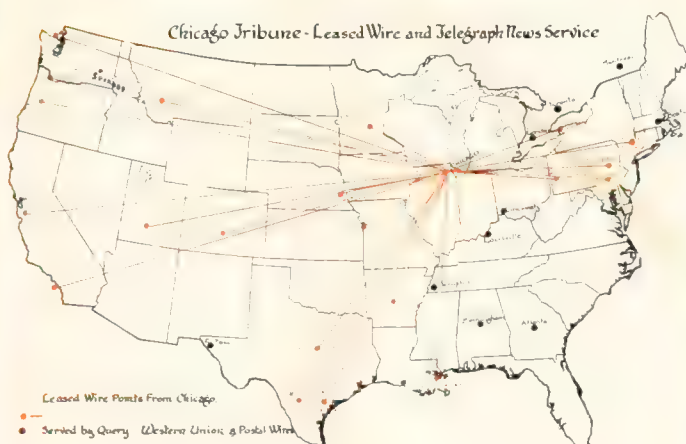


# Advertising & Selling

Public Library,  
Kansas City, Mo.

MAY 29, 1920

## THE "W. G. N."



The above map illustrates one of the reasons why The Chicago Tribune is called "the world's greatest newspaper."

So efficient has its news-gathering organization become that papers in 30 or more cities buy The Tribune's exclusive news, although they already have the service of the Associated Press, United Press, etc.

The papers connected with Chicago by red lines on the map above maintain leased wires direct into the Tribune office, over which they obtain a full Tribune report each night, paying as much as a thousand dollars a month for the privilege. The papers in the other cities shown pay The Tribune space rates for news and pay telegraph companies so much per word for carrying it to them.

Even European newspapers are buying the telegraphic report of The Chicago Tribune Foreign News Service. More than once, Tribune reporters in the capitals of Europe have scooped the newspapers of these capitals on big events occurring at their very doors.



## Here's a Great Idea —this Display Letter

"Speaking of visualization! This letter *makes* you appreciate the distinctive features of the product it explains. Why, it's an illustrated sales talk. And there's no chance of the illustrations losing themselves—or coming late "under separate cover."

**F**OR remarkable results in "follow-up" print your letter head on a four page display letter. Use the first page for your specific, typewritten message; and the other three pages for printed descriptive matter and illustrations. Visualize!

Let us send you a portfolio of display letter suggestions. You'll find some valuable, proven sales-helpers among them.

*Its specially prepared surface makes Foldwell Coated Writing an excellent paper for this purpose. And its unmatched strength preserves the freshness of such letters even under severe handling.*

*Foldwell Coated Papers are made in Book, Cover and Writing*

**CHICAGO PAPER CO., Manufacturers**  
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*Nationally Distributed*

**Foldwell**  
TRADE MARK  
COATED WRITING

# Highly Concentrated City Circulation In New Orleans

The leading commercial center of the South—the second port of the U. S. A cosmopolitan city—a highly active buying and selling market—responsive to advertising.

Suburban New Orleans is too limited—too scattered to reach economically. Concentrate on city circulation—advertise in the States. You will get more profitable returns at a lower cost.

Want more information?  
We'll gladly furnish it.

WRITE

*J. L. King*  
ADVERTISING DIRECTOR

# New Orleans STATES

**EVENING**

**SUNDAY**

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

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

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

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

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

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

Research Laboratories

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



PAPER AS A FACTOR IN FOREIGN TRADE

# ADVERTISING & SELLING

The National Weekly of Modern Merchandising - Established 1891

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

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

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

29th Year

MAY 29, 1920

Number 49

## What of the Future of Advertising?

**Influencing Thought on Commercial Lines  
Will Be But One Function of This Vital  
Force Which is Filling Our Consciousness**

By **HERBERT F. DEBOWER**

Vice-President of the Alexander Hamilton Institute

**B**EFORE THE BUSY AGE of bought-and-paid-for-advertising the honest craftsman bartered for his raw material, produced his goods and sold the product of his skill, content to prosper a little from his labor and depended for his modest share of prosperity on the goodness of his handiwork and the word of mouth approval of his friendly patrons.

The story of his work and the facts about his trade were presented only to those possible consumers whose attentive ears came within range of the town crier's voice.

But time has dealt swiftly with those who make goods and sell them. We have passed beyond the days of commercial modesty with rapid strides.

First came the advertisement promoting the sale of manufactured products. Fifteen years ago any other kind of printed selling would have been frowned upon. But now, we call on advertising to create good will, or to establish a coined word that names our product. It sells patriotism as well as automobiles; it rents houses and it elects public officers.

Advertising has grown to be an economic factor that must have a large share in the conduct of any business that is to be successful.

It is hard to conceive of what advertising will be called upon to do in the future. We must realize its great power but we realize also that the methods by which that power is put to use are almost experimental. The developments ahead should be remarkable.

Even at this early stage of the development of advertising we have certain proven principles to guide our further efforts. We have come

to accept advertising fundamentals as we accept the fundamentals of banking or of personal selling and other more standardized phases of business.

WHAT WE EXPECT OF ADVERTISING.

We are at least far enough advanced to know what we may expect of good advertising today. In its conventional function as a promoter and developer of commerce, advertising attempts to accomplish the following results:

1. To establish the name of the house and its trade mark;
2. To fix the product firmly in the mind of the buying public, and to keep it there;
3. To make people want to possess the product;
4. To direct public preference in the selection of such a product;
5. To move the goods, either directly, or through jobbers or dealers.

In short, advertising's common purpose is to influence public thought along commercial lines.

But advertising is not entirely confined to strictly commercial promotion.

In the next few years advertising is going to go right after you and me and make us change our bad habits for good ones and revise our opinions about a great many things. It has already started to do that but the possibilities have been barely touched. We have seen many excellent attempts recently to mould public opinion by the Railroad Executives' Association, by the labor unions, by the Dairymen's League and other similar organizations. Politicians have discovered that ideas can be sold through advertising as well as by way of the stump and now they have more or less dis-

carded the forensic exhortation of the oratorical platform and have turned to selling their ideas through dignified, convincing advertising. The advertising for and against the League of Nations is a good example of this form and if political leaders can see their opportunities as clearly as we must give them credit for being able to see, the League of Nations and all other pertinent political questions will dominate the campaigns this fall through well-directed advertising.

THE DESIRE FOR INFORMATION

People are hungry for information and education. They should, and they must, be told about, and be educated up to, new legislation, and all the social developments that vitally affect us all.

The world war and the readjustments it is bringing about will develop many unheard-of conditions in this world. Many of the tremendous complexities which stir unrest among the populace can be interpreted by intelligent publicity. Some of it has been attempted by various organizations. There is much more to be done along similar lines.

A great deal of thought is being given to the problem of labor unrest and the difference between labor and capital. No matter how hard an organization is trying to play fair with its employes, the only way to curb the agitators in the plants and combat their insurgency is by advertising to the men in the organization, constantly giving them the vital facts about the status of business. We find an example of this in a recent advertisement signed by the Stillwater Worsted Mills published to combat a

news item which told about the possibility of many Rhode Island Woolen Mills closing down. The news item said that such action would be taken in case further demands were made on the mills by employees. The Stillwater Mills bought space several days later to refute the story that they were included in any such movement and they took occasion to tell the public and their own people that they would keep their own factories moving regardless of what other employers would do.

Scarcely less interesting, to revert to the commercial functions of advertising, are the indirect results of which even the most experienced advertisers are not always aware. These indirect, and usually quite unanticipated, results are sometimes even more beneficial than the direct. To illustrate, I will take the liberty of referring to observations our own company has made in its advertising experience.

#### ADVERTISING THAT BENEFITS

Aside from the part that advertising has played in our sales, and the direct returns we have received from it, one of the greatest benefits is the inspirational effect that it has on the personnel of our own organization.

We have devoted quite a little time and attention to the problem of making our employees take a real interest in our campaigns. Whenever a piece of a copy is to appear in any important national publication, an advance notice is sent to every employe of the institute telling all there is to know about that particular insertion.

The result is that a larger majority of our employes than you might imagine make it a point to check up our advertising. All through the organization, employees are taking real pride in seeing their own product "talked" about.

This tends continually to resell them their jobs and adds to the confidence and respect they hold for their own company.

The nature of our product requires that we must be in very close touch with a great many men of national reputation who prepare material for us from time to time. We find that it becomes easier each year to approach such men with our suggestion that they furnish lectures and articles for our Modern Business Course. In some cases it is possible to trace their respective moods directly to the confidence that our advertising has built up for us.

We find that our subscribers, also,

take an active interest in our advertising; and it is a fact that the reading of some new piece of copy by a subscriber who has neglected his reading will often so thoroughly resell him on the Course he already owns, that he will immediately resume his reading.

#### HERBERT F. DEBOWER

**M**R. DEBOWER was born in Wisconsin, and his parents were among the pioneer settlers. He was educated at the University of Wisconsin and graduated with the degree of LL.B. While at the university, he was one of the few men selected to stump the State in a political campaign.

Even during his school and university days Mr. deBower was engaged in selling, beginning with the low-priced specialties which student salesmen usually handle, and gradually advancing to more difficult propositions.

After graduation, Mr. deBower, as he has himself expressed it, "indulged in the luxury of practicing law." After two years he determined to drop practicing law for the time being and entered business. His first experience was the selling of books for an eastern publishing house.

Later he organized the publishing firm of the deBower-Elliott Company in Chicago of which he became president. After that business was fully developed, Mr. deBower resigned the active management to promote an idea that he had been considering for several years, and, as a result of his efforts, the Alexander-Hamilton Institute was founded. Mr. deBower believed that there was a big opportunity for spreading a real knowledge of sound business principles among business men and young men anxious to climb the ladder of success and believed that such work would not only be successful financially, but would be of big value to the business world of America. Aside from being chairman of the Executive Committee of the Institute, Mr. deBower is interested in a number of other business enterprises both in New York and Chicago and is recognized as one of the leading authorities in the organization and development of big business of the country. During the war, Mr. deBower was one of the first men to volunteer his services, and among the very first to be sent to France, where he served as captain in general headquarters of the air force throughout the war.

Mr. deBower is now being mentioned prominently as the type of business man who would make a desirable president of the Associated Advertising Clubs of the World, and with his organization training and experience and the fact that he is a national advertiser, many advertising men feel that as president he would be a big asset to the clubs.

Another benefit derived from our advertising is that it strengthens the good will of the organization, with all of its attendant benefits. This good will, for example, is important in creating and developing a wholesome respect for the institute among other national organizations. This may often prove a valuable factor in establishing sound credit relations.

One of the other important advantages is that our advertising serves as an introduction of the Institute to the business men who are its logical prospects. This saves considerable time of our field representatives by making unnecessary the missionary work which would be required of them if our advertising did not assume that function. Now the advertising spreads broadcast our message, and our representatives' most important

work is to help each prospect decide whether he can profit from using the services of the Institute.

These benefits may be called an indirect result of our advertising; nevertheless they are very real and, I believe, to a greater or lesser extent similar benefits accrue to all advertisers.

#### CONFERRING A GENERAL GOOD

When an advertiser carefully studies out his proposition and his possible market and plans scientifically how the advertising can best serve his interest, he is working constructively in the interests not only of his own business, but of industry in general, of advertising in general.

But nothing is more harmful to industry and advertising than the advertising that is done without clear and honest intentions. I am thinking of the few concerns that spend money in advertising in order to save taxes. That is a dishonest practice from which no possible good can come. It is a reflection on honest advertisers and on the publications which carry such advertising.

One of the greatest troubles, particularly in the last two or three years, has been that advertisers have developed an orgy of spending, simply following the crowd. Because their competitors are delving into large space at large expenditures, they feel that they must do likewise in order to be in the swim, regardless of the fact that they may not be ready to do that; notwithstanding that they may not have the proper distribution, or even that they may not have the facilities to meet the demand created by the advertising. And so keeping up with the crowd becomes the policy for every advertising extravagance, the alibi of every advertising mishap.

I once heard a somewhat crude but telling temperance talk that bore on this point. A sailor from one of our naval vessels became intoxicated on shore leave, and was locked up over night by the local authorities. He was brought next morning to the American consul. You can imagine the interview—discredit to the uniform, indulgence of the local police, but the stern necessity of reporting all the facts to the commanding officer.

There was an American army officer present in the office who, as the jackie turned to go, said to him: "Look here, my friend, don't you see that it would have been a heap wiser to have left the last two or

three glasses alone?"

"Well, Captain," the sailor explained, "you see I was out with the bunch."

"Stop right there," said the Captain, "drinking with the bunch never got a man into trouble. It's drinking ahead of the bunch that puts him in the guard house."

There was a frank admiration in the sailor's eyes as he said, "Gee, Captain, I see you've been there."

#### NEEDS CAREFUL ATTENTION

Advertising has become so great an economic force in our present business relations that it must be guided carefully and thoughtfully along the right lines. Perhaps we may compare it to the locomotive which is capable of being a great power when it is on its own track but weak and destructive off it.

This economic force will gain considerable strength and power as time goes on, and it should be the strongest pillar upholding the structure of business in the perilous times which economists tell us are bound to come in the next few years.

It will only maintain its strength, however, if the advertisers and agents and publishers constantly work toward knitting advertising closer to the sales end of the business.

You may have heard of the investigation conducted by a business man some time ago in which he sent out a letter to 119 motor car manufacturers asking them for information about their cars.

Only 97 of the 119 bothered to reply. Sixty-seven of the 97 who replied wrote one letter and then quit. Four sent catalogs and no letter. Thirty sent one follow-up letter and stopped. Five sent two follow-up letters and only one live-wire sent four.

#### THE BROKEN LINK

Twenty-eight distributors to whom the inquiry was referred by the manufacturer failed to write to the customer. In all, the prospect received 138 letters of which 67 said practically nothing of the merits of the car they were trying to sell. Three tried to make a dealer of the inquirer, and one offered him the state agency.

Such a poor link-up between the sales division and an advertising effort in which these manufactures had spent, and were spending, a great deal of money in nation-wide publicity, simply indicates that the law of the survival of the fittest will operate in the case of automobile advertisers as in all others.



HERBERT F. DEBOWER

The present abnormal conditions will no doubt abate, and when that times comes only sound and constructive sales and advertising policies that are properly linked-up will bring profitable results.

There is much to be done by proper advertising and publicity work. There are over 4,000 changes each business day in the United States. Firms suspend business, change hands, consolidate, move; individuals die, women marry, young people enter business. Surely no

advertiser can be satisfied with resting on his laurels feeling that his business is sufficient unto itself and dropping advertising in the belief that his product is sufficiently well known.

I believe that advertising, while it has done a great deal, has a great deal more still to accomplish and it will do its rightful share and its proper work only if directed along constructive lines by the business men who give real time and real thought to it.

#### Thompson Still Wants to Swat Advertising

Despite the fact that there is a slight chance that the bill proposing to tax advertising will ever be exhumed from its grave in the committee pigeonhole, and despite the many protests against it which House Ways and Means Committee, Representative Thompson, its sponsor, still continues to defend his proposal. Thompson argues that many business houses prefer to sink their excess profits in advertising rather than paying the excess profits tax, and that his bill would benefit the government. He also contends that it would bring additional revenue to the post office. These points, he thinks, counterbalance the deadening influence which

his bill would exert on the country's business initiative.

Manufacturers, chambers of commerce, boards of trade, department stores, trade publications, newspapers and a great number of individual merchants in all lines of business, in their wires to Congress, are proving conclusively that, nevertheless, the bill is a blow at the very heart of business.

#### New York "Globe" Now Three Cents

The New York *Globe* raised its price per copy last week to three cents, explaining the rise to its readers; the *Globe* says that the pennies of its readers pay for considerably less than two-thirds the cost of the paper used, advertising paying the balance and all other costs.

# Price Slashing, Wage Cutting--And What?

The Flurry Over Merchandising Conditions and the Production Situation Brings Out the Opinion That the Consumer is "Unsold" on His True Position

By BRUCE MAC GREGOR

WITH the daily news and advertising columns full of announcements of reductions in some cases reaching sensational figures on retail stocks; with banks exerting increasing pressure upon merchandisers and with the public mind about half made up that something is due to break besides prices, a situation has arisen in the last week or two which is of vital interest to advertisers.

The impression seems to have gone abroad, not perhaps so generally among executives as among the masses who are at once the makers and the consumers of the nation's products, that a period of industrial let-down and commercial breaks is just in the offing.

"These good times cannot go on," has been heard for more than a year, a most remarkable year in advertising and selling circles. Within the recent past those who have been enjoying "good times" as a speculative or temporary matter, and who are not accustomed to much prosperity, have experienced a feeling of insecurity. They have begun to count their "small change." The first thrills of the "new rich" sensation all having passed off, the average consumer had become resigned to the paradoxical pleasure of earning much and paying it all for a living. The effect of this was reflected in the great volume of merchandising transacted as well as in the large sums invested in advertising. The purchasing power of the individual, which a few years ago astonished him beyond measure, decreased so rapidly during the war, with ascending prices of everything, that he had begun to accept high prices as a matter of course. He bought luxuries at first for the mere delight of causing the eyes of salespeople to bulge at the display of a roll of bank notes and later for the pleasures to be derived from their possession. He bought, in fact, everything in the market, until a great condition of undersupply was created. He is still buying but it is safe to say that except in cases and localities where, during the last fortnight, there have been such seemingly unprecedented price reductions, he bought with an eye to cutting the

## A Forward Policy

*THE task—or duty—of "selling the consumer" in America on the proposition of readjusting his views as to what he must do to retain the high wage standard which has been his during the last five years, is touched upon in this article, in view of the recent merchandising trend which would seem to herald softening of prices.*

*The writer believes that wages can be kept up, in the face of lowering prices, only if production is increased—production per individual.*

*Production per individual means "Responsibility per individual," something which has not existed in America during the recent past. This opens up a subject so vital to those who are engaged in advertising and selling as to call for wide discussion. It is probable that our readers are having experiences just now which would be highly illuminating.*

—THE EDITOR.

corners; began to exercise real thrift.

Today, the writer who twelve months ago typed off 6,000 words about the workingman who "sport-ed" in the same domicile a player piano, a talking machine, a vacuum sweeper and a new perambulator, is busily wondering if the "panic ahead" signal really should be hoisted or if this readjustment in our economic affairs is going to come about without a crash—by a gradual, sensible, letting-down.

## BANKERS TO THE FORE

To the economically wise who are in the most cases the conservatives in any community (and often to be found in the banking houses) it ought to be apparent that no form of panic is necessary at this time. Nevertheless it is evident from the trend of events that the bankers are in a measure forcing the issue of readjustment by lessening the credit allowed to certain enterprises. Business is beginning to turn from conversation to conservation. National leaders in industry who are, of course, the great national advertisers, are beginning to see a way through their production troubles because of this turn in the tide of thought. It is an encouraging sign to this class that the average man nowadays takes the trouble to count his cash on

hand and Mrs. Average Purchaser is beginning to ask salespeople the price of this or that article. This need not be taken as a discouraging sign in business. It is in fact highly significant of a solid, helpful condition.

It means simply that common sense is ascending the great American throne.

The crux of the entire proposition is, simply, that the people in general never had been "sold" on the idea of getting back to normal. They had been "fed up" on luxury, to an unprecedented degree, as if luxury were the most commonplace thing in the world, against their inner feelings that such a degree of prosperity as they were enjoying was enough to have made them gasp ten years ago.

The psychology of the proposition became that with wages high, with prices high and with persons talking in millions and billions, (although the sums generally were debts, not earnings) ideas flew high also, for ideas are hard to chain to earth.

Nevertheless a comprehensive "selling" campaign, at any time, would have turned the trend of thought, either downward, or horizontally along steady lines. At many times, particularly during the great drives for war funds and welfare work, it was inadvisable to discuss thrift, except in the sense of saving and turning it over for war purposes. Luckily those days are past. There is some suggestion in the air now, of instituting "less" days, as a remedy for the existing condition of under-production. It is not advisable to do any such thing. Such a program, instituted now, would have the effect intended so far as restriction of the purchase and consumption of "extras" is concerned, but it would serve still further to greatly restrict merchandising, and the result of this would be to hamper manufacturing, to curtail dealer activities, and to disorganize the avenues and systems of distribution painfully built up during the days following the armistice, at what cost and effort only those executives who directed the work may understand.



"After every war—a panic," you have heard pessimistic persons declare. Impossible. But if there is to be a panic after the great war of 1914-1918 it will be because the average man in business has proven himself a "bonehead" of the most interesting type and it is wholly up to him to decide whether he entertains for the next year, or immediately thereafter, an honest-to-goodness financial stringency, or continued prosperity. The prosperity we have known for the last four or five years may pass. If it does, better to be thankful for a "joy ride" with no fatal consequences. But it is bound to be succeeded by a new prosperity which will be of a better sort, embracing more satisfying, substantial things.

#### THE NEW PRODUCTION IDEA

Prosperity, henceforth, is to be a state of mind. If the average consumer, instead of fearing a panic, will reflect to himself and herself that today's earnings represent an immensity of prosperity never before finding a parallel, and revert to a little of the war time philosophy with which the working person received his large increase of income, there will be a simple way through the most trying days of the readjustment period. The viewpoint of the average person must be:

"I have done well—amazingly well, considering what I have delivered in service. Henceforth, in order to maintain my present income, I must steadily increase the volume of the service I render. I must make it evident to my employer that it would be inadvisable to reduce my pay regardless of where prices carry the market."

The situation is just this—that in the last few years, while the American dollar has not been a dollar but scarcely more than half that sum in purchasing power, the American working man has not been much nearer the "gold standard" than has the value of the coin.

It is notorious that under-production has been due in a large measure to individual "slacking" in industry. There has been a condition of initiative minus, of ambition minus; there has been altogether too little desire to render service. This has been blamed upon the cheapness of money. Money has had no genuine value to the worker. It has come so easily that he did not respect it and, failing to respect what he received for his toil, he found it very easy to lose respect for toil itself. Toil was

only respectable when it was evident to the toiler that he must be sincere, he must work hard, he must produce to provide the comforts of life for himself and his family. In other words, prosperity has demoralized those unaccustomed to it.

Just what form of message will reach the mind of the American worker and carry to him the truth, is not so easy to analyze. It is most difficult to preach economic sermons to those who need them most. But if under-production, if price-cutting, if the desirability for speeding up, fail to impress him, a sufficiently comprehensive publicity propaganda may accomplish that end. It is safe to say that the employer, the captain of industry, does not desire to reduce wages and salaries. When he does this he lessens the amount of currency in circulation and restricts his own market. Therefore it would seem desirable to maintain high wages. It may not be that the wage scale will have to stay where it is, but there must be a sufficient span between what a worker earns and what his living costs him, to provide a margin of safety. It is easy to see, along this line of thought, that prices must come down considerably further than wages. There is a double reason why this should be.

Give the average family (nineteenths of the consumers of the nation in their total) this margin of safety and they form an intelligent element in American life. Their very independence stabilizes them. It banishes their worries, brings contentment to them, urges them to increased effort and builds their self respect. Having property, they respect property.

Beyond the message of "work hard to hold what you have" there is a sequel given in the picture just presented.

Many communities have passed through periods of great unrest. Strikes have engendered ill-feeling, the ill-feeling of classism, a feeling decidedly foreign to American life. It is in such communities doubtlessly that panic talk, and the prospect of unemployment not of the choosing of the worker, would have its most marked effect. Something comprehensive, something more intelligent, then, must be said to the worker than that which will be said by agitators, pessimists and calamity howlers. The rank and file of industry must be "sold" on the idea of our industrial stability. And this job of selling must be done by persons who know how to sell. It is just as important to get over

this idea of stability, to workers, as it is to convey the impression of reliability concerning your product. The discussion of how this is to be done is extending into all lines of work.

#### VIEWS OF SOME LEADERS

Louis K. Liggett, President of the United Drug Co., upon his return from Europe a few days ago said:

"If the American people will stop talking panic and go to work they will forget about the panic that some of them imagine they see coming. Our allies in Europe are recovering rapidly financially and industrially and there is no justification for panic talk in the United States. I have traveled extensively through England, France and Italy and found the people cheerful and everywhere hard at work.

"Agricultural classes are especially optimistic."

Everett B. Terhune, Manager of the *Boot and Shoe Recorder*, in an editorial which he heads "Which Way Are the 'Trade Winds' Really Blowing?" says:

"So far as I know, or can find out, no business depression in the United States ever occurred in or immediately following a period in which money was anywhere nearly as plentiful as it is today and has been for two years, with a record-breaking gold balance to justify and even necessitate it.

