

# Advertising & Selling

Public Library,  
Kansas City, Mo.

SEPTEMBER 11, 1920

Public Library,  
Kansas City, Mo.



## COLOR MONOPOLY

Color is used by advertisers to make their appeals distinctive. The more color there is in a publication the less distinctive is any one color ad.

Out of the hundreds of ads in the mammoth Chicago Sunday Tribune not more than three can be in color.

These three occupy dominating space in a section of practically universal appeal.

Four advertisers are now using color in The Chicago Tribune on alternate weeks. During 1921 eight more can be added as follows:

**Four at \$35,100 each** for 13 double page spreads in 4 colors in the "Blue Ribbon" fiction section of The Chicago Tribune.

**Four at \$15,600 each** for 13 inside back covers in 2 colors in the "Blue Ribbon" fiction section of The Chicago Tribune.

**The Chicago Tribune**  
THE WORLD'S GREATEST NEWSPAPER

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

Write for 1920 BOOK OF FACTS

**Foldwell**  
Coated Book



## “That Broadside Smashes Home”

“Gloves for hard work. Strength! The idea of strength is carried out clear through. Why, even the paper is strong. Not a sign of a crack where it is folded through the illustrations.”

**T**HE idea of emphasizing basic sales points in broadside advertising is increasing sales for thousands of advertisers. To portray strength, beauty, dignity or any other feature successfully, paper must be selected as carefully as copy and illustrations. Results prove this. Send for booklet “Paper as a Factor in Modern Merchandising,” which explains.

*Foldwell is peculiarly adapted to the “dominating idea” in broadsides. Its specially prepared surface and long-fibred strength can be used to your advantage. Foldwell coated Papers are made in Book, Cover and Writing.*

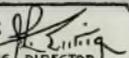
**CHICAGO PAPER CO., Manufacturers**  
830 S. WELLS STREET CHICAGO, ILL.

*Nationally Distributed*

**FOLDWELL** COATED WRITING  
COATED BOOK  
COATED COVER

The  
**VITAL  
SPOT**  
TO START  
SOUTHERN  
CAMPAIGNS

The  
**VITAL  
NEWSPAPER**  
IS THE

WRITE   
ADVERTISING DIRECTOR

New Orleans  
**STATES**

**EVENING**

**SUNDAY**

ADVERTISING & SELLING, SEPTEMBER 11, 1920

30th year. No. 12. Issued weekly. Entered as second-class matter October 7, 1918, at the Post Office at New York, N. Y., under act of March 3, 1879. Price, 15c. the copy; \$3 the year. Advertising & Selling Co., Inc., 471 Fourth Avenue, New York City



## The Farm Market Consistently Prosperous

The American farmer will receive more cash for his 1920 crops, live stock and dairy products than he ever received before. In 1919 he received over 25 BILLIONS of dollars.

National financial distress, so deadly to industrial centres, has little or no effect upon the farmer.

In 1907, when the whole country was in the grip of a panic, the farmer was scarcely conscious of it—Why?

Because the sun shone and the rain fell, and his cattle and stocks continued to eat and grow.

The farmer's success depends upon the elements of the weather—and nothing else.

A big farm trade is absolutely assured up to 1922.

CONSISTENT advertising in the Standard Farm Papers pays big dividends, for farm trade is CONSISTENTLY sure; CONSISTENTLY free from risks.

The STANDARD GROUP of quality farm papers is the greatest sales force in all agricultural America, because it has shaped the thought of the leading farmers, and through them, the life of their communities.

### THE STANDARD FARM PAPERS

*Edited by men who know*

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

**The Wisconsin Agriculturist**

Established 1877

**Prairie Farmer, Chicago**

Established 1841

**Pennsylvania Farmer**

Established 1880

**The Breeder's Gazette**

Established 1881

**Wallaces' Farmer**

Established 1895

**The Ohio Farmer**

Established 1848

**The Farmer, St. Paul**

Established 1882

**Hoard's Dairyman**

Established 1870

**The Nebraska Farmer**

Established 1850

**The Progressive Farmer**

Established 1886

Memphis, Dallas

Birmingham, Raleigh

**The Michigan Farmer**

Established 1843

**Pacific Rural Press**

Established 1870

*Western Representatives*

STANDARD FARM PAPERS, INC.

Conway Building, Chicago

*Eastern Representatives*

WALLACE C. RICHARDSON, INC.

181 Fourth Ave., New York City

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

# ADVERTISING & SELLING

The National Weekly of Modern Merchandising—Established 1891

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

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

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

30th Year

SEPTEMBER 11, 1920

Number 12

## What Advertising Has Done to Build World-wide Candy Mint Sales

The Head of "Life Savers" Gives Efficient Publicity Credit for One of America's Most Conspicuous Marketing Successes

By EDWARD J. NOBLE

President of the Mint Products Company, Inc., New York

THE Life Saver, "the Candy Mint with the Hole," is advertised without stint in all parts of the world today because we who stand back of this big, little product have learned that, leaving the quality of the product out of the discussion for the moment, efficient advertising forms the foundation of our success.

Having a product of unquestioned quality value we have never had to ask the impossible of our advertising. On the other hand, because we having always been well sold on the value of the right kind of advertising we have never asked the impossible of our product; have not asked it to sell itself.

Fortunately for our business, perhaps, those who have been responsible for its conduct from the beginning came to it with the advantage of long experience in direct advertising work. Consequently, when they began to take stock of the problems they must solve to achieve success they knew what emphasis must be placed on the advertising problem. They were luckily free from that blindness that so often goes with the enthusiasm that a manufacturer must feel in bringing to the market a new product of whose high service and selling qualities he is convinced. They did not waste time drawing for each other fanciful, optimistic pictures of long lines of dealers waiting at the factory doors with orders in their hands written in response to the bare announcement that the new product was on the market.

### Always Sold On Good Advertising

THE world-wide distribution gained for "Life Savers," through "un-stinted" advertising, came along with lower selling costs, immensely valuable good will and highly satisfactory profits.

National and international advertisers will find in the accompanying article by Edward J. Noble, President of the Mint Products Company, Inc., some of the big reasons underlying this success.

Of these reasons, it will be noted, the foremost are a "product of unquestioned quality" and "the right kind of advertising." But there are other considerations and Mr. Noble's article should impart valuable suggestions to many manufacturers, whether or not they are sold, as the writer is, on the worth of their publicity—THE EDITOR.

Instead of this, as soon as we were assured that the mint candy was as good as it could be made, we set to work devising a merchandising plan that should be just as good as it could be made. With the fruits of our advertising experience still fresh to our minds we devoted considerable time to the dress of the package in which these "Life Savers," as we happily decided to name them, should go out to the world. We designed a label with a view to the utmost attractiveness and display value. We thought long and experimented repeatedly to evolve a compact display carton with cover and easel combined. We knew then, as we were able to prove later, that upon our sense of advertising values as related to the display of prod-

uct—always combined with the quality of the product, of course—depended its attractiveness to the dealer who was brought into contact with it.

Then we proceed to our most important problem—bringing the dealer in contact with Life Savers. That meant Advertising.

I do not have to speak of the quality or quantity of our advertising. It is abroad in the world where he who runs may read it. It has certainly reached every runner who can read. It has done everything that we have asked of it and more than we expected.

### REDUCING SELLING COSTS

The original selling cost of Life Savers, when we were just beginning our advertising, amounted to twenty-five per cent of the total production cost. That was in 1914. In 1919, when we came to check up on the results of our first five years of advertising we were able to announce that our annual sales total was thirty times as great as it had been in 1914, while our total sales and advertising costs for the year were less than the cost for the selling alone in the first year. It is not difficult to decide from these figures what percentage of credit must be given to advertising.

During the same period—although costs for labor and materials have increased from one hundred to four hundred per cent—although we are faced today by 22-cent sugar—because of the increase in sales volume and the decrease in sales costs



EDWARD J. NOBLE  
President of the Mint Products Company, Inc.

due to advertising, we have been able to keep the price of a package of Life Savers down to six cents—only a cent above what it sold for in 1914.

So much for such tangible results from our advertising as greater sales and smaller costs. We have another asset on our books which we credit to advertising. It is called "good will" and it has a value in our estimation of not less than two million dollars, a sum considerably in excess of the total money we have expended for our advertising from the inception of our business down to today. As an outgrowth of the high regard in which we hold this intangible asset it has become our habit in examining advertising copy each year to

look first at its power to increase our prestige and emphasize our dominance in the field and to consider only secondary its direct selling qualities.

#### GOOD WILL, WORLD-WIDE

Our advertising has sought to make the consumer think of Life Savers when he thinks of mint candies and to think of high, unchangeable quality when he thinks of Life Savers. It has sought to win the confidence of the dealer. Not the least of its value to us has been its power to attract and hold salesmen. The service of advertising in this direction is not always sufficiently emphasized, although it should be a well known fact that salesmen prefer to sell an adver-

tised, trademarked product to an unadvertised competitive product even when the trademarked product sells at an appreciably higher price, even when it gives him an appreciably lower commission. The national advertising, which the dealer has already seen, is his introduction. Probably it has already answered certain arguments that he would otherwise have to meet. It shortens the sales process. It enables him to cover a longer list of prospects in a day than he could otherwise see. If his commission on the nationally advertised product is lower, why he is quite as satisfied with "larger sales at smaller profits" as the manufacturer is.

Six years ago the combined sales of all brands of packaged mint tablets amounted to about \$300,000 a year and the sale of mints was an insignificant item in the business of the candy retailer or wholesaler. Today, in our business alone there are, in normal times, nearly a thousand people employed and the sales of Life Savers runs up into millions of dollars annually.

Advertising has developed a demand for a clean, wholesome, refreshing candy. It has won for us the privilege of doing a large share toward satisfying that demand. It has created a new and important branch of the candy industry; for many other firms besides ours have profited by the market built up by such advertising. The result is an investment of millions of dollars in the mint business, the employment of thousands of people, and highly increased profits to hundreds of thousands of jobbers and retailers throughout the country.

#### Wabash R. R. Account With Western Agency.

The Wabash Railroad has placed its advertising appropriation with the Western Advertising Co., St. Louis. This agency in the future will handle all the railroad's advertising, with the exception of newspaper advertising placed in Chicago.

#### Southern Illinois to Advertise

To promote the interests of thirty-two counties in southern Illinois, the Southern Illinois Development Association has been formed. Bankers of the counties have underwritten the association for \$75,000 for a period of three years, \$25,000 a year, to be used for advertising purposes. The Illinois Central Railroad, through its president, C. H. Markham and H. J. Schwieter, general development agent, has pledged support to the movement. The Chicago and Eastern Illinois Railroad and the press of southern Illinois have done likewise.

# Package Advertising Claims a New Success —This Time in Motor Accessories Field

**Policy of Featuring Container Lifts Leak-Proof Piston Rings From Dealer's Counter Bin to Place in the Sun On His Shelves**

An Authorized Interview With  
**J. F. OBERWINDER**  
Vice President, D'Arcy Advertising Co.

By **WARD GEDNEY**

**H**ISTORY has a habit of repeating itself in merchandising, or of reproducing in a new line of sales methods that have proven successful in older lines.

Do you remember the ancient cracker barrel that on the day before yesterday—so it seems—occupied a prominent position in front of the counter in the corner grocery store? It contained a broken jumble of somebody's crackers. You never knew whose they were; whom to give credit to if you liked them; whom to blame if they were unsatisfactory.

Yesterday, the ancient cracker barrel was replaced by an attractive shelf display of packaged crackers and you learned to buy crackers that were very plainly labelled as Somebody's, learned to think of the package when you thought of crackers, taught by Somebody's national advertising. What you really bought was not just crackers but a package of crackers. The distinction has become of immense significance to the manufacturer of crackers.

### THE "CRACKERS" OF THE GARAGE

Yesterday, on the other hand, when you found that your automobile wasn't developing the power you thought you had a right to expect of it and took it to your favorite repair shop to find out what difference new piston rings would make, you were confronted by something analogous to the old cracker barrel. Your repair man dived into a bin somewhere and pulled out of a miscellaneous mass of piston rings of assorted sizes the number you required. They were somebody's piston rings; you didn't see whose. Consequently, you were unable to protect yourself against them next time, if they proved unsatisfactory; or to insure a repeat installation next time, if they stood up as well and as long as you expected them to. Even when you specified the brand of ring you wanted the chances are that you weren't present when they were installed and, if the dealer practiced a substitution,

the manufacturer of the rings you wanted not only lost a sale but had to bear the burden of obloquy that some competitor's cheaper imitation had cast on the reputation of his product.

That's the problem the McQuay-Norris Manufacturing Company, of St. Louis, maker of "Leak-Proof" piston rings, ran up against in the yesterday of merchandising and which it is solving by advertising today.

Nearly all advertisements of piston rings—those important little metallic circlets that fit on the piston and en-

sure that no "gas" leaks past and no compression is lost—used to feature the ring itself. Now, all rings look a good deal alike. No artist or engraver can show the seventeen different manufacturing operations which make one ring better than another ring that is rushed through with three or four operations. It is impossible in a picture of a piston ring to visualize the reasons why a certain design will ensure good cylinder compression and another type of construction will fail. No half-tone ever invented can picture the variance in the elasticity, uniformity and

*-jewels for your motor*

**McQUAY-NORRIS**  
**PISTON RINGS**

12 3 2

THE same thing that jewels do for a fine watch McQuay-Norris Leak-Proof Piston Rings do for your motor: give it the precision with the fullest power; full life to some more.

In their all-rubber construction, adaptable to the many of watch-making, these rings control cylinder compression and lubrication. They increase power, save fuel and oil, decrease carbon.

They are made in every size and measure to fit any make of model of engine. Your reputation for choice, or you can get our product promptly from any other's complete stock.

Write for our free Piston Ring manual "To Have and a Leak-Proof Power," which interprets the maintenance of the motor in a clear, understandable way.

McQuay-Norris Mfg. Co., 236 Locust St., St. Louis, U. S. A.

wearing qualities of the metal from which piston rings are made.

#### PUTTING VALUE INTO THE PACKAGE

Like nails, or bolts, or any staple hardware, piston rings used to be in the No-Man's-Land of the repair shop—in bins under counters—or down in dark cellars—or anywhere they happened to light. Sizes were all mixed up. A dealer never knew whether his stock was well-balanced or not. He usually had too many odd sizes—and not enough standard ones. Many of his rings were lost, damaged, or stolen. The packages they came in had no meaning. They were quickly ripped off and tossed into the discard.

Years ago the McQuay-Norris Manufacturing Company realized this condition. It stamped the Leak-Proof name on each ring. It sealed every ring in an individual parchment envelope. It packed a dozen rings of a size in a strong paper carton. But it was not until about a year ago that it discovered the one thing that was needed to weld all its merchandising plans together and to put Leak-Proof over the top of its dealers' counters. It decided to give the repair man a reason for keeping it on his shelves. It stopped illustrating the ring itself and concentrated all advertising effort on putting over the package.

Today, whatever the sales argument carried in the national advertising of the company, it is always illustrated by a large-size reproduction of the familiar Leak-Proof package as shown in the specimen of copy accompanying this article. There has been no change in the text policy—no shifting of emphasis in the selling points presented. There is no direct reference to the package in the text, but the picture of the package is always there, dominating the lay-out, carrying its own emphasis.

#### PACKAGE ALWAYS DISPLAYED NOW

Today, when a car owner goes to his supply dealer or repairman he can see the well known Leak-Proof package up on the shelf. It has been given a conspicuous place of honor because it has been made to mean something to the public. Leak-Proof's advertising has made the package a trademark for more motor power, and lower fuel and repair bills. Standing for ten years of successful, consistent, high-quality performance it has come to take on in the dealer's mind and in his customer's mind something of the nature of a hallmark certifying by its

presence to the quality of all of the dealer's goods and services.

The Leak-Proof package on the dealer's shelf is minimizing the substitution evil. It is balancing the dealer's stock of sizes as his rings are always in plain sight. It is keeping them in first class condition and cutting down losses through theft or carelessness. And, in addition to all this, the advertising of the Leak-Proof package has resulted in repairmen carrying larger, better-balanced stocks of rings. It has also increased

### Play the Game

Business is the greatest game in the world. It is a game which men love to play, revel in the playing. It is a game that builds great industries and develops gigantic enterprises. But best of all, it builds men. The steady, eternally vigilant, intense fighting, with every ounce that's in you, every minute of play, is what wins in the great game of business, says the *Manco Record*.

There is another game—a game within a game—which puts the pep and the zest into the great world-game of business. This is the game of selling, where men match all their skill and shrewdness of wits in the battle for the pennant of Success.

There are no set rules for playing the selling game. All the books that have been written about it may be summed up and boiled down into one word: Confidence. Confidence in the goods you sell and in the house that stands behind the goods. But most of all, confidence in yourself.

sales by bringing the car owner and the rings together in the dealer's store.

The sight of the familiar package on the shelf has suggested many a sale this year that might otherwise have been postponed or passed up entirely. In fact, the celebrated Unedea Biscuit package itself did not revolutionize the selling of crackers to any greater extent than the Leak-Proof package is revolutionizing the selling of piston rings. It has taken Leak-Proof rings out of the bulk class. It has given car owners something definite to look for and remember. And it has given dealers a new pride in the product and a desire to display it.

#### MERCHANDISING THE ADVERTISING

The Leak-Proof package has been still further tied up to the dealer's store by furnishing him with a large cut-out—a life-size Leak-proof piston ring salesman standing behind a gigantic Leak-Proof package. Re-

productions of each page of Leak-Proof advertising in the national magazines are also furnished to the dealer. They are printed on heavy cardboard and are suitable for window or counter display use.

Advertising success is made up of knowing what small details are important. Dramatizing the package doesn't sound like a very titanic thought. It hasn't the earmarks of that infernal cleverness that advertising men are supposed to possess.

How many other manufacturers are there, we wonder, who could tear out a page of Leak-Proof advertising profitably and, by applying the same kind of a package policy, take their product out of the counter bin's utter darkness and bring it up on to the sunshiney shelf of a greater success.

## Dry Goods Company Advertises Good Times

Using good-sized space in newspapers, the Ely & Walker Dry Goods Co., large St. Louis concern, is advertising "good times." The following is in part an advertisement headed: "Business is Good—Business is going to be good—Good business goes where good goods are."

"Dry goods sales this year will turn over more American dollars than ever before in the history of the United States of America.

"But business won't be good with a merchant who is frightened to death that some unheard of thing is going to happen and prepares for a poor business, for he'll get what is coming to him; anyone looking for trouble will always find it.

"The merchant that has vision cannot help seeing the marvelous buying ability of the people—both from the products of the soil at record prices and wages never even dreamed of before, with more good jobs than there are men and women to fill.

"The calamity howler will miss a golden opportunity, while the man of sound mind and nerve will "get the bacon." Don't let the chronic bears and pessimists influence you. Be a man and a merchant.

"Grasp the facts as they are. Take the bull by the horns; prepare with the best assorted sock of goods you have ever owned, as the merchant who has the merchandise this fall when the consumer wants to buy is sure to "make a killing."

"If you agree with us that this big prosperous country of ours is not going to the Demetion Bow Wows, back up your judgment; go to market early (transportation is slow); buy your goods; get them home, mark them at a reasonable profit and you'll be "raking in the shekels" while the chicken-hearted merchant is scrambling all over everywhere and paying exprossage on indifferent merchandise to meet the demand he failed to prepare for."

#### Publisher's Estate \$1,215,536.

The estate of Henry L. Einstein, who sold the *New York Press* to Frank A. Munsey, and who died February 28, 1918, has been appraised at \$1,215,536.

