

# ADVERTISING & SELLING

The National Weekly of Modern Merchandising—Established 1891

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## Twenty-Nine Years of Advertising

**There Is Human Interest Galore In the Most Momentous Period Through Which the Business of Printed Salesmanship Has Passed**

**By GEORGE FRENCH**

Author of "How to Advertise," etc.

**T**HE TWENTY-NINE YEARS during which ADVERTISING & SELLING and its predecessor, *Profitable Advertising*, have been published cover a period in the history of advertising more interesting and important than any other period of the past of that great business.

It is interesting, before passing to the more general phases of this time, to note that for fourteen years, before June 1919, *Profitable Advertising* was owned and managed by a woman, Miss Kate Griswold, and that she was the editor and manager of the slim pamphlet several years before she became its owner; so that the leading periodical in the advertising field in the world owed its creation and success to a woman. The absorption of *Selling Magazine*, the sale of *Profitable Advertising* to New York parties, and the removal of the publication offices from its New England setting to New York, marked the beginning of ADVERTISING & SELLING, which has been published under three owners for twenty-nine years.

this long period while the business was finding itself, was a woman. It is a significant fact, and the forerunner of what it is no exaggeration to refer to as the irruption of women into advertising—something that has helped largely to give the business a tendency toward a broader realization of its field.

So many developments have been

ter printers of that day asked me, with sarcasm without a fine edge, "What in hell has art got to do with printing, anyway?" This was an embarrassing question, the more so as I did not quite know how to answer it, and as it was propounded to me as a part of an introduction to an audience of printers that I was to address upon advertising in connection

with printing. Nobody now would think of art in advertising, or printing, in that brutal way, even if many men still persist in defining art in their own comfortable manner. Back there I was frequently accused of being fifty years ahead of the times, in what I tried to do as editor, and now the advance in advertising is made very vividly apparent to me when I realize that in many ways I have slipped into the attitude of a conservative.

Raking the field over and over, and then going back and "raking after," there are two or three things that enlarge themselves in the mind: Advertising has become merged in marketing, along with salesmanship. It is not many years since one would be scorned, ridiculed,

### Quite a Long Time

**M**UCH may happen in twenty-nine years, even in this slow, old world of ours. And if the writer does not mention every event in the field of advertising and selling occurring in that time he is to be forgiven by reason of the fact that time and space have limitations.

Mr. French, who has had a long and notable career as an editor and writer, herewith recites not perhaps so much of what has happened in the life of ADVERTISING & SELLING, down to this anniversary of our birthday, but more of contemporaneous events, and of the ever-changing nature, the ever-increasing power of written salesmanship.

The eloquent tribute Mr. French pays to woman—to one woman in particular—is, as we all know, putting into a few words what we might be justified in writing at great length, if space allowed, in view of the fine work that women are doing in advertising.—*THE EDITOR.*

### WOMEN AND ADVERTISING

I am not to write about this periodical, but it is as well to note these facts to get a focal point from which to obtain a perspective of the advertising field during that time, and bring into relief some of the high lights of the business. We observe the significant fact that the protagonist of almost every advanced idea and theory in advertising, by reason of ownership of this periodical during

working quietly in advertising during the period beginning about the time ADVERTISING & SELLING began that I am embarrassed as to which to mention. A book would not furnish too much space for the proper treatment of the matter. Advertising as a profession has emerged. It was, when I joined Miss Griswold as editor of her periodical, a business—so much a business that one of the great mas-

ticuled, if he were to even intimate that advertising had any real relation to selling. The new science of marketing had not been thought of. It is of very recent origin, as an accepted element in business. The germ was working, however, and it was recognized and encouraged in this paper. It has become so well established in practice now that the best advertising men are inclined to talk much

of advertising and selling as "mass salesmanship."

Along with this swerving of advertising to new lines of definition there has grown an increased vagueness as to just what is the field of advertising, and just how its functions may be indicated. Progressive sales managers have injected into their work elements that are so new, and so different, that a wholly new theory of selling has grown up around them, and the business of transferring goods from the makers to the consumers has become something else altogether. The buyer is now regarded as a real human being, and it has become necessary that he be dealt with by real human beings. This has brought on the boards salesmen who are required to comport themselves as real human beings. And this condition in selling necessitates a like condition in advertising. The sales managers of record have now to cultivate the amenities to the *nth* power, not only as to the contact with the buyer, but also as to the internal relations between the salesman and their managers. The salesman is now regarded as an implement in business more delicately organized than the most costly watch, and requiring more skilful handling than an airplane. He has to be kept in tune with the infinite possibilities of the potential buyer, considered as a human being rather than as the dispenser of valued blanks signed on the dotted lines.

#### THE MODERN MERCHANDISER

Advertising has been developed to play smoothly with the policies of the sales managers, and properly so. It has, therefore, to revolutionize itself; and this it has pretty nearly done, in form and substance as physical units appearing in periodicals, on posters, as direct-by-mail units, in specialty advertising, and in every other manifestation, as well as in fundamental concept and the personality of its creators and managers.

The advertising manager of today concerns himself not only with the routine of producing and placing advertising, but with the problems of production, distribution and selling in all of their phases. He is essentially a discoverer of new fields for selling, new methods for supplying needs of people, new needs for the people to realize through his advertising—with marketing as his ultimate aim and his background. One of the better of these modern advertising managers said not long ago: "I am not at all interested in any new advertising thought, or suggestion; I am not interested in any periodical that wants my business, nor in any brilliant idea

that any advertising man may wish to give me—unless there is a definite and well digested proposition to open a new field for our goods, or definitely to increase the sales in some old field."

The broadening and defining of the field of advertising, and making of it a major factor in merchandising, brought its responsibilities to the agencies that handle advertising, and developed almost what may be called a new breed of advertising men. Campaigns are, in consequence, not as they were, but strikingly different. Now the campaign that is expected to justify itself in sales is built upon knowledge of the goods, the potential selling field, the exact class of people who are expected to buy, manufacturing processes and facilities, the personalities involved, and that almost another science, distribution; as well as a multitude of smaller matters such as packages and the psychology that pertains to all the moves in the process of getting ready to begin sales.

All of these considerations now present new phases for the study and guidance of the advertising man—radically different from the way they were thought of, or not thought of, 20 years ago. They have been studied, modified, amplified, changed, finished off, tinkered and codified by collateral interests, by the printers, package makers, experts in many branches of business. They have been analyzed and studied and reformed by specialists in business covering many new vocations, who have come upon the stage to help along, and reap each his little moiety of income and renown.

No more radical change has been registered in any branch of advertising agencies. George P. Rowell and his contemporaries bought space in mediums at wholesale rates and sold it to advertisers at retail; and that is about all there was to the so-called agent in the infancy of that function, though he had progressed a considerable distance from it before the beginning of the era we are thinking about. The agent of a quarter of a century ago was, however, a somewhat embryotic element in advertising compared with the establishment of the agent of the first class today, which is built more or less like a watch.

The modern agency knows pretty well what it is about. It does not merely "handle" the accounts of its clients, but it arranges to turn over to them a pretty definite amount of new business in return for the honorarium it receives from publishers for filling their columns; and it al-

most invariably delivers the business it leads the advertiser to believe it can. It is a pretty scientific workshop, with its business systematizer, its research department, its psychologist, its elaborate system for producing the copy and the physical advertisement. It is able to call upon organizations that specialize in typography, in illustrations, in engraving, and upon a new variety of service agency that takes the copy and clothes it with illustration and typography. But the real agency does not wholly rely upon any of these sub-agencies. It has its copy and plan department, its art manager, its type expert, its art engineer, its visualizer, and the work of these limbs of its organization has to pass the scrutiny and get the approval of a committee made up of the chiefs of the various departments and the owners and managers of the agency. Finally, the finished work of the agency has to go to the advertiser and his advertising and sales managers, who do not hesitate to apply the acid tests of their knowledge of manufacturing and distribution, as well as their prejudices—and not infrequently of their ignorance. The finest campaign in the world is often mangled beyond recognition when it is returned to the agency. And then the work has all to be done over, and the wrath of copy writer, artist, planner, visualizer, etc., has to be appeased or swallowed.

#### AS IT USED TO BE

In the older days I have often had an agency manager say, just before time to wend his way homeward to wife and dinner at the day's end: "Well, I have to write ten pieces of copy before I can leave"—and he would do it, too. The advertisers would not see those pieces of copy until they read them in the periodicals, and they would not think of questioning the taste or judgment of the copy writer *ad interim*. Results came from the old-fashioned way of advertising, sometimes; often, in fact. Advertising was more informal then. Probably the advertiser would himself write some copy, in a style that pleased him, and the agent rarely took the pains to question it, or try to improve it. He was more likely to call up the advertiser and compliment him on his ability as an ad writer, while cussing it out with his assistant. Service such as is now given by the first-class agent was almost unknown ten years ago. It would take a book fitly to indicate the advance in this one field; and it would be a mighty interesting book, at that, filled with news to most of

(Continued on page 40)



# What the "Advertising How And Now" Program Brought to 5,000 Advertising Men and Women

**T**HE SHARP crack of a gavel resounding out over the auditorium of Tomlinson Hall at the corner of Market and Delaware Streets, in Indianapolis, late Thursday afternoon, marked the close of the sixteenth annual convention of the Associated Advertising Clubs of the World and signaled the arrival of international advertising thought at a new milestone in its history and development.

Today, the last of the more than 5,000 advertising men and women who attended the convention sessions—the greatest number that ever attended any A. A. C. W. convention—are at home or wending their ways homeward, and are sorting out in their minds the dominant inspirational notes struck in the big meeting. Some lingered behind in the Hoosier capital to enjoy a little longer the warm Hoosier hospitality which contributed so much to the convention's success. A few went on to Chicago to taste the excitement and confusion of the Coliseum. Most of them hurried back to their offices in the four corners of the nation to attack that pile of letters that mounts so swiftly on a busy advertising man's desk.

Tomorrow, the thought of the advertising world will be "On to 1921." Out of the confusion of impressions that come from the Indianapolis convention rises clearly

and strongly the conviction that the ensuing twelve months are to see the most effective use of advertising to which that force has ever been put—despite all the handicaps that unstable economic conditions may

has now, that advertisers have never served the world with as good advertising as they are now putting forth and that the broadening and extending of the field of advertising awaits only the broadening and extending of the advertiser's vision.

## The Story of the Elections

The officers of the Associated Advertising Clubs of the World for the 1920-1921 term will be:

**President**—CHARLES A. OTIS, of Cleveland, president of Otis & Co., investment bankers, former owner of the Cleveland News.

**Vice-Presidents**—District No. 1, Frank S. Black, Boston; No. 2, Rowe Stewart, Philadelphia; No. 3, John E. Raine, Baltimore; No. 4, Edgar M. Foster, Nashville; No. 5, Bert M. Garstain, Louisville; No. 6, E. J. Fitzgibbon, Milwaukee; No. 7, John Ring, Jr., St. Louis; No. 8, Bentley Neff, Duluth; No. 9, T. W. LeQuatte, Des Moines; No. 10, H. C. Burk, Fort Worth; No. 11, F. D. Zimmerman, Denver; No. 12, William Strondborg, Portland, Ore.; No. 13, F. W. Stewart, Montreal; No. 14, W. S. Crawford, London, Eng.; No. 15, J. B. Powell, Shanghai, China; Miss Jane J. Martin, representing women.

P. S. Florea will continue as executive manager.

### TROPHIES

The Cleveland Advertising Club won the Baltimore Truth-in-Advertising Trophy, Toledo, Minneapolis and Portland drawing mention; Chicago's women brought home the Women's Trophy; Des Moines captured the Big Brother Cup; Dallas receives the cup offered the women's advertising club with the largest membership coming the longest distance to Indianapolis.

Atlanta will be the next convention city, getting 63 votes to Milwaukee's 49, Des Moines' 4 and Shanghai's 1.

impose. 1921 will show the results.

The general theme of the Sixteenth Annual Convention was "Advertising How and Now." The inspirational message was that the world has never had so much to gain from good advertising as it

This message was driven home in every one of the many speeches listened to by the throng crowding the general and departmental sessions, that filled the heavy convention schedule from Monday until Thursday afternoon, when the meeting closed with the election of officers for 1920-1921. "One of the most forceful programs that has ever been prepared for an advertising convention," was the promise given by the program committee months in advance of the opening date. Excerpts from the speeches published in this issue of ADVERTISING & SELLING give evidence of how thoroughly that promise was carried out. The speakers were chosen from the foremost ranks of the brilliant and successful business men of the nation. Their speaking was keyed to the thought emphasized in the invitations to which they responded—that the time of the men and women attending the convention reaches a value of just about \$250 a minute. They were speakers fully competent to give \$250 worth of value every minute they stood on the rostrum.

As a preliminary to the convention an inspirational meeting was held on Sunday afternoon in University Park at which Reuben H. Donnelley, who succeeded Secretary of Agriculture Meredith as president of the A. A. C. W., presided. In the evening, convention leaders like Dr. Jeremiah Jenks of New York University; George H. Hopkins, sales manager of the Columbia Phonograph Company; and W. Frank McClure, advertising manager of the Fort Dearborn National Bank of Chicago, spoke from the pulpits of five Indianapolis churches.

By Monday morning the delegates who had not arrived during the preceding week or had not pulled in on the special trains which reached the Hoosier capital on Sunday arrived in town to round up the last billiard table bed and the convention proper opened at Tomlinson Hall.

#### LAUNCHING THE CONVENTION

The audience at this first session found Reuben H. Donnelley in the chair in a stage setting which represented a richly furnished directors' room with the necessary "props." The session was opened by "the first advertiser"—man attired in an old-fashioned town crier's costume who, with bell and scroll, heralded the convention in the appropriate manner. Immediately afterwards, the program went directly, in brass tacks fashion, to the subject of the initial session, "How to Make the Best Use of Advertising Now," with Joseph French Johnson, D.S.C., Dean of the New York University School of Commerce, Accounts and Finance and president of Alexander Hamilton Institute making the first address on the subject, "Advertising as an Economic Force." Other talks in this session were in line with the key subject. E. G. Weir, advertising manager of the Beckwith Company, of Dowagiac, Mich., spoke on "The How and Why of Buying Motives"; L. D. H. Weld, manager of the Commercial Research Department of Swift & Co., on "The Economies and Economics of Product and Market Analysis"; A. H. Deute, advertising manager of Borden's Condensed Milk Co., on "Putting Longer Legs on the Advertising Dollar"; and Tim Thrift, advertising manager of the American Multigraph Company on "How to Keep Production Up With the Advertising by Selling the Advertising to the Workers." This session saw the presentation of a memorial in commemoration of the late William Woodhead.

These general sessions were continued on Tuesday and Wednesday mornings. The subject on Tuesday morning dealt with the problems of distribution, specifically "Advertising How and Now in Its Relation to Distribution," the speakers including the Hon. E. T. Meredith, Secretary of Agriculture, former president of the A. A. C. W., who received a tremendous ovation; Edward N. Hurley, former head of the United States Shipping Board; Saunders Norvell, chairman of the Board of McKesson & Robbins, Richard H. Lee, special counsel of the A. A. C. W.; C. J. Potter, of the Economist Group, and Alfred Koch, of La Salle & Koch, of Toledo.

#### BRASS TACKS TALKS

On Wednesday morning when the spotlight of criticism and interpretation was thrown forward with the discussion of the subject, "New and Significant Developments in Advertising," the delegates had the pleasure of listening to a woman speaker, Mrs. Christine Frederick of the Applecroft Experiment Station, Greenlawn, L. I., who, in summarizing "What Women Owe to the Home-Making Influence of Advertising," emphasized the necessity of selling the women of the nation on the service that advertising performs for them. James O'Shaughnessy, secretary of the Four A's, spoke on "Uncle Sam's Venture Into Paid Advertising," discussing the work of the Advertising Agencies Corporation. Dr. A. I. Gates, of the faculty of Columbia University, dealt with a scientific phase of advertising in telling "What Applied and Practical Psychology is Doing to Shorten the Distance Between Human Minds." Don Francisco, advertising manager of the Southern California Fruit Growers' Association, recounted some of the accomplishments and possibilities of co-operative advertising. Roy Soule, vice president of the A. C. Penn Company, spoke on the "Clean-Up, Paint-Up Movement."

As had been planned, the first two afternoons were taken up with the sessions of the departments. This Sixteenth Annual Convention was remarkable for the thoroughness of its departmental programs. There were no purposeless "get-together" meetings after the old style. Everywhere that one went on Monday and Tuesday afternoons in the Senate and the Representatives' Hall of the State House, on the Severin roof garden, in the Odd Fellows' Building, in the Moorish

Room of the Claypool, in the Indianapolis library, in the Columbia Club—one stumbled upon meetings of departmental members attentive to the business in hand, which was listening to the best and newest advertising thought in each division as expressed by the leaders in that division. On Thursday morning when the various departments met in Tomlinson Hall in one big inter-departmental session they came in the capacity of graduates from a highly valuable, intensive short course in the art and science of advertising as applied to the problems of their various divisions. They brought with them for presentation at that session the papers which they had felt to be of most help when read at the separate sessions. Especially comprehensive and valuable programs were carried through by the Advertising Agencies, the Agricultural Publishers, the Associated Business Papers, the Direct Mail Advertisers, the Financial Advertisers, the Periodical Publishers, the Poster Advertisers, the Screen Advertisers, the Specialty Manufacturers and the Community Advertisers.

#### AN INTERNATIONAL MEETING

Conferences of the Retail Advertisers' Association, of club secretaries and advertising women took place on these afternoons. The Pan-American Division held two notable conference sessions terminating in a business meeting on Tuesday afternoon, which carried far forward the task of organizing the Latin-American advertisers into a component body of the A. A. C. W.

It did not take the Latin-American representation to make this Sixteenth Annual Convention thoroughly international in tone—the first international convention since 1914. Two of the most closely attended speakers in the departmental sessions were foreign visitors sounding the modern European note in advertising criticism. These were Charles F. Higham and W. S. Crawford of London, who addressed the Advertising Agents, the former speaking on "American Advertising Agencies as Viewed by British Advertising Agency Men," and the latter on "Advertising Agency Progress in England Since the Armistice." Other representatives from abroad sat in the general sessions.

The third general session of the convention was held Thursday afternoon when the business of the big meeting was wound up with the annual award of trophies, submis-

sion of reports for the year, adoption of resolutions, selection of the convention city for 1921, and election of officers, as recounted elsewhere on these pages.

That, in brief, to catch the convention number of ADVERTISING & SELLING, is the business story of the convention. But the business story of the convention is not the whole story of the convention—"not by a long sight," as our Slang Editor would say. Every day in Indianapolis had its evening and every evening had its entertainment. Every day had its reunion luncheon, too, and its odd hour when the delegates, who represented one of the world's most sociable professions, could get together to cement old friendships and form new ones. Indianapolis gave its guests a royal welcome, 500 of its business men uniting to make this event go down in convention history as the "world's greatest convention of the year and the A. A. C. W.'s best to date." Headed by Felix M. McWhirter, president of the People's State Bank, 42 city committees co-operated with Mayor Jewett in the task of making the delegates at home in Hoosierland. Mrs. Jewett had charge of the entertainment of the convention women.

#### SOME ENTERTAINMENT FEATURES

Among the more formal events that left pleasant memories of Indianapolis in the minds of the delegates was the big parade and historical pageant on Monday evening in celebration of the city's 100th Anniversary, viewed by the advertising men and women from the State House grounds, the outdoor advertising show of the Indianapolis Advertising Club on Tuesday evening, participated in by more than 300 persons, and the official dinner to club presidents and the executive committee of the A. A. C. W. on the Severin Roof Garden the same evening. The theatre parties and the thousand and one little extemporaneous affairs to which Tom took Dick and picked up Harry on the way, were too numerous to record. But they certainly did a great deal toward making the Sixteenth Annual "the world's greatest convention of the year and the A. A. C. W.'s best to date."