"So far as I know, or can find out, no commercial cataclysm in this country of ours has ever come at a time of conspicuous under-production of necessities. Over-production has been a contributing cause of business lethargy."

"And so far as I know, or can find out, no real business paralysis has ever accompanied or immediately succeeded a time when the working man—or the farmer—was anywhere nearly so much the master of his financial destiny as he admittedly is today, and is admittedly going to continue to be for many years to come."

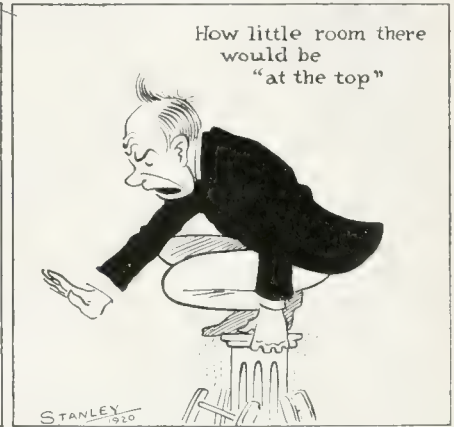
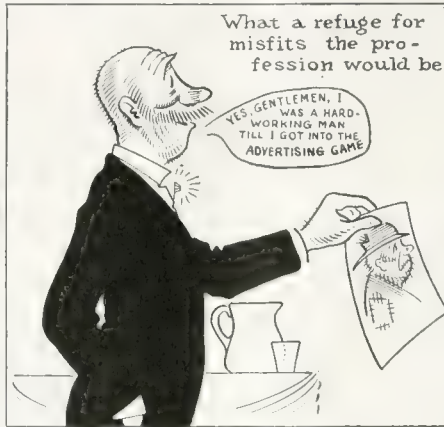
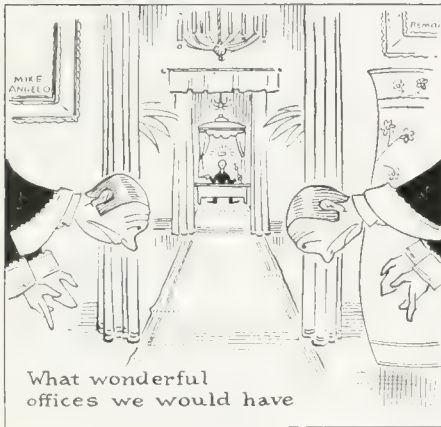
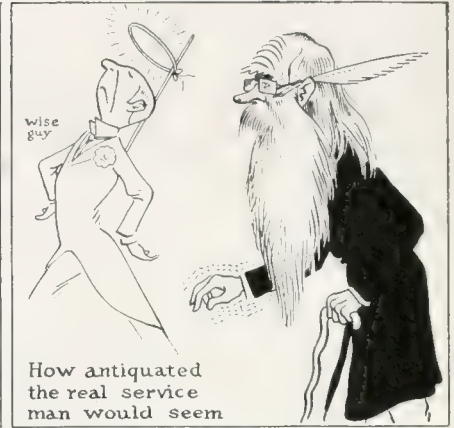
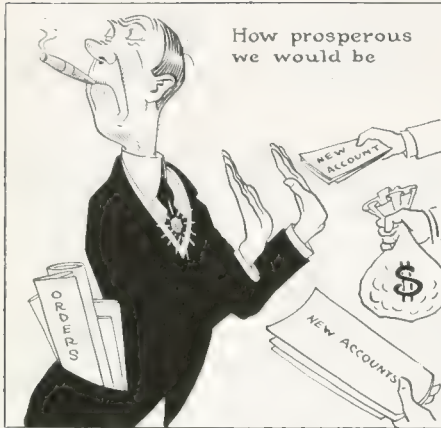
"Truly, I think the well-known volatile temper of the American business man has never been more strikingly demonstrated than in this silly inclination on the part of a few of him to mistake the probably approaching readjustment of commercial matters for a stagnation."

#### A VERY HEALTHY CONDITION

This is simply horse sense and the kind of constructive propaganda to which every person concerned should lend an ear.

The report of the Bureau of For-

### If The "Game" Were As Easy As It Looks



Some Impressions of Artist Stanley of ADVERTISING & SELLING Staff on What Might Be

oreign and Domestic Trade as given in a circular issued by the Guarantee Trust Company shows that during the month of March, with an increase of from \$603,141,000 to \$819,858,000 in imports over March of 1919, the chief sources of supply, in the order named, and the value of our purchases were: Cuba, \$74,848,000; United Kingdom, \$60,044,000; Japan, \$46,871,000; Canada, \$41,321,000; China, \$46,460,000; Egypt, \$23,049,000; Brazil, \$22,777,000; Argentina, \$19,189,000; France, \$16,939,000. Our chief purchasers, also in the order named, and with the values involved, were: United Kingdom, \$221,002,000; Canada, \$80,417,000; Japan, \$74,063,000; France, \$70,916,000; Italy, \$37,209,000; Cuba, \$33,669,000; Belgium, \$22,247,000; Germany, \$20,940,000; Netherlands, \$18,265,000. Our sales to Germany, which were nil in March, 1919, amounted to \$138,157,000 during the nine months ended with March, 1920.

Dun's Review of current issue, in reporting general business conditions finds, it is true, a variety of news not all of which is on the upward trend but ascribes the unsettlement to the unexpected events of the last few weeks in banking and

merchandising quarters, in the transportation congestion and in labor unrest. In the Eastern states the fact of an increase in building is taken as an encouraging sign. A notable increase in the supply of fruit and vegetables with prospect of excellent tobacco crops is another harbinger of continued prosperity. Similar satisfactory conditions prevail in the West. The filling of back orders, long overdue, is being reported. This in itself indicates that somewhere for some reason, production has begun to catch up with demand.

H. A. Saks, President of the Retail Dry Goods Association, of New York City, is quoted:

"It is evident that we are coming back to earth. This (the trend of prices) is a sane and normal movement toward sane and normal conditions. The general reductions in prices represent approximately the amount of the inflation in certain lines. Prices are not going to come down simply because the people want them to. The real remedy lies in more production. Honest work, and consequently more production, will result in a permanent softening

of prices which may amount to an average of 15 per cent."

James S. Alexander, President of the National Bank of Commerce, New York City, characterizing the present as a "time for steadiness, not for alarm," continues:

"I feel confident that we are definitely running into the inevitable and desirable readjustment, away from the unnatural business and financial conditions produced by the war and in its aftermath. This readjustment will be drastic in some respects, but it will bring us to a more safe, stable and satisfactory business basis for all concerned. To be fundamental the readjustment involves a revision of our price structure, a more conservative use of our credit resources and a careful realignment of the various elements in our whole business life in coordination with each other."

William Fellowes Morgan, who is President of the New York Merchants' Association, said the general decline in prices of luxuries was an "inevitable process of deflation in the progress of the country's trade toward normal conditions."

# Advertising That Follows the Salesmen After the Dealer Is Sold on the Product

How the "Wids" Rubber Heel Campaign Is Reversing the Usual Process In a National Campaign Conducted on a Regional Basis

## EVER HEAR OF WIDS?

If you have, you live in a favored community.

WIDS aren't being advertised everywhere.

And you won't hear of WIDS until the company of WIDS thinks it quite safe—for you and for the company—to let you.

Wids is a new rubber heel that is being advertised in a new way. The name per heel is "Wids," there being no s-less "Wid." "Wids" comes from the four selling points stamped on each heel.

Wears even.

Interchangeable.

Doubly durable.

Snaps on.

Those points tell the story, the title of which is "Double Wear From Every Pair"—the slogan for the new campaign. Wids wear even and are interchangeable and doubly durable because they snap on. For a dollar your cobbler will attach a metallic device to your heels and snap on the Wids, after which you may change them from heel to heel yourself every week, or every time they begin to wear down—on the outside if you are bow-legged and on the inside if you are knock-kneed. Of course, you won't admit that you are either, but "everybody do," however infinitesimally. This means, say the manufacturers, the Fiber Products Company of Boston, that you can get double wear from every pair, and that run-over heels will be relegated to the list of antiquities.

I said: "For a dollar, a cobbler will attach a metallic device to your heels and snap on the Wids." He will, if you can find the cobbler. That brings us to the unique point of the Wids advertising and selling campaign.

Wids advertising is following the salesman instead of vice versa. It has followed him to date into Boston, Hartford, Newark and a few other New Jersey towns—no further. It has followed him after he has placed his orders.

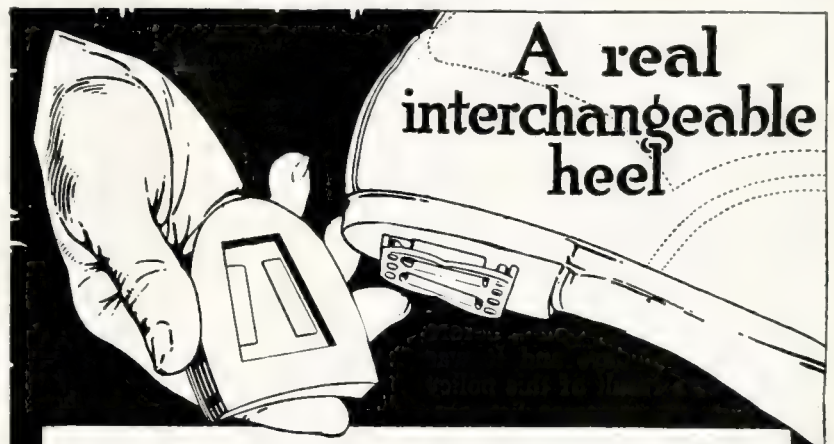
Here is the system. A Fiber Products Company salesman, armed with sample case, an abundant knowledge of how to sell cobblers on the new heel, and ability to train the cobbler into attaching it cor-

rectly goes into a new neighborhood. He looks over the cobblers in that neighborhood, talks Wids to them, shows them how to attach Wids and forms an estimate of their ability to attach Wids. Where that estimate is high enough he negotiates a sale of heels. When he has completed his "good cobbler list" for the neighborhood, he sends it in to his company. The company then sends out to the leading newspapers

of that neighborhood Wids advertising, a feature of which is a list of authorized Wids shops. It reads something like this:

THESE GOOD COBBLERS SELL  
WIDS RUBBER HEELS.

The sale of Wids is restricted to good cobblers—the kind we can recommend to give you good service in repair work. The cobblers listed below are authorized Wids shops—we know their main object is to give you a good job and prompt delivery.



## A Shoe-Saver—A Money-Saver

Few people wear their heels evenly—most people run-over their heels and run-over heels mark the beginning of the end of the shoes.

Heels kept square give double wear and the shoe keeps its shape longer. Wids heels being interchangeable prevent the over-run condition that spoils the shoe.

A good cobbler will attach a pair of wids for one dollar and this dollar will insure all the dollars your shoes cost.

You can then interchange Wids yourself in a jiffy at the first sign of wear interchange them, heel to heel. Wids are worth the little extra cost because in the end they save your shoes and save you money.

The sale of Wids is restricted to good cobblers. Write us for the name of the authorized Wids shop in your neighborhood.

FIBER PRODUCTS COMPANY, *Manufacturers*, BOSTON, MASS.



Guaranteeing the Heels and the Cobbler in This Piece of Consumer Copy

The authorized list follows. Why all this pother? Are Wids heels difficult to attach? Not particularly so. But the idea is new. The Wids heels is different. It costs the consumer more than the average rubber heel. Under these handicaps, where the cobbler and consumer must be educated up to the proposition, one inefficient cobbler in a neighborhood who botches a job of attaching Wids can do damage that it is going to take a tremendous amount of advertising to overcome. The Fiber Products Company is campaigning on the theory that rubber heels have come to stay, that the selling of the public on the idea of putting rubber cushions under its feet to soften the spine-shaking jars of locomotion over city pavements has been completed, and has begun to sell it on the idea of interchanging those cushions on the first sign of their running over so as to get long and economical service out of them. It cannot afford to have the educative process put back by the lack of skill or probity of inefficient or inimical cobblers.

FIRST RESULTS

An experimental campaign was tried out in Hartford, Conn., before the Christmas holidays and it was found that, as a result of this policy of restricting its customer list, sixteen cobblers in a town could give the company as much business as sixty would under ordinary conditions. Since that time, the sales plan has proceeded elsewhere on the same system. New Jersey was chosen first because the company happened to have that state well covered by its distributing lines. In only one city in that state was the standardized sales method departed from. That was in Newark where the cobbler list was not restricted. It is significant that results obtained in Newark have only reinforced the company's conviction the Hartford method was the correct one and it is announced that in the future the Newark experience will not be repeated.

The advertising—designed, remember, not to sell consumers on the idea of rubber heels but on the idea of most economy from rubber heels—tied up well with the well-known h. c. of l. or, more specifically, with the h. c. of s. (high cost of shoes).

"Here's one way to even up with the high cost of shoes," reads the copy that stares from a white box splashed against a big black background, "help them to wear longer." How? Keep your heels from running

Featuring Economy in the Face of Higher Cost

over to the right or left—keep them square and you will not only lengthen the life of your shoes, but you will help the shoes keep their shape longer.

Wids are the interchangeable heels that enable you to get double wear from every pair. Interchange them from heel to heel and let them wear evenly.

Wids cost a dollar a pair attached and they are worth it because they not only give you the utmost value as heels, but they protect your shoes—keep them shape-ly—make them last longer.

"Double Wear from Every Pair" stands out in white from the black background above this box, and the name and a cut of the heel, with its

The Method of Attaching and the "Wears Even," Shown Here

four selling points stamped on, shows in white relief below it.

MORE EFFECTIVE COPY

Another effective advertisement in the same color scheme carries the

caption, "A Shoe-Saver—A Money-Saver," and shows a diagram cut of the heel and the shoe with its metallic attachment to which a hand is about to snap the rubber section.

A good picture story is told in one of the Wids advertisements that shows two shoes, one run down on the side with the legend, "Other rubber heels wear this way"; and the other planted firmly and evenly on the edge of a carpenter's square with the legend, "WIDS wear evenly. Keep your heels square."

The copy sums up some of the strongest Wids selling points. Headed by the caption: "Get more wear out of your shoes—these new interchangeable heels will save you money," it reads:

Have a pair of Wids attached to your shoes and you will not only get long-wearing rubber heels, but heels that can be kept square by interchanging them yourself in a jiffy.

What's the advantage? Heels, kept square, lengthen the life of your shoes—they keep their shape longer. Then, too, Wids give you double wear because by interchanging them you wear them evenly, not run-over on one side where you get only half the wear possible. As rubber heels Wids will give you excellent service, as interchangeable heels they save you shoe money.

Wids cost a dollar a pair attached, a little more than old style heels, but they will pay for themselves several times over.

The sale of Wids is restricted to good cobblers. Write us for the name of the authorized Wids shop in your neighborhood.

GETTING UNDER WAY

One new point that the Fiber Products Company is making that is not generally realized by shoe users is that the strain of a run-over heel is brought on the shoe as well as on the leg muscles, that it stretches and warps the upper and forces the whole shoe into discard long before it should go.

Wids selling started experimentally, as I have already explained, just before the Christmas holidays. The real campaign did not open up until this Spring and Wids advertising followed in early April.

It is to be noted that original sales do not complete the Wids selling process. The Wids metallic base is permanent, but the rubber heel itself must eventually wear out as all rubber heels do. Then the customer, because Wids methods have made him a good customer, is expected to come back for a replacement heel, which sells at seventy-five cents.

By the time he does come back, say officials of the H. E. Lesan Agency, of New York, which is handling the campaign, Wids advertising will be covering the country.

# The Principles of Color Preference

How Comparisons and Tests May Be Worked Out to Determine the Appropriate Uses of Shades and Tints Scientifically

By M. LUCKIESH

## The Uses of Color in Advertising

**M.** LUCKIESH, author of the accompanying article on color phenomenon, which is one of a series he has written for ADVERTISING & SELLING, here takes up the subject of preferences, in a manner calculated to be helpful to advertisers.

No attempt is made by Mr. Luckiesh to popularize the tone of his article, because of the nature of the subject and the desire to preclude any possibility of a misunderstanding of the meaning of what he wishes to state.

A further article on the general topic of color and its uses in advertising will appear in a forthcoming number of ADVERTISING & SELLING.—THE EDITOR.

out owing to illegibility or very obvious errors. The colors were numbered and were referred to entirely by number.

In order to give an idea of the magnitude of the investigation and to show the relative preference of the subjects for tints, shades, and pure colors the following table is presented.

Table No. 1

	Total favorable choices		
	115 males	121 females	Both
Pure colors	7,399	6,836	14,235
Tints	4,900	5,977	10,883
Shades	5,004	5,378	10,442
	Average favorable choices		
Pure colors	64.2	56.5	60.4
Tints	42.7	49.3	46.0
Shades	44.0	44.5	44.3

This indicates conclusively that for this group of subjects pure colors are much preferred; that is, when considering colors for color's sake, the pure colors are more preferred than tints and shades. The same results have been obtained for infants and savages, and evidences of this preference for the purer colors are available on every hand among primitive beings. From the viewpoint of absolute color preference, it appears that we are all savages regardless of age, nationality, creed, intelligence, or culture.

### COLOR FOR ADVERTISING

The interpretation of these results for use in advertising indicates that at least wherever color is used purely

for color's sake, pure colors should be chosen. That is, where the color has no bearing upon the advertised product or its use, it should be pure or saturated. This is an important point in choosing a color for a trademark, for a package, or for any purpose where the color does not involve esthetics, harmony, or anything measured by intelligence or culture. This does not mean that pure colors should not be used in other cases. This general preference for pure colors indicates that attention will be gained by their use and therefore they should be used in every case where other considerations do not rule against them. Furthermore, it is well to choose colors which possess the most powerful innate appeal; that is, colors ranking high in the preference order of pure colors. This further step is discussed later.

At this point it is well to dwell upon the difference between absolute and relative color preference. There are sufficient data to prove that savage, infant, and civilized man are similar in their absolute color preference. That is, when colors are chosen for color's sake, entirely divorced from associations such as artistic usage, pure colors are predominantly preferred. Primitive races display their taste for pure colors in their dress and in their primitive art. Their languages contain words for only the conspicuous colors. Names for red appear in nearly all primitive languages; yellow in most of them; green in comparatively few; and blue is rather rare. There still exists among civilized beings a tendency to confuse bluish green, blue-green, and greenish-blue.

Intelligence and culture are the results of associations. Taste, for example, is a development of civilization or culture. The infant of civilization possesses few associational ties. He is like a primitive man in this respect. In fact, he is a primitive man in many ways. As the infant of civilized parents grows older he is taught and thus accumulates associations which combined are in reality what is termed education. Intelligence, taste, culture, etc., conspire toward complexity. The infant of uncivilized parents, as

THESE are various strategic points from which to invade the vast, unexplored wilderness of the psychology of color by means of experimental research. Obviously, it would appear possible to obtain a measure of the ranks of colors in their order of preference. In fact, by conducting the experiments in an approved manner very definite data has been obtained. One of these more extensive investigations will be reported upon more or less in detail and the results will be supplemented by those of other researches.

Six pure colors, namely, red, orange, yellow, green, blue and violet were first chosen for the work. The violet was in reality a bluish purple as most violet colors are in actual practice. Then six medium shades and six medium tints of these respective colors were chosen. This series of eighteen colors was then presented to the subjects by the approved method of "paired comparisons;" that is, each color was compared with each of the remaining seventeen colors. There are 153 combinations of eighteen colors taken two at a time. The order of presentation of the 153 pairs was determined by chance beforehand and was very haphazard, thus eliminating memory factors. Furthermore, the greatest precautions were made to prevent the slightest suggestion. The subjects were instructed to forget everything else and live in a world of the color they were viewing. The aim was to eliminate association as much as possible and to obtain a measure by means of the preferential method of the innate appeal of the various colors. The results are those of "absolute" preference of colors in so far as possible.

The subjects were first and second-year college students; 115 males and 121 females. The level of intelligence of the subjects in this investigation is of less importance because the fundamental preference is to be obtained as free as possible from the influences of association, and therefore of intelligence and culture.

The investigation involved more than 35,000 individual records of the preferred color of a pair of colors. Some of the readings were thrown

he grows older, does not progress far from his original mental state, as compared with the first infant.

In studying the environments amid which civilized beings choose to live, it is obvious that the pure colors are no longer preferred. Tints and shades of pure colors and shades of tints predominate. Thus absolute preference gives way to taste. For the sake of a name as opposed to absolute preference, the term relative preference is used here to indicate the preference, as indicated by normal civilized subjects in which associations and all the complexities of civilized life play parts. However, the data already presented is of real value to the advertiser if he will use it with judgment based upon a broad view of the complex psychology involved.

The data obtained in the investigation under consideration will be analyzed further. Owing to the confusion arising from the large figures representing the actual number of choices, the data has been reduced to percentages and preference orders. In Table 2 the results of the total preferences for each of the eighteen colors have been reduced to percentages of the average. For example, the sum of the figures in one column is approximately 1,800, and there being 18 colors, the average number of choices would be 100 for each color. The actual numbers represent the percentage of preference attributed to the respective colors by the averaged group. The mean values are presented to the nearest whole number.

**Table No. 2**

Color	Percentage of average preference		
	Mean of 115 males	Mean of 121 females	Mean of 236 subjects
Red			
pure	148	141	145
tint	104	80	92
shade	97	99	98
Orange			
pure	112	103	108
tint	56	89	73
shade	71	65	68
Yellow			
pure	93	91	92
tint	68	97	83
shade	55	44	50
Green			
pure	121	105	113
tint	70	94	82
shade	84	101	93
Blue			
pure	164	120	142
tint	117	112	114
shade	109	111	110
Violet			
pure	128	116	122
tint	74	119	107
shade	108	113	111

It is seen in Table 2 that the pure color is always more preferred than the other two of the same group with the exception of one case. Even in this case there is little difference

between the rank of the "pure" yellow and the "tint." In general, the colors near the ends of the spectrum (violet, blue, red) and purple are generally more preferred than the colors near the middle of the spectrum, namely, green, yellow and orange.

In another experiment in which twelve pure colors were used, but only fifteen observers of both sexes the order of preference for the colors was: deep blue, deep red, red-purple, blue, green, orange-red, yellow-green, orange, yellow-orange, yellow, lemon yellow. These results are not as dependable as those under consideration because of the fewer observers, nevertheless they check the conclusion that the colors near the ends of the spectrum and purple are more preferred than the other. This apparently is an established fact and speculation upon the reason for these results will not alter the facts. However, it appears that the preference order is quite the reverse of the order of preference, as indicated by our surroundings such as wall-coverings and furnishings. It appears that with the freedom from the ties of taste the novelty of the rarer pure colors, blue, violet, and red, appeal to us in our "savage" state. Surely where color may be chosen in advertising without regard for anything else, the foregoing is a guide which, if followed, will result in the choice of colors of superior initial appeal and consequent attention value.

In Table 3 the colors have been listed according to their order of preference. This permits of a quick survey, but the reader is cautioned that Table 2 contains the fundamental data. In Table 3 a whole step in rank is not of equal value in every case as will be seen in referring to the actual data in Table 2. In Table 3 it will be noted that the pure colors predominate at the top and the tints and shades of mid-spectrum hues predominate toward the bottom. The pure color is indicated by the name, and tints and shades by the addition of *T* and *S*, respectively. A pure color, though preferred to its tint or shade, may be so low in the preference scale as to rank far down in the order of preference of the 18 colors. This is true of yellow, for example.

In Table 4 the pure colors, tints, and shades have been separated and the preference order for each group is given. It is seen that the admixture of white (a tint) and the admix-

ture of black (a shade) in some cases greatly displaces the color from the position of the pure color in the preference order of pure color, nevertheless, the ranks are surprisingly consistent.

A similar investigation though not as extensive was conducted with the aim of obtaining definite data pertaining to preference for combinations of pairs of colors. Fifteen different colors were laid on a table and the subject was asked to choose the pair which he most preferred. Almost invariably this was a pair of closely complimentary colors. After recording these colors they were separated and placed again among the scattered group. Another pair was then chosen by the subject, any color

**Table No. 3**

Rank	Order of preference of 18 colors		
	Male	Female	Both
1	Blue	Red	Red
2	Red	Blue	Blue
3	Violet	Violet T	Violet
4	Green	Violet	Blue T
5	Blue T	Violet S	Green
6	Orange	Blue T	Violet S
7	Blue S	Blue S	Blue S
8	Violet S	Green	Orange
9	Red T	Orange	Violet T
10	Red S	Green S	Red S
11	Violet T	Red S	Green S
12	Yellow	Yellow T	Yellow
13	Green S	Green T	Red T
14	Orange S	Yellow	Yellow T
15	Green T	Orange T	Green T
16	Yellow T	Red T	Orange T
17	Orange T	Orange S	Orange S
18	Yellow S	Yellow S	Yellow S

being used as often as desired. This pair was recorded and again placed amid the group. This was continued until ten pairs were recorded. At least one-half of the pair chosen were approximately complimentary colors and rarely were combinations chosen which were close together in the spectrum or "color-circle." The color-circle is an arrangement of the circumference of a circle. The order of the spectral colors is violet, blue, green, yellow, orange, red. The two ends are joined by a sequence of purples beginning with red-purple at the red end of the spectrum and joining the violet end with a violet-purple.