# Advertising Cooperation Between Competitors

Pointing the Way to a Method That Educates the Public  
at the Expense of All Who Will Benefit by Sales Stimulus

By F. W. WILSON

Advertising Division, E. I. Du Pont de Nemours Powder Co.,  
Wilmington, Del.

**S**OUNDS foolish, doesn't it? Suggests a desire or intended attempt to beat the Sherman and Clayton Acts. However, nothing of the sort is contemplated.

A great deal of the advertising being done by manufacturers of the majority of advertised commodities is general in character, designed to create a public interest in or desire for the thing advertised, or rather for an article of the class or type advertised. As a rule, any competitor manufacturing a similar article will gain as much advantage from the advertisement as will the advertiser paying for it.

For an example, take paints and varnishes. Note the shabby buildings and structures of all kinds, wherever one goes, the wood and metal parts deteriorating and disintegrating because of the absence of paint protection.

The problem of the paint manufacturer is not so much to have his particular product used as it is to have the consumption of paint generally increased; in other words, to induce property owners to renew painted surfaces as often as they should to save themselves from losses.

Every paint manufacturer in the United States could not only sell the extreme capacity of his plant, running double shift, but would have to increase his manufacturing capacity, if as much paint were used in this country as should be used.

## PUBLIC EDUCATION NEEDED

Paint men know it is their chief problem to convince property owners of this fundamental fact: That it costs them more money not to keep their exposed wood and metal surfaces painted (due to losses from deterioration and repairs necessitated by disintegration) than it would cost to have them painted. Once this logic is driven home in the minds of property owners (if it ever is), paint manufacturers can then turn their attention to the individual problem—that of popularizing their own brands.

The advertising campaign now running in the magazines, financed by a combination of paint manufacturers' associations, proves that the paint men, at least, are alive to the

facts and conditions above stated.

But why shouldn't the idea be extended and applied to all industries similarly situated? It could be with great profit to all concerned.

Let manufacturers' associations combine to finance advertising campaigns intended to promote the increased use of the product generally; then let each individual manufacturer fill his own advertising space with reasons why his particular product should be bought in preference to the brands of competitors.

The cost of these combination campaigns should be apportioned according to the capacity and sales of the various manufacturers participating. For instance, one controlling 30 per cent of the trade in his line should pay 30 per cent of cost of the general promotive advertising; one controlling 2 per cent of the trade, 2 per cent of the cost of this joint advertising.

## SOME WHO MAY PARTICIPATE

This idea is applicable to hundreds of industries. For instance, motor trucks, washing machines, vacuum cleaners, phonographs, tractors, incubators, road building materials, cheese, cream separators, paints and varnishes, "cleanable" collars, tooth cleansers, stump pullers, dynamite for land clearing, sprayers, insecticides, gas engines, cement, bicycles, and hundreds of other things that could be named.

## Tragedies!

A man struck a match to see if the gasoline tank to his auto was empty. It wasn't.

A man patted a strange bull dog on the head to see if the critter was affectionate. It wasn't.

A man speeded up to see if he could beat the train to the crossing. He couldn't.

A man touched a trolley wire to see if it was charged. It was.

A man cut out his advertising to see if he could save money. He didn't. — *Record, Covington, Okla.*

Why are automobiles omitted? Because advertising is not particularly necessary to make anybody desire a car. Everybody seems to want one anyhow, and it's merely a question of having or not having the price. The automobile manufacturer is fortunate in being able to devote his advertising to the popularizing of his own particular make of machine.

Dynamite for land clearing is one of the commodities named as lending itself to combination advertising. For eight or ten years, an extensive advertising campaign has been waged to increase the use of dynamite for this purpose. The main problem is to get owners of raw land to clear it; the dynamite sales will follow in natural sequence.

## HOW POWDER MAKERS MAY PARTICIPATE

Six or seven powder manufacturers make most of the dynamite used in this country. The expense of the land clearing campaign has been borne almost entirely by three of the companies; the other three or four holding aloof from the promotion work, but, as statistics prove, benefiting approximately as much in sales as the manufacturers that did the advertising. In one state, for example, where an intensive advertising campaign had been waged by a certain powder manufacturer, carload sales one year aggregated, forty, of which the advertising company sold twenty-one and a competitor that spent neither time, money, nor effort, nineteen cars.

This example is cited merely to show that most promotive advertising creates a demand for goods of the type advertised rather than for particular brands. Which manufacturer makes the sales resulting from it depend upon distribution factors. Of course, there are exceptions to this general rule.

Probably land owners who were induced to clear more land by the advertising campaign referred to may have asked for the particular brand of dynamite that was advertised, but if the dealer they went to had some other brand, they were apparently just as well satisfied with it.

A campaign of this kind obviously should be financed by all manufacturers in a position to benefit from the promotive effort.

Space in advertising mediums is expensive these days. Our fifty-cent dollars are frowned upon by the publisher. The logical program for advertisers, in the interests of economy and at little or no sacrifice of results, is in group advertising of general promotive features.

Instead of the twenty advertisers that may use a certain advertising medium taking twenty pages of space designed to increase consumption of the type of goods they manufacture, they could buy a page or double page spread in combination, in the magazine, and probably accomplish approximately the same result.

Then such of the individual manufacturers as desired to boost the virtues of their particular brands could use all their space for that purpose, leaving it to the joint advertisement to do the general promotive work for the industry as a whole.

The object of a campaign laid out as suggested would be, first, to create the utmost public demand for the type of article advertised, and, secondly, for each individual advertiser to get the highest possible proportion of the trade by the advertising for his particular product.

This plan would reduce advertising and consequently, selling expense, but conversely, should increase aggregate sales. It would concentrate the best advertising brains of the industry on the promotive

problems to be presented jointly, at the same time giving the individual manufacturer possessing a superior sales and advertising organization or a commodity of superior merit, the greater proportion of trade to which he is justly entitled because of those advantages.

The carrying out of this program calls for a "get together" of representatives of allied industries to formulate the plans and apportion the expense. The paint men have led the way. Since they found it practicable, other industries should encounter no difficulties. Most industries have their associations or institutes through which the preliminary contact may be had. After that it is a mere matter of cooperation between advertising managers of cooperators.

## Keeping Pace With Commercial Art

**It Is a Mistake to Blame the Public for Craving Something New But a Greater One to Fail to Satisfy the Craving**

### Changing Styles

*F*REQUENT changes of advertising style, especially as concerns art effects, are good for sales, according to this critic, who writes the accompanying article for "The Printing Art," a monthly publication devoted to printing and the allied arts, recognized as an authority.

*This article is one of a series on the same subject, of which ADVERTISING & SELLING reprinted the first instalment by permission of the author and "The Printing Art" a short while ago.*

*In this number the writer scurms up to his subject and sets forth some highly interesting advertising-art facts.*

THE EDITOR.

**I**T is a mistake to blame the public because it craves—and encourages—"something new" all the while. This is really an Americanism. It explains why we advance so rapidly and why our commercial art in general is generations ahead of other countries.

In some quarters there is an antipathy toward what is sometimes referred to as "freak" illustrations, "stunts," and "queer techniques."

"Give me normal pictures in my advertising," a manufacturer will exclaim, waving impatiently aside the innovation that is submitted to him. "That stuff looks outlandish to me!"

In which contention he is justified as far as it goes. Events prove, however, that sooner or later he swings bravely around to modernity. Why attempt to combat it, in clothes, in architecture, in modes of living—or in advertising literature?

#### THE TREND TOWARD MODERNITY

We believe in sanity and in moderation, but we can see the problem through the bright eyes of the younger generation. Of course it wants "something new." Sweep the ocean back with a broom, if you please! Think in terms of Tomorrow rather than Yesterday. We can remember when it was rank advertising heresy even to suggest changing the pictorial character of a label that had been in use for many years. Executives of the old regime brought their

fists down emphatically. No, sir! Nothing like that! Millions of dollars had been expended on those labels, familiarizing them to the people. They represented a business asset. They were sanctified, holy ground. It would even be irreverent to tamper with them.

Despite this, we are seeing many old lines of long-used labels discarded absolutely, and fresh, bright new ones substituted. This past year has been revolutionary in that respect. Never have so many stolid, obdurate, long-established brands gone to the lithographic dressmaker for spick and span new clothes.

A series of some forty or more labels for an old and famous canning house was originated recently. The house-cleaning in this case was ex-

ceptionally thorough. The idea was hotly contested at first, only to have the judgment of the younger officials prevail. "We must keep pace with the times and the mood of the day," it was argued. "Go out and look the field over; see our old labels on shelves that are colorful and attractive to a degree with the new order of things. Competition will put us out of the running if we do not follow popular demand. Our competitors are dressing their products in the latest prevailing styles, while our line still comes out in shabby bombazine and outlandish hoop skirt. There is no reason why merchandise should not change with the times in its physical appearance. Even the actual merchandise goes through a transformation. There are many new foods served in a new way. California has the heart and the soul of the idea!"

This interesting experiment has been made by numerous manufacturers: when the opposition of the old regime grew too strenuous, new lines and new brands have been put out. In some cases the article was identical with the one that had been marketed for many, many years. There was just one difference—a live label designer and package expert was allowed free rein. And the newcomers have outstripped the old lines in immediate sales.

It is just as necessary for advertising in all its forms to have a certain



The pictorial work of Nettleton shoe advertising has been conspicuously good for at least a year. The message is told indirectly; that is, by showing fine old character studies of men's men. There is a novelty in the makeup of the pages as well.



The Dodge Sales and Engineering Company has produced, in this half of a double spread, what many artists term "the finest piece of advertising art of the year." It shows what can be done when the advertiser of a prosaic product decides to humanize his campaign.



It is only of recent years that Oberhardt, the illustrator, has condescended to draw for advertising. He brings a rare knowledge of character and good draftsmanship to the portrayal of unusual types. These are much needed in advertising just now, for there have been far too many conventional characterizations.

amount of "style" as for the president of the company to have his clothes cut by a modern tailor. Labels are advertising. The cover design and illustrations of a booklet are all advertising. To be vogueish is to be thoroughly alive.

We once knew a Canadian printer who had a damaging hobby. He was a man past sixty, alert, keen, competent, but his one weakness was imitation woodcuts. And he used them on every possible occasion. As a consequence, not only did many of his jobs grow monotonously similar, but they reeked of the horsehair-trunk era and the ear-muff age. A brochure just off the press felt and looked and seemed as if it had been printed fifty years ago.

Atmosphere is an invaluable element in printing, but it can be overdone. Most of us find that the modern atmosphere is very much to our liking. Last year's art vogues begin to lose interest and are obviously passe. Quality, stability, integrity may be suggested in the spirit of *novu*, quite as successfully as by drawing decorative borders at five hundred dollars each of the Louis XVI period.

"I find," remarked an ingenious printer friend of ours, "that a very safe working principle to follow in the preparation of advertising literature is to assume that this material will be read by people under thirty. The young folks want modern ideas, and the older ones like them, without

making the admission. I attended a dance the other evening, and the floor was about evenly divided when the orchestra struck up jazz—couples past fifty were enjoying it hugely and doing it very well, although, if you had asked them in the quiet of their own homes, they would doubtless have remarked, 'Those new dances are perfectly awful!'

"It is tremendously easy to fall into a rut in the printing business. It's easy in *any* business, as a matter of fact. We have certain elements to play with—type and pictures and paper. Duplication of idea and the fundamental spirit of printing is a habit that can grow on us. Here is how I overcome that; I have one large room where modern printing exhibits are always on display. One-half of the wall space is given over to a showing of what we have done; the remaining space is for the pick of the best of printers everywhere.

#### FOR FREQUENT CHANGES

"It is equivalent to a cold mental shower bath to step in there occasionally, close the door, and look them all over. We of the plant can see, when fifty or more printing jobs are tacked up, if repetition is taking place. A printing job looks decidedly different when you see it in the cold, gray light of the morning after and when the enthusiasm of its earlier stages has quieted a trifle. There could be twice as much printing if there were twice as much interest in

and study of 'style.' The manufacturers of ready-made clothing have proved this. Every season they put out new, modish patterns. And no matter how many suits of clothes a man may have, he decides to go in and buy 'just one more'—he has seen something displayed in a window that fired his imagination and won his fancy.

"Why not the same plan, shrewd as it is, in printing and in advertising? I will never forget the interview I had with a big western advertiser only last fall. He had recently issued a catalogue, and it was a mighty handsome book, too. But it was conventional. I happened in on him with a new catalogue I had just printed for another house. Everything about that book was *de luxe* and modern, from the paper to the illustrations. It had the *new* look on every page. The pictures were by an artist we had just discovered—a man whose technique was quite different from the general run.

"And the president of the company, when he saw it, said, 'By George! That's wonderful. Can't we do something like that? That's new!' I outlined a second book, featuring a selected and expensive line, and the order was clinched in three hours. It's all a matter of keeping pace with the times. Show a man something new, something he recognizes is 'stylish,' and he will want to climb on the band wagon. He knows it's good business to do so."



The most beautiful girl in class

*Another Doll*

One of a remarkable series posed and photographed by De Meyer, who specializes in super-photography of the ultra-modern school. The product is glorified by environment. It shows that photography may possess the "painter's technique."



SPEED - SAFETY - COMFORT  
The Dayton Wright Airplane Company

The airplane is coming into its own in an advertising way. This page strikes a new, high level of artistic merit. Barclay painted it, and it is uncommercial to a degree, filled with romance and the spirit of adventure. It dignifies the subject beyond anything as yet attempted.



P

PERFORMANCE

One of the finest examples of modern retouching of the year. This original, as it appeared in the magazines, printed with unusual sharpness and contrast. The judicious use of pure white, cut out of the plate, helped considerably. It may be considered the new tendency in retouching.

This much is certain and beyond a possible questioning: a daring, unconventional art technique can quickly, surely, unerringly place a new product on the market with minimum trouble, or boost the disintegrating interest in an old one. It has been proved time and time again.

As we have said, technique, both in pictures and text, is well-nigh indispensable, because of the ever increasing volume of advertising. The printed appeal depends upon its character for strength. Public speakers who win the largest audiences have "something different" to tell, and a different way of telling it. Advertisements are not unlike human beings; some are merely "folks," while others, because of their inherent magnetism, attract us, hold us, win our sympathy and our attention and our respect.

If those who build advertising would only say to themselves when at the beginning of a task, "I am fashioning a person, rather than an advertisement. I will put into it all the gracious, winning qualities that prove efficient in men and women."

#### ADVERTISING A LIVING FORCE

Think of advertising as a thing which *lives*.

Type can really talk. Pictures can vibrate with genuine life.

The question is often asked: "But how are we to know the latest art fads and fancies? How can we arrange for them in advance? Only

when they are running can we put our finger on them. The best we can do is to wait and see who leads off with an idea or a technique, and then trail on behind. A fad is a fad. You do not originate it; you become ; party to it."

This, of course, is the lazy man's method of reasoning.

Every technique and every idea and fad and vogue must have its very first beginning and its accredited originator. And to that man or that account goes the first real, worthwhile credit. What happens afterward is borrowed plumage.

While there have been many imitators of the original Lux type of illustration, you *think of Lux* unconsciously when you see these imitations. They are mere tributes to the first showing.

Considerable pride is involved when an advertiser, a printer, or an agency or art organization "hits upon" a new thought for the embellishment of an account. Credit for it is established. "So-and-So first used that idea," goes from desk to desk. The truth is never long concealed nor the credit withheld.

Certain advertisers and certain printers who produce advertising matter boast of individuality and originality. They create rather than copy. And they make a business of it. There are campaigns, in which an unusual art display is a leading feature, that switch suddenly to something new the moment their own

ideas are copied or adapted and become too general.

And, however great the trouble and responsibility, they repeat this performance season after season blazing trails for the little Tommy Copy-Cats, who are less resourceful and whose scruples are scented with old lavender.

But how do the leaders arrive at their results?

The methods are manifold. Perhaps the most popular is to keep a sharp eye on the open market for artists of original techniques. It may mean a new man who is just a beginner, fresh from some art institute or a seasoned illustrator who has never, up to now, been tempted to do commercial designing. The lists of both are long.

Every artist has his own personal individuality of artistic expression. Some develop it to a more marked degree, and these are the men who work well in advertising harness. The moment a new name flashes across the sky, an effort is made to tie him up with a contract. The clothing manufacturer, who experiences many trials in illustrating his stylebooks and magazines and newspaper production cleverly, is not averse to the paying out of large sums in this direction and to bidding for the temporarily exclusive use of output over a certain period. Advertising agencies use a similar method, where certain accounts justify the expense—and it's apt to be heavy.

# REINFORCED ADVERTISING

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WHAT steel does for concrete in building construction, THE GLOBE does for advertisers in the prosecution of a successful campaign—by backing up, stiffening, and strengthening the proposition presented with THE GLOBE'S inherent Pulling Power.

The advertiser **controls** Circulation bought, Rate paid, Space used, Copy run.

THE GLOBE **contributes** Reader Confidence and Esteem, which it has created; Strength and Popularity as a Home-and-Family Newspaper, which it has developed; Concentration of Distribution, which it has cultivated; Readers of Purchasing Ability for a wide range of advertised Articles, which it has attracted; Service to Advertisers that has been highly appreciated and which it has generously rendered.

*Not Globe Boasts, but Advertisers' Testimony*

Member  
A. B. C.

The  Globe  
AND Commercial Advertiser.

170,000  
A Day

JASON ROGERS, Publisher



*“a gift... indispensable”*

Picture showing in the above advertisement of a new stove...  
 Universal Range...  
 Burns Natural or Artificial Gas and Coal or Wood

**UNIVERSAL COMBINATION RANGE**  
 Burns Natural or Artificial Gas and Coal or Wood

Simplification of line and treatment in general is essential when two colors are used on the rather poor paper of the weekly magazines. The Universal series has been strikingly original and different; imitations of it have been rather weak and futile. And it's all accomplished with two or three flat tones. Watch the other fellows start adapting!



*“An absolutely new note in the drawing of designs with the feminine appeal.”*

Redfern has commissioned the artist to paint direct from creations posed by Bergdorf Goodman, and the French air is very much in evidence. The feeling of ultra quality is woven into the very fabric of the illustration. It was printed in full color in the magazines.



An absolutely new note in the drawing of designs with the feminine appeal. Redfern has commissioned the artist to paint direct from creations posed by Bergdorf Goodman, and the French air is very much in evidence. The feeling of ultra quality is woven into the very fabric of the illustration. It was printed in full color in the magazines.

By watching magazines, large and small, these geniuses of pen or brush can be “spotted.” They are forever stepping into the arena with a technique that seems as new as anything can be in this or any other life. They may illustrate a fiction story, or they may go in for headings. They may even be “comic men,” turning their art to the funny side of existence.

Art departments turning out many advertising illustrations in a year have special idea and visualization men, who keep steadfastly in mind the invention and development of new schemes, new techniques, new compositions, which, in themselves, make old material seem new. Accident occasionally enters into a given result, while necessity drives other advertisers to pictorial innovation.

There has been no more pronounced departure from the conventional than the new school of retouching—a subject worthy of mention here. It was not more than six years ago that the retouching of a photograph meant the going over of every square inch of it, laboriously,

with that fiendish pop-gun of the silver needle and the compressed-air tank. Out came a design, greasy with soft values and melting tones. They were all exactly alike, and all too perfect for any use. The retoucher of those days was entirely mechanical. He was more of a mechanic than an artist—and he gloried in it.

This was the man who made the “illustrations” of a photographic character for our catalogues, brochures, mailing folders, and direct-by-mail matter. He had about as much real artistry in him as a cinnamon bear. The manufacturer was fond of him because he never missed a nut or a bolt or a screw. He was exact, precise, infallible—a sort of human camera with lens eyes.

