

ADVERTISING & SELLING

DECEMBER 6, 1919

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Bruce Bliven

gives us the human interest story of "Fighting" Older.

J. Ogden Armour

tells what advertising means to him in his business.

George B. Sharpe

pictures the farm market and outlines ways of selling it.

Huston Thompson

suggests how advertising may help protect American investors

Together with many other features as well as our usual liberal quota of news items

Issued Weekly
Advertising & Selling Co. Inc.
131 E. 23 St. New York
\$3.00 A YEAR 15¢ A COPY

In This Issue: Strickland Gillilan Starts a Series of Poems on the Foibles of Advertising

The total newsprint consumption of Canada with its hundreds of newspapers is two hundred and fifty (250) tons per day, according to the Canadian Export Paper Company.



In excess of seven hundred (700) tons of paper are consumed in printing each issue of The Chicago Sunday Tribune—The World's Greatest Newspaper.

The Weight of Space in The Chicago Tribune

Tangible Weight

Advertising "space" in The Chicago Tribune is not ethereal nor unsubstantial; it is not blue sky; it is not a mere by-product to be sold for what it will bring. It is a definite manufactured commodity that can be weighed and measured like steel ingots.

A single page ad in The Chicago Sunday Tribune necessitates the use of more than ELEVEN THOUSAND (11,000) POUNDS of paper, and one hundred and sixty (160) pounds of ink. The Chicago Tribune takes the FIVE AND ONE-HALF TONS of material and prints thereon for you SEVEN HUNDRED THOUSAND (700,000) copies of your message.

It binds your message closely with the news, local, national and foreign—news events only a few hours old—news for which every thinking man and woman, every advertising prospect, within hundreds of miles of Chicago is eagerly waiting.

Under tremendous pressure of time, with the assistance of hundreds of highly paid experts and expensive machinery, The Chicago Tribune prints and distributes your message between sunset and sunrise throughout the most desirable market in the world.

The mere bulk raw material which The Tribune uses in preparing your ad is worth hundreds of dollars as it lies inert in the warehouse. Tribune advertising is a manufactured commodity and Tribune advertising rates are based on cost of manufacture, but the value of Tribune advertising is quite beyond calculation.

Intangible Weight

The magic of printing press and the prestige of The World's Greatest Newspaper transmute your advertising copy into an influence of incredible power. Through Chicago Tribune advertising you have the privilege of sending a message within twenty-four hours into one-fifth of all the homes in the five great states of Illinois, Indiana, Iowa, Michigan and Wisconsin. Through The Chicago Tribune you can talk to hundreds of thousands of people any morning and every morning through a medium for which they gladly pay more than they pay for anything else they read.

Professor William F. Ogburn of Columbia University, testifying recently before a federal judge, stated that the average family of \$2,500 or less annual income spends \$8.85 to \$12.98 a year for newspapers and 43 cents to \$1.62 a year for magazines. But the average Chicago Tribune family spends at least \$10.00 a year for The Tribune alone.

A certain manufacturer bought a double page ad in The Chicago Tribune. The replies immediately received threatened to far out-tax the utmost capacity of his plant that he took them to the largest bank in Chicago. The showing was a big factor in inducing the bank to ADVANCE ENOUGH MONEY TO ENABLE HIM TO SECURE A BIG, NEW FACTORY.

In short, the actual tangible weight of Chicago Tribune advertising space in pounds and tons is enormous, but it is insignificant compared with the intangible weight, the weight which a message through The Chicago Tribune has in the minds of Chicago Tribune readers.

Tangible Circulation

Chicago Tribune Circulation has been subjected to most minute analysis so that every advertiser may know just where each ounce of his five tons of paper stock goes. A forty-four page book has been prepared to show Chicago Tribune circulation from every angle. It contains practically no text, but is a solid mass of statistics and maps. Probably no such comprehensive picture of the circulation of a great newspaper has ever been published before.

Chicago Tribune circulation, Daily and Sunday, in every one of SEVERAL THOUSAND towns is listed. This circulation is then shown by counties, by states and by zones. It is listed in detailed tabulation and pictured on maps.

People call The Chicago Tribune "The World's Greatest Newspaper." The advertising department of The Tribune is striving to live up to this name by selling advertising on the highest ethical basis of unlimited, accurate information, and efficient, ungrudging service.

This booklet, "Tangible Circulation," proves that Chicago Tribune advertising is worth every cent The Tribune asks for it.

Write on your business stationery for TANGIBLE CIRCULATION

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation Now in Excess of 425,000 Daily and 725,000 Sunday

Advertising & Selling

Established 1891

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

H. B. Williams, Vice President;

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

29th Year

DECEMBER 6, 1919

Number 24

The Sample Case Beats the Swivel Chair

Merchandising Instinct Is Necessary for the
Production of Copy That Will Sell the Goods

WHERE do the best copy writers come from? Do they spring Jove-like from the womb of industry? Does the modern newspaper incubate them? Are they graduated from the fiction-writer's school?

Each little clique has its staunch supporters, its loyal adherents. And each points with pride to brilliant individuals who have made good in the advertising world. But somehow the whole discussion seems so utterly futile, so thoroughly useless. After all, who really *cares* where the best copy writers come from as long as they continue to come?

I have sold goods behind the counter and on the road. I know what it is to pound out the big newspaper story in a race with the steadily-ticking clock which measures the precious minutes till press time. And now and then, in moments of reckless abandon, I have even committed *and sold* a bit of fiction.

But if you were to ask me which of these experiences best fitted me for my job as an advertising man, you would have me stumped. I don't know. Each of these jobs has helped to humanize me. They have given me the knack of seeing the other fellow's viewpoint. They have taught me to analyze the prospect's mind and find out *why* he thinks as he does about *this*, *that*, or the other subject, and *how* I can best make

him think as I want him to think about my particular proposition or product.

Apparently there is an impression going the rounds that copy writing is the alpha and omega of advertising. It isn't. Not by a damsite.

wield a "clever" pen. A writer must have considerable nerve, indeed, in this age, to term himself a practical advertising man unless he knows *something* about selling goods. He may have gained his experience in any one of a dozen different ways.

But he *must* have it. It is vital. He must know something of production, of distribution, and of retailing. And, most of all, he must know a very, very great deal about folks—just everyday human folks.

It has been said that the fields of fiction and advertising are practically synonymous. That anyone who can create sonnets can instantly, without preparation or practice, become a commercial writer. I challenge that statement. It would be as sensible to contend that Josh Billings would have excelled in drama, or that Milton should have delved into doggerel.

Advertising is a profession. A very intricate and highly specialized profession. The sooner we come to a realization of that fact the better it

will be for advertising. There have been instances, of course, where writers have jumped from fiction to advertising, and made good in a big way. But these men were naturally adapted to advertising work. They had the merchandising instinct and the very good judgment to forego most of their fiction practices and pick up a brand new set of rules and regulations.

Do You "Tote" or Typewrite?

ASIDE from the small but growing band of "fictioneers" who are becoming copy writers, all the world of copy producers divide themselves into two classes—those who "tote" (as our friend from Virginia would put it) the sample case and those who typewrite the immortal selling statements while seated at the swivel chair.

Into which class do you fall?

This article is by a man who has made good as a writer of copy; as a salesman; as a fiction writer, and who modestly asks anonymity.

Into whichever class you do fall you will be interested in it, I think.

THE EDITOR.

The mere ability to work with words and play with phrases is utterly valueless in advertising work unless accompanied by the *merchandising instinct*.

The day of the limited, impractical advertising copy writer is rapidly passing. And I for one shall rejoice to watch the setting of its sun. Advertising men today are not hired solely upon their ability to

His sentences fairly leap from the page and get a strangle-hold on the reader's attention. His words burn lasting pictures in the memory of men. But there is a little girl in a New York advertising agency who can beat him forty ways, when it comes to writing about baked beans.

The reason is simple. That woman *knows* beans. They have made up a very real part of her daily life. She knows what Mrs. Housewife wants to know about beans. And so she tells her, through advertising, in a friendly, straightforward way. There is nothing spectacular about that woman's copy. It isn't vivid, virile or heartwrenching. But it makes housewives buy Blank's Baked Beans—which is exactly what it was intended to do.

Kipling is a compelling writer.

We would read with intense interest anything that Shakespeare might write about Spielman's Sardines. That goes without saying. But after we had finished perusing the copy would we think more of Spielman's Sardines? Or would we think more of Shakespeare's matchless art? There's a point to consider.

There is such a thing as making copy so intensely interesting that the writer's art overshadows the product. That is the fiction man's greatest danger. The writer of fiction may start his story with a dissertation on eugenics, and close with a description of a Chinese junk shop, and if he has sustained interest, with a reasonable degree of continuity he needn't go to the trouble of enclosing return postage when he sends out his manuscript to the publisher. The story will sell.

The advertising man can make no such concessions to fancy. He has a very definite job cut out for him. He must sell a specific thing. Every effort leads toward that end. The ad man must labor with steadfastness and singleness of purpose. He must arouse interest, to be sure. But that is only the starting point. Unless he can create a very real desire in the reader's mind for the particular product he is advertising his labor is of no avail.

Any man with real writing ability and a keen imagination can paint a word picture of the Grand Canyon that will set men's minds agoing. But the chap who can write of corn starch—just ordinary corn starch—make you *believe* what

he says, and fairly hankre for that one particular brand of corn starch, is in his way as great a genius.

My hat is off to him; my hand goes out to him. And I don't give a darn *where* he comes from.

Reaching the Prospect Twice

An Education Campaign for a Factory Device Which Supports Technical Media Campaign With Ads in the General Magazines

THE development of the advertising of the Clipper Belt Lacer Company is a concrete example of the power of the printed word, plus proper backing up, to hold a market already made; to increase that market; to discover new and broader selling avenues, and to create leadership for a good product.

points in its favor have been instilled firmly into their minds.

A lot of solid thinking and analysis is back of this campaign. The Clipper Belt Lacer Company had previous to September, 1918, confined their advertising to irregular sized occasional advertisements in a few trade publications.

Last fall they called their fellow townsman, C. B. Hamilton, of Blearly - Hamilton Advertising Agency, into council. Immediately after a preliminary talk and survey they availed themselves of the greater vision which an experienced advertising agency, accustomed to the solution of difficult merchandising problems, had to offer.

BEGINNING WITH A GOOD MARKET

So definite plans were formulated for advertising to hold their market, to create an even wider acquaintance with the "Clipper" and its functions, and to sell the product to industrial plant managers and all who might be directly or indirectly interested.

The first item on the program was decided upon the appropriation calculated to put the big message over. Next to adopt the tenor of the copy and a slogan that would ring true and run throughout the campaign.

Working upon the sound hypothesis that the most valuable things to be considered were TIME and SERVICE, it was quickly determined that the big idea in connection with the Clipper Belt Lacer was the fact that it saved time (which is money) by lacing broken factory belts quickly. "The Clipper Belt Lacer Laces a Belt in Three Minutes" was the slogan chosen. Little needed to be said about cost for the obvious reason that plant managers know that the cost of using the "Clipper" is negligible in comparison with the huge saving in labor costs and production when the broken belt could be quickly mended, and the wheels made to turn again. Another point brought forward frequently has been the fact that the American Museum of Safety gave the "Clipper" the only good medal ever awarded for metal lacing.



With the coal strike before us this copy seems more timely than ever

The Clipper Belt Lacer has a number of competitors, all accomplishing the same object in industrial plants with more or less efficiency. But, after a few months of consistent advertising, with full page space, an atmosphere of vital importance in its field has been achieved for the "Clipper."

Increased business is always the final test. Since this advertising campaign was inaugurated only a few months ago, the business of the "Clipper" has steadily gained. Moreover, its standing is not only greater with users, but is appreciably stronger with the men who sell the product to the trade—and with the trade. In other words, Clipper salesmen have discovered through the manufacturer's advertising the wider usefulness of the goods they sell. New respect for their line has been generated and better talking



An institutional appeal that also shows the product in use.

After careful analysis, it was decided that the *Saturday Evening Post* was the national medium best calculated to give the "Clipper" message the widest publicity, even though its use would absorb the largest portion of the advertising appropriation. It was also fully realized at the outset that in using such a general publication the appeal would necessarily be directed to what is usually termed "a thin market." To that extent the campaign would be "institutional."

APPLYING THE INSTITUTIONAL IDEA

The campaign was launched with the definite purpose in mind of making hundreds of thousands of people who probably would never use Clipper Belt lacing conscious of the fact that it plays an important part in keeping the industries of the world in condition for production with the minimum of interruption through belt breakage, and that the "Clipper" was a real "International Service to Industry."

So the campaign, which has been running since last September, has not been intended, primarily, to increase sales, but rather with a view to future business, the magnitude of which would continually be on the increase. In brief, the main idea has been to make the Clipper Belt Lacer Company the dominant leaders in their field. The results have been a many-sided success, and a good part of the present series of advertisements have not yet appeared. Already there is increased business; there is unquestioned leadership; and there is a new enthusiasm and a spirit of cooperation in the sales force and among the jobbers. The "Clipper" people already see the

vastly widened market of their dreams reaching out for their product. It is bounded only by the wide, wide world.

In addition to the *Saturday Evening Post*, the full page advertisements have been reproduced in the following list of trade publications:

American Exporter, Hide and Leather, Export American Industries, Railway Mechanical Engineer, The Woodworker, Factory Textile World Journal, Canadian Machinery, Iron Age, The Purchasing Agent, American Machinist, and Belting.

An analysis of the copy and illustrations of this campaign is interesting. For that purpose we have shown here, in reduced size, several of the advertisements.

The September, 1918, advertisement was captioned "Priority" to hook up with the then big export demand for the "Clipper" for European use to assist in the big program of war production. This was followed by the October advertisement, "Keep the Wheels of Production Turning," which also featured the necessity for intensive war production.

The November advertisement was an experiment which proved to be a winner. Previously illustrations had been relied upon to carry a part of the message. The "Confidence" full page depended solely for its appeal upon the force of the statement that 100,000 users of Clipper Belt Lacers were satisfied with what it was doing for them. Thirty-two of the largest industrial plants in the country were, by permission, listed as "Clipper" users.

The new 1919 series of advertisements commenced in March, leading off with a smashing piece of copy headed "Industry and Clipper Belt Lacing."

In April came what many have thought was the "star" of the whole campaign, captioned "The Might of Simplicity," the illustration of which shows a plant worker holding up a magnifying glass and gazing admiringly at a belt laced with the Clipper hooks. The copy carried the idea of the lesson the "Clipper" gives to industry of the tremendous power of so simple a thing as the Clipper Belt Lacer, a thing that any factory hand can use.

Next came "Time the All Essential," which appeared in the May 17 issue of the *Saturday Evening Post*. The illustration and copy show all the time-saving things given to the world since the ox-team days—including the Clipper Belt Lacer.

As stated, all of these advertisements are reproduced in various full page sizes in the full list of twelve trade journals, two of which are the leading export publications. This brings us to the statement that Clipper Belt lacing tools and hooks are used in large numbers in all the foreign countries of the world where industry flourishes.

Copies of these advertisements have been mailed out simultaneously with their appearance to a large list of jobbers and prospective customers. All road salesmen and most of the jobbers have been furnished with fine, gold-embossed leather portfolios containing proofs of the advertisements.

Meetings have been held in Grand Rapids from time to time, attended by the field sales force and the distributors. On a recent occasion the company's European distributor came all the way from London to participate in an important session on advertising and sales promotion. On this particular occasion Mr. Hamilton, who is directing this work, "sold" the "Clipper" organization on the 1919 advertising and selling campaign.

Goddis Goes With Reading Iron

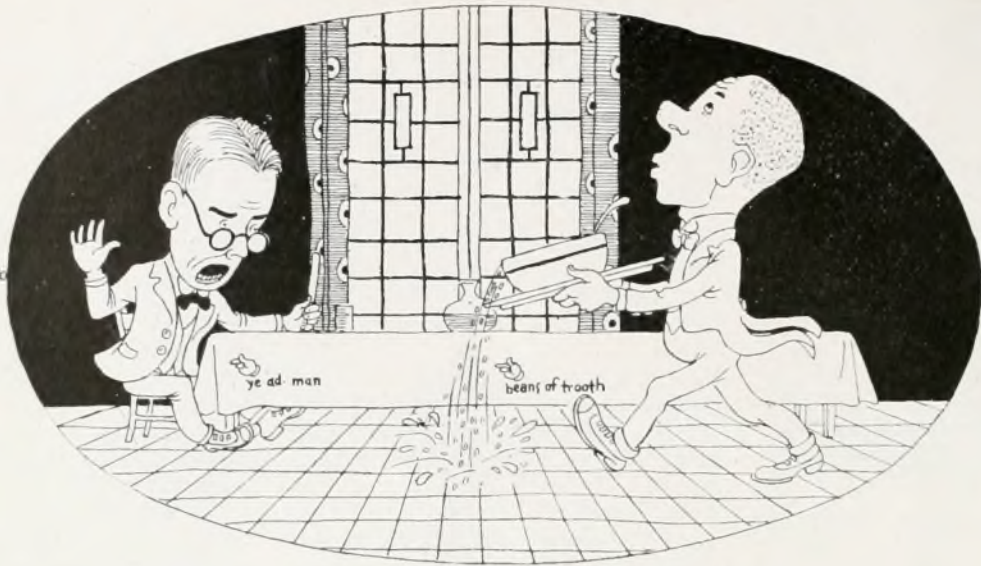
Craig Goddis, formerly with the sales and advertising departments of the National Tube Company, and recently advertising and publicity manager for the Mesta Machine Company, has been appointed advertising manager of the Reading Iron Company, Reading, Pa., manufacturers of wrought iron pipe. The Reading company is planning a national campaign which will be placed by the Atlas Advertising Agency, New York.

Lill With Chambers Agency

Harboro I. Lill has become connected with the Chambers Advertising Agency, New Orleans, as business manager.



Cashing in on the confidence created by advertising of other manufacturers.



The Bean-Spillers

• 6y

Strickland Gillilan

You advertise (if you are wise)
 In sundry periodicals,
 And urge each store to buy still more
 To show if anybody calls.
 Yet some poor dub at stove or tub
 Who doesn't know his job
 May do you spite and queer you quite
 By plainly playing hob!

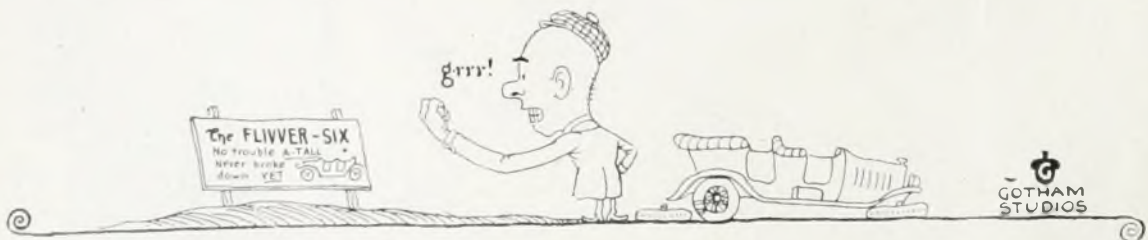
Those pictures neat make Cream of Wheat
 Appear a thing desirable—
 The which is true; a fact that you
 Have proved with taste untirable.
 But let some cove who rules a stove
 And calls himself a cook
 Proceed to spoil instead of boil
 According to the book!

Who thus first tries this food will size
 It up as something awful,
 Nor blame the chef so blind and deaf
 To food rules wise and lawful.
 I tried long since what some poor quince
 Had formed from that good fodder—
 I knew at once he was a dunce
 Whose mind was on the dodder.

I did not blame the adsmiths' game
 Or swear that they were swindlers;
 Instead I knew that some poor stew
 Was new at lighting kindlers.
 Thus other foods and other goods
 Are ruined after buying.
 Such "help" unskilled should all be killed—
 We'd chortle o'er their dying.

