of the firm will be furnished on request.

Now a natural question is—what kind of an advertisement produced this tremendous return?

**FIRST:** The advertisement was in color. The use of color in itself invariably has a great influence in producing high returns from advertising—particularly the use of color on a page large enough to permit a full and radiant display.

Science says that color is the motive, action, stimulant of all living creatures. The simplest form of living creature is the tiny single-celled Euglena. It is found in wayside pools—a tiny spot of red and green invisible to the eye. And these little spots of color, permit it to live through the light of the sun.

Man does not live on color—but all his impressions gained through the eye are made by color. You, for example, see everything in colors. Consciously or subconsciously you feel in color. Reds suggest action, attention, heat or passion. Blue suggests poise and dignity. Green makes you think of cool things and open country. *It is hard to think of anything that lives without thinking of it in color.* Try this experiment.

Think of the word apple. Can you think of the fruit without thinking of a color—green or red, as the case may be?

Picture a poppy? Can you do it without thinking of a blood-like brilliant red.

Imagine a terrible electric storm. Isn't the outstanding sight in your mind's eye the colorful flash of lightning?

**The advertisement in color is the best advertisement, because color stimulates the mind, while ordinary black and white taxes the imagination.**

Color alone, however, does not make a successful advertisement. Returns such as those described in the first

when you say it in

# COLOR

you have said something

The only time that people discard color and use black is when they are not happy. Think it over! Youth paints the town; health paints the glowing cheek of beauty; imagination paints the picture which ambition transforms into smiles. All life is one broad mass of color. You have to die to get away from it.

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

*"If you want to see the color of their money—use color!"—A.J.K.*

page of this article have been produced only by color pages when placed before the largest and most progressive circulation in America. And that publication is, of course, THE AMERICAN WEEKLY.

THE AMERICAN WEEKLY publishes the largest color pages available, thus offering a medium for the most effective use of color values. And it also has the largest circulation of any publication in America. Every Sunday morning it goes to 2,500,000 progressive, prosperous families concentrated in seven of the wealthiest centers of population in the United States, as a principal part of each of the Hearst group of Sunday newspapers.

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

This progressiveness of American Weekly readers is also of very great importance to an advertiser.

For progressive readers are progressive in thought and achievement.

The young thinking men of the country are progressive.

They are progressive in mental and material ways.

They are progressing in prosperity.

They are making money and spending money.

They read advertising regularly because it contains suggestions of the things they need—new things they do not have but want to buy. They are open minded, responsive to suggestion.

Your young progressive can be CONVINCED. You can show him. If you have

a good thing you can sell him.

You can't sell to a dead one.

You can sell to a "live one."

The young progressive is a live one.

Finally—a young progressive clientele is not only worth more to sell to, but you can sell to it longer. It lives longer. The old conservative is about ready to hop off, and the only advertiser who will be interested in him, then, is the auction advertiser who will dispose of his estate.

Your old-fashioned conservative newspaper reader is settled in his habits. His home is established. He has bought the things he needs. And for what he does buy he goes

to his regular shop, and buys what he began to buy when he was young. He is rarely open to advertising!

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

You can picture the purchasing power of this group of two and a half million, when you read of these 30,000 inquiries for a produce costing from \$500 to \$10,000.

Or if your's is a low-priced product there is the experience of the toilet goods manufacturer, described in this column recently, whose page brought 45,000 inquiries, each with ten cents enclosed.

Or if you are a food manufacturer consider these stupendous totals. Based on the figures gleaned in 91 American cities by the United States Bureau of Labor Statistics, two and one-half million families will buy annually over two and a half billion dollars worth of food products annually.

And here is another thought. Any other audience as large as two and a half million would be composed of the circulation of several magazines. The audience would, therefore, be widely scattered in big and little cities.

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

**A COLOR page in The American Weekly is a national advertising campaign in itself. Read by two and a half millions of the more progressive and well-to-do families throughout the United States—The American Weekly has a greater circulation than any other publication in America. Every Sunday it is distributed as a principal part of the**

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

**American Weekly**

**A. J. KOBLER, MANAGER**  
1834 BROADWAY NEW YORK  
**W. J. Griswold, Western Representative**  
Hearst Building Chicago, Ill.

**The AMERICAN WEEKLY—giving the largest color pages available in any publication, together with the largest and most progressive circulation in America—is quite naturally the best advertising medium for advertising of any and every sort of product.**

## Jason Rogers by Bruce Bliven

(Continued from page 16)

tising of the A. N. P. A.

Mr. Rogers has always been keenly interested in the attempt to formulate the principles of journalism and teach the subject in the colleges. I think possibly that if he had ever attempted to do such teaching, he might not be so sanguine about it. After several years' experience I can aver that it isn't as easy as it looks! Mr. Rogers, at any rate, has for a long time been going up and down the colleges of the country giving talks to university classes in journalism. To say that he has spoken under such auspices far more often than any other publisher in the country, is, I believe, to put it very mildly. Out of these experiences developed the idea of writing his book, "Newspaper Building," which was published in 1918, and is a veritable storehouse of information on the practical aspects of newspaper publishing today. So far as I know, it is the only book of its sort which deals with concrete questions, and does not waste its breath in pompous talk about journalism as it might be practised in some theoretical perfect world. In 1919 he published "Building Newspaper Advertising," an intensified study, as its title indicates, of that special field. He also published in 1919 a smaller book, "Fundamentals of Newspaper Building," a simplified discussion of the topics of his first book.

In both these volumes much emphasis is laid on proper methods of newspaper accounting and record-keeping. Mr. Rogers is the inventor of a "Little Blank Book," which is almost as famous as its proud father, and which gives in the briefest possible form every essential fact which any publisher ought to know about the history and present status of his paper.

I perhaps do not need to remark that Mr. Rogers is a believer in newspaper advertising, first, last and all the time. His activity on behalf of this medium has been unceasing, and has been developed along many lines. I think, however, that men with other types of advertising space to sell will admit that he has been a fair and generous foe, trying to sell the idea of newspaper advertising on its merits, and not merely trying to destroy the advertiser's faith in other types. For years he has carried on a propaganda to secure wider recognition of advertising agencies by newspapers, and the granting of agency commissions on a broader basis. One of his recom-

mendations has been that the local newspaper should give agency commission on business which is placed locally but paid for in part by some national advertiser. He also recommends the payment of agency commissions on local accounts of a small annual lineage, these accounts being the type which most need the expert advice of the local advertising agent, and are nevertheless often unable to pay for it on a service basis. Many of these advertisers are moreover good prospects for future national accounts.

Mr. Rogers believes, in fact, that the hundreds of smaller, local advertising agencies cannot afford to devote much time to the development of newspaper advertising until and unless the newspapers allow them commissions on it. To be compelled to charge the advertiser at the publication's full rate, plus a service fee, is abnormal advertising practice and unbusinesslike. Looking at the matter strictly from the viewpoint of increased efficiency, Mr. Rogers believes that the newspapers would derive vastly increased revenue from taking advantage of this potential assistance from agencies through recognition and allowing commissions. It is the advertiser, he points out, who pays both the publisher's net rate and the agent's commission, since it is the advertiser's dollar which is split up.

The advertising agency which drew the conclusion from Mr. Rogers' activities that he specially favors their cause would be making a woeful error, in my judgment. He fights their battles because he thinks they deserve just payment for just service rendered; and also because the whole cause of advertising is benefited thereby. But he would be just as ready, I am sure, to start a campaign in the opposite direction, if he thought it necessary or advisable.

No attempt to describe any human being is complete unless some account has been taken of the human personality which lies behind the business activities. I ought to add, therefore, that J. R. is of medium height, thick-set, with a rather sparse thatch of black hair; that he has the big, booming voice of a deep-sea sailor, though I don't think he has ever been at sea either literally or figuratively. He drives an automobile with neatness and despatch, and lives in some awful place in New Jersey—the sole blot on his record as on those of so many other good men!

In summer he plays golf very well; in winter he makes a great many speeches before clubs, journalism classes, and the like; he makes them very well, too, but I don't think he regards himself as an orator; he just goes and says what is on his chest.

Nowadays every public figure is supposed to have a well worked-out philosophy of life and hand it out in sugar-coated pellets on demand. I'm afraid to ask J. R. any such question as that, because he's stronger than I am, and can run just as fast. But I once heard him tell with appreciative relish the story of old Dr. Bunk, maker of Bunk's Cough Cure. (I have altered his name to increase the versimilitude). "Tell us, Doctor, is your cough cure any good?" he was asked once by a group at a dinner party. "Well," said the Doctor with an enigmatic smile, "it has been good to me." I think J. R. would say that while he didn't know whether life in general is "any good," it has been good to him. And he believes in sharing its goodness. I am not going to embarrass him by recording here any of his activities of a charitable nature; but if I wanted to, I could mention enough of them to dispel all doubt as to the warmth of his heart. But such a task is superfluous, anyhow; for those who know J. R. know all about it, and those who don't know J. R. are simply out of luck!

### Toy Fair in New York February 2 to March 13

An exhibit of toys, which is said to be the greatest ever held in this country, started on Monday with the opening of the annual American Toy Fair, which will be held in New York, February 2 to March 13. Including the local exhibits of manufacturers with permanent displays, there will be approximately 600 exhibitors. The out-of-town manufacturers to the number of about 200 will have displays in the Hotel Imperial, Hotel Breslin, the Union Square Hotel, and the Fifth Avenue Building.

### Columbia Graphophone Granted Injunction

The Columbia Graphophone Mfg. Co., has been granted an injunction restraining Paul Davidson, doing business as the Fulton Talking Machine Co., 340 Broadway, New York, from the use of any Columbia trade-mark and from marketing products resembling those of the Columbia Company. The litigation concerned the marketing of a certain lot of cabinets, originally manufactured for the Columbia Company, but not accepted by them because they did not measure up to standard. These cabinets, bearing the Columbia trade-mark imprint, came into possession of the Fulton Talking Machine Co., and were being marketed by them.

# Shall We Export Cash Or Merchandise?

**Public Investment in a Foreign Loan Will Equalize the Exchange Where Further Taxation Will Fail**

By **WALTER E. EDGE**

United States Senator from New Jersey

**W**E mobilized all our energy in time of war with wonderful success, and with splendid results. We haven't been able to mobilize our energy or at least to centralize it during times of peace in order to partly solve the problems that are confronting us now. I agree heartily that it is a splendid accomplishment to have a wonderful merchant marine brought about through the necessities of war. It probably cost us two or three times what it would in normal times, but I care nothing for that. It is well worth it if properly utilized in times of peace, but the merchant marine is absolutely useless to us comparatively speaking further than to prate about it and talk about it at public dinners—the American flag on the seven seas of the world and all that beautiful sentiment—unless we prepare calmly, accurately and as business men—some of us with public responsibility looking to you in private life to cooperate with us—unless we solve these problems so that we can use the American merchant marine—not send it abroad in ballast but filled with American goods and American products for which we receive full and proper payment.

The situation is complex. It is difficult to analyze just what makes up, except in a general way, a large credit balance. But be that as it may, that isn't the important question, as I see it. It is most important, but the mere fact that it exists is not, because there are well known methods by which that credit balance can be capitalized into additional trade. At the present moment we have met with an almost prohibitory rate of exchange as a result of that credit balance. There are only three known methods, I think, in financial or economic life to remedy that situation. We can't sell our goods abroad, excepting when, because of dire necessity, they must have them, when they have to pay an exchange from twice to many times the normal amount in their currency for the goods. There are three known methods, two of them discussed and referred to previ-

ously this evening, one of course, the importation of goods.

## THE TARIFF NEEDS HELP

While I thoroughly believe in a proper scientific protective tariff system, at the same time I believe that we must encourage the importation of goods. Secondly, the importation of gold, and they haven't any gold to speak of. Third—and I think an entirely practical and the necessary method to bring about relief—the purchase of their securities, and they have plenty of securities of known worth and value. We will never solve the problem by loaning them money. I am glad to hear some opposition to further extension of cash credit. I oppose it for various reasons. I oppose it mainly because it won't solve the problem. I oppose it parallel with that viewpoint because when we extend cash credits we have to get the cash from some source here, and there is only one way to get it, and that is by a further method of taxation, and Lord knows we have exhausted, I think, and over-exhausted every possible type of taxation. Therefore, by loaning them money we do temporarily—we will permanently—help solve their problem but we are not solving our own, so therefore we can only, in my judgment, at the present time mobilize our energy all over this country as we did in times of war, and as we sold Liberty Bonds in denominations of all types and sizes mobilize the business energy in the same way to raise from the public, from the business man who wants to sell his goods and will make a proper profit on it, and the public generally employed, all of whom are naturally interested in production whatever their position may be—to mobilize that energy together in order to raise money, to purchase a proper carefully arranged banking system—foreign securities. I know of no other method to bring around anything like a normal condition of affairs so that we can use the merchant marine, so that we can bring back real profits to our business men and those who are organizing and combining to show their products to the world, to sell them to the world.

And so we can have—coming

right down to our own domestic problem—more national contentment because national contentment is dependent upon national prosperity. I don't care what your view may be on economic problems or social conditions—everyone apparently agrees as far as I have heard that we must increase production because it radiates from the top to the very bottom and reaches every class of citizenship. You can't encourage the increasing of production if you narrow your markets. Therefore, we have got to take advantage of the markets of the world, and for the time being at least we have got to help finance the markets of the world. We don't want to do it in a way that doesn't cost us directly the money, and still pyramid up the trade credit balance on our side and make rates of exchange all the more prohibitory, but in a way that will equalize by taking their securities, and thus not piling it all up on one side of the Atlantic. It is a perfectly simple, logical and partial solution.

## THE MACHINERY IS READY

All right, now we have the bills providing simply a vehicle, a method, backed with governmental approval, of course, or it wouldn't be a law, providing a method through which business men can organize, bankers can organize. They can organize together, raise sufficient capital and take over foreign securities, and on them issue bonds or debentures to the American public. I am not going into a description because I take it you all understand the methods of business.

Now we come to the next point, and a serious one. We have got the bill; you have the machinery; you have orders for your goods and you want to sell them, and you are prepared in a way, I don't doubt, to take over a certain amount of debentures yourself in order to sell your goods. It is a matter of self-preservation—just as a small local bank will make a loan to the local business man in town on the understanding that he will leave so much on deposit after he gets his loan and on securities satisfactory to the bank. In the same way on a larger scale the world is our field. These banks of course will do business, and it is naturally assumed that men who are directly making a profit by the sale of their goods will absorb to a certain extent these dimensions. But that won't do at all. I thoroughly realize some of the weaknesses of the act as it exists today because of related conditions. It is difficult to sell great amounts

of debentures on foreign securities. You can get all the foreign securities you want today to the American public simply because the present situation is through taxation. Because of the war we have been compelled to resort to every known type, some unknown before—method of levying taxation. Of course, the main method is that of the income tax, and the income tax is with us, and will never leave us to my judgment, but it can be equalized better than it is. The excess profit tax in my judgment is absolutely unscientific. No time should be lost to get that off of the statute books. But for the permanent relief in order that these bonds or debentures yield sufficient to be generally popular as investments, we have got to do something just as we did when we issued liberty bonds. I am not prepared to say here just what we can do, although we are giving it considerable thought.

In my judgment we must make these debentures on a graded form in some way—not all of them, of course—as we did the liberty bonds—tax exempt, or at least sufficient so that in the ordinary way they will have an attractive yield. It is a mere matter of common-sense business. You can't expect a man to buy \$100,000 of debenture bonds and pay 24 or 30 percent of it to the government in income taxes, and some other state perhaps an income tax as well, and find that he has a net yield of perhaps 3 percent—because he won't buy them. It is a perfectly common-sense proposition and does not require very much figuring or astuteness to realize that.

#### INTERESTING THE PUBLIC

So that is our next problem—to make those debentures sufficiently attractive to be absorbed by the public. We do everything we can to try to bring that about, but don't expect from that that there is going to be any opportunity or avenue through the issue of those debentures for men with large means to absorb a lot of the debentures and thus pile them up in their tax exempt securities and be able to save a lot of money, because the government must have revenue, but a way can be made in order to popularize these debentures among the populace as we did the liberty bonds. It is just as important, although it may not sound so much so, to sell these debentures in order that men may be employed and prosperity be made, as it was to sell liberty bonds in order to raise an army—the only way we can continue up anywhere near the 100 percent

production that is necessary for us to maintain if we are going to go along and solve the problems and keep the position that the war has given to us in an industrial and business way.