Area exerts an influence or preference and there is some indication that as the area increases, that is, as the space which the color occupies in the visual field increases, there is a tendency to prefer less saturated colors. This point is unestablished and has little value in considering color in advertising because advertisements occupy such a small portion of the visual field.

Certain sex differences are to be noted. For example, the female group preferred the pure red above

all the colors with blue second. The order is reversed for the male group, blue ranking first and the red second in the order of preference. This has been firmly established by other experiments. In fact, all the points emphasized in the foregoing have been corroborated by other investigations so that the general conclusions may be considered as thoroughly established.

used merely for color's sake without any relation to taste or harmony or to the description or application of the advertised product, the choice of colors should rest largely upon the foregoing absolute color preferences. This would be true in such cases where a spot or border of color on a page is used solely to attract attention; in the case of a color for a package, symbol or trade-mark; and

New York; A. L. Humphrey, Pennsylvania; John Kirby, jr., Ohio; E. B. Leigh, Illinois; W. K. Leonard, Ohio; A. J. Lindenmann, Wisconsin; George L. Markland, jr., Pennsylvania; Constant Meese, California; A. H. Mulliken, Illinois; Enos Paullin, New Jersey; Charles L. Taylor, Connecticut; John Trix, Michigan; H. S. Wardner, New York; William P. White, Massachusetts; George H. Wilson, Rhode Island. The new members of the board are Messrs. Baker, Bowser and Mulliken.

**Table No. 4**

	Order of Preferences for Hues, Tints and Shades			FEMALE			BOTH		
	Pure	Tint	Shade	Pure	Tint	Shade	Pure	Tint	Shade
Red .....	2	2	3	1	0	4	1	3	3
Orange .....	5	0	5	5	5	5	5	0	5
Yellow .....	8	5	0	0	3	0	0	4	0
Green .....	4	4	4	4	4	3	4	5	4
Blue .....	1	1	2	2	2	2	2	1	2
Violet .....	3	3	1	3	1	1	3	2	1

**SUMMARY ON ABSOLUTE COLOR PREFERENCE**

The following are general conclusions pertaining to color preference when the colors are chosen for color's sake alone, that is, apart from any other consideration.

Pure or saturated colors are more preferred than tints and shades when colors are considered apart from anything else; that is, when colors are judged for color's sake alone.

Civilized man, infant, and savage exhibit in general the same absolute color preference.

The innate appeal of pure colors is generally much more powerful, at least, initially, than tints and shades.

Pure colors possessing hues near the ends of the spectrum are more preferred than those of mid-spectrum hues. That is, red, blue and violet and their tints and shades (also purple) have a stronger innate appeal than green, yellow and orange, and their modifications.

These absolute color preferences are quite opposed to those resulting from taste. That is, when colors are judged in connection with their use and combinations, in other words, when the elements of taste and culture enter, the tints and shades are chosen which are least preferred under the other condition or basis of judgment.

There are various possible reasons for this preference for pure colors such as blue, violet and red, but the simplest and apparently the strongest is that of novelty. These colors are relatively rare amid everyday environments. When they do occur they usually occupy very small areas or very small portions of the visual field.

In advertising, wherever color is

in many other applications of color in advertising.

The most generally preferred pairs of colors consist of complimentary colors. Pairs of colors possessing hues close together rank low in the scale of absolute color preference.

Blue is more strongly preferred than other pure colors by men with a red a close second. Red is more strongly preferred by women with violet and blue closely following.

**RELATIVE COLOR PREFERENCE**

Color preference of the relative type may be studied upon every hand. The use of color as influenced by taste, habit, intelligence, environment, etc., is evidenced in decorations and furnishings of interiors, in dress, in painting, etc. The choice of color in advertising may be safely based upon the artistic sensibility or the taste of the individual if he is certain that his sensibility and taste are representative of the group to which his advertising is intended to appeal. Scientific investigation is of little value in this field. Daily observation and studies of taste and harmony of color and appropriateness will yield the data necessary.

**Manufacturers Re-elect Mason President**

Stephen C. Mason, of Pittsburgh, president of the National Association of Manufacturers, which organization composes some 6,000 manufacturers employing 6,000,000 people, was chosen again as president by the board of directors.

Other officers named are: Henry Abbott, New York, treasurer; J. Philip Bird, New York, assistant treasurer and general manager; secretary, George S. Boudinot, New York.

The new board of directors consists of Stephen C. Mason, Pennsylvania; Henry Abbott, New York; W. B. Baker, Georgia; Joseph Bancroft, Delaware; S. F. Bowser, Indiana; J. E. Edgerton, Tennessee; J. H. Frantz, Ohio; N. J. Gould,

**What the New York "Times" Thinks About Advertising**

In an editorial protesting against Government regulation of newspapers in the newsprint crisis, and against the excessive and discriminatory postal rates, the New York Times has this to say about advertising:

"Advertising is news; if it does not convey information, it has not been intelligently prepared. Advertising is the first and chief help to business; it has become so by custom and experience. It is the very life of competition. It promotes the sale and exchange of commodities, it helps and builds up trade, it enlarges the sales and increases the prosperity of the merchants, it adds to the national wealth. It enlarges the income of individuals, firms and corporations, and so swells the yield of income taxes collected by the Government. Is it a wise or intelligible policy for the Government to lay a special tax upon an instrument of trade that operates powerfully to swell its own revenue?"

**"World's Work" to Have Spanish Edition**

Herbert S. Houston, vice-president of Doubleday, Page & Co., after spending a month investigating conditions in Spain, writes enthusiastically regarding the friendliness of Spanish people toward the United States, and of their very evident desire for closer business relations with this country. While our trade with Spain has not been large when compared with many other countries (in 1919 it approximated \$150,000,000), American goods and American ideas are becoming more and more popular and, properly handled, our trade there promises a big future.

While in Madrid, Mr. Houston perfected arrangements for a Madrid edition of *La Revista del Mundo* (the Spanish edition of *World's Work*) to be produced partly in New York and partly in Madrid, following the same general plan as with *La Nacion* (Buenos Aires) edition of that publication. The announcement of this arrangement was greeted with much enthusiasm in Madrid and promises of co-operation were received from King Alfonso, the American Ambassador and many other persons of note, who hailed the plan as a strong force for building a better understanding between the two countries.

**Summer Campaign for Great Northern**

In a summer campaign which includes large space in the *Literary Digest*, *Courier's Life*, *Leslie's Outlook*, *Independent*, *Town Topics*, the *Wall Street Journal*, and other newspapers, the Great Northern Railroad through the McJunkin Advertising Company, will feature Glacier National Park

# Advertising America to the World

It Isn't Being Done Properly Because We Are Talking  
and Writing Too Much to Ourselves About Ourselves

By THOMAS L. MASSON

AMERICANS, as a whole, know how to advertise better than any other nation in the world—to advertise everybody but themselves.

When we try to advertise ourselves, we make a mess of it.

We have two chronic ailments—braggadocia and self-abasement. The worst of it is that we not only inflict these things upon ourselves, but on everybody else.

Englishmen fight among themselves, but you don't hear them running down their country to others. If you say anything derogatory of Great Britain to an Englishman, he shrugs his shoulders and assumes an offensive silence.

When an American goes abroad and brags about America, he makes himself ridiculous. When anybody else says anything against America to him, he not only admits it, but expatiates upon it. He seems to feel that it is necessary to show the outsider that things are really much worse with us than the outsider had previously suspected.

According to an American we are these things:

The greatest country on the face of the globe.

So crude that when anybody whispers "art" or "literature" or "music" it is our business to step over in the corner and hide our heads.

Our system of government has every other in the world beaten off the map.

It is so corrupt, that we hate to whisper about it.

And so on.

We pride ourselves upon our efficiency methods, yet we do not apply these methods to advertising our own country. We pride ourselves on being up to date, on that kind of business radicalism that accommodates itself to new circumstances, yet in our methods of doing business with outsiders, our conservatism is coated with cobwebs. We are behind the rest of the world. As world salesmen, we simply haven't caught up. The fact is that underneath the surface we are set in our ways. We are not nearly so adaptable as we seem to ourselves. We've been spoiled by our own natural resources. Another reason? It is quite plain.

## "Tom" Masson's Island

**D**URING a recent address before the New York Advertising Club, Thomas L. Masson, one of the editors of LIFE, said, "We are human beings surrounded by human nature."

William C. Freeman paraphrased this expression "Human beings entirely surrounded by human beings," thus reporting an island discovered by Mr. Masson. "We should think more about this island idea of Tom Masson's than anything else in the world, and if we do think more about it we'll be more human, more tolerant, more unselfish and very much bigger and better men."

Mr. Masson here advances a straightforward idea of how to make that portion of our island which is America better known and better liked, and its products more desired by the rest of the world.—THE EDITOR.

It is because of our hitherto geographical isolation. The isolation has given us a feeling of security so far as outsiders are concerned; while at the same time it has stimulated our internal methods so far as we ourselves are concerned. We are more or less expert at competing among ourselves, but we are tenderfeet on the outside. The American advertiser, on his own ground, is a wonder. But his attitude toward the rest of the world is unconsciously influenced by this feeling of isolation. We must get over this.

For it is now a fundamental proposition that America is just as dependent upon the rest of the world as the rest of the world is dependent upon America. This is a comparatively new idea; it is just beginning to get home; the sooner we get it into the back of our heads the better.

If we are going to advertise ourselves properly, we must learn to know ourselves. It has been hard hitherto to learn how to know ourselves. We have been too young, too fortunate; too full of growing pains. Our voice has been changing. It has been set either too low, or has been a screech.

In these mixed emotions, we have not always been bold enough to tell ourselves the exact truth. For instance, we have said in a loud voice that America won the war, just because we have been afraid to say

anything less, for fear certain voting elements among us would object. Of course, we won the war—along with Great Britain and France. Why not?

There is nothing so much the matter with America except that America doesn't quite know what is the matter with herself.

If you are going to advertise an article, you must know all about it. The man who half knows his product, is the man who half fails. If you are selling bicycles, you must first learn how to ride one. It is very much more important that you should know the faults of the other man.

## IMPORTANT TO INDIVIDUALS

Advertising America is the most important thing that every American has to do. You cannot do this unless you know America. If you want to know America you must study America. You have got to study its history; its topography; its people; everything about it. You can't know too much. That is one thing the matter with our public schools. They have no adequate system of teaching pupils about their own country. The appalling ignorance about this country on the part of every pupil graduated from our public schools is a national disgrace.

The most inspiring thing in the world for any man is to know his own country. The history of America is the most inspiring thing in the world. It is the greatest experiment in human nature and well being ever undertaken. Upon its ultimate success depends the knowledge of it on the part of each one of us.

No matter what you are selling and advertising—remember, you cannot know too much about it.

What is the reason that the other countries on the globe have such a confused notion of America? Because we gave it to them.

Consider this: The best things that have been written about America have been written by outsiders. De Tocqueville wrote the best book on our institutions. Bryce followed him up in another generation and wrote the best book on our government. Only recently we have Drinkwater, an Englishman, giving the best inter-



# Statistical Comparisons No. 3

## Eastern States

Population - 24,910,446

Area (sq. miles) 111,966

New York, New Jersey, Pennsylvania, Maryland, Delaware, District of Columbia.

## Middle Western States

Population - 28,433,047

Area (sq. miles) 450,935

Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Missouri.

	Eastern States	Middle West States
Bank Clearings (year Sept. 30, 1919).....	\$202,480,000,000	\$56,172,000,000
*Individual Deposits (all banks) Nov., 1919.....	\$13,228,248,000	\$8,257,692,000
*No. Depositors in National Banks.....	5,040,210	5,305,771
Liberty and Victory Loan Subscriptions.....	\$9,656,091,150	\$8,394,208,750
†Value Manufactured Products, 1914.....	\$8,516,406,000	\$7,894,317,000
†Value Crop and Live Stock, 1919.....	\$1,904,915,000	\$8,716,580,000
†Number of Farms, 1919.....	527,000	1,868,000
†Farm Acreage, 1918.....	19,854,000	114,242,000
No. Personal Income Tax Returns, 1917.....	1,050,942	1,063,494
Net Income Shown on Returns, 1917.....	\$4,313,278,222	\$2,926,988,762
Tax Paid, Income Tax, 1917.....	\$378,131,268	\$127,384,455
Number of Families, 1910.....	4,626,789	5,894,599
Number of Illiterates, 1910.....	937,384	625,628
Number of Automobiles, 1919.....	1,379,000	2,672,000
Expenditures for Better Roads, 1918.....	\$49,308,307	\$89,911,848
Expenditures Public Schools, 1915.....	\$166,852,734	\$209,876,000
No. Morning Newspapers.....	104	108
No. Evening Newspapers.....	298	585
Average Circulation Daily Newspapers.....	8,646,981	9,435,095
Combined 5,000-Line Rate Daily Newspapers....	\$20.12	\$18.75

Facts upon which campaigns to reach those with most money to buy advertised goods may be based.

Member  
A. B. C.

**THE NEW YORK GLOBE**

180,000  
A Day

JASON ROGERS, Publisher

\*Report Comptroller of the Currency.....†Department of Agriculture.

pretation of Abraham Lincoln, while Percy Mackaye, an American, has apparently failed to interpret Washington. And so it goes.

Let us understand this whole problem.

It is quite simple to an understanding that works simply. It is, of course, hard for our understandings to work simply because we are blinded by so much machinery. We cannot even think simply about dollars and cents, because there is the whole vast machinery of exchange, of banking, of all our hideous network of finance, to obscure us. Yet when we come to examine it, it all resolves itself into a few simple facts.

Here is a simple fact: If we make more of anything than we can use, then we must either dispose of it, or cut down on our output. If we cut down our output, a certain proportion of us shall be thrown out of work. If we are thrown out of work, then we begin to suffer.

If we make less of anything than we can use, then the demand increases, prices go up and a few benefit at the expense of the others.

#### CAN'T "GO IT ALONE"

America cannot go it alone any longer. We must link up properly with the rest of the world. We must have markets in as many outside places as possible in order to control our destiny. We cannot stabilize ourselves unless we stabilize our relationship with the rest of the world.

Our relationship with South America is a case in point. We thought we could do business with their merchants first on our own terms, second by alternately insulting them and fawning upon them, and by sending men to treat with them who themselves did not understand their own country. We haven't yet learned even to speak their language. We have learned something from South America. We need to learn a great deal more.

For instance, the Latin temperament is almost the opposite from the Anglo-Saxon temperament. We incline to be supercilious and superior with the Latins because they are different from us. But this is no way to progress. The only way to progress is to help. If we are actually superior to certain others in certain respects, then we should help them to equal us in these respects. But we should also endeavor to ascertain where they are superior to us, and get them to help us to equal them. We should not forget that in certain

respects they are superior to us. For one thing they have better manners.

The nation that first understands this idea of international unity, of common concessions and tolerance, is the one that will lead the world.

#### A MARKET FOR EVERYTHING

There is not a single thing made in this country that may not be sold outside of it. Practically nothing is sold without some sort of advertising. It, therefore, follows that every advertising man in this country has a personal responsibility to see that his country—America—is put on the map properly.

It is not necessary to worry about the rate of exchange or all the seeming financial complications that make certain people throw fits from time to time. It is not necessary to burn up your brains predicting direful panics and wondering what awful thing is going to happen next.

The same laws apply to business that apply to everything else. You cannot run a business unless you put

soul into it any more than you can write good poetry. Business is not a mere juggling of dollars over a counter, but it's that plus a lot of human things you cannot see—plus character, honor, personality, form.

It's background that counts.

You don't buy a motor car from a man who spent his life in dealing faro.

Everything that you say about an article when you are advertising it is important, because you are building up it's record. And it's record that counts.

If a stranger says to you—

"Bah! America is no good, look at the way you tried to grab Mexico in '47." You will reply to him:

"Look at the way we didn't grab Cuba in 1899." Then you will tell him about the real America—it's steady development in national character, it's aspirations. You will not gloss over the faults of America, but you will show him what every true American feels in his heart; and you will ask him to help.

#### Goes with General Motors Export Corporation

Paul C. Hunter, formerly in the advertising department of the Chicago Pneumatic Tool Company, has become connected with the publicity department of the General Motors Export Corporation. Hunter was previously assistant advertising manager of the National X-ray Reflector Company, Chicago.

#### Data Service to Open in New York

The Standard Rate & Data Service, Detroit, Mich., will open a New York office shortly with Albert H. Moss, formerly in charge of the Chicago office, as manager.

#### "Industrial Power"

With the policy of allowing only one copy to each power plant, *Industrial Power*, an attractive monthly publication, 5x7 inches in size, has been started in Chicago by A. R. Maujer, formerly Chicago manager of *Power*. I. L. Knetish-Rankin, formerly of *Electrical Review*, is editor, and Glenn H. Eddy, formerly advertising manager for the Green Engineering Company, East Chicago, Ind., is business manager.

#### Michaels Adds Accounts and to Staff

The Harry C. Michaels Company, advertising, New York, has added to its list the following accounts: Henry W. Peabody & Co., manufacturers of Domes of Silence; American Gas Accumulator Company, makers of highway signals and oxyacetylene apparatus; Associated Pharmacists, Inc., Brooklyn, manufacturers of pharmaceuticals and drug sundries and the Physical Vitalizer Corporation, manufacturers of health appliances. W. D. Horne, Jr., formerly with the Locomobile Company, and A. R. Grinnell, of the Malted Cereals Company, have joined the staff of the Michaels agency.

#### "Iron Age" Publishers Export Catalogue

The Iron Age Publishing Co. has just brought out the "Iron Age Catalogue of American Exports." This contains the catalogues of leading American manufacturers of engineering, railway, foundry and electrical equipment and supplies, iron and steel, machinery and tools, hardware and cutlery. It is designed to give foreign manufacturers, engineers and buyers a compendium of really understandable data of the product manufactured in this country and is published in the five control languages of the world, English, Spanish, French, Portuguese and Russian.

#### "A. & S.' Surely Most Helpful"

Editor, ADVERTISING & SELLING:—"I want to compliment you on the magazine that you are getting out. It is surely most helpful."—J. D. Bates, J. D. Bates Advertising Agency, Springfield, Mass.

#### Wesley Sisson Starts for Himself

Wesley Sisson, of the executive staff of the Lesan Advertising Agency, and handling the business of the Postal Life Insurance Company and the New International Encyclopædia, has resigned from the agency as of June 1, but will continue, for a time at least, to prepare the copy for the advertisers mentioned.

#### Frank Seaman, Inc., Elect Officers

The annual election of officers of Frank Seaman, Inc., New York, is as follows: Frank Seaman, president and Walter R. Hine, vice-president and general manager; Floyd Y. Keeler, Charles F. Pietsch, and Edward M. Pratt, are vice-presidents. Julian Seaman is treasurer; Frank A. Arnold, secretary, and James E. D. Benedict, assistant secretary, and Charles McCormack, assistant treasurer.

# Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY  
10 cents in Canada



## *Ride a Bicycle*

The Cycle Trades of America, Inc., are using Collier's as the backbone of the national campaign to popularize the Ride-a-Bicycle idea.

## Watch Collier's

# Writing Foreign Advertising Copy

How American Copy Should Be Adapted to Foreign Conditions—Elimination of American Slang and Idioms—Terms to Be Used in British Dominions

By FRANK V. BIRCH

SOME time ago, one of the largest manufacturers of spark plugs in the United States undertook to advertise his product in Cuba and Porto Rico. One of the outstanding points in the company's domestic advertising was the emphasis laid upon its enormous production of spark plugs. "One hundred thousand spark plugs a day—a million spark plugs every ten working days" had been the slogan in this country.

But that kind of talk was wholly unsuited to Latin-American advertising. Why? Because the Latin-American could not conceive of such stupendous production figures. "A million spark plugs—that was impossible; surely the advertising must be insincere," thought the incredulous Cuban and Porto Rican. Those figures did not impress the Latin-American, because they were too big for him. Authentic as they undoubtedly were, he considered them an American "exaggeration" simply because he was not accustomed to dealing in sums of six figures or more.

The spark plug company found that it was much more effective to say "Four out of every five spark plugs in the world are . . . spark plugs." The Latin-American could believe that, because he could comprehend what "four out of five" meant, whereas 100,000 and 1,000,000 were beyond him.

For a number of years a well-known American manufacturer of corsets had stressed "Health, Comfort and Style" in his copy. The advertising was powerfully effective in the United States. It was almost equally successful in England, Australia, New Zealand, and other English-speaking countries.

But what did this advertiser find when he undertook to sell to the corset-buying "Senora" and "Senorita" of South America, Central America and the West Indies? He discovered that the Latin-American woman is interested more in *style* and personal beauty than she apparently is in *health* and *comfort*. It mattered not to her if her corset was to make her uncomfortable. She didn't care whether or not her corset "exerted undue pressure on the abdomi-

nal organs." She wanted to look *stylish* and *youthful*. So the copy was changed to suit her, and more corsets were sold as a result of the change.

## THE IDENTIFYING PICTURE

An exporter of paints and varnishes had been selling a certain kind of paint in South America under the same trade-name as was used to denote that kind of paint in the United States. It happened that on each container of this paint was stamped a reproduction of an elephant, which might have been the trademark of the company. Imagine the exporter's surprise when his South American dealers informed him that nine times out of ten the paint-buying natives asked for that kind of paint by the name "Elephante." The American trade-name meant nothing to them—the chances are that they did not even know how to pronounce it. But the picture of the elephant identified the paint to everyone who happened to see one of its containers. It didn't take that exporter long to advertise his product as "Elephante" paint after that. And his increased sales have justified the change of name in every Spanish-Speaking country of South America.

The manufacturer who contemplates building up a large export business through advertising abroad cannot expect immediate results. He must educate the buyers of foreign lands concerning the details of his product, the reliability of his organization and the advantages of his particular commodity over similar commodities. In fact, it may be said that for a whole year there will be no appreciable tangible results from his advertising investment. It takes time and patience and persistence to build up new markets. The buying habits of nations are not to be changed over night.

## VALUE OF "INSTITUTIONAL" ADVERTISING

Take the case of one of the largest manufacturers of automobile tires and other rubber goods. Almost every American advertising reader has read that the tires of this particular company are "good" tires. By constant repetition, it has become

almost an accepted fact concerning those tires. A few years ago this manufacturer started an advertising campaign in Australia, New Zealand and the Far East. Did he start right out by telling the people of those countries that ". . . Tires Are Good Tires?" Not by a long shot! The Australian, the New Zealander and the Far Easterner had probably never heard of that particular rubber company. Why should they believe that its tires were "good" tires just because it said so in the *Sydney Bulletin* or in *The Far Eastern Review*.

Very wisely, this rubber company conducted a campaign of "institutional" advertising. For a long time the advertisements told about the strength of organization of the company; about the prestige and far-reaching scope of its holdings. They told about the thousands of acres of rubber trees that the company owned in Sumatra; about the reputation for quality and square dealing that had characterized its business relations everywhere. Not a word was said about *tires*. The next step was to tell the people of those countries how tires were made; how rubber quality had been stabilized by constant tests and experiments; how the crude rubber sheets that were the basis of good tires were transformed into the finished product, step by step.

## BEGINNING AT THE BASE

After such an "institutional" and educational campaign, the readers of advertising in these far-off countries were ready for the real tire-selling campaign. They had become accustomed to reading the ads of this company; they had become familiar with the name of the company and its trademark; they had acquired somewhat of a confidence in what the advertising had to say. After that the advertising sold tires—sold them by the thousands and tens of thousands and is still selling them in ever-increasing numbers. The results have been worth many times over the expenditure of time, money, patience and persistence that has characterized this campaign.

What was true of that rubber company in Australia and the Far East

(Continued on page 22)

# "THE HOUSE OF TRANSPORTATION"

## Chapter Three

IN the preceding chapters, we told about the launching of our "Shipbuilding Unit," a close companion to our "Railway Unit" and consisting of two publications devoted to the marine field—the "Shipbuilding Cyclopedia" and "Marine Engineering."