On Wednesday evening the clubs provided their own show—the special session held in connection with the National Advertising Exhibition which was an important attraction of the big meeting. With Charles H. Mackintosh, head of the National Exhibit Committee acting as

chairman, the crowd gathered in Tomlinson Hall heard F. H. Gale, advertising manager of the General Electric Co., George W. Hopkins, advertising manager of the Columbia Phonograph Co., and other speakers explain some of the leading campaigns represented by specimen matter among the display.

Complete campaigns had been the watchword of the various departmentals in preparing their displays and complete campaigns, emphasizing in each case the essentiality of the particular kind of advertising the department was directly interested in, were featured in this year's exhibition.

#### SOME OF THE DISPLAYS

Four complete national campaigns centering upon the effective use of farm papers made up the chief display material sent by the Agricultural Publishers; complete campaigns showing how St. Louis, Omaha and Nashville sold themselves to their citizens and then to the nation attracted attention to the Community Advertisers' section; six big panels showing the relation of direct mail to the complete campaign represented the Direct Mail Advertisers; graphic illustration of the value of the special appeal of the business paper in the well-rounded campaign made up the contribution of the Associated Business Papers.

Once again this year, as in former years, the splendid outdoor displays of the Outdoor Advertising Association and Poster Advertising Association co-operating were marked features of the exhibit convention, while their miniature displays in the exhibit won wide comment. Once more, also, the National Association of Employing Lithographers put on an effective display of color panels. The Specialty Manufacturers were on deck with specimens of their work of every conceivable description made up in every conceivable material.

But no earnestness of effort will bring the National Advertising Exhibit adequately to these pages; nor would it serve the purpose if so brought. To get in touch with the motif of the Sixteenth Annual Convention one turns rather to the dresses delivered there. To provide a cross section impression of the big event for those who did not go to Indianapolis and for those who, having gone there, have returned in that confusion of mind that conventions breed, ADVERTISING & SELLING is reproducing herewith salient paragraphs from some of the im-

portant addresses heard both in general and in departmental sessions.

### Dean Johnson Lauds Advertising

Joseph French Johnson, Dean of the New York University School of Commerce, Accounts and Finance, who delivered the keynote address, speaking on "Advertising as an Economic Force," said, in part:

"Since a nation's standing in the scale of civilization depends upon the number of wants its people are able to gratify, it is evident that advertising is not only an economic force, but a great civilizing force; in fact, in all reverence I am tempted to call it the John the Baptist of civilizations. Wherever there has been progress in the past, advertising has led the march, and where nations like China have existed for ages in stagnation, advertising has been almost unknown.

"As an economic force advertising gives birth to new wants and so creates an economic demand for more goods, thus tending to increase the demand for labor. Economists commonly say that the manufacturer creates 'form utilities' and that the railroads add a 'place utility' to goods. No matter how wonderful your invention or how fine the quality of your goods, people will not buy unless they know what you have got. Therefore, you simply must advertise.

"It is entirely wrong to look upon the expense of advertising as one of the costs which add to the price. The truth is quite the contrary. Without advertising, large scale production is absolutely impossible, and large scale production is the *sine qua non* of low prices. Someone has estimated that the business men of the United States in the normal times before the great war were spending fully one billion dollars a year in advertising. A mushroom economist would immediately jump to the conclusion that the poor ultimate consumer footed this enormous bill. If we could get all the facts, however, I have no doubt we could prove that this billion dollar expenditure for advertising reduced prices to such an extent that the American people at the end of the year were more than a billion dollars better off than they would have been had some fake economic czar begun the new year with an edict against advertising.

#### ADVERTISING RAISES STANDARDS

"Furthermore, advertising sees to  
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### Have You Ever Handled This Account?



There are many such — How Do They Get That Way? Ask your Agency Man

## They Answered "Present" At Indianapolis

Hugh H. Riner and Herbert P. Sheets, of the Argos, Indiana, contingent thought they were the baby contingent until New Castle, Pa. and Emporia, Kans., each bobbed up, with one delegate and one "present" for roll call.

St. Joseph, Mo., obtained a unique reaction—a large set of them in fact—by sending a delegation wearing black clothing, of the stage undertaker sort. "Gee, St. Jo must be a stiff proposition," was the first thought, as Earl Humphrey led his eighteen undertakers into the convention hall. "We bury the dead ones," was the explanation furnished by President Humphrey.

Topeka, Kans., came out in great force, with 25 delegates, and on the same special came eight from Hutchinson, seventeen from Atchison and the Emporian. Messrs. Bartlett and Cooper ushered the Capper representatives, to the number of a dozen, upon the scene.

Atlanta did all a town could do, systematically and intelligently, to win the 1921 meeting, even to bringing along Mrs. C. V. Hohenstein, who vamped right and left, with fine disregard for the frailty of advertising men's hearts. There were 100 in the Atlanta contingent, headed by Dave Webb and W. R. C. Smith. In the Atlanta contingent were numerous lovely songbirds.

Dallas! Magic city of the South, sent through 35 advertising club members, in-

cluding five ladies, headed by W. R. Patterson. Dallas now has a membership of 300.

One who doubts that twenty persons may make themselves very much in evidence among five thousand, reck not with the Buttlemann-Buswell-Conn contingent from Kalamazoo.

Dashing Nashvillians numbering fourteen were brought safely through by President Back and E. D. Peyton. Who took the President back? Ask of stilly night.

Louisville, Kentucky, sent 45 visitors, including eight women and none other personage than F. C. Adams.

F. W. Hunt, leading twelve Canadians, appeared early upon the scene, minus, alas, the Kilts of other days, but wearing for dear memory's sake, a Scotch plaid insignia. That was the only Scotch to be seen. But then, one can't always see everything everywhere. A mohair couch has springs, very much in evidence, but you can't see 'em. F. W. Hunt, be it known, headed the search, however.

Montreal sent about sixty and London considerably fewer. But they certainly were live ones.

Fort Wayne, Ind., was represented by thirty able citizens, including three women and Charles Pask.

From Cincinnati, city of pleasant memories, came twenty-two visitors, including six women.

You'll like Tulsa, fastest growing city in America, after you have met I. G. Long, E. A. Guyse and the others of the nine delegates. Tulsa has formed a Better Business Bureau, and in two weeks raised \$10,000 of its \$15,000 fund to boost the city. Note that "city" inasmuch as you thought Tulsa was something else.

Norfolk, Newport News and Richmond clubbed through in a special from that enterprising district which in the last two weeks has been harboring twenty per cent of all the world's shipping. President Night, R. L. Shea, C. H. Tunison and some of the other delegates were very helpfully in evidence in the tight pinches.

Forty strong, and including five fair members of the Women's League, Philadelphia "blew in" under the leadership of Lee Hood and Miss Bertha Shaffer.

President Jones, of Shreveport, La., led in twenty busy delegates, all Generals, Colonels, Majors, Captains and Sahjents.

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# Statistical Comparisons

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## No. 5

**Eastern States**

**Population - 21,910,446**  
**Area (sq. miles) 111,966**

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

**Pacific States**

**Population - 7,188,851**  
**Area (sq. miles) 707,264**

Washington, Oregon, California, Idaho, Utah, Nevada, Arizona.

	Eastern States	Pacific States
Bank Clearings (year Sept. 30, 1919)-----	\$202,480,000,000	\$9,720,000,000
*Individual Deposits (all banks) Nov., 1919-----	\$13,228,248,000	\$2,324,300,000
*No. Depositors in National Banks-----	5,040,210	1,497,080
Liberty and Victory Loan Subscriptions-----	\$9,656,091,150	\$1,534,390,850
†Value Manufactured Products, 1914-----	\$8,516,406,000	\$1,263,538,000
†Value Crop and Live Stock, 1919-----	\$1,904,915,000	\$1,760,558,000
†Number of Farms, 1919-----	527,000	298,000
†Farm Acreage, 1918-----	19,854,000	15,976,320
No. Personal Income Tax Returns, 1917-----	1,050,943	321,562
Net Income Shown on Returns, 1917-----	\$4,313,278,222	\$805,443,777
Tax Paid, Income Tax, 1917-----	\$378,131,268	\$29,984,482
Number of Families, 1910-----	4,626,789	1,192,798
Number of Illiterates, 1910-----	937,384	100,521
Number of Automobiles, 1919-----	1,379,000	837,000
Expenditures for Better Roads, 1918-----	\$49,308,307	\$44,516,150
Expenditures Public Schools, 1915-----	\$166,852,734	\$63,968,131
No. Morning Newspapers-----	104	84
No. Evening Newspapers-----	298	170
Average Circulation Daily Newspapers-----	8,646,981	\$2,152,403
Combined 5,000-Line Rate Daily Newspapers---	\$20.12	\$7.20

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.

# Selling Security to the Wary Tire Dealer

How the McGraw Company's Campaign Is Concentrated On the Idea of Assured Mileage

OF ALL the enemies to which tires are exposed, accident and abuse are the only ones to which a McGraw Tire surrenders."

That is the keynote, the motif, the slogan, you might call it, though the advertiser does not, of the 1920 campaign of the McGraw Tire and Rubber Company.

The McGraw Company is selling the motorist on security—security, one of the essentials a motorist demands above other things of his tires and tubes.

The reader who is interested in advertising from a technical point of view will have but a detached interest in the security of tires thus advertised, and will remain listed as "from Missouri" until he has tried them out for himself. He will be interested in how the manufacturer of these widely-known and nationally advertised products is selling its customers on security—particularly on how it is selling its dealer customers. Instilling confidence in the heart of the consumer is one thing; pounding conviction that breeds confidence into the head of that dyed-in-the-wool cynic, the dealer, is quite a different proposition.

### SELLING THE DEALER

Selling the dealer on security is a two-fold operation. He must be sold on the security your product offers; and then he must be sold on the security of your service, of your institution.

In an attractive, gray, board-bound portfolio of advertising and dealers' sales helps, entitled "Reaching Your Market," sent out by the Company, there is a page listing seven features offered dealers by what is called "The McGraw Proposition for 1920." These are, briefly and in an abridged form: 1. "A complete line of quality goods." 2. "Fabric tires that really give uniform, dependable service" because they are made "structurally sound." 3. "Cord tires that embody all that a motorist can desire—in appearance, riding com-

fort and long mileage with minimum gasoline consumption." 4. "Dealers' service at the most strategic points." 5. "Widespread, sustained national advertising." 6. "Effective sales helps"—direct mail campaigns, signs, banners, transparencies, prepared newspaper advertisements, electros, etc. 7. "A generous margin of profit for the dealer."

forts, and goes on to ask and answer: What is the essential difference between one high-grade tire and another? If tire mileage depended solely upon materials, every high-grade tire would deliver six, eight and even ten thousand miles—and you would know beforehand just what that tire would do.

"The real difference—as you have found from your own experience—lies in freedom from uncertainty in tire service."

Then, after citing examples of how a customer will get from eight to ten thousand miles out of one tire and only a couple of thousand out of a second—the second being structurally imperfect—it continues:

### TALKING ASSURED MILEAGE

"Your customer cannot understand why one casing should not perform as well as another. He tells you that what he wants is not phenomenal mileage now and then—he wants four good tires out of four. What he bargains for is not mileage by adjustments but assured mileage.

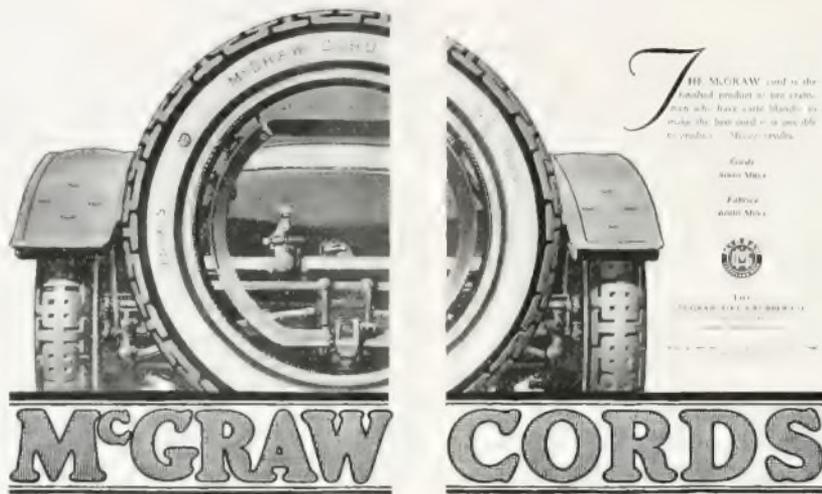
"And unless you can sell him a tire that he can ride on in peace of mind, unless he can feel the same confidence in it that he feels in his motor—you have no hold upon his permanent trade.

"That is just where the McGraw serves to fortify a dealer's business. Users of McGraw tires get something more than mileage—they enjoy a feeling of security."

"Selling assured mileage" is another slogan line—specifically for dealer consumption this time—that sums up a ream of argument in one happy phrase.

We are not concerned here with the first three or the last of the promises of "the McGraw Proposition for 1920"—those which have to do with product, quality, or sales profits; nor with the fourth, which takes up dealer supply service. We are concerned with the two that cover national advertising and dealer helps.

The company is now one of the large national magazine advertisers of the tire industry. Its advertising campaign for 1920 will reach more than 15,000,000 readers of magazines and newspapers. Through the newspapers specifically it will go to more than 10,000,000 readers, those news-

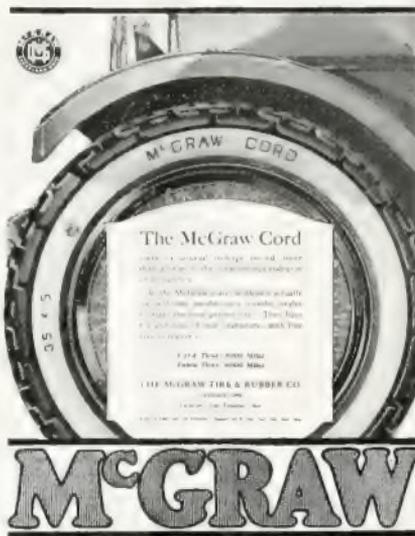


THE MCGRAW cord is the standard product to tire statesmen who have voted McGraw to make the best deal — as possible to make. — McGraw Cord.

Grade Assured Mileage  
Fabric Assured Mileage



THE MCGRAW TIRE & RUBBER CO.



Copy that emphasizes sound workmanship

The word "security" is not specifically mentioned here, but the security of the HOUSE is breathed through every statement.

What about selling the dealer on a sense of security in the PRODUCT? Further on in the book a whole page is given over to this purpose.

"Consider the Advantage of Selling Assured Mileage," the copy writer

# Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY  
10 cents in Canada

## *Oldsmobile* and Collier's

The Olds Motor Works is using Collier's as the backbone of the Oldsmobile's national advertising campaign.

**Watch Collier's**



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4000 and 800

## More Proof that Publius Was Right

**N**OT long ago in this publication, we called attention to the fact that the growth of "The Railway Service Unit" proved conclusively that Publius Syrus was dead right when he remarked—"*Powerful indeed is the empire of habit.*"

You will remember how we showed that due to this habit of railway officials of reading the "Railway Service Unit" of "The House of Transportation" — Railway Age, Railway Mechanical Engineer, Railway Signal Engineer, Railway Electrical Engineer and Railway Maintenance Engineer — that each month it takes 40,000 copies of them to satisfy their habit. And the result of this has been that those who desire to sell the railways have made such demands upon this Unit, that it takes 800 pages of advertising space each month to satisfy the habit which they have formed of placing their sales' messages in the Railway Service Unit.

Right here it is, too, that another remark of Friend Publius proves correct—"*You should go to a pear tree for pears, not to an elm.*"

### SIMMONS--BOARDMAN PUBLISHING CO.

WOOLWORTH BUILDING

—Charter Members—

NEW YORK

AUDIT BUREAU OF CIRCULATIONS

ASSOCIATED BUSINESS PAPERS

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

CHICAGO

CLEVELAND

CINCINNATI

WASHINGTON

LONDON

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# Periodical Publishers' Association and the Advertiser

Some of the Young Ideas of An Old Organization  
In the General Publications Field, and Some  
Mighty Interesting History of the Movement

By RALPH BEVIN SMITH

CURIOSITY prompted me to ask an advertising man returning early from the convention of the Associated Advertising Clubs of the World at Indianapolis what was the most definite impression that he had carried home with him from the big exhibition of national advertising held at the Indiana State House in connection with the convention.

"It's difficult to give precedence to any one of the flock of impressions that crowded themselves on us while we were in Indianapolis," he replied, "but, perhaps, I remember best the way I was struck with the power of the Periodical Publishers' Association as it was graphically depicted there. I am interested in national advertising and am constantly on the lookout for a means of estimating the relative strength and efficiency of the carriers of national advertising. I must admit that I was caught by the way 'P. P. A.' was shown to spell 'power.' The big map giving the populations of the various states and the combined circulations in those states of the publications represented in the Association; the impressive color splash made by the display of cover pages of Association magazines and the showing of effective color advertisements from the magazines certainly 'got across' to me."

#### THE POWER OF THE PERIODICAL

Theodore Roosevelt expressed broadly the keen observer's feeling of the power and responsibility of the periodical press when, upon rising to address the distinguished assemblage gathered at the first annual dinner of the Periodical Publishers' Association of America on April 7, 1904, he said:

"It is always a pleasure to a man in public life to meet the real governing classes. I wish to bid you welcome to Washington this evening, and to say but one word of greeting to you, and that word shall take the form of a warning. I did not speak in jest when I alluded to you as representatives of the governing classes. I think we of the United States cannot keep too fresh in our minds the fact that the men ultimately responsible for the government are not the representatives of the people, but the people themselves, and that, therefore, heavy is the responsibility that

#### The Voice of the Magazines

*EVERY* issue, 24,695,683 copies of the publications represented in the Periodical Publishers' Association go out to English-speaking readers over the entire world, 23,684,803 of that number circulating in the United States. That many men, women, and children are reached periodically by the hundreds—thousands—of voices that speak through the editorial and advertising pages of these fifty publications.

The fifty publications have one voice that speaks for the group as a whole. It is the voice of the P. P. A. It is with that voice that they speak to the advertiser.

Mr. Smith tells of a man who saw the Indianapolis exhibit of the Periodical Publishers' Association and decided that "P. P. A." spelled "power." His article explains how and why "P. P. A." spells "power."

It is published with the aim of acquainting advertisers more fully with the work of an old and important organization.

—THE EDITOR.

lies upon the people, and, above all, upon those who do most toward shaping the thought of the people."

What my friend returning from Indianapolis was most interested in and what all of the others who attended the convention are most interested in is the work of the periodical press in "shaping the minds of the people" through its advertising pages; and not only in that, but in its ability to safeguard the people who read its advertising papers.

The task of the Periodical Publishers' Association has been to render more efficient the performance of that dual task—education and protection.

#### HOW THE P. P. A. SERVES

"It is in recognition of the larger aims of the magazine, of its increasing influence in the life of the nation and of the world, and with the hope of defining these high aims more clearly and furthering them more effectively that this association has been formed," Dr. Hamilton Wright Mabie told the publishers at that first dinner at which the President of the United States was the guest of honor.

That purpose translated afresh in terms of service was outlined in practical detail in a pre-convention bulletin issued by John Adams

Thayer, executive secretary of the association. It gave the information that the Periodical Publishers' Association at present renders service along the following lines:

It apprehends and prosecutes fraud subscription agents, advising members of the presence, methods and appearance of such agents.

It investigates and recommends advertising agencies.

It cooperates with all other organizations whose functions affect the publishing industry.

It serves as a clearing house for all manner of information of value to its members.