Then along came a new type of retoucher. He was first of all an artist, deep down in his soul, and a handler of the air-brush as a chance accessory. More than likely he did his retouching without the brush at all.

The old-line artist detested and re-

viled him. Catalogue makers did not quite understand his methods of procedure and the final results. For here, indeed, was “something new” in the worked-over photograph.

Subjects seemed to vibrate with life. Strange high lights were brought into play. Detail was never considered so important as artistic effect. A homely lathe or a cross-section view of an automobile became really quite beautiful and intriguing to the eye. Entire areas of mechanism fell away into shadow, while dazzling, whimsical, scintillant high lights blazed into the nearer perspective. A characteristic of the work was its uncanny power to make inanimate mechanisms and things take on a sort of “human interest” that had never been theirs before.

Explanations are not simple, but it may be said in passing that this new “retouching” was good because the men who did it were more concerned with values than with reproducing a mass of cogs and wheels. They actually blew some soul into cold steel.

Just as a master craftsman of still

# Collier's

THE NATIONAL WEEKLY

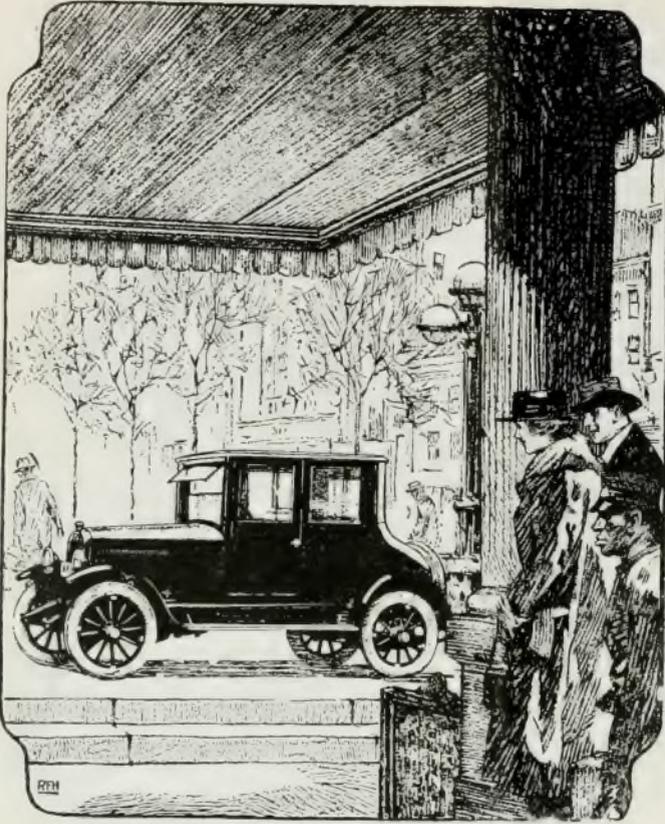
5¢ a copy



## Lee Tires and Collier's

The Lee Tire & Rubber Company has chosen Collier's as the backbone of its 1920 national advertising campaign.

## Read Collier's



On come the new art vogues in swift and spectacular succession. Briscoe advertisements are showing something distinctly new.

life can take an old jug, an apple, and a cabbage and paint them in oil so artfully that they are attractive enough to hang on one's wall at home, so the modern retoucher looks upon mechanical things as inherently interesting and even beautiful things if wisely handled.

Much detail is eliminated in this new art, and much in turn that was never really there is supplied. In fact, what is left out and what is supplied in the way of "atmosphere" is a real inspiration back of the process.

The new school of retouching has been of the greatest assistance to makers of catalogues in which many half-tone reproductions of goods are necessary. Such illustrations can become extremely tedious, even to the eye of the man or the woman to whom they are addressed. "Trick" lighting, a simplification of small units, and work executed by artists rather than "retouchers" is the answer.

However, it is with the larger phases of commercial art and their relation to new contracts, safely held accounts, and liberal printing orders that we have to deal in this series of stories. On come the new art vogues in swift and spectacular succession. That which was popular and in general use now will be fairly obsolete in six months. Is the public fickle? Well, vogues may not be of long duration, when our stylists give us something new to win our favor every little while.

They are the saving graces of modern advertising, because they sustain interest through hundreds of pages of it. They are the spice and the pinch of soda, they are the seasoners of booklet and of twelve-piece mailing series. They prevent us from being bored. They make us read advertising that might otherwise fail to attract. They stimulate, invigorate, inspire.

The advertiser who does not dress his message "stylishly" is like the woman who wears last year's hats and gowns. She may be pedigree clean through and through and a power in the community, but they say of her as she passes, "Poor thing, isn't she behind the times!"

## When You Play the Selling Game

Watch the temperature of your feet, was the way one sales-manager put it to his salesmen. Don't get discouraged. Remember, it's just a part of the game for the shrewd buyer to throw a wet blanket on your enthusiasm to see how strong is your faith and confidence in your business. And the good salesman welcomes a chance to match his wits against the buyer's tactics. Believe in your own goods, and have faith in the house that is back of them. You don't have to knock your competitors. That's not faith. It's folly. Just stand your ground firmly, and sell your goods on their own merits. In order to do that you've got to know them thoroughly. Know them so well that you can anticipate your buyer's every possible objection to them, and come back at him with a good point that will be a body blow to his objection.

The retailer plays the game from a different angle. He wants to build up the greatest possible volume of trade, with the greatest possible profit to himself. He wants to sell more cigars than the man across the street is selling. He wants to be able to convince the customer who comes in to buy a cigar that he is getting not only the best cigar to be had for the price, but he wants to be able to tell him why it is the best cigar—and tell him convincingly. A woman convinced against her will is of the same opinion still, but a man convinced is a steady customer.

Everybody plays the great game of selling. Some play it as experts, some as amateurs. But every man is a salesman. He may be selling goods behind the counter, or "on the road"; he may call himself a banker, a lawyer, a doctor, an engineer, or a minister; but he is selling either his own or somebody else's services all the time, and the man who plays the game on the square is the man who brings home the pennant of Success in the big world series of business.—*Tobacco.*

### New Marshall Field Book.

"Man and His Wardrobe" is the title of an attractive book about to be issued by Marshall Field & Co., giving a historical synopsis of men's apparel. A page is devoted to a sketch on each article of men's attire. Opposite is a photographic illustration showing how the modern article is purchased in the Store for Men, and below are pen-and-ink drawings depicting the attire of bygone days.

### Charles W. Hatch Dead

Charles W. Hatch, former general sales manager of the Perfection Spring Co. and sales director of the Parish & Bingham Manufacturing Co., died recently in his forty-fifth year.

# Making Business Paper Space Build Sales

**How the Show-How Advertising of the McKiernan-Terry Drill Company Is Paying Its Way With Sales and Building International Good-Will**

**By A. L. McNAMARA**

*Assistant Business Manager, Engineering News-Record*

**T**HE giant blast that brings the whole side of a hill to its feet is a spectacular thing. The roar, the trembling of the ground under foot and the sight of tons of earth in the air cannot fail to leave a lasting impression upon the mind of every man who sees it. But the real, steady eight-hours-a-day, keep-right-at-it work of the steam shovels and the trains of dump cars is what puts the new railroad through.

We hear a lot about million-dollar advertising campaigns, with their three-color, double-page spreads, and they certainly have their place in advertising. But back of the flash and roar and vibration of these big blasts are the steady "steam shovels," plugging faithfully away and filling car after car with inquiries. No fuss, no noise, but clearing, yard by yard, the right-of-way for sales and laying behind them the ties and rails of good-will.

Such a sound advertising plan has played a definite part in building sales for the McKiernan-Terry Drill Company, the makers of pile hammers, rock drills, ball bearing jacks and other mining and quarrying machinery. Steadily the company has increased its advertising space and steadily the sales have mounted, thanks to this advertising plan.

## TO A TECHNICAL AUDIENCE

The company manufactures a double-acting pile hammer that makes a piece of piling behave like an elevator just after the operator has shouted "Down!" The outfit is steam driven and rests comfortably upon the top of a pile to be driven. When the steam is turned on the ram turns loose an unlimited series of quick, sharp blows that work wonders. And after the job is finished and the piling is ready to come out this "Doubt-Duty" hammer is turned around, a couple of bolts tightened up, and out comes the pile, ready to serve its purpose on another job.

The manufacturers knew all this years ago. But they wanted to tell the people who use hammers about it. Now people who drive piles in, excavate trenches, and pull piles out are contractors; and contractors,

flocks of 'em, read the business publication devoted to their interests and the interests of civil engineers and the confraternity of construction authorities as a whole. So the McKiernan-Terry Drill Company very naturally talked to the contractors and construction men through that medium.

The initial effort was made years ago. During the twelve months ending with February, 1913, thirteen pages were used. This space was doubled during the year ending with February, 1917, and the company has increased its space steadily since that time. The schedule for 1920 provided for thirty-two pages.

Every advertisement has been keyed and inquiries have been checked very carefully. When a man writes in to say that he read the advertising of the Type "B" pile hammer and asks to be told more about it, his name and address are entered in the inquiry record book with the date. A catalog is sent at once, together with a letter answering all questions and suggesting definite ways in which McK-T products will help the interested contractor to solve his problems, indicating that the office force, like the McK-T hammer, is capable of "Doubt-Duty."

If the inquiry comes from a man in a territory covered by a company representative, the latter is notified and, of course, calls at the earliest opportunity.

When a sale results, an entry goes into the inquiry book in red, showing the date and the product purchased. A glance at the inquiry page for any given month shows how the advertising copy is pulling and the amount of red ink on that page shows *how it is paying*. And at the risk of arousing the ire of the treasurer of the company we must state that the red marks certainly decorate the page.

## ADVERTISING THAT PULLS

Sometimes the results of the advertising are startling. A small company in Maine, for example, wrote in to say they had seen the advertising and that they were interested in hammers. Information

was mailed and shortly afterward in came an order from the company in question. A man out in Michigan made a purchase in the same way. And from Doncaster, England, came an interesting inquiry, interesting not only because of the speed with which it was duly entered in the book, but because of the speed with which it was duly marked with red soon afterward.

Mr. Ackley, secretary of the McKiernan-Terry Drill Company, has very definite ideas concerning the success of its advertising.

"Perhaps pictures and constant change of copy have a lot to do with it," said Mr. Ackley. "We use pictures because we think they make the copy more interesting, and fresh copy is as necessary to good advertising as fresh air is to good health."

## ILLUSTRATION WINS ATTENTION

Every McK-T advertisement has a picture. Some of the advertisements are largely illustrative, with just enough copy to tell the story.

Some very artistic results have been obtained. One page, in particular, cost the company money through its decorative value. A calendar manufacturer spied it, pasted it on a panel, attached a pad of January—February—Marches to it and sold the idea to the company.

By comparison, 1919 made the previous years look lean. During the year the company's advertising produced over two hundred and fifty live inquiries. By "live" it meant that a large number resulted in actual sales, and a number of others were closed later on. Though the company is adverse to stating the number of inquiries received during 1920, suffice it to say that expectations have been fully realized.

But while all these special cases are proving the pay-as-it-goes propensity of this technical journal publicity, there is being built issue by issue a line of good-will that is making contractors from Maine to Michigan, from Denver, Colorado, to Doncaster, England, say when pile hammers or rock drills or jacks are mentioned: "Yes, McKiernan-Terry make mighty good ones."

# What Sort of Sales Letters Will the Dealer Read?

Any Sort May Serve If They Contain Ideas That Will Help Him to Buy at a Saving and Sell Readily At a Profit; Some Examples  
By MAXWELL DROKE

**M**Y FRIEND The Storekeeper looked up from his morning mail and observed that some folks must be mighty fond of wasting perfectly good paper and typewriter taps, judging by the way they bombarded the poor, helpless retail merchant with useless letters.

I flicked the ash from a used-to-be-a-nickel-now-seven-cents cigar and hitched my chair a bit closer in an attitude of interrogation. "Just what do you mean 'useless letters'?" I inquired.

"Why, letters that haven't any particular excuse for existence," replied The Storekeeper. "Such letters find their way to my desk as regularly as clock work. Often they ramble along for two or three pages, and I give you my word, you can't find a single idea between the 'Dear Sir' and the 'Yours truly.' Just a whole mess of meaningless language, hooked together with a lot of high-sounding adjectives.

"The way I figure it," continued My Friend The Storekeeper, "somebody in the manufacturer's office must say to Somebody Else, 'Do you know, we haven't ginged up our dealers in quite a spell. Business is sorta falling off. I reckon we had better do something about it. Suppose we get up a letter?'

"'All right,' says Somebody Else, 'you go ahead and fix it up.' And you can take it from me and carry it to whomever you please that usually it is fixed up all right.

"Take this one for example," said The Storekeeper, selecting a letter from the stack on his desk. "It's typical of the sort of stuff every dealer gets in his morning mail. Let me read you a few sample sentences.

Our big advertising campaign is now well under way in the national magazines, with a combined circulation of 12,362,921. Think of it! More than 12,000,000 readers for each of the compelling advertisements of the Whooperup Handy Tool Outfit. Link up with this tremendously effective publicity in your town. Make your store headquarters for the Whooperup Handy Tool Outfit. It will mean more and bigger sales than ever before. This is your opportunity. Grasp it!

"Now, all of that is mighty fine of course, but the big point is, just how are we going to link up with all of this highly heralded national

## What Dealers Demand

**T**HE accompanying article is written in response to numerous requests for definite and practical directions on real dealer letters—"letters," as one inquirer puts it, thus furnishing the headline—"that the dealer will read."

The storekeeper cited and quoted is a composite character—a group of very human dealers who were interviewed by the writer and who dug from their active files the letters furnished herein. "Wind," one dealer said, "is fine when you're running a sailboat—but I am skipper of a store. If the people who sell me want me to help the goods along, and I don't know the line, I want some ideas to start me going."  
THE EDITOR.

advertising. What is the poor dealer to do? If he 'links up' with every suppliant, and makes his store 'headquarters' for every line he will surely have a busy time of it. If a manufacturer has no definite, concrete program for the retail merchant to carry out, it seems to me that he has no right to expect any very great degree of cooperation from the merchant.

"But don't jump to the conclusion that I'm down on advertising. I believe in it wholeheartedly. I sell nationally advertised articles. But I don't go hog-wild every time a manufacturer sends out a letter announcing that he has plunged on a series of quarter-page advertisements in the big magazines. If he has a plan, or an idea to help me link up with that copy and move his stock faster, right here on Main Street, in my own home town, then I'm for him.

### WHAT THE DEALER DEMANDS

"Because I am in business to make money. There are just two ways in which a manufacturer can get my interest. One way is to tell me how to make money. The other is to tell me how to save it. And of the two, I think the saving is a little stronger. As Chauncey Depew once said, 'I wouldn't sit up all of one night to make a hundred dollars, but I would sit up for seven nights to keep from losing a hundred dollars.' Probably that's why this letter appeals to me so forcibly," reasoned The Storekeeper, as he handed me a missive from the

Armstrong Paint & Varnish Works. "As you will see, it introduces a low-priced substitute for shellac. We use quite a bit of shellac in our repair department. Naturally, I am interested in any cheaper substitute which offers equally good results. Read the letter and I think you'll see why I accepted their trial offer."

Don't pay exorbitant prices for shellac!

For many purposes CHILAC is superior and will almost entirely replace shellac.

It is a new departure in shellac substitute making—we don't believe there is anything like it on the market.

CHILAC has been approved by many leading furniture manufacturers after very rigid tests.

It dries free from tack in a few minutes and can be sanded in from two to five hours without "roping." It gives a better surface for varnishing as it has more body than shellac.

We are enclosing a piece of soft gum wood, one side of which has received a coat of CHILAC. Apply a coat of white shellac to the other side and when dry, compare the sanding of the two. Apply a coat of varnish to each, and when dry, note the lustre.

You will find that the varnish coat applied over CHILAC has a good full lustre as compared with the shellac. In other words, CHILAC has better filling qualities than shellac.

The low price of \$1.25 per gallon in barrels, F. O. B. Chicago, makes it worthy of thorough investigation.

Sample 5 gallons at barrel price, sent on approval by prepaid freight, for test.

"Now, here's a series of letters that sold me on a new idea—that of buying easy chairs in a bargain assortment of five, instead of a single chair at a time. They are four-page illustrated letters, of course. The big picture of the chairs, and the clear descriptions helped a lot in closing the sale. But the letter copy was good too. You'll say so yourself when you've read it:

### LETTERS THE DEALER READ

To the Dealer Who Wants to Cut Out the Guesswork in Buying:

A famous retail expert after investigating retail business conditions some years ago, made the statement that 60 per cent of the power and efficiency of the average store was used up in trying to dispose of overstocks and slow movers.

Think of it!

Only 40 per cent of your power to devote to the things the public want and are willing to pay for and on which

you can build prestige—and 60 per cent devoted to trying to force down the public's gullet the result of errors of buying judgement and the cut prices and the loss of profits and the education of the public to wait for price reductions that goes with it.

Here is where our assortment buying plan comes in. Every month we compile from our selling records the styles of Comfortstyle Easy Chairs which were re-ordered the oftener during the month just past—the combined selling experiences of all of our dealers throughout the country.

That means that every assortment is an assortment of PROVED business pulpers.

Why waste your time trying to move the results of poor guesses (and the best buyer that ever lived can only guess right a certain percentage of the time). The sum total of the selling experience of all of our dealers gives a result that removes the element of guessing.

Comfortstyle Easy Chairs afford a good margin of profit. They never go out of style and their solidity and honesty of construction insures a well pleased customer every time a sale is made.

To avoid delay, use the enclosed post card. It will bring you the assortment in a "jiffy."

A "HOW" LETTER ON PROFITS

To the Man Who is Looking for Profits:

"Say, Mac, that's absolutely the best idea I've struck in a long time!"

So said one of our Indiana dealers who dropped into our office a few weeks ago. This fellow is made up of about 49 parts of good nature and 51 parts of shrewd business sense. His store is one of the liveliest places you ever dropped into and he makes money on a line—or else he doesn't handle it.

He was telling my friend McDermott how pleased he was with our Clune Guaranteed Seller Assortment plan.

"Why man," he went on, "that's just the thing I've been looking for. I don't believe you fully realize yourself what a big thing it is for us fellows. Now, look here. You know that right buying is just as necessary to making money as good selling—some places it's more necessary. If I can buy right, if I know that I'm getting stock that will turn quickly, I am going to make money—isn't that right?"

"Now, you fellows here see over the whole country. You have buying records of hundreds of dealers. You've got dope here on the quick sellers that would take me years to get. I used to sit down and sweat over the catalogue and try to pick out stuff that sells. I had selling records, too—but they weren't comprehensive enough—they didn't cover a long enough period of time and I used to find it a difficult job to make out the order.

"And I never sold anything like the amount of stuff we're selling now. Why, my business on this line has doubled and then tripled. Look at your own books if you don't believe it.

"Since you started this assortment idea, all I do is order two or three assortments every month—whatever I need. And the chairs are moving fine. I guess my orders prove that!" And they do.

The assortment shown on the inside

pages is upholstered in Perfecto, the Clune Guarantee Covering that looks and wears better than leather.

Tell us on the enclosed post card how many assortments and whether the runners should be finished in Golden Oak, Fumed Oak or Mahogany.

Don't forget that freights move slowly these days. You should order now for delivery this Fall.

Use the card—no other order is necessary.

HELPING HOLIDAY SALES

About Holiday Sales and How to Make Them—

"She didn't buy anything!"