Now, boilers have much to do with transportation on both land and sea; so that "The House of Transportation" shall be more comprehensive, we have bought and will continue to publish "The Boiler Maker."

The paper is not new. For eighteen years, it has been recognized as an authority on boiler making and maintenance. It is our purpose to add to its own editorial staff, the knowledge and experience of those editors who are behind the "Railway Mechanical Engineer"—a paper which while devoted entirely to railway mechanical department subjects, has always dealt with locomotive boilers as a part of its regular work.

Together, and in combination with the editorial forces of the "Shipbuilding Cyclopedia" and "Marine Engineering," it is not hard to appreciate what "The Boiler Maker" will mean to advertisers who want to reach those who have to do with designing, building, testing, maintenance and repairing of boilers of all types.

"The Boiler Maker" is a member of the Audit Bureau of Circulations. Write for advertising rates.



## SIMMONS-BOARDMAN PUBLISHING CO.

WOOLWORTH BUILDING, NEW YORK

CHICAGO  
Transportation Bldg.

CLEVELAND  
The Arcade

CINCINNATI  
First Nat'l Bank Bldg.

WASHINGTON  
Home Life Bldg.

LONDON  
34 Victoria St.

Publishers also of: Railway Age; Railway Mechanical Engineer; Railway Electrical Engineer; Railway Signal Engineer; Railway Maintenance Engineer--the "Railway Service Unit"--all members of the A.B.C. and A.B.P.

# Helping the



**Farm Life** is not a woman's publication, but as a general publication covering the interests of all those who live and make their living on the farms, devotes a due share of attention to the farmer's wife.

It helps her in matters of dress, in equipping the farm home, in developing those diversions that keep her children happy and healthy and satisfied.

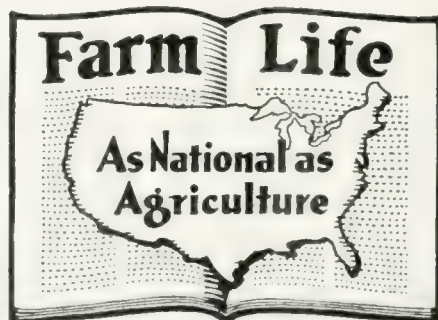
During the past six months Farm Life sold patterns to farmers' wives as follows: Oct. 4645, Nov. 4331, Dec. 2244, January 2847, Feb. 5636,

## Middle States

Farms 36% of Total in United States  
Farm Life 32% of Total Circulation

## Western States

Farms 6% of Total in United States  
Farm Life 6% of Total Circulation



## Eastern States

Farms 12% of Total in United States  
Farm Life 17% of Total Circulation

## Southern States

Farms 46% of Total in United States  
Farm Life 45% of Total Circulation

# Farmers' Wife

March 7061, a total of 26,764 for the six months. Thousands wrote asking for advice on questions related to dressmaking, and other matters of domestic interest.

And at the same time the masculine branch of the great number of families served by FARM LIFE made greater demands for advice and help.

FARM LIFE is an ideal publication for soap, toilet articles, household equipment and everything else that women in comfortable circumstances buy.

FARM LIFE is the most national of national farm papers, with 650,000 subscribers evenly distributed in every agricultural section of the country.

THE FARM LIFE PUBLISHING COMPANY

Advertising Representatives

THE JOHN M. BRANHAM COMPANY

New York

Chicago

Detroit

St. Louis

Atlanta

SPENCER, IND.  
**FarmLife**

## Foreign Advertising

(Continued from page 18)

is true of scores of others in every foreign country where export trade has been established. A firm foundation must underlie foreign merchandising. If the basic advertising structure is sound and the product good, it is hard to fail. Suppose the manufacturer of . . . 's Best Flour were to start an advertising campaign in some foreign country where that flour had never been sold before. The natives of that country have never heard of . . . 's Best Flour. It might just as well be Smith's Best Flour, or Johnson's, or Brown's, for all they know about. Just because a trade-name, slogan or manufacturer's name has become almost a household term in our own country, we must not suppose for a minute that our South American, Australian or Far Eastern brother knows all about it.

In preparing copy for a large rubber exporter I hit upon the headline "Royal Cord Tires Are Royal Tires" for a South American ad. In a few days I was informed by the Spanish department of our organization that the ad was worthless because the effect of the play on words was entirely lost when translated into Spanish. I had forgotten for the moment that upon translation the name "Royal Cord" remained in English, while the adjective "royal" became "regal."

The use of words and phrases that are strictly "American" should be avoided in export advertising copy. Motors in foreign lands do not possess "pep." Neither do they "take the hills on high." The term "Mileage Hogs" as applied to tires would be quite meaningless to most people in foreign lands. Never use words like "top-notch," "dilly-dally" and "stunt." And remember, please, that "dollars" and "cents" mean about as much to foreigners as "taels" or "farthings" do to us.

### WHERE ENGLISH IS SPOKEN

In preparing copy for foreign lands where English is spoken it must be borne in mind that many common words are spelled slightly different in those countries than in America. For instance, tires are "tyres"; pajamas are "pyjamas," and color, labor, favor and honor are "colour," "labour," "favour" and "honour." The Britisher, Australian, New Zealander or South African never speaks of an automobile. It is always "motor car." And in-

stead of truck, it is "lorry" or "motor lorry." Gasoline is practically unknown abroad, since the word "petrol" is used almost entirely. Neither does the Britisher say airplane, but "aeroplane." These slight differences of vocabulary might impress one at first as being trifling, but consider your reaction to the words "lorry," "petrol" or "iron-monger," should you come across them in your daily perusal of local advertising.

Advertising that compliments English habits, customs or institutions has been found to be very successful in England, Australia and other parts of the British Empire. One of the most successful advertisements published in Australia and New Zealand was one that advertised the locks and night-latches of one of the largest American lock and builders' hardware manufacturers. The illustration used was a drawing of the British fleet steaming into a harbor, the majestic vessels in single file from the "close-up" to the horizon. The headline used was "The Watchdog of Five Million Homes," and the copy went on to say: "As the super-dreadnaught is the watchdog of the seven seas, so is the . . . Cylinder Night Latch the watchdog of five million homes—protector against unwelcome invader, pilferer and thief."

The Englishman is proud of his fleet and it is not hard to understand why this particular advertisement appealed to him favorably. But care must be exercised not to make the praise too lavish or the compliment too obvious. Don't "lay it on" too thick, or the comparison may be ridiculous and even offensive to the reader.

The English are great observers of "ancestry." They admire things that "grow on family trees." Prove to a Britisher that an article is a "thoroughbred" or is "pedigreed" and the sales is half made. An American manufacturer of pipes and smokers' supplies recently conducted a highly successful advertising campaign in Australia. The copy that "pulled" the best read as follows under the heading "Pedigreed":

"Entirely apart from the pleasing comfort that comes from a genuine French Briar pipe, made clean, sweet and mellow by a special process of seasoning—entirely apart from this is the added satisfaction of smoking a thoroughbred pipe—a pipe that for fifty years has been proud to own . . . 's as its name.

"The . . . Pipe is made by the

world's largest pipe manufacturers, who have spared neither pains nor money to build a really thoroughbred pipe.

"You will appreciate the difference."

The illustration of this ad was that of an Australian army officer (the ad was published before the war was over) smoking a pipe and bouncing a "pedigreed" English bull-terrier on his knee. A half-tone of the pipe and the company's trademark were shown prominently, as were the Australian dealer's name and the name of the manufacturer.

### THE USE OF ILLUSTRATION

What about illustrations of advertisements designed for use in foreign countries?

In English-speaking lands there is no great difference from the methods of illustration now in vogue in the United States. Close-ups of the product predominate. Avoid the showy, overwhelming and "tricky" illustration. A good half-tone of the product you are trying to sell; a clear, straightforward description of what it is and what it will do for the buyer, and explicit instructions as to where and how to obtain the product—those are the things a prospective buyer wants to see in an advertisement.

In Latin-America, however, there is a different in the manner of illustrating. A great many foreign advertising writers and artists seem to think that all that is necessary to make copy a masterpiece for publication in South America is to decorate it with palms and banana trees. What would you think of an ad published in one of *our* popular advertising media by some enterprising Brazilian who was trying to sell us a select brand of coffee if it were only embellished with pictures of American Indians and buffalo? Of course, Indians and buffalo are truly American, but why "rub them in?" By the same token, then, why should our South American friends be forced to gaze upon exaggerated pictures of palm trees and ox carts every time they read copy that has been "made in America?"

Good photographs are always preferable—in South America or in any country. Pictures are the universal language, as readily understood by the "peon" of the tropics as by the most educated aristocrat of royal households.

Advertising copy that is written for publication in Cuba, Porto Rico, Central America or South America should be as short as possible—for



*two reasons.* In the first place, it will be found that the copy is from 25 to 40 per cent longer after it is translated from English into Spanish. Copy that just nicely fills the space in English phraseology will overcrowd the same sized space when put into Spanish. Many a good ad has been spoiled because it was necessary to run it in six point on account of "too much copy" after translation.

#### BRIEF ADVERTISEMENTS THE BEST

The second reason for brevity is accounted for by the temperament of the Latin American. I hesitate to say that the Latin American is lazy. I would rather give him the benefit of the doubt and say that he hasn't time to read ads that are not brief. But it is a fact that the most successful ads published in South American countries are those of but few words—ads that attract attention with a good illustration and headline, and having been noticed favorably,

inform the reader with only a short paragraph of copy. The Latin-American will not stop to read lengthy descriptions. Even if the advertisement is of more than passing interest to him he won't read it if it is going to require an effort on his part.

In the countries of the Far East, particularly in Japan, colors should be used in advertising whenever possible. The Japanese appreciate ads that are brilliant with two or three colors—the brighter the better. However, most of the best publications of the Far East are printed in black only (except for the covers), so that the use of color in advertisements is not generally feasible.

So, after all, the preparation of effective advertising for foreign countries is merely the same old question of "knowing whom you are talking to." There are no hard and fast rules that can be set down. I don't know of any text-books that have been written on the subject of

"foreign advertising." It is something that must be learned by observation—by experience. There is no reason why any man who knows how to write good copy for domestic use cannot *learn* to write copy for foreign advertising.

But it is not wise for American advertisers to turn over their foreign advertising appropriations to novices and to men who "think they know the foreign markets." Practice costs money, and, although foreign space rates are lower generally than domestic rates, it does not pay to "amuse" the natives of foreign lands with advertising that will not sell goods.

The only safe, sure way to success is to place your advertising in the hands of those who are trained in the business of selling American-made commodities to the peoples of other countries—via foreign advertising. If your product is right and your patience abundant you cannot fail.—*The American Exporter.*

## Helping the Illustrators to Advertise You

The Artists Do Not Conjure from Their Imaginations All That Goes Into Today's Excellent Story and Advertising Pictures

By A. ROWDEN KING

UNDOUBTEDLY the casual reader of the magazines—and for once we are referring to those pages in the magazines over which the editorial departments watch instead of the advertising departments—does not realize the vast amount of effort which the mere gathering of authoritative material to be used in connection with the illustrations for stories and other articles represents.

We know of illustrators of big repute who consider that most of their work is done in connection with illustrating a story when they have succeeded in getting together the necessary data. They do not pretend to carry in their heads, to know from memory, every last detail of the uniform of a soldier, the superstructure arrangement of a submarine, the fender of a high class automobile, the appearance of a bough of apple blossoms and the thousand and one other unrelated details which any story may demand of them. Some of them have data files which are more or less elaborate. Some of them systematically borrow such data from fellow artists. Some of them go to the li-

braries, though their number is relatively few.

"Say, Bill, you haven't a picture of the fin of a whale, have you?" is the sort of question you will hear continually around studio buildings where the clever-fingered gentry foregather who make a business of painting the "awe" into "stories."

With a knowledge of these facts in mind, an illustration which we chanced upon in connection with a story in the January issue of the *Woman's World* just naturally suggested an advertising idea.

The illustration, while a good one, was not particularly extraordinary except for this: that it showed a young man throwing the light from a pocket electric flashlight he was carrying full upon a young woman who stands opposite him in the darkness, a revolver in her hand.

Just as it stands, it is not a bad advertisement for the Ever-Ready Daylo. But just suppose that Warrant Pryor, the artist who drew it, had at his elbow in his data file a printed folder showing the details of the various models of the Day-

lo. In that event, it is to be presumed that the story illustration referred to would have said "Daylo" even more distinctly and the manufacturer of the latter would have been plentifully rewarded for his efforts in sending out several hundred such Daylo folders to leading illustrators. The illustration would have carried to the readers the educational message: "Carry the Daylo with you when you go out nights" quite as well as an expensive advertisement.

#### THE SELECTION OF ARTISTS

There are many manufacturers of goods, as to the use of which they are endeavoring to educate the public, who would do well to take this hint to heart. Such manufacturers would go to the trouble of getting the names and addresses of men and women who are continually producing illustrations for publication in connection with stories and articles in magazines—and in books, too, for that matter. And to them they would send data explaining the appearance and uses of that which they manufacture and to the use of which it may be presumed the public is taking kindly.

It must not be forgotten that the illustrators to whom we have referred are continually striving to make their illustrations as correct and up-to-date as possible. This is the day of smart things. Smartness means up-to-dateness as much as anything else.

Time was when almost any sort of picture, dashed off while the illustrator had nothing better to do, would pass muster in the magazines. But today the competition is keener than ever before. Never was there such a demand for excellence. And that little added authoritativeness which the possession of the right data would supply may mean all the difference between excellence and mediocrity.

If the heroine is discovered while she is vacuum-cleaning the room, as she is easily apt to do in this day of modern writing, it behooves a lone bachelor illustrator to know what a vacuum cleaner looks like instead of attempting to guess at it, as he is very apt to do. If the mother in the story is to be shown feeding her baby from a bottle as Climax One develops, and if that mother is described by the author as being progressive and very much up with the times, it is well that the illustrator have quickly available a picture of a modern sanitary open-mouth nursing bottle.

#### AS TO "ADVANCED" STYLES

Then there is the matter of feminine styles. When the cloak and suit trade is going to no end of expense, including fashion shows and the like, it maybe presumes that it would be well worth the price to do the little that would be necessary through the mails to let the illustrators know whether, six months hence, skirts will be long or short, loose or tight at the hem and the dozens of other similar feminine details which, if makers knew it, concern the illustrator who is conscientious far more than they ever suspect.

The advertisers of today frown upon the activities of the press agent with his free reading notices and the like. But here is a form of indirect advertising available to advertisers whose products are still in the educational stages which, though "free," can in no sense be looked upon as objectionable.

The advertising central organizations, such for example as the Association of National Advertisers, might do well to be prepared to supply lists of the names and addresses of these illustrators to whom such data material might be

sent. And the plan might be followed, as far as practical, to send out such material in a standard page size to facilitate filing—say 8 by 11, to fit a regulation vertical letter file drawer.

#### Business Paper Editors Will Prepare a "News Creed"

Business paper editors, gathered at a luncheon of the New York Editorial Conference, on Thursday of last week, decided unanimously to issue a "creed" which would make clear for advertising managers and others the type of material which will be accepted as news. The action was taken as a result of talks made by Fred R. Low, editor of *Power*, and John W. Stephenson, editor of *Upholsterer and Interior*

*Decorator*. R. M. Feiker, of the McGraw-Hill Co., presided.

#### Former Otis Advertising Head Directs Studio

John R. Reid, formerly advertising manager of the Otis Elevator Co., has become business manager of Reid, Fletcher & Hart, Inc., advertising artists. Mr. Reid, who was with the Otis Elevator Co. for six years, was previously assistant art director of the American Bank Note Co.

#### Sutton Is Denby Advertising Manager

E. T. Sutton, for three years district sales manager for the Denby Truck Co., Detroit, Mich., has been promoted to the position of advertising manager.

## New Copy Appeal Double Sales

—In Six Weeks Time, With  
Two-thirds the Space

**A** CERTAIN successful user of newspaper space, with thorough distribution, experienced a falling off in sales a few months ago.

Investigation showed that the goods were not moving from the dealers' shelves as they should and it was felt that this must be due to the copy. We were consulted, and a new appeal was worked out.

Because the largest selling season was passing, and for other reasons, we recommended a schedule costing only two-thirds of that being used.

There was no break in the advertising. The old copy ran until the day our new campaign started.

Within ten days after the appearance of the new advertising, sales started to increase and have steadily climbed until they were twice as heavy as when our new copy started about six weeks before. And this happened in spite of the fact that the peak of the season for this class of merchandise had passed, and

### Rice Millers to Invest \$2,500,000 in Advertising

To convince America that rice is not "something to be eaten only with gravy," \$2,500,000 will be spent within the next five years in advertising by the Rice Millers' Association, New Orleans, La.

The big publicity program was adopted by the millers in session at New Orleans, following the election of Frank A. Godchaux, president of the Louisiana State Rice Milling Co., who originated the advertising plan, to the presidency of the organization. Ninety per cent of the rice sellers of Louisiana, Texas and Arkansas are represented in the association, and 90 per cent of the membership have agreed to give five cents a barrel for every 162-pound barrel of rice milled toward the campaign. This, it is estimated, will amount to at least \$500,000 a year, and

since the agreement is for five years, the total investment in advertising will exceed \$2,500,000. The campaign is expected to be ready within 90 days.

### Chicago Agency Changes Name

Cross & Simmons, Inc., Chicago, announces a change in corporate name to the Simmons Associates, Inc. The personnel is unchanged, except that John H. Cross, formerly president, becomes vice-president, while H. H. Simmons, formerly secretary and treasurer, becomes president. Three other of the principals of the organization have acquired ownership in the company, and have been elected officers. They are: A. E. Warner, vice-president; Harold L. Brown, secretary, and Paul A. Florian, Jr., treasurer.

Mr. Cross resigned as president to devote a portion of his time to the newly

organized company of Cross, Neal & Co., which will serve manufacturers in business organization and management.

### Newby Made Bethlehem Sales Manager

C. R. Newby, of the sales department of the Bethlehem Motors' Corporation, Allentown, Pa., has been advanced to the post of sales manager.

### Will Direct Sales of New Battery

G. M. Guild, formerly with the Willard Storage Battery Co., has been appointed sales manager of the Westinghouse Union Battery Co. This company, representing Westinghouse interests, was recently formed to enter the automotive battery field in an active way.

### Rhoades Will Manage Wheel Sales

D. M. Rhoades, formerly of the General Motors' Corporation organization, has been appointed sales manager of the Lack Mfg. Co., makers of the multi-disk aluminum wheel in Paducah, Ky.

### Stewart Sales Manager Promoted

Charles C. Craig, general sales manager of the Stewart Motor Corporation, Buffalo, N. Y., has been promoted to be assistant to the president. Edward K. Roberts, who was with the Hush Mfg. Co., for several years, and previous to that with the Locomobile Co., has succeeded Mr. Craig.

### Will Direct Talking Machine Advertising

A. L. Addison, of the Wm. H. Rankin Company, has been appointed advertising manager of the Empire Talking Machine Company.

### Munro Goes with Brooke, Smith & French

Walter J. Munro, formerly with Green, Fulton, Cunningham Company, has been associated with Brooke, Smith & French, Detroit advertising agency, as head of merchandising department. Mr. Munro was for three years connected with the Curtis Publishing Company at Philadelphia, later advertising manager of the S. S. White Dental Manufacturing Company before coming to Detroit in 1915 to join Green, Fulton, Cunningham Company.

### Morse, Advertising Manager Hare's Motors

Charles B. Morse has been made general advertising manager for Hare's Motors, Inc., New York, to succeed John A. Kingman, who resigned. Morse was formerly advertising manager for the Packard Motor Car Company of New York.

### Pittsburgh Ad Club Elects Officers

W. L. Schaeffer, advertising manager of the National Tube Co., at the annual election of officers, was chosen president of the Pittsburgh Advertising Club. F. P. Damon, of the Joseph Horne Co., was elected vice-president, W. G. Evans, Harris Pump & Supply Co., secretary, and C. A. Riddell, Chatfield & Woods Co., treasurer.

H. V. Jamison, advertising manager of the American Sheet & Tin Plate Co., is now editor of *Adverts*.

in spite of the fact that we are running only two-thirds as much space as was formerly used.

This is simply one more straw to show the vast difference in sales which can result from one type of copy as compared with another, and one more link in the chain which shows that tested appeals which have made good on mail order advertising may be used with equal effectiveness for selling goods through dealers.

The mail order advertiser, because of his definite check on each individual advertisement, knows the appeals that will work and those which will not. And he has known that for one appeal to sell ten times the amount of goods of another is not at all unusual.

We are using this knowledge of appeals and copy, which we have gained in handling a large volume of mail order advertising, in selling goods through dealers. The instance cited above is merely one of a number which show what may be accomplished.

Our little book "The Tested Appeal in Advertising" goes into this subject in a way which has interested many executives. We will gladly send you a copy on request.

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

# The Wholesaler's Place in the Manufacturer's Advertising Campaign

The Jobber Makes a Serious Blunder When He Fails to Participate With All the Means at His Disposal

By D. ARTHUR JOHNS

Advertising Manager, J. I. Prentiss Company

IT HAS BEEN SAID by one prominent student of affairs that we are living in an age of co-operation. Co-operative efforts are, in a measure, supplanting competitive efforts, with results that are beneficial to all. This idea is so strong in some quarters that "trade secrets" have been divested of their sacredness. These are now placed on the

table. It is in this spirit that I am relating our experience in taking up the slack in advertising campaigns engaged in by manufacturers.

A manufacturer selling through wholesalers may plan an extensive and, apparently, strong campaign. His copy may possess every conceivable sales-building element known to the advertising craft. The choice of media may be beyond criticism. Let's call it a complete and wellnigh perfect campaign—backed by a product of genuine merit. And then we stumble upon the weak link, the man who should be most vitally concerned, the wholesaler or distributor.

Some years ago I concluded that a wholesaler's advertising department was not functioning properly by merely interesting itself in its own publicity. I mean by that, in featuring exclusively its own private brands. Yes, it is contended by many wholesalers that the promulgating of a nationally advertised product belongs solely to the sales department. And it is right here that the jobber makes a serious *profit-losing* blunder. It is not enough for the wholesaler, when placing nationally advertised goods with his sales staff to casually refer to the "big advertising campaign now running." No! For by that attitude he throws the selling responsibility entirely upon the salesman—the fellow who must bring home the bacon *even if he is improperly outfitted*.

This policy of merchandising was alright in the old days, when the retailer's *first and only concern was the profit* an article carried. To-day the retailer wants to know something about the possible demand for the product. His mind runs along the channel of "turnovers." The advertising plans of the manufacturer are of vital interest to him. What is more natural than that the wholesaler's salesmen should be fully posted on the publicity work in progress on ALL the lines he carries. It is one of his biggest selling arguments.

So in the manufacturer's advertising campaign the wholesaler is the CENTER LINK. Well, even a schoolboy knows the importance of the center link, so it stands to reason that red-blooded manufacturers and wholesalers must understand the value of it, also.

It was a realization of this that influenced me in starting what, for the need of a better name we christened the "Ad-Gallery." One section of our salesmen's conference room is devoted to displaying current advertising copy of food products handled by our house. And wherever sufficient reprints of these advertisements are obtainable from the manufacturers, these are placed in our salesmen's sample cases as constant reminders of what Mr. Manufacturer is doing to assist them in making sales.

One of our most successful "co-operative campaigns" was just concluded. After a thorough analysis of the product, its possibilities for sale and profit; advertising plans of the manufacturer and what we might expect in the way of co-operation from him, I outlined our plans and the campaign was on.

One of the discoveries we made what that the periodicals carrying this manufacturer's advertising reached 82 per cent of the population in our area. What an opportunity! Here we were right in the harvest field, and barely touching the grain. A punch—a real punch—was injected into the campaign and enthusiasm ran high. Space forbids elaboration, but suffice to say that our efforts brought about a sales increase of approximately 700 per cent in three months. Incontrovertible proof that a wholesaler is doing something worth while by interesting himself in ALL factors of sales-building.

Every wholesaler should maintain an aggressive advertising department and utilize it to the limit. To the argument that his profit will not permit such an organization, my only answer is not to forget the most es-

## Keeping Up With The Times

### A FACT A WEEK

**WORKERS** in the service of Uncle Sam have few rights, other than those of publicity and petition. It is difficult for them to take their cause before an employer as intangible as the United States Government.

It has, therefore, fallen to the lot of such publications as *The Washington Times* to champion the cause of the Federal employe before Congress.