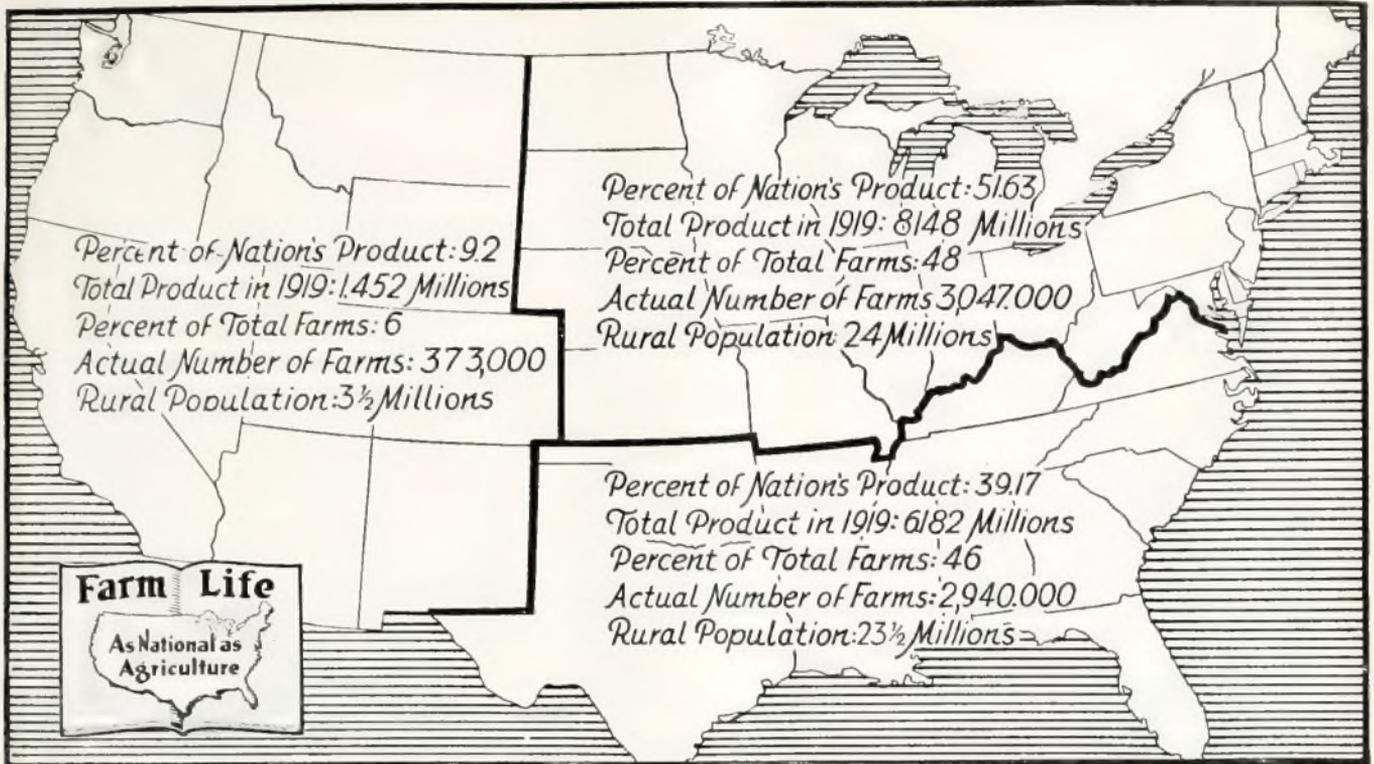
It maintains an employment bureau for the benefit of member publications.

In the same bulletin there was foreshadowed an ambitious program of expansion which will be referred to later.

#### THE P. P. A. IN RETROSPECT

The Periodical Publishers' Association embraces some fifty publications, most of them of national circulation—general ("popular") magazines, farm periodicals, religious journals, scientific papers, women's magazines, etc. It maintains offices in the Fifth Avenue Building, New York—and John Adams Thayer is its prophet. John Adams Thayer, printer, advertising man, veteran publisher, publicist and critic re-emerged from the quiet—but not oblivion—of his Connecticut home to become executive secretary of the P. P. A. in 1917 and has contributed the wealth of his experience to the management of its affairs since that time. "Every man owes some of his time to the upbuilding of the profession to which he belongs," Theodore Roosevelt once wrote and there is evidence, in the picture of Colonel Roosevelt bearing these words which hangs behind Mr. Thayer's chair in the Fifth Avenue Building that this was the inspiration which brought him back into the fight for high ideals in publishing after he himself has retired from the publishing business bearing the laurels of success and reputation.

The Periodical Publishers' Association was organized in May, 1902, and incorporated under the laws of the State of New York in June,



## Another Look at the United States

Here we have the country divided into three sections—West, South, and North.

It shows that 3,047,000 or 48 per cent of all the farms in the United States are in the North, and 2,940,000 or 46 per cent of all American farms are in the South.

In 1919 the total crop values in the North amounted to 8,148 million dollars or 51.63 per cent of the country's total. Southern production reached 6,182 millions or 39.17 per cent of the national total.

Farm population in the North and in the South is not so far apart as many suppose.

The point in these figures is the narrowness of the spread between the figures for the South and the North. The center of agriculture has been moving southward. Many of the great northern producing states now have southern rivals that equal or better their production.

Farm Life is naturally neutral in this rivalry for it has friends and readers evenly distributed through every agricultural State in the Union, North and South. In each State about the same percentage of farmers read Farm Life. It is the only national farm paper that covers the South as thoroughly as it does the North.

*Write for the facts*

**THE FARM LIFE PUBLISHING COMPANY**

THE JOHN M. BRANHAM COMPANY, Advertising Representatives

New York    ::    Chicago    ::    Detroit    ::    St. Louis    ::    Atlanta

SPENCER, IND.  
**FarmLife**

1903, the purpose named being "to discuss questions relating and pertaining to the publishing business; to promote and protect the interests of its members and the publications represented in its membership and to stimulate social and friendly relations among its members." The certification of incorporation gives the names of the incorporators as follows:

John Brisben Walker, William B. Howland, Frederick L. Colver, Arthur T. Vance, Theron McCampbell, William J. Merrill, W. D. Mann, Samuel H. Rowland, Metz B. Hayes, E. C. Locke, O. W. Brady, Harry Bearsley, F. N. Doubleday, Arthur W. Little, Thomas A. Barrett, R. J. Cuddihy, Edward E. Higgins, William Morrow, John Adams Thayer, and Louis Klopsch.

It is interesting to note that at the present time only four people in this long list are now active in the association. They are R. J. Cuddihy, publisher of the *Literary Digest*, a member of the executive committee of the P. P. A.; Thomas A. Barrett, of the Orange-Judd Company, treasurer of the association; Arthur T. Vance, now editor of *Pictorial Review*; and John Adams Thayer, now executive secretary.

The first president was John Brisben Walker.

Any history of the Periodical Publishers' Association which neglected reference to the efforts devoted "to stimulate social and friendly relations among its members" would be culpably inadequate. Its dinners have been famous for the distinction of the speakers, for the quality of the speeches and for the way in which they have reflected the spirit of their time.

#### ITS FAMOUS DINNERS

Writing of these dinners in a reminiscent strain, Thomas A. Barrett, treasurer of the P. P. A., says:

"The first one, as I recall it, was the one held on April 7, 1904, in Washington, at which President Roosevelt was the guest of honor and the other speakers were Henry Van Dyke, Ambassador Jusserand, F. Hopkinson Smith, Dr. John H. Finley and some others whom I do not recall.

"The second one was held at Lakewood, N. J., and I think that Grover Cleveland was the principal speaker there.

"Another was held in New York at the Hotel Astor, at which Theodore Roosevelt and Bishop Williams, of Michigan, were the principle speakers. Another was held at Albany, N. Y., at which Charles E.

Hughes, 'Uncle Joe' Cannon, President Hadley of Yale, Commodore Peary and an eminent Japanese visitor then in the country addressed us.

"Then, there was a dinner at Washington with President Taft as guest of honor, at which Senator Cockerill also spoke, as well as some others. This dinner occurred during a postal hearing and was extremely controversial in tone as President Taft found it desirable to reply to some of the criticisms made during the hearing, instead of delivering the formal speech which he had prepared.

"There was also a 'Peace Dinner' held in New York at Delmonico's on the occasion of Ambassador Page's accepting his appointment to the Court of St. James', and, with this, there was a reception to the members of the Peace Commission appointed to celebrate the 100 years of peace between America and England. Right after this dinner was held the great World War started!

"The last dinner was the one in Philadelphia to Governor Wilson, of New Jersey, and Senator LaFollette."

#### THE COMBINE OF 1917

Since that time other dinners have been planned but, what with the worries and crises of the world war, the postal rate battles, the strain of the paper situation, printers' strikes, etc., the periodical publishers have been obliged to forego their periodical social diversions.

In 1917, the membership of the P. P. A., then including about twenty publishers of national magazines, was doubled by the amalgamation of the Periodical Publishers' Association of America and the National Periodical Association. This latter organization, also known as the "Quoin Club," succeeded the "Mallet Club," famed in the days when E. W. Spaulding was its president; J. Rowland Mix, its vice-president; John Adams Thayer, its secretary, and R. C. Wilson, its treasurer. It had been composed of the publishers of several of the big periodicals banded together in the ancient quest of standardizing advertising agency practices. When the Quoin Club united with the Periodical Publishers it brought twenty-three new member publications into the combine, which carried on the name of the P. P. A.

This year, we have seen the formation of a new organization in the periodical field called the National Publishers' Association. Some have been led to believe, through a misunderstanding of the scope and func-

tions of this new organization, that it was intended to take the place of the Periodical Publishers' Association. This is not at all the case. In explaining the distinction between the two, Mr. Thayer said:

"There is no more reason for the idea that the National Publishers' Association can take the place of the Periodical Publishers' Association than that it can take the place of the Associated Business Papers, Inc., or the Farm Press Association, or any other organization.

#### THE NATIONAL PUBLISHERS' ASSOCIATION

"The National Publishers' Association is designed to attend only to such matters as affect the periodical publishing industry as a whole, and which cannot well be handled by one group of publishers alone. In the past, the necessary effort and finance for any movement for the benefit of the industry as a whole has been left to a few publishers who wearied of the unfair burden, and who were naturally unwilling to finance a large enough enterprise to secure the accomplishment of what all have admitted to be necessary and desirable.

"Consequently, those same serious problems which we have merely toyed with in the past are still with us, but in aggravated form.

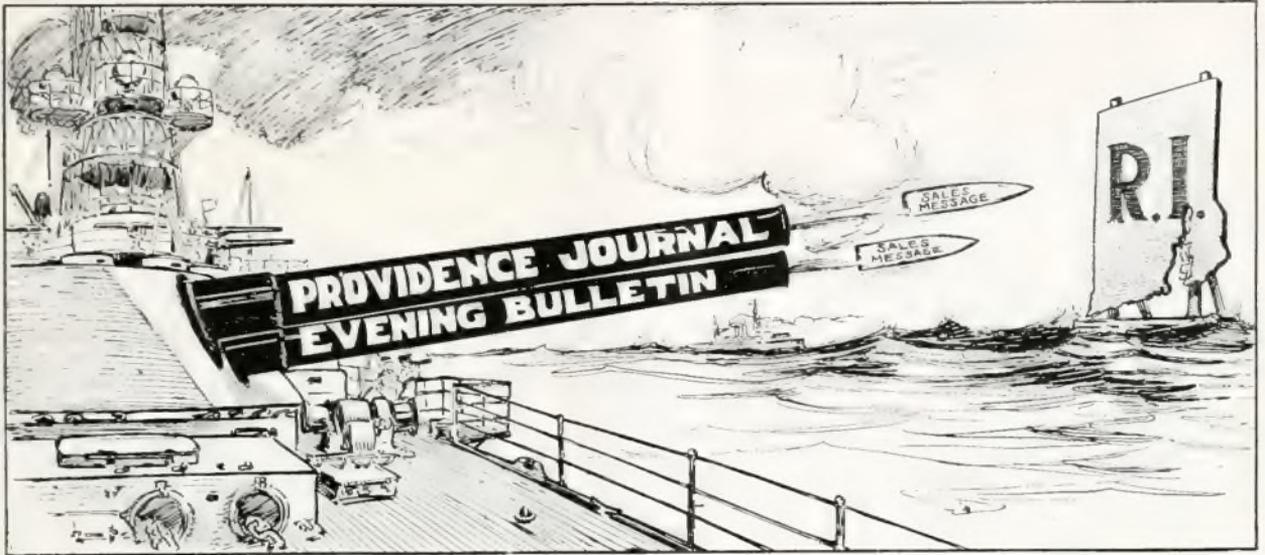
"Now, it is proposed through this new Publishers' Advisory Board to secure the moral and financial support of all periodical publishers to accomplish what is agreed to be for the good of all, and, at the same time, to relieve the Periodical Publishers' Association and other such group organizations of heavy burdens which they should not attempt to handle alone, such as postal rates, service and legislation; labor and manufacturing problems; magazine paper prices; group cooperation with respect to advertising.

"These are problems requiring the moral and financial support of all periodical publishers (not newspapers) and should not be attempted by individual groups, especially in view of the fact that all publishers are willing to help along these lines if given a chance."

#### PLANNING P. P. A. EXPANSION

In thus shifting some of the burdens, of which it feels that it has been bearing an unfairly heavy share, the Periodical Publishers' Association becomes free to devote its energies exclusively to the solution of the problems affecting its member publications as a group. It is already maintaining an investigated list of 400 recommended ad-

# Rhode Island— the Proving Ground



**If You Want To Know**—whether your sales ammunition is good—whether you need a single shot or a broadside—the kind of copy that will appeal to people in every walk of life—

## *Try It Out in Rhode Island*

You can cover this prosperous State by using Rhode Island's two great and influential newspapers—

**THE PROVIDENCE JOURNAL**  
DAILY AND SUNDAY

**THE EVENING BULLETIN**

*21½c a line week days and 12c a line Sunday buys their combined circulation.*

*The Rhode Island market is a field of strong concentration. It is the most densely populated State in America. The compact area, diversified industries, well-paid wage earners and ample transportation facilities make it the logical target for intensive sales campaigns.*

Reader confidence and influence make "The Journal" and "Bulletin" valuable mediums for manufacturers who seek good company and insure a friendly welcome in nearly every worth-while home in the State.

**If you want real action, you can get it in Rhode Island**

**THE PROVIDENCE JOURNAL CO.**

CHAS. H. EDDY CO., REPRESENTATIVES

NEW YORK

BOSTON

CHICAGO

vertising agencies. In connection with this work, it is considering the advisability, under the extended program of activity projected at the last annual meeting, of taking over and establishing a statistical bureau, to gather, classify, and disseminate information of value to its members with respect to the advertising business; and of making the recommendation of agencies of more value to publisher and agency by more rigid and more continual investigation and by stiffening the requirements for recommendation and issuing annually a certificate of recommendation.

Its Circulation Division, already does a big work in the apprehension and prosecution of fraud subscription agents and in the issuing of a "Fraud Agent Bulletin" at frequent intervals—a book of 200 pages giving full data regarding all known fraud agents—to members and to police officials throughout the country. It is now proposed to improve and extend the work of this division along these lines. Striking out in another direction, its scope will be extended to enable it to cooperate more fully with the Audit Bureau of Circulations. An educational feature is to be introduced with the institution of a series of

discussions with respect to the merchandising of magazines.

#### "P. P. A." SPELLS "POWER"

In the Publishing Division the association executives are planning close cooperation with the National Publishers' Association, as well as with all other group organizations in their grapple with postal rate legislative, labor, manufacturing, taxation and paper problems.

The Periodical Publishers' Association has long been a potent force for good in the periodical field. Today, with its revised and extended program of activity, freed to attend to what is more strictly its own

personal, private business, it is destined to ever-increasing effectiveness. It is a force which the advertising man must meet and measure with when he brings his copy to any one of a large group of powerful periodicals.

"Influence, begot by confidence, expresses the great power behind the 'general' magazine as a carrier of national advertising," Mr. Thayer has said in a much-quoted lecture on the advertising power of the "general" magazine. The P. P. A. is pre-eminently the representative of the "general magazine." "P. P. A." spells "power," as my friend from Indianapolis decided.

#### Stockford-English New Toledo Agency

Clark C. Stockford and Frank W. English, of Toledo, Ohio, have organized the Stockford-English Company, Inc., advertising agency with a capital of \$25,000. Mr. Stockford was connected with There's A Reason Company, agency at Battle Creek, Mich., for more than six years. He was advertising manager for the Rand Company of North Tonawanda, N. Y., in 1916, later becoming sales and advertising manager for the Kardex Company, Tonawanda, N. Y. For the past year he was connected with the Toledo office of the Charles H. Fuller Company.

Mr. English has been engaged in newspaper work for many years and at one time was advertising manager of the Piqua Daily Call. He has been conducting publicity campaigns for the past several years. In the new agency he will have charge of an educational publicity department, while Mr. Stockford will direct the general advertising service.

#### Miss Guck Starts An Agency

Miss L. Z. Gluck, formerly of Gornay, Inc., advertising agency, and who for many years was in charge of the advertising of I. M. Gidding & Co., in New York and in the Middle West, has established an agency at 3 West 20th street, New York.

#### Drysdale With Brooke, Smith & French

K. P. Drysdale, for ten years advertising manager of the Cadillac Motor Co., and recently associated with Theodore F. McManus, Inc., Detroit, has joined the agency of Brooke, Smith & French in that city.



# New Angles on Marketing to Farmers

Some of the Interesting and Helpful Information Obtained During a Two Weeks' Tour of the Mid-West

By RAY YARNELL

**A** TWO WEEKS' study and analysis of the farm market in four Mid-West states—Kansas, Oklahoma, Nebraska and Missouri—has convinced fourteen Eastern advertising agency men of these facts:

That the farm market is a reality and a very important one and that it must be given attention in a larger measure than in the past.

That the agricultural region is the most conservative and sanest in the United States.

That it is a market of great, almost unbelievable possibilities.

That in it there is a growing and steady demand for advertised goods.

That farmers are rapidly bettering their standard of living.

That the farmer is a business man and his wife a business woman.

That young men are dominant on the

farm and that the appeal of advertisers should be directed to them.

That dealers in rural communities need the assistance of advertisers in stimulating buying because they have already succeeded in opening the market and creating a demand and are now ready to develop this demand as it has been developed in the cities.

That the present is not a time for the advertiser and manufacturer to become self-satisfied because sales are relatively easy, but that they must prepare themselves for the keen competition that is to come. They must analyze more carefully now and watch the dealer and his interests more closely.

That the merchant in the country town is eager for advertising assistance that will help him extend his market and build up demand for the goods he carries.

That dealers throughout the four states are handling advertised goods and are thoroughly sold on this proposition, to the extent that they are pushing these lines extensively.

That the demand for advertised goods by the consumers, growing out of advertising media they read, has compelled retailers in small towns to stock advertised goods and has opened their eyes to the possibilities facing them.

That the farmers have turned from the old habits of existing on bare necessities and are buying luxuries and conveniences in a quantity unrealized by those unfamiliar with the territory.

That methods of safe farming, taught by agricultural papers and agricultural colleges, have been so thoroughly assimilated by the farmers that their prosperity is well insured. The adaptation of crops to soil and climate is a powerful factor in preventing crop failures.

That agricultural prosperity is further being insured by the building up of live-stock on the farms, much of it pure bred.

That the farmer's standard of living must be still further raised to insure that he remains on the farm and that the food supply of the nation be not jeopardized.

Those are the outstanding facts discovered. The analysis reached many other details, all pointing to the possibilities of the farm market and the chances for its development.

These facts were gathered and stated by the advertising agency men themselves. They obtained the information from talking to farmers, farmers' wives and retailers, on farms and in rural towns and cities. It was first hand information, obtained by personal interviews. The persons questioned had no previous intimation that they were to be interviewed. The stage was not set. Both favorable and unfavorable information was obtained, but the great

## A Type of the Midwest Farmer -

- Here is a man who doesn't go on strike
- He produces. ~ ~
- His father used to drive the team to town, over a rutty road, once every week or two. ~
- But those were the days before the renaissance of farm life. Our farmer motors to town every day or so with his family.----- it's a matter of minutes instead of hours-a pleasure instead of an irksome necessity. ~
- He and his family have preconceived notions of what they want to buy in town. They read the advertisements in

### *The* **CAPPER FARM PRESS**

(MEMBERS A.B.C.)

Arthur Capper, Publisher

Marco Morrow, Asst. Publisher

**TOPEKA, KANSAS**

A medium, with 1,100,000 subscribers, reaching one in every three farm homes in the sixteen Capper states—the one-third of the United States which produces two-thirds of its agricultural wealth!

bulk of the statements supported the conclusions stated.