How often your clerks repeat that little tragedy of business! The time of your salespeople is valuable. It costs

you real money when a prospective customer walks out of your store without making a purchase.

And why don't people buy?

Goods well bought are half sold. Take chairs, for instance. Suppose your customer wants to look at easy chairs for Christmas gifts. Show Clune Comfortstyle Easy Chairs. In these chairs you have exclusive features which you can actually demonstrate and prove. They mean something! Right at the start you have laid the foundation for a sale.

Why you yourself cannot resist the virtues of a Clune chair. Just turn the sheet and look at this month's assortment of winners, Clune Comfortstyle Easy Chairs picked especially for the holiday trade—chairs as easy to sell as they are to occupy.

## Leads in Local Advertising for First Seven Months of 1920

*During the first seven months of 1920, from January 1st to August 31st, The Louisville Herald carried a total of 2,688,237 agate lines of local display advertising.*

*This is a gain of 371,016 agate lines over the total local display advertising carried by The Louisville Herald during the corresponding period of 1919.*

*During the first seven months of 1920, the total local display advertising carried by The Louisville Herald exceeded that of the other Louisville morning paper by 154,917 agate lines.*

*During the first seven months of 1920, the total local display advertising gain of The Louisville Herald exceeded the gain of the other Louisville morning paper by 48,072 agate lines.*

*Local advertisers, who are on the ground, and who are able to check the pulling power of the various media from day to day, are surely the best judges of a paper's value.*

*Advertisers in the Louisville local field show, by the way in which they place their advertising, their preference for*

## The Louisville Herald

Kentucky's Greatest Newspaper

Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York  
 Western Representative: John Glass, Peoples Gas Bldg., Chicago  
 Pacific Coast Representative: R. J. Bidwell, San Francisco, Cal.  
 Southern Representative: Geo. M. Kohn, Candler Bldg., Atlanta

One of The Shaffer Group of Newspapers.

On the back page of this letter we tell you all about the special Clune steel springs with knotted tops that simply cannot push themselves up through the cover of the chair and many other exclusive Clune construction features—good talking points for your trade, all of them.

When the early Christmas shopper comes, will you have Clune chairs to show and sell? Fill out the post card today—and assure your holiday specialties.

"And here is a letter which didn't sell me, but came dangerously near it," admitted The Storekeeper. "It is sent out by the Estey Organ Company to build prestige for the organ. We sell pianos, of course, but I have never stocked organs; thought they were sort of out of date; nobody buying them any more. But all I've got to say is that if these Estey folks keep after me with a few more sales letters as strong as this one, I'll be apt to 'flop over' almost any time:

#### LETTERS THAT CARRY CONVICTION

To the Progressive Music Dealer  
Who Wants to Make Larger Profits:  
A few weeks ago a music trade paper carried an editorial which should be of outstanding interest to every music dealer. Perhaps you read the item. But

just to refresh your memory, we quote this excerpt:

"The time is ripe for an all-around music store—a store which can supply every kind of a musical instrument. Keen business men strive to make invested capital work as effectively as possible. This object can best be achieved in the music trade by being able to meet the customer's every wish, whether for a piano or a harmonica, without having to refer him to a competitor's store."

Frankly, we consider that a logical summing up of the situation. After all, why should you give up your profits on harmonicas, just because there happens to be a good demand for string instruments? Or, following the same line of reason, why neglect your organ business, just because there are people who want to buy pianos? In other words, isn't it better to get all of the good business? That is the complete music house idea.

And it is working out mighty well. For example, a month or so ago, Grinnell Brothers of Detroit devoted one show window to the display of an Estey organ. Within two or three days they sold a similar instrument, and by the end of the week they had three more live prospects. All as a direct result of this one display. In writing us of their experience, this great million dollar corporation said, "Such displays show the passerby that we are in a position to serve them with other musical merchandise, outside of pianos and small instruments."

If there is organ business to be had in Detroit, there is organ business in your town. All that's needed is a little effort and energy to develop the orders. The Century Dictionary says that the organ is the noblest of musical instruments. And there are a whole lot of folks who feel exactly the same way about it. Just consider the homes right in your community where an organ rightly belongs. The list will surprise you. And then there are schools, churches and lodges—all good prospects for an organ. Don't let this big, worthwhile business get away from you.

Send today for the Estey Book of Organs, listing the beautiful new modern designs, as well as the old favorites. And let us tell you how to go after the organ business in your town.

Just mail the post card.

When I had read the last of the letters which My Friend The Storekeeper presented for my perusal, I decided to venture a direct question. "I have often wondered," I said, "exactly what sort of letters a retailer really likes to receive. Will you tell me, in a dozen words or so, exactly what you want in a sales letter?"

"Take back eleven of that quota," said The Storekeeper smiling. "I can tell you in just one word—ideas!"

## Advertising the Products of the Shelton Looms

Coordination of Fabric Manufacturer With the Fashion Creator, the Buyer and Madam. The Public, by a Fashion Show

By MINNA HALL SIMMONS

WHEN lovely lady is captivated by a velvet dinner gown or furlike cloth wrap, captivated to the point of purchasing, little does she dream, if the particular creation happens to be fashioned of one of the many woven furs of Sidney Blumenthal & Co., Inc., what intense effort, care and thought have gone into the planning and presentation of that particular model.

An interview with Frederick H. Agan, advertising manager of Sidney Blumenthal & Co., Inc., the Shelton Looms, disclosed the fact that some advertising managers' lives are made up of more than agate lines, copy O.K.'s and appropriations. Mr. Agan has entire charge of the annual fashion show of this concern.

In addition to supervising all of the publicity, photographing of models, invitations to the press, etc., he works with the fashion creators, dress and hat manufacturers and others in the arrangement of every

detail for this five-day event. The choice of the correct fan, parasol or handbag is left to the judgment of Mr. Agan. In my talk with him I discovered his hobby to be photography, in which he achieves the most artistic results. This, no doubt, explains why a "mere man" advertising manager is so able to properly stage a fashion show that has grown to be a national institution.

#### AN ALL-AMERICAN EFFORT

One of the distinct departures of this year's show was the presentation of creations designed only by American houses. Formerly, the designs of the leading couturier of Paris as well as of this country, were shown, the creative genius of Jenny, Avidie, Bernard and other similar houses of that class being featured. This year, however, the fashions displayed were truly American.

Advance announcements issued for the dress rehearsal gave the vari-

ous trade paper representatives and members of the press an opportunity for an early view. Photographs of the prize-winning garments were available on that day.

To quote Mr. Agan, the idea of this fashion show, from its inception, was "to give the manufacturers using the woven furs, plushes and velvets made by The Shelton Looms a chance to compete for prizes." The objects of it are:

To show the value of proper co-operation American design, made from textiles of American manufacture.

To show the value of proper co-operation between the textile manufacturer, the garment manufacturer, and the buyers of the ready-to-wear garments.

To demonstrate to American women, who are the ultimate purchasers, the style, merit and genuine value of garments made in America.

One of the reasons for deciding to show only gowns of American design and style was the recognition from past experience, of how truly distinctive and splendid are the

American created fashions. As explained to me by one of the officials of The Shelton Looms, French designed fashions are created primarily for French types. The general contour, walk and ensemble of the American woman is so different that these foreign designs must necessarily be modified and adapted to her makeup. That is why the American creations so truly grace the American woman, and it is an important selling point.

Mr. Agan said: "The better class of American manufacturers evidence much interest in the show. They are the people who make it. While some manufacturers do not recognize the wonderful possibilities offered them to demonstrate their wares to a select audience of buyers and high-class retailers, others grasp it immediately. They not only give every effort to the designing of garments that can be shown here, but they do not offer them to the trade beforehand."

One instance of the reaction from this show is cited by a manufacturer who exhibited in 1919, a very plain coat—extremely well cut. This man was unable, during the season, to fill the orders he received from the display of this model, which ought to demonstrate rather clearly the value of an exposition of almost any kind of wares as an aid to advertising and selling the goods.

The committee judging the prize-winning models, is composed of twelve or fourteen prominent buyers of leading department stores and fashion editors of the leading United States magazines and trade papers. Each year they select a garment in each of eleven classes, divided to represent each "family" of fabrics manufactured by the house. One of the advertising values of a prize winning model is explained in the following paragraph:

Each of the classes have been given a distinctive name, and the garment which wins the Blue Ribbon in its class, may therefore be called by that name. It is obvious that the advertising and publicity given to The Shelton Looms Fashion Show contest will create a season's value for the name given to the winning garment.

Conditions governing entries in the various classes prescribe that the garment shall be made from The Shelton Looms' fabric specified, shall be conservative enough to be saleable at an attractive figure, and in some cases it may be made from any of the fabrics sold to the trade within a certain price.

Only concerns that previously purchased their products have the privilege of exhibiting. No exhibitor can enter more than one exhibit in

any one class, nor show in more than two classes.

The entire exhibition and publicity cost each year is borne by The Shelton Looms. There is no admission fee. The audience is limited to admission by ticket and is made up of exhibiting manufacturers, retailers and buyers, many of the latter coming from far distant points in Canada, as well as the U. S. A. The audience usually numbers about three thousand. While the first fashion show ran for two days, it has grown until this year a five days' exhibit was held.

BIG AID TO SALESMEN

Mr. Agan said that salesmen of

The Shelton Looms are most friendly to the fashion show, as they fully realize the strong influence it has on buyers and the missionary work it does for the sales force of about fifteen men, paving the way for many sales that would ordinarily require much longer to close. The selling force also is helped by the national and trade paper advertising featuring this annual event. The announcements in United States and Canadian trade papers began to appear about ten weeks prior to the fashion show. For reaching the final buyer through the retailer, magazine advertising is used to make known the products.

The fashion show undoubtedly acts (Continued on page 23)

Items for the Socratic space-buyer's notebook\*



**If you cannot see beyond a thing, you cannot see the thing itself**

If you cannot see beyond a magazine, beyond its physical appearance, its format, its color and size—

If you cannot see beyond these things to its contributors, to its Ben Ames Williams, its Arnold Bennett, its Louis Joseph Vance, its Sir Gilbert Parker—

And then, if you cannot see beyond these contributors to the readers they attract; living men and women who do things, who are figures of importance and energy in their communities, who are surrounded by growing families, who think things, who influence, who buy—

If you cannot see these things and understand what they mean, then you cannot see a magazine itself.

**MUNSEY'S**

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

# Putting Pulling Power



**F**OR the third time since January an ELECTRICAL WORLD editor is travelling from New York to California in a active co-operation with the National Electric Light Association. Three other

ELECTRICAL WORLD editors have made the trip from the Atlantic to the Pacific in the same period, scouring up and down the states between for facts and figures of essential importance to electrical engineering and commercial interests.

Out of the power plant world a demand, multiplied and insistent, comes for information on oil engines. As a result, a noted authority on Diesel and semi-Diesel engines is added to the editorial staff of POWER. He is sent out to visit all important installations of these engines throughout the country. Over three months of travel and study will be spent by this POWER editor solely to gain for POWER readers a fuller knowledge of oil engine operating performance under all possible service applications and conditions.

A MCGRAW-HILL man representing ENGINEERING & MINING JOURNAL, after having been forced out of Mexico by warring factions, has again plunged into that turbulent country to learn and report actual conditions affecting mining and oil well

operations and prospects and equipment opportunities.

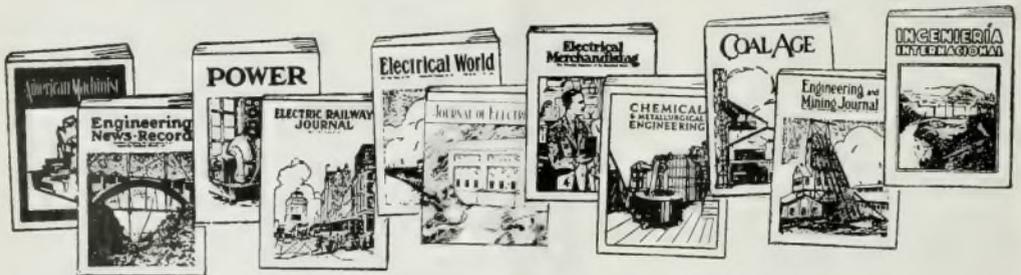
An editor of INGENIERIA INTERNACIONAL comes back from a long trip through the countries of South America bringing much valuable data on trade conditions, engineering and industrial development, and equipment requirements.

AMERICAN MACHINIST recently sent one of its executives on a tour of Europe to study the metal-working industries abroad for the benefit of similar industries and machine-tool manufacturers at home.

An editor of ENGINEERING NEWS-RECORD also has just returned from Europe where he has been investigating engineering practice and equipment usage and needs in the construction field.

General departure from rule-of-thumb methods is an urgent need of the chemically controlled industries. To this end CHEMICAL & METALLURGICAL ENGINEERING has made an exhaustive investigation on which is founded one of the most significant and important issues of any publication in the engineering and industrial press—the September 8th "Convention" issue of CHEMICAL & METALLURGICAL ENGINEERING.

Electrification of steam railroads is a question pregnant with transportation improvement possibilities in this country. So an ELECTRIC RAILWAY JOURNAL editor recently



## The Eleven McGRAW-

# *into the Business Paper*

made an extended trip over the system of the Chicago, Milwaukee & St. Paul R. R. to study this famous achievement in railroad development. Returning east this editor made a sweeping tour of Canada, getting data vitally interesting to American electric railway men and builders of electric railway material, on today's methods, equipment, plans and outlook of the foremost Canadian electric railways.

The extraordinary success of ELECTRICAL MERCHANDISING since its inauguration in 1907 is largely due to the indefatigable field work of the editors. These editors comb the continent with their journeys. They are constantly in personal contact with the electrical dealers, jobbers and contractors. They meet them at their conventions, clubs, clam-bakes, summer camps, offices, stores, warehouses and homes. They are keeping in touch with movements and materials and markets and methods and men—helping these men individually and through their organizations.

Industrial, agricultural and commercial development of the West beyond the Rockies depends in large measure on the development of electricity from water power. To promote the industrial development of these great states with their specialized problem, McGRAW-HILL service to the electrical field was expanded in September, 1919, by

the purchase of the JOURNAL OF ELECTRICITY. The acquisition of this publication demonstrates that McGRAW-HILL service, when conditions require, is intensive, as well as comprehensive.

As an editor of COAL AGE recently wrote, "Read your COAL AGE closely, and you will see that no stone is being left unturned to make COAL AGE a mirror of the industry, to make the achievements and experience of some enterprising individual somewhere the pivotal point for an advance of the entire craft."

This is the policy that governs all McGRAW-HILL publications. It picks the ablest men as editors. It sends them out into the fields served by those publications. It bids them seek the problems of those fields. And through their publications these editors lead and co-ordinate the search for the answer to those problems.

That is the kind of service that puts pulling power into a business publication.

That is why McGRAW-HILL publications are dominant in their fields.

That is why they are read—with care and respect—by the biggest men in those fields.

And that is why they exert the influence on those men that makes advertising in McGRAW-HILL publications productive.

**McGRAW-HILL COMPANY, Inc.**

Tenth Avenue at 36th Street

NEW YORK CITY

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

# *HILL Publications*



PAPER AS A FACTOR



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

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

### **White is the mourning color of China**

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

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

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

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

**Research Laboratories**

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

R IN FOREIGN TRADE

(Continued from page 19)  
as a silent salesman. All of the publicity featured is admittedly prestige propaganda to popularize the trademarked and advertised products of the house. No expense or effort is spared in their exploitation.

On the last day of the show it is opened to Madam, the Public. The woman who eventually buys the fashion creations has an opportunity of viewing at first hand these prize-winning and other advance models, to help the selling plan.

#### SHELTON LABEL FEATURED

To stimulate further nationally women's interest in the products of

The Shelton Looms, the Shelton label has been featured more in advertising during the past year than ever before, and as a consequence has become nationally known.

The policy of The Shelton Looms for next year will be to feature the label widely in the fashion quarterlies and magazines, telling the consumer to look for the label there pictured. And the purpose of the trade paper advertising will be to apprise the retailer that he should and can demand goods with label. Among the national mediums used, are such publications as: *Vogue*, *Harper's Bazaar*, *Pictorial Review*, *Le Cos-*

*tume Royal*, *Fashion Art*, *Woman's Home Companion*, *Good Housekeeping*, the *Butterick Trio*, *Butterick Quarterly* and *Home Book of Fashions*.

Part of the cooperative work of The Shelton Looms in nationalizing their trademark is to furnish the silk labels, free, to the consumer. There is a general label as well as individual labels that mention particular qualities beneath the name. Already this work is proving that it is "bread cast upon the waters," for manufacturers are calling for labels that women readers of the advertisements demand from the retail trade.

## Liberal Dealer Displays Build Colorite Sales

**How the Carpenter-Morton Co., of Boston, Made the 1920 Straw Hat Season Yield Satisfaction to Sellers and Users of Stain**

By ROBERT VINCENT.

**E**VEN the least observing must have been impressed during this summer with the extensive use in drug store windows of the brightly colored display helps furnished by the manufacturers of Colorite, the Carpenter-Morton Company of Boston, Mass.

"We have secured a surprising number of window displays in drug stores, all over the country," said M. E. Vose, Vice President of the company, who has charge of the advertising—"a more extensive use, I should say, than display material usually receives."

"Two factors have been responsible Mr. Vose declared when told that readers of ADVERTISING & SELLING would like to have his views of the results. "First, is the quality of the material. We have spared no expense to make it the best we could design for the purpose. The complete set of display material is finely lithographed, in many printings, and the art work is the best we could secure. The result has been a very attractive, high-grade appearance, which has made even the biggest and most individual of the drug stores glad to use the material.

"The second reason is our liberal plan of distributing it. To explain that I must describe our marketing plan for the product.

#### THE COLORITE MARKETING PLAN

"We fill orders through the jobber, but the majority of the sales

are made by our own direct salesmen. Colorite is, of course, a reasonable proposition, its biggest sale coming in the early spring when straw hats are retrieved from dusty top shelves and our general advertising reminds the feminine public that Colorite will make it as good as new again. But I must add that the season is a much wider one than when we originally marketed Colorite and we now have a certain sale all the year round. It is in the spring, however, that the big push is made. Our salesmen's calls are made well in advance of the season. Later orders, which are taken by the jobbers' salesmen direct, are mostly fill-in orders to take care of short stocks, or from new druggists who have not been covered by our regular sales solicitation.

"Now, while the orders taken by our own salesmen are turned over to the jobber, we have a record of each individual sale, and we send the display material direct to each from headquarters in Boston. This is done whether the order is accompanied by special request for display material or not, because we feel that we want to place it in the hands of every druggist who stocks Colorite. Our experience shows that a very large percentage of the displays will be used.

"This method covers nearly all the trade. To supply dealers whose original orders are taken by jobbers' salesmen, special request must

be made. We check these against our list already covered and thus prevent any duplication."

#### DEALER HELPS GO DIRECT

Mr. Vose stressed one point emphatically—that none of the dealer help material is handled by the jobber. "We found out long ago that most of this sort of thing which we gave to the jobber for distribution was wasted. He had neither the time nor facilities to manage it conveniently. Accordingly, we have a strict policy that all advertising material shall be shipped direct from headquarters to the retailer."

The 1920 dealer set forms a very attractive combination. There is, first of all, a lithographed set of cut-outs to be pasted on the glass. It includes six of the familiar Colorite girls with hands upraised in salute, each wearing a differently colored straw hat. These are to be arranged around a center piece showing an attractive girl applying the liquid to a half-finished hat.