**The Washington Times,**  
WASHINGTON, D. C.

mental element of any and every business. **TURNOVER.**

Here is the most successful advertising and selling chain—the manufacturer—the wholesaler—the retailer.

And the center link is by no means the least of these.

**Michigan Newspapers Fix Rates for National Advertising**

The Michigan Newspaper Publishers Association, meeting in Detroit, Mich., recently held a thorough discussion of advertising rates, circulation rates and newsprint conditions, and positive action was taken by the delegates on each.

A resolution was unanimously passed placing the association on record as considering these line rates, the lowest at which national advertising should be sold in any quantity:

	<i>Cents</i>
Papers of 1,000 to 2,000.....	1½
2,500 to 4,500 .....	2
5,000 to 7,000 .....	3
8,000 to 10,000 .....	3½
11,000 to 14,000 .....	4
15,000 to 19,000 .....	5
20,000 to 24,000 .....	6
25,000 to 29,000 .....	7
30,000 to 35,000 .....	8

**Joseph Hayes Dies**

Joseph Hayes, manager of the typographic and advertising departments of the Lanston Monotype Machine Co., Philadelphia, died of pneumonia at his home in that city on Tuesday of last week.

**Albert Frank & Co. Elects Officers**

Albert Frank & Co., advertising agents, now located in their own building at 14 Stone Street, New York, announce the election of E. W. Kimmelberg, vice-president in charge of sales, M. R. Herman, vice-president, research and plans; J. H. Schwarting, jr., vice-president in charge of financial service; Lloyd B. Myers, vice-president in charge of service, and George Borst, assistant secretary in charge of transportation advertising.

Frank James Rascovar is president, Harry Rascovar, vice-president and treasurer, W. N. Record, vice-president in charge of Chicago office, and Mark Ash, secretary.

**Stokes Becomes Eastern Sales Manager for Thomas Cusack**

William T. Stokes, of the sales organization of the Thomas Cusack Company, has just been made eastern sales manager for Mr. Cusack. Mr. Stokes recently returned to this country from a three months' business trip to England where he had the opportunity to look over the outdoor advertising field and to compare English methods with our own. Prior to going with the Thomas Cusack Company in 1919, Mr. Stokes was New England sales manager for the General Motors Corporation. At an earlier date he was connected with the New York office of the old Taylor-Critchfield agency.

**Remington Arms Will Make Cutlery**

The first step in the reorganization of the Remington Arms-Union Metallic Cartridge Co., which is part of an expansion program, took part this week when the Remington Arms Co. was incorporated under the laws of Delaware,

with a capital of \$110,000,000. Plans are said to have been perfected for the manufacture of cutlery, and advertising for the products will appear during the year.

**Joins New York "Tribune"**

Charles Doris, who has twenty years experience in the metropolitan newspaper field, has become associated with the New York *Tribune* in the charge of "Want" advertising.

**Miss Elizabeth White Dies**

Miss Elizabeth White, for many years secretary of the National Association of Advertising Specialty Manufacturers, died last week at her home in Chicago, after illness of more than

a year. Miss White, who did much to further the work of the organization, and won popularity in the field she served.

**"Wall Street Journal" Will Raise Price**

After June 1, the *Wall Street Journal* will advance its price per copy from 5 to 7 cents.

**Toledo Prohibits Bill Boards**

Toledo's common council has passed an ordinance practically killing the billboard business there. It prohibits billboards in the residential sections without the consent of half of the property owners on the block in which the board is located. The legislation was several months before the councilmen.

To get your product into the half  
a million homes in the

# Philadelphia

market, you should use the  
dominant newspaper


# The Bulletin

The Bulletin's circulation reaches far  
beyond the highest point ever attained by  
a daily newspaper in the State of Pennsylvania,  
and is one of the largest in the  
United States.

## Dominate Philadelphia

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

# The Bulletin



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

## 466,732

copies  
a day

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

### Perry-Dame & Co. Merges with Standard Mail Order Company

Perry-Dame & Co., New York mail order house, has merged with the Standard Mail Order Company, the chain stores of Frank & Seder, and the interests of R. Sadowsky in a new company, to be known as Perry-Dame & Co., the Standard Mail Order House of America.

Perry-Dame & Co. will specialize in women's wear and the Standard Mail Order Company in men's wear and piece goods. I. Seder will head the new firm.

The advertising department of Perry-Dame & Co., headed by D. Douglas, will direct the advertising of the new firm, taking over the work of L. A. Cowan, advertising manager of the Standard Mail Order Company, and his staff. Headquarters of the new concern will be at 425 West 55th street, Perry-Dame & Co. moving into the Standard's Building.

### Urges Retailers to Advertise

Speaking before a Business Builders' Conference held at Chicago by the *Dry Goods Reporter*, Fred P. Mann, of Mann's Department Store, Devils Lake, N. D., urged retailers to advertise. He said in part:

"We did a business last year of over \$600,000 and we spent 2 per cent for advertising. We should have spent more. I want to urge upon all of you to try and get in stronger on the advertising game, for that is where the mail order people are getting their business.

"If you had visited 2,000 retail stores and over as I have during the past two years, you probably would know why, because I find that 75 per cent of all the retailers over all the northwestern states that I have visited, don't understand modern methods of merchandising and advertising. That is why the customer is dissatisfied. That is why the farmers up in our state and over in Nebraska and Minnesota are forming these unions and different organizations. They are dissatisfied with the manner we have been doing business. They are going to show us how to do it."

### Business Paper Editors to Meet in Chicago

The National Conference of Business Paper Editors is scheduled to hold its annual convention at the Congress Hotel, Chicago, on Friday, June 4.

### Makes Survey of Canadian Market

A survey of the Canadian market is being made by C. H. Rouze, sales promotion manager of the General Motors Truck Company, Detroit.

### Becomes Automatic Light Sales Head

I. C. Lamb, formerly on the sales staff of the General Electric Company, has become sales manager of the Automatic Light Company, Ludington, Mich.

### An Appreciation of "A. & S."

Editor, ADVERTISING & SELLING:

We wish to express our appreciation of the way you have put the story of school book advertising before your readers. I know you will wish to state that the circulation figures should be "from 10,000 to 25,000,000." You see that is one of the impressive features of the proposition. George D. Bryson, secretary, The Educational Advertising Company, New York

### Unique British Advertising Plan

The Federation of British Industries has devised a unique scheme for advertising home manufactures in all parts of the world. A new steamship, to be called the *Federation*, is to be constructed by some of the leading firms of the country as an exhibit of British marine engineering. The cargo of the ship will consist of various articles of British manufacture. Representatives of the firms interested will make the voyage for the purpose of showing their goods and interviewing foreign buyers. It is believed that a splendid opening will thus be afforded for extending British commerce in foreign countries.

The first voyage will probably be made to the various ports of South America, and subsequent voyages will be to the

Mediterranean, Scandinavia, Baltic ports, the Far East, and Australia. Among the exhibits will be airplanes and airplane parts, and there will also be motion-picture apparatus on board for the purpose of showing British films.

### Farrar Is Made Regional Advertising Director

Frederick Arnold Farrar, advertising manager of the Adams & Elting Co., Chicago, has been appointed regional director of advertising for several Chicago companies, including the Adams & Elting Company, Heath & Milligan Co., Twin City Paint and Varnish Co., and the Nubian Varnish Co. He will make his headquarters at the Adams & Elting Co., with which concern he has been for the last fourteen years.

# NEBRASKA

*"The Billion Dollar State"*  
A Leader in Buying Power



## The NEBRASKA FARM JOURNAL

115,000 Subscribers

A Leader in Selling Power

**Heads Canadian Periodical Association**

Acton Burrows, of the *Canadian Railway & Marine World* has been elected President of the Canadian National Newspapers and Periodicals Association.

**Cooperage Industries to Increase Advertising**

In order to provide an efficient inspection bureau and a means of increasing their advertising appropriation to about \$150,000, the Associated Cooperage Industries of America, at their fifth annual meeting, held in St. Louis, advanced annual dues by 25 per cent. The inspection service was started in order to prevent production of poor stock, which would nullify the work of their advertising campaign, and to see that all products are up to standard before the association's trade mark is placed upon them.

**Will Advertise Electric Motors Nationally**

After opening its campaign in trade papers, the Domestic Electric Co., manufacturer of household motors in Cleveland, which has placed its account with Brooke, Smith & French, Detroit, will inaugurate a national advertising campaign.

**Avram Directs Utilities Corporation**

M. H. Avram & Co., Inc., have assumed the management and development of the business of the Simplex Utilities Corporation, manufacturer of farm lighting and power units.

**"Welding Engineer" with The A. B. P.**

The Associated Business Papers, Inc., announces the admission to membership of the *Welding Engineer*, 608 South Dearborn street, Chicago.

**Jackson, Mich., "Evening News" Suspends**

Due to mounting costs of paper, James Frank, publisher, has merged the Jackson, Mich., *Evening News*, with the *Morning News*. The *Jackson Citizen-Patriot*, a Booth paper, is now the only evening publication.

**Houston Becomes Long-Bell Advertising and Sales Head**

George A. Houston has been appointed advertising and sales manager of the Long-Bell Lumber Co. to succeed Wm. H. Beebe, who has become president and treasurer of the Burton-Beebe Lumber Co., Seattle.

**Adams Joins Edison Storage Battery Co.**

Vernon H. Adams, of the advertising staff of the *New York Tribune*, has resigned to become assistant advertising manager of the Edison Storage Co., Orange, N. J.

**Riggs Joins Federal Agency**

H. E. Riggs, formerly assistant advertising manager for the Strathmore Paper Co., has become a member of the service department of the Federal Advertising Agency.

**"Hardware Age" Appoints Western Editor**

Hubert C. Teller, for two years director of advertising and publicity for the Edwards & Chamberlin Hardware Company, Kalamazoo, Mich., has been appointed western editor of *Hardware Age*, with offices in Chicago.

**National Biscuit Advertising Head Sails**

Accompanied by Robert J. Danby, of the Ivan B. Nordhem Co., poster specialists, A. C. Mace, Jr., advertising manager of the National Biscuit Co., sailed for Europe on the S. S. Baltic on May 22. Mr. Mace will spend several months in Great Britain, Ireland, and on the Continent in the interests of his company.

**Mennen Advertising Manager Resigns**

W. A. McDermid, for the past six years sales and advertising manager of the Mennen Co., Newark, N. J., has resigned, effective June 1, and after a brief vacation will leave for Europe on a business trip. On his return he will announce his new connection in the drug specialties field and the address of the New York office of the company.

**"Mudge" Scores Heavily in "A. & S."**

Editor, ADVERTISING & SELLING:—Will you please shoot this letter to the man who signs himself "Mudge," who wrote "Helps for the House Organ Grinder," on page 8 of the May 15 issue?

We've had an internal house organ for the past several years. We've hoped it could be made to do all the things he claims a factory magazine should accomplish. In spots we've worked out the things he suggests, in others we're miles away.

We'd like to see samples of his house organ. If it's one-half as good as the stuff in his article, we'll very likely flatter him unmercifully, to the extent of copying him.—W. S. Ashby, advertising manager, Western Clock Co., La Salle, Ill.

— ONE BILLION DOLLARS was received from agricultural pursuits by 129,000 Nebraska farmers in 1919—an average income of nearly \$8,000 for each farmer.

And they are spending this wealth for labor-saving machinery, electric light plants, automobiles, home comforts and conveniences, for anything and everything that makes for better farming and better living conditions on the farm.

The NEBRASKA FARM JOURNAL is looked upon as one of the family in farm homes thruout this rich marketing territory.

It has 9,000 more ready-money customers for your product than the second Nebraska farm paper.

Now is the opportune time for you to place your product before these farm folks who are rapidly attaining and eager for all the comforts and conveniences so long enjoyed by their city cousins.

## The CAPPER FARM PRESS

(MEMBERS A.B.C.)

Arthur Capper, Publisher

Marco Morrow, Asst. Publisher

TOPEKA, KANSAS

**SECTIONS**

Capper's Farmer (Mid-West).....	Monthly
Kansas Farmer and Mail and Breeze.....	Weekly
Missouri Ruralist.....	Semi-Monthly
Nebraska Farm Journal.....	Semi-Monthly
Oklahoma Farmer.....	Semi-Monthly

# Marriage a Sentence of Death or Blessing— Watch Your Step: Go Slow

**Salesmen, Who, Thinking Only of the Curves  
and Not of What's Beneath Them, Thoughtlessly  
Rush Into It, Are Lucky If They Escape Alive**

By SAUNDERS NORVELL

**M**ORE good salesmen have been wrecked on the shoals of matrimony than on any rock in the uncharted sea of life. Which isn't saying that matrimony is altogether a bad thing, for we know from experience that if used with intelligence, judgment and discrimination—if we have a little luck—it is one of the greatest blessings of the world. But a lot of young salesmen jump into it too quickly, without an understanding of what they are doing, whither they are wending or how they are going to get through—the pretty face, the curving lines, the soulful eye, the warm, pulsing breath and the soft stuff, befuddle their heads.

Impulse, not judgment, is their guide, and impulse often has no sense, so for a lifetime and a day they are under a perpetual sentence of death—if they escape alive they're fortunate.

In the first place put it down that all this talk about two persons being able to live as cheaply as one is "piffle." It can't be done. A good formula is to multiply one by three and you will arrive nearer to the correct figure.

Never conclude that because a girl has never worn anything but calico or that she works in a shop, she will be of the economical variety when she has landed you. As a matter of fact, the rule works the other way. Some of the calico girls have long been fostering an appetite for fine silks, and when they get you on the list as the family provider, look out for your monthly bills!

In a Western city I knew two brothers who inherited their father's business. One brother married young and had a large family of children. His family was so large that it kept his nose pretty close to the grindstone, so he could not build up a surplus. The other brother late in life married a very poor girl. (A customer will often talk very confidentially to a salesman.) This brother used to tell me with tears in his eyes of his young wife's extravagance. Her monthly bills gave him

palpitation of the heart. On account of her extravagance he took out \$100,000 life insurance. Now, this is what happened: He died and the poor girl not only had his half-interest in the business but she also had \$100,000 in cash. The possession of money often makes people economical. Only the poor can afford to be extravagant. Soon afterwards it happened, on account of bad times, that the business became "hard up," so the widow loaned the business some of her cash. As times continued to be hard, the remaining brother in the business with the large family could not pay her back, so she finally secured practically all the stock in the business. The remaining brother died, and the "poor girl" then took entire charge of the business, putting a relative of hers as manager. The other wife and her children went to work to earn their own living. It is a strange twist of fate that being extravagant should have made this lady her fortune. Times changed for the better, and her business is now very prosperous.

My advice to young salesmen is to think twice before rushing into matrimony. In years gone by I used to read the letters of the head of the house before they were sent out. If there was any doubt about the advisability of any letter, I was expected to hold it over until the next day. In one of his letters to a salesman the head of the house wrote: "It is easy to get married, but it is h—— to keep house!" I held this letter over, and when I brought it into his private office the next morning, he said: "What is the matter with that letter?" "Nothing," I said, "except that this particular salesman got a divorce from his wife last week." "I guess," he said, with a twinkle of th eye, "I had better change that sentence. It does not always pay to tell too much truth."

IT SOMETIMES INTERFERES

Being married not only seriously interferes with the accumulation of working capital, but it also takes up a lot of valuable time, which may be usefully employed for the young

salesman's future good. Every young man should view life as a whole. Would it not be better, for instance, for him to postpone getting married until he was in his thirties and get a good start with money in the bank, than to get married in his early twenties and devote most of the early years of his life to fighting the wolf away from the front door?

When we are in our thirties, we think clearer, have more ballast, more self-control, and can judge better what we need. Youth looks only at the pretty face and the curves—at exteriors, real and camouflaged. Manhood studies character, heart, mind and the spiritual sense. Expecting to live with the woman when the bloom has vanished from the face, the curves have broadened, the 28 bust has become 47, and the limpid, soulful eye has changed to flashing fire, the man of thirty and over delves behind the screen of physical loveliness and examines what's beneath, for beauty is only skin deep, and it is what's beneath the skin that will make or break us.

We are all of different types and temperaments, and the wise man knows that if marriage is to supply the happiness he seeks, compensate him for the sacrifices he is willing to make to secure it, and prove a permanent benefit to his life, his only hope is the selection of a woman in harmony with his own temperamental type. Picking a woman blindly out of a grab bag because she has a pretty face and figure is folly, and the records show we take an awful chance. We're lucky if we get the girl we need—a lot do not.

"How can any adversity come to him who hath a wife," said Chaucer; but we now know Chaucer didn't mean it. He was just short of change and wrote this to stimulate sales and to please the ladies who bought his poetic love tabasco. "Only God is fit to be loved," said Franz Lizst to George Sand, the French authoress, taking the other extreme, and between these two poles lies the truth—it all depends on the man and the woman in the case.



At twenty-six Napoleon married Josephine, who was thirty-two, and he was unhappy, in marriage and out of it, for we have it from his own lips. When the tide of fortune had turned against him, he said, "I have never had a day's good luck since I left Josephine," and the historic records show this to be correct, for we date his downfall from the day he handed Josephine her dismissal.

Abraham Lincoln was thirty-two when he married Mary Todd, and James Madison forty-one when he married Dolly Payne, the pretty Quaker widow, who as Dolly Madison, mistress of the White House, made the world happier by her smiles and quips.

At nineteen William Shakespeare married Anne Hathaway, aged twenty-eight, and it was a battle royal from the altar to the grave, with the honors gravitating all to William, and there are some who assure us that in this the conjugal misalliance was constructively good, for it made the playwright work all the harder to help him forget his troubles, thus insuring to the world its greatest drama.

Admitting that the kind of girl a man marries has a whole lot to do with the results, here we strike the two horns of the dilemma. If a man marries a girl who is willing to do all the cooking and the household drudgery and help him save money, she can not do this and cultivate her mind nor develop the charms and attractions that are supposed to be a part of the successful man's home surroundings. It is not in human nature to expect her to be a good cook and a successful entertainer at the same time. Now, the trouble is if you have a good cook, when your fortunes rise, you are likely to be ashamed of her in later years, while on the other hand, if she is not a good cook, but is extravagant and expensive, the first few years of your married life the chances are you will never have a spare dollar to invest, and after a few years she will decide that you are not a good producer and she will be ashamed of you.

Now, my dear fellow, I am not a bit cynical, but I am just calling your attention to a few cold facts about life as they exist. If you do not find the urge to get married too strong, I suggest that you go a little slowly and carefully, not to say deliberately, about the matter. If, however, you must get married, and if you are poor, then let me urge upon you to



SAUNDERS NORVELL

marry a girl who is of a superior station in life to yourself. Good cooks, of course, have their value, but in these days it is only necessary to "heat up and serve," and you may grow up and develop yourself to be a companion for an intelligent and charming woman. Notwithstanding what Elinor Glyn may have to say about the American business man, you will find that on the average the successful men who rise from the lower walks of life develop mentally above their wives. She has been busy in the narrow circle of her household duties and with her children while her successful husband has been developed intellectually by his business battles with men of energy and intelligence. How pitiful it is to see a successful man dragging around a loyal, faithful wife with him who is entirely inadequate to fill the position he has made for her in the world, and who decorates

her conversation with such phrases as "I would have went," "I seen," and "I done." Poor fellows! They have worked hard and long for their success, but when it comes, they find it dead ashes in their hands. Have we not seen such wives sitting silent and uncomfortable at the feast, entirely out of touch with their surroundings? A successful man under such conditions has but two choices open to him: One is to live his life independent of his family, and the other is to sacrifice himself, give up hope, and in his spare moments listen to the petty details of a narrow domestic life.

Married life is usually a very long-drawn-out affair. It seems that the punishment that is meted out for hasty and ill-considered marriages is out of all proportion to the crime. You have, of course, heard the old saying: "Marry in haste and repent at leisure"—but very few peo-

people realize how short is the haste and how long is the leisure.

Life does not stand still. Life is evolution. No two people ever develop alike, either spiritually, mentally or physically. If you expect to develop, if you are determined to rise in the world, then it is certainly only the part of common sense when you consider getting married to select a mate who will develop with you. How can you tell this? I do not think it is very hard if you forget her physical charms for a moment and think about her character and her mind. Has she tact and good judgment? Is she of a cheerful disposition or has she moods? Is she conceited and extravagant? All these characteristics are shown in a hundred ways. If she is conceited, she will be exceedingly fond of flattery. If she is extravagant, she will be very careless as to how you spend your money on her. If she is selfish, she will show it in many ways. To illustrate—how she treats her mother. If she has bad judgment and is of a somewhat weak character, if she happens to have been well-educated, the chances are she will be ashamed of her parents. Is it asking too much to suggest that a young man consider these things before making an alliance that probably may last on the most intimate basis for fifty or sixty years?

Now in writing this, I fully appreciate the fact that no man can pick

a suitable wife for another. Many have tried this only to fail. Lord Byron, the unhappy author of "Childe Harold," has told us that he left it to Tom Moore and some of his other friends to pick him a wife, and the poet drank himself to death at thirty-eight in an effort to efface the recollections of it—the lady learned to hate her lord just for hate's sake. When we ourselves have trouble picking the right mate, it is hopeless for another to pick for us. But we older folks can give a few hints from the life book of experience which may help, and experience is our only teacher.

A young man should avoid as a general thing marrying a woman older than himself, keeping in mind that aside from the question of age that the physical development of a woman is many years ahead of the man, and that a woman who is older in physical development than her partner is not apt to look up to him as her protector and mainspring in the works. Of course, there are notable exceptions to this dictum, but as a usual thing I think, if a man is ten years older than the woman, the poetic unities are likely to be better preserved and their life happier.

To my mind it makes no difference whether the girl is rich or poor, if the girl herself is all right. A man who marries the daughter of rich parents, thinking he is going to get in soft, gets left, for if the

parents have the money, the daughter won't get it until they die. Meanwhile the money-marrying man must hustle for himself, and the benefits he expected do not mature until he ceases to need them. On the other hand, if the woman herself has the money, he is tempted to become a parasite on the woman, and all individual initiative is destroyed, and when initiative, the desire to work and achieve is taken from a man, he is a dead one, whether he knows it or not.

The charge is frequently made that a man who wants to be happy ought never marry an only daughter—that it is safer to marry a girl who is one of several in a family, the theory being that where there is only one girl in a household, she is petted and spoiled and inevitably becomes selfish, irritable, conceited, and self-centered. I do not agree with this—it all depends upon whether she has sensible or foolish parents and how they bring her up. The claim is also made that a widow makes the most companionable wife. Having sown her wild oats with her first husband and been sandpapered down, and in the cradle of tears and sorrow found that happiness comes in marriage only to those who give happiness, she is disposed to be docile and tractable to the bit and saddle of husband No. 2, thus making amends for her record with No. 1. This is a delicate question that I hesitate to discuss and must pass up, although we know that George Washington, Thomas Jefferson, Benjamin Franklin, James Madison, Aaron Burr, Julius Cæsar, Napoleon Bonaparte, Admiral Nelson, and other of the world's greatest men married widows, and through them found much happiness.

#### ALL FOR THE SALESMEN

Understand, I am writing all this from the standpoint of the salesman. I am not looking at it from her side. Remember that people practically never change. Intelligent persons may modify or conceal their disagreeable characteristics, but most of us intellectually and at heart are the same from the cradle to the grave. Modifications may be caused by environment, and a natural criminal may not do wrong because he is never sufficiently tempted, but the criminal at heart is a criminal just the same, and if he does not rob a bank, he may get away with petty dishonesties. The point I am making is that exactly the same spirit animates those who are dishonest in

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small ways as those who commit the more important crimes. You may be sure that the girl who is careful not to exaggerate, to be exact in all of her statements about herself and her friends, will not deceive you later in important matters.

I fully realize this is a very delicate subject, and some of my remarks will meet with serious disapproval from some sources. No man, however, who has been interested in young men and has studied the career of hundreds of young men, but knows, if he tells the truth, how many splendid young fellows with brilliant prospects have been shipwrecked on the rocks of an ill-considered and hasty marriage.

I am writing these articles not with a view to increasing my own personal popularity nor to be praised, but in the simple hope that some of the young fellows who read them may be benefited. I sympathize profoundly with poor young men trying to get a start in life. They are so human, so ignorant. They can so easily make innocent mistakes that may cause them unhappiness for their entire lives that I am constrained to write this article on getting married as one of the most serious steps in their lives, and if they are in doubt about the wisdom of a match it is far better for them not to take chances. Many young men are drawn into marriage not only by the girl but by the girl's family. They make him think he is a seven-day wonder. Finally, when he is landed, he is thrown off with the girl upon his own resources, and when he is in trouble, the old gentleman will say: "Well, young fellow, when I married I was able to take care of my wife. I did not call on anybody for help, and I guess you had better do the same thing."