So, therefore, my message to you is simply that. You men who want to sell goods of course are directly interested. The bankers—it is their business; they are directly interested. We have passed an act by which they are permitted to invest in the stock of these corporations. Therefore, you must first be the motive power to make it popularized. These organi-

zations, if they are to do anything, will help solve the problem gradually if they spread out throughout the country in a way that will permit us to buy securities and to issue debentures and have them sold. If we don't do this or if this fails, there is only one other step if we are going to do business leaving all the humanitarian side of it out—of course, we have some responsibilities there—there is only one other way, and that is to extend our credit continuously and you can't extend the credit, as I said, at the outset, without your paying your bills, paying more taxes in

Send for copy of reprint from Advertising Age entitled "Saturday Evening Issues Great Pullers," and read what houses like Marshall Field & Co., Strawbridge & Clothier, N. Snellenburg & Co., Lit Brothers, J. E. Caldwell & Co., B. F. Dewees, J. G. Darlington & Co., Oppenheim, Collins & Co., Goodrich Tires, Kellogg's, Moxley and Jelke butterine, and others do on Saturday evening.

## Philadelphia

### The Third Largest Market in the U. S.

#### PEOPLE SAVING MORE

Deposits in Philadelphia Gained  
\$20,950,878 During 1919—New  
High Record

That the thrift campaign in Philadelphia has borne fruit was shown today by official reports of the four largest savings funds in the city. These told of a gain of \$20,950,878 in deposits in the twelve months ended January 1. All records were eclipsed both in total deposits and number of depositors. The former reached \$236,943,653; the latter, 424,845. A year ago the number of depositors was 417,784, making a gain in 1919 of 11,061. Based on these returns the average deposits was \$531.06.

Officials of the savings fund societies attributed the piling up of deposits to big earnings of the working classes and in no small part to money saved that formerly went for drink.—Bulletin, Jan. 21, 1920.

#### Prosperity is the Keynote in Philadelphia

If you want a quick market for anything that can be used in Philadelphia's 400,000 homes, either on the table for food, or to meet the needs of man, woman and child, here's your market, and now's the time to enter it.

### Dominate Philadelphia

create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

# The Bulletin

The daily circulation of The Bulletin is larger than that of any other daily or Sunday newspaper published in the State of Pennsylvania, and is the second largest in the United States.

January  
Circulation

**463,551**

Copies  
a Day

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

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

order that the credit be extended. Which is the better, to send them goods abroad upon which we make a profit, or to send them money abroad upon which we tax ourselves for the privilege of doing it? It is one of the two methods.

The business men of this country and bankers of this country belonging to the same class, and the general public of the country, must organize together and take advantage of the only known method we have been able to devise to date at least whereby it won't be a direct tax and certainly whereby they will increase their trade and use the merchant marine and go along occupying the position we have been given. I know you are all busy men, and this isn't the time to lay out our difficulties unless we have something to suggest to help solve them. This is only one method, apparently, the one being accepted throughout the country to some extent, and I feel gratified that it is. I want to see them successful and help to really solve the problem in which we are all so much interested.

#### Popular Price Merchandise to Be Exhibited

At the Grand Central Palace, New York, from February 9 to 14, the annual Popular Price Merchandise Fair will be held. According to the promoters, there will be about 300 different exhibits of wares, and more than 50,000 square feet of floor space will be used.

#### New Pulp Wood Region Reported on; Shows Favorable Conditions to Build Paper Mill

In a report of R. P. McLaughlin, supervisor of the Blackfoot National Forest, which covers an investigation of several years, it is stated that in the region of northern Montana favorable conditions are available for the building of a paper mill with an annual capacity of 1,300,000 cords of pulp wood a year. The best location the report says is in a compact body of timber on the Flathead River, just west of Glacier National Park. This location would afford 2,500,000 cords of pulp wood easily accessible to government roads which already have been built at the cost of \$200,000, and also handy to natural waterways for cheap transportation to the mill. Natural power sites may be found on or adjacent to Flathead Lake and railway transportation is near. The market for such a mill would be found in the intermountain territory from the Canadian border to the Gulf of Mexico, and it is estimated that the annual paper consumption of this region is 1,400,000 tons a year. Sufficient wood to run a mill with this capacity is available in the Flathead territory for sixty years' operation or with rotation of cutting, it is stated, the yield will be practically inexhaustible. It is expected that bids for the purchase of government timber in this section with a view to erecting a paper mill will be asked by the forest service in the near future.

# A Plan for Harmonizing American Industry

A Settlement by Advertising Is Cheaper Than a Strike

By FRANK D. WEBB

Advertising Manager of the *Baltimore News*

THE plan for harmonizing American industry, which I presented to the Advertising Club of Baltimore, October 29, 1919, and on which the advertising club is now at work, in its simplest aspects is an organized effort to induce both sides in every industrial dispute to state their case fully and honestly to each other and to the public through the medium of general advertising, before or instead of resorting to the strike. In evolving this plan, the strike has appealed to me as nothing more nor less than a medium of advertising—terrifically expensive; uneconomical, productive at times of results; but to be used, if our counsel will prevail, only after recognized forms of advertising have been tried and found wanting. The working out of this plan has a value to every one of you; in that it means, if successful, a return to industrial sanity in the United States and eventually in the world, which inevitably spells "full speed ahead" and a complete opportunity for every one.

To illustrate how the idea is intended to work: At the time of the coal strike I called in Washington on John L. Lewis, President of the United Mine Workers of America and Captain Percy Tetlow, Statistician for the same organization, in an effort to induce them to go before the American People through the medium of full page newspaper advertising in the effort to make their side of the situation understood and to win any part of their contentions to which they are justly entitled by means of this method. The plan could not be adopted at that moment for the reason that the Government injunction stood in the way of anything which might be construed, whatever their intentions, as an effort to prolong the strike.

#### THE REDS ARE ADVERTISING

This idea is so simple that the inevitable question comes up, "Why wasn't it thought of long before?" "There seems so little to it—can it work?" In reply; phases of the idea are not new. The suggestion

An address delivered before the Advertising Club of St. Louis, February 3, 1920.

has been made for months that capital and labor should advertise. But that Red Labor Agitators have been advertising for years; have been accomplishing the best, or the worst rather, of their results in the last twelve months by the means of advertising, apparently my address before the Advertising Club brought home to the country; and gave life to the idea of meeting the advertising drive of radicalism founded on untruth and half truth, with an advertising drive from all the forces of good in this country, founded on Truth, the principle of "A square deal" and the spirit of "Let's get together." As to whether or not it will work, we have only to ask ourselves if it can be hoped through this means that labor and capital can legitimately and honestly get everything they are entitled to and now get through the medium of the walk-out or the lock-out. We hear all sorts of suggestions that Government intervention if necessary, that there is no power of enforcing public sentiment even when crystallized by this method, etc. There is no power for enforcing the decision of a strike, and yet public sentiment at last, in almost every case, decides the issue in a strike. If it can exert this final influence when appealed to through the advertising medium of a strike, can it not exert precisely the same influence when appealed to through a medium in which there is far more general faith and confidence and which has none of the bad features of the strike.

#### TOO MUCH FIGHT

But every one of you can help. This idea is slowly growing in every section of the United States; but at the earliest possible moment it wants to roll into proportions of a national movement. There is no one here, to state the case individually, who at one time or another is not coming in contact with people on one side or another of threatened labor trouble. Urge the employer not to fight it out; there is too much fight in all of us these days. Urge him to submit his case to the public and to his employees through



the medium of advertising. If you are in contact with any individual in a group of employees, thinking "strike," similarly exert your influence. There is no special reason why I should call on the United Mine Workers Officials in Washington but I was trying to do my part. Every one here can consider this similarly his proposition, if it appeals to you as it has to me.

Above all remember that a strike never settles anything any more than war settles anything; except which side is the stronger at the moment. Hate and discontent follow in the wake of war or strikes. An advertising settlement should be permanent because based on understanding and an appreciation by each side of the problems of the other and we hope ultimately a better liking each for the other and a better spirit between them.

**Bradley of Guenther-Bradford Goes with the J. R. Watkin Co.**

Edgar S. Bradley, for nine years head of the Sales Promotion Department of Guenther-Bradford & Co., advertising agents, Chicago, during which time he has been credited with some of the large successes by advertising in the mail order and general field, has recently been appointed advertising manager for the J. R. Watkins Co., of Winona, Minn., manufacturers of toilet preparations, live-stock remedies and medical and chemical preparations.

**Van Blerck Motor Co. Selects Wadman**

The advertising of the Van Blerck Motor Company, Monroe, Mich., manufacturers of automotive engines, from February 15 on will be placed through Rex W. Wadman, Inc., New York. Trade papers and class magazines, such as *Vanity Fair*, *Town and Country* and *Spur* will be used throughout 1920. The Van Blerck account was previously handled by Theodore F. MacManus, Inc., of Detroit.

**New Advertising of the Green-Lucas Company Ranges from Peanuts to Artificial Limbs**

The Green-Lucas Advertising Agency, Baltimore, Md., has secured the advertising account of the Eastern Peanut Co., Hertford, N. C., shippers of high grade, selected peanuts. This concern claims to be the first to have conceived the idea of selling raw peanuts direct to the consumer for home preparation and consumption. The novelty of the idea and the exceptional quality of the product has made an instantaneous hit with the public. Large magazine space will be used in which the advertiser will offer to ship a 5-lb. bag on approval.

D. W. Dorrance, artificial limb manufacturer of San Jose, Cal., has also placed his advertising with the Green-Lucas Agency. This advertiser is the manufacturer of the Dorrance Utility Arm which has been largely used by the Canadian and United States Governments in replacing arms lost during the war. Advertising in magazines of a technical character will be scheduled for appearance, beginning in April.

**Hilo Varnish Employees Receive 21.46 Percent from Fifty-Fifty Profit Sharing**

Over one hundred and fifty of the Hilo Varnish Corporation who attended the first annual profit-sharing banquet of the firm at the Hotel Bessert in Brooklyn, recently, received individually a check for 21.46 percent of their entire salary. This is the initial result of a plan put into effect about a year ago by President John H. Schumann and members of the house. The payroll of 1918 was increased by 52 percent in 1919, to take care of the higher cost of living, and it is asserted that if the increase had not been made the distribution to employees would have been 32.6 percent instead of 21.46 percent. Employees of the organization in Chicago participated in the profits similarly.

**Exporters Are Combining for Foreign Trade**

With the passage of the Webb-Pomercane law, which has released this country from previous legal restrictions, and made possible forms of combination quite as effective as those hitherto adopted in Germany, England and other countries, more than 100 organizations of American Exporters have filed papers with the Federal Trade Commission indicating their intention of combining in this way. They will have two advantages. First, they will be able to compete with European selling organizations in Latin America, the Far East and other outside markets. Second, they will be able to oppose a united front to all attempts of European buying combinations to depress American export prices through playing one American concern against another.

MAY 1900 20 MAY 1920

YEARS OF DEVOTION TO THE THEATRE

# The Theatre Magazine

for its Twentieth Birthday will Publish an Epochal Issue

## 100,000 Guaranteed Circulation

**T**HIS May issue will be the greatest contribution ever made by a magazine to the annals of the Theatre.

It will contain over two hundred pages brimful of articles by and pictures of the most brilliant persons associated with the stage—to-day and looking backward for twenty years.

To be represented with advertising in this issue is to carry your message to thousands of readers who have a taste for good things and the means to acquire them.

**Start Your Advertising Campaign with This Birthday Issue—Or Better, Start Now! Advertising in the Theatre Magazine Brings Results!**

Western Representatives <b>Godso &amp; Banghart</b>	Pacific Coast Representative <b>E. Andrew Barrymore</b>
New England Representative <b>Charles K. Gordon</b>	

## Getting Over the Domination Epidemic

(Continued from page 6)

treating the "middleman" so that he will enthusiastically fill that demand. The "demand" vaporizes when the fellow behind the electrical counter starts to push a competing article—and he can do it powerfully because the buyer must place so much confidence and faith in what the dealer says. That is true because of the nature of the goods.

But these things are conjectures. In experience they are working out just this way. Scores of letters are on hand now, with the campaign only beginning, from dealers, public utilities, engineers, architects and everybody else touched by the betterment of the industry, complimenting and thanking the company for their efforts. Invitations are numerous for speakers to talk before societies on the why and wherefore of the campaign so local organizations can hook up with it. The folks, plainly, who buy and handle Western Electric and other goods are very keen about the benefits that are due to come from such a broad-minded effort.

If the only result of the expenditure is "retailer preference," it looks as if the net profits from that condition would outweigh the benefits of a "consumer demand" blunted on a luke-warm distributor. And certain it is that the Western Electric Company is building for itself recognition as a friendly and helpful influence in the industry of which it is a part.

### Spanish Periodicals for Advertisers

Commercial Attache Chester Lloyd Jones has forwarded from Madrid copies of two Spanish periodicals, "Espanna Tecnica Industrial" and "La Union Hispanoamericana," which may be inspected at the Bureau of Foreign and Domestic Commerce or its district offices by referring to file No. 21,399. The names of three agents in the United States authorized to make contracts for advertising in these publications may be obtained from the bureau or its district and cooperative offices by referring to the above file number.

### To Have Table Delicacy Sales Division

A new division which is to be opened in a few months on the twentieth floor of the Bush Terminal Sales Building will be devoted to confections, soda fountain supplies, and apparatus and table delicacies. The division, installed to meet the many demands of buyers, will appeal to department stores, candy shops, drug stores, and others. Among the lines to be carried in original tins and packages will be: Candies, crystallized fruit, cookies, tea, chocolate, beverages, favors, drinking cups, nuts, ice-cream cones, jams, ginger, fruits in glasses, coffee, crushed fruits, nut butter, ice-cream molds,

cereals, cough drops, extracts, jellies, olives, crackers, cocoa, fancy drinks, bonbons, cake ornaments, cracker-jack chewing gum, and all goods used at soda fountains.

### Now We Help Organize Corporations

GEORGE WASHINGTON LIFE  
INSURANCE CO.  
REIDSVILLE, N. C.

Advertising & Selling Co.:

It was absolutely through the instrumentality of your magazine that I have been able to put through a Company for the Manufacture of Toilet, Medicinal and Chemical Products. This company is now under incorporation with a capitalization of \$500,000 preferred, and \$500,000 common stock. This stock will only be sold to druggists.

We are now interested in connecting with some Advertising Agency that is reliable and willing to handle our account from a view that is small to commence with, but will grow as territory is opened.

The agency we will want to map out our stock selling campaign, prepare copy for same as well as take charge of the products that will be ready to go on the market within the next thirty days.

If you can recommend an agency that would appreciate an account of this character, and is reliable, I will be glad to have the information.

Yours very truly,

B. R. STONE.

### United States Insurance in Argentina

A group of American insurance companies known as the American Foreign Insurance Association have completed arrangements for establishing an insurance business in the Argentina Republic. These companies will deal chiefly with fire and marine underwriting business. Heretofore this business has been chiefly in the hands of British and French companies.

# How Results are Revolutionized by Tested Appeals

*Why we believe copy is the biggest thing in advertising whether a product is sold direct or through dealers*

**E**IGHT years ago a man had an idea for a product which he thought would sell.

He obtained adequate backing and started in business with the intention of depending almost entirely on advertising to sell his product.

Results were disappointing. Being still sure that his idea was right he tried numerous copy appeals — yet none of them worked.

Finally his backer withdrew. Still the man persisted. He tried it all alone for a few years but failed.

Still believing in his idea he interested new capital. More experiments were made—but still nothing worked.

A year and a half ago one of our clients took over the proposition primarily because he felt that we would find a way.