Young Pete DeMars sells motor cars
 Of most efficient make.
 He knows the things from top to springs,
 From steering-gear to 'brake.
 Yet Johnny Dubb who bought a tub
 Of that precise description
 Wore his plumb out in just about
 A week—note Pete's conniption!

Hence I conclude this saga crude
 With this most sapient saw:
 With admen's job the boobs play hob—
 There ought to be a law!
 There's nothing made, from spad to spade
 So simple or complete
 But that some dub will miss the nub
 And Truth's fair aims defeat.



Advertising Is a Public Necessity

One of a Series of Statements from Acknowledged Leaders of American Industry on "What Advertising Means to Our Business"

By J. OGDEN ARMOUR

President, Armour & Co.

THE public press has made itself a necessity. A primitive community, by word of mouth or neighborhood observation, disseminates enough information to insure the functioning of its simple social, political and commercial machinery.

A modern nation such as ours, with highly specialized organization scattered over a tremendous geographical expanse, could not exist without the convenient facilities for interchange of thought afforded by newspapers and periodicals, and the telephone, telegraph and postal systems.

Advertising is merely the utilization of the power of the press for disseminating commercial information to simplify and expedite trade.

And advertising is, I can say without reservation, a public necessity. Just as the social and political organization of our country could not function effectively without the press, so our commercial machinery of today would slow down and eventually disintegrate without the lubricating oil of advertising.

The public has reaped the reward of more and better foods, conveniences and luxuries placed within its buying power, largely because advertising has developed the markets and, by increased sales, cut the cost of the various products.

The meat industry, by advertising combined with efficient merchandising, has so increased its output as to enable the construction of the most scientific packing plants, laboratories and distribution equipment of refrigerator cars and branch

pages of the press have just as fully vindicated themselves as a public benefaction, as a market insurance for commerce and manufacture, as an economy to both business and the consumer, and as an economic necessity that must go hand in hand with industrial progress.

Particularly interesting does this personal statement from Mr. Armour, showing the transition from the old to the new, become when taken in connection with a recent statement made by Kate J. Adams, the sociologist. In commenting on the new problems facing that mammoth organization, she said: "P. D. Armour, a pioneer of the packing industry, was both employer and employee. He preceded the earliest to the plant in the morning and remained after the last had gone. His employees were his co-workers, acquaintances and friends. He knew from personal contact the capabilities, merits,

inclinations and needs of each.

"P. D. Armour 'played square' with both elements in his business—the producer from whom he purchased the raw material, and the consumer to whom he distributed the finished product. And so, from a small beginning the business grew until, at his death, the elder Armour



J. Ogden Armour

houses. As a result, the meat packers with up-to-date methods of factoring animals can pay the farmer more for his live steer than they receive for the dressed meat.

The editorial and narrative pages of the public press have long been recognized by popular esteem as a national necessity. The advertising

was giving employment to more men and women than any other individual in the world.

"While creating and expanding a vast industry, the pioneer had found time to build up within his plant a tradition of understanding between employer and employee—a tradition founded upon countless personal acts of benevolence, charity and

reward for faithful service. It was this tradition that J. Ogden Armour, son of the pioneer and present head of the industry, inherited from his father when the Armour properties passed from the old generation to the new.

"The problem that confronted the new head of the industry was no less gigantic than human."

For it shows how advertising has

now become a necessity to the Armour organization, whereas in the olden days it was not so considered. They now use practically every form of periodical, including the foreign language newspapers in selling their products, and they have a bi-weekly newspaper of their own, in addition to their monthly house magazine, to "sell" their plant, via advertising, to their workers.

Men and Women Who Make Our Mediums

Fremont Older

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

By **BRUCE BLIVEN**

THIS is the story of a fighting editor. People are supposed to enjoy reading about fighters.

It is also the story of a self-made man. The "self-made" motif, the editors tell me, is always sure fire.

A Bit About Bliven

This article on Fremont Older was written by a man probably better fitted to handle the topic than anyone else. Bruce Bliven is, according to a signed "confession" he once made, "one of those unfortunate wretches bitten in extreme youth by the writing bug and never afterward able to rise to a more respectable profession such as bank robbery or teaching swimming."

He is an Iowan by birth, but a Californian and New Yorker by choice. He entered Stanford University and won a degree without the aid of a gun, after which he took up a post graduate course under Fremont Older on the *San Francisco Bulletin*. Later he wrote advertising in Los Angeles and several years after became the first head of the Department of Journalism at the University of Southern California. Way out there he was found by the eagle eye of the late Lynn G. Wright, who did so much for the commendable development of *Printers Ink*, and who was largely responsible for that paper's editorial prestige today.

Out of the correspondence between the two men grew an editorial appointment on the staff of *Printers Ink*. Wright's judgment was substantially confirmed when one of New York's foremost newspapers, the *Globe*, took Bliven away, appointing him chief editorial writer.

Mr. Bliven's outstanding ability and intimate acquaintance with the subject of this story lends particular power to his pen. He has kept closely in touch with Fremont Older and the latter's work both before and since becoming managing editor of the *San Francisco Call*, as this article indicates.

But most of all—and this seems to me the real contact point in the yarn—it is the story of a big man who isn't so important that he is afraid to be human. His name is Fremont Older. His job is managing editor of the *San Francisco Call*.

At the little all-night restaurant which exists across the street from every newspaper office the young reporters gather for coffee and tobacco after the paper is put to bed, and agree sadly that no man has a chance to make anything of himself in journalism any more.

They can explain to you precisely how this happens. The day of personal journalism has passed, they will say. The newspaper today is a great business property, conducted by an anonymous crew, who must dance when the owner snaps his fingers. There are no editors any more, they will say; there are only hired brains who cut their cloth to a dictated pattern, and greatness is not in them.

Well, the bright young men are wrong, as youth and enthusiasm so often are. For here is the story of a man who doesn't own a paper, and never has; who began on a salary and still gets one; and yet he has made himself an extraordinary force in the community where he lives and by his sheer power and personality has become a national figure who will be ranked, when they write the histories, with the first dozen names of American journalism, up with the Danas, Greeleys, Pulitzers, Nelsons, Wattersons and Bowles. And he won't care a darn where he is ranked or whether he is ranked at all, having taken his fun where he found it, which, unlike Mr. Kipling's young man, has been in the daily rush and fight of newspaper work.

To say that Fremont Older is a fighting journalist seems like an understatement of the case. He has lived through enough combative experiences to furnish out three lifetimes for the ordinary pacific male. This has not been because Mr. Older is quarrelsome either. He has never fought except when he felt he

had to, to right a wrong, to expose a crook, to bring a community to its senses, when it was slipping rapidly downhill toward complete acquiescence to a system of graft which would turn Tammany Hall in its palmiest days pop-eyed with envy. Fremont Older has been attacked physically, legally, by abusive letters and by social ostracism. He has had his windows smashed by a mob, has had dynamite placed in a house adjacent to his summer cottage, has been the object of the tender attentions of a gunman hired to shoot him, has been kidnapped in broad daylight for the purpose of assassination.

And with it all his theory of life is essentially that of Tolstoy. He has come through the stress and storm of many years' battle for civic righteousness with a conviction that to understand all is to forgive all; that when a man sins, most of the blame is usually to be laid on society which digs the pit. After he had spent some of the best years of his life in putting an enemy in jail—the ringleader of a gang of crooks who controlled San Francisco politics for the benefit of the underworld—Older faced about and worked equally hard for many months to get this man out, having become convinced that he had been only a pawn in a great game, the rules of which he had no part in making.

To understand Fremont Older one must also understand San Francisco, that great, careless, magnificent city sprawled across the rolling sand dunes between her wonderful harbor and the vast blue stretches of the Pacific, whence come the interminable trade-winds and the fogs which give the San Francisco girls the most wonderful complexions in the world. San Francisco was founded by the Forty Niners—careless sons of good fortune, who sifted gold-dust between their fingers and laughed gleefully as their fortunes were swept away at a turn of the roulette wheel. They worked hard, played hard, these sturdy pioneers whose ranks held the scum of the cities of the world, as well as the best blood of many "first families." Vices San Francisco has always had aplenty, and has looked with a kindly eye on the vices of others, if only these latter would play the game like men and stand up without squealing when retribution overtook them. Today San Francisco's energy is diverted to other channels, but hers is still the roaring tide of joyous life.



FREMONT OLDER

Into that tide Fremont Older flung himself as a young man when he entered the newspaper business there. He began life as a printer, and at the ripe old age of 18 he was a foreman compositor. Barriers in those days were not so tight as today, and when he drifted into San Francisco he became a reporter. In 1895 he was made managing editor of the *Bulletin*, a post he was to hold for twenty-three kaleidoscopic years. San Francisco then boasted one of the most corrupt city governments to be found in a country which has always specialized in civic corruption. Everybody grafted and so curious was the city's point of view that even when it was common knowledge that a man was either paying city officials for immunity, or was himself a pensioner of the vast underground system of the tenderloin (the tenacles of which reached into every nook and cranny of the city government), there was little social stigma attached.

The story of the great fight for

honest government in San Francisco, in which Fremont Older took a leading part, need not be recounted here. It continued for years, threatening again and again to wreck the *Bulletin* and to engulf Mr. Older himself. William J. Burns, the detective, did some of the finest work in his career in ferreting out the carefully concealed system of bribery by which franchises were bought and immunities secured for gamblers and divekeepers. Francis J. Heney worked for many months without pay, prosecuting the cases for that sheer love of the fight which also drove Fremont Older forward in the face of almost certain failure. Mr. Heney was shot through the head in the court-room, his would-be assassin committing suicide a few hours later in the city jail. Into the prosecutor's shoes stepped a young California lawyer, Hiram Johnson, who thereby began a career which led him to the Gubernatorial chair of California and to the United States Senate.

The main witness for the prosecution had his home wrecked by a dynamite bomb, barely escaping death. When it was discovered that the chief bribe giver was a man high in social circles in San Francisco, the best society of that curious city turned against Mr. Older and his associates in the fight for civic decency. The editor and his wife were ostracized by everybody of any social importance. The men he met in his clubs were so hostile he was forced to resign. Thugs were hired to place dynamite under a house adjacent to his summer cottage at the beach, and blow it up while he and his wife were there, but they lost their nerve and fled at the last minute. A gunman was hired to shoot Mr. Older and only failed to do so through his indiscreet babbling.

Then Older was kidnapped in broad daylight, thrown into an automobile while he was walking along a busy street, and hustled on board a train for Los Angeles—the admitted intention of his captors being to leave the train during the night in the mountains, kill their victim, and throw him into a canyon, where his body would not be discovered for weeks, if at all. A young man who overheard the talk of two of the band in the dining-car left the train at the next station and telephoned the news back to San Francisco. The abductors had in their possession a “warrant” for Mr. Older’s arrest, issued in Los

Angeles on a nonsensical charge of criminal libel. During the night while the train roared southward down the coast, a judge was got out of bed to issue a writ of habeas corpus, by means of which Older was rescued at Santa Barbara. His abductors, of course, did not dare fight the matter in court, and the incident was closed.

The whole country now knows how the fight went on in spite of everything. Pressure was brought to bear on Fremont Older—pressure of every conceivable kind—but he stuck to his guns through thick and thin, as did the men associated with him, and at last they were victorious. The graft ring which was at the very heart of the city government was exposed, broken up, stamped out. The corrupt political boss was sent to San Quentin prison, while the real higher ups managed to slip through the meshes of the law and get away.

Then came the extraordinary episode in Older’s life which marked him as a man decidedly different in character from the ordinary run of “reformers.” He decided, as I have already said, that the man he had fought so long and hard to send to prison did not really deserve to be there. He was technically guilty, yes; but after all was he more guilty than the society which had given him the opportunity, which had looked on complacently while he looted the government, which has, in fact, connived

at the same sort of thievery in scores and scores of other towns up and down the land? It seemed to Mr. Older then, and it seems now, that society was as much to blame as the individual and that there was little reason, therefore, to keep the latter in jail. When he began his campaign to secure the release of the former boss, his friends thought he had gone mad. His fellow workers in the graft cases protested; but Older stood firm, and when he had served half his term Abe Ruef walked out of San Quentin on parole, a free man.

This was the beginning of a new chapter in Older’s many-sided life. On a visit to San Quentin he accidentally came in touch with a young man serving time there for burglary, who impressed him as being unusually intelligent and of character far above the majority of his companions. Mr. Older secured the release of this man also, and published serially in the *Bulletin* the history of his prison experiences. “My Life in Prison” caused a tremendous sensation, and when it appeared in book form made the author, Donald Lowrie, nationally famous.

Incidentally it secured him a place with Thomas Mott Osborne when the latter was working out his reforms at Sing Sing. Since that time Fremont Older has helped dozens of prisoners, paroled on the guarantee of his assistance. He has also found work for many at

Two Lessons To Be Drawn From This Week’s Cover Design.

Two distinct lessons can be drawn from the cover design used on this week’s issue of *ADVERTISING AND SELLING*. The first and important lesson from our standpoint which shows how art may be used not alone for “art’s sake,” but also may be used for commercial purposes.

In preparing this design the artists were instructed to produce a design that would be suggestive of *ADVERTISING AND SELLING*, and at the same time without materially interfering with the picture to give the editorial department ample space in which to describe the contents of this number—in other words to “sell” the editorial contents to the reader or prospective

purchaser who might glance at a copy on the newstand.

The artists provided two separate spaces for this purpose without materially interfering with the design, one the panel box, and the other at the lower part of the design where the tint block runs below the black plate.

The other lesson to be drawn from this cover is the securing of several different shades and tints by the use of only two printing plates. In this case both plates are half tones, one of which is run in orange and the other in black.

The lettering of the title *ADVERTISING AND SELLING* in this instance was made an integral part of the design itself it should be noted.

When You Limit Your Vision You Limit Your Market

IF, in 1812, had you been given the responsibility of selecting a future president of the United States—a president who would pull this country through the crisis of a great civil war fifty years later, where would you have looked for the boy baby, whose name would one day be carved to stand for all Time, among the world's immortals?

Would you have canvassed the so-called "quality families" and taken from the cradle a child with every promise of a life of culture and refinement?

Or, would you have slipped down into the mountains of Kentucky, and in a rail-splitter's cabin placed your hand on the infant son of John and Mary Lincoln?

Doesn't this show the futility of pursuing the will-o-the-wisp called "quality"? Doesn't this bring home the necessity of advertising to millions?

Few manufacturers ever started in business and said, "Now, I will make something for a few hundred people!" A craftsman could afford to do this, but then craftsmen do not advertise nationally. An importer of extremely expensive oriental rugs could afford to do this, but then importers of very expensive oriental rugs do not advertise nationally.

If the Victor Company depended on "first" families to buy Victrolas, they would not have a vast factory employing thousands of people.

If the Aeolian Company made pianolas only for people with incomes of from \$3,000 a year up, they could not employ national advertising, and their name would not be a household word as it is today.

The manufacturer who limits his vision, limits his market.

Cosmopolitan, read by nearly everybody worth while, carries your advertising into a vast market (the print order for December issue is 1,320,547 copies), and gives you what you most need—the quantity you must have, all the quality that is to be had and the undiluted attention of the most prosperous, most progressive element of the magazine reading public.

Cosmopolitan

"America's Greatest Magazine"

Cosmopolitan's Own Supremacy Insures Supremacy for its Advertisers

the conclusion of their sentences, so that they should not be tempted by destitution to commit another crime and get sent back to the penitentiary.

His experience with large numbers of these men has convinced the editor that he was too hasty in believing that all criminals are victims of society. He has found men who would steal without the slightest necessity, apparently from idle impulse, and he has decided that many of these men are mentally diseased, victims of pathological states which ought to be studied in asylums rather than punished behind prison walls.

The story of Donald Lowrie aroused so much interest when published serially in the *Bulletin* that Mr. Older has followed it with a series of equally remarkable life histories of other men and women. These stories are not the type of "newspaper feature" which would be popular for syndicate material. In fact, I know very few newspaper editors anywhere who would care to publish them; yet some of them have been extraordinary human documents of real literary value, intensely interesting as revelations of character as it is hammered out under the blows of misfortune.

One of these stories, as long as the average novel, told the life history of a woman of the streets. Another was written by a gambler, a third by a successful physician. Others, each of which was published serially over a period of weeks, were by a Baptist clergyman, a bunco-steerer and a political boss. A short time ago Older decided that the life story of a newspaper editor would be an interesting addition to the series. He therefore wrote the tale of his own career in San Francisco, publishing it serially in the columns of the *Call*, to which paper he went as managing editor a few months ago. This story has been published in book form, and is an amazing human document which I believe every newspaper man will read with the keenest interest. Its chapters were dictated white-hot to a stenographer to be thrown into the maw of the paper each day. It is a remarkable bit of writing.

Physically Fremont Older is a striking figure. He is unusually tall; over six feet, with a big powerful head and a grim, drooping mustache which seems somewhat military in character. It so happens that the first time I ever laid eyes on him I was a humble sup-

pliant for a position—fresh from college, and scared to death. At that time he seemed about eleven feet tall, with a roaring bass voice in proportion, but I have reason to believe that these estimates were an exaggeration. He does no pussy-footing, however. His manner, in a fight or out of one, is as simple, direct and effective as that of the late Colonel Roosevelt. He knows everybody in San Francisco and calls most of them by their first names. Those who are not thus honored are likely to be tagged with descriptive expletives, for it is a strong black and white world in which he moves, for all his Tolstoyan philosophy.

When he is not guiding the destinies of the *Call* he is to be found on his ranch down in the lovely Santa Clara Valley where he special-

izes in dogs, horses and ex-convicts. The third group is a shifting one, the men staying with him until they get their courage back, or a position opens up somewhere, when they pass on. I think it is safe to say that they do not forget him. I doubt whether anybody who has much contact with Fremont Older forgets him. He is not that kind of person.

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McCann to Advertise Cleveland Tractors

The account of the Cleveland Tractor Company will be with the H. K. McCann Company, New York, beginning January 1.

Valerius Joins "A. & S."

Walter Valerius, for five and one-half years with *Printers' Ink*, has resigned to join the business department of "A.&S."

White Paper Situation Means Higher Rates

Advertisers Will Have to "Chip In" to Help Meet the Costs That Threaten to Immitate the Famous Moon-Jumping Cow

PUBLISHERS, everywhere, are racking their brains for reasonable solutions to the complex situation that is existant today by virtue of the white paper famine. Various methods of conservation are being urged and practiced, so that the strain may be relieved, for, according to a recent statement made by the American Newspaper Publishers' Association, "unless the newspapers throughout the United States reduce the average consumption of print paper by at least ten per cent, many newspapers will soon be compelled, partly or wholly, to suspend publication."

One of the significant moves toward a solution of the question was made by the *New York Times* last week when it ran insertions for three days asking advertisers to cut down on their space, particularly those clients in the habit of using full page space. Each day the *Times* is forced to omit a considerable volume of advertising matter because of its conservation aims, and this is a fair example of the stringent measures that are being adopted everywhere in order to cope with the situation.

An organized effort to save newsprint is being fostered by the A. N. P. A., through its Committee on Cooperation and Conservation, of which Bradford Merrill, of the *New*

York American, is chairman. Each individual member of this committee is also chairman of a regional sub-committee. A bulletin is being published regularly by the association from its headquarters in New York, and L. B. Palmer, manager, is keeping in close touch with the various methods that are being applied throughout the country in the universal thrift campaign. In Washington, for example, in 1916, the *Star* conducted a "reclamation" campaign covering 21 weeks, during which time about 420 tons of papers were collected by the school children at the rate of 42½ cents per hundred pounds. Such ideas as these are now being re-sold to the publishers.

The adjustment of advertising rates to help meet the rising costs due to the shortage and to labor conditions, as well, is another pertinent topic that is being given much attention in publishing circles. At the November meeting of the A. N. P. A., as well as at the convention of the National Association of Daily Newspaper Advertising Managers in Chicago last month, one of the principal subjects of discussion was the necessity of an equitable revision of rates that would meet the fluctuating costs fairly.