In Europe I think they handle these things better. They are more practical. When a girl marries, her father does not consider that he has gotten rid of a burden, as one father expressed it to me. In France a "dot" goes with the girl. In almost all foreign countries arrangements are made to look after the young couple, but in this country you marry at your own risk, and it is not surprising under our conditions that there are so many divorces.

If an analytical study were made in this country of the effect of marriage upon both men and women, not in a standard of money, but in a standard of real happiness, develop-

ment and joy of living, I believe if the truth could be reached, the results to say the least would be surprising—I mean in unhappiness and suffering, but it is our social custom to throw around marriage a glamor of romance, and after the nuptial knot is tied, a single word of complaint either on the part of the man or the woman is taboo. They have made their bed and they must sleep in it. That is the verdict of society. If the man or the woman complains of anything in connection with marriage afterwards, it is supposed there is something wrong with them. They are either not a good husband or a good wife or they are irreligious.

The whole theory of marriage is that two people should live together absolutely as one. It does not make any difference how different your ideas and taste may be. Regardless of your temperament, of your peculiarities, of your prejudices, you two must amalgamate, and if you do not, then the honorable thing for you to do is to be unhappy in silence the rest of your lives. If later in life it is impossible for you to go ahead, then select suicide or social ostracism. These things are absolutely true, and I only repeat them so you will give them consideration before you take the plunge.

(Continued on page 44)

# FRANK SEAMAN

INCORPORATED

## *Announces*

### The Annual Election of Officers as follows:

FRANK SEAMAN, *President*

WALTER R. HINE, *Vice-President and General Manager*

FLOYD Y. KEELER, - - - *Vice-President*

CHARLES F. PIETSCH, - - - *Vice-President*

EDWARD M. PRATT, - - - *Vice-President*

JULIAN SEAMAN, - - - *Treasurer*

FRANK A. ARNOLD, - - - *Secretary*

JAMES E. D. BENEDICT, - - - *Asst. Secretary*

CHARLES McCORMACK, - - - *Asst. Treasurer*



470 Fourth Avenue, New York City  
Monroe Building, Chicago

# How Eighty House Organs Were Surveyed to Plot One Organist's Task

The Editor of Non-Skid Applies Laboratory Methods to Study of Other Employes' Magazine

By RALPH BEVIN SMITH

THE PLACE, preeminently, in which to concoct a house organ is the laboratory. The modern house organ is a fusion of known elements in known quantities to accomplish definite, measurable results. The science whereby that fusion is effected is a kind of psychological chemistry—which is another name for journalism.

Last week, at an alumni dinner of the Columbia School of Journalism at Columbia University in New York City I heard a professor, who is also a practical, hard-headed journalist, make a ringing plea for a fund of \$250,000—one quarter of a million—to equip the school with a laboratory wherein newspapers and periodicals might be dissected and put together again as the mechanical-minded small boy dissects and puts together an old watch. The end sought was to be the discovery and the analysis of the forces, and of the methods of applying the forces, that make the wheels of the modern newspaper and periodical go. That is the modern method of studying journalism.

## THE LABORATORY TEST

The up-to-date, efficient house organ editor is approaching his problem in the same way. He is taking existing house organs by batches into the laboratory and bringing out a recipe for the efficient house organ and a "don't list" to paste over his desk.

Musicians tell me that you can reduce a sonata to a mathematical formula and construct other sonatas according to the quantitative relations expressed in that formula, but the result will be just as if a biological chemist attempted to construct human bodies of the chemical elements that go into the average human body. They wouldn't have life, movement, soul.

The same situation exists in the case of the laboratory-made house organ: the same danger. The editor must add to the recipes he brings out from the test tubes life, movement, soul—which are the provision of his own genius.

Have you ever seen the Firestone "Non-Skid," the employes' maga-

zine of the Firestone Tire and Rubber Company, of Akron, Ohio? There's life there alright. It is a paper that bubbles over with spirit; eight pages without a suspicion of an underlying structure of cut and dried rules; a fat, jolly paper with as little indication of a theoretical skeleton as a fat, jolly man shows of his osseous one. Yet the skeleton is there and the editor of the "Non-Skid" finds it just as essential as the aforesaid fat man does his.

The Firestone "Non-Skid" cannot be said exactly to have been mixed in the test tubes. It was not born in a laboratory. It IS kept healthy by the operation of a laboratory whence the editor brings from time to time tonics that make good bone and that keep good bone solid. Its theoretical basis is maintained on laboratory methods.

That statement requires illustration and since we are dealing with a very practical subject it is time that we get down to practical details anyhow.

## THE "NON-SKID" SURVEY

Last January C. A. Reece, editor of the "Non-Skid" sent out to about 175 other editors of internal house organs a letter asking each editor eight specific questions about his magazine. To his inquiries eighty answers were received. Those eighty answers constituted the raw experimental material that went into the test tubes. Let me, to illustrate what came out to go into the service of the editorial staff of the "Non-Skid," quote from Mr. Reece's letter to these same house organ editors a month later. He wrote:

"A somewhat crude summarization of the replies accompanies this letter. It is divided into three parts, each with a self-explanatory heading.

"As far as the Firestone 'Non-Skid' is concerned, our creed is indicated in Part Two. We try to do most of the things mentioned there and intend to attempt the rest.

"The bulk of the compilation, however, is not original. Its value is rather that which comes from au-

thority and experience. To be specific, there is a peculiar comfort in being able to say, not only that the paper which you and I are sending out into the world at intervals should accomplish certain ends, or may be expected to bring about certain results, but actually has produced certain known effects and is producing them in many instances.

"Possibly then, the following report may help us, as Hamlet bade his friend Horatio, to 'represent our cause aright to the unsatisfied.' It may also cheer us 'internal house organ editors' by bringing to us the assured knowledge that an employes' magazine is an indispensable in the well differentiated present-day industrial organization."

## HELPING THE OTHER FELLOW

"A somewhat crude summary of the replies" that document may be but it is red meat to the prospective house organ publisher and it provides a marvellously satisfying diet of steady staples to the editor who has been issuing on the old hit-or-miss method without the aid of an experimental laboratory such as Mr. Reece has enlisted in his work.

This "meat" is contained in "Part Two" referred to in the letter. Part One simply recounts the fact that, of the eighty editors replying, 62 said emphatically that the house organ paid; eight said that they favored the house organ, without giving away to quite so much enthusiasm as the first 62; six declared that they "didn't know" whether it paid or not (to which Mr. Reece appends the remark: "Can anybody form a judgment based upon dollars and cents? That's about all that any member of the 'Knowing-nothing-Party' means"); one said he was not strongly in favor of the house organ; and three had discontinued their publications for several reasons.

In contemplating these expressions of opinion and judgment one wishes a little that Mr. Reece had gone to the chief executives of the companies he queried as well as to their house organ editors. The house organ editor is unquestionably

the man in the best position to formulate an opinion on the effectiveness of his publication; but I am not questioning the validity of his judgment in saying that he is also the man in the best position to be over-sold on the success of his work. He is under the handicap of paternal pride and enthusiasm. If he happened to take a cynical view of his job, on the other hand, as perhaps some of the six "don't know" respondents did, why then his opinion isn't worth considering, anyhow. Knowing how strongly America's big industrial executives are sold on their house organs I should have liked to have seen added to this list some typical endorsements from them.

#### VISUALIZING THE FIELD

Part Two of Mr. Reece's survey presents the best expressed, best backed-up summary of the ends which the house organ should serve that has come to my notice. It is good because it was compiled by laboratory methods. It is not an expression *ex cathedra*.

"There is a peculiar comfort in being able to say, not only that the paper which you and I are sending out into the world at intervals should accomplish certain ends, or may be expected to bring about certain results, **BUT ACTUALLY HAS PRODUCED** certain known effects, and is producing them in many instances."

Following the laboratory method, Mr. Reece sorted out his material, expressions of opinion, etc., and constructed upon them a formula to cover the house organ field. He visualized the service of the house organ and the groups whom it is destined to reach. He justified the inclusion of each term of his formula by appealing to the opinions featured in those sixty-two replies. This survey, in full, will be given in due time.

I said a while back that the typical house organ editor was liable to be under the handicap of enthusiasm in expressing an opinion as to the value of his work. Let me qualify that by saying that his enthusiasm is more apt to be an enthusiasm based upon far-sighted conviction than upon traced results. How difficult it is to justify that enthusiasm and to inoculate a bystander with it, every house organ editor knows. Just as Mr. Reece asked: "Can anybody form a judgment based on dollars and cents?" he might have asked, "Can any house organ editor express the results of his service in dollars and cents gained or saved to his com-

pany?" No, the benefits are not as direct as that. The dollars and cents are both gained and saved for every company that runs an efficient house organ but the line between cause and effect is a tortuous one that it takes the vision of the modern expert in industrial relations to see. Included in Mr. Reece's survey under the head of "Morale Promotion," is this, apropos comment of the editor of the employes' magazine of the General Chemical Company:

#### HOW THE HOUSE ORGAN PAYS

"We may readily assume that on a payroll of \$....., a one per cent increase in efficiency arising from a particular element promoting industrial justice would be imperceptible in the individual and unnoticed in figuring costs, and yet it would repay in money and expenses up to \$..... I believe it is safe to make the assumption that a properly conducted publication for employes will produce such feelings of unity throughout the organization that the willingness of the worker in whatever station will produce a much greater efficiency than a mere 1 per cent."

"Morale Promotion," then, is one of the points heavily stressed in the "Non-Skid" survey. This department is divided into two sections, the promotion of individual morale and the promotion of collective morale through promotion of understanding between the company and the men and among the men themselves. The first section is covered in the reference to the work of the house organ in publishing the names and suggestions of those receiving periodical awards for suggestions adopted by the company, in noting for the attention of his fellows a man's promotion, in "writing up" old employes and in featuring sales and production records in the effort to arouse the spirit of emulation and competition among employes.

Of special significance is the space that the survey gives to the subject of Inter-relations—the understanding between the company and the men and the acquaintance of the men with one another. Note this contribution from the Jeffry Manufacturing Company anent its house organ:

#### TO PREVENT MISUNDERSTANDINGS

"It has helped in a very large manner to get members of our big family acquainted with each other, and you also realize that folks who are acquainted with each other seldom have difficulties. We are just

beginning to realize that most of our troubles are just misunderstandings, and if employes and employers know and understand each other, this difficulty is reduced to a minimum."

Development of comprehension of the relation which each man's job bears to the whole organization, stimulation of pride in the plant's product, reduction in labor turnover and promotion of better cohesion between the parent plant and its branches are further services which Mr. Reece classifies under the general head of Morale Promotion in summarizing the points emphasized in the replies to his inquiries.

Explanation of company policies is another function of the efficient house organ, the survey tells us. Those policies to which reference is made have to do with safety (accident prevention), health (company medical and dental work), welfare, and recreation work. Bearing on the power of the house organ through the emphasis it can lay, in news items and editorial, on safety first methods, the house organ editor of the American Can Company says:

"It pays. There is no question about it. Of course, as in other work of this type, there is no way of measuring results directly. In its influence towards the prevention of accidents alone, it pays."

#### AS A LOYALTY BUILDER

Another point brought out in this section, which the house organist occasionally overlooks is the part his publication can play, in an inferential way, to teach employes to put a proper value on the things done for them by the company. The effect of this awakened appreciation of what may have been before accepted as matter-of-course is measurable in time in terms of loyalty. Suppose I build a gymnasium for my working force. Of course, they appreciate it. But suppose I have a house organ to tell of the gymnasium in prospect and of the gymnasium in operation, to record additions in equipment as they are made, to bring to the worker's family the story of what benefits he can get from use of the gymnasium, to recount, as they are "hung up," the records made in the "gym" by individual employes or by teams. By the psychology of print, that gymnasium and the generosity of the donor of that gymnasium is going to bulk in the worker's eyes "umpteen" times as big as it would have without the

publicity. There are other little company services—safety devices, for example—that the employe would never think of as services if they were not brought before him as such in the house organ. This sort of publicity calls for tact, of course, but it is invaluable when rightly used.

The employe must be sold on his employer's concern for his well-being and for the improvement of his living and working conditions. Therein is the be-all and end-all of the house organ—the selling of the worker on the organization. It

is the link between man and man and "man" means no less employer than employe.

"We feel that the greatest percentage of labor unrest in the past and today has been caused by the ignorance of the worker or employe as to what the employer has in mind when certain orders are issued arbitrarily. We, therefore, strive to 'sell our organization' by an explanation of the various matters pertaining to operation and manufacture, eliminating, as far as possible, 'lack of explanation.' It is the writer's opinion that any amount of money spent in gaining the confidence and the cooperation of our employes in keeping them satisfied and on the job is an investment."

#### EXPLAINING COMPANY POLICIES

That declaration of the house organ editor of the Greenfield Tap and Die Corporation of Greenfield, Mass., contains the essence of the main argument for the house organ. Mr. Reece has incorporated it in his survey under Section IV, Part II, which refers to the influence of the house organ on social conditions, touching on thrift, food conservation, sanitation and similar problems; on community conditions, touching on elections, bond issues, and the like; and on industrial conditions, touching on radicalism within the plant, etc. At another point, the New Departure Manufacturing Company's house organ editor expresses a very similar thought with concise dignity.

"We have established policies and promote a favorable opinion of those policies and a confidence in them on the part of the employe."

But the house organ must be something more than an educational pamphlet, or an official employer's bulletin. It can, indeed, be these things only in addition to being the plant newspaper. It sells itself on its effectiveness as the plant newspaper. Its backbone, whereby it attains standing in the employee's eye is the humble, despised—but despised only at peril of failure—news item. Appreciation of this fact is shown in Part V of Mr. Reece's survey. Under the general head of "Family Appeal," he has been led to write, briefly but significantly: "1. Women—recipes, patterns, etc. 2. Next generation—babies, etc. (One wonders about that "etc.") 3. Print news that puts paper on living room table. 4. Good place to work." Appended is the information received from the house organ

editor of the firm of James B. Clow & Sons, Newcomerstown, O., that his first effort is "to make the paper 'personal' enough to interest the men, and then we have a chance to give them a full understanding of the company's efforts in their behalf."

#### THE EDITOR'S BROAD RESPONSIBILITY

"Women, recipes, patterns, next generation, babies, etc.," the "etc." in this case covering all of the hundred-odd other departments of employe interest that Mr. Reece covers in his survey—they make the house organist's responsibility heavy enough. Yet, all too many house organ editors fail to realize the full extent of their responsibility or to appreciate the dignity of their job. Too many operating on the hit-or-miss method lack an adequate vision of their field. Too few have the laboratory attitude toward their problems. It is just this attitude that Mr. Reece's work expresses and that is the best reason why it should be placed before those interested, directly or indirectly, in house organs, as ADVERTISING & SELLING is doing it. Mr. Reece's investigation enabled him to take the "Non-Skid" into the laboratory and there to test it in the light that his survey throws on the field and service of the really efficient house organ. "We try to do most of the things mentioned there," he writes, "AND INTEND TO DO THE REST."

The survey is recommended to those who try to do most of the things mentioned there and intend to do the rest.

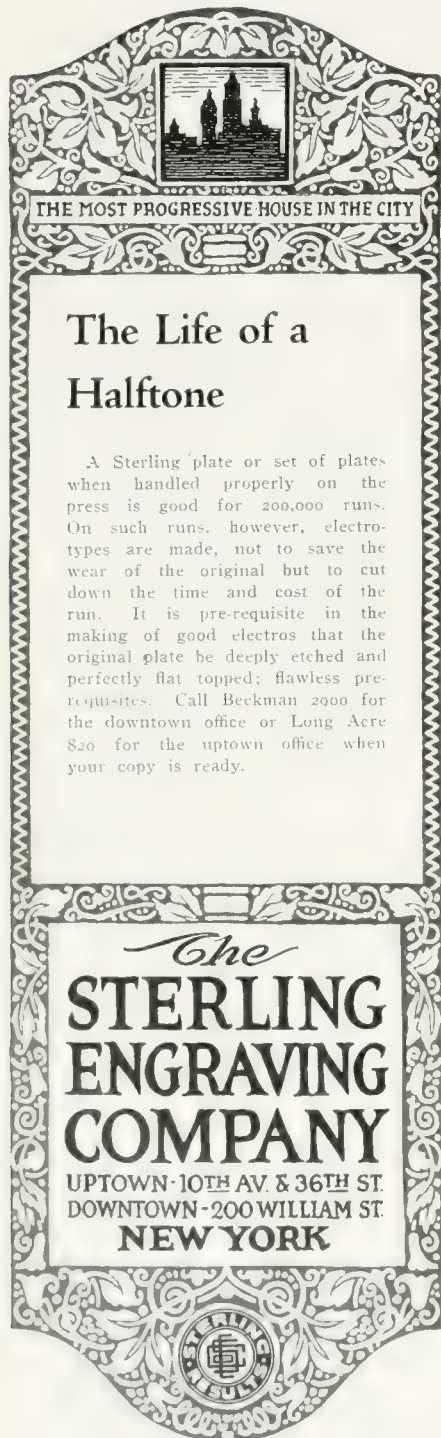
EDITOR'S NOTE.—The text of the survey, which is too lengthy to be given here, will be printed next week, or as soon as practicable thereafter.

#### Motor Firms Change Advertising Managers

With the merger of the advertising and the sales promotion departments of the Packard Motor Car Company of New York, William Elliot, of the latter department, has become the Packard's advertising and sales promotion manager. C. B. Morse, former advertising manager, has left the Packard Company to take the position of general advertising manager of the Hare's Motors, Inc., operating the Locomobile, Mercer and Simplex companies.

#### Sales Manager Made Vice-President

Vance McCarthy, general sales manager of Edward R. Ladew Co., manufacturers of leather belting at Glen Cove, N. Y., has been made vice-president of the firm. Russell B. Reid, for twenty years in the belt business, has been appointed assistant general sales manager.




THE MOST PROGRESSIVE HOUSE IN THE CITY

## The Life of a Half-tone

A Sterling plate or set of plates when handled properly on the press is good for 200,000 runs. On such runs, however, electro-types are made, not to save the wear of the original but to cut down the time and cost of the run. It is pre-requisite in the making of good electros that the original plate be deeply etched and perfectly flat topped; flawless pre-requisites. Call Beckman 2000 for the downtown office or Long Acre 820 for the uptown office when your copy is ready.

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COMPANY**

UPTOWN-10TH AV. & 36TH ST.  
DOWNTOWN-200 WILLIAM ST.  
**NEW YORK**



## "Auditing Agencies" Discussion Goes On

THE ENTIRE friendliness which has characterized the attitude of advertising agents toward the proposition to "audit" advertising agencies, indicated in the great number of communications received by ADVERTISING & SELLING during the several weeks that have elapsed since April 17, when the subject was opened, has been one of the decidedly encouraging signs of the entire matter.

It seems to be apparent from the communications which have been printed that the publishers, certainly, and many of the advertisers, would favor some form of agency "audit." And the agencies themselves have expressed hearty accord with the idea insofar as they have been able to see its practicability.

Following are some of the more recent expressions received in this interesting discussion:

By EDWARD C. CAMPBELL,  
The Miller Rubber Co., Akron, O.:

You are touching upon a matter on which I hesitate to give much of an opinion. First, I am not in the agency business. I am simply a buyer of their service. And when selecting one, I look to the best possible investment for my Company's money.

It is true there are many and varied concerns in the agency field to choose from. The size of our advertising appropriation, however, automatically prohibits any irresponsible agencies from handling it.

I have personally investigated some of the best agencies in this country. I have a general idea as to whom we would select should we desire to change.

The A. B. C. for publishers was founded mainly upon the fact that circulation reports never agreed with the truth. Some standardized form of auditing was positively necessary to preserve the advertising business. In those days even the public resented advertising. Today all classes read it. And most national writings are believable. It would seem to me unnecessary to impose such a check on some agencies.

I would not relish a thought of having some independent checking bureau, requested to audit our management or methods of operation. If the impulse to do clean business is not within the individuals who themselves become a part of an

# EINSON LITHO INCORPORATED

has added to its staff a group of men of recognized leadership in merchandizing, advertising, art creation and production. Its organization brings to the production of efficient window display advertising, abilities and experience in advertising hitherto associated solely with other forms of advertising.

ARTHUR FREEMAN, President	Merchandising
MORRIS M. EINSON, Sec'y & Treas.	General Manager
HERBERT EVERETT, Vice-Pres.	Plans & Merchandising
A. W. HUTAF, Vice-Pres.	Art Production
JOSEPH ELLNER	Director Dealer Service
WILLIAM HILL	Art Director
JAMES ROSTHAL	Executive Manager
LEO EINSON	Sales Promotion
CHAS. M. VEAZEY	Western Sales Manager
CARL PERCY	Special Representative
HERMAN J. WIBEL	Special Representative
EMILE CAESAR	Plant Production
JOHN J. SCHEPP	Plant Superintendent
PAUL WYTENBACH	Litho Art Director

Each of these executives is backed up by an organization of highly skilled producers.

Executive Offices	Production Plant
and Art Studios	Bush Building
Masonic Building	327 East 29th Street
71 W. 23rd St., N. Y.	New York City, N. Y.

Chicago Offices  
540 McCormick Bldg.  
332 S. Michigan Ave.

Window Displays are based on sound merchandising principles, created as an integral part of the national advertising campaign, and designed to concentrate the full force of the advertising effort at the point where the goods are for sale.

agency or of their own Company, conditions would not be improved upon very much.

Business men today are looking for achievements. Men whom they employ directly or indirectly should receive a fair profit for the services rendered. The service depends upon the brains of the men in charge. Then the buyer must always know what he wants and when he is not being fairly treated. That will always affect advertising agencies.

By L. W. C. TUTHILL, President, Tuthill Advertising Agency, New York:

Frankly, we believe this one of the most healthy moves towards better service, alike for customer and magazines, that has been proposed, since the adoption of the "Truth" motto by the Association of Advertisers of the World.

What can possibly be said *against* it?

What can't be said *for* it?

Considering the fact that advertising is in a position to make or break many a concern, especially in its kick-off period, it seems as logical that Agencies should have some surveillance, as a bank should submit to periodical examinations.

As far as our Little Attic Copy Shop is concerned, any movement in the direction for better things, receives our hearty, 100 per cent endorsement.

By CHARLES CHABOT, jr., Hamermill Paper Company, Erie, Pa.:

Rudyard Kipling once wrote a poem in which the following lines occur:

"Still we let our business slide  
As we dropped the half-dressed hide  
To show a fellow savage how to work."

This applies beautifully to the present day. The world at large seems possessed of a mania for meddling and what is still more dangerous a delusion that faults as old as human nature may be corrected by artificial remedies. We are to be legislated into virtue, audited into honesty and crooks cured with questionnaires.

First—There are enough good agencies above question as to honesty and neither the advertiser nor the publisher is forced to deal with those under suspicion.

Second—If any auditing is to be done it better be done by the agents themselves. In the event of rate cutting they are the worst sufferers from this form of unfair competition. If the agencies want to audit themselves, by all means let them do so and after they get their audit I would respectfully like to propound Mr. Goldberg's famous question: "Now that you have got it what are you going to do with it?"

If this habit of showing our fellow savage how to work goes much further I will expect to see the Scarlet Letter in use again or a distribution of medals, or a system of marking such as the old lady used for her pies, "T. M.—'Tis Mince"; "T. M.—'Tain't Mince."

Far be it from me to speak sarcastically of any real reform, but the sooner we all quit trying to steal a ride on the stars and get down to earth and mind our own business the better it will be for everyone.

We regard the agency that handles our advertising as part of our own business and we have never had occasion to even think of questioning their bills or their business methods. I will be glad to give the name to any publisher whose soul is troubled or to any advertiser who doubts.

By W. T. MULLALLY, president, Maclay & Mullally, Inc., New York:

You cite three alternative methods



—and 2,944 of them sent in their subscriptions.

A BIG group of America's leading Manufacturers and executives were told what

## The RED CROSS MAGAZINE

is accomplishing for "Better Americanism" with its Capital and Labor get-together stories and articles.

Straightway 2,944 of these busy men sent in their subscriptions for this magazine of Better Americanism.