And we did. The experience in spending millions of dollars for mail order clients and watching the keyed results enabled us to use a variation of a tested appeal, and today the copy is

**George P. Ide & Co. Expansion—Well-Known Troy Collar and Shirt Concern Incorporates—Adopts Broad Financial Plan to Augment Sales**

Heretofore conducted as a partnership, the business of Geo. P. Ide & Co., Troy, N. Y., makers of the Ide brand of collars and shirts, have made an extensive reorganization. The business has been incorporated with a capital of \$3,275,000. This consists of 20,000 shares of 8 per cent cumulative preferred stock, par value \$100, and 85,000 shares of common stock, without par value, of which 75,000 shares is to be presently issued. This new financing is to provide funds in the development of the business, increasing output and augmenting the sales depart-

ment so as to increase the volume of sales substantially.

The business was established as a partnership more than fifty years ago in 1865 by Geo. P. Ide. Growth has been steady and success uniform. For a number of years the product was confined to collars and cuffs. About the year 1875 shirts were added to the line.

The company now operates five factories and has distribution through branch houses located in thirteen leading cities of the United States, each of which maintains a corps of salesmen. The concern has a branch in Cuba, and its products are known in many foreign countries. Frank B. Twining is president; Alba M. Ide, vice-president; A. Harris Ide vice-president; Herbert S. Ide, treasurer, and Richard L. Lisle, secretary.

producing business on which the profits will run well into six figures for the year just ended.

This is but one case. We can cite nearly a score of other propositions on which a change of copy appeal has revolutionized results.

Regardless of whether you sell by mail or through dealers copy is the big thing in selling the consumer. We have, we believe, developed the ability to produce selling copy to an unusual degree because of our experience in handling the accounts of more than sixty advertisers who can trace their results.

Let us tell you about some of the achievements of our copy and why it is possible through the right appeal to produce sales—as we have done in many cases—many times greater than those produced by the wrong copy appeal.

As a first step send for one of our booklets.

"The Tested Appeal in Advertising" is for those who sell through dealers and explains how mail order methods are being used to sell goods through dealers.

"The Cost per Sale" is for mail order advertisers.

Which booklet shall we send you?

**RUTHRAUFF & RYAN**  
INCORPORATED  
**ADVERTISING**  
404 FOURTH AVENUE at 28th ST NEW YORK  
CHICAGO 30 NORTH MICHIGAN BOULEVARD

**Fonda-Haupt Agency Increases Capital**

The Fonda-Haupt Co., New York advertising agency, increased its capital this week from \$5,000 to \$15,000.

**Nicholson Will Represent "Associated Advertising"**

Arthur F. Nicholson, for several years with the Association of National Advertisers, and prior to that United States representative for Canadian publications, has joined the eastern advertising staff of *Associated Advertising*.

**National Steel Car Company, Hamilton, Canada, Reorganizes—Plans Large Campaign**

The National Steel Car Corporation, Limited, recently organized under a Dominion charter, has taken over the plant, business, equipment, assets, and liabilities of the National Steel Car Company, Hamilton, Canada. The new company is purely Canadian in every sense of the word, having as president R. J. Magor, a former Montrealer.

The National Steel Car Corporation, Limited, will continue to manufacture railway cars and the motor truck department will have a greatly increased capacity. The minimum production for 1920 is placed at 1,500 motor trucks. An extensive advertising campaign, including newspapers, magazines, farm publications, and trade papers is now being placed through the Hamilton Advertisers' Agency of Hamilton, Canada.

**Lumber Trade Advertisises in St. Louis**

Endeavoring to create favorable sentiment toward the lumber industry, the St. Louis Lumber Trade Exchange is using full-page advertisements in the city's newspapers.

**Erickson Company Offers \$100 for a Name**

The Erickson Company, New York advertising agents, offered last week a prize of \$100 to the student of advertising at New York University who sent in the most appropriate name for a new cooking product which will take the place of lard or butter. All suggestions had to be in by January 24.

**Will Advertise Toilet Articles in South America**

The F. I. Ingram Company, Detroit, Mich., manufacturers of toilet specialties, are about to make an extended campaign in Latin America. Large space in newspapers and special magazines will be used.

**Potts-Turnull Is Placing Four Important Accounts**

The Long Bell Lumber Company, Kansas City, Mo., is now placing its advertising through the Potts-Turnbull Agency in that city. They are using page copy in the *Saturday Evening Post* and other large space. Formerly the account was directed by the Ferry-Hanley Agency, but recently was changed back.

Through the Potts-Turnbull firm the advertising of the Warner Manufacturing Company, Ottawa, Kans., makers of saws; the Baker-Lockwood Company, Kansas City, manufacturers of automobile covers, and that of the Carnie Gowdie Manufacturing Company, contractors' supplies, is being sent out at present.

# Recent Trade-Mark History Influences Advertising

What the Records at Washington  
Show of Interest to Advertisers.

By WALDON FAWCETT

ONE of the most significant trade-mark developments of the past twelve months, in so far as contact with advertising interests is concerned, came at the very close of the year. It took the form of a determined effort on the part of the United Garment Workers of America to persuade the final arbiter at the United States Patent Office to overrule his subordinates and admit to Federal registration,

for use on various lines of ready-made clothing, the emblem of the organization consisting of a ticket-like device having printed thereon the inscription "Issued by Authority of the United Garment Workers of America," together with an oval figure enclosing clasped hands.

This was by no means the first attempt, though the first in some time, to secure Uncle Sam's sanction for the use of a "union label" as a medium of identification for goods. However, advertising men who have kept close tab on the trend of the times may read an especial meaning into this effort just at this time when organized labor has revealed new aspirations in various directions and when the plans of the American Federation of Labor confessedly embrace a project to make "union labels" in all lines a more potent influence in merchandising. Possibly, too, it is more than a coincidence that the current effort to gain official status for organized labor's own special form of collective or community trade-mark should be made by workers in a field where the branding of merchandise has made as rapid progress in recent years as in any commercial line that can be named.

The United States Examiner of Trade-Marks, when the label of the United Garment Workers was presented to him for registration, rejected it on the ground that it is not used as a trade-mark but only to state that the goods to which it is attached are made by one of the members of the organization. The Garment Workers appealed from the examiner's decision to the arbiter "higher up," but virtually acknowledged, during the hearing of the appeal, that the United Garment Workers sells no goods and is not engaged in commerce as an organization.

In reviewing the circumstances of the case, the Commissioner of Patents said: "The main difficulty with the present alleged mark is that it does not point to any particular ownership or origin since it only states in effect that a member of the association had a hand in

producing the goods, but no particular member is designated." The labor leaders urged that the label indicates the origin of the goods in so far as the workmanship is concerned and gives a guarantee that they have been made by one of a large association which has acquired a reputation for the skill of all its members and that this should be sufficient indication of origin without pointing out any particular individual as the producer. However, the trade-mark Solomon could not see it that way. He pointed out that the courts have always held that such labels are not technical trade-marks and that therefore the Patent Office is without authority to register them. In conclusion he remarked that there would be no relief for sponsors of such organization marks "until our present trade-mark statute is changed to authorize the registration of such labels."

## STRICT REGULATIONS ON PUBLIC INSIGNIA

Latterly there has been opportunity to take stock of war-time and post-war influences on trade-mark practice and it is discovered that some of the effects are likely to be permanent—for example, a stricter ban upon the use in branding of anything that might be interpreted as "public insignia," this prohibition extending to the trade-mark use of the privately produced "service flag" and the letters appearing on the collars of United States army and navy uniforms. A war-inspired innovation was found in the appearance of Uncle Sam, for the first time, in the role of trade-marker. Not only did the United States Government establish a precedent by taking out a certificate covering the use of the trade-mark "Liberty" on airplane motors and parts, but Uncle Sam forthwith followed approved commercial practice by endeavoring to stretch this credential to cover as extensive a "family" of products as possible. To that end the Government has filed "oppositions" to the use of "Liberty" on spark plugs, airplane propellers and other parts and accessories, although offering no objection to the enrollment of the word for wares beyond the pale of aircraft.

The moot question of the extent to which war memories can be capitalized for advertising purposes came up in an illuminating test case that was disposed of late in the year. The Bonotaux Textile Com-

## Keeping Up With The Times

### A FACT A WEEK

The Times is at the testing age.

Newspapers have three ages in their development if they develop.

1. The period when advertisers do not expect much and take what results they get as a matter of course.

2. The period when advertisers check up results microscopically and compare them critically with results obtained elsewhere.

3. The period when, by reason of age and habit, advertising results are assumed, without inquiry.

In the most recent test of The Times, on a proposition involving investment and providing opportunity for accurate records, The Times showed three times as many results as one other Washington paper, twice as many as another, and exactly the same number as the other paper in the field.

The Washington Times  
WASHINGTON, D. C.

# Less than One Dollar per Thousand

is the cost of reaching the buyer through

## Donnelley's Red Book

The National Buyer's Guide and Sales Catalogue

This is the statement made by a prominent firm whose business is that of investigating buying and selling problems.

This investigation was made on a strictly impartial basis and with the object of determining just what percentage of the circulation of the book was in the hands of those who *actually buy*. Volume of circulation means nothing unless the medium reaches those who actually buy or who influence buying.

The above statement concerning cost is based not on gross circulation but on the testimony of buyers who have stated over their own signatures that they have used—and do use—Donnelley's Red Book for buying purposes.

The fact of the matter is that the actual cost per 1,000 buyers reached through this medium is so much less than one dollar that we hesitate to state the true figure. We are, therefore, content to say **LESS THAN ONE DOLLAR** since there is no similar medium—so far as we know—through which you can reach 1,000 buyers for less than one dollar per year.

### Why list your products in this book?

Because through this medium you can at a minimum cost reach

THE BUYER who knows your product but has forgotten who makes it.

THE BUYER who has been "sold" on your product and wants to know the LOCAL SOURCE OF SUPPLY.

THE BUYER who is dissatisfied with the product of your competitor and who is seeking a new source of supply.

THE BUYER who is buying your product for the first time and is not acquainted with sources of supply.

### One of the thirteen

Donnelley Offices would like to have your inquiry concerning the Free Buyer's Service which is now offered to your Purchasing Department.

## The Reuben H. Donnelley Corporation

*Publishers of 117 Classified Directories*

CHICAGO, ILL., 652 S. State St.

NEW YORK CITY, N. Y., 227 Fulton St.

Boston, Mass.  
Cincinnati, Ohio.

Detroit, Mich.  
Cleveland, Ohio.

Branches in 13 cities.  
Milwaukee, Wis.  
New Haven, Conn.  
Seattle, Washington.

Minneapolis, Minn.  
Philadelphia, Pa.

Pittsburgh, Pa.  
St. Louis, Mo.

pany had endeavored to register "Roubaix" as a trade-mark for voiles and had been refused on the ground that the word is a geographical name, whereupon the extenuating circumstance was brought forward that "Roubaix was absolutely destroyed during the world war." Incidentally the manufacturer pleaded that large sums of money had been spent to educate the purchasing public as to Roubaix voiles until "at the present time the word 'Roubaix' has practically become synonymous with voile."

In the final opinion, however, to the effect that not even the ravages of war must necessarily throw down the trade-mark bars, Assistant Commissioner of Patents R. F. Whitehead held as follows: "There is nothing to show that this city has been so absolutely destroyed that it can be regarded for all time as non-existent or that if it had been practically destroyed it is not even now being rebuilt. Being a geographical term its registration is forbidden. The fact that it is a foreign term or that it is not known as a place where voiles are manufactured is immaterial."

#### AN IMPORTANT CONCESSION

From the standpoint of tangible and direct benefit conferred upon advertising interests, there has been no development during the past year, or, indeed, within several years, to compare with a concession made to the Cooper Underwear Company. This firm has, after a struggle, been allowed to invoke all the prestige and protection of the registered trade-mark for two of its advertising pictures. The admission early in 1919 to the sacred trade-mark precincts of the first Cooper illustration attracted considerable attention in advertising circles but in reality its significance is overshadowed by the acceptance of the second composition which came late in the year and has attracted scant notice.

The first Cooper picture to attain to the dignity of a trade-mark was the one, familiar through use in Cooper Company's display copy, wherein a woman attired in a suit of knitted underwear is shown seated on a couch with two children similarly attired. The second successful candidate shows a man attired in a suit of underwear of the closed-crotch type engaged in strapping a valise. Acceptance at the Patent Office of the latter subject is, seemingly, the more of a concession in that the first picture

is perhaps the more fanciful of the two whereas the second obviously approaches more closely to the line of a demonstration of the qualities and capabilities of the goods that are identified. The objection heretofore raised, be it known, to advertising pictures that have bought trade-mark status has been that such pictures were mere representations of the goods and consequently "descriptive," which no trade-mark in good standing dare be. The U. S. Examiner of Trade-Marks was for summarily rejecting both of these Cooper pictures on the ground that they were merely advertising devices employed in the sale of underwear and to back up his position he mustered many underwear advertisements to indicate current illustrative practice. However, the Commissioner of Patents overruled his subordinate in both cases, holding that the pictures embodied sufficient conventional or arbitrary matter, in addition to the portrayal of the goods, to indicate origin or ownership.

#### THE STETSON CASE

Only slightly less comforting to advertisers than the pictorial precedents for which the fraternity has to thank the persistence of the Cooper Company is a decision of comparatively recent date in favor of the John B. Stetson Company. This ruling, alike to the ones just cited, seems to indicate that the advertiser is to have the benefit of the doubt in the highest tribunal at the U. S. Patent Office. The Stetson Company sought to have the national government authenticate, as a mark for soft and stiff hats and caps, a representation of the back and front of a medal connected by a bar and was told by the U. S. Examiner of Trade-Marks that this ambition could not be gratified because of a theory that no one is entitled to the exclusive use of the representation of a medal, even though the medal be of the specific character shown in the Stetson design.

Again the Commissioner of Patents came to the rescue of the advertiser when the case was "carried up." Analyzing the situation when reversing the Trade-Mark Examiner, Commissioner Newton said: "It is true that no one is entitled broadly to monopolize the idea that a medal has been awarded for the excellence of his goods. Indeed, it is very common for exhibitions to award medals to individuals for excellence of their particular goods and every recipient of

such a medal has a right to publish that fact, if desired. Hence probably no one is entitled to the exclusive use of the word 'medal.' But that is a different case from applicant's which only seeks to register the exact representation of the medal received by it and the likelihood of any one else having this identical medal is so remote that it is believed that applicant's mark might safely be registered to cover the field implied by the registration."

#### STRETCHING A TRADE NAME FOR A FAMILY

Stretching a valuable advertised trade name to cover the new members of an enlarged "family" of products is one thing, but to be enabled to stake a claim to a name that might be needed for a logical expansion, even before the additional specialties are ready for market, is quite another thing. Yet that is essentially the principle that has been established in trade-mark practice this past year or so. Or at least there has been established the right of a pioneer in the field to prevent any other interest from preempting a name that would cause confusion were the old-timer to expand his line. Just as the Ford Motor Company, having in contemplation the production of trucks, was able to block the registration by another of a truck name that to the man on the street might have signified Ford origin, so the house of Steinway & Sons succeeded this past year in preventing the registration to the Steinola Company of "Steinola" as a mark for talking machines and phonographs. Steinway & Sons are not engaged in the manufacture of talking machines and may never be but it sufficed for the trade-mark censors at Washington that a portion of the public familiar with the name "Steinway" would be apt to jump to the conclusion that "Steinola" was a product of the same manufactory.

A number of straws, other than this "Steinola" incident, have appeared during the past dozen months to indicate that the wind is blowing in the direction of more rigid insistence by Federal guardians on solicitude for the haste and heedlessness of the everyday ultimate consumer—the purchaser that, as one U. S. judge expressed it, "is apt to act quickly in buying and therefore is not expected to exercise a high degree of caution." The lengths to which the Federal courts and the U. S. Patent Office tribunals will go to prevent confusion

# Led All Texas

The Houston Chronicle led all Texas in 1919, just as it did in 1918.

Its advertising record put it ahead of all other big dailies in the state.

Its 1919 business averaged over a million lines of advertising per month.

It led all Southern dailies in national advertising, 1918-1919.