One virtue of this particular feature of the display is its adaptability to any size or kind of window. A suggested arrangement is illustrated on the envelope containing these pieces, with the Colorite girls grouped in a semi-circle around the center piece. They could, however, be placed in a multitude of different settings. If space is lacking to accommodate all, a perfect display can be made with some of them.

On the envelope containing this

material appears this suggestion: "Buy some straw and have the background and floor of your window covered with it. Then work some of your stock of Colorite and the advertising matter in and about this straw. You will be surprised to see what a lot of attention your window will command."

SELLING THE DEALER

To impress the dealer with its value this suggestion is accompanied by the statement that "we have prepared this window display at much expense and we trust you will use it in your show window and get the benefit of the advertising. Colorite is a wonderful seller—the women know all about Colorite. It will be bought when they know you sell it. It is up to you to let them know."

Then there is a lithographed easel stand for the exhibit in the window itself of which the center piece of the window posters is a replica. In this case, however, the hat to which the Colorite is being applied is a real miniature straw headpiece, half done in black with real Colorite, an actual sample of the results to be obtained. It is very convincing evidence of what the user can do.

A cardboard display stand, a color card, a card sign supported by an easel and a supply of package inserts complete the exhibit.

The nature of the article calls for bright colors in the advertising, and this, according to Mr. Vose, is another point that has made the advertising appeal. "Bright colors add attraction power to any window. These displays, in fact, brighten up the whole store front."

So freely is the advertising material for Colorite distributed that in one intensive selling campaign the display set was sent as a sort of advance guard to the salesman. "We were not quite satisfied with our distribution in Chicago. Accordingly we planned a special campaign using local newspaper and car card space, and placing three special salesmen in the city to make a thorough canvass. In this case we sent the display outfit in anticipation. With this campaign our distribution became very close to 100 per cent, and the percentage of display sets actually put in the windows was really surprising."

SALESMEN "SELL" THE DISPLAYS

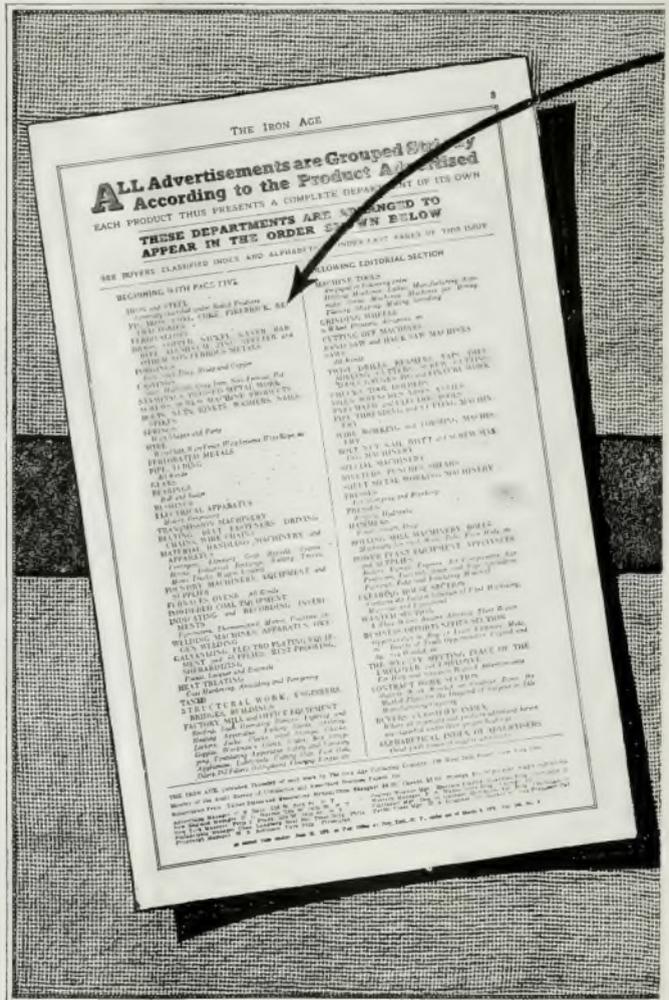
Of course, coupled with this liberal distribution goes strong effort to sell the druggist on its use. Dependence is not placed on the attractiveness of the set alone. It is

a regular part of the salesman's work to sell the dealer on the value of it. In addition, a four-color broadside was at the beginning of the season sent to every druggist in the country, which well merits description. It was 10½x16 in size, eight pages. On the address portion appears the Colorite girl, who remarks to the dealer, "See how I'll work for you in 1920." The cover page shows an actual photograph of the salesman recommending Colorite to two feminine customers, with the Colorite display stand on the counter. Inside are reproductions of some of the magazine advertisements, a list of the mediums used and a statement of the circulation obtained. Electros are offered

with the suggestion, "Link your store with the big campaign by running in your local newspaper a small advertisement telling the women of your city that you sell Colorite."

Another interesting feature of this broadside is a collection of window displays, being reproductions of prize-winners in a contest conducted in 1919. These not only give the merchant ideas on preparing his own display, but also let him know that other dealers find it desirable to use full window displays of the article.

In relation to the display material reproduced on another page the dealer reads: "Colorite store and window advertising displays have



become famous throughout the country for their beauty and real selling value. The reduced reproductions on this page of the 1920 display material must demonstrate to you that we have not failed in our endeavor to produce each season something new and better. Be sure you get your display material for 1920.

The experience of Colorite bears out the oft-repeated theory that if you give the dealer good quality material that is adapted to his conditions he will be glad enough to make good use of it. The Colorite material makes good on both these points. It is high grade and attractive; it comes in small units that don't ask for the use of the

whole store; and it is adaptable to almost any kind of store to be found.

**Michigan Papers Increase Rates**

Michigan newspapers have made the following subscription increases during the last week: *Detroit Free Press*, rural mail rate increased from \$4 to \$5 annually; *Bay City Times-Tribune*, *Saginaw News-Courier*, and *Lansing State Journal*, all from \$4 to \$5 by mail annually, 15 cents per week delivered daily, and \$1.65 per hundred to newsboys. In the case of the latter three, the new rates are effective September 6.

**Poultry Association Would Advertise**

The American Poultry Association at its convention at Kansas City, Mo., recently took up methods of creating a national advertising fund to give publicity to the food value of eggs and poultry meat.

**Senator Capper Conducts Third Tour**

Seventeen advertising men representing agencies of the Middle West are now being taken on a two-weeks' trip through Missouri, Oklahoma, Kansas and Nebraska as the guests of Senator Arthur Capper. This is the third "See" trip to show advertising men the wealth of the agricultural West.

**Chicago Board of Trade Advertises**

The Chicago Board of Trade is using newspapers in several cities to explain its functions and the change from the Government fixed price of wheat back to the normal method of price determination by the meeting of buyers and sellers in the central markets. The board offers to send a pamphlet entitled: "Things You Should Know About the Board of Trade."

**Duffield Joins Anderson & Gustafson**

J. E. Duffield, formerly sales manager of the New Era Spring & Specialty Co., has joined the Anderson & Gustafson Co., Chicago oil refiners, acting in the capacity of sales manager.

**Dayton Company Buys Bluebird**

The Bluebird Manufacturing Co., St. Louis, manufacturers of the nationally advertised Bluebird washing machine, is reported to have been purchased by the Davis Sewing Machine Co., Dayton, Ohio. The Bluebird company recently went through the hands of a receiver and now has been reorganized.

**Westinghouse Promotes Zerby**

A. B. Zerby, who has been connected with the Department of Publicity of the Westinghouse Electric & Manufacturing Company for about nine years, has been promoted to assistant to manager of the department of publicity. Mr. Zerby graduated from the Pennsylvania State College in 1911 with the degree of Bachelor of Science in Electrical Engineering.

**Frank Presbrey Co. in Richmond**

The Frank Presbrey Company, New York, has opened an office in Richmond, Va., under the direction of S. G. Mason, who has been advertising manager of the C. F. Sauer Company, Richmond.

**Airplane to Gather News**

The *Evening Sun* of Baltimore has purchased an airplane to facilitate the rapid gathering of news, and to overcome the difficulty of reaching points inaccessible by the usual means of travel.

**Richard Wood's Son Endangers Life to Make Rescue**

Ralph Wood, 18 year old son of Richard S. Wood, of the New York *Globe*, narrowly escaped death by drowning in a heroic effort to save the life of a young woman at Point Pleasant, N. J., recently. Physicians and life guards worked over him for several hours before he was finally revived. The woman was saved, but Clarence Swayne, of Newark, N. J., who swam out with young Wood to rescue her, was drowned.

**Albert M. York Dies**

Albert M. York, associate editor of the *Syracuse Post Standard* and well known among newspapermen in the East, died suddenly following an attack of acute indigestion. Mr. York, who was 65, had spent more than forty years in newspaper work. He was noted as a dramatic critic.

Do you market any of these products?

**T**HE thousands of buyers who use The Iron Age as a current guide to their sources of supply for new and standard requirements in the Iron, Steel, and Metal-working industries, are most attractive prospects.

The complete and comprehensive arrangement of its advertising, grouped for the convenience of subscribers according to the product advertised, makes any class of materials easy to locate instantly, and insures the interested attention of purchasers of immense buying power.

As a result more advertisers are using The Iron Age regularly to reach the world's greatest industrial market than are to be found in any other business paper.

Shall we send you a bird's-eye view of this market? Ask for our new "Buying Units" Booklet, illustrating 117 typical subscriber's plants, listing their products and buying officials.

**THE IRON AGE**

---

*The World's Greatest Industrial Paper*

---

Established 1855

**239 West 39th Street.**

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

**New York City**

# Advertising Now For Tomorrow's Sales

**The Good Will You Build Today May Be the Biggest Factor in Meeting Competition That Grows Out of Your Success**

By GRANGER C. LEDERER.

ONE of the big, outstanding facts of business today is that the advertiser who displays vision in most cases, succeeds. The statement, based on Bradstreet that over 80 per cent of the commercial failures are of non-advertisers, is significant. One of the most important factors in advertising, assuming, of course, that the advertising policy coincides with the correct methods, is consistency. In view of this let me mention here the need of consistency in advertising.

In 1877, James Pyle started to advertise Pearline. It was persistently advertised, I am told, year in and year out for more than 30 years. The advertising appropriation on this product reached something like \$500,000 for the year 1904. In 1907 the last of the Pyles died and the policy changed.

The executors in charge of the estate thought that Pearline was sufficiently established in the public mind. Distribution was perfect, so why spend this money, this small fortune for advertising a known brand.

On the strength of this, the executors decided to save this money.

Do you really think they did save it? It has been stated that in 1914 Proctor and Gamble bought Pearline and saved the company from bankruptcy. There are many similar cases known to the commercial world.

Back of every advertising campaign there must be purpose—unity and continuity of purpose. The buying public likes to be reminded and must be reminded. When you are in the limelight, live up to reputation or pass into the shadow.

## ADVERTISING A MONOPOLY

Many, many times advertising men are confronted with the argument of a manufacturer of a patent article with very few competitors, "Why should I advertise when I can get all the business anyway? They must come to me." This theory may have worked out satisfactorily when advertising was looked upon purely as a competitive weapon. This, of course, was before we fully appreciated the wonderful possibilities and power of publicity.

Today many of the leading manufacturers of patented articles, while on the face of it seeming to have a monopoly, nevertheless, invest huge sums of money in advertising for a number of reasons.

The first is to increase the use of the goods or service. The second is to create good will for themselves and the product. The third, and most important of all, is that they advertise to forestall the competition of their competitors-to-be—competition which always appears when an article that has the earmarks of a useful, successful product is put upon the market.

And to emphasize let me relate a story we may entitle "Getting Ahead of Competition."

When the Dayton Engineering Laboratories produced the self-starter for automobiles, their first competition was with the old cranking method. Then, of course, the second and more dangerous competition appeared. Within a year there were something like 500 other organizations, all claiming original patents and manufacturing self-starters.

As another illustration take the Victor and Columbia Talking Machine Companies. Long before they had any competition to speak of, back in the days when they held most of the original patents, their advertising was educational, emphasizing the pleasures derived from a talking machine in the home and, incidentally, to increase the sale of machines and create good will for their product as well as their company. Above all, they strove to establish themselves firmly in the public mind to forestall competition, competition that was bound to come when patent rights expired.

## ESTABLISHING IDENTITY

There is a story that many and many times after Douglas and Lincoln debated people used to remark, "Isn't Douglas a wonderful orator—but of course Lincoln is right." This is much the same as the fact that many people comment on certain advertisements which they say are "clever" yet for the life of them they cannot remember if it was shaving soap or tooth paste that was advertised. You remember

Sunny Jim—but what was it he advertised. Was it rolled oats or corn flakes?

Let me relate another such story, called "Creating the Right Impression." Some time ago, I read an interesting article in a house organ. I believe it was "Paragraphs." The story goes something like this: Two men were walking down one of the main streets in a certain city when their attention was directed to a man on a platform. He was gaily attired and ornamented in a striking Highlander Kilt and plaid. He was playing a bagpipe. The weird, wailing tones attracted quite a crowd of pedestrians. He sure made some noise. It got attention. The appeals were to the ear and eye by a scream of color and startling, squealing, penetrating sounds.

"Some advertising," one said. The other agreed it was a method of getting public attention. When they turned the corner, he turned to his companion and remarked, "By the way, what was that fellow advertising?" "I dunno," was the reply. It was advertising, nevertheless. Oh, yes.

## THE VALUE OF GOOD WILL

Now there is another story, I believe ought to be told and that is of "The Value of Good Will."

It has been stated that the Coca-Cola Company was sold and reorganized. The price was something like \$35,000,000. Reports stated that the tangible assets, like buildings, equipment, material, patents, etc., totaled less than \$5,000,000. The balance, or over \$30,000,000, was the value placed on the good will of the trade name "Coca-Cola." This shows that the investment in publicity, other than the millions of bottles of Coca-Cola it sold, has built up, in addition, an asset of \$30,000,000. Think of it—two words worth \$15,000,000 each—mere combinations of letters worth \$3,750,000 a letter.

Where is there a concern that is over-sold on good will? Coca-Cola Company was not over-sold and they sold something like \$30,000,000 worth of this commodity.

Ivory Soap is another combination of letters that I am told the Proctor and Gamble Company value

# SPACE\*

## The Poet Pines over the Practices of Prevaricating Publicists

By STRICKLAND GILLILAND

I saw a picture t'other day  
Of a stylish tourist by the way  
Fixing a tire with Stickgood Goo.  
The tourist's suit was nice and new  
And not a wrinkle or a speck  
Was on his suit or hands, by heck.  
He had the puncture nearly fixed,  
Yet he and grime had never mixed!

\* \* \*

*I said to me: "I'll never buy  
Stuff advertised with such a lie!"*

\* \* \*

I saw a picture of a car  
With wheelbase reaching near and far.  
Within it sat a half a dozen—  
Parents and children, aunt and cousin.  
They looked as if they might get lost  
In that huge car of modest cost.  
I knew that in reality  
The car would bulge if holding three.

\* \* \*

*Again I swore: "It must be junk  
If they have need to print such bunk."*

\* \* \*

I saw a picture of a face  
Smiling at terrific pace.  
The owner of the face, meanwhile,  
The self-same face that wore the smile—  
Was polishing a nifty slipper  
With Smearwell or a sponge-made dipper.  
I'd used that stuff, and still there lingers  
The smell and stain on hands and fingers!

\* \* \*

*Now this is what I often wonder:  
Why use good space to lie like thunder?*

\* "Boundlessness and Indefinite Divisibility"—Webster

at \$50,000,000.

Now last, but not least, let me speak of "Advertising—and Who Pays for It." Whenever this is mentioned to the average man and woman they invariably get the impression that somehow or other the buyer has got to pay for advertising. Of course, Mr. Average Man and Mrs. Average Woman, never stop to realize that, although millions are invested in advertising, this sells hundreds of millions worth of merchandise, goods which never could be sold so cheaply in any other way.

To verify my assertion, there are facts to prove this statement.

It is stated in a bulletin sent out by the MacLean Publishing Company that in 1904 the Overland Automobile Company built and sold 37 two-cylinder automobiles. The price for these cars was \$1,250. In 1915, eleven years later this same company built and sold something like 54,000 six-cylinder automobiles. A more elaborate, better equipped, more convenient car, with a larger motor and the price of each was about \$950. What reduced the price? Advertising. What created the demand? Advertising. Who paid? The manufacturer? No. There seems to have been a decided cost lessening all around.

Over 20 years ago the Eastman Kodak Company sold a camera that took a picture about 2½ inches square. It sold for something like \$25. To-day you can get a better article for \$10. Another saving all around.

Millions of dollars devoted to advertising may look big, but when you take into consideration that these millions produce hundreds of millions of sales the initial amount spent looks small and is small when you look up the ratio of advertising costs to sales.

#### Rigby, Studebaker Export Advertising Head

Fred Rigby has joined the Studebaker Corporation, South Bend, Ind., in the capacity of export advertising manager. Rigby was formerly associated with the agricultural press in Kansas City.

#### Detroit "Journal" Managing Editor Resigns

O. H. Jennings has resigned as managing editor of the Detroit *Journal*, and has been succeeded temporarily by Grove Patterson.

#### Davies With Bowser in Chicago

C. H. Davies, advertising manager, and editor and manager of the publication department of S. F. Bowser & Co., Fort Wayne, Ind., has been placed in charge of the factory sales work in the Chicago district.

#### Barker Heads Maxwell-Chalmers Sales and Advertising

Arthur E. Barker has been appointed general sales manager of the Maxwell-Chalmers Companies, Detroit automobile manufacturers, and will also have charge of advertising. He was formerly in the sales department of Dodge Brothers, Detroit auto makers.

#### Electric Account for Broome & Sando

An advertising campaign started by the Master Electric Company, manufacturers of fractional horse-power motors in Dayton, Ohio, is being handled by the Broome & Sando Co. advertising agency of that city.

#### Attorney Joins Glen Buck

Andrew Cutler Wylie, for several years general attorney and executive of the Chicago offices of the Fidelity and Casualty Company of New York, has joined the forces of Glen Buck, advertising, and will direct the promotional and research work there.

#### New Pittsburgh Engraving Firm

The Iron City Photo Engraving Co. has been organized in Pittsburgh, Pa., with J. L. Marshall as president, Herman Huff vice-president, and Fred Campbell secretary.

#### Pinkerton With Ingersoll

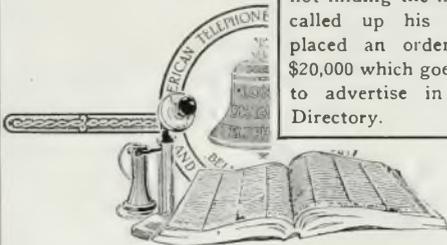
Frederick H. Pinkerton, formerly assistant advertising manager of the International Motor Company, and lately with the Dominion Asbestos & Rubber Corporation, doing sales promotion work, has become a member of the mail sales department of Robt. H. Ingersoll & Bro. of New York.

## MANUFACTURER LOSES \$20,000 CONTRACT

### Fails to Renew Use of Advertising Space in Telephone Book and Competitor Gets Business

ROCHESTER: A certain salesman of Telephone Directory Advertising in checking up contract renewals recently called on a manufacturer here who had a competitor in the same building—also a directory advertiser. The prospect decided he would not renew his contract and so save \$9.00 the cost of bold type listing. Subsequently, an engineer representing a large out-of-town concern visited Rochester, consulted the directory and not finding the name of this man called up his competitor and placed an order amounting to \$20,000 which goes to show it pays to advertise in the Telephone Directory.

for big results  
at small cost—  
The Telephone Directory



### NEW YORK TELEPHONE COMPANY

P. W. ELDRIDGE, Jr., Sales Mgr. Dir. Advtg.  
1261 Broadway at 31st Street, New York  
Telephone Vanderbilt Official 130

## United States Sales to Canada \$881,000,000

United States trade with Canada for 12 months ended with July reached a total of \$1,156,488,145, an increase over the corresponding period, ending July, 1919, of \$261,658,855. United States sales to Canada were \$881,147,000, an increase of \$186,289,285, while United States purchases from Canada were \$537,000,000, an increase of \$75,363,570.