The purpose of the tour was frankly announced—it was to sell the farm market and its possibilities to these men. It was more than that because it was believed that the trip, which was called the big "See" trip, would open a new world to these men and would afford them a yardstick by which they could measure facts and statistics obtained later.

Two things interest the manufacturer and advertiser when he is considering the selling of his production. One is the market. The other is the money in that market. The tour demonstrated that there is a market in the Mid-West and that the people there have the money.

The agency men studied the Mid-West from the point of view of their accounts. They wished to analyze it regarding the possibilities of exploiting particular merchandise there. They gathered facts to present to account executives which would make it possible for them to decide whether it was advisable to place advertising in media reaching the farm people, which would stimulate demand already existing, or whether it was necessary to use advertising to create a demand.

They did not desire a mere ride through the territory. What they wished was an opportunity to obtain the dealer and consumer view point through actual conversations. They desired the dealer reaction to advertising and they obtained it—very often in disconcerting form as when one tractor dealer frankly declared that the media chosen in the past for pushing the tractors he merchandised had done him absolutely no good because it did not reach his prospective customers. This dealer pointed out the media he considered valuable because he knew that it was read by persons he desired to sell and he gave his reasons. And because he was on the spot and knew his territory his statement carried a convincing weight.

One of the very important things investigated was the papers and magazines read by the people living in the territory visited. Often the fleet of motor cars carrying the Capper party would stop at some farm house without warning and the agency men would interview the farmer or his wife regarding the magazines and papers read. Information thus obtained, averaged, showed that the

farmer was a well read man and he took a surprisingly large number of periodicals and newspapers.

It also showed that his favorite farm paper was the sectional or state paper, the one which more directly dealt with the conditions natural to his territory. The personal value of this paper to him in solving particular problems of agriculture was a deciding and very important factor in his mind. Next came the more general or

### The Richness of the United States

At the annual meeting of the U. S. Chamber of Commerce at Atlantic City, John Fletcher, vice-president of the Fort Dearborn Bank, of Chicago, thus recited the United States' position in the world, industrially and financially:

"With but 5 per cent of the earth's population, we have 24 per cent of its agricultural production.

"We have 40 per cent of the mineral production, and we manufacture 35 per cent of its goods.

"Our natural wealth is above \$225,000,000,000, while that of our nearest competitor, England, is but \$80,000,000,000.

"With this, it is impossible for things to go wrong.

"Our trade balance today is \$5,000,000,000.

"We have repurchased our foreign-placed securities to the value of about \$8,000,000,000. We have loaned our Allies \$9,000,000,000 to \$10,000,000,000.

"Half of the gold in the world is in the United States, and the deposits in the banks of this country are billions more than the totals in all the other banks of the world."

national farm paper, with a pronounced preference for those dealing with specific problems, even though the treatment was of a general nature. The popular national farm paper placed third.

The farm women, it was found, were also interested in the strictly farm papers as well as in national women's papers. One news-magazine was found to be quite generally liked by farmers.

The investigation of media revealed that the farmer and the farm family generally were good readers. The agency man found

the farmer surprisingly well posted on national and state affairs, discovered him to be a growing student of marketing and to some extent, a critic of advertising. They discovered that he read and was familiar with the advertisements he saw in the papers he was acquainted with and that he was responsive to an advertising appeal, whether it was a direct selling appeal or strictly educational in character. In other words, they found the farmer a thinking, interested, progressive, aggressive, business man, who was striving to better his condition in every way and was studying and planning how to accomplish his purpose.

Perhaps this was one of the very most important things the agency men carried back with them—a new conception of the farmer. The farmer has been long considered the sort of man who tilled the soil because he was more or less incapable of doing anything else. This opinion of him has been more or less general. But in the minds of the agency men who have talked to Mid-West farmers, such a suggestion would be laughed at. They know.

#### FARMER A PROSPEROUS CITIZEN

The prosperity of the farmer was a revelation. The high percentage of well-built, well-kept farm homes was a surprise. The evidences of material prosperity were on every hand, no matter into what byways the tour led. Farm equipment was found to be of high class. Power machinery was seen on practically every farm. Scores of farm homes were found to be equipped with labor saving equipment, electrically driven. Pianos and phonographs were in evidence. The furniture was of good quality. Barn and field equipment was plentiful and good. Motor cars, of nearly every make were found in enormous quantities.

But the crops, just coming into virile life in the spring season, enormous fields of wheat and corn, and alfalfa, countless silos in which corn and sorghums were transformed into excellent feed and good dirt roads, spoke loudest of the prosperity of the agricultural region and the ability of its inhabitant to buy the merchandise they desired.

One important factor to the advertiser that was discovered was that the young men are in control of the farming industry and that they are converted, almost without exception, to new, scientific, present day methods of farming



**The**  
**Warning Signal Man**  
**Is a National Figure**

**A**DVERTISING which renders a service to the public is worthy of public approval.

That is the reason why the famous warning signal man of the Hood Rubber Products Co. is welcome wherever he stands. He's a great big - pleasant - traffic officer, on duty where motorists ride.

— And he is one of the figures which represents the creative ability of our organization.

*Outdoor Advertising Everywhere*

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

550 West 57th St. New York City	Peoples Gas Bldg. Chicago, Illinois
Philadelphia	Charleston
Athens	Birmingham

and buying. They have the urban desire for better living conditions and the determination to obtain them for themselves. They are equally determined to remain upon the farm if they can obtain from the farms the recompense necessary to enable them to raise their standards of living.

These young men are believers in power farming in all its phases. They are progressive and aggressive. They are not so conservative as their fathers and are very open to advertising suggestions.

Such is the opinion of the ad-

vertising men who have just visited and talked with them. As one man expressed it, the third generation is now in control on the farms, consisting of young men and women, many of whom have had the privilege of college training and who have had an opportunity to see and appreciate the better things of life.

#### THE DEALER VIEWPOINT

Retailer after retailer declared in conversations that the farmer trade was his best trade, that the farmers were asking for and buying the

letter quality merchandise, that they were purchasing luxuries in greater proportion than many city people and that they were paying cash. One furniture dealer declared that he carried two styles of phonographs, one at \$200 and the other at \$290. He said that he sold more \$290 machines to the farmers and that the difference of \$90 made little difference in the sale.

Jobbers in the territory visited repeatedly declared that the demand for silk shirts was strong in the small country town where the bulk of the trade was with farmers.

Other dealers said that farm women were demanding late style in ready-to-wear and possessed a knowledge of those styles. It was discovered in one small Nebraska town that a merchant had been forced to stock a well-known brand of advertised underwear because the farm women called for it and declined to purchase anything else.

In the same Nebraska town a grocer stated that dealers there were selling 420 loaves of bread daily, on the average, to strictly farm customers.

Manufacturers can be of untold assistance to the rural dealer thru advertising their products in the media that reaches the farmer and the farmer can be sold on their products through a proper campaign. This fact was brought home to the agency men through their talks with small town and city dealers who are in touch with the farm market and who are developing it. Everywhere these dealers were anxious to receive assistance from manufacturers through advertising directed entirely to the consumer. They all expressed a liking for advertised goods because they found them ready sellers.

As an evidence of this interest a store in Oklahoma was found where literature sent to dealers by manufacturers of advertised goods, was given the feature display position in the store, just inside the door. This literature was contained in a large rack, which afforded a maximum of display. And that it was used was evidenced by the fact that many of the pigeon holes in which the advertising matter was kept, were nearly empty.

The extent of the education afforded farm children is an important factor to the advertiser. Agency men found the educational system in the agricultural region well developed. And they saw an opportunity to cash in on the education the farmer's children have had. Many children spent two or

## SYSTEMS BOND

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



Successful sales executives do not merely send out a letter replying to an inquiry, or to a list of prospects they are anxious to do business with, without making sure the contents of the letter is sent on the right kind of a letterhead.

You and thousands of other business men are constantly using the wastebasket for sales messages presented in so poor a manner that you do not even trouble yourself to read through the letter.

One look at the letterhead convinces you that the message of the concern sending it out cannot be of much importance, but you will read a message if it reaches you addressed in the form in which it should be, which means the right kind of a letterhead.

We will be very glad to send upon request samples of letterheads on SYSTEMS BOND in white and six attractive colors. Why not send for these samples now and see if you cannot improve your present letterhead.

### Eastern Manufacturing Company

General Sales Offices:

501 Fifth Avenue

New York

Mills at Bangor and Lincoln, Maine

three years in high school in the small towns. These children become familiar with new things and their desire for better living conditions is wetted. On their return to the farm they demand these things and create an opportunity for the manufacturer to sell, if he is on the job with his advertising appeal.

The coming of the movies and goods roads, which cause the farmer to go more frequently to town, tend to make a better and larger market for advertised goods.

The tour of the Mid-West was valuable to the advertising agency men in these respects:

It demonstrated the prosperity and progressiveness of the people living on the farms.

It gave a concrete picture of the types of stores in this territory, the goods carried, store arrangement and the kind of advertising necessary to do the most good.

It afforded a slant on the dealers' own problems and the work necessary to be done to get better dealer cooperation.

It developed an appreciation of

the farm market, which one agency man declared, "will lead me to investigate it for every account and appreciate it to the extent of compelling an investigation of the farm market before finally deciding upon the media to be used for any advertising campaign for any article."

It furnished assurance that the money already being spent in the farm market is effectively spent and that the accounts there are active.

It raised the question: Is

(Continued on page 27)

#### Publishers to Cooperate With A. A. A. A. Committee

The National Editorial Association at its convention in Boston last week adopted a resolution for the appointment of a committee of three publishers to cooperate with a similar committee from the American Association of Advertising Agencies with a view to bring about the standardization of widths and lengths of newspaper columns and pages. The action was influenced by James O'Shaughnessy, executive secretary of the A. A. A. A., who made an address pointing out the importance of the standardization of the mechanics of advertising.

#### "Evening Mail" Raises to Three Cents

Effective this month, the *Evening Mail* in New York advanced its price per copy to three cents. The increase was made to provide a somewhat larger profit for the newsdealer as well as to meet the higher paper and labor costs, Henry L. Stoddard, president of the *Mail*, announced.

#### Amazon Rubber Account With Akron Agency

The Akron Advertising Agency has secured the account of the Amazon Rubber Company, Akron, O. A. H. Levitt is now advertising manager, R. H. Dreyer, having formerly held that position.

#### Cross Co. Gets Dill Medicine Account

The Dill Medicine Company, Norristown, Pa., has appointed the J. H. Cross Company, Philadelphia, to place their advertising. An appropriation of \$35,000 has been made.

#### Safetee Soap On the Market

The Safetee Soap Corporation, recently organized by the American Safety Razor Company, in Brooklyn, will market Safetee Shaving Sticks and Cream. The Federal Advertising Agency will place the account.

#### Wright New Advertising Manager

W. C. Wright, formerly with the Burton-Dixie Corporation, Chicago, and at one time in the advertising department of the Moline Plow Company, is now the advertising manager of the Associated Manufacturers Company, Waterloo, Iowa, manufacturers of cream separators. C. P. Green has been made sales promotion manager. The advertising account of company is being handled by the Leroy A. Kling Advertising Company, of Chicago.

## "Advertising Campaign" Sounds Fine and Impressive

As a generality it means anything you please in describing that subtle force that is the life-blood of merchandising.

Whirlwind enthusiasts rush out and buy up a lot of "general publicity," shoot reams of "dealer helps" through the mails, unload consignment lots on the dealer, and the "big launching" don't come off. But the bills come in.

Steady, seasoned campaigners work the other way.

First, they carefully choose their market and plan a concentrated campaign, making sure to choose the dominating newspaper in that market.

Then, most important of all, they make sure they use the right copy appeal to ensure constant and steady "consumer demand."

That's the right, sensible and practical way to make an "Advertising Campaign" a real lasting profitable success.

## Dominate Philadelphia

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

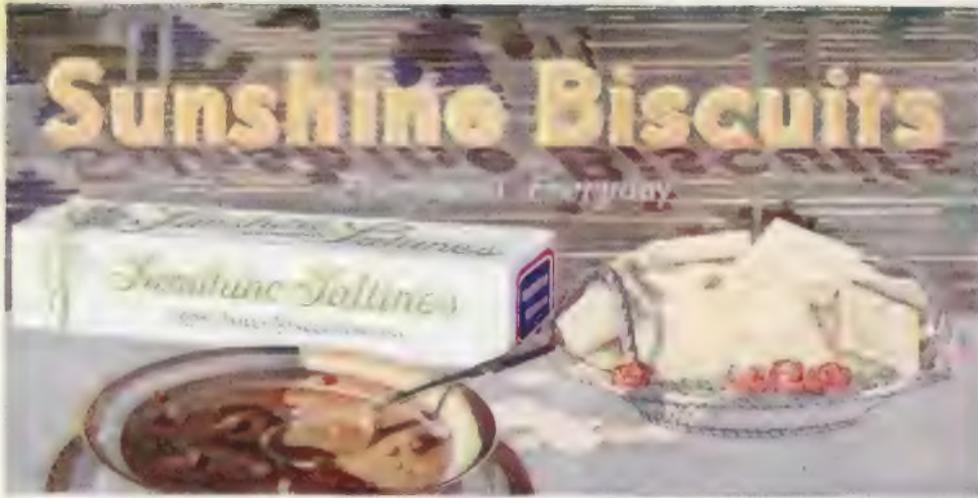
# The Bulletin



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.  
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.



# "ACTUAL"

**W**HEN the food is set before you on the table and  
That is the *nth* power of arousing desire.

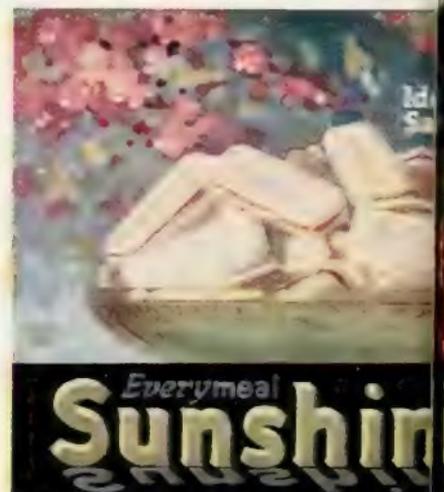
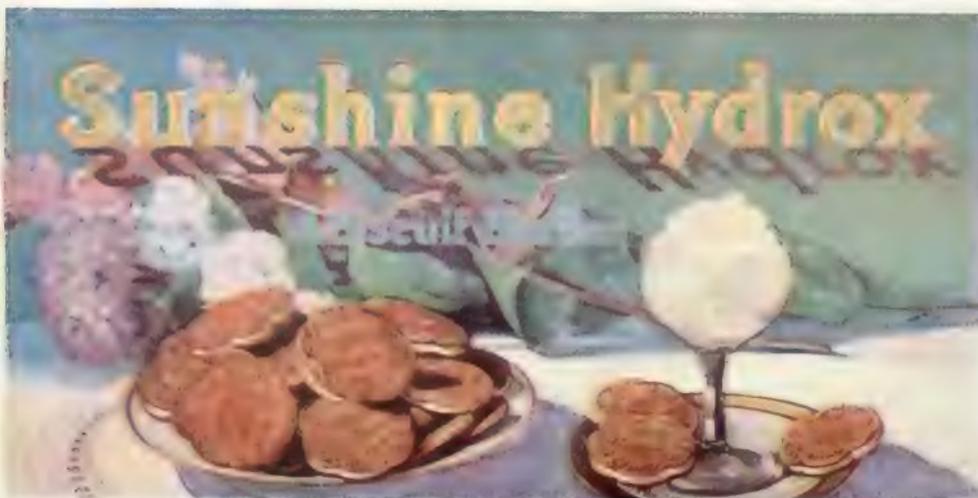
Next to the object itself there is nothing quite so appealing  
and colors, just as it is.

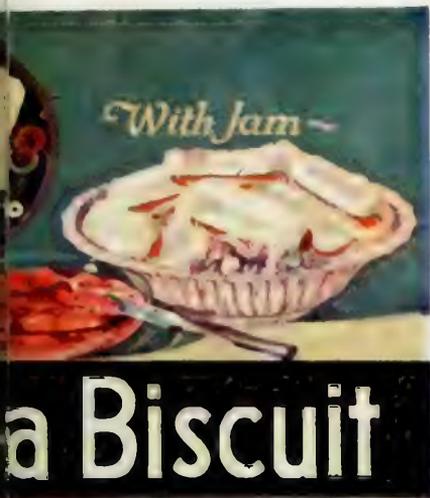
The Sunshine cards, shown here in miniature, fairly bring  
cakes and crackers look just as they do when they are  
Day after day, throughout the year, these tempting  
wherever these cards appear. Realism of *actual* color

STREET RAILWAY

CENTRAL OFFICE, Borland Bldg., Chicago

HOME OFFICE





# SIZE"

e, you see it just as it is—natural colors, actual size.

g and convincing as that object reproduced, actual size

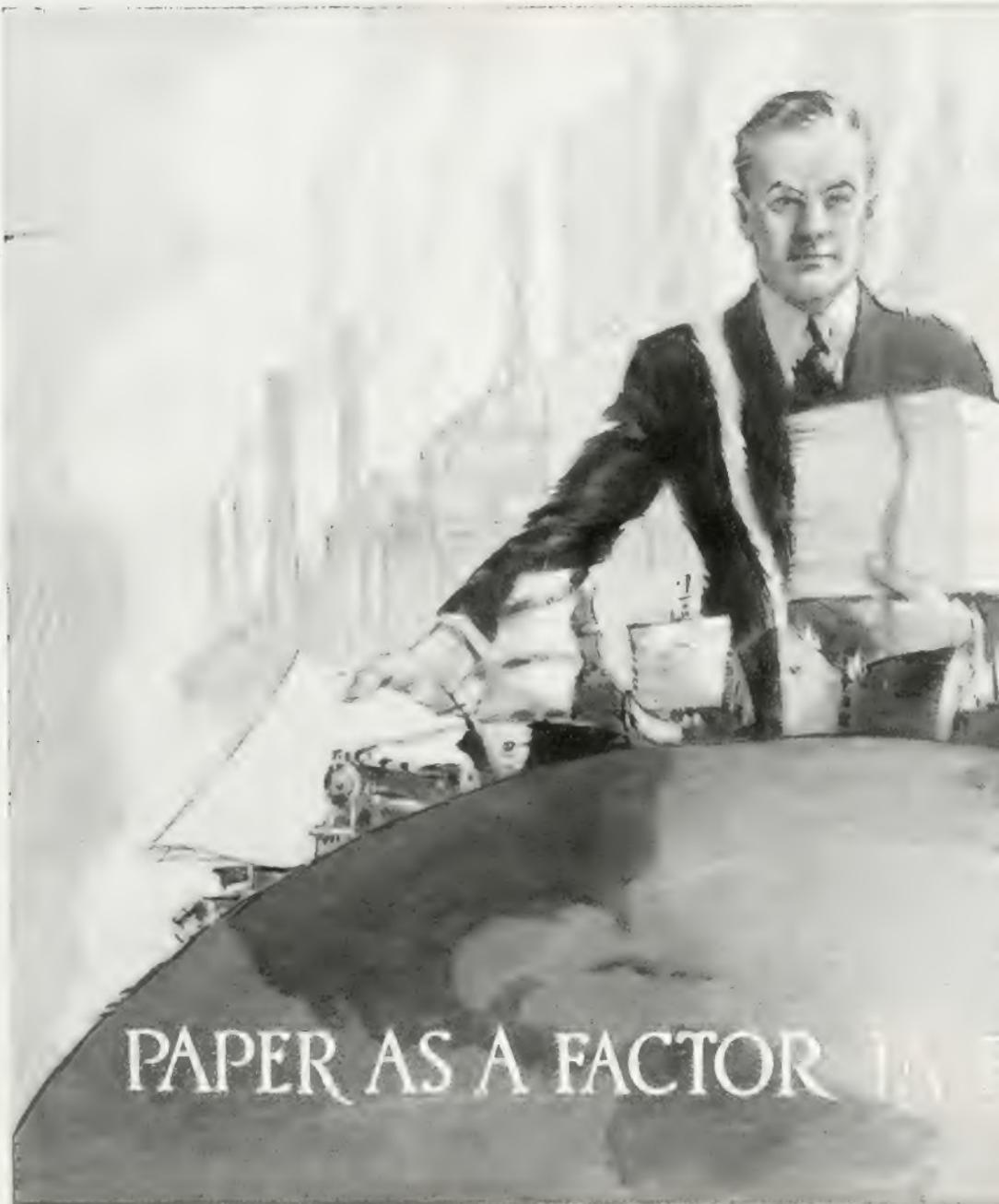
the spirit of Sunshine. In their full car card size these  
 rom the Sunshine package into the cake dish at home.  
 are set before the millions of riders in the street cars  
 actual size make them irresistible.