Advertisers, sensing the difficul-

The New York Globe

*Offers the general advertiser the opportunity
of addressing 180,000 families of the
kind that buy advertised goods*

The New York Globe is a unique newspaper in many ways. It is distinctly an independent newspaper. It discusses and handles matters of vital importance to the people which other newspapers have not the courage or liberty to handle.

The New York Globe carries more advertising from twenty leading big retail stores of New York than all other New York newspapers, including those of much larger circulation.

Its constituency has been brought to have as much confidence in the advertising it accepts and prints as in its news and editorial reviews.

The Globe makes no pretense of being the "biggest" or the "best," but goes quietly on its way recording worth-while achievement as part of its every-day work.

To-day's Globe is a better newspaper and will produce larger returns for the advertiser than that of a year ago, and it will be still better and more productive a year hence.

*The Globe Is Now Nearly 126 Years Old and
America's Oldest Established Daily Newspaper*

Member
A. B. C.

THE NEW YORK GLOBE

JASON ROGERS, Publisher.

180,000
A DAY

ties in the future, are crowding into the publications at yearly contracts and by means of "reservation" contracts, based on present-day rates, which are, in turn, based solely on present-day costs. The problem of the periodicals is to find a means of protecting themselves against future advances without resorting to methods that might suggest highway robbery now.

Due to the influence of precedent, the current rates are much too low to be profitable, and in the face of that fact, plus the unknown quantities of the "veiled future," the outlook for the average newspaper publisher is dubious. James Wright Brown, the owner of *Editor and Publisher*, recently made a survey of the comparative rates prevailing in newspapers and magazines which shows that, using around 2000 papers and magazines as representative, the average rate for the former is one-fifth of a cent per line per thousand, while for the latter it is three-fifths of a cent per line per thousand.

On the basis of these and other figures, several suggestions were made at the A. N. P. A. conference pertaining to a remedy. One idea was to abolish contracts entirely, so that the paper would not have to carry long term contracts at a subsequent loss. Another was to establish a three-month contract in place of the present yearly agreement, thus leaving room for any necessary increases due to unpreventable production cost increases.

Both of these suggestions, however, present many difficulties: the one because there is no semblance of a binding contract even in a most elastic form, and the other because of the multitudinous details that will have to be taken care of every three months when the contracts are renewed.

A resolution that was adopted by the convention suggested that during the period of rising costs future contracts for advertising should only be accepted on the following conditions:

"This contract is accepted upon the condition that the rate payable for the advertising to be published pursuant to these terms shall be..... cents per line (or inch) for the first.....months and that the rate payable for each.....months thereafter shall be mutually agreed upon. Failure of the parties to agree as to the rate to be paid at least ten days in advance of any such period, shall give to either the right to terminate the contract."

This clause would leave the rates

adjustable by the parties according to the individual conditions.

One of the most logical remedies yet put forth is the plan of the John Budd Company, based upon the very common theory now practiced in mercantile lines—"prices subject to change on.....days notice," or "future orders to be shipped at prices prevailing at time of delivery."

Under the suggested plan, which has been approved by every publication represented by this company, yearly contracts are accepted with a clause inserted providing for a change of rates on a sixty-day notice. If the advertiser is not satisfied with the increase, he can terminate the contract at the end of the two-month period. Such an arrangement is, of course, amply justified by the prevailing conditions in the industry and gathers considerable "right of precedent" by virtue of its common use in other lines.

Its plausibility lies in the fact that the advertiser is protected in two different ways: under any other alternative suggested it will be virtually necessary for the publisher to gamble on prospective increases in costs by raising his rates, at the beginning of any period, so that the maximum possible jump before the end of that period would be taken care of. If the advance did not materialize the advertiser, of course, would be morally "stuck." His second protection is in the fact that he has plenty of time to adjust his campaign should the promised increase seem too high to justify a continuation of the contract.

The move to increase the rates now maintained by newspapers is pretty generally supported all over the country. John B. Woodward, vice-president of the N. A. D. N. A. M., and advertising manager of the *Chicago Daily News*, said at the association's convention:

"I believe that one of the greatest considerations for us today is the matter of rates. We are in for a period of high costs of publishing. Any paper with rates that are too low should increase them at once. The smaller newspapers should get busy and do this for their own protection. There is a great deal of waste in the use of white paper. Many newspapers are printing more than they can sell. If we don't reduce the size of our papers by Spring, the shortage will surprise the world. We, of the larger newspapers, can do much to set the example and conserve. If the publishers of the large papers don't do all they can to conserve, I think it may even cause trouble at Wash-

ington. I believe an advance in rates will cut the volume of advertising, and I believe it will be a good thing for us to do at once."

Many papers are now adjusting their scales to current conditions, but there are enough of them still bashful enough about the move to warrant considerable effort on the part of the minority to bring about a universal increase, quite a few trade papers, as well as newspapers, assisting in this movement. The Advertising Committee of the Southern Newspaper Publishers' Association, in this connection, recently adopted a resolution urging papers to increase their rates at least 25 per cent, and asking advertisers and agencies to give the papers optional days for the insertion of copy.

The result of so much serious thought and effort devoted to the problem should undoubtedly result in a "safe and sane" solution.

Brandt Agency to Move

The Brandt Advertising Agency, now located in the Hartford Building, Chicago, has made arrangements for larger quarters in the *Chicago Tribune* building. The lease for additional space has been signed, but possession cannot be secured for several months, owing to arrangements for moving now being made by some of the *Tribune* departments.

This agency also announces the renewal of the advertising of the Nacma Company of Chicago. The company manufactures Sa-Van, one of the so-called egg substitutes, and was a very large advertiser last year. Newspapers will be used in the new campaign now being planned.

The Brandt agency has also secured the advertising account of the Perry Pipe Company of Moline, Ill., manufacturers of pipes for smoking. Newspapers will be the medium chiefly used in handling this campaign.

Auto Account for St. Louis Agency

Extensive newspaper schedules are being sent out for the Gardner Automobile of St. Louis, through the agency of Fisher-Ruebel-Brown of St. Louis. The campaign includes page advertisements in a large number of daily newspapers announcing the Gardner car, which is a new entry in automobile sweepstakes.

Chicago Agency Advertising Farm Product

Henri, Hurst & McDonald, Chicago, are conducting a vigorous newspaper advertising campaign for the Alamo Farm Lighting Company. Farm publications are also being used.

Motor Association Campaign On

The National Motor Vehicle Association is placing an important national advertising campaign through the advertising agency of Erwin & Wasey, Garland Building, Chicago.

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY



Vulcan Springs and Collier's

This year the Jenkins Vulcan Spring Co. has used more space in Collier's than in any other general publication.

“Watch Collier's”

Direct Advertising to Reach the Farmer

**How to Prepare a Direct by Mail Appeal
That Will Reach America's Biggest Buyers**

By GEORGE B. SHARPE

Assistant General Sales Manager, Cleveland Tractor Company

FIRST, I want to take a few minutes to discuss the farm market itself.

In round numbers 35% of our population live on farms and we have about seven million farms in the United States. That makes the farm field easily the most important point of actual numbers.

But we all know that mere population figures mean little in determining market possibilities. Distribution facilities, habits of living and the ability to purchase must all be taken into consideration.

And while I haven't time to make an exhaustive analysis of the farm market I do want to impress you with the fact that the farmer is a bigger and better buyer today than he has ever been before.

He is selling wheat at \$2.20 a bushel as against less than \$1.00 a few years ago and he is getting prices for his other grains and produce in the same proportion. Not so long ago 30c a dozen for eggs and 40c a pound for butter was considered a good price and look at what he is getting today.

But, some one will say that the laborer and the artisan have increased their incomes as well as the farmer. True, but remember this: when the average city man has paid his rent, and his grocer, and his butcher, and the shoe man, and the clothing dealer, and his income tax, with all his increase in income he hasn't as much left over as he used to have because his cost of living has gone up faster than his income has gone up.

On the other hand, while the farmer's living cost has increased he is a good deal better off in that respect than the man in town because he produces a good proportion of what goes on his table. Most of the labor on his farm is furnished by himself and his family and on the average I don't believe it is any exaggeration to say that the American farmer has doubled the net income he formerly enjoyed.

Not only has the farmer more money to spend, but he is more inclined to spend it. Most every farmer nowadays has his "flivver,"

or it may be a "six" or an "eight." Both he and his family get around more. They visit more. They get to their nearest shopping center and to other shopping centers. They not only shop at the general store nearby, but at the department store forty or fifty miles away.

BUYING POWER AND DESIRE BOTH
COME UP

The son and daughter have gone to college and come home with new standards of living that demand more of the comforts of life, and the "keeping up with the Jones's" epidemic has at last spread to the agricultural community. As the farmer's standard of living goes up his wants increase and what only yesterday was a luxury today is a necessity.

Surely a market as big as this with more ready money than it ever had before and a greater inclination to part with it demands your attention.

Now, how are you going to reach the farm market?

The city and town market can be reached in half a dozen different ways. National monthlies and weeklies, daily newspapers, bill boards, street car cards, theatre programs, are all active in this field, but when you come to the farm market I believe there are only two economical and effective methods of reaching the farmer—the farm paper and direct advertising.

Because the dealer in town doesn't have the intimate touch with his customers that the dealer catering to farmer trade has, the former isn't nearly so important a factor in controlling the purchases of his customers as the latter and for this reason I don't believe direct advertising can accomplish nearly so much in appealing to urban trade as it can in influencing the rural market.

That's one reason why I believe the farm field offers such a fine opportunity for direct advertising. The relation between dealer and his farmer customers is close and direct advertising offers an opportunity for the tie-up through the dealer.

Now, you know I am not selling direct advertising -- nor any other sort of advertising for that matter.

I believe in using whatever method gets the best results—that's what I'm after.

I like the word "direct."

And I am convinced that the distribution of circular letters or folders or any sort of scales literature is most profitable when it is "direct" and not haphazard.

If I have a message I want to spread broadcast to all the farmers in this State I believe I can reach more of them and accomplish more with an announcement in the State farm papers than in any other way. I believe I would be wasting my firm's money to circularize all the farmers in the State, no matter what I had to sell them.

But on the other hand, if I have fifty dealers in Ohio selling Cletracs and those dealers have each fifty to one hundred names of farmers who they now are in the market for tractors and are financially able to buy the tractor I have to sell, I don't a cheaper or better or more effective method of salesmanship in type than to let Uncle Sam's mail take my message, not only once, but time and again, to those farmers.

A RECEPTIVE FIELD

I know from experience that that sort of message mailed to such a list will be read. I know that it will get results if the message and the merchandise are right and what is even more to the point I know that my dealers will appreciate such sales help and we all know that when we can secure the good will and cooperation of our dealers our biggest selling problem is solved.

If you sell to the farmer through the dealer (an that's the only kind of selling I am familiar with—I have had no direct contact with mail order selling) do everything you can to "sell" the dealer on your line and your sales policies. I don't believe you can get very far by "forcing" methods. Remember, too, that your line is probably only one of a dozen or score of different lines that the dealer handles. You may think your business looms up big, but it doesn't look one-half as big to your dealer as it does to you.

I can't emphasize too strongly the importance of the dealer in the farm marketing chain and I believe you can do a great deal toward keeping him sold on your line through direct advertising. Don't forget him because he's got your goods on his shelf or in his warehouse. I don't believe there is any form of advertising, direct or publication, that will bring you such returns as the "direct advertising" you do to keep your own dealer "sold"

BECAUSE of combined increased publishing costs and increased circulation conditions, Christian Herald's rates for all 1920 advertising have been advanced, effective November 15th, to

\$ 2.25 per line

\$1,400 per page

\$1,900 per back cover (2 printings)

\$2,200 per back cover (3 printings)

\$2,400 per back cover (4 printings)

\$1,800 per inside cover (2 printings)

\$2,000 per inside cover (3 printings)

\$2,200 per inside cover (4 printings)

\$2,800 per center spread (black)

\$3,500 per center spread (2 colors)

Inserts and inside color pages, when available, at inside cover prices.



The Christian Herald

Established in 1878

GRAHAM PATTERSON, *Publisher*

L. D. FERNALD, *Business Manager*

BIBLE HOUSE, NEW YORK CITY

on your goods and to help them make sales.

Now as to the message itself.

I think it's a mistake to go on the theory that most any kind of printing is good enough for the farmer. There are still a good many people who go on the assumption that any kind of printed matter with "big black type and plenty of red ink" will get results from the farm field.

It is also a mistake, as I have seen done several times, particularly in long-winded circular letters, to try to get down into the pig pen with the farmer. The farmer isn't much different from his neighbor in town and he appreciates attractively illustrated and well printed advertising matter and will respond more readily to it.

I don't know anything about selling low-priced merchandise. I have never tried it. But if I have an article that I believe has merit and quality I want to have that quality and superiority reflected in my printed matter and in the message that I send out to the people whom I expect to buy my goods.

DOUBLE-EDGED IMPRESSIONS

Aside from favorable impressions created on the actual prospects by high-grade printed matter there must also be taken into consideration its effect upon the dealer upon whom in the last analysis we must largely depend for the distribution of this matter.

The dealer would a good deal rather hand out an attractive folder or catalog than a shoddy looking piece of printed matter and it has been my observation that the higher the quality of sales help we furnished our dealers the better distribution we got.

Remember this, that when the treasurer of your company draws a check for the payment of any form of direct advertising, be it letter, folder or catalog, what he is spending your company's money for is not the actual number of pieces delivered or so many pounds of paper and ink, but the impression that sales literature is going to make on the prospect when it reaches him.

As to the message or the actual sales argument, there are so many varying conditions that it is hard to lay down any fixed rule. There are two or three things that always should be kept in mind, however. The average farmer is more interested in knowing the service an article is going to give him than a lot of detail about its mechanical construction. The message should be clear and to the point, and not a lot

of glittering generalities. If you can get your argument across in illustration, so much the better. The right sort of an illustration may often show at a glance an idea that you couldn't get across in a dozen paragraphs. Remember, too, that the farmer's office and his home are identical and in most every purchase made on the farm each member of the family is interested.

As some of you know, I was formerly in the cream separator business and I wasn't long in discovering that the farmer's wife had a good deal to say about what make of separator was purchased. Now, the woman can seldom be interested in mechanical arguments on detail of construction and for that reason we laid very little stress on mechanical construction, but a good deal on the labor saving and economic advantages of the cream separator. In fact, last year I got out one folder in my follow-up series in which the appeal was made direct to the woman on the farm and the illustrations and text were all prepared with the express intention of making an appeal directly to the farmer's wife.

In the preparation of printed matter, folders, etc., for the farmer, keep in mind that the farmer doesn't have an office boy to open his mail and lay it on his desk. Visualize, if you can, how the average farmer gets his mail. The R. F. D. man pushes it into the little tin box on the side of the road. That's one reason why for years I have utilized offset printing as far as possible for folders to go to farmers and why I have recommended folders not over four inches wide. The big folder printed on heavy coated paper loses a lot of its attractiveness after it is jammed into the rural free delivery box. It isn't how the folder looks when it comes from the printer that interests me, it's how it looks when the farmer opens it up when he settles his tired bones at night by the side of the kitchen or the "sitting room" table.

REMEMBER THE WORD "DIRECT"

Once more I want to emphasize that the more direct you can make your appeal the better results you will get from direct advertising. Let me illustrate. If a bank here in Cleveland wants to increase its depositors I believe that its general arguments will accomplish the most if printed in the local daily papers. On the other hand, an attractive folder or a well-written letter addressed to the mailing list made up of names of newly married couples suggesting the advantage of opening

an account will undoubtedly be both timely and by reason of its very directness get results.

In the same way a message to the parents of "newly borns" suggesting the advantage of opening an account for the little shaver I would consider the very best kind of advertising.

When I was in the separator business I had a mailing list of some three or four hundred thousand names of farmer prospects, names secured through dealers, and I insisted upon dealers classifying those prospects into three divisions, non-users of cream separators, users of competing machines and users of out of date machines, and I had separate folders and follow-up letters for each of these classes. In other words I found out what the farmer's need was and then discussed with him the conditions in which I knew he was interested.

The same way in laying out direct advertising for my tractor prospects. If the farmer is a potato grower I am planning to send him literature and letters particularly discussing the advantages of our tractor for his needs. If he's an orchard man the letters and folders which he gets from us will discuss the big advantages of the Cletrac for orchard use.

I am simply giving you these two or three examples to illustrate more clearly what I am trying at when I lay so much emphasis on making your message "direct."

Make your "direct" advertising live up to its name. Let it carry a "direct" message and you will get "direct" results.

Youngheart Speaks on Magazine Space

Sam Youngheart, of the Frank Seaman Company, New York, spoke before the Representatives' Club at the Hotel McAlpin, New York, on December 1. He spoke of definite successes of advertisers through the use of magazine space.

Changes at Des Moines Capital

D. W. Whitebrook, formerly of the Rock Island, Ill., *Argus*, has joined the staff of the Des Moines, Ia., *Capital*. A. E. Stickle, who has been with the Des Moines *News* for the past year, has joined the *Capital's* service department.

Gotham Studios Add to Staff

R. Stoll, for five years poster designer for the O. I. Gud Company, New York, has joined the Gotham Studios, same city. Arnold Moesch and J. C. Anderson have also joined this organization.

Merged English Firms Form Ad Service

The Amalgamated Publicity Services, Ltd. has been formed in London, Eng., with the merging of Chadwick's Service, Combino Envelope Company, Reliable Advertising and Addressing Company, S. Sidders & Son, printers, and Woodcraft, Ltd. The new organization will combine all ends of publicity work. The joint managing directors are Arthur Chadwick and W. Leonard Sidders.

Associated Engravers Make Appointment

The Associated Engravers, New York, have announced the appointment as sales director of Edward Kramer, who has had extensive experience in engraving problems.

Says Unrest Is Passing

That the crisis of industrial unrest in this country has been passed and that better business conditions may be anticipated from now on is the view of the National Bank of Commerce in New York in the December issue of its magazine, *Commerce Monthly*. The bank points to the failure of the steel strike, the yielding of coal miners to constituted authority, and the plans for deporting dangerous aliens, as signs of better days.

Dividend on Kelly-Springfield

The Kelly-Springfield Tire Company has declared an initial dividend of \$2 a share on its 8 percent preferred stock of record November 1.

Thermoid Ad Manager Promoted

John T. Spicer, advertising manager of the Thermoid Rubber Company, Trenton, N. J., has been appointed general sales manager.

William Mackay Heads Hardman Rubber

William Mackay, president of the Mutual Tire & Rubber Company, New York, has been elected president of the Hardman Rubber Corporation, New Brunswick, N. J., which was recently acquired by the Stanwood Rubber Company. Mr. Mackay is also vice president of the Samson Tire & Rubber Company of California.

Louis Stephenson with McCann Agency

Louis Stephenson has joined the staff of the H. P. McCann Company, New York. Mr. Stephenson was for more than four years advertising manager of Landers, Frary & Clark, New Briton, Conn.

Haskel, of Grant Motors, Promoted

J. A. Haskell, of the sales department of the Grant Motor Car Corporation, Cleveland, Ohio, has been appointed assistant general sales manager, to take care of field and detail work.

Two Talks on Commercial Art

At a recent meeting of the Technical Publicity Association, New York, Harry A. Weisberger, president and general manager of the Advertising Artists, New York, read a paper on com-

mercial art. The talk was illustrated by colored lantern slides showing practical application of art to industry. Clyde Thompson, vice president of the Gotham Studios, New York, gave a talk on logic and sentiment as applied to advertising art.

Dress Industry Issues New Magazine

The Associated Dress Industries of America, New York, has begun the publication of *Dresses* as its official organ. The magazine will be issued monthly.

Business Corporation in Delaware

The American Business Corporation has been incorporated under the laws of Delaware with an authorized capital stock of 250,000 shares of not par value.

New Mill for Migel Silks

J. A. Migel, makers of silks, New York, are building a new plant in North Bergen, N. J. The building will be completed before January 1.

Winchester Arms Account in New Hands

Street & Finney, New York, have obtained the account of the Winchester Arms Company, New Haven, Conn.