Returns of Canada's trade with the world for the 12 months ending July 1920, show that exports during this period have been well maintained. Their value is \$1,264,463,537, which, while it is \$9,000,000 below that for the preceding 12 months, really represents an increase of approximately \$10,000,000 in exports of Canadian produce, the decrease in the aggregate figures being due to a decline of \$10,000,000 in foreign, or re-exports.

The grand total of Canadian trade was \$2,517,655,272, a new record, being \$166,847,226 over the 12 months ending July, 1918. There was a remarkable increase in imports, these being \$1,253,191,736, compared with \$870,850,691 for the preceding year, and \$914,885,191 for that ending July, 1918.

tributing center for the kingdom, and all classes of American manufactures are handled by most of the firms. The consul emphasizes visits of personal representatives as the best means of opening up business.

## Exports to Scandinavia

In view of the extensive efforts that have been made in recent years to develop South American trade, the figures for American Scandinavian trade are significant, says the Liberty National Bank in its publication, *Present Day Scandinavia*.

Exports from the United States to Norway during 1919 were greater than exports to any South American country with the exception of Argentina and totaled \$135,134,594. Moreover, the total value of exports of the United States to the three Scandinavian countries in 1919 was almost equal to exports from this country to all South American countries.

The following table from figures compiled by the Norwegian-American Chamber of Commerce gives the amount of exports from this country to Scandinavia as compared with exports to South America.

Exports to Scandinavia, 1919:	
Norway .....	\$135,134,594
Denmark .....	163,995,478
Sweden .....	133,663,131
Total to Scandinavia ...	\$432,163,203
Exports to South America, 1919:	
Argentina .....	\$155,968,390
Other S. Amer. countries .....	280,158,939
Total to S. America, 1919 ...	\$442,127,329

## Regarding "Drug Topics"

Inadvertently, the name and specifications of *Drug Topics* were omitted from ADVERTISING & SELLING'S Directory of Business Publications in the August 14, issue, *Drug Topics*, which is published in New York, reaches the druggists of the United States and Canada. It is issued monthly, and its advertising forms close on the 10th of the month previous for black and white copy, and on the 1st of the month previous for copy in color. The page type size is 3 7/8 inches by 7 inches. The page rate for one insertion is now \$120. A 12-page contract is \$100 per page, and a 6-page contract \$110. Subscription price to druggists is \$1.00 a year.

## Advertising in Central India

Anne Millmore Pendleton of the Department of Agriculture at Lashkar, Gwalior, Central India, sends ADVERTISING & SELLING from her far off clime the following little tale of advertising:

Tailor Ram Prashad advertises and thinks it pays. In trying to increase his clientele, he hit upon an unusual scheme for attracting attention. He purchased a small but lively monkey, dressed it in the latest style of Hindustan, and tied it in front of his shop, which is in the busiest part of the bazaar.

Monkeys are not at all uncommon in Hindustan, not even trained, dressed monkeys, but they are always interesting and attract a crowd. This monkey, though, was a regular Beau Brummel of a monkey, and his little gaily colored jacket was correct to the last stitch. People saw, and coveted, yielded to temptation, and ordered coats and shirts for themselves.

Tailor Ram Prashad now sits at ease on his crossed feet, smokes his pipe, and orders his subordinate tailors about with a grand and majestic air. He amuses himself by throwing a special dainty every now and then to "Brother" Monkey. His fellow tradesmen wonder why Ram Prashad is so successful. They think it is fate, for most native tradesmen rely upon fate for their trade. For them there is no such thing as advertising or "drumming up trade."

## About Siamese Trade

From Bangkok Vice-Consul C. C. Hansen reports that nearly all the leading business houses of that city, many of whom are both wholesalers and retailers, handle practically all classes of imports and export all sorts of native products. They also act as agents and do business on commission by special arrangement. Though at present there are no American banks in the city, the French and the two English banks have representatives in the leading cities of the United States.

The main business of the country is transacted at Bangkok, serving as a dis-



STACEY BENDER

Stacey Bender came with me in 1907. That is just about the time that "Chief Bender," the famous pitcher, was at his best in the American League. (However, they are not related). Except for a short interval, Stacey has been with our organization during all these years, and his "pitching" for our Publications has been at least as good as the best which "Chief Bender" ever did.

*Luise Block*

## San Antonio Light

Distorted circulation claims may make an impression of national space buyers but you can't fool the local advertiser. He is on the ground. He KNOWS. The Local advertising figures of the San Antonio newspapers for the first six months of 1920 speak volumes. They show

<b>LIGHT</b>	<b>EXPRESS</b>
<b>7,303,062</b>	<b>6,837,120</b>

The LIGHT leads in local stores, total local and classified. (The above figures omit 162,660 lines of medical which appeared in the Express but which the LIGHT declines to print for ethical and moral reasons).

The San Antonio merchants know that the LIGHT is the only San Antonio paper with an actual 100 per cent paid circulation.

# EXPORT ADVERTISING and SELLING

A Department of Foreign Trade Extension Service

Under the Direction of

CYRIL H. TRIBE

## "Catering" to Foreign Customers

**Export Orders Call for Painstaking Attention, But In the Long Run It Pays; Balance Your Domestic Facilities First**

**M**ORE firms have suffered disastrous results from their experiences in attempting foreign trade than have succeeded."

This statement was made recently by the head of an American corporation that, needless to say, had lost money and patience in export trade. Further discussion developed the usual reason. The corporation was anxious to secure foreign markets but they were not willing to devote any appropriation to study of the new field or to go out of their way to "cater" (as he put it) to a foreigner.

It would seem that enough had been written in the past decade concerning the conduct of trading abroad to have impressed this man with the fact that he had failed before he began in his new enterprise. He did not have the proper vision or the proper spirit to succeed. His firm had no goal in sight, no plan and in fact no interest particularly other than to get two dollars for one dollar—quick. This condition is typical of the attitude of a shockingly large number of men. The cause is the lack of necessity NOW for market expansion. The needs of TODAY are satisfied. There is no thought of the TOMORROW. Only the man or institution having a definite plan for the future should consider entering foreign markets at all.

### DOMESTIC EFFICIENCY FIRST

In an article published last week in ADVERTISING AND SELLING the sources of reliable information concerning foreign markets for American manufacturers were outlined and explained. The methods of research and determination of field bring the prospective foreign trader up to the preparation of his plant

and office to handle the new business efficiently.

The first question to answer affirmatively is "Are my units working smoothly and in coordination so far as the filling of domestic orders is concerned?" If there is hitch and pull in the various departments of your plant now, there will be the same condition to face when the foreign orders come in. And, whereas these delays and "rough spots" can be explained and smoothed out to the American buyer, troubles are magnified a hundred times where the foreign buyer is affected. There are two instances in fact that illustrate this point.

It would be unkind to mention names, but one of the largest manu-

facturers of small arms and ammunition in the United States contracted an enormous order for a certain calibre cartridge. The agents placing the order supplied complete data and schedule for delivery and made their arrangements for shipping to Northern Russia. Here is where vision plays a part.

The shells represented a season's supply for this district, which makes its living through hunting and trapping. The shells were essential, in the highest degree. Their non-arrival at a fixed time meant grief and famine for thousands of families and would affect directly the fur and skin markets of the world. In the first place, the northern harbor, to which final delivery was to be made, is closed by ice after a certain date. A ship was to be held at a European port to meet the steamship that was to carry the cargo from New York across the Atlantic.

Through improper checking of the progress of manufacture the shells were not packed in time for their scheduled shipment to New York. Two days would be required for this packing. Freight cars were not then available. The agents, who were foreigners, were in a frenzy. Cargo space was reserved. The ship was to sail from New York. The other ship would be waiting to slip into the North before the port became ice-bound. An industry was in jeopardy. The long distance telephone put the New York agent into communication with the New England plant. The only solution was the use of motor trucks. The official at the plant end of the wire took up several minutes explaining that such transportation would call for an expendi-

### The If's of Exporting—

**I**F your product answers a need of the people in foreign countries, if the quality is right, if it is within the buying power of the inhabitants, then you can take for granted that with proper sales and advertising methods the article can be sold. If your product comes within those bounds but is unknown in the territory, then hark back to the time you introduced it in the United States.

The successful sales principles used by you in its introduction in America are the same principles which will probably bring success in foreign fields."

—F. J. Herrier, in "Hammering Home the 'Why' and 'Wherefore' of Your Goods."

ture of three hundred dollars more than the contract price that specified rail delivery to port.

Three hundred dollars! An argument against the loss of millions!

If you, too, are indignant, it should be said that the trucks did the work and the shells were delivered as scheduled. A twenty-dollar-a-week boy in the factory would have saved all this grief.

**ANOTHER JUDGMENT FAILURE**

A second instance of poor judgment revolved around the filling of an order for machinery. When the day for shipment from plant came it was found that certain bolts and pieces were not quite ready. The bulk parts were shipped without them and a letter was written explaining that they would follow. This caused endless trouble. It resulted in having to arrange duplicate documents with consequent double charges all along the line and delays that were far more vexatious than if the entire shipment had been held until complete.

One of the most important details involved in the handling of foreign business is the display of interest in the buyer's requirements. At intervals during the filling of an order a letter advising on progress made and to be expected will go far in impressing the foreign account with a feeling of confidence and respect. This at first seems to be trivial and unnecessary, but the fact is that it becomes a priceless investment in the establishment of good-will.

Extreme care should be taken when correspondence is carried on in a foreign language. Every American businessman knows the glee called forth by the receipt of a pigeon-English letter. The same mirth is to be expected when the situation is reversed. Most of the larger New York banks maintain translation bureaus where commercial correspondence may be entrusted for conversion into the desired language.

A few days ago a foreign language trade paper received copy for an advertisement from an advertising agency that was absolutely "impossible" so far as translation into Spanish is concerned. The

terms, the play on words and even slang used, precluded such a possibility. The foreign viewpoint is different in exactly the same way as are social customs and religious observances. A Japanese in San Francisco once attempted the interpretation of some beautiful verse from the Chinese. The first line resulted in "Cows on wheels walking around the edge of wash basins." Going further to drive home this point, an American doughboy in Siberia continually chanted "ham and eggs" into the ear of a coffee-house waitress. Finally, despairing of the meal, he angrily declared

is the appeal to foreign interest in an American product that can be made through advertising in foreign language trade papers. Rates are comparatively low and results are unusually high in proportion. Investigation will disclose a number of specialized export papers serving metal manufactures, electrical equipment, dry goods, etc. These are particularly good media where there is a desire to appeal to a certain commodity market. Much assistance may be secured from American advertising agencies that have established Foreign Departments to care for overseas accounts.

At the present time there is a general feeling that foreign business is difficult to negotiate on account of the serious differences in foreign exchange rates. This very fact is one that should be carefully considered by the executive interested in commanding a place in the world. There never was a time when foreign advertising could be bought as economically as now. There never was a time and it is to be hoped there never will again, when the American dollar will go so far as it does today in European countries. Now is the time for introducing American brands of manufactures to the foreign dealer and consumer. The costs of doing business abroad are infinitely lower at present than the outlay required to carry on the development of domestic markets. The returns from such penetration of foreign fields through advertising campaigns and even personal work will be enormous in the near future.

**Conditions that Favor American Foreign Trade**

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"These Russians are the most ignorant people in the world. They don't know what ham and eggs are."

**BANKS WILL HELP YOU**

Returning to the means of forming connections for foreign trading: Any of a score or more of New York banks would welcome inquiries as to the names of business houses in foreign countries. They are prepared to furnish information regarding credit rating and commercial standing so far as local reputation goes. Then there

The Foreign Trade Extension service of ADVERTISING & SELLING is available to any manufacturer or interest desirous of information regarding export advertising and selling. Letters will be answered promptly and personally. There is no charge for this service. Correspondence of this nature is invited and ADVERTISING & SELLING, to meet every need of its readers in the export field, has made connection with the most reliable authorities on international business relations and methods.

\* \* \* \*

# America's Opportunity in the Orient

What Twenty Months of Investigation of the Eastern Situation Have Revealed to An American Business Man

By **HERBERT A. ANDRESEN**\*

President, National Iron & Steel Publishing Co.

IT IS certainly good, after twenty months of globe trotting, meeting nationals of every shade and hue and variety and lack of costume, to be back in foggy, busy Pittsburgh, able to talk and think in American. Every American who has been long away from the States comes back a better American than he ever dreamed of being with the firm conviction that with all her faults and imperfections, among them the Volstead Act, there is no place in all the world like the United States.

But it takes some browsing among the less perfect lands of the other fellow to fully appreciate our own country. I was expressing my gratifications at returning the other day, and someone remarked, "Well, if this is such a fine country what's the use of leaving it." Which undoubtedly explains the attitude of many of our countrymen, it, after all indicates a rather limited horizon of thought, like the few—very few I hope by now—who are still unbelievers in the efficacy of advertising. For enthusiastic as we may be about America there are many, many things about other countries that we have yet to learn, and which it will well pay us to learn. We don't want Commissions of Chinese, Japanese, Hindoos or Sundanese coming over here to teach us, but it is just as well to remember that everybody in Japan, even to the lowest coolies in the interior has electric lights, or that they run as wonderful trains between Rangoon and Mandalay in Burma as we do between Pittsburgh and New York, and that even Confucianism in China has some merits as compared with Christianity. So that while we excel every other nation in the use of tooth brushes and in providing for creature comforts, such as

\*From a talk before the Pittsburgh Advertising Club, August 31.

hotel rooms with private bath, there are many things which we can pick up to our advantage; one of which I think is particularly interesting to all of us gathered here, viz.: How to sell to others than ourselves.

For although we have done and are still doing, particularly in food products, a tremendous business in foreign commerce, there is an amazing ignorance among us generally

keep sold our customers in foreign lands.

WHERE TO GAIN EXPERIENCE

As we all know, up to the time of the war there was little attention paid in this country to foreign commerce. Some of the larger corporations, like Standard Oil Company and the United States Steel Products Company and some others, had, it is true, developed a considerable export market, but the great mass of American manufacturers, confronted at home by a constantly growing domestic market, with no intricacies of exchange, customs or shipping to bother them, paid little or no attention to the vast field beyond our shores, and, as a consequence the nations of Europe, England, Germany, even little Belgium and our Pacific neighbor Japan, to all of whom export business is a vital necessity of existence, pretty well divided the business of the world between them. From '14 on we began to awaken—business poured in on us. Merchants across the seas went down on their knees to get American goods, and we could quote F. O. B. mill, demand cash in advance, pack our products in any old manner, and generally handle the entire situation to suit ourselves. Many of our manufacturers who ship abroad are still doing this, and I have seen numerous cases of goods improperly packed and sat with perspiring Consuls while they waled

## Foreign Selling and Selling At Home

I am a firm believer that the time was never so ripe as now to effectually plant the American flag in foreign lands \* \* \* And the problems of foreign commerce intelligently attacked are not much more intricate when everything is said and done than the problems of selling here at home.

There is no more mystery about selling abroad than there is about the science of advertising.

All that is required is intelligent preparation and investigation; and before we know it America will be firmly established as the leading figure in world commerce; for the mixture of races which has in the short period of a hundred years produced a type of American as distinctive as any old world civilization, has given us a business energy that no other nation can equal. **HERBERT A. ANDRESEN**, President National Iron & Steel Publishing Co.

as to how to go about the business of selling our goods to the world. Business has come to us in overwhelming quantity during the war and since, because of stoppage of regular supply channels, and this will continue to be true for some time to come, but if we are eventually to remain the big factor in world commerce we are at present, when strong competitors will again enter the arena, we have got to get busy and learn how to sell and

through mountains of complaints about inferior goods, but presently this sort of thing will have to cease. For once England gets really busy, and perhaps later on Germany, we will have to study the foreign market—and now is the time to begin.

And along with the study of methods of selling and shipping, with questions of finance and banking should come a study of the country, of the people and their needs. In connection with system-

atic investigations we can well afford to borrow from German thoroughness, for that country at the time of the commencement of the world war was in the most strategic position of any in practically every country of the Orient, in Australia, even in India to say nothing of Egypt and the Levant. And despite the competition of England, in her own colonies, Germany was getting considerably more than her share of the business, not so much the result of long credit terms, as has often been alleged, as though her thorough knowledge and study of the countries she attempted to serve, giving them goods they needed, carrying large stocks in warehouses at principal foreign ports, and by meeting their customers on the same level. Long credits undoubtedly played some part, but, as in case of the salesman who comes in complaining that he lost the business because he couldn't meet the other fellow's price, "that is a long way from being all of the story." There is little question but that the German method of organizing a kartell or syndicate, through whom the entire export program was conducted, extending sometimes even to the point of controlling production and to joint buying, was largely responsible for enabling many smaller manufacturers to get into the export business, as well as providing resources for the maintenance of stocks in foreign ports; nor is there doubt that the factor of constant government backing and encouragement played an important part in fostering German export trade. The fact remains, however, that it was largely responsible for the success of Germany before the war. And it is up to us to borrow from the lessons of the past if we expect to succeed largely in foreign commerce.

England is for the moment our keenest competitor. Borrowing from the example of the Germans there has been some attempt in England to work through organizations; even France, particularly in connection with the newly acquired steel plants in the Thionville basin in Alsace-Lorraine, is doing her selling, as well as considerable of her buying, through organized effort. Belgium, likewise, is working along such lines, so that it behooves many of our smaller manufacturers to organize along similar lines if they expect to get their proportionate share of world business.

NO UNREASONABLE RIDDLES

I am a firm believer that the time was never so ripe as now to effec-

tually plant the American flag in foreign lands. While many of us are in doubt as to the wisdom of interfering with political destinies of other countries, there is no question but that America has entered upon a role that demands some participation in world affairs. We cannot for our own good, continue to remain isolated. China is the best example of the folly of such a course. And as a business nation the United States owes it to herself and to the world to take her proper commercial place in world commerce. The very fact of our

tremendous home market requiring quantity production, puts us in a most strategic position in relation to other nations.

And the problems of foreign commerce intelligently attacked are not much more intricate when everything is said and done than the problems of selling here at home. There is no more mystery about selling abroad than there is about the science of advertising. All that is, required is intelligent preparation and investigation; and before we know it America will be firmly established as the leading

Sixty-eight thousand Brooklyn families would make some picnic. Imagine for a moment their needs for even a day. The real picnic, however, is wide open for the advertiser who talks honestly to these Standard Union families.

figure in world commerce; for the mixture of races which has in the short period of a hundred years produced a type of American as distinctive as any old world civilization, has given us a business energy that no other nation can equal. "Kick" and "Pep" were coined for and are synonymous with Americanism.