## ADVERTISING CO.

e Bldg., New York

WESTERN OFFICE, Monadnock Bldg., San Francisco





PAPER AS A FACTOR IN

## 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

FOREIGN TRADE

## Marketing to Farmers

(Continued from page 23)

enough weight being exerted to sway the farm market and is the appeal correct? Should the farm market be entered? Is there opportunity there?

It opened the eyes of the agency men to the opportunity of securing new business for their agencies to be exploited chiefly in this market through consistent advertising, as the devolving field offering the greatest opportunity.

The big "See" trip was a grass roots affair. It was not a sight-seeing tour and in that fact it was unique. Previous trips have been by train, with stops in town. The Capper tour was largely by motor car and so arranged that stops were made in many towns and farms, affording the advertising men ample opportunity to go direct to farmers and dealers for their information about conditions.

In this respect it was very much of a success. The idea was to let the agency men investigate for themselves. And they did. Many note books were filled with information obtained from the source, information that could have been gotten in no other way. The agency men worked by themselves and as they wished. There was no supervision. If a request was made to stop at a certain farm or a certain town, the stop was made. The farm market was permitted to sell itself.

The big "See" trip covered 5,200 miles, 2,300 miles in the four states. Of this distance, practically 1,300 miles was travelled in motor cars which brought the party into the closest contact with farm and small town life.

### John A. Kingman Goes With Frank Presbrey Co.

John A. Kingman, recently general advertising manager of Hare's Motors, Inc., and who for many years directed the advertising of the Locomobile Company, has become associated with the Frank Presbrey Company. He will have charge of the Rolls Royce advertising.

### Johnson Advertising Agency in Frisco

Donald M. Johnston, formerly with the Carl S. Von Poettgen advertising agency in Detroit, has opened the Johnson Advertising Agency in the Pacific Building, San Francisco. A. C. Decker, formerly with the Pierce Canning Co., Ogden, Utah, is associated with Mr. Johnston.

### Medley Scovil, Inc., in New Quarters

Medley Scovil, Inc., agents specializing in bank and export advertising, have moved from 25 Pine street to 25 Broad street.

The trip began in New York City, May 8, and ended there May 24. The actual investigation began in Kansas City, Mo., May 10. From there the route led through Oklahoma, southern, central and eastern Kansas, eastern Nebraska and central Missouri, the trip lasting two weeks.

Every phase of advertising and merchandising was studied. Attention first was given to the jobbing end. Then the retailer and consumer was studied. Much interest centered on the farm itself. Many meals were eaten in farm homes, and neighboring farmers were invited in to meet the visitors. The closest possible contact was established.

A number of farm homes were inspected from cellar to garret.

There were no speeches or entertainments on the trip. Commercial organizations did not participate and blow figurative horns. The visitors were not presented with a mass of figures about the territory they were inspecting. They were permitted to ask questions and gain the information for themselves.

The analysis of the farm market was made at the invitation of Marco Morrow, assistant publisher of the Capper Publications, of Topeka, Kansas. Representatives of advertising agencies in New York City, Boston and Buffalo, were invited to make a two-weeks' trip to the Mid-West as the guests of the Capper Publications.

The tour was conducted by B. P. Barlett, head of the promotion and merchandising department and L. R. Booth, assistant director of advertising. Other members of the Capper Publications accompanied the party.

### "Chemical Engineer" and "Chemical Age" Consolidate

The McCready Publishing Company, publishers of the *Chemical Engineer* in New York, have purchased the *Chemical Age*, and have consolidated the publications under the name of the latter. Lloyd Lamborn, editor of the *Chemical Engineer*, will edit the new publication.

### Schaeffer, Marshall Field Retail Advertising Manager

George R. Schaeffer, for two years head of the advertising department of Marshall, Field & Co.'s wholesale house, has been appointed to succeed Russell A. Brown as director of the advertising board of the retail store. Mr. Brown resigned recently to join the Federal Advertising Agency in New York. No announcement has been made as to who will succeed Mr. Schaeffer at the wholesale house.

# BRIDGEPORT Connecticut

is New England's foremost industrial city. Easily accessible by rail and water, it is a most desirable mercantile and manufacturing location. In a radius of 20 miles 350,000 people, all employed at wages higher than even during the war period, come to Bridgeport to shop. Its varied industries, 761 mills and factories, producing more than 15,000 different articles, insure continuous prosperity and keep the population of skilled mechanics contented and the city free from disturbing labor conditions. The weekly payroll exceeds \$1,200,000. The merchants and business men are live, up-to-date and willing to cooperate with advertisers. Property value per capita \$976.49. Bridgeport is the home of over 60 nationally advertised articles and a large portion of the family income is spent for products placed on the Bridgeport market through advertising. Fifteen parks comprising 300 acres of playgrounds and sixty-six public schools contribute to the advancement of the coming generation. Bridgeport is progressive, it is busy and it is prosperous. It is your field if you have something of merit to sell.

## The TELEGRAM and POST

cover this extraordinary field morning and evening and Sunday. Circulation exceeds 50,000 daily. Only Bridgeport papers members A. B. C.

### Foreign Representatives

JOHN GLASS	I. A. KLEIN
Peoples Gas Bldg.	Metropolitan Tower
Chicago.	New York

## The Convention Program

(Continued from page 7)

it that people shall get goods of the best quality. It lifts the market standards. People want the best and when, with the aid of advertising, they have found out what is best, the man who makes it has their almost unanimous patronage, and the man who makes the inferior article must either go out of business or improve the quality of his goods. Advertising puts no royal crown on the head of a humbug. No man succeeds through advertising who would not succeed without advertising. Advertising merely makes his success swifter, bigger, more certain.

"Advertising is absolutely essential to the successful distribution of

goods. Without its aid a manufacturer is at the mercy of wholesalers and retailers, for he has not the ear of the consumer. But, with advertising as his agent, he trade marks his goods and makes them familiar household words in the homes of all classes of consumers, broadens his markets and prospers, utterly indifferent to the frantic and mendacious tricks and devices of unworthy competitors. So it has come to pass that 'an article of merchandise without a trade mark is like a mule—without pride of ancestry or hope of posterity.'

"Little by little, the world is beginning to appreciate the significance of these facts; it is your duty and your privilege to spread that appreciation and understanding. To make men know that the progress of civilization is dependent upon the progress of Truth and of Democracy; and that advertising is the greatest servant of both.

"We think we have seen great development in advertising. What we have seen is nothing in comparison with what we shall see. Advertising is hardly out of its swaddling clothes. It will have its childhood diseases; its growing pains. It will be picked on by jealous rivals. We shall have our epidemic of laws to tax advertising on the ground that some advertising is wasteful. This would be as wise, in the words of Governor Calvin Coolidge, of Massachusetts, as to 'abolish writing in order to prevent forgery.' But we shall come through all these tribulations to full grown manhood, if we hold our heads high and keep the faith—proclaiming the good gospel of advertising, not merely as an economic force, but as the prophet of progress, and the moulder of public opinion, which is the strength of democracy and the hope of our civilization."

### Weld Advises Better Research Work

Speaking on "The Economics and Economics of Product and Market Analysis," L. D. H. Weld, manager of the Commercial Research Department of Swift & Co., formerly head of the Department of Business Administration of Sheffield Scientific School, Yale University, made a strong case for the research department as a vital adjunct to the manufacturer's selling equipment. He said in part:

"After an advertising campaign has been started the safest and surest way for a manufacturer to keep up a

continuous and comprehensive analysis of sales results and sales possibilities is to have his own department of sales extension or his own commercial research department, in order to supplement and cooperate with the advertising agency.

#### FOR FIELD SURVEYS

"Such a research department can obtain its information partly from the sales records in existence within the office; but a large part of the most valuable data must be got by means of outside market analyses or field surveys. When it is desired to find out, for example, whether prices are being maintained by dealers, how dealers feel toward the product, whether stores are sold in proper quantities, how many different competing brands dealers handle, and to what extent consumers ask for the product by its brand name—recourse must be had to market surveys rather than to records in the company's files.

"Advertising agencies usually are not equipped to carry on such continuous and comprehensive analyses as are necessary for the most scientific kind of field surveys or trade promotion. Such a department should not only cooperate with the advertising agency, but it should also serve as a check on the agency by carefully analyzing advertising results and by making a careful study of the choice of mediums, etc.

"In addition to the kind of analyses suggested above, there are other problems for which many industries can employ a research department to advantage. And these are some of the most vital problems of the day. These have to do with the broad and fundamental relations of an industry with the public and with the government. The economics of any industry are well worth studying. Just what economic function does any particular industry perform? How is it a benefit to mankind? To what extent is it misunderstood by the public? How can its service be improved? What is its policy in dealing with the public and with its own working people?

"In conclusion, he it said that product and market analysis yields economies because it results in more effective advertising, which in turn reduces sales and manufacturing expenses. Advertising is justifiable from an economic point of view only as it accomplishes this purpose, or as it results in a higher standard of quality of product for the same selling and manufacturing expense. The effectiveness of advertising for the future depends upon the amount of

## Keeping Up With The Times

### A FACT A WEEK

"**T**HEN we put our ad in The TIMES and the increased results were exactly in proportion to your circulation claims."

So said one of Washington's leading clothing merchants to our business manager the other day. And he gave expression similar to messages that we invariably receive when advertisers "slow to act" finally come into The TIMES.

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

Write  
for  
This Book

**Fort Worth**  
With A Billion Dollar  
Territory All Its Own

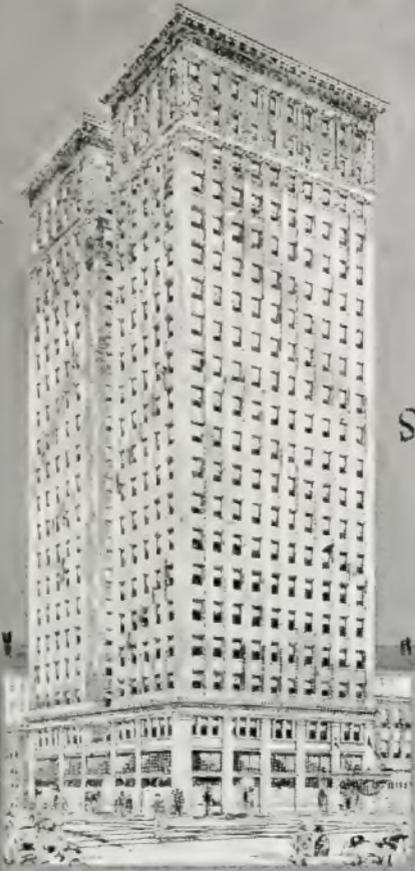
The Star-Telegram  
**95%**  
of its Circulation  
is in this Territory

Fort Worth

New  
STAR-TELEGRAM  
Building

And

own it



W.T. Waggoner Building



F&M  
Bank  
Bldg.

**FORT WORTH**  
*The Gateway to a*  
**BILLION DOLLAR TERRITORY**

Fort Worth is the gateway to the richest trade territory in the southwest—over a **BILLION DOLLAR** market is supplied thru **FORT WORTH**, the fastest growing city in the country.

This territory is completely served by the **FORT WORTH STAR-TELEGRAM**. Circulation now over **75,000 DAILY—90,000 SUNDAY**.

**THE FORT WORTH STAR-TELEGRAM**  
*FIRST PAPER IN TEXAS*

AMON G. CARTER, Vice Pres. and Gen. Manager  
A. L. SHUMAN, Advertising Manager  
**FORT WORTH, TEXAS**

brain power used in its preparation and in the quantity and quality of the scientific analysis on which it is based."

## Sell Workers On Advertising

Sell your workers on your advertising if you want that advertising backed by their cooperation, was the burden of the plea made by Tim Thrift, advertising manager of the American Multigraph Sales Company, in his speech before the Monday morning session of the convention. After recounting how his company's efforts in this direction had enabled it to put across a big sales campaign, Mr. Thrift said in part, describing how Multigraph workers were subsequently given educational demonstrations on the ways and whys of Multigraph advertising and selling:

"The worker in the plant has little or no conception of why his company advertises or what that advertising accomplishes. Now and then he sees an advertisement of the product he helps to manufacture, and, because the name is familiar, he identifies it with his 'job' and may even take a faint pride in the fact that he is thus connected with something that is 'advertised.' But, on the whole, advertising is something far removed from his ken.

"And yet, advertising has a great deal to do with his particular job, if he only realized it.

"With this in mind our advertising department sought to make clear, not only the function of advertising—the why and wherefore of it as a sales stimulator—but what the company's advertising meant to the worker and what he, in turn, meant to the advertising.

"It was pointed out that even an apprentice in the factory might make or break a sale that advertising had created.

"To illustrate:

"It was shown how a business man read one of the company's advertisements in a magazine. He was located, say, in Oshkosh, Wis. He answered the ad, using the coupon. What the advertising department did when the coupon was received was explained; the follow-up that was sent, how the nearest division office was notified, the proper records were made, etc.

"Then how the salesman got on the job was gone into. How he arranged for a demonstration of the machine—the preparation he made to

convince the prospect he needed the equipment for his business.

"Then, the actual demonstration, and how the salesman lost the order because the machine failed to function properly. And here—the whole point of the narrative—the evidence that the fault lay back in the factory where that workman had failed to do his part of the work as he should. Perhaps it was a minor matter—to him—one that he got away with the inspectors by cleverly covering it up. But the weakness was there, and because it was there—his negligence had offset the good work of the advertising and the sales effort—had been an injustice to a score of men in departments of the business

he had believed had no connection with him or he with them.

"The illustration was purposely exaggerated to drive the point home. And the men got it—came to a realization that they were important cogs in the business machine; that they had a definite part in the success of the company, and that even the advertising could be ineffective if they were not on their jobs.

"An interesting outgrowth of this educational work was a request from some of the men that they be given an opportunity to get into the sales organization. As a result, a sales and advertising class was formed this past winter, with a definite course of training in sales and advertising

# Can You Use "The World's Greatest

**S**INCE 1855, The Iron Age has been the authoritative exponent of conditions, prices and progress in the world's basic industries—blast furnace, steel plant, foundry, machine shop and metal-working establishment. The field covers the manufacture of machine, tools, machinery, automotive vehicles, agricultural implements, ships, and the countless other products of iron and the non-ferrous metals.

Its circulation is powerful without parallel as it is composed almost entirely of manufacturing plants, each subscriber representing a separate and distinct company. In short, The Iron Age reaches a tremendous, world-wide aggregation of buying units—plants which are exceptional as regards size and importance, annual volume of business transacted and buying capacity. It also goes to the purchasing executives of every railroad in the country of 500 miles of track or over.

Reliability in its editorial and advertising values

work. The men who elected to join this have proved eager students, quick to grasp fundamentals. Already some have graduated into the field and without exception they have made good.

### Norvell on Jobber

Saunders Norvell, chairman of the board of McKesson & Robbins, Inc., speaking before the general convention on the subject of "The Function of the Wholesaler as an Independent Advertiser and Merchant as Well as a Distributor," scored the short-sightedness of many in the jobbing business.

He said in part:

"Not only do I believe that in the

future the progressive jobber will do general advertising on his own lines in his territory out of his own pocket but I believe he will find it to his interest to divide the cost of advertising with manufacturers on their lines. I believe if the jobbers would pay a part of this advertising cost they would become more interested in advertising and I also believe they would do better work than when they depend entirely upon the manufacturer to work up the trade and tacitly accept the position of simply being the warehouse from which the goods are drawn as sold by the manufacturer."

### "Cooperation," Says Don Francisco

"Cooperative advertising is a social service as well as a powerful sales force," Don Francisco, advertising manager of the California Fruit Growers Exchange, told a large audience at the Wednesday session of the convention.

"Cooperative advertising can accomplish for an industry, or a group of industries, all that advertising can accomplish for the individual producer. It can enlarge and stimulate the basic market by creating new users. It can spread a seasonal demand into a longer and more uniform demand. If the commodity to be sold has any points of superiority it can, by communicating these features to the public, win a large share of the total business. It can reduce the cost of selling by supplementing personal salesmanship and making it more effective. It can reduce the unit cost of production by causing a larger volume of goods to be produced. It can improve the *esprit de corps* of merchants, salesmen, clerks, and workmen by awakening an increased consciousness of the importance of their industry, and by bestowing upon them a better prosperity. It can correct misunderstanding by telling the truth. It can foster good-will by pointing out services and policies of mutual benefit. It can educate the consumer to be a more discriminating buyer and set up trade marks for the buyer's protection. It can promote standardization and dependability by developing new incentives for uniformity in quality.

### Hurley Talks of Foreign Advertising

In his address before the general session of the convention on Tuesday morning, Edward N. Hurley, former head of the United States Shipping Board, discussing the place of advertising in international trade, said:

"Those American manufacturers and merchants who are not planning to sell at least ten per cent of their products to foreign countries, and to carry on advertising campaigns that will keep American products before the eyes of the world, are not doing their parts as Americans. For, otherwise, we cannot realize the fullness of American prosperity."

# Industrial Paper?

have long made it the standard. The scope and quality of its service come from years of primacy in its field. Thus, this medium has become the right hand of executives charged with the problems of management involved in purchase, production, costs and sales.

Physically The Iron Age reflects the mighty industries it so thoroughly serves. In an advertising way, it is the representative medium of representative firms.

To companies selling this market we will be glad to send a copy of our new Buying Units booklet, "The Purchasing Power of the Metal-Working Industries," illustrated.

## THE IRON AGE

The World's Greatest Industrial Paper

Established 1855

239 W. 39th Street, New York City

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



## The Woman And Your Advertising

Mrs. Christine Frederick, of the Applecroft Experiment Station, Greentown, L. I., the only woman speaker before the general convention, dealt with the need of selling women on advertising. In the course of her address she said:

"Today a serious situation is foreshadowing for the business of advertising, and advertising should bestir itself so that the plain truth may become more widely known. I am quite sure that if the bright advertising agents of this country saw another line of industry, or any other association facing possible public antagonism, that they would go before them and win an appropriation to be spent to educate the public. Like the shoemaker whose children go unshod, advertising is doing nothing about throwing light on its own profession. Women have universally responded to advertising, but they are as yet unconscious or uninformed as a class regarding the economic function of advertising. You who are publicity experts, have never yet let the light of publicity glare on your own acts.

"As advertisers I look upon it as your opportunity to turn the spotlight on advertising, to show its economic functions, to prove to the consumer that it is her best friend. The woman consumer believes in advertising as long as it plays fair and serves, not exploits, her interests. The standards of the home of today are built on advertising and it is your duty to see that this home is built on a rock of faith and consumer confidence and not on the shifting sands of doubt and betrayal of the consumer's interests. Advertising must be her shield against the high cost of living and the beacon to guide her along the path of more efficient housekeeping."

## Rankin Counsels Hard Work

William H. Rankin, head of the William H. Rankin Agency of New York and Chicago, speaking before the Advertising Agencies Department, made a plea for the adoption of work—hard work—as the remedy for unsavory economic conditions—with the advertising man setting the example. Mr. Rankin said in part:

"One of the big new agency functions—and really an important one—is the successful building up of a business not only from the produc-

tion and sales standpoint, but by developing the very character of an institution to inspire loyalty and good will among the workmen.

"The agency should above all help make a business grow by making the executives realize that advertising is not cleverness in words, but the presentation of the ideals of an institution.

"I don't like that phrase—'putting a campaign over.' No big business makes a success by putting anything over on the public. And the sooner the people know this the better.