Here's the advertising record of all the large dailies in Texas. Note how The Chronicle leads, and how far ahead it is of the second paper in Houston:

Paper—	Agate Lines Advertising
Houston Chronicle .....	12,260,346
San Antonio Express.....	11,404,364
Fort Worth Star-Telegram.....	11,148,266
Dallas News .....	11,009,770
Dallas Times-Herald .....	10,491,026
San Antonio Light .....	8,816,372
Houston Post .....	8,808,072
Fort Worth Record.....	8,702,896

This record was made despite the fact that during the months of November and December The Chronicle was compelled to omit an average of 15 columns of advertising daily on account of the scarcity of white paper.

For this evidence of faith in its columns, The Chronicle thanks local, state and national advertisers, and pledges renewed efforts in their behalf during 1920.

in trade has been strikingly manifested by the outcome, late in the autumn, of a long-drawn controversy between the American Feed Milling Company and the M. C. Peters Mill Company over the right to use a picture of a horseman in advertising and branding horse feed.

This brush grew out of a clash between two pictures that the average layman might not suspect of being in conflict as mediums for the expression of individuality. The one picture shows an Indian chief on horseback, armed with a gun and with the explanatory legend "Big Chief." The other picture is that of a mounted Arab carrying a spear, the word "Arab" appearing in connection. For all the numerous points of difference, the Commissioner of Patents decided and the Court of Appeals at Washington upheld him in the contention that the similarity in size, style and general appearance of the horses in the two pictures was calculated to confuse purchasers. Incidentally the court of last resort took a slap at the trader who too closely trails a competitor by commenting to the effect: "The similarity of the dimensions of the marks emphasize the improbability of accidental selection."

#### WHAT CAN'T BE MONOPOLIZED

Developments in the latter part of 1918, clinched evidence that has been accumulating for some time

past of the difficulty, yea impossibility, of monopolizing via trade-mark registration, a word or name that the public uses to designate articles of a given type or class. The disappointment suffered by the Alvah Bushnell Company of Philadelphia in its effort to win official recognition for "Safe T Seal" as a trade-mark for envelopes, wallets, letter files, jackets, etc., only goes to emphasize that the obstacles to exclusive appropriation of a generic term are multiplied when patented specialties are involved. The Commissioner of Patents, having in mind that patents have been issued for what are known as "safety envelopes" or "safety seal envelopes," declared that since the parties that first applied the names to the patented articles could not be permitted to register them as trade-marks it was obvious that a stranger could not adopt either of them for the same class of goods. The Court of Appeals, when called upon to say the last word in the case, endorsed the logic above indicated and added that an additional ground for rejection was to be found in the impression that the name would make upon the public. The trade, said the court, would from the name, identify the goods as safety seal envelopes of safe seal envelopes and thus "Safe-T-Seal" would be descriptive and consequently inelig-ible.

By that is not meant a Coles Phillips treatment of a monkey wrench or a can of shrimp, but the same sound reasoning and effort that are given to copy and layouts in consumer appeals.

If this premise is true there is no reason under heaven why more money and time should not be given to the artwork and typographic arrangement of trade journal ads.

The point must not be lost sight of in making budgets that the per capita sale, as the result of trade paper advertising, will run to volume, take it by and large. The advertiser may legitimately, therefore arrange to spend a considerable sum with the hope of bagging one big customer.

But said advertiser, on the trail of that big customer, fails to remember that the big customer thinks big—deals in big figures—with big men. And the advertiser doesn't use big bore guns in going after that big game. How ridiculously small is the expenditure necessary to carry a double spread—or four-page inserts—in two, three or four colors in the leading papers in any given field—straight through the year. And how much time should be spent in the preparation of the message that goes into these two or four pages. Think of that audience that is sitting out in front—waiting to buy—somewhere—its pockets full of money—a critical, discriminating audience, withal—an analytical audience—well dressed; yet advertisers come before it in poor dress—thinking, yet they come to it unthinking, with a hasty, random word, instead of appearing on a stage that has been given a Belasco setting—appearing in their best bib and tucker—with a message that brims with eloquence and force and truth.

What chance is there?

Let us take an interesting case in point—something so difficult that the solution of *its* problem will answer for scores of other seemingly hard products.

What is more prosaic, maligned and distrusted than a gas meter? Nobody loves a gas meter. Scarcely anyone is even mildly interested in a gas meter. Though its function is to inexorably measure gas with implacable precision, the gas meter is no more popular among ultimate consumers than leprosy. And yet—what a service the gas meter renders!

The gas meter is not an article that lends itself particularly well to

## Make Them Take Trade Papers Seriously

The Part Art Work Can Play in Helping Put Business Press Advertising Ever Further Ahead

By CARL EDGINGTON WIDNEY

TRADE papers, as such do not have to apologize for their being. The growth of the leading business papers is ample proof of that. There is a sizeable niche for trade papers, relatively as important as that of any other publication, but until the trade journals generally are themselves thoroughly imbued with this truth, they can never hope to enlist the interest of all the manufacturers and dealers that their proportion deserves.

Dr. Jekyll and Mr. Hyde is dead. That anomalous person, one moment might have looked through the eyes of Dr. Jekyll at national magazine ads and have keenly appreciated

their artistic appeal, and at the next moment through Mr. Hyde have viewed trade paper ads with their inartistic presentation with an equal amount of keen appreciation. But he is dead. There is no such dual personality in the average business man. He is a single entity with a single pair of eyes that sees both trade paper and consumer ads impartially.

If it pays to appeal to his various instincts with high-class artwork for collars, portable garages, or tires, it should, by the same token, pay to approach him through attractive pictorial display in trade papers with locomotives, gas ranges or belting.



# The Farm Journal

*1,050,000 This Month*

Photo Design by C. Gardner Richards



## Because We Know What Farmers Want—

that is why our Research reports are so valuable to advertisers in The Farm Journal. Only a few days ago, for instance, a manufacturer wrote that our automobile report yielded the facts whereby a Nebraska jobber was led to spend some \$7,000 of his own money in boosting this advertiser's

product as advertised in The Farm Journal. This means, of course, that our research report was used to double advantage—first, in ascertaining the advertiser's sales possibilities and, second, in setting forth those possibilities to the entire sales organization. For definite help, always consult

### The Farm Journal

15 E. 40th Street  
New York City

Washington Square  
Philadelphia

Peoples Gas Bldg.  
Chicago, Ill.

advertising. As an illustration in trade papers it is as interesting as a basket of chips. The number of prospects is extremely limited—limited to gas companies, who, however, are large users of them.

There are not many talking points for a meter, judging from trade paper copy. As the president, general manager, engineer or purchasing agent of the gas company runs through his favorite gas journal there is apparently no choice of the various gas meters advertised. Why they should select one make over another certainly is not made clear in the trade paper copy.

Surely no manufacturer faces a more discouraging field. And how simple is the solution!

Assuming that the manufacturer is making a worthy meter that does render accurate, dependable service, that requires a minimum upkeep through its simplicity of mechanism, that is easily installed—let this manufacturer wage an advertising campaign in national mediums to combat the fallacious prejudices held by all users of gas, by reiterating again and again that the gas meter is man's safeguard. That it is as delicately and perfectly constructed as a fine watch. That it registers as unfailingly as a speedometer. That it is not temperamental, is unaffected by atmospheric conditions. That it is so perfectly made that it *can* register only what gas is consumed.

Gas users if educated along these lines would come to look upon the gas meter as a genuine source of protection from overcharges, and not as an insidious accomplice of the also maligned gas company.

With that line of copy, what limit is there in injecting an element of human interest into the illustrations? Why the blue sky is the limit. A dozen sound, convincing, interesting ideas come to mind at once!

Now what relation does all this bear to the trade paper angle? Simply this. With such a constructive educational campaign behind him, the manufacturer can go to the gas companies through the trade papers and show them how they can reduce the number of complaints for overcharges or inaccuracy by the installation of his meter. He can merchandise his national campaign in the trade paper. He will recognize that the reader of a gas journal is also a reader of national magazines, and that he can be appealed to with the same high-class human interest illustrations that he is using in national mediums. He

will have more talking points for his meter than he can find room for in a full-page ad. Because of the comparatively small cost of space in trade papers the advertiser can use double spreads, color inserts and extra colors to hammer home the merits of his meter and what he is doing to popularize his device with such emphasis that there will be no doubt in the mind of the gas company officials what meter they should install.

The manufacturer who is first in pulling off some such plan is bound to reap the harvest. His educational campaign will, of course, indirectly help all other manufacturers, but he will have the bulge on all his competitors in his appeal to the gas companies by having won their undying gratitude in waging a battle that is as much theirs as his.

Quid est demonstrandum.

That there is a lack of seriousness on the part of all concerned is evidenced in the kind of ads some manufacturers supply to the trade paper, and also some of the layouts that emanate from the service departments of the trade papers themselves.

If the manufacturer took trade papers seriously, he would not allow his copy to be written by anyone who happens to have time to rip it out.

If the trade papers took themselves seriously enough, they would make a real effort to prevent their advertisers from running such rotten ads, and they would pay an agency commission like all other mediums and secure the same talent that is given to consumer ads.

If the agencies took trade papers seriously at all they would render the same high-grade service on trade paper copy as on consumer copy, and charge their client a service fee.

The first step then is for the trade papers to set the pace. Let them make a definite resolve to protect their own and their advertisers' interest by persistently and insistently demanding he-man stuff. By every known means let them discourage the use of hit or miss ads, cut rate art work and thrown-together copy. Make the service department appreciate the strategic position they hold in their capacity as advisors to manufacturers who are without agency connections, or who have no advertising director.

Every manufacturer, whether client or prospect, should be en-

couraged in the use of dominant double spreads, color inserts, high-class art work and above all a *consistent* advertising policy. Space in trade papers is cheap. The cost of extra colors is infinitesimal and at present so few advertisers are using color that it is duck soup for the few who do. Double spreads and color pages command relatively more attention in trade papers than in any other medium.

Most every trade paper has, in every issue, matter that is of interest and importance to the trade. The reader or the subscriber knows this. But he is terribly "busy" when the paper comes in—and yet he is afraid that something will escape him if he does not give it at least a hasty thumbing through. And you must catch him on the fly, as he gives the issue that hasty once-over. You must reach out AT him with big space and with color—grab off his attention before he knows it.

The reading habit, as touching trade papers, is different from that which obtains with the "nationals" or the dailies. There you reach a man in his semi-leisure moments. His mind is receptive to the type and the pictures before him—not subject to the hundred and one distractions which obsess him in his office or store or shop. Sign-board advertising! Yes, exactly that—in many cases. And you must frame it so that he whose mind is running may read.

Who writes the copy and makes the layout for trade paper ads? Heaven knows. Anybody from the office boy up. Spending money for any kind of advertising should be taken seriously and, therefore, what is put into the space should be taken seriously.

The service department of a trade paper cannot do justice to the advertiser if it does not have a grasp of the general advertising policy of the client. Random ads that bear no relation to what the advertiser has done before, or what he is doing in other mediums is shortsightedness. And the trade paper is not entirely to blame for this condition. Many advertisers delay in sending in their copy and cuts, so that no attention can be given to the proper set-up and layout. All too frequently the trade paper has to get up ads with not enough data to shake a stick at. It is only natural that after a contract for space is signed the trade paper is going to use that space, even if only the trade-mark can be run. It is

CRITCHFIELD & COMPANY regret to announce the loss of Bayard W. Barton, Vice President and General Manager, and W. M. Smith, Secretary.

Mr. Barton died suddenly from pneumonia on January 26. Mr. Smith died in an accident January 22.

The loss of these men is a personal loss to every member of the Critchfield organization.

We wish to express our grateful appreciation of the many expressions of sympathy extended to our organization at this time.



fair to assume that the advertiser himself will take enough interest to see that his space is well used.

The manufacturer who pays a hundred dollars for a page ad merely to run his trade name without regard to what he says in the copy or how it looks, is simply advertising to himself while subsidizing the trade paper.

The shortsightedness of some advertising agencies is also responsible for the kind of ads that appear in trade papers. There is no justification whatsoever for any agency that contracts for space in trade papers for their clients and then neglects or refuses to give the matter serious consideration because no commissions are derived.

One large advertising agency recently secured a leading automobile account, and in addition to large space in national magazines, billboards, newspapers, etc., that would net them a sizable return, they contracted for considerable space in trade journals. The copy and layouts that were prepared for everything but the trade papers was exceptionally well done. But the copy and layouts supplied to the trade papers was pueril and amateurish. If an advertising agency feels that trade paper space is worth using, it should also believe that it is worth using well.

On the other hand there are advertising agencies who know the power of trade paper space. These

are making use of trade journals for the merchandising of the national advertising done by their clients. In this way they are able to make use of beautiful art work, and at the same time more thoroughly sell the dealers on what they are doing in a national way. The importance of this cannot be overestimated. The readers of trade papers are 100 percent prospects, each reading his trade paper for service. It is safe to say that nine-tenths of them put a mental O. K. on every house that advertisers in his paper. Therefore, he is especially receptive to such displays that tell him what is being done in national advertising by the house whose line he carries.

To recapitulate. There is a lack of serious consideration of the trade paper which the trade papers themselves can help to remedy by hiring better grade men in their service departments. By encouraging the use of better art work and typographic display. By demonstrating the value of double spreads, color inserts and extra color. By exercising a sort of censorship to discourage hit or miss ads. By stimulating the merchandising of national advertising. By paying commissions to agencies.

#### **Parr-Loichot Engine Corporation Places Advertising with Burnham & Ferris**

The advertising account of the Parr-Loichot Engine Corporation, New York, has been placed in the hands of Burnham & Ferris, also of New York. The Parr-

Loichot Engine Corporation are distributors for the world of a complete line of gasoline engines and are also manufacturers of a number of motor-boat accessories.

#### **Carl McQuinn With Homer McKee Co.**

Carl McQuinn, formerly advertising manager and manager of sales promotion for the Hoosier Manufacturing Co., New Castle, Indiana, is now on the staff of the Homer McKee Co., the Indianapolis advertising house.

#### **H. K. McCann Co. Moves San Francisco Office to Its Own Building—Augments Staff in Preparation for Big Business in 1920**

The first advertising building in the West has just been occupied by the San Francisco Office of the H. K. McCann Company. The move of this advertising agency to its own building in the financial center of San Francisco marks a new step in advertising development in the far West.

The force of the San Francisco office numbers more than sixty at present. On January 1, G. B. Neale, formerly general manager of the Robert M. McMullen Company, of New York, joined the McCann staff. Mr. Neale is aiding in developing the food products division, paying particular attention to the marketing of California olives. Homer Havermale, recently executive secretary at the University of California, is also one of the newcomers. He entered the organization in November.

Harrison Atwood, vice-president of the company, says: "We are just beginning to see the advertising possibilities of the Pacific Coast. Food product clients are generally increasing their appropriations. Broader plans than ever before should make 1920 set a new mark for Pacific Coast advertising."

#### **Executive Committee of Associated Business Papers Acts on Important Matters**

At a recent meeting of the executive committee of the Associated Business Papers, Inc., the following important matters were acted upon:

1. In the case of an advertiser asking for a discount from the regular page rates in consideration of furnishing plates, the executive committee adopted a motion disapproving the allowance, and recommending that members refuse the desired concession.

2. The committee on agency relations, which has been carrying out instructions of the Chicago convention, was directed to proceed with the distribution of a questionnaire to agencies for the purpose of ascertaining which agencies are entitled to the support and recommendation of the A B P under the terms of the action taken at the annual convention in September.

3. As the result of a letter from the American Association of Advertising Agencies urging the adoption of a standard size page, the committee agreed that 7x10 inches, type size, should be considered as the standard for Business Papers, and indorsed efforts being made to bring about a greater degree of uniformity in this respect. The committee fully appreciated the many advantages of having uniform pages.

A resolution of thanks was adopted for 520 volumes of "American Journalists in Europe," presented by H. M. Swetland for distribution among advertising agencies.

*More automobile advertising than any other six day evening paper in the world, and of course, more than any other Indianapolis paper in*

## **THE INDIANAPOLIS NEWS**

First in America in 3c Evening Field

New York Office  
DAN A. CARROLL  
Tribune Building

FRANK T. CARROLL  
Advertising Manager

Chicago Office  
J. E. LUTZ  
First National Bank Building

USE NEWSPAPERS ON A THREE YEAR BASIS

### Chambers Agency Sends Coffee Schedules

The Chambers Agency, Inc., 612-618 Maison Blanche Building, New Orleans, is sending 30,000 line schedules on Alameda Coffee for the Merchants Coffee Co. to southern newspapers.