Publisher of "Underwriter" Dies

Charles A. Jenny, publisher of the *Underwriter*, New York, died at Brooklyn, N. Y., November 17, at the age of seventy-eight. Mr. Jenny's first connection with this publication, which is an insurance weekly, was in 1883.

PASSING A MILESTONE

*New York's Great
Morning Newspaper*

The  Sun.

*Now Across the 150,000 Line—
A Notable Record of Circulation Growth*

Note the figures for the past six months.
They are significant:

	1919	1918	Gain
November....	150,108	128,453	+21,655
October.....	146,238	126,210	+20,028
September...	144,888	122,204	+22,684
August.....	143,796	122,773	+21,023
July.....	140,637	120,584	+20,053
June.....	136,955	125,757	+11,198

The seal of a covenant with red blooded
Americanism.

Britisher Advocates Six-Hour Day

Largest Employer in England Wants Two Shifts to Work Twelve Hours

BASING his theories on the epigrammatic sentence, "I believe in sweating machines, not men," Lord Leverhulme, head of the English soap manufactory, operating under the name, Lever Bros., Ltd., arrived in the United States several days ago with some new and novel ideas on the subject of amicable industrial conditions.

What Lord Leverhulme has to say is particularly interesting to Americans and American manufacturers, because he is also interested in American business. At Cambridge, Mass., there is located the American factory of Lever Bros. Company, makers of Lux and Rinso.

The belief of the visitor, as outlined to those interested in it, is that higher wages can be paid by reducing the cost of production. This, the Englishman affirms, can be done by working two shifts of six hours every day—thereby cutting down the *man's* working day and adding materially to the *machine's*. According to the explanation of the idea, this plan could only be used in industries where the overhead charges are at least as much as the weekly wage, thus eliminating, for instance, farming under the present conditions.

Lord Leverhulme has for some time been in the foreground with his ideas on employer-employee relations. It is estimated that over a million dollars worth of dividends will be distributed among the 4,500 workers in his soap plant this year, representing the same dividend paid to stockholders, less 5 percent intended to account for the non-investment by the employee. "Copartnership certificates," as they are called, are issued to workers in the employ of the company three years or more, based on their rank, tenure of office, salary, etc., but averaging about 10 percent of their annual pay.

Practically all of the workers are members of trade unions, the company's policy in regard to this being one of non-interference.

The headquarters of Lever Bros., Ltd., are located at Port Sunlight, on the Mersey River, near Liverpool, and represents a modern industrial community in every respect. About one-half of the town is devoted to the workers' homes, attractively constructed of red brick, and including such features as a hospital, library, gymnasium, tennis courts, etc. Practically all of his people are affiliated with various labor unions, it being the policy of the institution to regard these outside connections as beyond the pale of its criticism. The operation of such a system as Lord Leverhulme has instituted really tends to make it a matter of negligible interest whether or not the workers are union members. In treating his employees fairly and liberally, this "boss" usurps the function of the labor organization and makes it a non-essential.

The whole six-hour day theory is based on the economic argument that if a machine will wear out through the stress of production, the owners of that machine are getting as much as they possibly can out of the investment. However, if in the rush to wear out the machine you undermine the health or

ability of the workers, then your investment is returning a distinct loss. Machines can easily be replaced, but the value of steady, interested, satisfied workers is so high that it is foolish to bargain and speculate with those commodities once you secure them.

It is further argued, in support of the plan, that the shorter working day is a direct benefit to the employer through the improvements the employees work in themselves with the several additional hours for recreation and development. The facilities for both of these activities are supplied without stint, and His Grace contends that the plan is practicable because it has pulled returns for him. In this he is pretty well supported by the William Wrigley Company's forty-hour week, by which plan a whole day holiday is given on Saturday instead of the customary four hours.

The only question that arises in the mind of the liberal thinking man when he analyses the various findings of different employers on the hour question is, "What is the really efficient working day?" We once thought it was ten hours, but that error was discovered. Then we hung to the eight hour day for a long time, with the fond satisfaction of knowing that at last we had stumbled on the evenly balanced working day. But, to our sorrow, we learn now that we are still wrong. As far back as two years ago the writer heard one of America's leading economists—a man who is not a Socialist, and who, even now, hasn't yet been called a "Red"—advocate the universal adoption of a four-hour day. Lord Leverhulme's six hour, double shift day is somewhat more reasonable, but there are many radicals who claim a straight six hour, single shift working day to be the only efficient laboring period.

With so many confusing and contradictory opinions, all based on what are intended to be facts, it is really quite impossible to reach anything conclusive. Perhaps we will eventually fall back on the thought that if a man is given the *proper incentive* to work he won't give a continental how long he works, provided the hours are within reason.

We see now, without any room for argument, that *without* the right incentive the eight or six or four hour day means nothing whatever to the average laboring man or worker EXCEPT AN OPPORTUNITY TO MAKE HANDSOME OVERTIME MONEY.

Additions to Campbell-Ewald Staff

Emmanuel G. Frank and William A. Moffett have joined the forces of the Campbell-Ewald Company at Detroit, Mich., the former as ad writer and the latter to take charge of the bureau of publicity. Mr. Frank, who was advertising manager for six years of the Truscon Laboratories, will handle several automotive accounts. He is a graduate of the University of Michigan. Mr. Moffett was formerly city editor of the *Detroit Free Press*. Before coming to Detroit three years ago he did news-

paper work on the *Providence Journal*, Providence, R. I. He is a graduate of Brown University.

House Org an Becomes Trade Journal

The *McK. & R. Drug Topics*, one of the oldest house organs in the country, having been published for thirty-six years, has been purchased from McKesson & Robbins by three members of the organization who will, in the future, publish the journal as a trade paper. V. E. Pratt, Jerry McQuade and M. S. Small, the new comers, expect to have the first number out by December 25. The size will be 5¼x8.

Current Opinion Returns to Old Size

Current Opinion, of New York, has decided to return to the old style size after a fair trial with the "flat" form. The present dimensions of the magazine are 8½x11¾ in., but, beginning with the January issue, they will be 6¾x11¾ in., untrimmed. If it is decided to trim, the size will be a bit smaller. The publication finds the change advisable chiefly for the convenience of the reader and also for the satisfaction of many advertisers.

New Home for South Bend Paper

The South Bend *Tribune* began the work of constructing its new home on the first of this month. The building will be three stories high, will have a frontage on two streets, and will be done in dark brick, steel and concrete. The plans were drawn by F. A. Miller, vice-president and editor, while lying ill in the Columbus Hospital, Chicago, early this year. The work represents an investment of about \$400,000.

Plan Electric Light Publicity

The National Electric Light Association, at a recent meeting held in Chicago, has decided through its advertising and publicity service bureau to carry on cooperative publicity with the Society for Electrical Development. It was resolved that a conference be held each month, composed of representatives of the two organizations, to make plans for producing campaigns for the promotion of the use of electricity.

Newspaper Man Joins Fox Films

William C. Lengel, magazine and newspaper writer, publicity director of the employment management section of the War Industries Board during the war, and manager of the promotion department of the Conde Nast publications, has joined the scenario department of the Fox Film Corporation. Mr. Lengel has declared that the screen offers a wider field than the editorial columns of a newspaper, and points to the influx of newspaper men into the motion picture field.

Val Fisher's Secretary Leaves for England

Miss Stella Gude, secretary to Val Fisher, New York representative of the *Advertising World*, London, will sail for England December 8 on the *Imperator*. During the war Miss Gude was connected with the British Bureau of Information in the United States.

Three White Plains Dailies Merge

The *Daily Reporter* and the *Daily Argus*, of White Plains, N. Y., have been consolidated, and the *Daily Record*, of that city, will join the combination on December 31. The name of the *Daily Reporter* will be retained, with W. Lee Tuller as publisher and Walter W. Hogan, editor.

Herman Bernstein to Launch Jewish Bailey in New York

Herman Bernstein, former editor of the *Jewish Day*, New York, and special writer for the *New York Herald*, will publish with the beginning of next year a new Jewish daily in New York to be called *Haint* (The Present). Mr. Bernstein is a well known author and newspaper writer. The *Haint Publishing Company* has been incorporated to finance the publication.

Judge Landis Was Misquoted, He Says

Judge K. M. Landis, of Chicago, has declared he was misquoted as saying that an advertising man would lose his job if he reproduced his proposition with absolute integrity. In a letter to Arnold Joerns, agency head of Chicago, he says: "The business of an advertising manager is not limited merely to the absolute integrity of conditions, portraying them judicially. He would not be a good advertising man if he did."

Burleson for Local Penny Postage

Postmaster-General Burleson has approved the bills pending before Congress to reduce the rate of local first-class letter postage to one cent. It is contended that the cost of handling letters delivered within the postal limits of the office in which it is mailed is less than the present postage charge.

Bonneville with German Films

T. D. Bonneville, formerly director of publicity and advertising of the Division of Films, Committee on Public Information, has been made New York representative for Grossman Pictures.

Says Advertising Improved Grocery Business

J. S. Goldbaum, sales and advertising manager of Fels & Company, Philadelphia, pointed out before the convention of the American Specialty Manufacturers' Association at Atlantic City how advertising has revolutionized merchandising. The coming of package goods, he said, brought more profit to the dealer and a new pride in the grocery business was born.

Vice President of National Licorice Dies

Frederic P. Scudder, vice president and director of the National Licorice Company, died of apoplexy on the night of November 27 at the age of sixty-eight. He was a member of an old New York family and belonged to the Sleepy Hollow Club, Union League Club, New York Athletic Club and the Automobile Club of America.

Van Derhoof Heads New Auto Company

Frederick G. Van Derhoof, who has resigned as general manager of the automobile department of the Standard Street Car Company, Pittsburgh, Pa., has announced the formation of the

Bacon Motors Corporation, New Castle, Pa. Mr. Van Derhoof is president of this company, which will build a light six, moderately priced car, ready to market in spring.

Cut Newsprint Consumption in South

A reduction in the consumption of newsprint at least 10 percent during the coming year was decided upon at a special convention of the Southern Newspaper Publishers' Association held at Birmingham, Ala., November 24-25. The figures will be based on the highest consumption during 1919. A conservation committee was named with Bradford Merrill, of the *New York American*, as chairman. The reduction will be made in such a way as each individual publisher sees fit.

DO NOT MISS The Golden Opportunity

Messrs. MUKUND N. DESAI, Commission Agents, Exporters, and Importers, AHMEDABAD (India), offer their services to the Manufacturers, Exporters and Importers of America, and invite their correspondence, as they deal in all lines, from *Pin to Elephant*, and as their business root is the *safest, quickest and the cheapest*. In short, it is the best emporium of Indian Exports, and Foreign Imports. Just now send \$10 to \$1,000, if you ever wish for Indian CURIOS, Condiments, Silkware, Pickles and Preserves, Sweets and many other reputable novelties that led us to a path of profit for supplying the best materials. Note our name and address, perhaps it might interest you. Do not forget that we also import American produce. No more—*Correspondence solicited*.

MUKUND N. DESAI,
Exporters and Importers,
AHMEDABAD (INDIA).

This rather unusual all type advertisement occupying space in the New York dailies a few days ago speaks volumes for the interest merchants in other lands have in the American market.

Say News Suppression Causes Robberies

New York burglary insurance companies have complained to the New York police department that its suppression of the news of robberies has led to an increased number of such crimes. They said that the system suppression has caused among householders a false sense of security, and hence negligence.

Can Any "A. & S." Reader Help Out General Agnus?

Under date of Dec. 3rd, General Felix Agnus of the Baltimore *American* sends us an order for 100 extra copies of the issue of Nov. 22nd of ADVERTISING & SELLING. Using every available copy in our offices, we are only able to send the General a total of 50 copies. Any reader who has a copy of this number that they would like to dispose of will be favoring General Agnus as well as ourselves by mailing it in. We will gladly pay 15c each for any copies returned.

ADVERTISING & SELLING's circulation has been increasing so that there are practically no back numbers of any recent issue.

New Head for Hupp

Charles D. Hastings has been elected president of the Hupp Motor Car Corporation, succeeding J. Walter Drake, who remains as chairman of the board of directors. Mr. Hastings was previously general manager.

Jewish Journalist Dies

Isaac Conickman, city editor of the *Jewish Day*, New York, died recently at his desk at the age of forty-three. He was one of the best known Jewish journalists in the country, having contributed to almost every Jewish periodical in the United States.

Flour Company Issues Educational Booklet

The Globe Grain and Milling Company, Los Angeles, Cal., has prepared a booklet for distribution among California housewives, called "The Difference." It contains sixty pages in which the manufacture and the cleanliness of Globe flour is explained. Flour users will be invited through the medium of large newspaper space to send for the booklet.

Unionizing of Journalists Fails

E. E. Allen, dean of the school of journalism of the University of Oregon, said at a meeting of heads of journalism departments in many of the large colleges that the attempt of union labor to enter the editorial department of American newspapers is making little headway. He said that reporters and desk men are favoring other means of promoting their interests.

Wheat Director Buys Paper Company

Julius H. Barnes, wheat director of the United States, has purchased the majority stock of the Pejepscot Paper Company and subsidiaries for \$750,000. The property includes paper mills, timber lands and a fleet of tugs and barges. The mills, which are situated in various parts of Maine, have a total daily output of 160 tons.

St. Paul Has New Agency

The Greve Advertising Agency, St. Paul, Minn., has been established with S. Greve as president; W. M. Robbins, vice president; H. G. Myserm, secretary, and D. G. Shepherd, treasurer. The new agency has begun with the following accounts: Guiterman Brothers, makers of leather coats, St. Paul; Grey Tractor Company, Minneapolis; Badger Steel Roofing & Corrugating Company, LaCrosse, Wis., and the Flour State Baking Company, St. Paul.

More Business for Dunlap-Ward

The Dunlap-Ward Advertising Company, Cleveland, Ohio, which has obtained the account of the Rubber Products Company, Barberton, Ohio, makers of Strongheart tires and tubes, is beginning with a December campaign.

Wadman Agency Has Engine Account

Rex W. Wadman, Inc., agency, New York, has secured the account of the J. V. B. Engine Company, marine engines, Akron, Ohio.

Renshaw Joins Raleigh Paper

Paul Renshaw, formerly advertising manager of a New Orleans department store, is now on the advertising staff of the *News and Observer*, Raleigh, N. C.

Wonder What the Chap in the Collar Ad. Thinks About - By BRIGGS



The cartoonist, Briggs, gets a laugh out of the current street car card advertising of Arrow collars

Another Week Devoted to Nationally Advertised Merchandise

Repetition of Event Staged Last Year Successful

By HENRY MATTHIES

Advertising Manager, Bannon Brothers Company, St. Paul, Minn.

SINCE staging our Second Nationally Advertised Goods Week, I have received several criticisms both pro and con regarding the merits of an event of this kind and I have come to the conclusion that it is really a matter of individual store policy. There are some department stores which look with scorn and disgust upon any favorable mention of Nationally advertised merchandise, while there are those who have that enlightened viewpoint—who are broadminded enough not to stand in their own light—who have come to realize like we have that it is about time we took advantage of the tremendous pulling power of the manufacturer's advertising. Our experience with the two Nationally Advertised Goods Weeks we have conducted proves beyond the shadow of a doubt that these events can be made to produce business in proportion to what you put into them.

We selected the first full week in October—the week of October 6 to 11, for our second exploitation of Nationally Advertised merchandise. Right here I would like to say to the "doubting Thomases" that our

business for the week increased forty-four and seven tenths percent over the corresponding period of last year.

MERCHANDISING THE EVENT TO THE NATIONAL ADVERTISER

Do not imagine for a minute that the task of staging the week is strewn with roses. To secure the kind of cooperation we wanted from the manufacturers was not a simple matter nor is it as easy as it appears to the looker-on. We took into consideration that the national advertiser is continually bombarded with requests for cooperation of various kinds and that our request to receive immediately and proper attention must be so clearly put that there would be no hesitancy on his part to respond in the way we wanted him to.

We decided to merchandise the event to him just as he would merchandise his propositions to us. We reasoned that it would take time and plenty of it to get our message across and get ready for the event. As a result of this a very artistic brochure was prepared in July. It outlined our activities in February.

It contained a carefully prepared synopsis of the event; an even dozen of letters of endorsement from National Advertisers who were with us in our last event and who were pleased with results; photographs of window displays and interior decoration and arrangement. The brochure was printed on high grade enameled stock in black ink while the cover was printed in red and blue on white stock to carry out the National idea. The edition of this brochure was limited to four hundred copies which brought the cost to fifty cents each by the time they reached the hands of the manufacturer. An explanatory letter was sent along with the brochure.

In addition to this we inserted advertisements in several trade papers inviting correspondence relative to the coming event from manufacturers who were National advertisers and whose products we carry.

We expected this intensive campaign to bring results but we hardly hoped to interest so many—to be frank—we secured the cooperation of more than we could conveniently handle. Sixty-seven National advertisers contributed their share of cooperation in our Second Nationally Advertised Goods Week as compared to thirty-five in February.

Every floor of our four story building resembled a State Fair. We erected thirty-six booths which were devoted to a wide range of products.

Of course our windows played a very important part. Special decorations were made and the background, although intended only for use during the Fall Style Exhibit, was allowed to remain in the windows for this occasion. All of our windows, twenty-one in all, were devoted exclusively to the display of Nationally advertised goods. We secured so many trims that it was necessary to make three changes in some of the window displays, some of which were designed especially for this event.

The week was brought to a happy close with a children's Tea Party on Saturday afternoon. Nationally advertised characters were used as attendants—Fairbank's Fairy, Old Dutch Cleanser, Jap Rose Girl and Miss Liberty of Star Snap Fastener fame. Invitations were sent to about five hundred children besides liberal advertising in Friday evening papers. Each child was presented with a sack full of souvenirs which consisted of Jap Rose Ballons, Santa Claus whistles, Old Dutch Cleanser Banks, Sterno Canned Heat Mirrors, a pair of

Baby Doll Hose contributed by the Burson Hosiery Company and a booklet "The Chubbies Sail to Dooland," advertising Ascher's Knit Goods. Ice Cream, cocoa and cookies were served in liberal portions to nearly six hundred children. It took six active and strong young men to handle the enthusiastic kiddies, each one of whom was accompanied by an adult, that being the only condition under which they could attend.

The management of the Bannon store is very enthusiastic about the result this week brought in the way of increased business. In fact enthusiasm is so great that we are already laying plans to put over an even greater week some time shortly after January first.

That the manufacturer is interested in having his goods exploited in this way is shown in the dozen or more of them who either made special trips to Saint Paul or sent their representatives to watch the progress of the week. Needless to say every one of them were agreeably surprised to see how thoroughly we carried out even the smallest detail of our plan.

\$1000 Awarded in Contest for Organ Name

The National Carbon Company, makers of Columbia batteries and carbon products, Cleveland, Ohio, presented more than one thousand dollars to contestants in a competition for a name for the house organ it has just issued, *Columbia Hot Shot*, which was accepted, was offered by twelve salesmen, each of whom was given a check for \$75 with which to buy a new suit of clothes. Eight other contestants submitted a name including "Hot Shot" in some other form, and these received \$15 each for a pair of shoes. In sending out the checks the company inferred that the amount would cover the cost of the apparel, but assumed no obligation for the market fluctuation which might occur between the time the prizes were mailed and the date they were received. This stipulation, the company said, was not intended to stigmatize the clothing or shoe manufacturer, nor the mail service of Uncle Sam.

In an editorial of the first issue where the contest was announced, it was said that an ideal name for the organ should imply the purpose behind the publication, give an idea of the products, and be short and easy to pronounce.

Photo-Engravers For Present Working Day

The Employing Photo-Engravers Association of America, Cleveland, Ohio, at a recent executive meeting in Detroit passed a resolution favoring the maintenance of the present number of hours of labor and condemning projects tending toward a curtailment of production. This organization has taken a stand in favor of the open shop.

George O'Neil With Tin Decorators

George M. O'Neil, formerly of *Collier's Weekly*, and more recently with Goldwyn Films, New York, is now sales manager of the Tin Decorating Company, Baltimore, Md., which is one of the largest lithographic metal decorating plants in the world.