"The advertising agency that fosters the impression that advertising success is a matter of magic—of cleverness in wording, is fostering an untruth and demeaning an honorable profession.

"For success in the long run depends upon a worthy product, sold and guaranteed by a worthy house—and advertised attractively, sincerely and consistently.

"An advertising agency builds business by showing the value of continuity, and the waste in spasmodic effort.

"An advertising agency builds business by creating advertising with a view to stabilizing business.

"The agency that is working for its clients' interest will make the appeal that earns the confidence of the class of people who are steadfast in their allegiance.

"When sales are easy—when every one has money—when every one can buy, is the time for the agency to build better business for a quality business through sales discrimination.

### "SELLING" THE WORKER

"I don't care whether you call it propaganda or what you call it, but it is the duty of an agency to cultivate and inspire loyalty in every working man.

"The advertising should make the producers, the men who work in the factory, proud of their product, and their part in the making.

"It should make them feel that not only are they a vital part in creating prosperity for their institution and themselves, but for the whole country. And in that way advertising builds quality into production.

"And we can all help best by setting these workmen an example. It is up to us to put more work into every hour and more hours into every day to serve as an example to other working men and the rest of the world.

"Let us do our best to make progress and increase production

through more work done per hour and work more hours per day.

"Let's work with all our might—all our brain—all our heart to make the world see that the only road to permanent prosperity is hard work."

## The Agency and the Publisher

On Monday afternoon the members of the Agency Departmental listened to an important address by Collin Armstrong, national chairman of the Newspaper Committee of the Four A's in 'selling' the publisher on the Advertising Agency and the Publisher Have in Common." Reviewing the progress made through the Four A's in selling the publisher on the value of agency service and in standardizing rate and commission practices, Mr. Armstrong gave this interesting description of the relations between publisher, agency and direct advertiser:

"The publisher has white space to sell. It is of the same class of material as the cloth that the converter or printer of fabrics buys or the manufacturer of wall paper uses for his manifold decorations. White space is the raw material of the silent salesman. We buy it and we pay for it. Why? Because we have convinced those who have commodities of service to sell that we can put an effective selling message in that space. We have sold the white space of the publisher at the price he has fixed for his raw material plus the price of our services in making it useful to the buyer. Like every skilled artisan we have increased the value of the raw material by our intelligent labor.

"Upon this point the direct buyer of space may say: 'If I see fit to utilize the space I buy in my own way and with the aid of my own employees, why shouldn't I get it at a reduction for my services?' The publisher's answer is or should be: 'You are not trying to help me sell my space. You don't maintain an organization to create a demand for it, or to help those who use it to do so effectively and profitably, so that they will continue their demand for it. You are not contributing brains, experience or energy to make advertising universally successful because it is your livelihood as well as mine. You want me to sell you on the same basis that I sell these professional advertising men who do all these things for me as is shown by the fact that we publishers get from 75 to 95 percent of our national business from them. You maintain an

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# *National Advertisers*

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To effectively reach the Northern Indiana and Southern Michigan field the South Bend News-Times should be used.

Mark you well what we said—to *effectively cover* the territory the News-Times should be used because the News-Times dominates in South Bend and the South Bend territory. No other Indiana or larger city newspaper entirely covers the field. Therefore, no national newspaper campaign can be complete without the News-Times.

South Bend is an industrial city, in the heart of a rich agricultural and fruit country. The News-Times with its 17,000 circulation goes home—reaches the people.

*Let Us Send You News-Times Jr.*

## South Bend News-Times

*Morning                      Evening                      Sunday*

J. M. STEPHENSON, Publisher

*Foreign Representatives*

CONE, LORENZEN & WOODMAN

Chicago   New York   Detroit   Atlanta   Kansas City

advertising department because you think you are saving money by doing so.

### Taylor Optimist On National Publications

Speaking on the subject of "National Circulations" before the Agricultural Publishers Department at its Tuesday afternoon session, C. A. Taylor, president of the Farm Life Publishing Company, said, in part:

"The farmer no longer thinks of his business in local terms. Every detail of his life and every phase of

his agricultural operations is affected by out-of-state condition. He wears a shirt made in Massachusetts from cotton grown in Georgia. He buys seeds to plant and concentrates to feed from distant states. His plow comes from a city halfway across the continent.

"I might multiply these instances almost without end, but the simple fact is that the farmer has come to believe in and even prefer the standard article made and distributed and advertised nationally. His experience has taught him that the national product is a good product—of stand-

ard quality and reasonable price. He has no hostility to the article that comes from a far-away point, whether that article be a cake of soap, or an idea, or a threshing machine—not hostility, but rather a friendliness born of the knowledge that the service which outgrows its own locality and becomes nationwide must have some peculiar merit.

"And the farmer not only buys and sells in the national market, but he has come to have sympathy and understanding with the national viewpoint. He thinks nationally and acts nationally.

"The national farm paper influence is increasing rapidly because this national spirit is expanding and crystallizing. The national farm paper never before found it so easy to obtain subscriptions, to obtain renewals—to obtain a hearing among the farmers. The national farm paper never before yielded such certain response and profit to advertisers."

### Audit The Agencies Urges LeQuatte

"One of the best speeches of the whole convention" is how some of those who heard it are describing the talk delivered by T. W. LeQuatte, advertising manager of *Successful Farming*, before the Farm Publishers Department on Monday afternoon. "Our Agency Problems" was Mr. LeQuatte's subject and he came out four-squared with a strong recommendation for the organization of some agency to audit the advertising agency, along the lines of the widely discussed article on this subject recently published in *ADVERTISING & SELLING*. Mr. LeQuatte said in part:

"Publishers are very properly required to submit to an audit twice a year. But death or bankruptcy are the only known and recognized methods of terminating an agency franchise.

"Publishers, advertisers and advertising agents have been enjoying prosperity without parallel in the history of the business.

"The combination of vast accumulated taxable profits, an unprecedented demand for merchandise, a hitherto unknown buying power and the cumulative effect of a ten-year clean-up of advertising pages has made an abnormal showing for advertisers during the past year.

"Ignorance, incompetence, inefficiency, carelessness on the part of both advertisers and advertising agents, have not been sufficient to

## PAINTING the TEXTILE MILLS and VILLAGES



Many of the 8,500 textile mills own complete villages and towns in addition to their factory buildings. Cottages, stores, churches, meeting halls and factories keep a regular plant gang busy all the time. Supplies are often bought by the car load.

For interior painting of textile mills the most important color is white. Several of the large paint manufacturers make a special product for this particular use.

That paint is successfully sold to this market through intensive advertising in *Textile World* has been demonstrated beyond doubt. At the present time there are 18 paint accounts running in *Textile World*, 2 for paint spraying equipment and 1 painting contractor. May we discuss this interesting problem with you?

## Textile World Journal

Audit Bureau of Circulations.  
Associated Business Papers, Inc.



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

dam the overwhelming stream of orders.

"But the day of reckoning is coming. It may be in six months. It may be in six years. The time is coming when manufacturers will have to fight for orders as they are now fighting for raw material.

"The day will come when publishers will have to fight for business as hard as they are now fighting for paper.

"The best insurance policy for advertisers and publishers and for legitimate advertising agencies against that day is a properly standardized, organized and recognized plan for the encouragement of the competent and the elimination of the unfit in the advertising agency business.

"An unfit publication may reduce the profits of an advertiser. But an incompetent advertising agency can destroy the average advertiser in one year.

"The publishers of this country can better afford to spend a half million dollars a year for the next five years in an effort to solve this problem, than they can afford to neglect the problem and take chances on losing millions in appropriations.

"It must be apparent that, aside from the question of credit, the real reason for studying the agency question is to determine the qualifications of the agency for helping the advertiser to continue to make a legitimate profit out of his advertising so that he can and will continue to be an advertiser.

"It must be just as obvious that no one class of publishers can in the very nature of things be fair and unprejudiced judges.

"It certainly must be agreed that advertising agents who are recognized by certain groups of publishers and not by others, are in no position to give fair and unprejudiced advice to advertisers.

"It would appear that the situation requires either a joint commission made up of representatives from each group of publishers, or an independent tribunal with a joint commission acting in an expert advisory capacity.

"Summed up, I am inclined to think we are all agreed that the various groups of publishers should unite in forming an organization that shall be trained and qualified to investigate all proposed advertising agencies before they are recommended for recognition, and to make periodical investigations of all established advertising agencies. In this effort they

should at least have the moral support of advertisers and established advertising agents.

"This organization should not presume to say absolutely whether any agency should or should not be recognized. It should give the facts concerning that agency in such plain and definite fashion that any publisher or any advertiser could determine the fitness of that agency just as easily as any advertiser can determine the fitness of any publisher member of the Audit Bureau of Circulations."

## Pearson Speaks For Business Papers

The increasing appreciation among advertisers of the value of the business paper as a specialized advertising medium has been particularly noticeable in recent years. The service of the business papers as expounded by A. C. Pearson, of the *Dry Goods Economist*, in his opening talk from the chair, was the subject of the Associated Business Papers Departmental sessions. Mr. Pearson said in the course of his address:

"The distinguishing characteristic

Advertisers ask:  
"When do you  
raise the Standard  
Union rate?"

Well, it's still 15  
cents flat; and  
there's a certain  
satisfaction in sell-  
ing in Brooklyn  
the most of the  
best for the least.

of the business press is 'specialization,' or aiming at a definite target and shooting straight. When things are very much involved everyone can recognize the need of straight shooting.

"Specialization in the business press applies to all the three sides of publishing. First, there is a specialized circulation which was never quite so important as now. The cost of white paper, of traveling subscription men, of circularizing, and of mechanical work is so high that using a million circulation to reach thirty thousand in an individual trade or profession becomes so wasteful that it is prohibitive. Second, specialization applies to the editorial content. This, especially, appeals to the busy man today as he cannot wade through a whole magazine to find one article on his particular subject. He wishes to know where he can get reliable information that will enable him to conduct his business more profitably and hence his business paper is more than ever a partner in his enterprise. Third, specialization applies to the advertising pages. It annoys the shoe merchant to be bombarded with power plant advertising and it is doubtless annoying to women readers to have to turn through many pages of motor truck advertising when they would read with interest advertisements of food products and fashion merchandise. The particular value of specialized advertising in business papers is proven by investigation through a questionnaire which shows that a large proportion of the subscribers are as much interested in the advertising as they are in the editorial matter.

"There is room for all kinds of advertising, but specialized advertising is practically wasteless and the slogan for the next five years in every country which will meet the world's competition must be 'Avoid Waste.'

### Fulton Speaks On Poster Advertising

Delegates to the convention interested in poster advertising—and, of course, most of them were—found especially interesting the suggestive talk on "Goods, Commodities and Ideas Which Can Now Be Advertised Nationally," delivered before the Poster Advertisers' Department by Kerwin H. Fulton, president of the Poster Advertising Company. Mr. Fulton said of the outstanding characteristics of this medium:

"Take any one of the eight thousand towns, put up a full showing or a half showing of 24-sheet posters,

and let them remain on display for thirty days. (For the benefit of those present who do not know this medium, I wish to explain that the difference between a full and a half showing is simply a difference of intensity or repetition. Both displays are so distributed that they cover the entire community.) I don't care what town you pick out for this illustration—during the 30-day period you will reach at least the eyes of every man, woman and child in that town who can see. So the circulation of poster advertising is the population of the city or town which is covered by the posters. There is no

other way to figure it.

"If an advertiser posts a full showing or a half showing in New York City he will reach the eyes of several million people. Whether he reaches their minds and their purses is another matter, which is up to him or up to his Poster Advertising counselor. Viewing Poster Advertising as a national medium, we find that it has a direct circulation of over fifty-seven million. This is a conservative figure because it does not take into account the millions of transients who live outside the posting towns but who drive into town on an



# Service that serves

(Copy of Letter)

May 12, 1920.

H. E. LESAN ADV. AGENCY,  
Republic Bldg.,  
Chicago, Ill.

Attention of Mr. Ralph Keller

Gentlemen:

The confirmation of the understanding we had with you personally in reference to our advertising, as given in your letter of May 7th, is absolutely O. K. (referring to promotion plans, schedules, copy, publicity, dealer helps, etc., outlined for a year, complete for the season).

Mr. Smith\* and I have both gone over it and find it exactly to be in accord with what we had in mind. We are very enthusiastic over the outcome of our visit with you. We have never been so pleased with the outlook on our advertising work, and we want you to know it.

It looks as tho we were really going to get some real co-operation, and get somewhere in our dealer help this year.

Yours very truly,

(Signed) .....  
Name on request

\*Smith is not the man's name, but it will be furnished on request.

→ **Read this letter!**

average of once or twice a week. Is there any other advertising medium in this country that can offer you a possible circulation of fifty-seven million at one operation? So we have, first of all, a medium of universal appeal—Posters reach the millions without regard to color, religion, education or financial circumstances.

"The second point to be emphasized in our analysis is that the standard posting period is thirty days. The regular posting dates are the first and fifteenth of the month. It is entirely possible—in fact it has been done several times

—to post the entire list of approximately eight thousand towns with one particular 24-sheet design and have from 95 to 98 per cent of the *displays* start between the first and fifth of a specified month. To accomplish this, *time* is the only essential. Given time, the rest is easy.

"We must not overlook the flexibility or elasticity of Poster Advertising, because I understand the term 'national advertising' to mean advertising that is not, of necessity, confined to one particular city and its suburbs. The point to bear in mind here is, that the na-

tional advertiser may select for Poster Advertising the *exact* territory that his situation demands. He may have his posters put up in a geographical section like the 'old South' or he may be guided only by population. For example, he may post only cities of over one hundred thousand or only towns of under five thousand. He may select summer resorts, winter resorts, farming towns, or mining districts.

"The other outstanding characteristics of the 24-sheet poster are, *Color and Pictures*. Here the modern American lithographer enters and tells us that he can reproduce for us on a 24-sheet poster any *picture*, and any color or combination of colors. Technically speaking, there is a slight exception here, because, I believe, there are some delicate tones of lavender and purple which *can* be reproduced, but have a tendency to *fade*. However, this has no bearing on my big point which is that only one or two national advertisers have 'cashed in' to the maximum on the power of a wonderful picture properly reproduced on the 24-sheet poster."

### Erickson Addresses Financial Advertisers

Among the convention speeches that will be remembered for their solid value was that delivered before the Financial Advertisers' Department by H. E. Erickson, of the Thos. Cusack Company. Mr. Erickson's subject was "Outdoor Advertising." Speaking on the use of this medium by banks, he said:

"The desirability of using outdoor advertising by a bank is emphasized, because it offers a medium of display that is dignified, colorful, dominant and impressive. The medium is thoroughly in keeping with the atmosphere of a bank, and one that will properly present the bank's message to the public.

"It is interesting to note that of all the various business classifications the greater number of users are the banks of the country. In Chicago, alone, we have contracts with thirty-four banks, ranging from the large banks downtown, such as the National Bank of the Republic—a pioneer in outdoor advertising—to the community banks, located in districts away from the center of the city.

"There are over a hundred banks using outdoor advertising at present in this country.

## The Story Back of This Letter to the Lesan Agency

MR. RALPH KELLER, Vice-President of the H. E. Lesan Advertising Agency, to whom this letter is addressed, handled the national advertising of a score of national automotive advertisers before coming to the Lesan Agency.

In addition to this, the Lesan Agency has held a foremost automotive position for many years, handling many large and well-known motor-car and accessory campaigns.

Hence, when the call came to get up the right kind of motor car campaign we didn't have to fool around till judgment day analyzing, visualizing, investigating, studying, etc. We knew what to do at once, and we did it.

If you have an advertising problem to solve, write us—either office

**H. E. LESAN ADVERTISING AGENCY, Inc.**  
 410 Fourth Avenue - - - - New York City  
 Republic Building - - - - - Chicago

"The permanence of the medium is a feature—permanent in its appeal as it is permanent in its construction. The displays are sold on a contract basis of a year or more, thus assuring a permanency of copy, sustained interest and effort over a long period of time, the value of which increases every day as the copy appears before the buying public.

"It is needless to comment upon the dignity of the medium—this is self-evident. It is the one medium that bends over backward in keeping out the objectionable, and the work in the execution is of a char-

acter that allows for no justification in making a statement that the medium is anything but dignified.

"The dominance of the outdoor medium is another tremendously important factor to be considered. The displays are of gigantic size in comparison to the newspaper page or a street car card and put your message over in a big way. They reflect the bigness of the institution advertising, as well as its strength and character.

"Impression is another feature which we might touch upon, as well as reiteration—the two hand-maidens

of good advertising—for through reiteration, impression is made that becomes permanent, an impression that leads to action—*i.e.*, the purchase of the commodity advertised.

"After all is said and done, however, none of these features would be of any value without circulation value, and this is secured because locations are selected so as to present an advertiser's message to the greatest possible number of people in any given community. Outdoor advertising is universal in its appeal. It knows no class, no creed—it reaches the masses direct."

### America At The Crossroads

Charles A. Eaton, associate editor of *Leslie's*, addressing the departmental session of the Periodical Publishers' Association Monday afternoon on America's crying need of increased production in industry said:—

"The publishing business has reached a crisis. The difficulties with which we are confronted are in no wise peculiar to our craft but are general throughout the nation. They are due largely to the shortsightedness of the American people, who, for a hundred years have been squandering the richest inheritance of natural resources ever possessed by any nation. The pleasant process of waste, extravagance and self-indulgence has now arrived at its logical and inevitable conclusion. Pay day has suddenly come and we are unprepared.

"America stands at the crossroads to-day. Our whole future depends upon the decisions of this hour, political, economic and personal. The most urgent economic need is economy in use of non-essentials, and increased production of necessities.

"The great fundamental need of industry in America to-day is leadership and education.

"The normal leader of American workingmen is the man who employs them."

### Zone Advertising And The Newspaper

Conquer the "United Markets of America" by splitting them up into units and then "breaking into" each separately with the aid of newspaper advertising, was the advice conveyed in a talk by W. J. Merrill of the Chicago Tribune, before the Daily Newspaper De-

## The Spirit of America at Work

THE RED CROSS MAGAZINE is a magazine of national inspiration. With so many things happening to unsettle our confidence, we all feel the need of an anchor. With so many destructive influences spreading through our nation, we must secure constructive idealism or we lose our bearings. The RED CROSS MAGAZINE encourages and inspires, because it mirrors the *constructive* acts, the really *progressive* accomplishments of America.

### To Strengthen Your Faith in America

The RED CROSS MAGAZINE searches out and publishes all those forward-looking, nation-building activities in America which you and I and all good citizens want to know about. It is, in a measure, the continued monthly story of practical American idealism at work—at work to get better homes, create better understanding in industry, build better communities, secure better education, and better health. In fact, to secure more happiness, more inspiration and more accomplishment in life, for the hundred and twenty million other people like you and me *who are America*.

We of the Red Cross feel that you are with us in recognizing the need of such a source of inspiration as the RED CROSS MAGAZINE. If America was worth giving our all for, it is now worth giving our best to.

The MAGAZINE pictures the spirit of America at work. It shows the good that is in the hearts of people, and encourages you and me to do our utmost to bring these good qualities into action.

## The Red Cross Magazine

Published by The American Red Cross at

1107 BROADWAY, NEW YORK

Chicago

Boston

San Francisco

partment on the subject of "The Zone Idea in Merchandising."

Mr. Merrill said in part:

"Every sales manager knows that every section of the United States is not entitled to the same amount of sales effort. He knows that there are some districts where his product is so thoroughly established that a small amount of advertising pressure will produce maximum results. He knows that there are other districts where he cannot break in without an advertising effort prohibitive in its cost. He knows that there are an indefinite number of graduations between these two extremes.

"The Zone System of Marketing and Advertising permits the manufacturer to exert precisely the amount of pressure needed in each and every section of the United States.

### They Answered "Present"

(Continued from page 8)

With Messrs. Zimmerman and Carruthers to the fore, a delegation of twenty-two arrived from Denver, the "city a mile high" There were six women in the party and Realtor King, take it from him, said they were the greatest group of go-getters in the world—bar none

Pittsburgh, with thirty, came into action led by W. G. Evans and W. L. Schaefer.

Los Angeles eight.