### Skinner Resigns from International Motor

D. O. Skinner, for seven years advertising manager of the International Motor Company, New York, has resigned to devote himself temporarily to the furtherance of his private affairs. Mr. Skinner was the originator of the well-known slogan for Mack trucks, entitled "Performance Counts." During his administration he developed to a high point of productiveness the direct mail advertising feature, which resulted in yearly sales sufficient to cover the entire advertising appropriation cost. Mr. Skinner's advertising plans for the present are unannounced.

### Heaphy Now Vice-President and General Manager Charles W. Rider & Co.

Charles F. Heaphy, formerly sales manager of Charles W. Williams & Co., has been elected vice-president and general manager of Charles W. Rider & Co., New York manufacturers of paper.

### Philip Kobbe Company Will Advertise City of Nitro

The advertising of the Charleston Industrial Corporation, operating the City of Nitro, W. Va., has been put in the hands of Philip Kobbe Company, Inc. The object of the campaign, which is a very large one and is now in course of completion, is to induce industries of various kinds to locate their plants or branch factories at Nitro. Philip Kobbe has also been retained personally as director of publicity.

### H. L. Stilwell & Staff Organized in Frisco

H. L. Stilwell & Staff, Inc., merchandisers, with headquarters in San Francisco, has been incorporated. Mr. Stilwell, who heads the company, was assistant to the president at the American Druggists Syndicate. Before that, for twelve years, he was with the H. Jevne Co., Los Angeles, in the capacity of general sales manager.

Rubin Jaffe, author of "The Advertising Index," is vice-president of the concern, and R. B. Meller, one of the leading art package designers on the Pacific Coast, is secretary-treasurer.

H. L. Stilwell & Staff, Inc., will function as a sales organization primarily for Eastern manufacturers, the purpose being to market merchandise in the eleven far-western states. Branches have been established in Salt Lake City and Denver already, and offices in Los Angeles and Seattle are soon to be added. The company now represents a number of eastern manufacturers.

### Changes in Organization of T. L. Smith Co.

F. R. Marler, sales manager of the T. L. Smith Co., manufacturers of concrete mixers and construction equipment, has been appointed eastern district sales manager, and will be located in New York City.

The sales and advertising departments of the company have been moved to Chicago. R. E. S. Geare, formerly Chicago

district manager, has been made general sales manager.

H. P. Sigwalt remains as Advertising Manager, moving his office to Chicago. Roy E. Hanson, formerly a member of Patton Paint Co., Milwaukee, has been made Director of Trade Paper Publicity.

Guy G. Wooley, formerly of the Illinois State Highway Commission, Springfield, has been made Chicago District Sales Manager for this Company.

The changes are of particular importance, considering the fact that the factories of the T. L. Smith Co. are in Milwaukee, and that it is one of the broadly constructive moves indicative of the general preparation in the concrete mixer industry to prepare for an immense increase during the coming years in concrete road building and in construction in general.

### Flaherty, Herald's General Manager, Retires

Due to ill health which he has suffered during the last six months, Frank B. Flaherty, publisher and general manager of the New York *Herald* and the *Evening Telegram*, has tendered his resignation to Frank A. Munsey, the new owner. Mr. Flaherty was employed on the Bennett papers about thirty years, entering service in his youth, and working in all branches of the newspaper business.

### Bailey Acting Advertising Manager for Peerless

C. Sterling Bailey has been appointed acting advertising manager of the Peerless Motor Car Co., Cleveland, O., to succeed C. E. Twitmeyer, who is now with the Stevens-Duryea Co., Chicopee Falls, Mass.

## SYSTEMS BOND

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



## Advertising Men Should Use Advertised Products

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

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

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

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

## Eastern Manufacturing Company

General Sales Offices:

501 Fifth Avenue

New York

Mills at Bangor and Lincoln, Maine

### Joseph Eldridge Esray Passes Out

Joseph Eldridge Esray, for nearly 40 years a newspaper and advertising man, died last Saturday at his home in Christie Heights, Leonia, N. J., of a hemorrhage of the brain. He was born in Norwall, Conn., 58 years ago.

He was a member of the editorial staff of the *World* for many years, covering Police Headquarters until 1887, when he was made editor of the Harlem edition of that newspaper, and was manager of the first office opened in Harlem. Esray was editor of the *Fourth Estate* for several years, and was a former contributing editor to **ADVERTISING & SELLING**. At the time of his death he was a member of the advertising staff of the *New York American*, which position he had held for the past twelve years.

He is survived by his wife and two children, Albert and Helen Esray. Funeral services were held at his home Monday night.

### Graphic Newspapers Appoint Frank Burns

The Graphic Newspapers, Inc., rotogravure special representative, has appointed Frank H. Burns, New England Manager, in charge of the Boston office, at 638 Little Building. Mr. Burns was for several years with the *Boston Herald*, and has also had extensive merchandising and magazine advertising experience.

### A Tribute to Joseph J. Dallas

Recently, two hundred of his New England friends assembled at the Quincy House, Boston, to testify to Mr. Dallas' sterling character and to wish him well in his new work in the sales organization of the Lanston Monotype Machine Company. Mr. Dallas has been the New England representative of the International Typographical Union for a number of years, and has earned the respect of publishers and their employees in equal measure.

The principal speakers of the evening were Charles H. Taylor, jr., publisher of the *Boston Globe*, and an official of the American Newspaper Publishers' Associ-

tion, and Charles Smith, representing President Scott, of the International Typographical Union. Norman A. McPhail, treasurer of the Atlantic Printing Company, Boston, was chairman of the evening. Letters were read from Albert H. Findlay, a prominent official of the United Typothetae of America; James M. Lynch, former president of the International Typographical Union, and others. Mr. Dallas was presented with a life membership in the Somerville Lodge of Elks and an engraved cigarette case.

### Representative Club Starts Employment Information Committee

The Representative Club has appointed an Employment Information Committee composed of Messrs. Nigel Cholmeley-Hones, of *McChure's*, and Oliver B. Merrill, of the *Youth's Companion*. The purpose of the committee is to help bring the right man and the right position together, and it is believed that it can serve the publisher, the agent and the representative to the advantage of each. President Bowen says inquires, of course, will be confidential, and can be made of either member of the committee.

### Palmer, Advertising Manager for Edison, to Become Production Manager for Sherman & Bryan

Sherman & Bryan, Inc., of New York, have just announced that Arthur J. Palmer, for the last two years advertising manager for Thomas A. Edison, Inc., Orange, N. J., becomes a member of their staff February 16. Mr. Palmer will act in the capacity of general supervisor of the various production departments. In other words, Mr. Palmer's work will be in the nature of liaison officer. He has had a rather broad experience which seems to peculiarly fit him for his new activities. Following ten years' service with the American Press Association, Mr. Palmer became advertising manager for the Montague Mailing Machinery Company, from which position he joined the advertising staff of Thomas A. Edison, Inc.

### A Prospective Advertiser in St. Louis

The Grant Resilient Wheel Company, St. Louis, Mo., is a new concern manufacturing a wooden wheel for automobiles and trucks which has quite a number of interesting points from an advertising standpoint. The concern is building a factory in St. Louis, and is figuring on having an advertising appropriation of about \$50,000 soon to promote their goods. No agency has been appointed as yet.

### Federal Trade Commission Complains Against Ivory Soap

Charging the Proctor & Gamble Distributing Co., soap distributors in Cincinnati, O., with guaranteeing against a decline in price, the Federal Trade Commission is bringing suit against the company. The Rub-No-More Co., soap makers in Fort Wayne, Ind., and Colgate & Co., Jersey City, N. J., have similar complaints lodged against them.

### American Writers in War Are Decorated

The French government has decorated the following American writers and newspaper men in recognition of their services to the cause of the Allies both during the war and throughout the peace negotiations:

Laurence Hills of *The Sun*, upon the proposal of Andre Tardieu, has been named "officer de l'Instruction Publique" by the Minister of Public Instruction, and among the others receiving this decoration, known as "the palms," are James Hopper, Herbert Corey, Clinton Gilbert, George Pattulo, William McNutt, Charles Smith, Associated Press; Lawrence Abbott, *Outlook*; Louis Wiley, *New York Times*; Arthur Brentano, publisher, Elizabeth Cutting, *North American Review*; Percy Bullen, Mrs. Ogden Reid, and J. B. Hirsch of *The Sun*.

### Hamman Increases Staff—Believes College Training Important in Advertising

The organization of K. L. Hamman—Advertising was increased to twenty members January 1 by the addition of three new copy writers and two composers.

Guy E. Needham, a member of the Copy Department, a Stanford University graduate with a year of economic study at the University of Paris to his credit, held a state Y. M. C. A. secretaryship for two years previous to his going into the French army, where he served two years as a member of a Stanford ambulance unit.

Miss Marceille Conkling, another member of the Copy Department, has had both a college and business training, and Mrs. Elizabeth McGregor comes from the University of California, where for three years she was in charge of the university's extension classes. She was previously engaged in newspaper work. F. O. Kelsey, compositor for the Berkeley High School *Journal*, will be in the advertisement composing room.

K. L. Hamman, to whom the Pacific Coast Advertising Men's Association gave the H. B. Van Duzer Silver Trophy for the best exhibit of bank publicity at the last convention, believes that the college trained man—if he can go at all in advertising—will go further than the man without a broad training. For this reason all of the new material recently taken into the organization has been of this type.

## THE ROTARY MOTTO—

"He Profits Most Who Serves Best—SERVICE Above Self"—is the foundation upon which Rotary is builded. An institution built upon such a foundation will endure and push ever forward until it shall become a mighty force for good thruout the world.

The 50,000 men who live by this motto are big men and leaders in their respective communities—they are safe men to do business with. They will give respectful attention to your appeal thru the advertising pages of their magazine.

# THE ROTARIAN

The Magazine of Service

Published Monthly by the International Association of Rotary Clubs  
CHICAGO

Eastern Representative, WELLS W. CONSTANCE  
41 E. 17th Street, New York

Advertising Manager, FRANK R. JENNINGS  
970 So. Michigan Ave., Chicago.

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

Subscription Price \$1.50 in U. S. A. and Cuba.  
\$1.75 in Canada, \$2.00 in All Other Countries.

MEMBER AUDIT BUREAU OF CIRCULATIONS

### A Permanent Food Show Established in Atlantic City to Back Up National Food Advertising

To supplement the National advertising of food manufacturers in the United States, Benjamin S. Crosby, president of the International Food Shows Co., has chosen Atlantic City, the annual playground of 20,000,000 spenders, as the place for a permanent International Food Show, to be held each summer during the three months of the busy season.

The International Food Shows Co. has secured the huge exposition hall on Garden Pier, the largest floor space available in Atlantic City. The hall, built expressly for exhibition purposes, has a floor space of 20,000 square feet, 75 feet ceilings, and will comfortably house 5,000 people besides the exhibitions. Adjoining the main hall is an exhibition hall nearly as large, including a perfectly appointed model kitchen and lecture room, where lectures, demonstrations and educational pictures will be given twice daily. Garden Pier, the only free pier in Atlantic City, is situated on the best bathing beach, and has the added attraction of a free daily band concert and Keith's Vaudeville Theatre. Some 4,000,000 persons during the summer season of 1919 visited the pier, and for many years national advertisers such as the H. J. Heinz Company, the Wilbur Chocolate Co., and Underwood Typewriter Co. have maintained exhibits in the vicinity.

Mr. Crosby, the creator of this tremendous enterprise, is already operating on Garden Pier a very successful permanent exhibition of electrical appliances, including exhibits by many nationally known manufacturers as the General Electric Co., Hurley Machine Co., National Lamp Works, France-Premier Vacuum Cleaner Co., Sprague Electric Works, Hot Point Products, and the Duplex Lighting Fixture Company. Mr. Crosby has had twenty years experience in exhibition work, having cooperated with many large organizations in most of the electrical and food shows throughout the country.

The food displays and demonstrations will be supervised by Mrs. Mary A. Wilson, internationally known as a food expert and food adviser to several of the large women's publications. She is specially engaged for the Woman's Page of the Brooklyn *Daily Eagle*, the Philadelphia *Public Ledger*, the latter being syndicated to thirty-five other city newspapers throughout the United States. Mrs. Wilson, who was formerly chief to Queen Victoria, and now holds the rank of Lieutenant-Commander in the United States Navy as food expert in charge of the training of cooks and bakers, has been directly connected with all the large food shows of recent years. She will lecture and demonstrate twice daily on the value and preparations of the products exhibited. All exhibitors will have her advice and assistance at any time.

In this undertaking, which bids fair to be the most stupendous exhibition of its kind ever held, Mr. Crosby has secured the wholehearted cooperation of the Atlantic City Chamber of Commerce, Merchants' Association, and the Atlantic City Hotel Men's Association, consisting of well over seven hundred of the largest, most prominent hotels located there. Every assistance and publicity which these organizations can render will be placed at Mr. Crosby's service. The advertising of

the project has been placed with Nelson Chesman & Company, advertising agents of St. Louis and New York.

### Bush Terminal Appoints New Executives—Evans to Manage New Annex

The Bush Terminal Company announces that Hugh R. MacMillan, formerly manager of the Dry Goods Alliance, a resident buying organization of nine or ten stores at 404 Fourth avenue, New York, has been appointed manager of the resident buying organization of the Bush Terminal Sales Building. Mr. MacMillan is well known in the local merchandise field, and was connected with the Dry Goods Alliance for a period of eighteen years.

J. J. Evans, up to this time manager

of the resident buying organization, will still maintain his connection with that organization, and will take charge of business for the new building annex on Forty-first street, on which construction started February 2.

Mr. Evans will manage three divisions in the Bush Terminal Sales Building instead of two, as at present. The new annex will be nine stories in height, covering a plot of 50x150 feet.

### Columbia Getting Ready for Novelty Week

The Columbia Graphophone Mfg. Co., makers of Grafanolas, are planning to launch throughout the country during the week commencing February 28, a huge sales and advertising campaign to be called Novelty Week.



## Levant Letter File Sample Book

The new Levant Letter File Sample Book is both pleasing and practical. It will fit easily into the standard file, and will always be ready for instant reference. The entire book is made of Levant paper, which simulates the leather of the same name. The resemblance is so close that it needs the sense of touch to convince the observer that the material is paper and not leather.

This Sample Book shows some of the fine effects which can be obtained by using Levant paper for catalog and business booklet covers. The folding and embossing qualities of Levant are excellent. The heavy weight Levant stock will stand the rough handling to which the average catalog is subjected and give splendid service. There are seven colors, designed as yellow, black, gray, red, coffee, blue and green.

Write for this handy sample file on your business letter head. A copy of the latest XTRA, Dexter's unusual house organ will also be included.

**C. H. DEXTER & SONS, Inc.**  
WINDSOR LOCKS, CONNECTICUT

### Read Transfers from Machinery to Hardware

C. C. Read, formerly of Sales Department of *Machinery*, has joined the Advertising Department of *Hardware Age*.

### Whip-O Corporation Retains Randall

The Fred M. Randall Company, advertising agency, Detroit, have been retained as advertising counsel by The Whip-O Corporation of Detroit, Mich. A large newspaper campaign is being prepared and contracts will be issued very soon.

### Wanamaker Insures Employees for \$6,000,000

One of the features of a comprehensive plan which has just been completed to operate under an organization known as the John Wanamaker Foundation, is the

insurance of all employees of the Wanamaker Store who have been six months or longer in its service. The insurance amounts to approximately \$6,000,000. Besides this, however, in the plan of the dean of merchants and pioneer advertiser, are provisions providing pensions, a co-operative saving fund to promote saving, and a relief fund. John Wannamaker announced that the plan goes into effect starting February 2.

### New House Organ Advertises for a Name

The first issue of a house organ put out on January 15 by the Pennsylvania Tank Car Co., Sharon, Pa., carries the following where its name ought to be: \$ ? ? ? \$. A prize of \$10 is offered for a name. While the paper consists of only eight pages, it is gotten up in good style.