New Accounts for Tracy-Parry

The Tracy-Parry Company, advertising agents, Philadelphia, has secured the following new accounts: F. C. Hornbeck, Philadelphia, automobile accessories; Weissinbach & Day, New York, dresses; Rockford Knitting Company, Philadelphia, underwear; Wizard Try Company, Philadelphia, trys; the Wilo Boi Bill Company, Philadelphia, Boi and Dumt bills.

Emory Goes With Red Cross

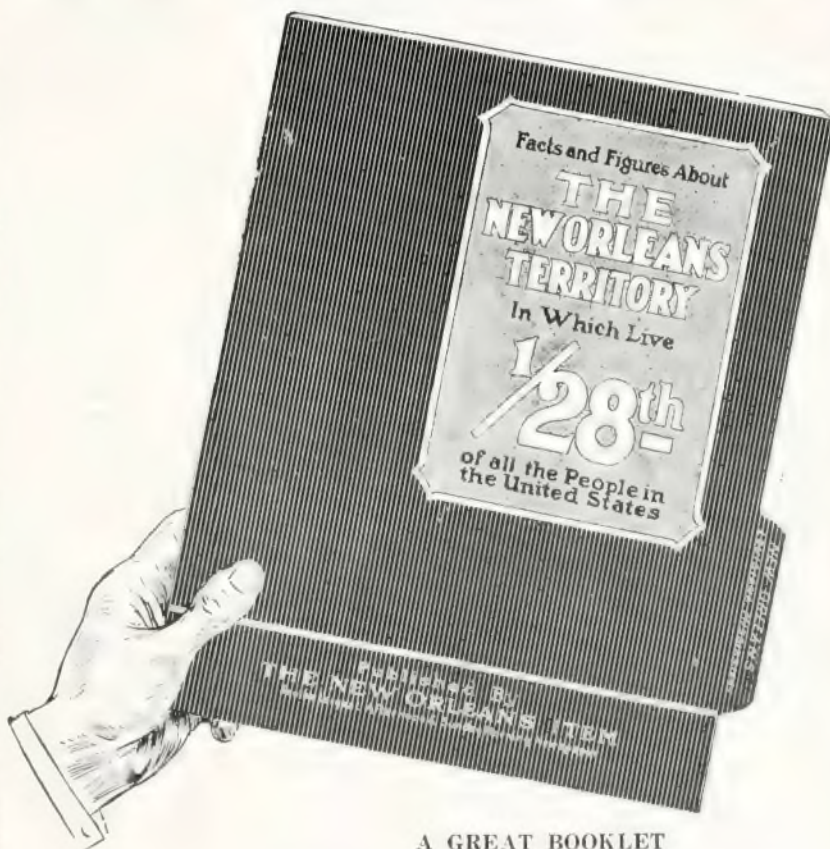
J. T. Emory, for a number of years connected with ADVERTISING & SELLING, where he has done some splendid work, will in the future devote all his time to representing the *Red Cross Magazine*, which magazine he has represented for some time in connection with work on "A. & S."

We all wish him the very best of success in his chosen work.

G. W. Hopkins Heads N. Y. Ad Club

F. A. Wilson-Lawrenson has resigned as president of the New York Advertising Club and has been succeeded by George W. Hopkins, the vice president, who is general sales manager of the Columbia Graphophone Company, New York.

The New Orleans Item Offers You



A GREAT BOOKLET
Costing more than \$3000 to compile. Ask for it.

It tells of the wonderful trade possibilities of this remarkable and thoroughly awakened and alive city and territory, and of the part THE ITEM, "the South's Best and Biggest Afternoon and Sunday Newspaper," is taking therein.

THE ITEM's Trade Extension Bureau, is in position to render valuable assistance to any manufacturer or distributor of worthy goods who seeks a profitable market in New Orleans.

MERCHANDISING AND ADVERTISING, a regular publication issued by it, reaching all the merchants of the territory, is a wonder worker. Get acquainted with the whole proposition. It is well worth while.

THE ITEM PUBLISHING CO., LTD., NEW ORLEANS, LA.

James M. Thomson, Publisher.

Arthur G. Newmyer, Associate Publisher.

THE JOHN BUDD COMPANY, NATIONAL ADVERTISING REPRESENTATIVES

Burrell Building, New York
Chemical Building, St. Louis

Tribune Building, Chicago
Examiner Building, San Francisco

Selling Fire Protection By Newspapers

The Why and Wherefore of a Filing
Cabinet Campaign in the Dailies

By LAFAYETTE DORLAND

THAT a steel filing cabinet is not of necessity fireproof is half of the story. The better half is that a triple wall of steel, asbestos and steel, with a dead air space between, is more nearly fireproof, and will protect your papers in case of conflagration. This is the theme of an aggressive campaign carried on through the daily press by the Yawman & Erbe Mfg. Company, of Rochester, N. Y. This is interesting because the "Y and E" wooden cabinets secured their place in the modern office on very different grounds, and the present series of advertisements summarizes the advantages of the wooden cabinet, but places all the emphasis upon the theme "Steel Cabinets that Protect."

A liberal amount of space is used to tell the story, and the points are driven home by striking illustrations and diagrams which are tied up with the famous "Y and E" trade mark. The amount of space, running to a total of 20,000 lines a year, is divided among quality papers of large circulation in fourteen cities, such as New York, San Francisco, Chicago, Boston and Washington. Such a campaign covers the continent pretty thoroughly, or at least that part of the business world which is in the market for cabinets.

A series of eight displays has been prepared and more are on the works, each of them demonstrating in a graphic manner a fact with two prongs: that steel by itself is a conductor of heat, but that steel plus asbestos is a non-conductor.

The double barrel argument is a bit more difficult to handle than the rifle fire of a straight affirmative statement. It includes a "yes" and "no," and this is carried out in the sketches, which are often in pairs. The picturesque element in each advertisement of the series is a drawing that shows steel as a first class transmitter of heat. "Fine for Frying Pans, poor for Filing Cabinets," is the crisp comment under a sketch of a couple of eggs sizzling in a steel fry pan.

CARRYING THE POINT BY PICTURE

Then the point is immediately made that an extra layer of steel and a layer of asbestos tucked between

them, like a lettuce leaf in a sandwich, make an effective insulation that protects papers in the file.

The copy of this series fairly bristles with compelling catch-words and phrases, such as "One fire would convince you. Why wait for a fire?"

Many ingenious tests are illustrated by sketches to show the conductivity of steel. In one layout, the point is made that plain steel walls carry the heat to the papers they are meant to protect, just as the steel walls of the oil stove radiate heat from the flame to the room. Another pair of sketches shows a gas burner with a bit of steel held over it between pliers. In one sketch a scrap of paper is ignited by the heat; in the other the paper is seen protected by the square of asbestos laid between the steel and the paper.

Effective use is made of the torch test made by the U. S. Navy Department.

The illustration shows a couple of naval officers engaged in this laboratory test, and the advertisement is quoted as an example of how a little article, which would be bought at space rates by a popular science magazine, can be handled to sell goods. It is the sort of story that the average man would read and remember, even though he might not be interested in filing cabinets at that particular moment.

LAYOUT EASILY IDENTIFIED

The layouts are uniform in size, three columns wide by 14 inches, and have several features in common, including the "Y and E" trade mark in a curved arrow. The arrowhead points to the "high spot" in the advertisement, of course. Usually it ties up with the solid black and white diagram of the cabinet and indicates the cross section view of the walls with details of construction.

An artistic border at the top and bottom of each layout was formed of a similar diagram. The border is composed of two solid black lines, representing the steel, while a corrugated white strip shows how the asbestos is set within the air space. It happens that the lines have a

highly decorative effect that is well adapted for the purpose.

Other details that are carried through the entire series are the five points in a box which describe the five extra features without extra cost. They include the fire protection, the automatic safety latches, which prevent the drawers from opening in fire emergency or office re-arrangement, the "frictionless slides," the dove-tailing flanges of the drawers, and the filing system service, furnished by this firm. Subordinated to the main message is a partial list of the 4000 "Y and E" products, following the firm name and address.

It will be seen that considerable ingenuity was required by the layout man to arrange so many details, more or less conflicting in form and tone, into an attractive combination, and to tie them up with the text so as to produce a unified, rather than a scattering impression. The reproduction herewith will indicate how well this problem was solved.

In an interview with Elbert Wortman of the Yawman & Erbe Co. some interesting points were brought out regarding the use of the daily press to get a message across to business men concerning business appliances.

THE CLASS OF PROSPECT REACHED

"The morning paper is read by the executive, the man who has control of purchases, while he is on the way to his office. His mind at that time is on business matters, and he is ready to receive suggestions about that particular subject at that particular time. What's more, he is fresh and full of initiative at that time, and, therefore, likely to act upon the suggestion as soon as he reaches the office. Of course, the morning paper is by no means the *only* medium, but it is a good one, and I am glad to give a specific reason why the "Y and E" Fire-Wall Cabinet is featured through leading newspapers in the principal cities.

"The advertisements appear once a week, on Tuesdays, and the choice of the day was made with care. As Saturday approaches, the week-end lure has begun to call executives out of town, so the nearer to the end of the week your message appears, the more gaps there are in the ranks of your readers. On the other hand, Monday is not the most favorable day, because many of the executives are not back to business that early in the week, and have not got things under way if they are on the job. But by Tuesday morning

The flame test that convinced the Government



- Five extra features — at no extra cost**
1. The cabinet is constructed of fire-resistant material.
 2. The cabinet is built to withstand a fire of 1000 degrees Fahrenheit for a period of one hour.
 3. The cabinet is built to withstand a fire of 1000 degrees Fahrenheit for a period of one hour.
 4. The cabinet is built to withstand a fire of 1000 degrees Fahrenheit for a period of one hour.
 5. The cabinet is built to withstand a fire of 1000 degrees Fahrenheit for a period of one hour.



WHETHER it's an office or a store, the Navy has something to say about it.

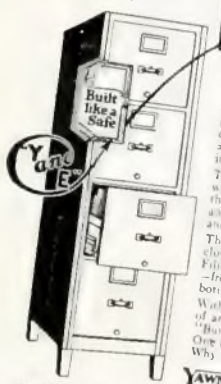
So when the Navy needed filing cabinets, they wanted one that would stand up to a fire. They wanted one that would stand up to a fire. They wanted one that would stand up to a fire.

The layer of asbestos in a double-leaf cabinet behind walls of steel really protected the papers, when the flames, inside of it, could not get to them.



FIRE-WALL STEEL LINING CABINET

What does "Built like a Safe" mean to you?

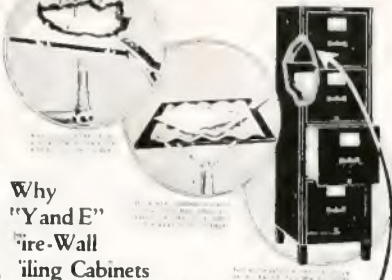


It means that your Y and E Filing Cabinet is double-leafed and Asbestos-lined — and is protected by far more than in a fire, only resists the heat.

The Fire-Wall construction, especially provided in Y and E Filing Cabinets, goes all around — front, back, both sides, top and bottom.

YAWMAN and FRBE MFG. CO.
66 Franklin Street, Boston, Mass.

"BUILT LIKE A SAFE"



Why "Y and E" Fire-Wall Filing Cabinets give greater protection

One fire would convince you — why WAIT for a fire?

Don't wait until the engine comes to wonder whether your records and orders, contracts and estimates are safe.



NOW in advance of the first day — at the time it is built in the factory, there is no danger from fire.



RE-WALL STEEL LINING CABINETS

A double-leaf wall, with asbestos inner lining, which is made of steel, is built in a safe, with the protection that only asbestos can give.

Here's how these better cabinets are built

First, there is an inside wall of steel. Then, a layer of asbestos is placed between the steel walls. Then, another layer of steel is placed on the outside.

Cost no More

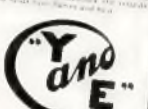
You can buy these better cabinets at the price of the ordinary steel cabinet. This is the same price you pay for the ordinary steel cabinet.

YAWMAN and FRBE MFG. CO.
66 Franklin St. BOSTON, MASS.

Metal conducts heat Asbestos repels heat



The Y and E Fire-Wall Steel Filing Cabinet has a double-leaf wall of steel with a layer of asbestos between the leaves.



RE-WALL STEEL LINING CABINETS

No greater cost

For the extra protection of Y and E Fire-Wall Steel Filing Cabinets, you pay no extra cost.

YAWMAN and FRBE MFG. CO.
66 Franklin St. BOSTON, MASS.



"BUILT LIKE A SAFE"

Five Exclusive Features — at no extra cost

1. The cabinet is constructed of fire-resistant material.
2. The cabinet is built to withstand a fire of 1000 degrees Fahrenheit for a period of one hour.
3. The cabinet is built to withstand a fire of 1000 degrees Fahrenheit for a period of one hour.
4. The cabinet is built to withstand a fire of 1000 degrees Fahrenheit for a period of one hour.
5. The cabinet is built to withstand a fire of 1000 degrees Fahrenheit for a period of one hour.

Get Asbestos Protection

Ordinary steel cabinets heat up in a fire. They conduct the heat in the very papers they are meant to protect. Acting like a fire.

When you buy Y and E Fire-Wall Steel Filing Cabinets you pay only the price of an ordinary cabinet, but you get "Built like a safe" construction. There are no extra costs.

YAWMAN and FRBE MFG. CO.
ROCHESTER, NEW YORK

A few of the Y & E advertisements running in newspapers. They are uniform enough in layout to be recognizable at sight, and their text is the sort of copy that seems inevitable. The heat conducting properties of ordinary steel are demonstrated by every-day proofs that need no laboratories or test tubes for confirmation. Common facts are the forte

the last of the stragglers has found his way back to the swivel chair, while the most inveterate "week-ender" has not yet begun to look forward to the shady trout stream or the links. They are all thinking of business on Tuesdays, and that is a good time to go to them with a business message.

"It was figured out that direct action and prompt results would follow the use of this medium, and the outcome proves that we were right. The daily press of the class that the president of a corporation, or the office manager, or the purchasing agent reads as his favorite paper, both for news and editorials, is

the group from which we selected mediums, choosing for quality, plus wide circulation. Returns have been excellent following this campaign. June, which is usually a poor month for office appliances, has been exceptionally productive of sales this year.

"The reaction has been prompt, therefore, just as we anticipated. In cities where these papers are published, the reader could call up on the telephone and get instant attention from a "Y and E" representative. As there is a large circulation for some of the papers outside the place of publication, there are many inquiries by mail, which receive a

prompt follow-up with booklets, 'Steel Cabinets that Protect' and 'Vertical Filing Down to Date.'

"The appeal to the general public is linked to the trade by a double page spread in a leading magazine devoted to office furniture and supplies, in which the whole series is reproduced in miniature, and the pulling power of such a nation-wide campaign is emphasized.

"The campaign is planned as permanent educational work on the value of filing cabinets that not only keep your papers where you can find them in a jiffy, but that preserve them intact in case of fire."

To a Certain Advertising Man

You sit up there in your office giving wise counsel.

Under your direction there speed forth, up and down the land, those magic messages that make a million buy.

Because you are there, giving the best that is in you to that inexorable God that men call Service, out in Indiana a woman walks into a store and asks for a product that your words have burned into her buying consciousness. With a pencil and a yellow pad you start belts whirling and engines drumming in factories East and West. Because of you, men and women are rearing better Americans in better American homes. You are blazing the trails of civilization.

Because you are not bound by any chains of convention; because you are not afraid to come down from your office and walk among the crowds on the street; because anything that goes straight to the heart of America is of the keen-

est interest to you; consider an advertising force that today demands the attention of the leaders of your profession.

This force is the vital attraction that the moving picture screen exercises over the best part of our people. Can you think off-hand of any national institution that rivals the moving picture as far as human interest is concerned?

Now you may put this force to work today to help spread the thoughtful message of your products. At your disposal is a magazine that gathers up in its pages this far-flung interest in all that has to do with the world of the screen.

Its name? Photoplay, the leading Moving Picture Magazine.

Let the name stick in your mind, it's imitated.

PHOTOPLAY

The Magazine of the Fifth Estate

JAMES R. QUIRK, PUBLISHERS

W. M. HART

ADVERTISING MANAGER

350 NORTH CLARK ST.

CHICAGO

NEW YORK OFFICE, 25 WEST 45th ST.

Advertising Makes British By-Street a Shopping Center

Thirty years ago Albert Street, in Birmingham, England, was a row of warehouses. Charles Richards then came and established the Beehive Drapery Warehouse. He believed in advertising and the result is that the Beehive now occupies half of that street and is one of the most successful businesses in Birmingham.

The following story is told by the *Advertiser's Weekly*, of London:

"The Beehive's scope is the retail supply of drapery, clothing and furniture at the wholesale prices, and the thousands of customers who crowd its departments vouch for the dependability by their loyalty. This state has been attained by a continuous and careful application of publicity in a style especially adaptable to the working and middle classes to whom it is directed.

"In brief, the story as presented to prospective Beehive patrons is as follows: 'Why you buy for less at the Beehive. Because all unnecessary running expense is cut out of the organization, all extravagance is eliminated, thus the margin of profit is lower, in turn permitting reduced prices to the public. The Beehive buys for cash and sells for cash only; gives no credit, therefore needs no bookkeepers; keeps no agents; dresses no windows; cuts no patterns, and lives in a by-street where the rent is very low. In consequence the source of gain to the purchaser is in the reduced cost of selling.'

"The foregoing arguments (in the opinion of the writer containing some strong selling points) are used extensively in Press advertising, and undoubtedly show the thrifty housewife a direct route to money-saving possibilities. Believing in advertising as a promoter of big sales, the Beehive do not confine their activities to Press advertising; any and every publicity proposition is entertained, adopted, or turned down. Stand at the street corner to inspect a street guide, you'll find the indicator will tell you just where to find the Beehive. Whenever possible, depending on the medium employed, the advertisement is "dressed" with roguish little imps in 'Bee-like' form, while a number of catch phrases are also used.

"The Beehive believe that no business can be increased by hiding its light under a bushel, and also that, above all else, honesty in its advertising is essential; for this reason it has always been their rule to trade on a principle of 'satisfaction or money returned in full,' and it is in itself a splendid testimony to the satisfactory service given that this provision is rarely, if ever, called on to make good any deficiency—because they always sell what they advertise, knowing full well that what they sell still further advertises them.

"To those—and there are many—who say that advertising is an expense, let it be made clear that the Beehive advertising is a proof that, properly conducted and judiciously applied, advertising is really an investment and a sound one, that provides a profitable return on outlay. Is it too much to put aside a small percentage of sales for the exclusive use of the publicity department? It is an amazing fact that a tremendous business such as here described has been most effectively advertised by the employment of a most versatile program at a cost of just a fraction over 1 percent of the sales,

and although the advertising appropriation has been continually increased, the very remarkable fact remains that its percentage on the sales has shown a steady decline.

"The business continues to thrive and develop, has done so most rapidly within the past few years, and to back the advertising is equipped throughout with the most modern labor-saving devices. It has also absorbed all adjacent available property for the purpose of expansion. In very truth, the man who does not believe in advertising should be sent to Birmingham to study the Beehive. That will convert him."

Trade Paper Man Joins Chain Stores

Arthur L. Lippman, formerly of the advertising department of *Men's Wear*, New York, has been appointed advertising manager of the New York Boys' Shops, chain stores handling wearing apparel.

North Carolina Publishers Unite

Twenty newspaper publishers of North Carolina have organized the North Carolina Association of Dailies to improve the interests of its members and to interchange information. E. B. Jeffreys, of the Greensboro *News*, has been elected president.

W. G. Rook Manages Canadian Gossard

William G. Rook, president and advertising manager of the *Canadian Home Journal*, Toronto, has been made managing director of the Canadian H. W. Gossard Company, makers of corsets, same city. Mr. Rook's office as advertising manager has been taken over by Miller McKnight, but he will remain as president. Mr. McKnight is also advertising manager of the Toronto *Saturday Night*.