Duluth, away up there, sent through a rugged party led by A. H. Weigel, president of the advertising club.

Cleveland had 120 in her party and took on Canton with ten, Akron with three, and Youngstown, with 2. Charles Mears chaperoned the crowd from the erstwhile sixth city.

San Francisco sent ten members, including Miss Lucille Smith, the only woman present from the Pacific Coast.

Let's see—the Pilgrims? Oh, yes, Bostonese ladies and gentlemen, conducted upon the scene by no less a person than Herbert Porter himself. The Boston spokesman said something about "It takes the guy from the big city to get trimmed in a little burg." He gave a secret sum to a mysterious whispering emissary, who failed to show up again.

Miami sent three delegates including Charles Bates, and a carload of coconuts. Don't you dare put an "a" in that word.

N. Y. had 204 on its special train and with earlier and later arrivals had about 350 at the convention.

### Resolutions Committee Appointed by Donnelley

The following committee to which all resolutions had to be first submitted was appointed by Chairman Donnelley at the first session of the Indianapolis convention on Monday:

George B. Sharpe, chairman, Cleveland; Frank A. Black, Boston; Warren H. Platt, Cleveland; T. H. Yull, London, Ontario; John E. Raine, Baltimore; J. Howard Payne, Dallas; T. W. Le Quatte, Des Moines; E. Allen Frost, Chicago; Miss Mary Crowley, Chicago; K. L. Hamman, Oakland; W. S. Crawford, London, England.

All resolutions had to be on the subject of advertising and merchandising, Mr. Donnelley announced.

He named the credentials committee as follows: Gratz True, of New Orleans; Arthur G. Ross, of San Francisco, and Charles Green, of New York.

### Fresno "Herald" An A. N. P. A. Member

The Fresno, California, *Herald*, has been elected to active membership in the American Newspaper Publishers' Association.

### United Drug Co. Buys Big English Chain

The purchase of Boots Pure Drug Company, Ltd., of England, by the United Drug Co., as reported in this magazine three weeks ago, was carried through this week. Boots, Ltd., which is the largest chain store enterprise in Europe, operates 627 stores in the British Isles, and does a gross business of approximately \$40,000,000 a year.

### Randall Co. Expands in Chicago

The Chicago office of the Fred M. Randall Company has moved from 1724-26 Lytton Building to larger quarters at 1529-34 in the same building. J. C. Borden and W. J. Barron have been taken into the Randall organization.



## Jog the Buyer's Memory at the Right Moment

Jog the memories of MILLIONS of buyers in the State of New York and in Northern New Jersey.

Remind them of your product in the books they consult 7,360,000 times every day—their Telephone Directories, essential everyday utilities.

Rates for advertising space in these books are low.

*Ask about them.*



**NEW YORK TELEPHONE COMPANY**  
 P. W. ELDRIDGE, Sales Mgr., Dir. Advtg.  
 15 Dey Street, New York Telephone Cortlandt 12000

## 29 Years of Advertising

(Continued from page 4)

the men associated in business that employ advertising to certify their dividends.

In nothing connected with the physical advertisement has there been a greater and more significant change during the life of this paper than in its illustration and decoration—the art work upon it. Back when *Profitable Advertising* was a thin leaflet there was mighty little in the way of illustration other than cuts that had been used in catalogues, or some stock cuts that the printers unearthed. After a time there were almost futile attempts made to provide illustrations by syndicates or struggling artists who thought that a clothing cut might be used by any dealer, from New York to San Francisco. Nearly 25 years ago I “handled” the advertising for a passably large clothing house, and got a newspaper artist to make me little illustrations from life. I posed clerks, the artist sketched them, and the cuts were made for newspaper use by the old chalk process. But they did show the actual goods advertised, and helped me to put 40 percent on to the business. Also they induced the publisher of the leading newspaper using them to transfer my advertisements to the first page, without charging the increased rate his schedule called for. He said the readers liked the little ads!

This was a novelty then, and that it was a novelty illustrates very well the enormous progress made in the way of illustrations and decorations for advertising. The progress has indeed been so great, and so rapid, that the business of making sketches for advertising. The progress has knowledge of what is required. There are many of these art service agencies, and some of them do really admirable work. In the mass, there is more art in this class of work than advertising art. While there is vastly more art work in the advertising of today, a glance through the better mediums of fifteen or twenty years ago reveals quite as large a proportion of really attractive advertisements. There is composition of the illustration, and composition of the text, but there is not always composition of the advertisement that relates all of its units into a harmonious whole. That will come, is coming; there are a few advertisements in each popular medium that are as carefully composed as are the paintings of good artists. A few agencies

may be relied upon habitually to produce them; and every once in a while another agency wheels into line.

### THE COPY REVOLUTIONIZED

The matter of the copy for the advertisement has been revolutionized since ADVERTISING & SELLING was an infant, and the revolution has not yet ceased revolving. An immense literature about copy writing has been born, and some of it has been read and heeded by copy writers. Some of it has passed under the bridge. Rules galore have been formulated—and either broken or ignored. But there is little copy now turned out as the last effort of a tired brain after a hard day soliciting. Modern copy that sells advertising is produced after the writer has had ample time and opportunity to study the product, and all the conditions surrounding the goods and the selling problem. Then he works leisurely, and when he produces the copy it has something like pulling power. Looking back into the dimness of twenty years ago, one is allowed the pleasure of appreciating some of the copy then used. It had spontaneity and often an acute human quality. There is a decided inclination to return to that vogue. Machine-made copy is always machine made. Now many of us think that when a man with a fairly



We have printed an interesting Envelope of Techniques by various members of our staff. These proofs, all of the same size, but representing a wide variety of advertising illustrations, individualistic lettering, engraving ideas and decorative treatments, are just right for filing as reference data.

An embellished Japan-paper envelope, containing twelve illustrations will be sent on request, at no cost.

good complement of brains has become acquainted with his advertising problem, the goods, and the aim of the experts the less human juice there will be in it.

Right here there is due a little paragraph about psychology in advertising, and its place in our modern practice. It has come into advertising rather blunderingly. It was lugged in by professors who knew a lot about psychology and a little about advertising. That is about its status now. It is not much of a factor. Read an article called "Why We Buy," in a recent number of one of our popular magazines, and you will know what I mean. Psychology is very useful to the advertiser

to show him, in a broad and general way, how minds of people work. That is necessary. But the trouble is that the professors who have written books for advertisers have not realized what advertising is, nor what are the actual problems of the advertising men. Psychology that shows us how the eye works, what artistic forms have become agreeable, how type is read, what forms of letters are more agreeable, the right proportions for the different units of our advertisements, etc., is of great use. This is becoming the practice of some teachers and it is a cheerful thought that after a while psychology will become a workable thing in advertising instead of a bugbear to

students. There was heard much more about it several years ago—about when Prof. Walter Dill Scott issued his first book—than we hear now. But it is not out of advertising—it is just being put into advertising in the right way.

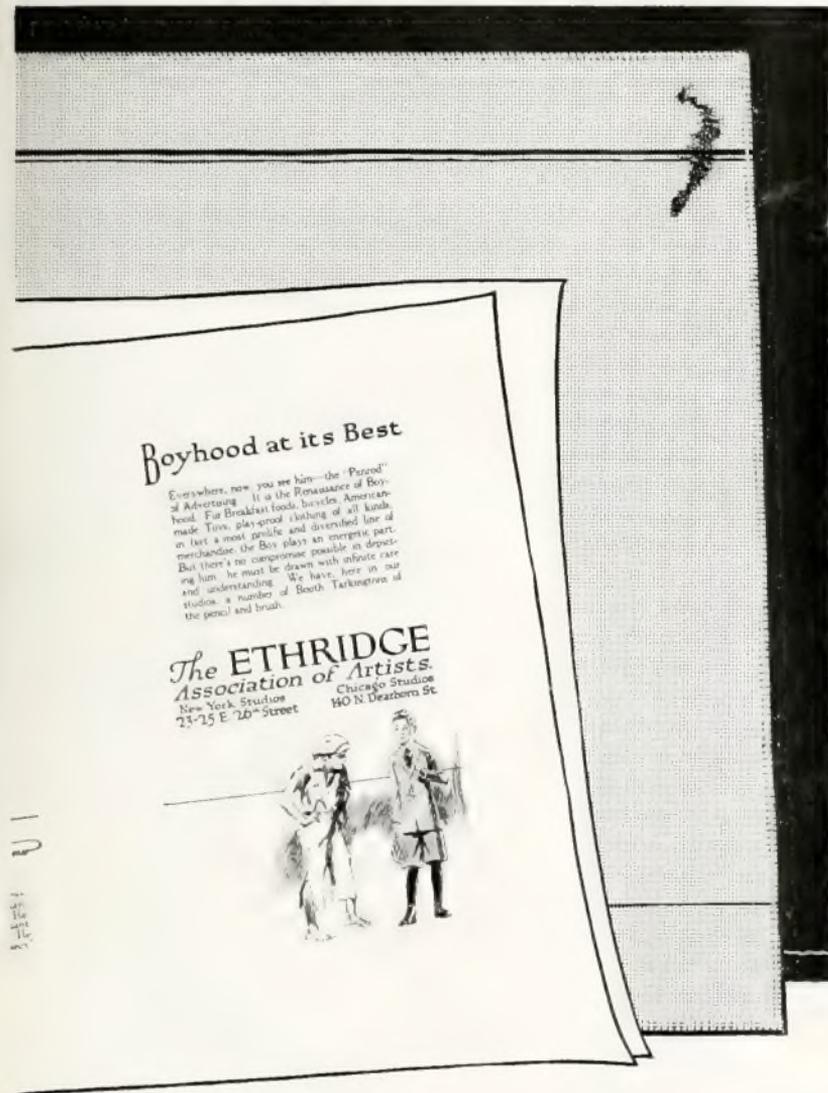
The use of color in advertising needs some mention. Even so recently as twelve or thirteen years ago there was very little of it, and there was a strong aversion to it within advertising ranks. It was argued that if color was to be used the net effect would be to raise the attention value all along the line and give no one any added distinction, while creating larger costs. Color came haltingly into advertising, back in those days, but it is in evidence now everywhere and has come to stay. It is more probable that some one of the new printing processes that make the use of multi-colored advertising easier and less costly will come into general use than that the use of color will be restricted. It is used now far more generously than ever before. Papers like the *Saturday Evening Post*, being produced on highly efficient color presses, have standardized the two-color advertisement; while combinations such as the "Quality Group" of magazines make it feasible for advertisers to have their advertisements for the group printed in sheets and delivered for use as inserts.

WHAT COLOR PROMISES

While a few years ago the average magazine indulged only in multi-color covers the magazine of to-day is a gorgeous picture gallery, filled with two three and four-color pieces; and elaborate lithographed advertisements showing a dozen or more colors are by no means rarely seen. And many of these color pieces are lovely, as art. It is to them that we have to look for the best art in advertising at this time, while it should be to simpler pieces.

There are great possibilities in type that are not as yet realized in advertising, except as exceptions.

The work of art as an advertisement may well be more efficient in selling its own beauty than in selling the thing it is supposed to advertise. The attraction of the advertisement should evaporate under the influence of the message of the advertisement. The advertisement physical is but the shell of the appeal. After the reader has been won by the attractive design to read the text, the design should dissolve out of his consciousness and leave the argument in possession of his mind. If the adver-



**The Ethridge Association of Artists**  
 New York Studios  
 25 East 26<sup>th</sup> Street

**Chicago Studios**  
 140 N. Dearborn St.

tisement is too lovely this result may be reversed, and then beauty of design becomes a fault. I have, at this moment, a mental consciousness of certain advertisements that is sharp and most agreeable, but I am unable to recall what they advertised.

There has been great progress in the making of advertisements during these twenty-nine years, but the thing that stings one's mind in thinking along through those years is the sense of the long, long way yet to be traversed before we can hope to realize a majority of advertisements planned rightly to arouse and carry the sales message into the minds of the buyers, unincumbered with poor art, too much good art. To assuage regrets and forestall pessimism it is necessary to seek out the good advertisements and gloat over them and over the fact that they are becoming more numerous and more worthy.

#### ADVERTISING AS A MOVING FORCE

Whatever one may see in the tendencies enveloping the actual advertisement, as a piece of design or as a selling factor, when one allows rein to the retrospective mind, when the diffusion of advertising as a force to move masses of people and as a means to induce people to consider the better things of life, is contemplated there can be nothing but pure joy experienced. The war was a great eye-opener about advertising. It may be admitted, as indeed it is not disputed, that some of the advertising work for the sale of Liberty Bonds, and for the other war purposes, was not supremely good, yet we are profoundly impressed with the results obtained. We may inveigh against the motives of the Germans in their varied propaganda, but we can but admire the object lessons they gave us as to the efficacy of advertising methods. In a score of ways we were taught during the war that advertising methods are wonderfully effective when employed to move people to do or to think those things that do not pertain to business.

We are beginning to believe in advertising. We see that it is able to guide masses of people in social and civic matters, in religious and welfare work, in economic and ethical movements; that it is able to lead people and inspire them to take new attitudes and directions. It may take the place of, or expand, personal leadership. It may be relied upon to accomplish great reforms, by giving definite leadership. Not until we are ready, unreservedly, to acknowledge the power of advertising to produce results in these

spheres as certainly as it does in business, are we entitled to say we believe in advertising. It is that this faith in it has become well founded during the life of this publication that we are able to say that advertising has arrived, and that we are entitled to claim that this period embraces the most vital and important phase in the whole history of advertising.

Great things are just ahead for advertising in business. We are just beginning to know it and know how to use it. Greater things are ahead of advertising in social and economic life. We wonder when the social unrest will cease, when we know well that right advertising campaigns will smooth out most of the tangles that distress the world. It is only necessary to tell people the truth and show them how it will make them free, to get them them to act. Personal leadership has been waning for some years, making way for the more efficient leadership of well-planned campaigns of advertised spread of fact and the teachings of fact.

This function of advertising—of formulated and ordered publicity—is a part of the enthusiasm of every progressive advertising man. They are steadily preparing to employ it more and more effectively; and it is risking nothing to predict here, along with the reminiscences, that the coming ten years will bring developments that will make past performances of advertising look pale and anemic.

#### TEACHING ADVERTISING

Something must be said about efforts to teach advertising as a business science. This phase is all included within our twenty-nine years, and the best is yet to come. There is now much being done in this line, and it has been going on for something like twenty years. There are courses in advertising in many colleges and universities, and in many correspondence schools. These efforts grow better with time. Many of them had little to commend them until lately. Many of them are none too admirably planned or executed now. It has been from the start of the movement an open question if advertising can be taught. The schools and courses have graduated many young men who have made good in advertising, but as yet their work has not established a sentiment in the business that is an essential part of the equipment of a beginner in advertising. That a young man or woman has taken courses in ad-

vertising is not yet a sure recommendation.

It is only a few years since this vogue of advertising teaching assumed respectable proportions, but now the correspondence courses are sold by the thousands and the classes in the colleges are filled and overflowing. There are many devices for teaching advertising, and all of them seem to be well patronized. So far as this evidences a desire to make the most of advertising as a business, or as a social force, it is an admirable tendency; and out of it may sometime come a system of teaching the business that will fit young people at least to enter it as a life work.

Nearly all of the advertising books that are worthwhile have been published during the period of time we are thinking about; and their name is legion. They have reflected the average ideas of the business, for the most part, and few of them have been written on lines that will make them enduring. Most of them have helped. Some of them have helped a lot. There has not yet appeared THE advertising text book for students, as there has not yet been offered THE definitive course of training for the would-be advertising man. It is not logical to expect that out of a business that has not yet really found itself there should emerge a book that would be standard and final. Professor Hotchkiss of New York University has selected ten advertising books he thinks are the best that had at the time been published. The list was recently published in this paper.

A development of a collateral line of business administration and promotion, the great advance made in business correspondence, should be fully recognized. It is being recognized that letters are a great advertising medium, and the art of writing them has been the subject of much study. There has sprung up an association devoted to this work, and it has made great progress, so that it is not too much to say that in consequence there are better business letters going out from many large concerns. The betterment of business letters has been mainly, thus far, in their content rather than in their design and physical form. The men interested in this item of advertising progress have not yet recognized the initial importance of making the letter attractive to the eye as its first element of power; though letter stationary is better than it was. There have grown up several courses in letter writing, and one publishing house has issued a series of volumes that have had a

wide distribution. They are chiefly devoted to the copy of the letters, and deal only incidentally with the character or form of the stationery upon which the letter is typed. There is yet room in this field for great expansion in the practice and theory of handling letters, with the object of getting from them, and putting into them, the utmost that will lead to better understanding between business houses and make them yield the utmost in advertising value.

#### ADVERTISING CLUBS

The advertising club movement is all within this 29-year period. They have sprung up in almost every city of any size, and in many of the larger towns where there happen to be several concerns that advertise nationally and several others that do local advertising. In some cities these clubs are little but booster organizations, including in their membership all citizens who are willing to meet once in a while and shout for "our great city." As a whole, the clubs have helped to develop and spread something like uniform conception and practices of advertising; and they surely have done much to develop personality and encourage clean methods. In this country they have, through the annual meetings of their associated club, promoted large ideas and have helped in the work of purifying business of some objectionable practices. Clubs vary greatly in different cities. Some of them are zealous in promoting knowledge of advertising methods, while in others there is little attempted beyond social intercourse. In New York there is a very strong club that is becoming almost international in character. Men from the uttermost ends of the earth drop in its rooms so frequently that it is not unusual to get South Africa and Canada in touch, or listen to a symposium by men from Seattle, San Antonio, Atlanta and Boston.

One of the more valuable methods of advertising education is the commerce of ideas between men in the business having differing experiences. This is efficiently afforded by the clubs; and they function also in the interchange of educational plans and plans for emphasizing the value of personal intercourse and the distribution of literature. They help to test new ideas and to unify methods that have been tried and found useful. They are more and more adopting uniform policies and methods of procedure.

The practice of advertising is its best teacher—and much more, it is the best teacher of life. It may be

the most encouraging reflection upon what has happened during these years to contemplate the type of manhood and womanhood that is coming up out of work in the advertising field. The men in the business are, as a class, immeasurably superior to the men who were in it twenty-nine years ago, even if they are the same men. It is not principally as advertising men that they are superior, but as whole men. (Let it be understood that by men I mean men and women.) The good advertising man must be a good business man. He must also be a brother to

his fellows. There are some lines of business in which real brotherhood is desirable, and if it is not originally possessed by the advertising man he will acquire it. In the rare instances where it cannot be acquired, then the man is no advertising man.

Brotherhood is not so much a business asset of the advertising man as it is a quality that comes with constant personal touch, and the result of personal responsibility between advertising men and their clients, the advertisers. Advertising and selling

(Continued on page 46)

## A Hundred Full Pages Omitted!

**Q** The Detroit News regrets that it must deny any of its advertisers the space to which they have been accustomed. It realizes how much of the world's business, today, depends on the advertising message. And it is for that very reason that The News has adopted stringent measures for the conservation of print paper from the beginning.

**Q** When the present emergency arose it was compelled, in the interest of fair play to all advertisers and the smaller publishers whose supply of print paper is so precarious, to reduce the size of all advertisements. During the spring of this year it has been compelled to omit more than a hundred full page advertisements. The News feels that the acceptance of full page advertisements in view of the present shortage would be inconsistent with its policy of keeping its columns open to some degree for all of its advertising patrons.

**Q** At the present moment, The Detroit News sees no relief from the print paper shortage. It feels it necessary to announce, therefore, that few, if any, half pages can be accepted, and it urges strongly that every advertiser reduce his advertisement to the smallest size consistent with the effective delivery of his message. Only through the co-operation of its advertisers in this way can The News continue to serve all who have a right to have their message delivered to the public.

## THE DETROIT NEWS

*The Advertiser's Exceptional Opportunity  
"Always In the Lead"*

Net paid circulation per last A. B. C. statement,  
246,186 weekdays, 219,518 Sundays.

# How South America Taxes the Salesman

## A List of License Fees Imposed On Business Travellers There

By DR. E. E. PRATT

President, E. E. Pratt & Co., Inc.  
Formerly Chief Bureau of Foreign and Domestic Commerce, Washington, D. C.