*But first of all we must regard extension of foreign commerce as more than a side issue. Irrespective of the wealth of our home market we must definitely plan to go in for world trade as part and parcel of our manufacturing and merchandising program, just as do those other nations to whom world commerce is a vital necessity. It must not be merely a wind-fall, to be taken in to account when the domestic situation is bad, but constantly sought after and cultivated.*

And as a primary consideration manufacturers must select representatives abroad of the highest caliber—equal to, if no superior to those who represent them at home. Only too often in the past, although I am glad to say there is a constant improvement in this respect, American manufacturers have been represented by men who would not do at home and this naturally has reacted unfavorably to American interests. Although I am an advertising man and believe firmly in the power of the printed word too great stress cannot be laid upon the value of individual effort as the main link in the sales chain. England sends her finest men into the export field, and I hope the time will come when young men in America will regard entry into the field of foreign commerce as the finest work they can do—for surely nowhere is there greater opportunity for individual advancement. To help firmly establish America abroad is a career worthy of the highest ambition—with the rewards at all times proportionate to the effort expended. Whether working direct

or through the various importing firms and commission houses established in foreign ports every manufacturer or group of manufacturers interested in the particular field should have some sort of individual representation to get the best results.

MAKE "MADE IN U. S. A." MEAN SOMETHING

And these representatives are the men who should study conditions abroad so as to enable the manu-

facturer to intelligently build his foreign trade. Our aim should be to talk to our foreign customer in his own language—not only in a linguistic sense, but in the broader relation of his needs and the individual conditions of his country. Let the sadly overworked advertising word "Service" really mean something in foreign fields. And if we do that; if we intelligently try to meet our customer's conditions—not force ours on him, if we give him the best we have in manufactured goods which meet his needs properly packed to withstand long distance shipments, etc., the phantom of long credits will automatically disappear and every shipment paid for on presentation of documents. So that "Made in U. S. A.," which Great Britain is unthinkingly trying to force us to mark our goods for her colonies, regardless of her former experience, will mean a great deal more than "Made in Germany" ever did. For our territory loving friends across the Atlantic are in this particular matter releasing a boomerang, if we take proper advantage of our opportunity.

To attempt in a short time to cover world conditions is, of course, impossible. Every country in the world presents individual conditions that must be intimately studied. And it is my firm conviction that only by handling each country or group of intimately related countries as an individual unit can lasting success be achieved. To try and cover the whole world as one general export proposition is to court disaster; it is too widespread and ambitious a program for even the largest American company. Here at home we develop our sale to the point of catering to individual industries—surely abroad each country is worthy of individual specialization. Europe generally, including even England, where exchange renders purchase of American manufactured products prohibitive,

is in such a sadly disordered economic, financial and political state, that, aside from the prohibitive character of the exchange, it will be some years before we can figure on this as a fertile market for American manufactured products. Foodstuffs, of course, will continue to come in large quantities, as well as raw and semi-finished products, and, to the neutral nations, like Spain, Holland, Scandinavian countries and to Belgium we will be able to sell manufactured products. But opinion seems to be almost universal that with so many other fertile markets at hand to cultivate Europe intensively at this time is wasted effort.

In Latin-America, with only parts



Looking for foreign trade? Look behind you, Sam?  
From *Leather's Weekly*. Drawn by W. A. Rogers.

factor to intelligently build his foreign trade. Our aim should be to talk to our foreign customer in his own language—not only in a linguistic sense, but in the broader relation of his needs and the individual conditions of his country. Let the sadly overworked advertising word "Service" really mean something in foreign fields. And if we do that; if we intelligently try to meet our customer's conditions—not force ours on him, if we give him the best we have in manufactured goods which meet his needs properly packed to withstand long distance shipments, etc., the phantom of long credits will automatically disappear and every shipment paid for on presentation of docu-

of which I am familiar, there seems to be a pretty concerted movement by American manufacturers to establish themselves, negatively somewhat I understand however by the fact that here long credits are vitally necessary—many of the South American firms having for years been accustomed to do business on the manufacturer's money—a situation that it appears is difficult to change at once.

**CHINA'S OPEN DOOR**

It is to the Orient, however, that I would call particular attention. To China above all. Borrowing from Horace Greeley's "Young Man, Go West," one might very appropriately say "Americans, come to China." A vast undeveloped country, larger than the United States, rich in potential resources and commercial opportunities, and peopled by a tremendous army of hard-working, intelligent and cheap labor necessary to its development, awaits you. Unorganized, lacking an honest, stable government, improvement in which must very largely come from within, China nevertheless, through the medium of the constantly increasing number of educated business men, like Dr. Woo, General Manager of the Hangyehing Iron & Coal Co., and Dr. Fong Sec, of the Commercial Press—with whom I had the pleasure and honor of spending some time—are eagerly alive to the friendship of America and welcomes Occidental cooperation and assistance.

Backward as it is in many respects, in living conditions, in sanitation, industrially, economically and politically, this wonderful country, peopled by 500,000,000 of the most intelligent and efficient workers to be found anywhere on the globe, already offers a tremendous market for American manufactured products, machinery, particularly cotton spinning and flour mill machinery—steel, hardware and all the staple articles of daily life—a vast continent in itself with a buying power now estimated to be less than \$2 per capita as compared with the buying power of an individual inhabitant of the United States, \$185 per person, which in itself tells the story. For to increase that buying power by only so much as \$1 per capita means to add 500 million dollars to China's import figures. Of this trade we now enjoy only about 13 per cent, while Japan, despite the boycott, supplies over 40 per cent of China's imports.

There is also a wonderful opportunity for Americans in the

Dutch East Indies, in the Malay States, in India and in Egypt and even greater opportunities in the Levant, while the markets of Australia and New Zealand are not to be shunned. It is China, however, as a potential field needing development, and Japan which will for some time remain a fairly good market for our products, which hold the center of the stage. We have before us the opportunity of developing another United States. Despite Shantung, Americans are well liked, the people are friendly and eager to learn, and although slow and conservative, will follow

American leadership where they would be suspicious of another power.

**Ralph Foote, Advertising Head of Lever Bros.**

Ralph Foote, recently with Sherman & Bryan and formerly in the service department of Frank Seaman, Inc. has been appointed advertising manager of Lever Brothers Company, manufacturers of soaps and washing powders in Cambridge, Mass. Mr. Foote was director of the American Red Cross bureau of advertising during the war.

**U. S. Rubber Sales**

Total sales of the United States Rubber Company for the first six months of the current year amounted to \$120,588,686.

**3,000,000 H.P.**



**TEXTILE INDUSTRY FIRST**

The Textile Industry uses more motive power than any other manufacturing group. It takes over 3,000,000 H.P. to turn its wheels—more than one-eighth the total used by all the American industries combined.

Power is costing the mill man \$50 to \$120 per H.P. instead of \$25 of a few years ago.

This mill man is naturally in a very receptive mood for equipment that will produce and transmit his power more economically.

In selling power plant and transmission equipment to textile mills it must be considered that their problems are essentially different. The textile mill engineer must be approached in his own language.

Several hundred power equipment advertisers are successfully doing this through the Power & Engineering Department of TEXTILE WORLD.

We will be glad to have our Technical Editors submit a written report on the adaptability of *your* product to textile mill use.

**Textile World Journal**

*Audit Bureau of Circulations, Associated Business Papers, Inc.*



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

## William N. Hartshorn, Publisher of Modern Priscilla, Dead

William N. Hartshorn, publisher of the *Modern Priscilla*, and one of the world leaders in the Baptist denomination, died on Friday of last week in his summer home in Duxbury, Mass. He was in his 77th year.

Mr. Hartshorn purchased the *Modern Priscilla* in 1894 and established it in Boston. The magazine had been published at Lynn, Mass., where it was founded in March, 1887. Mr. Hartshorn as the active head and controlling spirit laid the foundation and set the corner stone for the great success of the publication, for when he purchased the *Priscilla* he determined that absolute honesty and Golden Rule methods should control the conduct of the business in every department: advertising, subscription and merchandise.

By 1905 through his indefatigable efforts and business sagacity *Modern Priscilla* had grown beyond a one man proposition, and Mr. Hartshorn invited Henry W. Newhall and Arthur J. Crockett to become partners in the magazine. Mr. Newhall became business manager and Mr. Crockett, advertising director. The business was incorporated as The *Priscilla Publishing Company* in 1907, Mr. Hartshorn becoming president

and continuing to the time of his demise.

Besides being a successful and wealthy publisher, Mr. Hartshorn was known as one of the greatest Sunday School leaders in the world. As an official of the International Sunday School Union his name was almost as familiar in Europe and in the Orient as in Boston and the United States. He was also commander-in-chief of the Sabbath Army.

Mr. Hartshorn was born in Greenville, N. H., October 28, 1843, the son of George and Mary A. (Putnam) Hartshorn.

In 1875 he married Ella S. Ford, daughter of Daniel Sharp Ford, founder of *Youth's Companion*. In the Fall of 1916 he married Mrs. Elizabeth Hincley Burnham, of the Massachusetts Normal Art School. Since that time he had lived at 11 Fresh Pond Lane, Cambridge, Mass. He is survived by his wife and by two adopted daughters, Miss Ida Upham Harrison and Mrs. Bertha Hartshorn MacAusland, and one brother, Sumner Hartshorn, of Milford, N. H.

Funeral services were held on Tuesday.

## Foreign Trade on Barter Basis

A large field for foreign trade on the barter basis, an emergency method already successfully employed by Great Britain, is open to the United States and should be availed of during the present abnormal period, according to the current issue of *American Goods and Foreign Markets*, the fortnightly foreign trade bulletin of the Guaranty Trust Company of New York. In part, the review says:

"Attention has been directed frequently during the last year to the economic situation of the peoples of Austria, Germany, Czechoslovakia, Rumania, and other bordering countries. The extremely low exchange values of their currencies render purchases abroad almost prohibitive in cost, yet without the importation of supplies of raw materials and equipment, industries can be restored but haltingly and with serious delay. Without the accumulation of a surplus for export produced by active industries, no improvement in exchange can be anticipated. The vital importance to the world of the restoration of these countries to active work as soon as possible can scarcely be over-emphasized.

"The path to normal activity is further blocked by the disruption of transportation and the lack of coal. Widespread and long continued unemployment also aggravates the political and social dangers of the situation. Under these circumstances many merchants and manufacturers are turning to the employment of direct barter of domestic products for imported products.

"There is a large amount of business of this character now offered from all the countries in question, and it is known that such opportunities are being seized upon, especially by British traders who are in a

favorable position to take advantage of them as they control the organization required to conduct such transactions. In view of the important relation which export trade now holds to our new shipping interests and to our general national prosperity, it appears that the initiative to enter this field of barter operations should be found in the United States also. It should not be beyond the powers of our traders to create the machinery that would permit of a considerable direct exchange of products during the present abnormal period. Some such operations have already been inaugurated, but much more can be done. The safeguards that are desirable to protect the complicated operations involved in the barter of commodities of varied character present considerable difficulties, but they could be overcome. In any event, overseas commerce is so necessary that any method under which it is found possible to continue it should not be ignored. The risks that undoubtedly exist are not so great as to deter enterprise in this field, and there is the opportunity to form lasting trade connections which the restoration of industry and normal exchange will make valuable."

### Challis Gore With Albert Frank & Co.

Challis Gore has become associated with the New York office of Albert Frank & Co., advertising agency. Mr. Gore leaves the position of manager of the financial department of *Scribner's Magazine* after five years with the organization. Prior to this Mr. Gore was circulation manager of the Philadelphia Ledger, having been connected with the Curtis organization for about ten years.

### U. S. Trade With Indo-China

The opinion seems to be quite general, according to Consul Kemihard, of Saigon, that the lines of goods which were supplied by the United States to Indo-China during the past few years can continue to hold the market, provided that a direct means of shipment can be arranged for. As it is, merchants are unable to take advantage of the tariff rates allowed on the "minimum list for American goods," since it is only convenient to tranship goods at ports not entitled to such minimum rates or at some port of France. The establishment of an American bank in Saigon has also been suggested as a means to facilitate American business connections.

### Democrats Fire Advertising "Big Gun"

The Democratic National Committee this week gave spectacular proof of "the faith that is in them" as to the power of national advertising by running photographs of the Presidential and Vice-Presidential candidates of the party across a twelve thousand dollar double truck in the *Saturday Evening Post* without other accessory copy than their names and the 1920 Democratic slogan of "Peace, Progress and Prosperity." This opening of the political advertising campaign nationally with a "big gun" of calibre like this lends weight to ADVERTISING & SELLING'S prophecy of unprecedented investment in advertising by all parties and demonstrates what kind of effort is going to be put behind the job of selling the candidates.

### Prudden, King & Prudden Represent Journal Co.

Prudden, King & Prudden, New York, has been appointed the foreign representative of the Journal Company, publishing the *Kansas City Daily Journal*, the *Kansas City Weekly Journal*, and the *Missouri and Kansas Farmer*.

### J. J. Hartman With Sherman & Bryan

J. J. Hartman, recently with Ruthrauff & Ryan, has joined Sherman & Bryan, New York, advertising agency. Mr. Hartman, who has specialized in direct mail advertising, was a member of the Charles William Stores organization for five years and previous with the American Druggists Syndicate.

### Lloyd Mansfield Leaves Buffalo Specialty

Lloyd Mansfield has resigned from the Buffalo Specialty Co., manufacturers of Liquid Veneer and other products, where he has been in charge of advertising for the past six years, and is now connected with the Moss-Chase Co., advertising agents, of Buffalo, N. Y.

### Sears Roebuck August Sales

Sears, Roebuck & Co. sales for August were \$16,271,950, a decrease of \$1,737,376 from the figure for August, 1919. For the eight months, however, sales increased \$33,414,005 over the same period in 1919, making this year's total to September, \$173,483,142.

### Advertising Managers Marry

Miss Amy Roettig, advertising and business manager for the Marine Trust Company of Buffalo, N. Y., and S. Gordon Hyde, advertising manager for the Buda Company of Chicago, were recently married in Chicago, and have taken up their home in that city. Mrs. Hyde helped organize the Buffalo League of Advertising Women.

**National Commission Would Better Advertising Art**

The National Advertising Commission of the Associated Advertising Clubs of the World has appointed a committee to take up with the artists and art organizations of the country the matter of better and more art in advertising. The committee is composed of the following: Chairman, Joseph S. Pottsdamer, Ketterlinus Litho. Co., Philadelphia, Pa.; H. H. Cooke, Wm. Green Inc., 627 W. 33d street, New York City; G. D'W. Marcy, 246 Summer street, Boston, Mass.; Kerwin H. Fulton, Poster Advertising Co., 550 West 57th street, New York City, and Frank D. Webl, Baltimore *News*, Baltimore, Md.

Chairman Pottsdamer has announced a conference of the committee in connection with the meeting of the National Advertising Commission at Chicago on Sept. 21.

**Montgomery Ward August Sales**

Sales of Montgomery Ward & Co. for August, 1920, were \$7,751,458 comparing with \$7,619,695 for the month of August, 1919, an increase of 1.73 per cent. Sales for the eight months ending August 31 were \$74,398,208, comparing with \$55,676,213 in August, 1919; an increase of 31.07 per cent.

**New Accounts for Silberstein**

L. Black & Co. clothing manufacturers of Rochester, N. Y., have turned their advertising account over to Alfred J. Silberstein, advertising, New York. A campaign has been planned to give greater prominence to the trade-name "Vogue Clothes," under which the Black product is marketed. The Silberstein Agency has also secured the advertising accounts of Rose Brothers, makers of "Modern-Made" trousers and overcoats, New York; Schaffner Brothers, Cleveland, O.; the "K & S" boys' shirts and blouses, and the National Family Laundry Service Corp., New York.

**W. E. Tagney With "Builders' Journal"**

W. E. Tagney has been appointed western manager of *The Builders' Journal*, with headquarters in Chicago. Mr. Tagney has in the past been with the Chicago *Daily News*, the Chicago office of *The Farm Journal*, and the western office of the *Independent*, New York.

**Campaign for Eight Manufacturers**

The Associated Stylish Stout Wear Makers' Inc., composed of eight manufacturers of wearing apparel for stout women, will run a campaign in rotogravure sections of Sunday newspapers. The advertising will be placed by the John L. Clough Advertising Agency, Inc., of Indianapolis.

**Sells \$10,000,000 in Insurance**

H. B. Rosen, famous business getter of the New York Life Insurance Co., wrote \$10,000,000 in March, this year says *Canadian Insurance*. Included were a million dollar policy on Herbert Kaufman, editor of *McClure's Magazine*; one for \$500,000 on his brother, Jacob Kaufman, president of the American Safety Razor Co.; two for \$500,000 on George Storm, chairman of that company's board of directors, and one for \$500,000 on Joseph Mesquita, the vice-president.

**Robel & Bryant in Cleveland**

Robel and Bryant, Inc., of Chicago, Ill., has opened an office in Cleveland, Ohio, under the direction of Frank B. Rae Jr., with quarters in the Avenue Building. New accounts which this agency has added include: P. A. Geier Co., Cleveland, manufacturers of Royal vacuum cleaners; Ward Love Pump Corporation, Rockford, Ill, makers of agricultural sprayers and pumps; Julius L. Andrae & Sons Co., Milwaukee, Wis., electrical supplies; and the Aurora, Elgin and Chicago Railroad.

**Marion Completes Motion Picture Work**

Guy E. Marion has completed his war work in New York City with the Community Motion Picture Bureau. This was the agency which supplied the "movies" to all our troops and seamen, both at home and abroad, during the late war, as well as to the English, French, and Italian

armies, under the direction of the Y. M. C. A. Mr. Marion built up a library of motion picture information for the large staff of the Bureau and also compiled for the first time an enormous card index, of over 300,000 entries, covering all the pictures released in America since 1915. He now returns to his own professional work of organizing special libraries for corporations, business houses and associations.

**New York Advertising Club to Issue Directory**

The New York Advertising Club is now engaged in compiling a new membership directory and register.

**Presbrey Places Razor Advertising**

Frank Presbrey Co., New York, is placing the advertising of safety razors for the Enders Sales Co., New York. The appropriation is reported to be between \$90,000 and \$100,000.

# PAPER

A WEEKLY PRODUCTION JOURNAL FOR PAPER AND PULP MILLS

Goes into practically every paper and pulp mill in North America, as well as most foreign mills. It is referred to throughout the world as the leading authority on the subject of paper making. Its articles and editorials by leading men in the industry give its material a recognition and importance that is unusual in the average trade paper.

The fact that PAPER is accepted as the best medium reaching this industry is proved by its subscription price, \$6.00 a year, the highest in the field. The subscribers not only read it from cover to cover, but save it for future reference, which means that its advertising has a decidedly long life and a reader responsiveness which is very high.

The estimated value of pulp and paper products manufactured in 1919 is over one billion dollars. The amount of machinery and incidentals bought and used in manufacturing this total was enormous. As an example the paper industry is the second largest user of steam power in the United States. This means power plant equipment, machinery, tools, belting, lubricants and so on, to a total of millions of dollars every year.

Advertising rates, circulation statement and information regarding the possibilities for promoting your sales in the paper industry can be obtained on application to

PAPER, Inc., 471 Fourth Ave., New York

Shirt Account for Lord & Thomas  
Lord & Thomas, Chicago, is now handling the advertising of Charles Alshuler Mfg. Co., Racine, Wis.

## Research and Market Analysis Man Wanted Quickly

Largest publishing house in the Southwest is in immediate need of an experienced man to take charge of Research and Market Analysis work on large state farm paper and two daily newspapers dominating a rich agricultural state. Substantial man, 30 or under preferred, who has had experience with agency or manufacturer. Location splendid city 100,000. Organization strong and progressive. Good starting salary and ample opportunity to develop. Sell yourself in first letter giving complete history of experience and qualifications. Address, Manager, Development Department, Box 984, Oklahoma City, Okla

## BIG BROTHER

The Newest Advertising Aid

A 24 inch flexible advertising layout and space measuring ruler, nicely finished in two colors and highly enamelled, with genuine celluloid ruling edges, Agate, Pica, Inch and Newspaper column scales, also charts for instant calculation of type, space and copy areas.