Walter Dill Scott Back at University

Colonel Walter Dill Scott, former director of the committee on classification, U. S. Army, has returned to his chair at the Northwestern University, Evanston, Ill., to resume his work in psychology. Colonel Scott is author of "The Theory of Advertising" and "The Psychology of Advertising."

Monitor Campaign to Help Dealer

The Monitor Stove Company, makers of pipeless furnaces, Cincinnati, O., in announcing its 1920 advertising campaign to its dealers, says that it is planned not to stock up the dealer, but to move Caloric furnaces from the dealer's salesrooms into the homes of prospects. The national campaign will be localized by men who will prepare local newspaper campaigns in hundreds of towns and cities where there are Caloric dealers. A campaign will be carried on by this company for the first time in Canada.

TISING & SELLING

Royal Baking Powder Man Retires

H. A. LeFetra has retired from the Royal Baking Powder Company with the title of advertising manager emeritus. Mr. LeFetra was with this company for thirty-seven years, serving for the greater part of that time as advertising manager. He has resigned be-

cause of advancing age. Frederick C. Hitch succeeds him.

Argentine Publisher Studies Our Papers

Angel Bohlgas, secretary general of *La Nacion*, of Buenos Aires, has arrived in this country. He will study the methods of American newspapers, and will later go to Canada and Europe.

Swedish Editor Wields Composing Stick

Arthur Nelson, editor in chief and manager of *Christmas in America*, an annual printed in the Swedish language, got out his third number during the New York printers' strike by setting up advertisements with his own hands.

Marine Instrument Account for Kobbe

Philip Kolbe Company, Inc., New York advertising agents, have secured the account of the Sperry Gyroscope, manufacturers of gyroscopic compasses, searchlights and ship's stabilizers.

Shows Uses of Books

The American Library Association has issued a booklet entitled "Books at Work," showing pictorially their use in the war, during the armistice and now. Each of the sixteen pages contains one or more illustrations with a short description beneath.

Sheridan Agency to Advertise duPont Motors

Sheridan, Shawan & Sheridan, agency, New York, has been given the advertising account of the duPont Motor Car Manufacturing Company, formed in Wilmington, Del., by E. Paul duPont, son of the former head of the E. I. duPont de Nemours Powder Company, Wilmington, and Arthur Maris, former president of the Biddle Motor Car Company, Philadelphia.

Leaves G. & K. After Ten Years' Service

Rupert C. Moore, after having served ten years with the Graton & McKnight Manufacturing Company, Worcester, Mass., has resigned as advertising manager. Mr. Moore is president of the Advertising Club of Worcester.

New Vice President for Sherman & Bryan

William H. Denney has been made vice president of Sherman & Bryan, agency, New York. Mr. Denney has been with this agency for two years.

F. O. Drayton Edits House Organ

F. Otis Drayton has been made editor of the *Chan-Farco Beacon*, the recently established house organ of the Chandler & Faruqhar Company, makers of tools, Boston.

Another Account for Gillespie

The John I. Gillespie Company, agency, Cleveland, Ohio, has obtained the account of the Warren Refining Chemical Company, same city.

Defeating Unfair Traders*

The Work of the Federal Trade Commission in Its Fight for Clean Business

By WILLIAM R. COLVER

Member of the Federal Trade Commission.

DURING the past year continued attention has been directed to a clarification of the vexing question of maintenance of resale prices. The decision of the United States Supreme Court on a demurrer in the Colgate case has not cleared away the doubts. The court has affirmed the right, under the Sherman Law, of a manufacturer to select his own customers. This is not a right that has been questioned by the Federal Trade Commission.

In Section 2 of the Clayton law, passed long subsequent to the Sherman law, and not involved in the Colgate case, it would certainly seem that such right is limited—and lost—when it is exercised for the purpose of with the intent or with the effect of substantially limiting competition or tending to create a monopoly.

Conceding the most extreme claims that may be made for a broad construction of the court's decision in the Colgate case—and conceding them here only for the purpose of the argument—still it is held, by the Commission, that an unqualified right to enforce resale prices—or to impose one's will for any purpose—by refusal to sell (selection of customers) has not been declared. A natural, inherent right may only be exercised when it does not invade the equal right of another. There need be shown neither an act unlawful *per se* nor even an unlawful purpose or intent in order that a course of conduct may be found to be unfair and so subject to prohibition. If the effect of an ordinarily lawful thing, done bona fides, results in injury to another and an invasion of his rights, then that thing may not be so done.

REASONABLY SEEKING LIGHT

One of your members, the Beech-Nut Company, has undertaken, in the general interest, to contest the question of resale price maintenance. The contest is being carried on expeditiously and in a generous and friendly spirit by the Beech-Nut Company and the Commission seeks to meet the issue in the same spirit. Neither party seeks so much to win as to secure a final and definite dic-

tion of the court which shall clear up, so far as possible, the mooted question.

It is such contests as these, undertaken in such fair and impersonal spirit as this has been, as will clear away, bit by bit the twilight zones in the business world.

I am sorry that a misconception of the Commission's suggestion as to a legislative solution seems to have gained considerable audience. It is said that the Commission has an idea that prices be fixed, arbitrarily, by law and maintained by law. This is an error. The Commission has recognized that the manufacturer of an identified product has a very real interest in its disposition even after it has parted legal title. The Commission has recommended to Congress that the Stevens bill be somewhat reformed so as to safeguard against any abuse of it and that then it be enacted into law. It is felt that the power both to fix and to forcibly maintain a resale price, after parting with title, may be a temptation. It is felt that both wholesaler and retailer should be assured of just and reasonable compensation for their services and that the public should be assured of a purchase price which recognizes a fair and reasonable profit to producer and merchandiser but no more.

So all that has been suggested is that if and when the right to maintain a resale price is declared by law, and that such right may properly be so declared—then that a manufacturer should be left free to exercise that right or not if he pleases. If he does not exercise it his prices will be subject to the modification of the play of free competition. If he does elect to exercise it then he may fix any price he may choose and may maintain that price by refusal to sell or otherwise so long as the fairness of the price to that merchant and to the consumer is not challenged as inequitable. If challenged he is to have every opportunity to defend it, but if found unreasonable he may not continue to maintain it by force. In such case he may either revise his price and force its maintenance, or continue the price, but not be permitted to force its maintenance.

That is all that the Commission or any of its members have suggested. There is nothing withheld or hidden. It is an open and candid declaration of opinion arrived at, we believe, in the public interest—which is to say in the highest interest of business itself.

Meantime, Congress is overborne by other and weighty problems and the Commission, by and with the aid of gentlemen like you, is pressing on to a judicial determination of the matter to the end that so much doubt as possible may be dispelled.

THE YOKE UPON BUSINESS

Business is suffering under a very real hardship. It is the same hardship that President Roosevelt saw when he secured the creation of the Bureau of Corporations. It is the same hardship which President Wilson recognized when he advocated the broadening of the functions of the Bureau of Corporations by the creation of the Federal Trade Commission. It is this: Laws made to apply to business are of necessity inflexible, while business changes day by day. What is good for one industry is bad for another. What amounts to a mortal sin in one industry may be actually a virtue in another. So it is that we have a body of anti-trust laws drawn to meet certain known business evils, but, in the very nature of their drawing, so inflexible as to work hardship. There is agitation for repeal of the anti-trust laws. I am certain that public sentiment will not be wise if it were possible to be done.

These anti-trust laws are not only inflexible, but the multitude of decisions which have been handed down have, of necessity, created a zone of doubt through which business has to pass, and yet, where, each step it takes, it fears a pitfall.

SOMETHING TANGIBLE WANTED

Business men consult their attorneys; the best that are to be had. They state their case. They say what they would like to do, and about the best advice they can get is "try it, and if you get into trouble we will do our best to get you out."

So it is that there has been a suggestion, repeatedly urged, that the Federal Trade Commission should attempt to give what are called "rulings in advance." That means that a business concern about to embark upon a line of conduct would be within the law.

Now, such a ruling in advance is an impossibility. To begin with, no man can say what his conduct is going to be for the next year, or the next

*Abstract of an address before the American Specialty Manufacturers, Atlantic City, N. J.

month, or the next week, or the next day, or the next hour. He thinks he knows what he is going to do,—but he does not.

But, even if he did, experience shows that no man knows what the reflex of any act which he may do, may have upon some other man. He looks at his line of conduct from his own point of view. He is sincere and honest. He believes it is a good thing. But he does not know,—he cannot know,—how, in the complex web of modern commercial relations, that act will react upon another.

For the Federal Trade Commission or any other body, public or private, to attempt to rule in advance upon the effect of any unperformed act or acts, would require both the gift of prophecy and of clairvoyance. I may modestly say that the Federal Trade Commission, as now constituted, may have many gifts, but not those.

That seems to bring us to an impasse. We cannot repeal the law. The lawyers cannot tell you what it means, and the Federal Trade Commission cannot prophecy. That leaves business in doubt, and doubt breeds suspicion and fear and despair. Sometimes it breeds defiance of law.

PROMISING LEGISLATION IN SIGHT

A bill which was introduced in Congress at the last session, and re-introduced in the present session has appealed to me as offering a reasonable solution. The author of the bill is Mr. Steele of Pennsylvania, a lawyer and a business man. He proposes in his bill that any concern about to embark in any course of conduct may come voluntarily (he need not come unless he wants to) to the Government and set out clearly just what he intends to do. This expression of intention is to be received, and the business concern is to be given an acknowledgment of the receipt of his declaration. He may then go back and carry on his business in accordance with his expressed intention, and until some citizen shall come forward to complain either that the public interest of business institutions are being definitely injured by that course of conduct, the license granted shall be a complete defense in any court of law or before any government agency against any charges of breach of law.

It provides further, that if such charge is made, full and complete hearing shall be had, and if it shall be found that, the course of conduct is against public interest, then the indulgence or license may be with-

drawn, and thereafter, the business concern shall be amenable to the anti-trust laws.

That means then, that if a business concern finds and feels that the inflexible rules of law are working undue hardship upon it, it may escape those rules of law so long as it does not hurt another. It means, that this device is not forced upon the business, but is sought voluntarily. It means, that the very worst that could happen would be that the business concern would be put back in the same position as it was before it had invoked the aid of Mr. Steele's device.

American Supplement in London Magazine

The Advertising World, London, has issued its second American Market Supplement with the October number. The supplement includes articles by S. E. Leith, of the Associated Farm Papers, on "The Buying Power of the American Farmer"; John Sullivan, secretary-treasurer of the Association of National Advertisers, on "Benefits of Cooperation between Advertisers"; William C. Thomson, director of advertising bureau, American Newspaper Publishers' Association, on "Ask the A. N. P. A."; Ray Giles, of the Blackman-Ross Company, New York, on "America's Monthly Magazines: the Woman's Field"; Harold Mahin, of the O. J. Gude Company, New York, on "Lighting the Great White Way"; H. F. Ritchie, New York, on "British Errors in Advertising in the States"; Felix Orman, of *Leslie's*, on "Is Advertising a League of Nations?" and Charles H. Plummer, of the New York Street Railway Advertising Company, on "Street Car Advertising."

Big Financial Interests Join Goldwyn

Large financial interests have entered the organization of the Goldwyn Pictures Corporation. They are represented by H. F. du Pont, vice president of the du Pont Powder Company; Eugene E. du Pont; W. W. Laird, of Laird & Co., Wilmington, Del.; R. R. M. Carpenter, vice president of the du Pont Powder Company; C. C. Kurtz, vice president of the Wilmington Trust Company; E. V. R. Thayer, president of the Chase National Bank; Duncan A. Holmes, vice president of the Chase Securities Corporation; William Topkis, George T. Bissel, G. W. Davison, vice president of the Central Union Trust Company; Macmillan Hoopes and Abbot M. Wittenberg, of H. Content & Co. These men, who will be actively identified with the business of the Goldwyn company and who will act on the directorate, have brought an increase of capital stock to an authorized amount of 1,000,000 shares, of which there is intended presently to be outstanding 450,000 shares.

This announcement follows on the heels of the statement that F. J. Godsøl has become associated with the Goldwyn company and that Lee and J. J. Shubert and A. H. Woods, who control half of the stage productions in the country have become officers of the company.

Plans Exchange of Anglo-American Advertising Information

The advertising advisory committee of the American Chamber of Commerce in London is developing a British-American reciprocity advertising information service, to supply exporters in either country with general information as to the marketing of their goods, the existing or potential demands, competition and other factors, in the other country. Some of the largest American organizations have pledged their cooperation in obtaining information for British manufacturers. The service has been requested of the Federation of British Industries.

Grocers Sell Pictorial Review

Hunter Leaf, Southern representative of the *Pictorial Review*, on a recent visit to New Orleans, La., arranged for the sale of this magazine by local retail grocers. Commenting on this, John B. Rauch, president of the Retail Grocers' Association, and head of a grocery in New Orleans, said: "Why shouldn't I sell it? It is a household article; contains advertisements of more than forty food products, the majority of them being on sale at my store, and in addition it affords me a profit of 25 percent."

250 Year Old Firm Begin to Advertise

After getting along without advertising for some 250 years, the Hudson's Bay Company is at last to make use of newspapers and farm journals in the United States to advertise Canadian lands which it has for sale. The account is being placed through Vanderhoof & Company, Chicago. The agency is planning a very extensive campaign for the company.

Gibson Company Insures Workers

The Gibson Mandolin-Guitar Company, Kalamazoo, Mich., has provided insurance to its factory employees for accidents outside the factory. This is in addition to the compensation law which requires indemnification for injuries sustained at work.

Jonaschek Joins Hanff-Metzger

Francis Jonaschek, formerly advertising counsellor of the McGraw-Hill Publishing Company, has been made a member of the service staff of Hanff-Metzger, New York agency.

Engineering Paper Joins Association

The Associated Business Papers, New York, has announced the admission to membership of *Engineering & Contracting*, Chicago.

Lefer Man On Reliable Tractor Directorate

William A. O'Hara, vice president of the Diem & Wing Paper Company, has been elected a member of the board of directors of the Reliable Tractor & Engine Company, Cincinnati, Ohio.

Southern Lumber Campaign Planned

The Chicago and Riverdale Lumber Company of Chicago is planning a newspaper campaign to be placed in Southern publications.

New Account for McClough

The John L. McClough Advertising Agency has secured the account of the Napco Corporation, makers of Barbasol.

A Plea for Better Letterheads Labels and Packages

By LEROY FAIRMAN

Chief of Service Department, Advertising Artists, Inc.

THERE is nothing sacred about a letterhead. The fact that it has been used from 1847 to now is not a sufficient reason why it should be used from now till doomsday.

The unhappy prevalence of the antiquated letterhead is due to the fact that we grow attached to ugly things through long and intimate association. The picture of the old factory, with its bare, bleak walls, staring windows, and air of abandoned desolation, is a thing of beauty and a joy forever to the man who fought his way through adversity to success behind its battered front, but to all the rest of the world it is about as cheerful and inspiring as a freight car.

And the picture of the factory, flanked by feeble lines of lettering done in the scrawny style of civil war times, combines to make a letterhead which no more represents a progressive and successful present day business than the prairie schooner of '49 represents modern transportation.

If you have such a letterhead, junk it. It is not true that it either brings business or holds it.

Your customers would not be more completely convinced that they ought to continue to do business with you if you rode up to their doors on a high wheel bicycle, dressed in the pointed shoes, skin tight trousers and fried egg "derby" of the '80s. They might, out of politeness, overlook such an evidence that you were about a third of a century behind the band wagon, but how about people who never saw you before? Would the fact that you had evidently beaten Rip Van Winkle as a long distance sleeper be likely to inspire them with confidence in your business methods?

No concern can stay in business long without new customers. As a rule, there is an interchange of letters before the new customer may be said to be fairly landed. A salesman says, perhaps, that he has "got" a new customer. He hasn't got a customer at all; he has simply got an order, which is something different—quite different. A customer is a customer when he thinks he is, not when you think so. And he sizes you up and tries you out

before he is content to let orders go through to you as a matter of regular business routine.

So, as a usual thing, at the critical time when the new customer is about one-tenth customer and nine-tenths not, he gets a letter from you—the first direct communication he has had with your house. Much depends upon what he finds when he opens that letter; first impressions are always strong and generally important.

From your letterhead the prospective customer is likely to decide, perhaps unconsciously, whether your business is one of progressiveness, enterprise and enlightenment, or



This substantial and serviceable box for the Madison Tube is both simply and attractively designed. The colors are blue and orange, the outer border and lettering being in the latter color. The name, in a similar panel of different dimensions appears on all sides of the box with the exception of the back. This package shows up strongly, but is not easily soiled or discolored.

whether its methods are mossy and its fiber enfeebled by dry rot.

What the stranger thinks of you, as you are reflected by your business stationery, is strictly up to you. There is nothing sacred about that ancient and awful letterhead; junk it!

This is not a plea for the expenditure of unreasonable sums of money for stationery. The right kind costs but little more than the wrong kind. The requirements of the average manufacturing concern are modest. They are these:

(1) A simple and inexpensive printed letterhead for routine correspondence with salesmen, branch offices and affiliated houses, and for such matters

of form as acknowledgments, complaints, data as to orders, inquiries as to shipments of material, general information or quotations intended for filing, etc.

(2) A really artistic, dignified, modern letterhead, designed with special reference to the character of the business, and sufficiently unusual and expensive to impress the most careless recipient with the standing, importance and responsibility of the house behind it.

(3) A specially designed individual letterhead for each member of the firm, or other member of the official family, upon which he can write semi-personal letters; letters of compliment or courtesy; holiday or other greetings to old business friends or employes; all letters which savor more of personal communications than of formal business procedure. Such letters lack the desired personal touch and are incongruous and ineffective when written on the regular stationery of the business.

Individual letterheads, by the way, preferably should not bear the name of the firm; only the name or monogram of the person for whom it is made, with the address if desired.

As the label and the package are even more closely associated with the goods than is the stationery with the firm, they should truly represent the goods and reflect their character and quality; they should be inviting and persuasive; they should be colorful and cheerful without smashing every optical and artistic law; they should stand out without seeming obtrusive.

If you want to see for yourself just how far the labels and packages used by leading American manufacturers fall short of meeting these reasonable requirements, go into your own kitchen tonight, turn on the light, and contemplate the rows of staring horrors which confront you.

Go into any grocery store and study the packages on the shelves. You will be lucky if you find half a dozen out of the scores or hundreds on view, that meet the few and simple requirements of a good package which I give above. Most of the labels in use today on leading products look as if they had been whittled out with a knife and colored by a journeyman house painter.



Label and neck label (above) of the bottle in which French Valley Ginger Ale is put up. The colors are orange, green, blue, black and gray (produced in three impressions). The background of the upper and lower circles is orange with black lettering. In the center panel, the sky is white, the distant hills gray, the nearer forest green and the two tall trees and border blue. In the neck label the background is blue and the border orange. A very striking but sufficiently dignified label for a high grade product. It has been repeated, with appropriate support, in all the stationery, billheads, business cards, etc., of French Valley Springs, Inc., the makers of the product

In bottled goods the form and shape of the glass container may as a rule be varied for both practical and artistic purposes, but they seldom are. With a few delightful exceptions, the pickle bottle is as likely to be graceful and beautiful as that which holds an expensive toilet requisite—which is creditable to the pickle man but not to the perfumer.

In the case of shelf goods in general, the manufacturer has less latitude. Compactness and economy of space, both in the packing case and on the shelves, must be taken into consideration. The square cornered package or that with slightly rounded corners obviously lends itself more readily to attractive labeling

than its round brother, but even the circular package can be made artistic and inviting.

Let the package be what it may, it is within the power of the manufacturer to put a label on it which will aid it in achieving popularity and act as an important sales factor.

To do this the label must catch and hold the passing eye; must be easily distinguished and remembered, and must help to create a desire for the goods by suggesting their quality and characteristics.