THE F. M. MACHINERY CO.,  
New York.

"We understand that travelers going to South America for the purpose of selling merchandise are required to pay special taxes, or licenses. Can you tell us whether this is the case and if so in what countries? What do these charges amount to in the principal countries, such as Brazil, Argentine, Uruguay, Chile and Peru?"

The custom of taxing commercial travelers is prevalent throughout the countries of Latin America. These taxes and their accompanying regulations are a source of much trouble and annoyance in many places. It is a particularly difficult problem because of the wide variety of taxes and the diversity of their operation. Although the tax in certain of the countries is nominally a very heavy one, it is rarely collected in full. The payment is frequently a matter of compromise between the applicant and the official to whom the privilege of collection has been awarded. In many cases the law is practically a dead letter and no tax at all is exacted.

In those places where the municipal officials are strict in the enforcement of the law, many travelers overcome the difficulty by writing in advance of their coming to one of the principal importing houses. This house, by reason of the taxes it pays and the license for doing business which it has obtained, assumes charge of the samples, and the traveler so long as he remains in the district nominally represents this house. In this manner the payment of the license tax may be avoided.

In many of the countries a national tax is exacted; in others a provincial or municipal tax; and in some countries there are both national and provincial licenses to be obtained and fees to be paid.

### ARGENTINA

There is no federal license for travelers in Argentina. The various provinces exact different licenses from salesmen, the charges for which vary considerably, and are subject to frequent modifications.

The following are some of the charges (in paper pesos \$0.4246):

Buenos Aires (the capital)....	500 pesos
Buenos Aires (province) .....	400 "
Santa Fe .....	400 "
Cordoba .....	400 "
Mendoza .....	600 "
La Rioja .....	200 "

A license to do business in the capital—Buenos Aires—is also valid in the national territories.

**D**R. E. E. PRATT, now president of E. E. Pratt & Co., Inc., and formerly Chief of the U. S. Bureau of Foreign and Domestic Commerce, in this department every other week will answer specific questions as to actual practices of foreign trade.

Dr. Pratt's answer to foreign trade questions will alternate with the series of articles on foreign trade by Clayton Sedgwick Cooper, the next article of which will appear in an early issue.

Mail your questions to Dr. E. E. Pratt care of Advertising & Selling Co., Inc., 471 Fourth Avenue, New York City.

### BRAZIL

In Brazil no federal license tax is assessed by the Republic; however, the various state, government and municipal authorities frequently assess taxes and license fees must be paid. These fees and taxes vary so widely, however, that information should be obtained on the spot, and the American Consul can usually supply it.

### CHILE

No federal or state license is required by traveling salesmen in order to solicit business.

### URUGUAY

The government of Uruguay imposes upon commercial travelers the usual taxes which apply to the line of business. In the Department of Montevideo it is 200 pesos, and elsewhere in the republic it is 100 pesos.

### PERU

The government of Peru enforces no national tax on traveling salesmen, but in the different municipalities varying taxes are collected. In Arequipax the tax is 25 soles, about \$12.00, quarterly; in Cuzco it is 50 soles, about \$24.00, for a visit. The payment of these taxes is not, however, very rigidly enforced.

In all these countries the wise salesman will arrange in advance a connection with a local business house, which will obviate the burden of these taxes.

\* \* \*

J. C. and COMPANY, INC., Philadelphia.

"What is the present status of Haiti? Please give us a brief statement of your opinion of the trade possibilities of the country and any other pertinent facts. Can

you recommend any good books on the subject?"

While nominally independent and self-governing, Haiti is practically under the protection and supervision of the United States. Haiti is at present being policed by the United States Marines, and its finances are entirely under the supervision of a director appointed by our government. This situation will probably continue for some time, and while it does Haiti will be safe, peaceful and probably prosperous.

Haiti occupies the western portion of the island of Haiti, has an area of 10,200 square miles, and a population of 2,000,000 persons. The latter are practically all of pure African blood and constitute one of the most densely populated areas in all of Latin America. Haiti is exceedingly backward in developments of all kinds, but it is extremely rich, possessing large mineral resources which are quite undeveloped, besides a wonderful wealth of tropical agriculture. The chief products are, coffee, cocoa, cotton, fibres, tobacco, et.

The purchasing power of the population per capita is limited, but has increased rapidly in past years and will undoubtedly increase rapidly in the next few years.

The literature on Haiti is very meager. The Pan American Union has published a brochure on "Haiti." The Bureau of Foreign and Domestic Commerce, Washington, has information available upon request. Other works are:

Leger, J. N., "Haiti, Her History and Her Detractors."

Bonsal, Stephen, "The American Mediterranean."

St. John, Sir Spencer, "Haiti or the Black Republic."

Pritchard, Hesketh, "Where Black Rules White."

Jones, Chester Lloyd, "Caribbean Interests of the U. S."

### Pledge to Support Meredith for President

A luncheon in Indianapolis given to the Hon. Edwin T. Meredith by William H. Rankin on Tuesday was one of the most interesting features of the convention in that city this week. Charles F. Higham, M.P., paid an eloquent tribute to the guest of honor, and a large group of advertising men present pledged themselves to support Secretary Meredith for the presidency of the United States if the opportunity came.

### Overton Heads Directory Publishers

The North American Directory Publishers at the close of their sessions in Indianapolis last Saturday elected the following officers: George W. Overton, Chicago, president; J. Martin Gardner, Toronto, Canada, first vice-president; H. A. Manning, Springfield, Mass., second vice-president, and Theo. F. Smith, St. Paul, secretary-treasurer.

# GOTHAM, *the home of* *Good Art Work*

A group of practical, ever-helpful, and experienced artists and business men make up Gotham Studios Inc.

From a small beginning, we are growing, until now we are recognized as one of America's best art studios. From the start, we produced good work, not sometimes good, but uniformly so.

One by one, good artists, able and capable, are becoming a part of the Gotham organization.

They find at Gotham an opportunity to do their best work, under the best possible conditions with the finest assistance procurable.

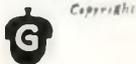
Excellence can only result from a combination of the best men and methods and these elements are together at Gotham in a quite happy unison.

Gotham recognizes the mental equipment as much as the material, and so it is that the generation of *ideas* for client's use is regarded as a part of the day's work.

I suggest you phone us Madison Square 8517—you will not be under the slightest obligation, for we are always glad to discuss art work, whether business follows or not.

*Martin Ullman*  
Managing Artist

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



GOTHAM STUDIOS, INC., 111 EAST 24th STREET, NEW YORK

Price, \$1.00

**"PHONE" WITHOUT BEING OVERHEARD**



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.

Live Agents Wanted

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

**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

**SALES MANAGER**

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

**29 Years of Advertising**

(Continued from page 43)

are barterings in insured personalities. They are transfers of impalpable assurances.

**ASSERTIVE ADVERTISING**

In advertising nothing is sold but a man's say-so. The seller cannot prove value: He can only assert it. So it always happens that the successful seller of advertising must win the personal regard and faith of the buyers. This business necessity wins the seller to a genuine belief in the qualities of the square deal. He must be won finally, whether or not he was in the beginning attached to them, and his personal worth is enhanced by the business in which he is engaged. Advertising is a constant and sure builder of character, both for the seller and the buyer. There is in no other line of business the degree of personal confidence that is found existing between sellers and buyers of advertising; and it is in this phase of the business that its greatest and most notable advance has been made during the past two decades. In the old time, a thousand years ago, the act of selling advertising was too largely one of "putting it over" on the buyer. That has almost entirely been eliminated.

In the practice of advertising, thinking mainly of the personal element, it has in the past decade approached near to the standards and practices prevalent in the so-called professions. The good advertising man may now be compared with the efficient engineer, the skilled surgeon, the accomplished physicist. In devotion to his calling he is the equal of any professional man, not excepting those in educational work or in the ministry. In unselfish service for the benefit of his clients the modern advertising man cannot be excelled. Indeed, it is a question if men in any

other business or profession are so eager to give their clients such extraordinary value, and succeed so well in doing so. It would be difficult to find an advertising man who sells that product who could not readily name enough small and large fortunes he had made for his clients to have made him rich if he had received a very modest percentage of them. I do not know how many men I could name who have made scores of business men rich or prosperous, or who have actually created from one to a score of businesses that have yielded fortunes from modest thousands to innumerable millions to their owners. It is all in a day's work for an advertising man to put a business "on the map," and never think about other reward than his good conscience and the pitiful moiety he gets in the form of commission from the publishers. The real beneficiaries of the work of the advertising men really pay nothing at all for their invaluable services, the agency system in vogue providing that all compensation to agents comes from the publishers.

**A STABILIZED BUSINESS**

A careful review of advertising progress during the past twenty-nine years, since ADVERTISING & SELLING became a factor in it, shows that as a business it has become stabilized and formulated, and has justified itself as an elemental and fundamental

**PAPER**

*The Manufacturer's Journal*

**G**OES into every paper and pulp mill in this country and Canada. It is read by the big production men in these mills and saved by them for future reference. It is the standard authority devoted to the subject of paper making and is recognized as such throughout the world.

PAPER is read by men who recommend and buy millions of dollars worth of equipment. They use this publication as their textbook. If you have a product that can be used by this industry let us tell you how PAPER can sell it for you.

**PAPER, 471 Fourth Ave., N. Y.**

**hosiery underwear**

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

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

factor in business building not surpassed by any other factor whatever; that as a motive power in social, economic, religious and communal life it is more effective than any other in disseminating the truth and getting people to act together in its application in practical life; that as a steadily effective force in building character and establishing ethical standards it has proved the efficient aid of other established agencies; that as a promoter of health and sane living conditions it has done a work

that cannot be estimated, through having established the fact that only by offering healthful goods for family consumption can manufacturers of foodstuffs hope to establish large businesses and retain customers; that as the only scientific aid for efficient distribution of goods it has made possible the wonderful extension and systemization of many lines of business and thus added immensely to the wealth of the country; that as an aid to family life it has ameliorated the labors of every

housewife and brought to the task of making homes not only economy but health and opportunity for leisure and the cultivation of the amenities.

In all this the periodicals devoted to advertising have had a large share. Normally they work without expectation of the kind of appreciation they are accustomed to give to other phases of the progress of advertising. "By their works ye shall know them."

## Pacific Coast Convention a Huge Success

The seventeenth annual convention of the Pacific Coast Advertising Clubs' Association, held in Stockton, Cal., from May 23d to May 28th, and continued in the Yosemite Valley from May 24th to May 28th proved to be the greatest convention in the history of the association.

Caravans of automobiles from the Northwest, from San Diego and from Los Angeles brought hundreds of delegates from advertising clubs at all points on the Pacific Coast and from Canada. In order to have represented the latest method of transportation, Governor Ben S. Olcott of Oregon went to the convention by airplane.

Stockton, which has a population of about 50,000, worked hard for several years to get the 1920 convention. Moving pictures were taken of the city and of Yosemite, and were shown in every large city from San Diego to Vancouver, Canada. The result of this campaign was a record attendance and an excellent exhibit of advertising displays.

### A PALACE OF ADVERTISING

A huge pavilion, the Palace of Advertising, was constructed, and in it were displays of eighteen advertising clubs, examples of the best advertising used in their cities.

Governor Wm. D. Stephens, of California, welcomed the visitors to California, and Mayor A. C. Oullahan, of Stockton, welcomed them to Stockton at the Inspirational Meeting held Sunday. Dr. Aurelia Henry Rhinehart, president of Mills College, delivered an address which was really inspirational. "The Educational System of the U. S. Army" was explained by Major Ode C. Nichols. Lon Cleaveland, president of the Cleaveland Poster Advertising Co. and president of the Modesto Ad Club, gave a talk dealing with the fundamentals of advertising and merchandising. Other addresses delivered at the Inspirational Meeting were by Reuben H. Donnelley and Rollin C. Ayres.

At the general session on Monday morning, Reuben H. Donnelley was the first speaker, bringing greetings to the P. C. A. C. A. from the A. A. C. of W. and explaining the work the A. A. C. of W. was doing. Charles L. Miel, of the U. S. Treasury Department, spoke on "Advertising a Nation," devoting particular attention to the wave of reckless spending and giving some astounding facts obtained by the government in the course of investigations.

Dr. Aurelia Henry Rhinehart, president of Mills College, told the visitors

about "Educational Advertising." Dr. Rhinehart expressed the belief that public schools and endowed colleges, as well as correspondence schools and business schools, should advertise steadily and persistently. Dr. Rhinehart's splendid address was applauded enthusiastically and at its conclusion she was made an honorary member of each advertising club associated with the P. C. A. C. A.

Franklin Johnston, publisher of *American Exporter*, gave an instructive address on "Advertising for Foreign Trade."

### ADVOCATES AN ADVERTISING DEGREE

One of the most constructive thoughts placed before the convention was offered by E. Maynard Harrison, of Los Angeles, who spoke on "For the Good of Advertising." Mr. Harrison believes that each advertising man should have to pass certain standards and tests, just as lawyers and C. P. A.'s do, in order to get credentials certifying to his knowledge of advertising. He said that, as things are now, a boy or man can study advertising for a few months or take a school course in advertising and then step forth as "an advertising man." These men, Mr. Harrison says, cause their employers many costly mistakes, and their advertising often does more harm than good. Many employers, after discouraging experiences with such novices, become "down on" advertising as a result. A resolution was passed, authorizing a committee to go over the plan carefully and make any additions or changes necessary, and present it for action before the next convention.

"The Reason Why of Electrical Advertising" was explained by T. W. Simpson, Western District Manager of the Federal Electrical Company, at the general session on Tuesday morning. Mr. Simpson gave some interesting information about electrical signs as advertising mediums.

In his talk on "The Cash Drawer Value of the Better Business Bureau," Rollin C. Ayres, advertising manager of the Zellerbach Paper Co., and vice president of the A. A. C. of W., proved, to any who might have doubted, "the cash drawer value" of the energetic and well-managed better business bureau.

A general talk on advertising was given by Prof. J. V. Breitweiser of the University of California.

The eleven departmentals were interesting and instructive, the most important questions of the day being discussed thoroughly.

At 6:00 A. M. on Wednesday morning the caravan started for Yosemite Valley, having breakfast at Modesto. The caravan went by the Big Oak Flat road, and apparently nature was against them. This road was not supposed to have been opened until the middle of June, on account of the bad condition of the road and the heavy snow drifts. But the delegates couldn't give up the plan of going to Yosemite, and on Tuesday two gangs of men were set to work to blast the snow in order to clear the road.

### CARROLL ELECTED PRESIDENT

The business meeting of the convention was held on Thursday afternoon. Tacoma was selected as the next convention city. The office of secretary was changed from a salaried one to an honorary one. A resolution was passed making *Western Advertising*, published at San Francisco by the Ramsay Oppenheim Co., the official organ of the P. C. A. C. A. Resolutions were passed endorsing the government's thrift campaign and all movements for the good of boys. Officers were elected as follows: President, Harry S. Carroll of Los Angeles; vice presidents, E. M. Strong, Portland; Ed. Davidson, San Diego; Thos. W. Keene, Spokane; L. E. Warford, Seattle; H. J. Tregallas, Sacramento, and I. J. Thompson, Victoria, B. C.; Secretary, Kenneth W. Hood; and vice president of the A. A. C. of W., W. P. Strandborg, of Portland.

### W. C. Allen Made Advertising Head of "The National Farm Power"

W. C. Allen, for many years editor and manager of the *Dakota Farmer* and manager of the *Northwest Farmstead*, has been appointed advertising director of the *National Farm Power* to succeed William A. Whitney who is retiring after about forty years of service. Mr. Whitney will continue to serve as vice-president and director of the Phelps Publishing Co. and will act as advertising counsellor of the *National Farm Power*.

The *National Farm Power*, which is composed of *Farm and Home*, published by the Phelps Publishing Co., the *Orange Judd Farmer*, *American Agriculturist*, *New England Homestead* and *Northwest Farmer*, of the Orange Judd Co., and the *Dakota Farmer* of the Bushnell Co., has moved its advertising headquarters from Springfield, Mass., to Chicago. Mr. Allen, who has been making his office in Minneapolis, will establish at Chicago.

# ADVERTISING & SELLING

The National Weekly of Modern Merchandising—Established 1891

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## Calendar of Coming Events

June 12-15—Semi-annual Meeting, Association of National Advertisers, Bedford Springs, Pa.	June 20-25—International Association of Rotary Clubs Convention, Atlantic City.
June 17-18—Convention of the National Line Manufacturers' Association, Hotel Astor, New York.	June 21-26—Annual Convention, National Fertilizer Association, The Greenbrier, White Sulphur Springs, W. Va.
June 18—Meeting of the Folding Box Manufacturers National Association, Hotel Traymore, Atlantic City.	July 12-16—Annual Convention Poster Advertising Association, Hotel Statler, St. Louis, Mo.

**Remington Agency Makes Additions**  
The E. P. Remington Advertising Agency of Buffalo, N. Y., announces four additions to its staff. Edwin J. Weinstock, the new chief of the copy department, was formerly advertising manager of M. J. Leo, Inc.

Howard P. Kohlmeier, formerly with the Curtiss Aeroplane Company, is now in the space buying and estimating department of the agency. Robert J. Newman has recently become assistant production manager. Clarence T. Leighton, formerly with the Buffalo *Courier*, has joined the copy department.

### Sherbow, Newton and Strong Give Summer Advertising Course at Columbia

An intensive three weeks course in advanced advertising work will be given at Columbia University, beginning July 6. Advertising typography, with lectures and conferences two hours daily, will be taught by Benjamin Sherbow. J. Shaw Newton in lectures, supplemented by laboratory and limited field work, will cover market investigation and research. Professor E. K. Strong will give a course in the psychology of advertising and selling.

### One Name Can't Take Place of Celluloid, Pyralin, Fiberloid, Viscoloid, Conference Decides

In a report from a committee of the Pyroxlylin Plastics Industry to the Conference on Trade Practice, called by the Federal Trade Commission, it was decided that there is no other one term applicable to the materials known as celluloid, pyralin, fiberloid, viscoloid, etc., which would better inform the public as to their character of purpose. The commission accepted the report.

In finding the use of a generic term inadvisable the committee reported as follows:

"That all of the foregoing names being registered as trade marks, and all having been in use for such a period of time as to have become valuable property rights, none of the proprietors thereof is willing to surrender his own trade mark or to adopt the trade mark of any other manufacturer.

"We can think of no other one term applicable to the material in question which would better inform the public as to its character of purpose than those already in use.

"Even if the American manufacturers of the material could agree upon some common designation, the designation of similar materials manufactured abroad and imported into this country could not be controlled.

### George J. Noe Affiliates With Cone, Lorenzen and Woodman

George J. Noe, well known Chicago advertising man, joined the staff of the Chicago office of Cone, Lorenzen & Woodman, publishers' representatives, on June 1. Mr. Noe started in the advertising business twenty years ago with the Charles H. Fuller Company. After nine years with the agency, and while holding the position of space buyer, Mr. Noe left to take a similar position with Lord & Thomas. He left Lord & Thomas about ten years ago and for seven years was a solicitor in the Chicago office of the S. C. Beckwith Special Agency.

During the war Mr. Noe served with the United States Marines. Since, he has been in charge of the Chicago office of the Kansas City *Star-Times*, covering Chicago and the West.

### Ben Nash Resigns from Frank Seaman, Inc.

Ben Nash, on June 1, gave up his work with Frank Seaman, Inc., where he has been a director of the company and in charge of service. Mr. Nash has not announced his future plans, but for the present he will devote his time to several of his interests, making his headquarters with Displays Company, 71 West 23d street, New York, in which he is interested.

### Two New Accounts for Sherman & Bryan

The advertising of the Glessner Company, Findlay, Ohio, and the E. Sperling Company, Cleveland, O., has been placed with Sherman & Bryan, New York.

Advertising for the Sperling Company, which manufactures the Triple Line of Dresses, will start immediately for the Fall season. The Glessner Company will enter into an extensive newspaper campaign on Turpo, an ointment. This company also makes Dr. Drake's Croup and Cough Remedies and other medicinal products.