\$2 Postpaid Anywhere in the U. S.  
Money Back If Not Delighted

**The Sheehan Advertising Co.**

Sheehan for Service

Mitchell Bldg., Springfield, Ohio

We specialize in house to house  
distributing of

**Advertising Literature  
and Advertising Samples**

We solicit your account.

**JAMES T. CASHBY**

206 No. Front St., PHILADELPHIA, PA.  
Write for our paper "FACTS."

## 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

### "The Editor" Moves

The editorial and general offices of *The Editor*, the semi-monthly journal devoted to information for literary workers, have been moved to Book Hill, Highland Falls, N. Y. The printing plant of the publication will remain in Ridgewood, N. J.

### Change on "Cooperators' Herald"

S. A. Mellen, who has been in charge of the foreign advertising division of the *Cooperators' Herald*, official organ of the Equity Cooperative Exchange, published at Fargo, North Dakota, with headquarters at Nashua, Iowa, left September 1 to enter newspaper work in Wisconsin. He is succeeded by R. Forest McConnell, who has been connected with the home office of the *Herald* in Fargo, North Dakota.

### Italy Uses Floating Fair

The success of the sample fairs held both in Milan and Padua seem to have been sufficient to stimulate further interest in this plan of developing sales. It is claimed that at the Milan fair actual orders amounting to 500,000,000 lire were taken. Figures for the Padua fair are not yet available, writes Trade Commissioner Maclean.

The latest project of this character is that of a floating fair on board the steamship *Trinacria*, which will cover the principal cities of the Western Mediterranean in the interests of Italian manufacturers. After sailing from Naples stops will be made at Tunis, Algiers, Tangiers, Lisbon, Barcelona and Marseilles, returning to Genoa. The date of departure will be about the middle of August, and the ship will return to Genoa in October.

The length of the stay in each port will vary in accordance with its importance, from four to seven days. The cost to exhibitors will be 5,000 lire, in which all expenses are included. Provision has been made for special exhibits of practically all kinds of goods, whose manufacture in Italy is important, including food products, textiles, machinery, automobiles, glassware, art goods, etc.

### Five Newspapers Offer Prizes

The *New York Evening Post*, *Chicago Tribune*, *Omaha Bee*, *Salt Lake Tribune*, and a *Cleveland, San Francisco or Sacramento* paper yet to be selected have united in offering a prize of \$1,000 for the three best mileage records made on any division of the new air mail service between New York and San Francisco. These papers are along the route of the trans-continental air mail which opened on Wednesday, September 8. The prize will be divided into three parts—\$500 first, \$300 second and \$200 third. The period of contest will be six months from the start of the service.

### U. S. Trade With South America

The share of the United States in both the import and export trade of each of the West Coast countries of South America in 1918 showed a very marked gain over the prewar average. Exports from Chile to the United States increased from an average of 19 per cent of the total exports in the five years from 1909 to 1913, to 64 per cent

in 1918, while in Bolivia the share of the United States increased from 1 to 42 per cent.

The greatest relative gains made by the United States in the import trade of the West Coast countries were in the case of Chile, whose imports from this country increased from an average of 13 per cent of the total imports in the five years 1909 to 1913 to 46 per cent in 1918, and in the case of Peru, where imports from the United States in the same period increased from 23 to 54 per cent of total imports.

### Uruguay Is Importing More

The total foreign commerce of Uruguay in 1919 amounted to 189,393,943 pesos, of which 42,103,986 pesos represented imports, and 147,289,957 pesos exports. There was an increase in imports of 3,814,434 pesos, and in exports of 31,605,641 pesos, or a total increase in the trade of 35,479,073 pesos, as compared with the extent of trade in 1918.

Estimating the Uruguayan peso at \$1.01 United States gold, the value of the foreign trade for the year 1919 was: Imports, \$43,788,145; exports, \$153,181,555; total, \$196,969,700. For 1918 the amounts were: Imports, \$39,822,170; exports, \$120,46,289; total, \$160,071,459.

### New Paris Fair in May

The next Paris Fair will be held from May 10 to May 25, 1921. The demand for space is said to exceed the demand in former years, and the success of the exposition is apparently assured. Information may be secured from the Managing Committee, at 8 Place de la Bourse, Paris.

### Edward L. Merritt Dies at Eighty-four

Edward L. Merritt, aged eighty-four, for nearly half a century prominent in the public affairs of Illinois, died in Springfield, Ill., Sunday night following an operation.

Mr. Merritt, who was born in New York City in 1836, came to Illinois in 1841. With his father, John W. Merritt, he became proprietor of the *Illinois State Register* at Springfield in 1864, disposing of it in 1877. From 1887 to 1888 he was editor and manager of the *Omaha, Nebraska, Herald*, now the *World-Herald*.

Mr. Merritt served four terms in the Illinois general assembly and acted as assistant secretary at three Democratic national conventions which nominated Grover Cleveland. He was an honorary pall bearer at the funeral of President Lincoln.

### YOUNG MEN WANTED TO SELL ADVERTISING SPACE IN DAILY NEWSPAPERS

The young men we are looking for have a good education, probably are university or college graduates. They have perhaps no advertising experience, but possess the qualifications that make for salesmanship: clear thinking, courage, ambition, integrity, good appearance, personality, willingness to work hard—and a genuine desire to learn and become real salesmen.

Write fully, giving age, nationality, education, what selling or business experience you have had, if any, whether living with parents, and why you think you are qualified to follow the line of work designated. Address "G. R. K.," Box 278, ADVERTISING & SELLING.

"GIBBONS KNOWS CANADA"

MONTREAL

TORONTO

WINNIPEG

## Twelve Principles Upon Which to Work Out Employment Problem

One hundred and eight commercial and industrial organizations in the state of New York have gone on record in support of a declaration of twelve principles of industrial relations designed to establish a basis on which employers and employees may work out employment problems.

The vote was taken on the report of a committee of the Chamber of Commerce of the United States submitted to a country-wide referendum of business associations. The principles received the overwhelming approval of the organizations voting in every state in the union.

The statement of principles on which the vote was taken are summarized briefly, as follows:

1. Every person has the right to engage in any lawful occupation and to enter individually or collectively into any lawful contract of employment, either as employer or employee.

2. The right of open-shop operation, that is, the right of employer and employee to determine the conditions of employment relations with each other, is an essential part of the individual right of contract possessed by each of the parties.

3. All men possess the equal right to associate voluntarily for the accomplishment of lawful purposes by lawful means but such association confers no authority over, and must not deny any right of, those who do not desire to act or deal with them.

4. Associations or combinations of employees or employers, or both, must be legally responsible for their conduct and that of their agents.

5. The restriction of productive effort or of output by either employer or employee for the purpose of creating an artificial scarcity of the product or of labor is an injury to society.

6. The wage of labor must come out of the product of industry and must be earned and measured by its contribution thereto. It is the duty of management

to cooperate with the worker to secure continuous employment.

7. The number of hours in the work day or week in which the maximum output, consistent with the health and well-being of the individual, can be maintained in a given industry should be ascertained by careful study and never should be exceeded except in case of emergency, and one day of rest should be provided. Reduction in working hours below such economic limit, in order to secure greater leisure for the individual, should be made only with understanding and acceptance of the fact that it involves a commensurate loss in the earning power of the workers, a limitation of output and an increase in the cost of the product.

8. Adequate means satisfactory to the employer and his employees, and voluntarily agreed to by them, should be provided for discussion and adjustment of employment relations.

9. When the employer and his employees do not deal individually, but by mutual consent through representatives, representatives should not be chosen or controlled by or represent any outside group of interest.

10. The greatest measure of reward and well-being for both employer and employe and the full social value of their service must be sought in the successful conduct and full development of the particular industrial establishment in which they are associated.

11. While the right of government employees, to secure just treatment must be amply safeguarded, the community welfare demands that no combination to prevent or impair the operation of government or of any government function shall be permitted.

12. The power of regulation and protection exercised by the State over the corporation should properly extend to the employees in so far as may be necessary to assure unimpaired operation of public-utility service.

### "Christian Science Monitor" in A. N. P. A.

The *Christian Science Monitor* of Boston, Mass., has been elected to active membership in the American Newspaper Publishers' Association.

### New Advertising Service

The Seagreen Advertising Service has been incorporated in New York with a capital of \$10,000 by H. M. and T. D. Scholle, Jr., and R. A. Green, of New Rochelle.

### Army Sales Director Leaves

The resignation of Guy Hutchinson, First Assistant Director of Sales, effective September 15, has been announced by the War Department. Mr. Hutchinson, as a lieutenant-colonel, was formerly assistant chief of the motor and vehicles division of the Office of the Director of Purchase, which did the buying of all motor equipment for the army.

As First Assistant Director of Sales, Mr. Hutchinson was charged with the re-

sponsibility of working out the details of the War Department's campaign to sell to the American public millions of dollars worth of canned meats, which sale is now in progress and which is believed to be the greatest subsistence distribution ever undertaken by a government.

### United Drug Sales Increase

Net sales of the United Drug Company for the first half of 1920 were \$34,947,343, an increase of more than \$7,000,000 over the corresponding period of 1919. Net profits after taxes amounted to \$2,587,595.

### Gil Boyle Heads Bankers' Directory

Gil Boyle, formerly manager of the *Bankers' Monthly*, has been made manager of the Rand McNally's Bankers' Directory—the *Blue Book*. Mr. Boyle, before entering the financial publication field, for twenty years was managing editor of the Louisville, Ky., *Evening Post*. He succeeds George K. Reed, who is now middle western manager for Edwin Bird Wilson, Inc.

### Mace Made National Biscuit Sales Manager

A. C. Mace, for many years advertising manager of the National Biscuit Company, has been appointed sales manager of the company. He will continue at the head of the advertising department and general direction of the National Biscuit Company's marketing and promotion operations will be placed in his hands.

### Rowe Stewart Appoints Sub-Committees

President Rowe Stewart of the Associated Advertising Clubs of the World, to put into effect a resolution adopted at a recent meeting of the executive committee of the association, has appointed the following sub-committees of the executive committee:

Headquarters—John E. Raine, chairman; John King, Jr., and Frank A. Black, Vigilance—T. W. LeQuatte, chairman; H. C. Burke, Jr., and H. H. Charles.

Associated Advertising—Wm. J. Betting, chairman; Bert M. Garstein and John E. Raine.

Educational and Club Contact—Frank A. Black, chairman; W. P. Strandborg and Jaes J. Martin.

Finance—John King, Jr., chairman; F. W. Stewart, W. Frank McClure, R. H. Donnelly, E. T. Meredith and Charles A. Otis.

Annual Convention—Frank E. Lowenstein, chairman; J. E. Fitzgibbon and F. D. Zimmerman.

### Canada to Own Biggest Railroad

The Canadian government will own the largest railway system in the world when the amalgamation of the Canadian National, the Grand Trunk and the Grand Trunk Pacific railway lines is completed in a few months. Through the merger, the Canadian National Railways will control 22,000 miles of railway, employ 70,000 persons, operate 2,000 modern locomotives, 1,800 passenger cars and 70,000 freight cars of a total carrying capacity of 600,000 tons.

The merger carries with it thirty-two ships sailing from Atlantic and Pacific ports. The government program calls for construction of 30 more freighters, which will bring the total capacity of the fleet to 360,000 deadweight tons. Sixteen ships will sail out of Vancouver to China, India, Japan, Hawaii, East Indies and Australia ports, and the remainder from Quebec, Montreal and Halifax to Europe, South America and the West Indies.

### Three Accounts for Sherman & Bryan

Sherman & Bryan, Inc., New York, have been placed in charge of the advertising of the following concerns; Rico Milk Products Co., East Troy, Wis., and Bush Terminal Building, Brooklyn, N. Y.; W. K. John Co., Brooklyn, N. Y., importers of confectioners' and bakers' specialties; and Bessie Damsey, New York, negligees and silk underwear. Newspapers throughout the country will be used for the Rico company, trade papers for the John company, and trade and consumer publications for the Damsey account.

### Chrysler Six Account with McGuckin Co.

The Eugene McGuckin Co., Philadelphia, has been appointed to handle the advertising for the new Chrysler Six motor car to be placed upon the market by the Willys Corporation, Elizabeth, N. J.



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How the Carpenter-Morton Co. of Boston, made the 1920 straw hat season yield satisfaction to sellers and users of stain.	
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The good will you build today may be the biggest factor in meeting competition that grows out of your success.	
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The poet pines over the practices of prevaricating publicists.	
"CATERING" TO FOREIGN CUSTOMERS ..... <i>Herbert A. Andresen</i>	30
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What twenty months of investigation of the eastern situation have revealed to an American business man.	

## Giving False Information to Newspapers a Crime in New York

Beginning with September 1, it became unlawful in New York State to furnish false information of any character to publishers with a view of promoting publicity or for any other purpose.

The new law which was passed during the winter session by the State Legislature reads as follows:

"Any person who knowingly and willingly states, delivers or transmits by any means whatever to any manager, editor, publisher, reporter or other employe of a publisher of any newspaper, magazine, publication, periodical or serial, any false and untrue statement of a fact concerning any person or corporation, with intent that the same shall be published, is guilty of misdemeanor."

It is believed that several other states will soon pass similar measures. Early this Summer, as reported in ADVERTISING AND SELLING, a bill was introduced in the Georgia Legislature making it a crime to give false information. This action was brought about because an Atlanta newspaper published a news item regarding an engagement announcement which was false. As a result of the publicity the young lady in the case committed suicide. Although the Georgia legislation was aimed to put a stop to contemptible practices such as cited above, the New York act was designed chiefly with the object of regulating practices of press agents.

### Y. M. C. A. Advertising Course

The sixteenth annual course in advertising at the 23d Street Y. M. C. A., New York, will begin October 13, and will continue for twenty-four weeks. The course will be in charge of Frank Le Roy Blanchard, who has directed the study there since its organization in 1904. H. W. Doremus, specialist in financial advertising, will assist Mr. Blanchard. Included in the list of speakers this year are many prominent members of the advertising profession, authorities on the

### Louis Garthe Dead

Louis Garthe, for thirty-three years head of the Washington bureau of the *Baltimore American*, and one of the best known Washington correspondents, died in Washington, Wednesday, aged 59 years. He became ill three weeks ago with acute indigestion and heart complications developed, causing his death.

Mr. Garthe was born in Baltimore Sept. 10, 1861, and after having been graduated from Johns-Hopkins University, entered newspaper work in Baltimore. He established a New York office for the *Baltimore American* in 1885 and a year later went abroad on the occasion of the investiture of Cardinal Gibbons at Rome, to report the event.

He was regarded as one of the best informed political writers and knew intimately all the men of affairs in the last generation.

Mr. Garthe was a member of the Cosmos Club and a former president of the Gridiron Club, as well as a governor of the National Press Club. His widow was Miss Emma Berry, a sister of the President of the Chesapeake & Potomac Telephone Co.

## Calendar of Coming Events

September 14-16—Annual Convention, Outdoor Advertising Association, Cleveland, Ohio.	October 11-13—Annual Convention National Association of Purchasing Agents, Chicago.
Sept 20-25—Sixth National Exposition of Chemical Industries, Grand Central Palace, New York.	October 11-14—Annual Convention, National Association of Stationers and Manufacturers, St. Louis, Md.
Sept 20-30—Annual Convention Bakery and Confectionary International Association, Cincinnati, Ohio.	October 11-16—Annual convention, American Association of Advertising Agencies, Chicago, Ill.
September 22-24—Annual convention, National Petroleum Association, Hotel Travmore, Atlantic City, N. J.	October 13-15—Annual Convention, National Implement and Vehicle Association, Atlantic City, N. J.
September 27-30—Annual Convention, National Association of Advertising Specialty Manufacturers, Hotel Sherman, Chicago.	October 15—Annual convention, Audit Bureau of Circulations, Chicago, Ill.
October 1-2—Meeting, National Association of Sweater and Knitted Textile Manufacturers, Milwaukee, Wis.	October 18-22—Annual Convention, American Bankers' Association, Washington, D. C.
October 6—Annual Convention National Association of Electrical Contractors and Dealers, Baltimore, Md.	October 27-29—Annual Convention, Direct Mail Advertising Association and Association of House Organ Editors, Detroit, Mich.



# A Craftsman's Opportunity

**E**DITORS of house organs are playing an important part in the commercial growth of America.

Anyone can suggest starting a house magazine. There is usually plenty of material to make the first few issues live and interesting. Then comes the test of the editor.

If he can make each issue better than the last, if he can make his messages breed sales and team-play, if he can write a hundred words that will make his readers think a thousand—then dollars cannot measure the value of his service.

If you can answer "yes" to these three questions, your house organ is a success:

1. Do you get requests to reprint?
2. Do you get requests for extra copies?
3. Is the physical make-up of your magazine occasionally copied or imitated?

Most house organs are well done, well printed. The standard is high. We can advise those who have had their troubles in equalling the mechanical excellence of some of their brother editors.

*Examples of the kind of printing any good printer, or any buyer of printing may legitimately expect if a Warren Standard Printing Paper is used, may be secured by writing us, or by consulting Warren's Paper Buyer's Guide, or the Warren Service Library.*



There is a suitable printing paper to be had for every requirement of modern printing.

Some house organs deal largely with fine illustrations. Warren's Lustró prints the finest half-tones beautifully, and no standard screen is too fine for its surface.

Perhaps you let type do all your talking. There is Warren's Olde Style, a paper which is to type faces what acoustics is to a public speaker.

For continued reading with now and then an illustration where detail is not too fine, there is an opportunity to use Warren's Library Text. Here is a paper that is restful to the eye and pleasant to the touch; strong for binding, with a surface that takes clear, clean half-tone impressions. By all means know it.

Warren's Cumberland Machine Book is a machine-finish paper that carries light and heavy face type equally well, and takes half-tones up to 120-line screen.

A comparison of all the Warren Standards will suggest possibilities for using inserts along with the regular body stock that can be economical as well as effective.

S. D. WARREN COMPANY, BOSTON, MASS.

*Warren's Paper Buyer's Guide and the Warren Service Library are to be seen in all the public libraries of our larger cities. They are also on exhibit in the offices of catalog printers and the merchants who sell Warren's Standard Printing Papers.*



Printing Papers

*Stop abusing the word*

*"EXCLUSIVE"*

**T**HE man who says that a small circulation is "exclusive" doesn't know what he is taking about.

The fact is it is the other way around.

It is the big things that are "exclusive", not the little things.

You can buy small circulations in every town on earth, but there is only one publication in the world with a circulation in 2,500,000 progressive homes.

And, that is the American Weekly—"exclusive" in the sense that it is the only medium of its kind.

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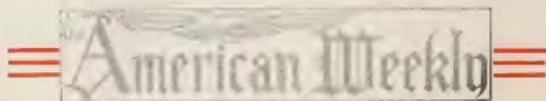
A great manufacturer of perfumes and toilet powders, up to a few years ago, was in the habit of confining his efforts to exclusive circulation. His business remained exclusive in the sense that only a comparatively limited number of people bought his products.

About three years ago he realized that only big circulation can bring big results.

His first advertisement in the American Weekly offered a sample of one of his products for 10 cents. It produced \$1,100 in dimes—almost twice the cost of the advertising.

Since then this single firm has spent in the American Weekly over a quarter of a million dollars with proportionately remarkable results.

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A. J. KOBLER, Manager

1834 Broadway New York City

Western Representative

W. J. Griswold, Hearst Bldg., Chicago, Ill.

\*Name of advertiser on request.