To catch the eye it must be simple and strong; to hold attention it must be artistic and satisfying. If it is simple, strong, artistic and satisfying it will be remembered and will aid materially in the sales of the goods. All of which sounds easy enough but isn't.

A label may be simple yet crude; it may be strong yet repellent; it may be artistic and yet so ill suited to its purpose as to give the beholder an uneasy and unpleasant sense of its incongruity with those qualities which he seeks, and which the package bearing the inappropriate label ostensibly offers him.

To be specific: Suppose we have a coffee to place on the market and are considering the matter of a label.

Coffee is a cheering, soothing, comforting drink; therefore, the label should suggest ease, quiet and good cheer.

Our coffee is high in both quality and price; therefore, the label must be simple and dignified, so that it may appeal to people of good taste and refinement.

As our package must compete for attention with many others on the grocer's shelves, we must secure attention value and individuality by an unusual and distinctive design which shall be bold and strong without doing violence to artistic principles. For the same reason the



The label design for Ridley's Confectionery packages is in two colors, different colors being used for the labels of each of the ten various candies, and a three color effect secured by using a tinted paper. A simple label, but distinctive, easily identified, and daintily attractive. The trademark design in the upper left hand corner is also utilized as a seal for boxes, and for similar purposes

name of the coffee must be heavily displayed.

At the same time, we must take care that there is the widest possible dissimilarity between our label and that of other coffees.

In order to achieve these essential results, we will find it wise to eliminate all decorative or other unnecessary details, and aim for the strength which can only be gained by simplicity.

As the color of coffee is a rich brown, the question of the predominating color of our label is settled for us; for our second, or second and third colors, we will of course use other shades of brown or other harmonious colors.

In this manner, and in no other, is it possible to plan and produce the label appropriate to a piece of merchandise; and for every commodity, from fertilizer to marmalade, or from shoe blacking to face powder, there is a correct, artistically satisfying and therefore sales-making label whose exact nature may thus be determined.

But what of the manufacturer



Here are two of the cans used for the Sheffield "Sealect" Milk products, both of which meet all the requirements of a good package. Their attention value is strong, they are entirely different from the containers used for other products of like nature, and they present a neat and attractive appearance in the home as well as standing out strongly on the dealer's shelves. The Evaporated Milk label is in red, blue and green. The lettering is in red and white on a strong blue; the conventional floral decorations in red and green. The colors of the Condensed Milk label are yellow, red, blue and green. The background is in stripes of light yellow, the lettering in red and blue against white, surrounded by a decorative panel introducing all the colors mentioned



The unusual package of Brer Rabbit Molasses meets the demand for "something different" without violating any of the rules governing the designing of a good label. The figure of the rabbit, made familiar in all the Brer Rabbit advertising, appears on either side of the central panel. The colors are yellow, blue, green and black. The rabbits are in light yellow, outlined in black; their coats are blue. The background is yellow, with black borders top and bottom. The lettering is in blue and green against white. The same design is used for other Brer Rabbit brand labels in various striking color combinations



A box for "Bon Voyage" gift books which is ideally appropriate for its purpose, and adds attractiveness and value to the gift it encloses. The box is striped in black and green and the label is in purple, yellow, gray and green

Four cartridge box inserts used by the Remington Arms Union Metallic Cartridge Co. in million quantities, printed in two colors, red and black, four-color effect obtained by the proper use of Bendays. Used instead of the old-fashioned plain lettering inserts which scarcely ever received any attention

who has been using for many years a label which looks as if it had been whittled out with a knife and colored by a journeyman house painter?

Let him change it, by all means. There is nothing sacred about a label.

At which suggestion, if he is of the common type of manufacturer, he will throw up his hands and emit a wild yell of protest and dismay. "What," he will say, "change my label? Why, man alive, that's what people identify my goods by! I'd lose 50 per cent of my business!"

So I have heard many a time. But it isn't true. People buy goods by name—a proper display of the good old name on a good label which preserves as much of the general appearance of the bad old label as can be retained consistently, will hold the old trade and win new. This has been proved, time and again—and the proof can be obtained easily enough if you really want it.

It will pay you to subject your labels to a very critical and impartial examination, to get expert counsel concerning them, and to govern yourself by the results of such an investigation. It is a mighty important matter.

If, for instance, you are putting up an article which is bought by women, and are using a crude, in-

artistic ugly label, mark this: You are holding back your business woefully—you are making things mighty soft and easy for your competitors.

In an investigation which I conducted for the purpose of determining the exact facts, it was proved that 73 per cent of women object strenuously to taking into their homes a product bearing a crude, inartistic and ugly label, and (although they were not asked) nearly 10 per cent stated that for that reason they would not buy the product, although they admitted its superiority. Such is the power of the bum label—if you have one, junk it!

It is a very simple matter, when you once get at it. I remember a certain label whose chief features were a yellow lady in a blue panel.

The blue was sickly—positively nauseating; and if you should find that yellow lady, in flesh and blood, in your home, you would flee shrieking into the darkness and the storm.

A new label, utilizing the correct shades of blue and yellow, was artistic and attractive and made a striking appearance on the dealers' shelves; and a real lady, in place of the monstrosity, completed a label of which any man might well be proud. And yet, so strong was the similarity in composition, pose and arrangement, that the most ignorant person easily recognized the fact that the new label covered the same piece of goods as the old.

Another example, familiar to everybody, is the recent change in the Aunt Jemima label. A coarse, crude, repellent old negress has been supplanted by a fine type of woman—attractive and appealing, though black. It is obvious enough that such a change, instead of hurting the sale of the goods, gives them fresh impetus by removing a distasteful element in their packing and advertising.

(EDITORIAL NOTE: A fifth and final article in this interesting series by Mr. Fairman entitled "The Booklet Cover As a Selling Force" will appear in an early number.)

Almond Growers in Campaign

A campaign pushing California Blue Diamond Brand Almonds is being carried on by the California Almond Growers' Exchange. Large space is being taken in national publications. The Exchange expects to distribute two million pieces of advertising matter during the shipping season.

Five New Accounts for Kamsler

The Kamsler Advertising Company, New York, has the following five new accounts, all of New York: Hochstadter Laboratories, chemists; Starters Corporation, airplanes and automobiles; Elias Lustig, men's hats; Charles Hacquinet et Cie, beverages, and Reikes & Hantmann, cloaks and suits.



In the upper left hand corner of this group of Repetti containers the old package is shown for comparison with the modern ones which, according to the manufacturer, increased the sales of the caramels twelve times within a few weeks. The same design used in various adaptations and color schemes for other Repetti candies

Comments on the Hungerford Article About the Peace Treaty

As we go to press with this week's issue of *ADVERTISING AND SELLING*, comments are coming in from all quarters about the timely article by Edward Hungerford entitled "The Peace Treaty—A Failure in Advertising" which appeared in our issue of November 29th.

Perhaps the most striking evidence of its effectiveness was that the *New York Globe* made a leading editorial about it entitling that editorial "'Selling' the League of Nations." The *Globe* said, in part: "That the Senate's action on the peace treaty might have been very different if the league of nations had been properly 'advertised' to the American people is the interesting conclusion of Edward Hungerford in the current issue of *ADVERTISING & SELLING* magazine. Mr. Hungerford, who may properly be called an authority on the subject of publicity, complains that at no time did the American peace delegation seem to realize that it had a 'selling' job on its hands. The logical salesmen were the scores of correspondents for American newspapers, but they got scant courtesy and scant information from those around the President. But on the few occasions that they managed to reach Wilson himself they got what they asked without quibbling.

"Mr. Hungerford, who reported the peace conference, declares that the French knew far more about 'selling' their ideas to the world than did America. They distributed by the million a novel postcard showing a street in a French village before and after it had been desolated by the Huns. They created an international press club with every facility for visiting newspaper men. They took correspondents to view the battlefields, provided special trains, expert guides, and unlimited refreshments. In contrast to this, the Washington authorities rejected scornfully the offer of an American business man who asked permission long before the conference started to spend a quarter of a million dollars on a home for American newspaper men in Paris, in which they could work, eat, sleep, and foregather.

"He would have wished to see advertisements in newspapers, magazines, even on billboards, telling the American people in the simplest language and fewest words what the league of nations means and why this country cannot honorably refuse to do its part in preventing future war."

Champ Clark, former speaker of the House of Representatives, after reading the article wrote us of it: "It is very interesting reading indeed."

Other comments will appear in the next issue.

Miss Johns on "Bazar" Staff

Miss Elsie B. Johns, formerly of the *Erwin & Wasey* Company, Chicago, has been appointed to the Western sales staff of *Harper's Bazar*.

Parsons Resigns from Carson, Pirie, Scott & Co.

Mr. J. R. Parsons, for the past six years Advertising Manager of Carson, Pirie, Scott & Co., Chicago, has resigned. His resignation takes effect at the termination of his present contract, March 1, 1920.

It is understood that he is planning to open an extensive advertising agency, specializing upon the advertising of products marketed or marketable through retail stores.

Mr. Parsons began his advertising work in 1900. From that time until the present his connections have given him experience in practically every phase of advertising, merchandising and distribution, having at different times in his career been connected with some of the largest retail firms, newspapers and advertising agencies in the United States.

While his plans are not definitely formulated, he has under way the organization of an extensive agency with headquarters in Chicago, which he believes will render the advertiser a very unique advertising as well as business service, gained through his wide experience and extensive retail acquaintance.

M. C. Wolff Makes Change

Maurice C. Wolff, formerly advertising manager of the Maurice L. Rothschild store in Minneapolis, is now sales manager of the Atlantic Paint Co.

Minneapolis Adman Instructs

C. G. Ferguson, advertising manager of the Baker Importing Co., of Minneapolis (Barrington Hall Coffee), is instructing a large and enthusiastic class in advertising at the Y. M. C. A. night school.

E. L. Sandberg Now with Way

E. L. Sandberg, recently with the staff of the Mitchell Advertising Agency, Minneapolis, and previous to that advertising manager of the Beeman Tractor Co., has become assistant advertising manager of the Way Sagless Spring Co., of Minneapolis.

Sewell Manager for Northrup-King

H. F. Sewell, formerly with the Dollenmayer Advertising Agency, of Minneapolis, recently became advertising manager of the Northrup-King Co., same city. He succeeded George Hobart, who became sales manager of the Des Moines territory for the Seaman Paper Co.

MacMartin Teaches Advertising

MacMartin, of the MacMartin Agency, Minneapolis, is conducting a large class in advertising as a part of the University of Minnesota Extension Division's program. The first term of 16 weeks is devoted to a study of elementary advertising including fundamental copy principles, the use and meaning of type, principles of layout, etc. The second term includes principally a study of the planning and execution of national advertising campaigns.

C. W. Cole Joins Munsingwear

The Northwestern Knitting Co., of Minneapolis, makers of the nationally

known Munsingwear, announce the addition of Charles W. Cole to their advertising staff. Mr. Cole recently returned from overseas service.

"Farm Night" at Minneapolis Club

Members of the Minneapolis Advertising Forum enjoyed a novel evening November 25, when the farm paper division of that organization took charge of the meeting. The rooms were decorated with corn stalks and vegetables, and a real farm dinner was served. During the evening, a "rube" act entertained the crowd, and a live chicken was the prize for the winner of an "acquaintance contest."

E. B. Moon, director of the Northwest Farmstead's Service Bureau, spoke very interestingly on "The Farm Market," he being an acknowledged expert on rural merchandising.

Cook Leaves Denby Motors for Agency

Frank J. Cook, until recently advertising manager of the Denby Motor Truck Company, Detroit, has joined the organization of the Green, Fulton, Cunningham Company, Detroit. He will be in the publicity and copy departments in his new connection.

Journalism Students Get Prize Offer

The Missouri Society of Japan has voted to offer a prize of \$50 to the student of the School of Journalism of the University of Missouri who writes the best editorial on a subject dealing with the relationship of Japan and the United States. The Specific subject for the year 1919-20 is:

"Two Monroe Doctrines—Is Japan fitted, and does she have the right to exercise in Eastern Asia a hegemony similar to that the United States is admitted to exercise in the Western Hemisphere?"

Garment Magazine Typewritten

Nugent's, the garment weekly, New York announces on the cover of its November 15 issue: "Again! No printers of any kind were employed in the production of this issue." The text of this number was typewritten, with even margins on the right, and most of the advertisements were handlettered.

Organ for Perth Amboy Chamber

The Board of Trade, Perth Amboy, N. J., has changed its name to the Perth Amboy Chamber of Commerce. The chamber has begun the publication of *Greater Perth Amboy News*.

Nebraska Commerce Club Has Magazine

The Commercial Club, Grand Island, Neb., will issue monthly a publication. It will have a magazine makeup and will carry advertisements.

Legion Man to Handle Gas Publicity

Charles W. Person, formerly assistant publicity director of the American Legion, has been elected secretary of the advertising section of the American Gas Association.

Reconstruction After The Nation's Wars



DURING the years of National disorganization that followed the Civil War, Leslie's Weekly exerted a stimulating influence in the restoration of the normal business activities of the country.

(above)

Scene on Pennsylvania Avenue, Washington, when Generals Grant and Sherman and President Johnson reviewed the soldiers returning from the Civil War, as sketched by an artist for Leslie's Weekly. From Leslie's of June 10, 1865.



AFTER the Spanish-American war, Leslie's rendered a valuable National service in emphasizing the soundest policies of reconstruction throughout the country.

"The return of the missing soldier" (at left), drawn by Howard Chandler Christy, special artist and correspondent for Leslie's during the Spanish-American war. From Leslie's of December 20, 1898.



SO it now again after the World War. Leslie's, week after week, is emphasizing a gospel of business betterment, pointing the way to constructive readjustment of the social and industrial life of the Nation.

Since 1855, Leslie's has been close to the heart of American life.

Leslie's

Illustrated Weekly Newspaper

F. K. McILROY,
Advertising Manager,
225 Fifth Avenue, New York

P. E. BUCKLEY,
Western Manager,
Marquette Bldg., Chicago.

"Pershing's Own" Regiment in final parade down Pennsylvania Avenue, Washington. From Leslie's of October 4, 1919.

Value of N. Y. Public Library

The New York Public Library has reprinted in booklet form an article by Edward J. O'Brien, the author and editor, which appeared in the *New York Tribune*. It is entitled, "Does New York Know New York? Its Library, for Instance." The writer tells how every branch of the library is a combined popular university and a center of good American citizenship.

Cawley Joins Dal-Ray Counsellors

James S. Cawley, formerly with *Factory Magazine* and *Wid's Daily*, has been appointed Eastern manager of the Dal-Ray Corporation, counsellors, merchant-

disers and advertisers, Buffalo, N. Y. This corporation has opened a New York office with Mr Cawley in charge.

Levenson to Handle Publicity

Lewis F. Levenson, formerly with the Fairchild Publishing Co., has opened an office at 1133 Broadway, New York, where he is handling publicity and doing independent feature and fiction writing.

Lauder Entertains Admen

Harry Lauder and his pipers were the guests of the San Francisco Advertising Club at a joint luncheon held on November 26 with the Rotary Club, the Downtown Association, and the Home Industry League, all of San Francisco, Cal. Mr. Lauder was the principal speaker.

New Daily for Newport, Va.

The Record Publishing Corporation has been formed at Newport, Va., to issue the *News Record* in morning and evening editions. The president of the company is Allan D. Jones.

Canada Has New Movie Journal

A new motion picture journal has been established in Toronto by four newspapermen, George H. Mitford, Norman C. Pearce, Hubert Groves and Lou Skuce.

Spurrier Joins Agency

Frank B. Spurrier, who formerly conducted an advertising service in Chicago, has joined the Kamsler Advertising Company, New York.

Terhune Goes With Rankin

Palmer Terhune, formerly with George Van Cleve, has joined the newspaper department of the William H. Rankin Company, Chicago.

Firestone Erects Plant in Canada

The Firestone Tire and Rubber Company of Canada, which has been formed with a capitalization of \$5,000,000 is planning to erect a factory at Hamilton, Ontario. The construction will be completed within five months, and will have a daily capacity of 3,500 tires of all types.

Pennsylvania Papers Cost Three Cents

An advance in price from two to three cents for daily newspapers was decided upon at a recent meeting of the Associated Dailies of Pennsylvania, at Harrisburgh, Pa. Increased cost of white paper and other items of production was given as the cause. The association recommended the cutting down of supplements and special additions to cope with the newsprint shortage.

American Woolen to Give Mothers Compensation

By the provisions of a new disability insurance plan the American Woolen Company is providing to women employees a compensation for the first four weeks of motherhood, based on length of service, the minimum being \$8 per week and the maximum \$30 a week. All employees in the payrolls of the com-

pany December 1 are to be insured against sickness and accident disability. Payments will range from 40 to 80 percent of the weekly income.

Professor Parsons Addresses Juniors

Professor Frank Alvah Parsons, former president of the New York School of Fine and Applied Arts, spoke on art in advertising before the Junior Advertising Club of New York on December 5. This talk was one of a series by well known men that has been scheduled for this club.

Simmonds Agency Gets New Business

Simmonds & Simmonds, agency, Chicago, has secured the account of the Ilg Electric Ventilating Company. A campaign in Ilgair kitchen ventilators will soon begin. The same agency has obtained the account of the National Kellastone Company, Chicago, makers of Kellastone Imperishable Stucco.

Fort Wayne Editor in Ad Work

C. J. Steigmeyer, formerly State editor of the Fort Wayne, Ind., *Journal Gazette*, has joined the advertising and business departments of the First & Hamilton National Bank, Fort Wayne, as manager.

Richard Martens in Business for Self

Richard Martens has resigned from R. Martens & Company, an exporting firm in New York of British capital, to devote himself to trade between the United States and Russia.

Value of a Trade Journal

The well-edited trade journal does not consider one single corner of the trade alone, but from its desire to interest, if for no other reason, it must handle the affairs of all departments. As a consequence, any careful reader, or as a matter of fact anyone who merely glances through its pages, is very likely to find an idea, or a suggestion, or a bit of news which can be put to good use, or which may be made to save both time and money.

Sometime, as you let the lid of your desk roll noisily down at the end of the day, pick the last number of your trade journal off the pile on top of the desk, take it home, and when you have absorbed the news from the evening paper, go through it carefully. Don't look at the illustrations alone, and then run over the display lines in the advertisements, but begin with the text; read the first thing that looks interesting, and then go on. It is safe to say that you will. Then you will begin to find yourself thinking of something you have read, and the first thing you know you believe that you can do this or that in your own business. It is the use of other men's ideas that will keep you from getting in a rut.

Get the habit of reading your trade journals yourself. It is worth while. Then boost them among your employees. Send in two or more subscriptions, so there will be enough copies to go around before they get stale. It will be money well spent. Offer prizes for ideas that can be put to service in your business, or suggestions that will bring in more orders. Keep up with the times yourself, and carry your men with you.—*Printing Art*.

Keeping Up With The Times

A FACT A WEEK

One after another, service departments have been added to *The Times*, until the list has become really impressive. Information and friendly help are now provided free to *Times* readers in these branches of daily activities:

Answers to questions on all general subjects—The *Times* Information Bureau, conducted by Frederic J. Haskin.

Advice to women on social and personal questions—Beatrice Fairfax.

Information and help to women on household topics—Elizabeth Lattimer.

Information to automobile owners on all related subjects—The *Times* Automotive Department, L. J. Faulkner, editor.

Information on real estate matters, including questions concerning rentals—The *Times* Real Estate Department, R. S. O'Neill, editor.

The Washington Times

WASHINGTON, D. C.

Dealer Campaign for Marathon Tires

The Marathon Tire & Rubber Company, Cuyahoga Falls, Ohio, is launching an advertising campaign which it claims is the first tire campaign designed to advertise the retailer. No part of the copy suggests the purchase of Marathon tires, but an illustration of the tire appears at the bottom of the advertisements. Some of the headlines used are as follows: "You can't go wrong on the tire your dealer says is right." "You can trust the tire your dealer recommends." "The dealer wants to sell you the tire he knows is good."