### Prison Newspaper Has New Name

The *Star-Bulletin*, Sing Sing prison's newspaper, has had its name changed to the *Sing Sing Bulletin*, by order of Major Lewis Lawes, the warden. The newspaper, which is printed once a month, was founded as the *Star of Hope*, under former Warden Addison H. Johnson, about twenty years ago.

### Two New York Newspapers Form Alumni Societies

To perpetuate the spirit that has grown up with the personnel of the former Bennett newspapers, more than 140 members of the Owl Club organized the Alumni Association of the New York *Herald* at a dinner held last Sunday morning in the Della Robbia room of the Hotel Vanderbilt. To the twenty-first and final session of the Owl Club, which was attended in former years by staff members only, were invited all retired *Herald* men. The following officers were elected: John T. Burke, president; William W. Willis, vice-president, and Hamilton Peltz, secretary-treasurer.

Recently 300 present and former members of the New York *Tribune* gathered at Delmonico's at midnight to celebrate their first annual dinner, and to organize a permanent society called the *Tribune Staff and Alumni Association*.

### Firestone Promotes Four Sales Executives—Will Undertake \$150,000,000 Sales in 1920

The promotion of four sales executives has been announced by H. S. Firestone, president of the Firestone Tire and Rubber Co. E. W. BeSaw, who has been western sales manager for three years at Akron, is made general sales manager succeeding A. G. Partridge, who was recently elected vice-president in charge of sales.

L. G. Fairbank, who has been manager of the Eastern division, becomes vice-president and manager of the Firestone Steel Products Company. Two district chiefs are called to Akron to take the divisions which have been directed by BeSaw and Fairbank. They are F. K. Starbird, whose headquarters have been in Minneapolis, and J. E. Mayl, who has made his office in Boston. Starbird becomes Western sales manager and Mayl takes charge of sales in the Eastern division.

As head of the sales organization BeSaw will undertake the distribution of \$150,000,000 worth of Firestone tires and accessories during 1920.

### Fairmont "West Virginian" Full Member A. N. P. A.

The American Newspaper Publishers' Association announces that the Fairmont, W. Va., *West Virginian* has been transferred from the associate to the active class of membership.

### Chicago Tribune Is Erecting New Building

The owners of the *Chicago Tribune* have under construction a new building which will occupy the east half of the premises bounded by Michigan and Austin Avenues and St. Clair Street. The *Chicago* paper owns the present Tribune Building, a roto-gravure plant, timber land in the Province of Quebec; a paper mill at Thorold, Ontario, and the New York "*Daily News*."

### Appleton Daily Post Changes Hands

T. B. Reid, president, and E. P. Humphrey, secretary and treasurer of *The Appleton Daily Post*, established in Appleton, Wis., in 1856, have resigned their offices to transfer the management of the paper to J. K. Kline, A. B. Turnbull, V. I. Minahan and H. L. Davis, newspaper men of Green Bay, Wis. Mr. Kline, who is vice-president and editor of the *Green Bay Press-Gazette*, will come to Appleton to assume charge of the *Post*.

E. P. Humphrey, who resigns to make his home in California, is an exceptionally well informed man on pulp and paper, and for many years has been a regular contributor to the trade magazine known as *Paper*.

### Temple Daily Telegram Issues Junior Paper for Advertisers

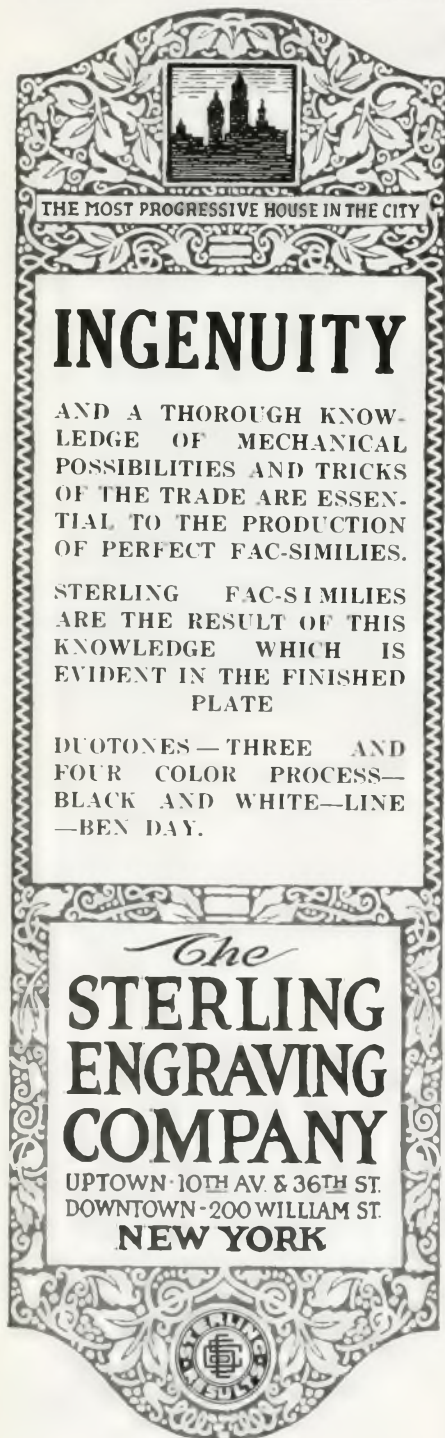
*The Temple Daily Telegram*, of Temple, Tex., a very enterprising newspaper, is now issuing a sheet called the *Telegram Junior* for merchants and devoted to advertising and selling merchandise. It carries advertisements of many nationally known concerns and interesting articles on the campaigns that are to take place in the local territory. In the first issue the paper recommends as "good books for the merchant," *System*, *The Shoe Retailer*, *Dry Goods Economist* and *Advertising & Selling*.

### Big Sales Building for Paris

A delegation of French business men has presented to Walter J. Berry, president of the American Chamber of Commerce, a detailed explanation of the aims of the company known as "Paris Marche du Monde," which, with the endorsement of the Paris Municipal Council, proposes to establish central headquarters containing more than five hundred salesrooms for producers and buyers of the world.

### Agricultural Publishers' Association Will Exhibit in Cleveland

As an immediate aftermath of the recent advertising demonstration held at the Hotel Commodore, New York, January 13-15, the Agricultural Publishers' Association has been asked to be one of a number of departmentals of the National Advertising Commission of the A. A. C. W., and to stage a similar exhibit in the city of Cleveland, under this National organization, sometime during the first week of April. The great success of the demonstration in New York is expected to be surpassed, for several other departments will also be represented in the "Sixth City."



THE MOST PROGRESSIVE HOUSE IN THE CITY

# INGENUITY

AND A THOROUGH KNOWLEDGE OF MECHANICAL POSSIBILITIES AND TRICKS OF THE TRADE ARE ESSENTIAL TO THE PRODUCTION OF PERFECT FAC-SIMILIES.

STERLING FAC-SIMILIES ARE THE RESULT OF THIS KNOWLEDGE WHICH IS EVIDENT IN THE FINISHED PLATE

DUOTONES — THREE AND FOUR COLOR PROCESS—BLACK AND WHITE—LINE—BEN DAY.

*The*  
**STERLING ENGRAVING COMPANY**  
UPTOWN - 10TH AV. & 36TH ST.  
DOWNTOWN - 200 WILLIAM ST.  
**NEW YORK**



**Will Exhibit in Buenos Aires**

National Exposition of United States Manufacturers, Inc., who have leased office space on the 16th floor of the Bush Terminal Sales Building represent four hundred carefully selected manufacturers who will exhibit in Buenos Aires, Argentine Republic. Argentina is wide open to American products. In value of imports per capita it is among the first three nations of the world. The purpose of the exposition is to make direct sales as well as to extend the popularity of products already established. It is estimated that the exhibition will attract from a million to three million visitors per month. It will be held in the beautiful exhibition buildings in the Parque Tres de Febrero, Buenos Aires. A tract of about ten acres adjoining the Exposition grounds will be used for certain exhibits. An unusual competitive program including an international rodeo will be a feature. The date of the exposition has been set for October 1920.

**Kirschbaum Tells What Associated Advertising Clubs Are Doing to Eliminate Fraud from Advertising**

"Any article represented as something which it is not, in quality, character or value, is just as much a counterfeit as illicitly printed currency," asserted David Kirschbaum, of Philadelphia, addressing a luncheon at which prominent Philadelphia business men recently gathered for the purpose of hearing more about the work which the Associated Advertising Clubs are doing to eliminate fraud from advertising.

Mr. Kirschbaum, who is a trustee of the advertising association, spoke of important prosecutions which the National Vigilance Committee of the advertising clubs had successfully undertaken, but especially emphasized the educational work which is being done both by the national and by local vigilance committees.

"Through this campaign of education," he said, "and through moral suasion, we are trying to convince men in all lines that it is far better to build on a concrete foundation of integrity rather than on the quicksands of misrepresentation and fraud. We are bringing home to the owners of business establishments that while much misrepresentation may be wholly unintentional, so far as they directly are concerned, it devolves upon them to see that the zeal or self-interest of department buyers and managers is kept within truthful bounds.

"If men engaged in legitimate enterprise do not quickly put their houses in order as regards advertising, the national legislature will, at no distant day, enact a law to protect the buying public. And that law will be so inquisitorial that we—the very men who could have made its enactment unnecessary—will have the greatest reason to regret that we failed to clean up the situation in time.

"To whatever extent fraud and misrepresentation is permitted to go on, in just that proportion will it affect legitimate business and legitimate advertising. Every dollar gained by the fraudulent advertiser is a dollar diverted from legitimate and worthy enterprise.

"Every manufacturer, retailer, financier, and publisher must cooperate to check the present-day nation-wide assault upon fair business enterprise. Any publisher who knowingly permits fraudulent advertising to appear in his medium is, to my mind, an accessory to the crime.

"Measures are easily at hand that can be employed to safeguard the interests of the newspaper or magazine owner, the legitimate advertiser and the public. As for the retail merchant, it is his duty to employ, before passing merchandise along to the public, all those safeguards which he so religiously uses in checking up the character, the value, and the quantity of goods which enter his establishment.

"When we consider the colossal stake—the good-will of all honest endeavor; when we reflect that the annual advertising expenditure is now two or three hundred millions in excess of what it was in 1914, when it equalled the sum required to conduct the entire United States Government—then we begin to appreciate the importance of safeguarding that most valuable of all assets—good-will."

**McQuay-Norris Move Into Larger Plant**

McQuay-Norris Manufacturing Company, makers of piston rings in St. Louis, have moved into a new plant. With the increased facilities a large advertising campaign is anticipated. The D'Arcy Advertising Agency handles this account.

**Scott & Scott Advertise Another Korein Co. Product, Korolax**

Advertising orders for a year's service are being issued to 800 daily newspapers for Korolax, Korein Company, Inc., New York, by Scott & Scott, Inc.

**Campaign for Early Mailing of Letters**

Owing to a great deal of congestion now being experienced in the New York Post Offices between the hours of 5:30 and 9:30 P. M., Postmaster Patten in an address before the Merchants' Association of New York requested that all members do their part in a campaign to mail letters early in the afternoon where it was possible.

**Have You Obeyed This Impulse?**

ALLIS-CHALMERS MANUFACTURING COMPANY

MILWAUKEE, WIS.

December 27, 1919.

Editor, ADVERTISING & SELLING.

We have carefully gone over the announcement in *Leslie's Weekly*, and believe the subjects enumerated therein are undoubtedly of considerable interest to all manufacturers of the United States who desire to develop foreign trade.

Enclosed please find coupon filled out to send ADVERTISING & SELLING to Mr. A. P. Hauch in charge of Publicity Department. Please send bill to Publicity Department, Allis-Chalmers Mfg. Co., Milwaukee, Wis.

Yours very truly,

ALLIS-CHALMERS MFG. CO.

C. F. Searles, Gen. Rep. Sales Board.

**Michigan Papers Form Buying Association**

The Michigan League of Home Dailies, organized January 13 at Grand Rapids, Mich., has devised a scheme of "beating" high newsprint costs by pooling their interests in purchases. The publishers of the organization, representing a score of papers of smaller Michigan cities, consume 1,200 tons of print paper annually. The officers are F. R. Moses of Michigan, chairman; T. J. Ferguson, Alpena, vice-chairman; Harry H. Whitley, Dowagiac, secretary and treasurer. The organization passed resolutions favoring continuance of the present postal zone system.



**GET THE CONNECTION!**

There must be thousands of people abroad in the land who are "half sold" on your proposition.

What are you doing to clinch all your previous advertising impressions on these thousands when they pass your dealers' stores?

**Einson Interlocking Window Advertising**

is lithography, plus. It glorifies your national advertising in the local dealer's window in a way to focus the demand right where the supply is.

WE call it "point of purchase" advertising—advertising where the goods are.

Why don't you call it?

Elaborate Portfolio of Photographs sent to national advertisers on request of responsible official.

**EINSON LITHO, INCORPORATED**



NEW YORK:

71 W. 23d St.

CHICAGO

332 S. Michigan Av

# Sweet Tooth Dentistry

**Personality Tactics That Sell Candy  
Faster Than It Can Be Turned  
Out at Dollars Per Pound**

**By C. E. LEEBOLD**

President, Leebold Candy Company, San Francisco, Cal.

IT looks very much as if we'll have to amend the old saw to read: "Great oaks from little peanuts grow," or words to that effect. For the Leebold Candy Company, Inc., has grown into a good sized organization through ability to invitingly treat and sell the forbidden elephant food.

The concern got its start when Mrs. Leebold began to salt peanuts in a new way back in the fall of 1913. The entire plant was erected in the good lady's kitchen in Berkeley, Cal., but in due time it outgrew the kitchen and was moved to the garage—in more due time it outgrew the garage so a second story was added. Even that wasn't a very elastic structure, and eventually an entire new building had to be erected in West Berkeley. That, too, has been enlarged twice in a year.

The next step in the game was including nut candy in the output, for the people demanded them. Finally we got along into the candy line, turning out a product that was distinctly different. While the war was on we were considerably restricted, but as soon as the Kaiser had been licked to a frazzle, we opened up full blast, starting to make candy here in the middle of June. Now we are shipping a thousand dollars worth of candy a day (ranging from \$1.50 a pound up—mostly UP); after six weeks we had outgrown the new factory—and now we are wondering where in blazes we'll go next. Only today we had to go through the painful ordeal of turning down \$1,143 worth of orders from good jobbers because we can't bat the stuff out as fast as the people can eat it!

There are two reasons for this phenomenal growth: better, distinctly different candy; and a few pet ideas about advertising.

From the viewpoint of the product, let me say that Mrs. Leebold's efforts are responsible for the fact that the people come back for more. She *can* make candy—began while a girl at school where she traded it with other kids for things she wanted more than sweets. After she was married she travelled a lot, but she usually managed to turn

out a little candy here and there, prepared in a chafing dish on top of the trunk. Consequently when Mrs. Leebold started to make candy for the market, she knew what she was



Sample of the Leebold Letter-head showing slogan.

about. Indeed, cooking is her art. She can make a salad, full of garlic, and feed it to garlic haters who swear they like it. She has fried chicken in Georgia for the natives who say that no darkie mimmie ever did as well. It is exactly the same with her candy.

## QUANTITY PRODUCTION IMPOSSIBLE

It can not be made rapidly and turned out furiously by the ton. It requires time and extreme care, and when items like fresh butter, cream and fresh eggs might help make it better, they are used. These are the reasons why it costs more than any other on the market, and incidentally why we can't make enough.

It is obvious from this that the line is intended for a distinct class of people who can afford to pay what we are compelled to charge, and who also appreciate the delicate flavors and the creamy centers and superior chocolate coatings which are made to Mrs. Leebold's order only. In attempting to reach that quality group we have been forced to go out of the beaten path with our publicity methods and do things differently.