**Men of vision, the big men of American industry are reading The Red Cross Magazine for its constructive ideas on stabilizing industrial relationships.**

## The RED CROSS MAGAZINE

Owned and Published Exclusively by  
The American Red Cross

1107 BROADWAY, NEW YORK CITY

Chicago

San Francisco

Boston



or plans which have been suggested for an audit of advertising agencies: first, that the A. B. C. undertake it; second, that the A. A. A. handle the matter; third, that the individual publisher do it.

From the standpoint of the agency it would seem that these three plans might better have been resolved into two distinct classifications, namely (a) regulation from without, and (b) regulation from within.

On the desirability of regulation *per se*, there can be no clear cut dispute. If, however, the regulation—auditing, investigation, rating, call it what you will—is to come from without, is to be entrusted to outside organizations or individuals, of whatsoever nature, A. B. C. individual publisher or coterie of publishers, then that regulation will inevitably fail of its ethical ideals and purpose, will strain at the gnat and swallow the camel, will serve but to pander to the lust for petty authority and to the well-meaning but misdirected and uncomprehending fatuousness which has always characterized such movements.

It will be but another manifestation of the prevalent craze for the regulation of this and the prohibition of that, for the imposition of the will of the vociferous fanatic few upon the affairs of those who, not understanding, they therefore condemn. It will be a giant stride in the direction of State regulation of all mundane concerns, with its attendant throttling of initiative and ambition which is the outstanding curse of modern business in this country.

On the other hand, consider the proposition of regulation from within. Here we find developing out of chaos a set of standards of practice at which none can cavil. We find the machinery for the enforcement of these standards not merely projected, but functioning efficiently and purposefully. It has been evolved from within by the leaders in the profession. Understandingly, with full comprehension of the evils they have to combat, they have striven and they have accomplished.

When an agency has been accepted to membership in the American Association of Advertising Agencies it has thereby demonstrated that it has the requisite brains, finances and mechanical production. It has agreed to maintain the high ideals for which the A. A. A. stands or to forfeit that membership. Surely this is the better—the more resultful method!

Membership in the A. A. A. A.

presents many features analogous to that in the New York Stock Exchange. Once a firm has been accepted by the governing board of the Exchange, its offerings and transactions are accepted by everyone, practically without question. If any suspicion is cast upon an individual's methods, the same governing board is eager to take up the case and will expel the offender if the charge be proven. As the A. A. A. has co-operated in every way possible with the publishers, ever fighting in the forefront of the battle to eliminate unethical practices and abuses, is it

not fair to assume that the publishers would grant a courtesy to the members of this association, on a plane similar to that of the Stock Exchange, that the fact of membership is an assurance of fair dealing and probity?

It is my firm belief that if this matter be left in the hands of the governors of the American Association of Advertising Agencies it will be handled to the best advantage of publisher, advertiser and advertising agent alike.

EDITOR'S NOTE.—The discussion of auditing advertising agencies will be continued in the next issue of ADVERTISING & SELLING.

## SYSTEMS BOND

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



**T**HERE are many jobs on which a paper of pleasing color is desired. In addition to the whitest white, SYSTEMS BOND is made in these attractive colors—pink, blue, green, canary, buff, goldenrod.

Whatever color you choose, you can always depend on the **character** of this paper.

A request will bring samples.

**Eastern Manufacturing Company**

**General Sales Offices:**

**501 Fifth Avenue**

**New York**

**Mills at Bangor and Lincoln, Maine**

# The Men and Women Who Make Our Mediums

B. C. FORBES

Publisher of *Forbes Magazine*

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 SHERWIN CODY

FROM my first acquaintance with B. C. Forbes, founder and editor of *Forbes Magazine*, I wanted to ask him this question:

"How was it, Mr. Forbes, that you, born and bred in Scotland, were able to come to New York and win the confidence of America's biggest business men, so that you have become their foremost biographer and interpreter?"

When the editor of ADVERTISING & SELLING invited me to write this article I had my chance to ask that question, and Mr. Forbes gave me the complete and truthful answer to it by telling me in his deliciously pleasant, boyish, humorous manner, the story of his editorial career. His work for the day was done, he had told his secretary to lock the door, and he said:

"You can't print all I'm going to tell you, but to answer your question I'm going to sketch for you what really happened, and you can write it up according to your best judgment."

He assured me in the course of this interview that he had made his successes in journalism by telling the truth just as it was, and, as I have made whatever literary success I have had by the same method, I am going to tell you some of those intimate personal facts of the man's life which, after all, are the most significant thing you can know if you want to understand why and how he succeeded.

"The fact is," he began, "I had had one of those personal disappointments which seem so tragic to a young man of twenty-one. Soon after I wrote a short story entitled, 'The World Emptied,' which exactly expressed my personal feeling. I was sub-editor of a daily newspaper in the city of Dundee, Scotland, and getting what was considered a good salary. In two successive years, at sixteen and seventeen, I had won a local prize for shorthand, I had good testimonials, including two from prominent London newspapers, and the elderly gentleman who was

editor of my own paper wanted to keep me where I was, as I had tried to make myself useful to him by taking over some of his duties. But I made up my mind that I shouldn't stay in Scotland any longer and that I would go to South Africa, where I heard a live young fellow could earn as much as a pound a day—twice what I was then making. The Boer War was then in progress and the spirit of adventure lured me. I bought my steamship ticket before I said anything to my superior, as I was afraid he might try to persuade me to stay. When he saw how it was with me—I had just received a big increase in salary—he said, 'Young man, you have the spirit of a rover.'

## HUNTING BIG GAME IN SOUTH AFRICA

"When I reached Cape Town I went around to the newspaper offices, to which I had previously mailed copies of my testimonials, and asked for a job, but the war had driven in all the correspondents from up-country and the papers were over-staffed. One veteran editor had been impressed by my testimonials, however, and said he would help me to find a job. After I had had some eventful experiences he recommended me to a friend of his as a stenographer in a railroad office, and a few weeks later called my attention to an advertisement for a reporter in Port Elizabeth. The paper was a dead one, but I did my liveliest to put a little pep into it. Next I got a job in Durban, Natal, the *piece de resistance* in my new paper, each day being a very heavy editorial that had to run over a column. I was offered five dollars extra for each editorial considered acceptable, and after I had been there two weeks I was called in and told I would be given a chance to 'win my spurs' by writing those editorials while the editorial writer got a vacation, the first one in five years.

"Six months later the Boer War ended, and the brilliant writer, Edgar Wallace, with good capital behind

him, started a big daily paper at Johannesburg. I wrote for a job, was offered \$125 a month, tried to stand out for \$150, but got two lines in reply to my letter saying, 'The pay is twenty-five pounds—take it or leave it.' I took it. This gave me a chance to do things, to show some enterprise, to inject a sort of new note into South African journalism.

"As chief political reporter I started a novel column called, 'Notes from the Gallery.' This being the first British Parliament held in the Transvaal, its proceedings aroused intense interest. As those big men made their speeches I made frank, intimate comments, telling the plain truth about them. If a man made a dull, rotten speech, I said so; if he made a brilliant speech, I told that, too. I was absolutely truthful and absolutely fair."

"Didn't it make some of those fellows mad?" I asked.

"Yes, at first it did, but they knew I was always truthful and fair, and the members of parliament and the public as well took to reading that column to see what impression each politician was making.

"Soon the cabinet officers and big politicians—anxious, I suppose, to make friends with the fellow whose stuff was being read—began to give me important, exclusive news. I got scoop after scoop, so much so that the rival papers finally had a sort of detective reportorial force follow me around, and whenever they saw me talking to a big politician they immediately went up to him and asked him what he had said to me.

## THE GREAT OPPORTUNITY

"The feature of this paper was a signed article by Edgar Wallace, the founder of the paper. But he was popular and occasionally spent an evening socially. Then one day the news came that General Sir Hector Macdonald, the great hero and idol of the Boer War, had committed suicide, though at that time we had only vague rumors that he had gotten into a nasty scandal. I knew his Scottish country very well and how the Highlanders felt about him, and I felt I could write a personal-impression article on his personality. Just after I started Mr. Wallace came in and said, 'Couldn't you write something about Macdonald? He's got to be our feature article tomorrow, but I don't feel like writing it—I'm going out this evening. Here's a little book that will give you the facts about his life.'

"The article appeared next morn-

ing with my name, in the column usually filled by Wallace. I didn't think anything of it, but on my way to the office in the morning the financial editor stopped me and shook my hand. 'The Stock Exchange is ringing about it,' he said. I couldn't imagine what he was talking about. Half a dozen others congratulated me before I got to the office.

"If you would grow a mustache I would give you five pounds a month more," said Wallace, 'and make you chief reporter.' I was very boyish-looking, and there were grey-haired old men among the reportorial staff who wouldn't have stood for having an infant like me at their head. But I got what was just as good, a commission as sort of special correspondent to write up pretty much anything I chose to. I also wrote short fiction stories. I was making about sixty dollars a week and usually working only a few hours a day."

"How did you happen to give up a good thing like that and come to New York?" I asked.

#### LOOKING FOR HARDER WORK

"The truth is, it was too easy. I just said to myself, 'This is no life for a young man of twenty-four who wants to make his mark in the world. This is too darned easy.' All over the world New York has the reputation of being the hardest newspaper field there is. The big, clever reporters are supposed to be there, geniuses who get news that nobody else can get. I said to myself, 'That's the place for a young man to go if he wants to test his mettle and run up against fellows abler than himself.' I wanted more hard knocks than I was getting in Johannesburg."

"So you have been a chaser of hard jobs?" I commented.

"Yes, I've always had the feeling that I wanted to make my job, whatever it was, count for more than it ever counted for before. Though I had to support my mother in Scotland (and did this from the time I was seventeen), I had always been a good earner and a good saver, and I had money for a five months' trip round the world and to keep me in New York while I was making a start."

"Did you find New York a hard nut to crack?"

"Why, for weeks," he said, "I couldn't even get past the office boys to see a single editor. At last the *Journal of Commerce*, to my great joy, consented to let me work there for nothing to see if I would be



B. C. FORBES

worth anything to them. They appraised my value at \$15 a week, which was probably more than I was worth to them. They put me on as assistant to the dry goods market reporter. I didn't even know what 'dry goods' meant: the term isn't used on the other side.

"Of all the monotonous and hateful jobs I ever tackled, that was the worst. Twice a week, for example, we had to have an article on the linen market, and in those days there wasn't any change in price to amount to anything, or anything you could get out of merchants except that business was good or bad. Every day, too, we had to have an article about the jobbers' market, though there were then only three sizable jobbing houses left in New York. There had once been an important jobbers' market, and the habit had been formed of having an article about it every day; but though the market had grad-

ually vanished the habit of having the daily article remained.

"My first problem was to get those big importers and wholesale merchants to talk—to say something real. So, as I had traveled a great deal and was familiar with European politics and finance, I tried to slip in some remark that would be likely to interest them—to give them a quid pro quo for what I wanted them to tell me. They weren't so very busy in that trade, and my plan for getting them to bother talking to me worked. Then I tried to feature personal news items about those in the trade and to write short interviews—those men liked to see their activities reported. At last I felt strong enough to begin quoting truthful prices. Usually we got all our information about prices of the day from the big importers, the sellers. They would say and it would be so printed—that the price of a certain grade of raw silk

was \$5.25 to \$5.50 a pound. Then they would say to customers, 'I am going to make a special, lower price to you. To you it will be \$5 though, as you see by the *Journal of Commerce*, the market is \$5.25 to \$5.50.' I got the prices from the buyers as well from the sellers, and when the real selling prices were \$4.75 to \$5 I said so."

"What did they say to that?"

"Some of the importers called me in and said: 'You didn't give the right prices in the paper this morning. We told you the price was \$5.25 to \$5.50, and you have it here \$4.75 to \$5.' 'Isn't that the actual selling price?' I asked. 'I want to print the truth.' The editor of the paper was appealed to, but he stood by me, and as soon as it was noised around that the real prices were being printed the reports were awaited and read as they had never been read before. In time even the original objectors became my best sources of news.

"Then one day I got a letter from the Johannesburg paper asking if I would go to London as their London correspondent, with a salary of \$2,000 to start, working up to \$3,000.

#### AGAIN THE CRISIS

"When I mentioned this proposal (it wasn't actually an offer) to the editor of my paper he at once said: 'You don't want to leave New York. This is a better place for you than London. What position on the paper would you like?' I said I would think it over. I decided that the best place was that of Washington correspondent. The editor said: 'All right, you can be Washington correspondent.' So I got my introductions to Cabinet officers, and my heart as well as my trunk was prepared for Washington, when the editor called me in and, with due apologies, told me that Parker Willis, who had left them to found a chair in Washington University, had written that he was tired of being a professor and would like to resume being Washington correspondent, as he had heard a change was to be made. The editor explained that they wished to favor their old men whenever they could, and he wanted to know if I would not be satisfied with some other position on the paper. I was disappointed, but as I knew the financial editorship carried a relatively good salary, and as, being a Scot, I had a natural interest in money, I said I should like to be financial editor. They said, 'All right, you can be financial editor. Of course, you

will have to start as assistant; but as soon as you learn the game you can take over the department.'

"In those days big financial men used to hang out evenings at the Waldorf-Astoria. As I looked very young, I knew they would look upon me as they would one of their fifteen-dollar-a-week clerks and consequently pay scant attention to me. So I made up my mind to give up my ten-dollar-a-week boarding house and go to live at the Waldorf, in order to mix up with them on their own ground and to convey the impression that I occupied a really responsible position.

"Didn't it cost you more than you were earning?" I asked.

"Yes, it did, and I had to draw on my savings, but I stayed there all that first winter. I ate a ten-cent lunch on the arm chair, and when I got car-fare to go up town I took most of my lunch hour to walk it—I used to be a marathon runner—and saved the nickel. Living at the Waldorf didn't do me as much good as I thought it was going to do, but it did help some.

"To get the confidence of those big Wall Street men I followed my old rule—always try to give them something they want in return for what you ask them to give you. I picked up a lot of financial information that I couldn't print, but which it was perfectly fair for me to tell them, and they appreciated getting it. Then I always quoted names whenever I could. I always asked permission, but I knew most of them would like to see their names in the paper, if they were quoted properly. They soon learned that they could trust me and that I would always treat them right. I got my column read by telling the truth, by occasionally getting important 'inside dope,' and by trying to make my stuff human.

"When I got the confidence of one man, he would readily give me a letter of introduction to another. I remember when I was writing my book, 'Men Who Are Making America,' one big mining man I wanted to include ignored entirely several letters I wrote him, but two months later I got a telephone call, saying he was in New York and would like to see me. He received me most cordially. I knew something must have happened. He said he had been dining with Henry Frick the night before and had remarked that it was a pity a man of Frick's titanic achievement, and doing what he was doing for the public, was not better known. Helen Frick, the clever daughter,

spoke up and said: 'Papa will soon be much better known. Mr. Forbes has written a beautiful article about him, and as soon as that comes out people will know all about what he has done.'

#### TALKING IN FIVE FIGURES

Even while I was talking to Mr. Forbes he was called on the telephone and the head of a big newspaper syndicate asked him if he wouldn't contribute three short articles a week (about three-quarters of a column each) at the price he got for a magazine article—which would work out at the rate of over \$25,000 a year. Mr. Forbes replied that he would consider it, but that he had another similar proposition under consideration.

But he does not allow even \$25,000 a year to interfere with making the biggest possible success of *Forbes Magazine*, to found which two years ago he threw up his position as business editor of the *New York American* at \$13,000 a year. (And, by the way, he had an absolutely free hand to write the truth as he saw it, whether it harmonized with the ideas of the Hearst papers or not.)

It must have been Mr. Forbes' old love of "tackling something harder yet" which made him give up his good job and big salary to found a new magazine right in the middle of a world war, when prices of paper and printing were mounting almost daily and many a weak publication was being squeezed to the wall. At first his big financial friends told him he was making a great mistake. But when they began to read his paper they changed their minds. They recognized that the human side of business was to be the big thing in the twentieth century, as the mechanical side of the industry had been the big business factor in the nineteenth century. They realized that the country needed the help of a man like B. C. Forbes and a well-developed organization like *Forbes Magazine* to solve the great problems of labor relations (c. g., John Leitch and his famous book "Man to Man," published by *Forbes Magazine*), and the deeper and even more far-reaching problems of the relations of big business to the public.

These men soon saw what others have realized since, that the success of *Forbes Magazine* was assured, since it is really a big national campaign for true, honest, service-giving business in America, the biggest that has ever been attempted.

### Advertising and the News Print Shortage

It is interesting to know that out of every 1,000,000 tons of news print used during 1919 in the United States, 1,680,000 tons were absorbed by newspapers. Along with these figures it has been estimated that the *New York Times* and the *Chicago Tribune* together used as much as all the small-town newspapers combined. The *New York Times* alone consumed as much newsprint in a year as all the newspapers in Australia.

In the United States the production of news print has been about the same as in the past—while in Canada there has been a tendency which has resulted in a steady increase—an increase that threatens noticeable rivalry with the United States.

The News Print Service Bureau has recently issued a series of charts that clearly demonstrate the production of news print in the past ten years. These charts reveal the fact that the manufacture of news print has not fallen off here in the United States or Canada but, on the other hand, there has been an enormous increase in consumption during the past ten years that has been directly responsible for the shortage of this commodity.

The serious proportions which the news print shortage has attained is indicated, when we learn of the large percentage of weekly publications and similar periodicals which were forced to discontinue publication due to this grave scarcity.

This shortage has in no way been confined to the small publications. Even the larger and more influential papers have felt the pinch of this threatened famine.

Various ways and means of meeting this shortage have been suggested as a remedy to this situation. The suggestion has been made that the heretofore large advertisers should cut down their advertisements and use less white space while this paper epidemic is in progress.

Certain publishers are optimistic to the extent of believing that the shortage has now reached its height and from now on the paper condition should improve.

Should this present crisis continue, doubtless greater effort will be spent in the direction of greater out-door advertising campaigns and direct-by-mail advertising campaigns.

It is gratifying to know that this year it is estimated that the production of news print paper will be increased 10 per cent. This increase of 10 per cent means some 200,000 tons increase added to the rate of present production. About 5 per cent of the output will be manufactured in mills that have been formerly producing wrapping paper.—*Progress Bulletin, Alexander Hamilton Institute.*

### New British Law Protects Advertised Trade Marks

A new Trade-mark Amendment Act has just been put into effect in Great Britain. Under the provisions of this act, any trade-mark which has been actually in use in trading operations for a period of two years, can be registered by the user thereof.

In this way, many marks which could not have been registered under the old law, such as geographical terms, sur-

names and descriptive words, may now be registered.

Many foreign countries require the filing of a certified copy of home registration as a prerequisite of registration in the foreign country. This regulation has prevented the owners of many valuable but unregistered trade-marks from obtaining protection in foreign countries.

The National Foreign Trade Council points out that similar legislation is greatly needed in the United States. A large number of trade-marks are used by American manufacturers which are incapable of registration under the provisions of the present trade-mark law; usually because they are either geographical, the mere name of a person or persons not used in a particular or distinctive manner, or words or devices which are descriptive of the goods or

of the character or quality of such goods. Many of these marks have, through extensive use and advertising, become extremely valuable. Yet, because they cannot be registered in this country, their owners are not able to register them in countries which require the certified copy of the home registration and are, therefore, open to piratical attacks by dishonest foreign traders.

Recently an attempt was made in Portugal to steal over 40 American automobile trade-marks. Similar attempts are of frequent occurrence, and can be prevented only by a revision of the United States Trade-mark statutes.

### "The Road Master"

Master Trucks, Inc., Chicago, now publishes a sixteen-page house organ called *The Road Master*.



## Good News About Paper

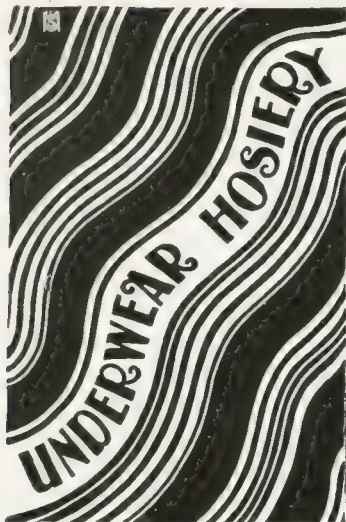
The demand for all grades of paper grows tremendously, and although every mill in the country is turning out tonnage at top speed twenty-four hours a day—the need for increased output is greater every week. The flood of orders swamping the mail of paper makers is assurance that the boom in the paper business is not temporary—years will be required for supply to catch up with demand.

New mills are being built to increase production—more than fifty are already planned for the next two years—new and better equipment for present mills is the order of the day. So the good news for paper mills means good business for those who sell to them. Opportunity is knocking at the door—and the key that opens the door of practically every mill in the United States and Canada is

# PAPER

*The industrial journal of the paper industry*

471 FOURTH AVE., NEW YORK CITY



*The*  
**Underwear & Hosiery  
Review**  
320 BROADWAY NEW YORK

## A Fertile Field for Shaving Soaps

Over 6,000 retail cutlery dealers and hardware dealers whose cutlery sales are important enough to warrant them studying the market read *The American Cutler*—the official monthly magazine of the American cutlery trade.

The dealer who sells a man a razor should also sell your shaving soap or powder, if you cultivated his goodwill through the advertising pages of *The American Cutler*.

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

We specialize in house to house distributing of  
**Advertising Literature  
and Advertising Samples**  
We solicit your account  
**JAMES T. CASSIDY**  
206 No. Front St., PHILADELPHIA, PA.  
Write for our paper "FACTS"

In every large institution THE SALES MANAGER—Monthly will be found on the desks of "Sales Managers"—because it makes them better sellers. Better selling means better pay.  
25c a copy—\$3 a year  
The William Edward Ross Service, Inc.  
1414 Sun Bldg., New York City, N. Y.

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

## Marriage and Salesmanship

*Continued from page 33*

I remember one day a young man of whom I was very fond came to me and said: "I am going to get married." I answered, "Has your fiancée any money?" He said, "No. She is as poor as I am." "How can you live on your present salary?" I asked. "Oh, we can get along somehow," he replied. "Well," I answered, "my advice is to go slow." A few weeks afterward I received their wedding cards, and I showed my appreciation by advancing his salary. In the course of time a fine boy was named after me. He is today doing splendidly at the head of an important department in a Western house. Every now and then I receive a letter from my namesake. So it goes.

When you get married if you are poor, do not rush into debt on the installment plan for a lot of highly polished and shiny furniture. I remember an advertisement of an installment house which reads: "You get the girl and we will do the rest," and I thought to myself, "Sure, they do the rest." I can see the young couple figuring out every Saturday how they can meet their notes at the installment house.

Life insurance is a good thing. It is your duty to insure your life to protect your father-in-law in case of your death. It is not fair to return his daughter to him with probably several coupons in the form of babies off the bonds of matrimony. Of course this sometimes happens. My experience in life insurance is that the endowment policy and the investment policy are a sham and a delusion. They are expensive, and when they fall due (I have paid up several of them), the net results in cash are never what they are estimated (twenty years before). My advice is to buy your insurance as straight insurance.—Copyright, 1920, Topics Publishing Co., from *Drug Topics*.

### Former "Herald" Advertising Manager Sues

Edwin D. DeWitt, who was advertising director for the New York *Herald* and *Evening Telegram*, engaged, he claimed, from October, 1918, to January, 1922, sued The New York Herald Company in the Supreme Court, recently, for \$565,363. He demands \$500,000 damages because he was discharged January 17, last.

He alleges that under his contract he was to get one-half of one per cent on the net advertising moneys and 7½ per cent on the increase above the earnings of the previous year. He alleges that until his discharge the net moneys received aggregated \$4,054,733, and that his share was \$100,562, of which he has received only \$35,000, he complained.

### Paint Journals Now Allow Agency Commission

Effective with the June issues of the *American Paint and Oil Dealer* and the *American Paint Journal*, St. Louis, a commission of 15 per cent will allowed advertising agencies.

### Cleland Agency Moves

Cleland, Inc., on May 10, moved its offices to larger quarters at 171 Madison avenue, New York.

### Bankers' Account for Kelley Co.

The Tennant Brothers, automobile bankers of Chicago, have placed their advertising campaign in the Chicago office of the Martin V. Kelley Co.

### Athol R. Brown to Become Torrington Co. Advertising Manager in September

G. Q. Porter, general manager of the National Sweeper Division of the Torrington, Conn., announces that Athol R. Brown, formerly with the Associated Press as division manager, at Denver, is to become advertising manager of the company on September 1.