In following that theory, we have given attention to a great many details that might be considered by some to be minor points. Our letterheads, for example, are better than the "approved"—they are per-

haps in a new class; they have a peculiar appeal; they cost from three to five times what ordinary letterheads cost, but they make an impression that couldn't be bought for less. The packages, too, are different. None of them are gaudy nor loud, but rather interest compelling and appetite appealing. The candy that sells for \$2 a pound is put up in a box made of redwood from trees thousands of years old; the export boxes are made of metal, and so on.

In our paper boxes we stick rigidly to the attractive, occasionally springing a novelty. In one case we packed one lone chocolate in a box to sell for a nickel. On one side of the carton was the legend; "Good goods always come in small packages," and on the other side: "The smallest candy in the world for the price."

## CAPITALIZING THE HIGH PRICE

Some folks call that "gall," but it made a hit. You see, we are not afraid of our prices. We don't apologize for them—rather, in this case, we boasted about them. And that sense of liberal spending isn't supposed to be confined to our customers at all. We practice it ourselves. Letterheads and envelopes at nearly 5 cents each isn't stingy.

In the case of our samples, like the nickel chocolate drop, we market them at a loss so that the good people will find for themselves that Mrs. Leebold's candies *are* different. It acts as sort of an introduction to \$2.50 pound box to follow.

Advertising men, artists and even competitors have credited us with being original. Our ideas are ours. One stunt that we have placed much stress on and to which we owe considerable in the form of publicity returned, is our practice of reproducing our slogan on everything.

"Mrs. Leebold's candies are distinctly different," is our war song. In the lady's own hand-writing it appears on the bottom of our letter-heads, on checks, boxes, our business cards, delivery and salesmen's cars, on de luxe bulletins all over town, on stickers and stamps—every place we can get it. Even on the side of the building, on a big white background, under the line, "See the handwriting on the wall," is the eternal message: "Mrs. Leebold's Candies are distinctly different." The front window carries it, too; our purchase orders and invoices have it—everything has.

We have drummed on that idea until it has gotten across. It has



ESTABLISHED 1913  
**H. E. JAMES ADVERTISING AGENCY, INC.**  
 110 West Nineteenth Street  
 NEW YORK

Member of  
 Audit Bureau of Circulations

November 7, 1919.

Mr. H. A. Weissberger, Pres.,  
 Advertising Artists, Inc.,  
 33 West 42nd St.,  
 New York City.

Dear Mr. Weissberger:-

The Sloan's Liniment street car card meets with our hearty approval, and you have again "hit the bull's-eye" with this design.

The "old man" design that is now in the cars is certainly a hit, and as you will probably notice we are using the character in Sloan copy very extensively.

There is something about your work in the designing of our street car cards, both for Sloan's Liniment and Dr. Bell's Pine Tar Honey, that we have been unable to find anywhere else. Your handling of colors is one of the vital factors in the attractiveness of the cards, and we certainly want to extend our appreciation for the sincere efforts and cooperation that you extend in all your business relations with us. Your ideas have been very helpful.

When you take hold of matter that we turn over to you, we feel entirely satisfied that the final outcome will be most pleasing.

Very truly yours,

H. E. JAMES ADVERTISING AGENCY, INC.

President

G. C. Green/R





Even the Leebold checks carry the message on.

commanded and received attention, and when those interested in the assertion sought to verify it, they were not disappointed one whit. That is why I say Mrs. Leebold is responsible for bringing the people back for more.

Equally as obvious is the truth that our message has taken hold and has been imbedded in the minds of the people. Although we do no retail business here, consumers come in by the droves and insist upon buying these much-heralded chocolates. We have received all kinds of comments on the use of trade slogan, which has stirred up universal interest.

#### BACKING UP THE CLAIMS

And the entire effort we have expended on advertising and publicity is emphatically accomplishing that end we strive to attain and maintain. It is our desire and ambition to divorce Leebold's Candies from other candies in the mind of the public, for knowing that our line is distinctively different, we appreciate the necessity of keeping the public thoroughly sold on that point. They, too, must know it and continue to believe it.

Our chief means of bringing that desired condition to pass heretofore has been by the methods I've briefly described above. We have persisted in keeping not only the product, but everything that suggests the product, "distinctly different." Our literature, boxes and other things that represent us in the minds of the public are as different from other lines as the candy is from ordinary candy. It is our theory that if we claim distinction for our goods, we should furnish tangible evidence of our ability to be distinctive.

There is no better way than by creating in the mind of the people who come in contact with your material an instinctive, subtle suggestion of quality. The man, for example, who reads one of our exclusive-looking, hand-painted bulletins, or who receives a communication from us on tinted, Italian hand-made, deckle-edge stock, can't help but be impressed, and when that attitude is created, his mind is open

and ready to give credence to our unvarnished statement that we turn out something different from anyone else.

Our only fear is that we might lose ourselves in the crowd. But as long as we are able to continue with the ideas and practices that have got us this far, we need hardly be afraid of that possibility.

Personality in our advertising of a personal product has built this business from a one-room establishment into an organization now able to handle average sales of many thousands of dollars a month.

Considering what I told you about our production difficulties—the need of time and care—and remembering the \$1,100 worth of rejected jobbers' orders for today, I feel safe in saying that the theory behind the execution is a sane one.

#### Advertising in Italy

Advertising in Italy is still in an elementary stage, but there is a growing tendency on the part of important firms to keep their message before the public. As obtains in other countries, the small and large organizations which are making the greatest progress are those which maintain a policy of steady advertising.

The success or failure of an advertising campaign in Italy is controlled by the same principles which enter into a campaign in the United States, or in any other country. All advertising is essentially a problem of selling, in some form or other, and must be studied from an objective viewpoint—that is, with an eye to the reaction produced upon the person to whom the appeal is directed. If, therefore, American advertisers will make a careful study of the temperament and habits of the Italian people, of Italian social and commercial life, and of the methods of distribution in vogue in Italy, there is no reason why their advertising should not be as resultful in Italy as it is in the United States.

Poster advertising is in great favor in Italy. In many of the large cities billboards, put up by the municipal authorities, are at favorable locations on buildings and at railway stations. Poster advertising has proved very effective for low-priced articles of popular consumption; and this form of advertising has been used prominently even in connection with the campaign for selling a large bond issue offered by Italy's steel trust—the *Illa Co.*

The Italians, generally, are newspaper readers, as is proved by the large circulation of many of the newspapers in Italy. For general advertising, the *Corriere della Sera*, of Milan, has an international reputation; and *Il Sole*, of Milan, which is the standard daily devoted exclusively to business interests, is almost indispensable where it is desired to reach an audience interested in commercial, industrial and financial matters. The amount of advertising carried by the Italian newspapers is relatively small, since the papers are made up of only four or six pages. The "news" printed is not so much news, as we know it, but rather in the nature of editorial comment.

The American weeklies and monthlies, so far as their advertising pages are concerned, have no counterpart in Italy. Among the upper classes, *L'Illustrazione Italiana*, *Il Secolo Illustrato*, and *Il Mondo*, all weeklies, have fair-sized circulations; and *La Domenica del Corriere*, and publications of a similar type, selling for the equivalent of two cents, have much wider circulations. The monthly magazines are inferior in their make-up and editorial content, and, from an advertising standpoint, have very little value.

Trade papers are of a high grade in Italy. Most of the principal branches of industry are represented—agriculture, machinery, textiles, chemicals, electrical goods, and so on. There is a heavy volume of advertising carried steadily in these trade publications, and it is a matter of record that the advertising in these technical papers is productive of results among the dealers.

Direct advertising, that is, circular letters, folders, etc., is not used to any extent. For that reason it might work out well in certain cases, because Italians, being unused to this form of advertising, may afford consideration to the letters or folders. In the case of specialties, where it is essential to explain the features, or describe the workings, of a particular article, direct advertising is being used by Italians with much success.

Illuminated signs and motion pictures have not been taken up in Italy. Window displays, as the United States understands this form of advertising, are unknown in Italy. It seems as if window advertising might prove particularly successful, inasmuch as the Italian likes to see what he is buying, and the more attractive the display, the better the chance for getting his interest and decision to buy.

The modern advertising agency, with its complete service, as Americans know it, does not exist in Italy. Generally speaking, the newspapers and periodicals receive their advertising direct.

From a report of the Italian Discount and Trust Company.

#### Merritt Will Guide "Laco" Advertising

The advertising of Lockwood & Brackett Co., importers of "Laco" castile soap and olive oil, Boston, Mass., will be in charge of Arthur H. Merritt, a director of the Franklin P. Shumway Co.



One box sells another box by this method. The script slogan is used here, too, as on everything else.



# All through the steel strike—

*Bill Jones said "Hold your horses, boys!"*

**B**ILL JONES used to be a steel worker himself—until he became a Methodist preacher at Steubenville, Ohio.

When the steel strike came, Bill Jones saw at once the dangers of inflammatory appeals—the dangers of arson, of rioting, of sabotage. He began to preach the doctrine of "Hold your horses." He preached it with all the eloquence, all the persuasiveness at his command.

He succeeded so well that now they are calling him "*the greatest steadying influence in the whole district.*"

Yet, Bill Jones would be the first to tell you that there's

nothing astonishing in what he did. He is just one among thousands and thousands of church men and women who stand for progress while opposing radicalism—men and women of sane, rational outlook who want to make the world a place of real comfort and happiness for themselves and their fellows.

300,000 of these substantial, intelligent, kindly folk read the CHRISTIAN HERALD every week. It entertains the whole family—it keeps them informed of every phase of world activity. And for their daily needs, it puts them in touch with the best the market has to offer.



## THE CHRISTIAN HERALD

GRAHAM PATTERSON, *Publisher*

NEW YORK CITY



## The Underwear & Hosiery Review

320 BROADWAY NEW YORK

## SALES MANAGEMENT

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

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

The Dartnell Corporation, 1270 Bracke Bldg., Chicago

## POSTAGE

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

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

We solicit your account

**JAMES T. CASSIDY**  
286 North Front St., PHILADELPHIA, PENNA.  
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.

## Topeka Daily Capital

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

**35,247**

*Arthur Capper* Publisher  
TOPEKA, KANSAS  
Member Audit Bureau of Circulations

### Otis Elevator Man Joins Goodrich Company

Frank P. Hammon, for nineteen years connected with the Otis Elevator Company in their New York and Philadelphia offices, has been appointed Office Manager of the Goodrich General and Factory Offices at Akron, Ohio.

### Advertising Attracts Tourists

The Minnesota Ten Thousand Lakes Association reports, that due to extensive advertising during the past year, tourists from other states spent \$6,000,000 in this State during 1919. The number of visitors was three times as large as in 1918.

### Evening Classes in Typography Held in College of the City of New York

The College of the City of New York is to hold classes for three courses of evening study in the following subjects: Proofreading and Copy-reading; Cost-Finding and Estimating and Topography and Advertising. The classes are to be conducted by Arnold Levitas.

### Alexander Brothers of Philadelphia Hold Annual Banquet

The annual banquet of the Alexander Brothers, makers of leather products in Philadelphia, was held recently. A feature of the banquet that received much comment was a menu card originated by C. M. Kembrey, assistant advertising manager.

### Chicago and St. Louis Teachers Advertise

Under the direction of the Advertising Committee of High School Teachers, the men and women of Chicago's schools have under way a newspaper campaign to impress the public with the importance of paying teachers higher wages. St. Louis educators are making a drive for the same reason in a similar manner also.

### Clever Booklets

Yawman and Erbe Manufacturing Company, makers of Y and E filing systems, have patented two booklets for direct mail advertising which are as clever as they are original. Each folder in colors depicts a Y and E file open, and as the inserts are movable the first impulse is to see what is filed within. And, under each tab or file pocket is well told in detail the many features and advantages of the system.

### Reports on Markets for Gloves Ready

A series of manuscript consular reports relating to markets for gloves in Latin-American countries has been prepared by the Latin-American Division of the Bureau of Foreign and Domestic Commerce. Application for loan copies of the series should be addressed to the bureau or its district and co-operative offices.

The reports describe the material, style and quality of glove preferred in the various Latin-American countries, and give statistics showing quantities and values of imports. Lists of dealers are also available.

### Important Publications for Advertising in Argentina

To answer the numerous inquiries which he has received regarding the market, Consul Wilbert L. Bonney, at Rosario, Argentina, has sent a report to the Department of Commerce in which is included the important papers for advertising. They are as follows:

The great dailies of Buenos Aires (*La Nacion* and *La Prensa*) have a wide circulation and a large advertising patronage. They are freely used by foreign firms introducing goods into Argentina. They may be consulted in some of the libraries of the large cities of the United States.

The *Review of the River Plate*, published weekly in English, at Calle Mitre 427, Buenos Aires, gives current information relative to industrial and agricultural conditions, and is used by many large foreign firms as an advertising medium. It can probably be consulted at the office of the New York agents (Donnell & Palmer, Whitehall Building, 17 Battery place).

The British community in Argentina maintains two daily newspapers, The Buenos Aires *Herald* and *The Standard*, both of which are freely used by local firms and importers for advertising purposes. These papers give intelligent attention to the livestock and farming interests as well as to commercial subjects.

The *River Plate American*, Charles P. Stewart, publisher, 404 Pasaje Guemes, Buenos Aires, a weekly journal in English, began publication January 1, 1919, with a representative class of advertising and promises to become an important factor in promoting American trade interests.

The leading daily paper and advertising medium of Rosario is *La Capital*, an excellent paper reaching surrounding territory and interior cities. It was founded in 1867.

The *Anuario Kraft*, Calle Cangallo 641, Buenos Aires, covers the Republic minutely. It is a directory giving names of commercial firms and individuals classified conveniently, with sketches of the Provinces and Capitals.

There is also a British directory published by the Standard Directory Co., Cangallo 685, Buenos Aires, in which will be found the names of practically all the American and British firms represented in Argentina, and the names of some 1,500 landowners, breeders and planters.

*La Gaceta Rural*, Calle Chacabuco 145, Buenos Aires, reaches a large rural clientele and is used as an advertising medium by many dealers in agricultural goods.

The Special Agents Series and other publications of the Department of Commerce will be of great assistance to an understanding of the market, especially No. 43, Markets for American Hardware; No. 85, Markets for Drug Products, etc.; No. 116, Markets for Machinery and Machine Tools; No. 103, Paper and Printing Machinery; and monographs dealing with lumber, shoes, and leather, furniture, electrical goods, and other subjects.

# "GIBBONS KNOWS CANADA"

# An Appreciation of William Woodhead

By CARL HUNT

---

The good that is in us lives on after we pass that mysterious station which we call Death. We know that it is only a station—that it is not a terminal either, so far as the thought concerns the individual who passes on, or the good influence which he has, in his life-time, engendered.

William Woodhead believed in the public service value of business and the profession of advertising. He believed in the Associated Advertising Clubs of the World because this Association represented, in his opinion, the highest idealism and the best thought that there was in the business.

To him, business was not sordid, not ugly.

He knew that business could be beautiful, inspiring.

Full many a business transaction is a sermon of surpassing beauty and power. We have, all of us, seen many such. We see them every day of our lives.

This is true because the basis for success in business is service, and real service must of necessity be based upon genuine interest in the other fellow—upon love, if you please.

Every straight business man is a preacher, employing deeds as the chief medium of his expression, rather than words.

Some people live for what they can get out of life. Others live for what they can put into it, and these are the salt of the earth.

Through his contact with this and other organizations, William Woodhead put forth a worthy effort to make business better, more inspiring, more

worthy of public confidence, more in the interest of the public which is served by business.

All this he did at a sacrifice, especially when he was president of this Association. His presidency was at a time when his own business demanded heavy toll from him, yet he went through with his Association work. He did not falter. He did not complain.

And let us all be thankful that he lived to witness some of the fruits of his labor, for he saw, during the war, what titanic service for good emanated from this Association—how it helped the Red Cross and other good causes, how it helped to whip a nation into the habit of unified, patriotic thinking, how it helped to save the world for democracy.

The work he did for the upbuilding of the Association counted in the war emergency. He had helped to build a better, stronger organization, and his energies were thus projected forward into a period when the Association was put to the test.

Now, how can we best honor the memory of William Woodhead?

We can take up his torch. We can carry it on.

Each of us hope to live so that when we pass that mysterious station of life and are no more on this earth in body, others will, indeed, take up what we have started, and will carry it on and on.