### St. Joseph, Mo., Has an Advertising Club

The St. Joseph Advertising Club, which organized about two months ago, has just finished a drive and has secured 100 charter members. E. E. Humphrey, plan director of the Service Bureau of St. Joseph, Mo., is president; T. P. Greene is vice-president; R. E. Bassett, secretary, and G. A. Vollmer, treasurer.

### Arthur Brisbane Buys Property

Arthur Brisbane has purchased from the estate of Herbert B. Turner, deceased, the 10-story apartment house at 513 Madison avenue, New York, also the 4-story private dwelling at 517 Madison avenue.

Price, \$1.00

### "PHONE" WITHOUT BEING OVERHEARD



Live Agents Wanted

Wonderful Sanitary whispering telephone mouthpiece enables you to talk freely without being overheard. Hold secret conversation. Every advantage of a booth telephone. Send postpaid for only \$1.00. Money back if not more than pleased.

THE  
**COLYTT LABORATORIES**  
575 W. Washington St., Chicago, Ill.

**"GIBBONS KNOWS CANADA"**  
MONTREAL TORONTO WINNIPEG

# Why the Farmer Reads Advertisements in Summer

Figures Taken From a Recent Investigation Show It's Because He's a Heavy Summer Buyer  
By J. H. LEWIS

SOMETIMES figures will be given a chance to talk to a man who won't listen to words. Hence, the accompanying table which shows some highly illuminating facts bearing upon that important question—important both to the advertiser and to the farmer—of whether it is worth while to advertise to the farmer in summer.

In several recent issues of ADVERTISING & SELLING writers have come to the magazine's pages to declare in decisive tones that the theory which says that the farmer is too busy to read in summer and that, therefore, summer advertising is wasted isn't worth the paper upon which to print it. Yet other writers have exhibited the conviction that it is worth at least some of ADVERTISING & SELLING's paper.

### TESTING THE THEORY

Now, the agricultural journals, like the advertising journals, have a more than academic interest in this question. Farm advertising goes in farm papers and if the old theory is worthless it is a highly profitable procedure for the farm paper advertising directors to demonstrate clearly just how worthless it is. This was one of the ends aimed at in a recent intensive and extensive investigation undertaken by the *Farm Journal*, the results of which are embodied in the table.

The left-hand column gives the different classes of business covered and the other columns the percentage per month of the total annual farm trade done in these lines of business by the merchants queried. The general average is worked out at the foot of the table.

In conducting this investigation, the *Farm Journal* covered a large

group of merchants doing a heavy farm trade throughout the fourteen states of the "Wealth Belt,"—New York, Pennsylvania, Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Nebraska, Kansas, Missouri, and the two Dakotas. Questionnaires were also sent to small town bankers, and the editors of leading trade papers who serve merchants carrying the farm trade were asked for their opinions.

"The reliability of these statistics is assured," says the *Farm Journal* report, "by the fact that the figures were supplied largely by dealers with whom we have been in personal touch on previous occasions and by acquaintances of editors of the trade papers. Many of these dealers have placed themselves upon our paid subscription list and so may be depended upon to give especially careful attention to our questionnaires."

### THE BIG WORK PERIOD

Here are some significant paragraphs from that report to supplement the statistical table:

In good stores in country trading centers, merchants report that their June, July and August sales are 22 per cent larger than their December, January and February sales. December, is of course, the largest month in the year for all dealers, except those who handle implements alone, so the significance of the 22 per cent statement is very evident.

The big work period is the big buying period. Machinery is wearing out. Clothes are wearing out. Housewives want quickly-served foods, with more farm hands to feed. Roads are good—getting to town is easy. Entertaining is at its height. The harvest is assured. Big money is in sight. The spending is continuous.

One dealer analyzes it thusly: "Though the farmer does not spend as much time in reading during the summer, he reads

much more quickly, also he grasps what he reads more thoroughly and reacts more promptly. In summer he is very busy and body and brain alike are active. Time is valuable and he decides and acts quickly. His body is more active and his brain is therefore more active."

In summer, time and inclination are lacking to sit down and take out a mail order, fill out all the various blanks, give all the various measurements, figure out accurately the amount of money needed and the amount of freight charges, etc. Very little mail order buying is done in the summertime. On the other hand, it is easy for the farmer to get into town in summer, for roads are good, evenings are long, weather is fine for driving. He is influenced by the displays in the store windows and on the counters. The clerks do all of the writing and figuring for him. There are necessary goods which he must have right away, so the tendency is to buy other goods at the same time.

### SUMMER THE DEALER'S SEASON

In summer, therefore, the farmers buy entirely from the dealer. In winter conditions are reversed. It is far more comfortable to sit down with a catalogue and figure out a list of goods that are needed than to drudge through snow, ice, hail and muddy roads. Let the mail carrier do the heavy road work.

Summer advertising is an essential for the manufacturer who wants to make sure of all his available trade.

The farmer during his period of hardest work, planting, cultivating and harvesting, is looking forward to the time when those crops will bring in the money—he is dreaming, not of the harvest, but of the spending.

It is, therefore, wise for the manufacturer to be implanting in that farmer's mind the brand name of the goods that he wants the farmer to buy later. If the manufacturer waits until the farmer finally goes to the store to make his purchase, some other manufacturer may have secured the inside track, or the dealer may be able to sell the goods which carry the longest profit for him.

On the other hand, if the farmer can be sent to the store with his mind fairly well made up as to the particular line he wants to purchase, then it is a pretty sure

### How the Farmer Divides His Buying

	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
General stores	6.3	5.9	7.0	7.8	8.8	8.8	8.0	9.0	9.1	9.5	9.2	9.7
Automobiles	3.7	4.0	6.1	8.9	10.0	11.5	11.2	11.8	10.7	9.6	6.8	4.8
Banks	6.2	8.7	9.8	9.0	6.0	7.8	7.8	7.2	7.0	9.7	11.0	9.8
Boots and shoes	6.1	5.0	5.2	7.0	9.1	10.2	10.0	8.1	8.2	11.1	10.0	10.0
Clothing	5.9	5.1	6.3	8.0	9.0	8.6	7.6	7.0	8.7	10.3	10.8	12.1
Drug stores	6.0	6.4	7.2	7.6	8.8	8.5	8.9	9.0	8.5	8.8	8.5	10.0
Furniture	5.0	6.9	9.2	11.2	10.7	6.5	8.4	8.2	8.1	7.1	7.7	10.4
Garages	7.4	6.1	6.9	8.2	10.0	8.9	9.4	10.3	9.9	8.8	7.3	6.8
Groceries	7.0	6.6	7.4	7.4	8.2	8.2	9.2	9.2	9.2	9.2	9.2	9.2
Hardware	5.4	5.1	7.7	8.7	9.7	9.6	9.2	8.7	8.0	9.3	8.7	9.0
Implements	3.8	5.6	8.2	10.2	11.1	11.8	12.1	10.5	9.2	7.5	5.9	5.1
Jewelry	7.1	6.8	6.9	6.2	7.4	7.7	7.9	8.4	8.2	7.9	9.4	16.1
Music	7.3	7.4	7.5	7.7	8.0	7.6	6.5	6.7	8.2	9.4	10.0	13.7
General average	6.1	6.0	7.2	8.0	8.7	8.6	8.7	8.4	8.8	9.4	9.5	10.6

thing that he will get what he has set his mind and heart on.

In other words, preliminary educational advertising is just as necessary with the farmer as with any other class of trade, and the two or three months before the harvest, therefore, comprise the highly important educational season. Buying with farmers is often a rather slow process. They go to the store some time before they intend to buy and look the article over, and then discuss it at home. The thought, purchase thus becomes, through the manufacturer's summer advertising, the actual purchase.

Turning back to the figures of the table I find some really astounding revelations—astounding even to one as well sold on the value of summer advertising to the farmer as I am. Note the situation in the automobile trade where the dealer makes 34.5 per cent of his sales in June, July and August—one per cent more than he makes in all the preceding five months and about three per cent more than in the succeeding four. Commenting upon this fact, the report from which the table is taken says that the fact that automobiles are naturally used most in summer when roads are good does not account entirely for the farmers' buying season. The city dealer expects to sell most of his cars in the spring or very early summer but the country dealer sells more in June and July than in May and August is the largest month of all. When the crop is assured then the farmer feels that he can safely buy an automobile, or exchange his old car for a better one. He knows just what his financial condition is going to be in the winter. Even if he does not have the money on hand, a thirty day or sixty day note can be paid promptly at maturity.

WHERE SUMMER SALES TOP THE YEAR

Take hardware stores. Country hardware stores also have surprisingly heavy sales in the summertime. The statistics given in the table show the 27.5 per cent total for June, July and August as higher than the total for any other three consecutive months in the year outside this period.

The report on farm implements reveals the same phenomenon. Tractors, for example, as it is pointed out, are summertime purchases to a large extent. If the fall is hot and dry and the plowing hard on the horses the farmer is more likely to purchase a tractor then. He is not so likely to buy it in advance.

But it is not in these cases in which summertime buying tops the year that we should be particularly interested in considering the value of summertime advertising. The

# Certified Circulations

Some Mediums in Several Classes Whose Audits are Made by the  
**AUDIT BUREAU OF CIRCULATION**

**CLASS TRADE AND TECHNICAL**

**AERIAL AGE WEEKLY, New York**

The National Technical, Engineering, and Trade Authority of the aeronautic industry. The foremost aeronautical magazine in America in point of quality, circulation, and authoritative editorial contents.

**THE AMERICAN ARCHITECT, Member A. B. P. Inc. New York**

The weekly business newspaper of the architectural profession subscribed to at \$10.00 per year by practically every worthwhile architect. Published every week since 1876.

**AMERICAN EXPORTER, New York**

The world's largest export journal. Carries 1,400 continuous advertisers. Circulates every month through English, Spanish, Portuguese and French editions among leading firms abroad that buy American manufactured goods. Member Associated Business Papers, Inc.

**THE ARCHITECTURAL RECORD, New York**

National professional monthly established 1891. Average net paid circulation exceeds 9,500. Member Associated Business Papers, Inc.

**THE ARCHITECTURAL REVIEW, New York**

Established 1887, is an ably edited, progressive monthly for the architects, basing its appeal to both its subscribers and advertisers on quality.

**AUTOMOTIVE INDUSTRIES, New York**

The only journal dealing with engineering and industrial problems in the third largest industry. Published weekly. Subscribed to by manufacturers, engineers and other industrial officials, allied industries, foreign manufacturers, etc. Net paid circulation 8,519. Member Associated Business Papers, Inc.

**BAKERS WEEKLY, New York City**

Leading paper in the baking industry. Member A. B. C. and Associated Business Papers, Inc.

**BOOT AND SHOE RECORDER, Boston**

"The Great National Shoe Weekly." The indispensable advisor on shoe styles and shoe merchandising of the best-rated retail shoe merchants in this country. Circulation 10,000 copies weekly. First choice of the advertiser of shoes, leathers or shoe-store goods. Member Associated Business Papers, Inc.

**BUILDING AGE, New York**

Established 1870. Published monthly. Subscribed to by the men who do the building construction of the country. Circulation almost exclusively among those who purchase materials as well as tools.

**THE DRY GOODS ECONOMIST, New York**

The Dry Goods Economist, a national dry goods weekly for retailers and jobbers, is the accepted authority of the dry goods trade. Eight issues of each year are World Wide numbers with over three thousand added foreign circulation. Type page 83x12 1/4. Published Saturdays—forms close Wednesday preceding. Member of the Associated Business Papers, Inc. The Dry Goods Economist, 231 West 30th Street, New York City.

**EL COMMERCIO, New York City**

The first and oldest Export Journal in the World. Established 1875, published monthly. In considering export advertising do not overlook El Comercio. Under the same management for 44 years. Send for free sample copy, rates, etc.

**EXPORT AMER. INDUSTRIES, New York**

Monthly English, French, Spanish and Portuguese editions reaching foreign business men interested in the United States as a source of supply for their industrial and mercantile requirements. Official International Organ of the Nat. Assn. of Mfrs. 60,000 circulation guaranteed.

**THE GAS RECORD, Chicago**

Semi-Monthly. Edited by practical gas men. Reaches builders and operators of artificial and natural gas plants, and makers and sellers of gasconsuming appliances. Member A. B. C. and A. B. P. Eastern office 56 W. 45th St. New York. Telephone Vanderbilt 3695.

**HARDWARE AGE, New York City**

An inspiration to better merchandising in hardware, house furnishings, sporting goods and kindred lines. Established 1855. Circulation exceeds 17,000 copies weekly. First in paid circulation, in editorial merit and in volume of advertising. Member Associated Business Papers, Inc.

**THE IRON AGE, New York**

"The World's Greatest Industrial Paper," established 1855; published every Thursday; forms close eight days preceding; type page 6 7/8 x 11"; one-time rate \$88.00; 52 pages a year, \$60.00; member A. B. C. and A. B. P. The Iron Age represents the operating and commercial side of the iron, steel, foundry, machinery, automotive, railroad, shipbuilding, farm implement and other metal-working industries. Its readers are the buying executives. Branch offices in Chicago, Pittsburgh, Boston, Philadelphia, Cleveland, Cincinnati, Washington, and San Francisco.

**MARINE ENGINEERING, New York**

Guarantees more paid individual subscribers among shipbuilding companies and their officials, also among steamship and steamboat companies and their officials, than all other marine publications in the country combined. Member Associated Business Papers, Inc.

**MERCHANTS' TRADE JOURNAL, Des Moines, Chicago, New York, Boston**

Published monthly—subscription price \$3.00 per year. Sworn, paid national circulation among retail merchants, exceeds 24,000 (rate based on 16,000). Maintains trade investigation bureau.

**METAL WORKER, PLUMBER & STEAM FITTER, New York**

Established 1874. Published weekly. Recognized authority on heating, plumbing, roofing and sheet metal work. Devoted particularly to the interests of the buyers of materials in the above lines—the combination shops. Market Report an important feature. Member Associated Business Papers, Inc.

**MOTOR AGE, Chicago**

The Weekly News and Service magazine of the automotive trade. Editorially, it specializes on the maintenance of motor cars, trucks and tractors and is devoted to the interests of motor car, truck and tractor dealers who make up over 50% of its more than 30,000 paid subscribers. Member Associated Business Papers, Inc.



# Certified Circulations

Some Mediums in Several Classes Whose Audits are Made by the  
**AUDIT BUREAU OF CIRCULATION**

## CLASS TRADE AND TECHNICAL

### MOTOR WORLD, New York

Subscribed for and read by the big percentage of dealers, jobbers and garage owners who study merchandising and are interested in the profit side of their business. Net paid circulation in excess of 22,000 per week. Member Associated Business Papers, Inc.

### RAILWAY AGE, New York

Founded in 1856. Read by executive officers and heads of the operating, traffic, financial, legal, purchasing, mechanical, engineering and maintenance departments. It reaches direct the final buying power of railway supplies and equipment. Weekly. Average circulation 9,250 copies. Members Associated Business Papers, Inc.

### RAILWAY ELECTRICAL ENGINEER, New York

Founded in 1908. The only paper devoted exclusively to steam railway electrical problems. Of special interest to mechanical and electrical engineers, heads of electrical departments and their staffs, electric welders, third rail men, power house, sub-station and car lighting men. Monthly. Average circulation 3,300 copies. Member Associated Business Papers, Inc.

### RAILWAY MAINTENANCE ENGINEER, Chicago

The only publication devoted to the problems of track, bridges, buildings, terminals, water and steam heat service of the steam railways. Reaches all railway officers concerned with maintenance of way problems. Monthly. Average circulation 8,900 copies. Member Associated Business Papers, Inc.

## MAGAZINES

### THE MODERN PRISCILLA,

A magazine designed for thrifty woman-kind. Devoted to the three important topics of Needlework, Clothes and Housekeeping. A practical magazine for practical women. 97% of its readers are housekeepers; 83% are mothers. Over 90% of its readers keep back numbers indefinitely for reference. Rate \$4.00 per line.

## NEWSPAPERS

### THE COURIER NEWS, Fargo, N. Dak.

Published in the heart of the famous Red River Valley wheat growing section, has the largest circulation of any daily newspaper in the state. Advertising rates 4 cents a line. Government wheat guarantee makes North Dakota the best field for advertisers in the nation this year.

### THE BRITISH WHIG, Kingston, Ontario

Only A. B. C. paper in city of 25,000. April average 6,424. City circulation 3,950; country, 2,474. Carries many exclusive news features. 14 to 22 pages, something unique in newspaper annals, daily. Write for house organ. "Moss Pen."

### RAILWAY SIGNAL ENGINEER, Chicago

Founded 1908. Read by signal engineers and their staffs, signal supervisors, inspectors, maintainers, foremen, battery men, wiremen, towermen, lampmen and grade crossing engineers. Monthly. Average circulation 5,500 copies. Member Associated Business Papers, Inc.

### RAILWAY MECHANICAL ENGINEER, New York

Established in 1832. Devoted to subjects pertaining to motive power, rolling stock, power house, shop and roundhouse problems. Read by all officials interested in the repairs or renewals to motive power and rolling stock. Monthly. Average circulation 11,400 copies. Member Associated Business Papers, Inc.

### THE RETAIL LUMBERMAN, Kansas City, Mo.

The dominant trade paper in the retail lumber and building material field. It furnishes lumber dealers with building, advertising and sales service, and is a high class advertising medium. Total net paid circulation in excess of 5,000. Ask for statement. Member Associated Business Papers, Inc.

### SHOE AND LEATHER REPORTER, Boston

For 63 years the most influential and intensive paper in an industry rated as fourth in the country's business. During 1919 the REPORTER carried 4,000 pages of paid advertising, which is 454 more pages than its chief contemporary. Published each Thursday. World-wide circulation at \$5 a year. Member Associated Business Papers, Inc. Ask for A. B. C. Report.

### THE SHOE RETAILER,

with which is consolidated THE SHOEMAN and Boots & Shoes Weekly; circulates exclusively in the retail shoe field, in well-rated stores and departments among those who are interested in matter of style, trade situation and store management. Members of A. B. C. and Associated Business Press.

### TEXTILE WORLD JOURNAL, New York

The Dominating publication of the textile industries. Its readers are mill men who control purchasing of supplies for this country's second largest industry. Over 750 industrial advertisers using space under yearly contract. Member Associated Business Papers, Inc. One Time Page rate, \$100.

## AGRICULTURAL

### NATIONAL STOCKMAN & FARMER, Pittsburgh, Pa.

"130,000 guaranteed. Covers Ohio, Pennsylvania, West Virginia. \$1.00 per year cash. It does not believe in the advertisers bearing all the expenses of a publication."

### FARMER AND BREEDER, Sioux City, Iowa

Devoted to the interests of the capitalistic farmers and breeders of the Golden Egg Territory—southeastern South Dakota, northwestern Iowa, northeastern Nebraska and southwestern Minnesota. Circulation 90,000. Rate 50 cents an agate line.

tiser got into his mind such facts as those expressed in the general averages given at the foot of the *Farm Journal's* table. My impression is that they about sum up the situation in the whole farm field, confuting authoritatively the fallacious theory upon which the summer lay-off was based.

## New Publications

### "Times Club Scoop"

As the official organ of The Times Club, composed of employees of the New York Times, the *Times Club Scoop* is now being put out monthly. It is printed in rotogravure, and sells for 5 cents a copy.

### "The Guide Post"

The merchandising bureau of the Washington Post, has started a little paper called *The Guide Post*. It treats on matters of interest to advertisers and merchants, and will be published "now and then."

### "Just Between Ourselves"

*Just Between Ourselves* is the house organ of the Preriodical Publishers' Service Bureau, which has offices in New York City, and is published in Chicago. The paper is edited each month by a different member of the Cook organization. Its subscription price is \$1.00 a year.

### "Better Advertising"

*Better Advertising* is the name of the house organ now being published by Ben C. Pittsford Company of Chicago. The magazine was formerly the organ of the Chicago Advertising Association.

### "Westinghouse International"

*Westinghouse International*, a well illustrated and attractive magazine devoted to the electrical industry throughout the world, makes its first appearance with an April number. It is published by the Westinghouse Electric International Co., East Pittsburgh, Pa.

### "New Business and Bank Publicity"

The April issue of *New Business and Bank Publicity* is Vol. 1, No. 1. It is put out by Cornelius Baker, 123 South Fourth street, Philadelphia, and is "for the development of bank and trust company business through advertising."

### "The News Item"

The advertising department of the Hutchinson (Kan.) News has started publication of *The News Item*. It is "devoted to the interests of more effective advertising" and will be "delivered, postage prepaid, to any one who will read it."

### N. W. Ayer & Son Will Erect Building

N. W. Ayer & Son, Philadelphia, have purchased the property adjoining their present location on Chestnut street, and after removing the three buildings standing on it, will erect an office building for their own use. The agency now employs about 400 people at its Philadelphia headquarters.

most impressive deduction to be made from a tabulation like this is that, in no case, does summertime buying drop far enough below the average to justify a drop in ad-

vertising during the hot months—much less a lay-off. One might as well—might better—talk of a spring lay-off or a winter lay-off; but nobody does. It is time the adver-

# ADVERTISING & SELLING

The National Weekly of Modern Merchandising—Established 1891

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## Calendar of Coming Events

June 1-5—Annual Convention of the National Association of Credit Men, Atlantic City.	June 7-12—Annual Convention, National Association Sheet Metal Contractors, Peoria, Ill.
June 5—Annual reception and entertainment of the Junior Ad. Club of New York.	June 12-15—Semi-annual Meeting, Association of National Advertisers, Bedford Springs, Pa.
June 6-10—Sixteenth Annual Convention of the Associated Advertising Clubs of the World, Indianapolis.	June 21-26—Annual Convention, National Fertilizer Association, The Greenbrier, White Sulphur Springs, W. Va.
June 6-10—Annual Convention, Association of North American Directory Publishers, Indianapolis, Ind.	July 12-16—Annual Convention Poster Advertising Association, Hotel Statler, St. Louis, Mo.

### Penick & Ford Account Now with J. Walter Thompson

The advertising of Penick & Ford, Ltd., New Orleans, La., manufacturers of Brer Rabbit molasses and syrup, is now being placed by the J. Walter Thompson Company.

### United Drug Co. to Purchase Boots, Ltd.?

The rumored American invasion of the European retail field passed from the possible into the probable stage this week when, according to report, the purchase of a controlling interest in Boots, Ltd., of

England, was discussed at a meeting on Wednesday of the United Drug Company, which owns the Liggett chain of drug stores. At the same time it was said that George J. Whelan, head of the United Retail Stores Company, was considering the expansion of the company's business into foreign centers. Mr. Whelan recently returned from a trip to Europe where he studied the possibilities of opening United Cigar Stores abroad.

Boots, Ltd., is the largest chain drug store enterprise in Europe. It controls 647 stores throughout the British Isles and does a gross business of approximately \$40,000,000 a year.

The negotiations now under discussion are the result of the recent European trip of Louis K. Liggett, president of the United Drug Company.

### Irving Bugg With Joseph Richards Co.

Irving Bugg, who for the past four years has been in charge of the automotive division of the advertising department of the Vacuum Oil Company, has joined the service department of the Joseph Richards Company, Inc. Previous to his being with the Vacuum Oil Company, Mr. Bugg was advertising manager of the Brooklyn Edison Company for fifteen years.

### Gilman, Philadelphia Manager of Allen-Nugent Papers

James A. Gilman has been appointed manager of the Philadelphia office of the following group of publications, *Nugent's*, *The Garment Weekly*, *The Millinery Trade Review*, *The Garment Manufacturers' Index*, and the *American Hatter*. Mr. Gilman, who succeeds A. L. Martin, resigned, was formerly with N. W. Ayer & Son.

### Advertising Agency Arranges Plane Publicity "Stunt"

The J. Horace Lytle Company, which handles the account of the Dayton-Wright division of the General Motors Corporation, this week put through the negotiations for a novel publicity stunt whereby ice cream packed in an iceless container manufactured by the Thermopak Company of New York and Omaha was carried from Cleveland to Washington and served in a banquet at the Capital at the end of its trip. Ralph A. Lee, of the Thermopak Company, accompanied the Dayton-Wright pilot in a Model O. W. Aerial Coupé, the three passenger enclosed plane which last week made a world altitude record by rising to considerably above 10,000 feet with four passengers.

### "American" Limits Color Pages

With the December, 1920, issue, the *American Magazine* will discontinue the use of three-color and four-color pages except upon the second, third and fourth covers, according to a recent announcement of the Crowell Publishing Company. Advertisers will be urged to employ two-color tint and gravure pages instead.

### Junior Ad Club Plans Annual Reception

The Junior Advertising Club of New York will hold its annual reception and entertainment at the Hotel Commodore on June 5.