We have much reason to be thankful for, William Woodhead. Let us honor him, therefore, in a practical way,

## Accountant for Advertising Agency

Man to take charge of active set of general books and handle all auditing. Must be thoroughly competent. This offer is extended to those only who have had several years' experience. See

Mr. Collins, Blackman-Ross Company, 95 Madison Avenue, New York City.

## A Fertile Field for Shaving Soaps

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

**The American Cutler**  
15 Park Row New York

## We represent all Student Publications

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

### COLLEGIATE SPECIAL ADVERTISING AGENCY

Incorporated  
503 FIFTH AVE., N. Y.  
Established 1913

# COLONIAL COVER

IN

## BRIGHT RICH COLORS

FOR

## The Best Grade of Booklets

Made by the Mill That Will

**Peninsular Paper Co.**  
YPSILANTI,  
MICH.

### Introducing Miss Ramsay

To gladden the hearts of Mr. and Mrs. Robert E. Ramsay, a baby girl arrived at their home in Elmhurst, L. I., last Sunday, February 1.

### Beatty Leaves Mesta Machine to Direct Defiance Advertising

Wesley M. Beatty, publicity manager of the Mesta Machine Co., Pittsburgh, Pa., left his position on January 30 to accept the managership of the Defiance Machine Co.'s advertising department in Defiance, O. Mr. Beatty is succeeded by F. J. Wigle, who has been instructor of trades in McKeesport, Pa., public schools.

### S. Reid Warren Rejoins Ware Bros.

S. Reid Warren, recently with the Keystone Publishing Co., Philadelphia, has rejoined Ware Bros. Company, to undertake the direction of their promotion work. Mr. Warren, who was formerly with Ware Bros. Co. for five years, has been associated with Philadelphia publishing houses for about seventeen years.

### Lehmann Now Represents "Hearst's" in West

George A. Lehmann has been appointed a western representative for *Hearst's Magazine* with headquarters in the Chicago office of that publication. Mr. Lehmann was formerly space buyer and representative for Johnson, Read & Company of Chicago.

### Cooke Connects With Green, Fulton, Cunningham

Frank S. Cooke, advertising manager of the Denby Motor Truck Company, and formerly automobile editor of the *Detroit Free Press*, has joined the advertising agency of Green, Fulton, Cunningham Company.

### Bradfield Agency Incorporates

With a capital of \$10,000 the Bradfield Company, advertising agents, have begun business with offices in the Kresge Building, Detroit. Incorporators of the firm are Harry C. Bradfield, Frederick A. Vollbrecht and Alfred D. Kelley.

### Michigan "Ad" Clubs Will Affiliate

Affiliation of the score of advertising men's clubs throughout Michigan will be effected during the summer. Plans have already been perfected for a gathering of advertising men in Detroit in April, at which plans will be laid. The Kalamazoo Advertising League is responsible for the suggestion, which has met with approval in Detroit and many other cities.

### Keough Acting Manager of American Writing Paper Company's Advertising Department

Edmund F. Keough, of the Advertising Department of the American Writing Paper Company, has been appointed Acting Advertising Manager to succeed Fred M. Webster, resigned.

Mr. Keough has had several years' experience in advertising and sales promotion work. He was formerly engaged in publicity work with a number of important newspapers in various parts of New England and New York State. His principal connections have been with the New England Westinghouse Co.; Phelps Publishing Company, Springfield; and Eldredge Electric Manufacturing Company, Springfield.

### New Production Manager For Matteson-Fogarty-Jordan Co.

H. W. Wolf has joined the staff of the Matteson-Fogarty-Jordan Co., Chicago, as production manager. For seven years, he had a similar position with the Gundlach Advertising Company of the same city. Mr. Wolf returned early in the fall of 1919 from Siberia where he was a sergeant in the American Expeditionary Forces.

### R. L. Fitzwater Is Elected Vice-President H-O Co., in Charge of Sales

The H-O Company of Buffalo, through its vice president and general manager, Henry P. Werner, has announced the election of R. L. Fitzwater of Philadelphia, as vice president of the company, in charge of sales. Mr. Fitzwater began his new duties on February first.

Mr. Fitzwater was born thirty-nine years ago in St. Louis County, Missouri. He is the son of a farmer, and was brought up on a farm. While a young man, he entered a retail store in Philadelphia, and later became a missionary salesman for Proctor & Gamble, subsequently being promoted to a regular salesman, travelling all over the East and Middle West for the same house. He was made Philadelphia sales agent of the Cotton Seed Oil Department, and later became assistant to the manager of the Philadelphia office of Proctor & Gamble.

In 1916 he was engaged by the Wholesale Grocers Sales Company of Philadelphia, to assist in its organization, and was made secretary, treasurer and general manager of the combination, which included twenty-four Philadelphia and Camden, New Jersey, wholesale grocers. His position with the Wholesale Grocers Sales Company blazed new trails, but he developed it into large proportions.

He made some signal successes in accounts featured by the Wholesale Grocers Sales Company, including Purity Oats, Sunkist Marmalade, Whitehouse Vinegar, Holland Rusk, Douglas Oil and many others of equal importance.

He was married to Miss Adah Potter of Camden, N. J., in 1905, and is the father of two children, Adah and Richard, Jr.

The announcement fulfills predictions recently made of new and aggressive management of the H-O Company's affairs. On July 1, 1919, Henry P. Werner became vice president and general manager—and now with the addition of Mr. Fitzwater, it is expected that unusual progress will be made in the affairs of the company, which has been among the nation's leaders for so many years.

## Checker for Advertising Agency

Young man or woman for active assistant to head of Checking Department. This offer is extended to those only who have had more than a year's experience in actual checking work. See

Mr. Collins, Blackman-Ross Company, 95 Madison Avenue, New York City.



# How the Fertilizer Business is Capitalizing Education

Some "Food" for Thought Among Industries Where the Prospect Has to Be Thoroughly Educated

By CHARLES A. WHITTLE

Editorial Manager, Soil Improvement Committee of the South

**T**HE sale of fertilizers has come to be one of the great businesses of the land, and is destined to grow with almost mathematical definiteness as the natural cropping power of the soil is reduced with each successive harvest.

The growing deficiency of plant food in the soil by no means automatically enforces a proportionate amendment from commercial sources. It is quite far from being easy of accomplishment.

To begin with, the farmer whose soil has lost its power to produce crops profitably is loathe to admit it, choosing rather to believe that it is unfavorable weather, poor seed, or some other perversity rather than the real reason, that is, run-down fertility.

Then nearly every farmer believes that he knows how to rebuild his soil fertility by home methods. He believes that somehow, by some legerdemain, he can have his cake after he has eaten it. Therefore he is resentful and unwilling to face the necessity of buying food for his plants. He is prejudiced against fertilizers. He entertains curious notions about their effect on his land, believing somehow that it will harm the soil, and that once fertilizers are used they must always be used.

Obviously, then, when prospective customers are of this sort, the highest type of salesmanship must be employed to get a hearing, to force open the unwilling mind and to lead the stubborn will to a sale.

Not only prejudice is in the way, but ignorance. The average farmer does not know what soils contain, and what the crops require as food. Nitrogen, phosphoric acid, and potash mean little or nothing to him. He may have heard of them, but more than likely he has relegated them to the limbo of "bookish nonsense."

## WHAT THE SALESMEN HOLD

So by a sort of natural order or matter of course the fertilizer salesman accommodated himself to the customer, and sold "guano" or his

brand of fertilizer rather than so many pounds of this and that kind of plant food mixed in a definite proportion.

Several years ago far-seeing fertilizer men took stock of the industry, its trend, its faults, its future. The result was a determination to assume an obligation to help to educate the farmer in the proper use of fertilizers. Out of this determination grew the Soil Improvement Committees. To these committees were given funds to carry on educational work. In setting about their mission the committees employed agricultural experts of marked ability and fitness. For six years these committees and their staffs have been engaging the problems involved with signal success, and the fertilizer industry is thoroughly sold to this branch of the work.

When the task of doing constructive work of an educational sort under the auspices of the fertilizer industry was faced by the Soil Improvement Committee, one of the first conclusions was that the farmer needed some simple and practical literature on the first principles of plant food. Literature of this nature was issued and offered to the fertilizer manufacturers for sale. It was bought by them and enclosed in their mails to their customers or prospective customers.

From time to time other forms of literature were issued, some primarily on how to use fertilizers, others on soil management, others on crops of various kinds. The distribution of this literature by the manufacturers brought the individual fertilizer company into contact with the fertilizer consumer in more constructive, helpful way than hitherto it had been possible.

## MANY MEDIA USED

In their efforts to educate the farmer by use of publicity, these committees used bulletins, circulars, advertisements, folders, letter inserts, posters, postcards, stickers, syndicated articles and special articles.

At times the publicity assumed the nature of a campaign to get the farmer to realize a car shortage situation so that he might order his fertilizers early; or, again, it has taken the form of warning against fraud or harmful propaganda.

A very important work which the staffs have found to do is in connection with experiment stations and agricultural colleges. Information has been found lacking on which specific recommendations as to fertilizing certain crops and soils, or as to the amount of fertilizer that should be recommended for given soil types. To get this information the aid of experiment stations has been sought and readily obtained.

Again there may be information as to how to get results from fertilizers, but there is need of demonstrations to convince the farmer. The staffs of these committees have turned to the extension forces of the agricultural colleges and entered into cooperation whereby the county agent conducts fertilizer demonstrations on farms. Thus the farmer is shown clearly what he can expect from the use of plant food.

## THE RESULTS

Has this educational work paid? Perhaps the best evidence is found in the fact that the fertilizer manufacturers have steadily increased their contributions to its support.

While the object of the Soil Improvement Committee is primarily to educate, and not to sell, it has been apparent that the committees were laying the foundation on which greater business of the future would be built, and that in fact some results are being manifested in increased sales.

The effort of the fertilizer industries to render service has brought about a sympathetic touch with other agricultural agencies such as the experiment stations, the agricultural colleges and national and state departments of agricultural. This has resulted in bringing about closer cooperation and better appreciation on the part of the fertilizer industry of the service it can help these agencies render.

Wherever there is ignorance there is suspicion. On suspicion the political demagogue will built. Eventually the educational work of the county agents, the agricultural colleges and experiment stations, the national and state departments of agriculture and the fertilizer industry will so far have dispelled this ignorance about plant food as to re-

**Your Prospective Customers**  
 are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 9000 different national Lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dirs., Zinc Mines, etc. This valuable reference book free. Write for it.  
**Send Them Sales Letters**  
 You can produce sales or inquiries with personal letters. Many concerns all over U. S. are profitably using Sales Letters we write. Send for free instructive booklet, "Value of Sales Letters."  
**Ross-Gould**  
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**Training for Authorship**  
 How to write, what to write, and where to sell.  
 Cultivate your mind. Develop your literary gifts. Master the art of self-expression. Make your spare time profitable. Turn your ideas into dollars.  
 Courses in Short-Story Writing, Versification, Journalism, Play Writing, Photoplay Writing, etc., taught personally by Dr. J. Berg Esenwein, for many years editor of Lippincott's Magazine, and a staff of literary experts. Constructive criticism. Frank, honest, helpful advice. *Real teaching.*  
 One pupil has received over \$5,000 for stories and articles written mostly in spare time—"play work," he calls it. Another pupil received over \$1,000 before completing her first course. Another, a busy wife and mother, is averaging over \$75 a week from photoplay writing alone.  
 There is no other institution or agency doing so much for writers, young or old. The universities recognize this, for over one hundred members of the English faculties of higher institutions are studying in our Literary Department. The editors recognize it, for they are constantly recommending our courses.  
 We publish *The Writer's Library*. We also publish *The Writer's Monthly*, especially valuable for its full reports of the literary market. Besides our teaching service, we offer a manuscript criticism service.  
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move danger from the unscrupulous politician in this field.

A great part of fertilizers are sold on long-time credit, payable, in fact, when the crop on which they are used is marketed. The planter and the local dealer join in making notes, but the collection of the notes and a resale are going to depend in no small measure upon how well the farmer runs his farm. The fertilizer manufacturer realizes that as the farmer prospers he will prosper. If the right kind and the right amount of fertilizers are used on a given crop, and the soil is properly handled, the farmers profits will be greatest.

Viewed from this standpoint alone, it is good business to so educate the farmer in the use of his fertilizers and farm practise in general, that he will be the better able to meet his notes and be a better customer by reason of his greater prosperity.

But the fertilizer industry has not confined its efforts to educating its customers through agricultural experts of its Soil Improvement Committees alone. It has conceived that the fertilizer salesman can be a great educational force also. Out of this conception developed the agricultural college short course for fertilizer salesmen which will be treated in a subsequent article.

**"Times" Club Has a Dance**

The first entertainment and dance of the New York Times Club, a society formed recently by employees of all departments of the *Times*, was held last Tuesday night at the Hotel Pennsylvania. Some 700 members were present. Hugh A. O'Donnell is president.

**Sherman & Bryan Move**

The advertising agency of Sherman & Bryan, New York, has moved its offices from 79 Fifth Avenue to the Cuyler Building, 116-120 West 32d Street. Announcement of the removal, made with "the desire to herd with our friendly competitors," was published this week in New York papers.

**Moore Is Rose-Martin Production Man**

S. P. Moore, for the past six months with Osgood Studios, New York City, has joined the staff of Rose-Martin, Inc., Advertising Agency, New York City. Mr. Moore, who will have charge of the production department, was formerly for five years with the *Public Ledger* in Philadelphia.

**Evarts Shanklin Barnum Dies**

Evarts Shanklin Barnum, in charge of the copy department of the G. M. Bassford Company, and formerly an associate editor of *Railway Age*, died Tuesday at his home in Ridgewood, N. J., aged 36 years. He was a graduate of Purdue University and was at one time engaged in railroad work.

**Two New Men For Campbell-Ewald**

Emmanuel G. Frank and William A. Moffett have joined the forces of the Campbell-Ewald Company, of Detroit, the former as copy writer, and the latter to take care of the bureau of publicity. Mr. Frank was advertising manager for six years of the Truscon laboratories. Mr. Moffett was city editor of the *Detroit Free Press*.

**Hughes Leaves Car Advertising Co.**

Thomas Hughes, for five years associated with the Broadway Subway and Home Boroughs Car Advertising Company as their western representative, has severed his connections to accept a responsible position with the Williams Sealing Corporation of Decatur, Ill., taking charge of their interests for the present on the Pacific Coast.

**A Campaign For Stratford Clothes**

Greig & Ward, Chicago, are negotiating for newspaper space for Cohn, Rissman & Co.'s Spring campaign on "Stratford Clothes." Papers in 50 cities are to be used.

**Henry Richard Davis Has Gone**

Henry Richard Davis, secretary of the Providence Journal, and an official of the company for sixty-six years, died last Sunday afternoon. He would have been eighty-one years old next month.

So closely was Mr. Davis's life interwoven with the history of the *Journal* that the observance of his eightieth birthday last March was regarded as an anniversary of the newspaper. In 1904 his associates published "Half a Century With the Journal," a volume dedicated to him as "the one person most intimately associated in the minds of the majority of the *Journal's* friends with their recollections of the paper.

**Miss Kennedy a New Member of the Happy "A. & S." Family**

Miss Marie Kennedy, known to the advertising profession through her connection for six years with *Printer's Ink*, has become a member of the happy and growing ADVERTISING & SELLING family. Recently, Miss Kennedy was at the New York headquarters of the McJunkin Advertising Company.

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Your lithographer is assured maximum production

**REX PAPER COMPANY**  
 KALAMAZOO MICHIGAN

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*Without cost or obligation  
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There is *one best* paper for the advertising of your product, merchandise or service. The color, finish, quality and appearance of the paper you use are vital factors in putting your direct advertising message across whether your appeal is addressed to bankers or prospects who do not even read the English language.

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It will help you build every piece of Direct Advertising on the right basis which means greater returns and more profit.

*Research Laboratories*

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1162—208 South La Salle Street  
Chicago, Ill.

# **3 Reasons For Outdoor Advertising**

- 1—Your Product**
- 2—Your Message**
- 3—The Consumer**

**Thos. Casack Co.**

**Chicago**

**New York**