Brisbacher Gets Soft Drink Account

Emil Brisbacher, advertising service, San Francisco, has obtained the account of the Bebe Company, same city, fruit canners and makers of soft drinks.

Canadian Globe-Wernicke in Baker's Hands

The account of the Globe-Wernicke Company, filing cabinets, Stratford, Ont., has been given to the Baker Advertising Agency, Toronto.

New Ad Manager for Oildom

Samuel Mitchell has been appointed advertising manager of *Oildom*, New York. Mr. Mitchell was formerly with Irwin Jordan Rose, agency, New York.

Manternach Has Planet Account

The Manternach Company, agency, Hartford, Conn., has secured the account of the Planet Company, Westfield, Mass., makers of Duplex Fold-Away products.

New Boys' Paper in Boston

The Torbell Company, Boston, has issued *The Open Road*, a publication designed to reach boys who have passed the juvenile stage.

F. N. Dodge Joins Fairbanks

F. N. Dodge, formerly of the sales department of the Irving Iron Works, Long Island City, N. Y., has joined the advertising staff of the Fairbanks Company, New York.

Empire Cream Moves to N. Y.

The Empire Cream Separator Company has moved its executive, sales and advertising offices to 150 Nassau Street, New York, where it will occupy the entire second floor. The plant will remain at Bloomfield, N. J., and will absorb the space previously used by the offices, thus providing bigger production.

Addison P. Jennings, formerly assistant advertising manager, has succeeded Paul Wing as advertising manager.

Pittsburgh Club Discuss Trademarks

A trademark symposium was held at the Pittsburgh Advertising Club on November 25, when a number of prominent Pittsburgh advertising men made addresses. The speakers were C. F. Ohliger, advertising manager, H. J. Heinz Company; W. B. Aiken, advertising manager, Gulf Refining Company; R. H. Whitmore, advertising manager, Lyknu Polish Manufacturing Company; J. F. Allen, of the Bell Telephone Company; J. C. McQuiston, manager pub-

licity department, Westinghouse Electric & Manufacturing Company; W. L. Schaeffer, advertising manager, National Tube Company; H. W. Prentis, Jr., manager publicity department, Armstrong Cork Company.

At the previous meeting of the Club W. M. Zintl, of the Curtis Publishing Company, pointed out that every manufacturer can overcome the problem of business mortality by educating the dealer along eight lines. Have the dealer, he said (1) adopt a definite policy in selling and store management; (2) save wasted hours; (3) departmentize and keep sales record; (4) distinguish between "call and buy" and "go get it" goods; (5) develop a good mailing list; (6) widen the scope of selling; (7) acquire a reputation for service, and (8) install an accurate accounting system.

Lasky Films Run "Serial" Advertisement

In the November 15 issue of *Leslie's* appears a double-page editorial advertisement of the Famous Players-Lasky Corporation, written by Felix Orman, staff writer of that magazine. This is the first of a series entitled "A Great Industrial Dream Come True." Each chapter will deal with certain phases of the development of the Lasky company. In the next number Mr. Orman will describe the development of Paramount-Aircraft Productions. It is said to be the first serial advertisement.

O. P. Wilson Advances With Norma

O. P. Wilson, assistant general manager of the Norma Company of America, has been elected vice president.

Is It Eye Trouble —Or What?

It is generally agreed that Poster Advertising appeals to all the people—the blind alone being exempt from its influence.

—and it is this *universal* appeal that every manufacturer wants and for which he invests his advertising appropriation.

A failure to see the urgent necessity for Poster Advertising would seem to give the need of merchandising eyeglasses

Consult Poster Advertising specialists

IVAN · B · NORDHEM COMPANY

*Poster Advertising, Painted & Electrical Displays
in the United States & Canada*

5 West 40th Street New York City
Bessemer Bldg., Pittsburgh, Pa.

Canadian Representatives:

THE WADSWORTH-NATHANSON COMPANY

TORONTO, CANADA

Investor Protection by Publicity

The One Reasonable and Effective Method of
Preventing Illegitimate Financial Schemes

By HON. HUSTON THOMPSON

Member of the Federal Trade Commission

IT is not speculation, but misrepresentation and the lack of information on the part of the prospective investor that must be eradicated. Let him know the truth and make his own decisions. The Master said: "Ye shall know the truth, and the truth shall make you free." He meant this truth to be personal. There are those who differ with this saying. They believe that the truth should be lodged in the minds of a few, and those few should be in the Government service. They visualize that service in the symbol of a parental Uncle Sam who says to his wards: "You can go into this investment because I think it is all right, but you cannot go into that because I don't think so."

As a Government official I would not want to have the power and responsibility of passing upon the issuance of a security in advance. Suppose one withheld his approval because of the speculative value. This might prevent the development of mining territory and oil fields which otherwise would become valuable National assets. Should he approve of an issue of securities the public would read his approval as an endorsement by the Government. A subsequent failure of the security would bring condemnation and possibly retirement to private life. If the official were human his future action on securities would incline toward the negative. Then the law would become inoperative. Moreover with such a discretion and such a vast infinitude of information necessary the careful official would want a department the cost of which would require a prohibitive appropriation.

In seeking a solution I have called upon my own experience. Some years ago I was adviser to the Insurance Commissioner of one of our States. That Commissioner had one remedy which he used effectively as a corrective—the specific which we in war times call propaganda, in peace, publicity. On an hour's notice he once called me into a case where certain agents were charged with misrepresenting to some farmers the terms of an

insurance policy. The case was to be tried under a statute which had been recently passed and which forbade such misrepresentations by agents. Both of us had our doubts about the constitutionality of the act, but the arrests had been made, the prisoners were about to be tried, and the District Attorney had de-

Blue Sky Stuff

BEFORE a meeting of the Association of Life Insurance Presidents, held in New York on December 5, Hon. Huston Thompson, Federal Trade Commissioner and former Assistant Attorney-General of the United States, delivered an address on "Protecting the Public by Informing the Investor." The accompanying abstract has been prepared from that portion of his paper dealing with the function of publicity in the serious business of suppressing and preventing the shady transactions and illegitimate propositions that always spring up universally when money is easily available.

sented us. When the jury retired and hours passed we began to doubt whether we wanted a conviction, fearing a reversal in the higher court on constitutional grounds and hence a destruction of a statute which because of its mere existence was a preventive to misrepresentation. The jury finally came in, after being out twenty-two hours, and freed the prisoner.

THE "LIGHT" WORKED—NOT THE
LAW

I was told by good authority this summer that the effect of the pub-

licity of that trial was such as to eliminate the bogus insurance man to this day from that district. Conviction would not have materially helped in that case. Conviction rarely helps. Publicity is the effective remedy. From six years' experience in the Department of Justice, and less than a year in the Federal Trade Commission, I do not hesitate to affirm that the statute which through publicity seeks to prevent is far more efficacious than the one which is parental and punitive. Prophylactic law will prevent the wrongdoer where the punitive law will fail. When the human mind has broken down to the point where it wills to commit a crime, law will not stop it, but light will stay it. A criminal who would misrepresent or conceal can no more stand the light than could the darkness that filled this universe when the Master Architect, brooding over it, said: "Let there be light." It is because of the preventive remedy that I find comfort in the act which was drafted by Congressman Taylor in conjunction with the Capital Issues Committee, and known as H. R. 188. That bill makes the Secretary of the Treasury the repository of certain information which any person or corporation must file with him before it can put on an interstate sale of securities.

The effective part of the bill lies in its placing the burden upon those selling the securities of telling what the assets are behind them, what sums are to be derived from their sale, the rate of commissions to be paid, and the availability of this information to the public.

When called upon to give my views to the Judiciary Committee of the House of Representatives regarding this bill, I was discussing the availability of the information which the Government would require to be deposited with the Secretary of the Treasury, and also with the Postmaster in each capital city of a State where the security in question was to be sold. I had reached that part of the bill where those offering the securities are required to insert in any advertisement of the same for sale a statement that information about the security could be had by writing to the Secretary of the Treasury, or the Postmaster, when one of the members of the committee asked if such a notice would be entirely effective. This question struck at the one weak point in the British act which has made it far less suc-

cessful than it might have been—the gap between the prospective purchaser and the official who has received the information about the security. This gap in the English law has been referred to by experts in finance. The Taylor Bill attempts to bridge the chasm by requiring a statement in the advertisement that the data concerning the security could be had from the Secretary of the Treasury or the postal official.

MAKE THE ADVERTISING COMPREHENSIVE

To make the connection complete and to cast the burden thereafter upon the purchaser, I suggested that the bill be amended so that whenever securities were offered for sale in interstate commerce all the literature or advertisements put out for the purpose of selling the stock contain the rate of commission or bonuses received for the promotion or sale, the names of the promoters and underwriters receiving them, and the net amount to be received by the original entity issuing the security.

Mr. Taylor's bill as amended will, I believe, go as far as human ingenuity, and a public body should go in protecting the investor by informing him. Some form of legislation is certain to follow the present situation. The question is, will it be in a preventive or paternalistic form?

Preventive legislation to be effective must relieve the official in charge of the responsibility of mak-

ing exceptions. To make exceptions means to determine in advance. Placing in the hands of a public official the power to determine in advance will underwrite its failure. To discriminate between securities by making exceptions of some would place pitfalls in the way of this legislation on its journey through the courts that would surely defeat it.

The evidence is against those who say that the protection of the investor can be handled solely by the States through their police powers. Where the sale of the security is interstate the States may function, but then only partially. In at least sixteen of the States a violation of the "blue sky" law is only a misdemeanor. It is a very rare thing for one State to grant a requisition for the return of a person having committed a misdemeanor in another State. It is not to be understood that the work of the States along this line is in vain. Nor should Federal activity deprive or weaken the States in their efforts. A department required by Congress to protect the investor should cooperate with the State officials in every way. Not only should there be cooperation with them, but the efforts of Federal and State officials should be supported by all citizens and organizations interested in seeing that that part of the unrest in this country due to doubt of and loss from investments be quieted by the restoration of confidence in them. This confidence

can be brought about by a campaign protecting the citizen.

Were I starting a national publicity propaganda for informing the investor, I would disseminate a statement something like this:

To the Prospective Purchaser:

- (1) Beware of the glib salesman!
- (2) Beware of the prospectus that promises much!
- (3) Remember, the investment will keep. Don't hurry. Stop and study.

When approached by salesmen, or through advertisement or prospectus, communicate at once with the "Blue Sky" commissioner at your State capital, if there is such an official, and ask him what information he can give you.

If you are an employee, consult your superintendent, or employer, or banker, or the nearest, most reliable business man. If a farmer, go to town and consult, preferably, your lawyer. His decision at the cost of a small fee may protect your entire savings.

When approached by a stock salesman compel him to put in writing for you the rate of commission he is receiving—how much of your money goes to the company's treasury—how much will be used in developing the property or business, and that he acknowledges that you in buying are relying on his statements. If purchasing direct from the company, make it sign a similar statement.

THE VITAL POSSIBILITIES

Finally, strike out all of the language of the prospectus except that which tells just what money the company has—what property it owns and where located—and what work it has done. Consider then your bank account and your debts. If you have a family, ponder over its needs; finally, make your decision upon the basis as to whether you can afford to lose the money, if the investment fails.

If you learn subsequently that misrepresentation has been made to you and that you have been deceived and injured thereby, consult your nearest State or Federal prosecuting attorney.

The success of a government is measured by the contentment of its people. In the human soul the master instinct is the perpetuation of its kind. Man in the aggregate has the same instinct for perpetuation as the individual. This mass instinct when in the perfect flower is evidenced by what we call patriotism or love of country. That

THE new rate schedule of the **Broadway Subway and Home Boroughs Car Advertising Company, Inc.**, for cards, posters and painted boards will be effective on January 15th, 1920.

Broadway Subway and Home Boroughs Car Advertising Company, Inc.

67 Liberty Street, New York City

We get "All" of Brooklyn and the "Best" of Manhattan

love is measured by the contentment of its citizens.

Let us resolve that we shall protect the savings of the investor by informing him. In this way we shall as a nation increase its contentment.

Indianapolis Is Getting Ready

The Advertising Club of Indianapolis has begun preparations for the 1920 convention of the Advertising Clubs of the World, which will be held in that city. The club has appointed Felix McWhirter, president of the People's State Bank, as head of the convention board.

Supplementing the educational sessions will be an advertising exhibit at the convention. One section of the exhibit will embrace exhibits prepared by advertising mediums and others who want to tell a story of a particular kind of advertising. This will include a comprehensive exhibit of bank advertising. The other division will embrace a number of complete campaigns, some of which will show the work of local advertisers and some the campaigns of advertising covering wider fields.

On June 6 the convention will open with an inspirational address. The next morning a general session will be held. In the afternoon the convention will divide into departments. On June 8 there will be another general session followed by departmental discussions. The best talk of each departmental session will be repeated the day following when the convention will meet as a whole.

Changes and Additions in Chicago Agency

Many new associates and several new accounts are announced by the Matteson-Fogarty-Jordan Company, advertising agents of Chicago.

J. G. Rayley, former newspaper man and who has recently completed a term of overseas naval service, is to be an associate on accounts.

W. A. Garvey, former captain in the field artillery, winner of the Croix de Guerre; A. J. Lindaur, aviator and former advertising man; W. E. Faxon, former advertising solicitor and aviator, and Emery Sermay, also a former army man, are new additions to the staff of this agency.

Among the new accounts recently announced are the following firms: Fish Furniture Co., Chicago; Becker Bros., fur dealers, Chicago; Engineer's Equipment Co., Chicago; Kemp Gasoline Company, Chicago, and the Kemp Electric Lighting Systems Co., Chicago.

Ronald Press Adapts Ad Book

The Ronald Press, book publishers, New York, have made an adaptation of "Advertising, Its Principles and Practice," by Tipper, Hotchkiss, Hollingworth and Parsons. It is called "The Principles of Advertising," and is for text purposes.

Seaman Agency Gets Life Savers

The Frank Seaman Company, New York, has obtained the account of the Mint Products Company, New York, makers of Life Saver peppermints

More Space for N. Y. Agency

Calkins & Holden, agency, New York, have taken over the entire fourth floor of 250 Fifth Avenue, because of their crowded condition. In the new space the purchasing, financial, art and manufacturing departments will be located.

Another Agency Incorporates

The Modern Housewife Advertising Corporation has been formed in New York with a capitalization of \$50,000. The incorporators are H. J. Schnittinger, A. H. Hoffman and J. P. Muller.

C. T. Warner Edits Fenestra

Fenestra Magazine, the house organ of the Detroit Steel Products Company, makers of steel window sashes and automobile springs, is now edited by Clifford T. Warner, who was for one year on the business staff of the *Stars and Stripes*, the A. E. F. newspaper.

F. K. Thompson with Peck Agency

Francis K. Thompson, recently of the Theodore S. Fettingner Agency, Newark, N. J., has joined the New York staff of the Peck Advertising & Distributing Agency.

Handles Boston Milk Campaign

J. Arthur McCoy, formerly advertising manager of the Whiting Milk Companies, Boston, has been appointed director of publicity for the Boston Milk Campaign, which will probably be permanent. The campaign has the support of the whole dairy industry of New England.

Canadian Advertisers Elect Officers

At the recent annual convention at Toronto of the Association of Canadian Advertisers the following were elected officers: president, W. C. Betts, of S. Davis & Sons, Montreal; vice president, D. George Clark, of the McClary Manufacturing Company, London; secretary, Miss Florence E. Clotworthy; treasurer, J. R. Kirkpatrick, of the E. W. Gillett Company, Toronto. The convention went on record as favoring smaller advertisements and audited circulations.

Starts Agency in Omaha

The Bloodheart-Soat Company has been established in Omaha, Neb., as an advertising agency.

Southern Newspapers Plan Campaign

The Southern Newspaper Publishers' Association, in a campaign to advertise the marketing possibilities of the thirteen States represented by that organization, has planned to spend \$6,000 between January and July, 1920. The advertising committee of the S. N. P. A. will distribute copies of a booklet showing by direct comparison the circulation of all magazines and newspapers in the thirteen States and will give comparative costs per State and collective costs per region. Sixteen page advertisements will be placed in trade journals.

Gillespie to Do Cleaner Advertising

The John L. Gillespie Company, agency, Cleveland, Ohio, has secured the account of the Pee Che Cleaner Manufacturing Company. Copy will be placed in women's publications.

Brynjulf Strandenaes

Is Now a Member of this Organization

Mr. Strandenaes has been added to our roster because of his extraordinary capabilities in the handling of color both in line and in mass.

He brings to these studios a fund of practical knowledge gained from years of study and experience in the ateliers of the art centers here and abroad.

This ability to adapt the precepts of artistic usage to the needs of commercialism, is shared in common by all the artists who make up our personnel.



Louis C. Pedlar, Inc.
COUNSEL IN ART,
95 Madison Avenue
NEW YORK CITY

Telephone Madison Square 511

Meredith Tells of Honest Advertising

E. T. Meredith, president of the Associated Advertising Clubs of the World, writes in the December issue of *Successful Farming*, of which he is publisher, on the work of the A. A. C. W. in combating dishonest advertising. He says that this magazine was responsible for the sale of from \$20,000,000 to \$40,000,000 worth of merchandise during the year 1919, and that complaints received have involved sales amounting to less than one-hundredth part of one percent of the smallest amount. In practically every case a satisfactory explanation was given by the advertiser or the matter was promptly adjusted.

"The habits of both manufacturers who advertise and retailers who advertise," writes Mr. Meredith, "have changed very greatly because they have come to know human nature better and have found that it isn't necessary to lie in order to do business. In fact they have found they can do more business over a period of months or years by telling the truth than they can by lying."

International Campaign for Overland

The J. Roland Kay International Advertising Company is launching a 1920 campaign for Willys-Overland cars. It will include eighty-four countries and will be one of the most widely distributed campaigns undertaken by an American firm.

New Post for F. H. Jones

Chemical and Metallurgical Engineering, New York, has appointed Frank H. Jones advertising representative for New England and Eastern New York. Mr. Jones formerly represented in that territory the R. H. Donnelley Corporation, Chicago.

Chicago Office for A. N. P. A.

The bureau of advertising of the American Newspaper Publishers' Association has established Chicago headquarters in the Marquette Building, with William A. Thomson temporarily in charge. He will be assisted by Thomas H. Moore. The selection of a permanent branch manager will be made later.

Brooklyn Ad Man Dies

Jacob D. Carpenter, dean of the advertising staff of the Brooklyn, N. Y., *Daily Eagle*, died November 22 at the age of seventy-seven. He was one of the oldest employees on the *Eagle*. At

the age of thirty he joined that paper and worked his way up from assistant at the advertising counter to advertising manager. The funeral was attended by Colonel Hester, president of the *Eagle*, Herbert Gunnison, publisher, the entire advertising staff and many of the older employees.

Fireman's Paper Changes Name

Beginning December 1 the *Fireman's Herald*, New York, is to be known as *Fire Service*. No change in policy, ownership or management has been made. The new name is believed by the publishers to describe more accurately the field covered by this periodical.

Scranton Club Visits School

The Scranton Advertising Club, of Scranton, Pa., was entertained at a luncheon by the Johnson Memorial School, November 26. At the close of the luncheon Robert B. Keller, the school's director, was unanimously made honorary member of the club.

Meadwell Leaves Schieren

W. E. Meadwell, formerly advertising manager of Charles A. Schieren Company, New York, has joined the production staff of the Philip Ritter Company.

Matlack Priced with Erickson

Matlack Price, commercial artist, has joined the staff of the Erickson Company, advertising agency, New York. Mr. Price is author of "Posters" and is a lecturer on the principles of commercial art at the New York School of Applied Design for Women.

Arkansas Paper 100 Years Old

The hundredth anniversary of the Little Rock, Ark., *Gazette* was celebrated on November 20 by the issuance of a special edition containing 248 pages. Supervision of the edition was made by Frank N. Henderson, a member of the executive committee of the National Editorial Association.

Pluto Contracts Being Placed

A new list is shortly to be made up for the French Lick Springs Hotel Company, of French Lick, Ind. The advertising of this company is placed through the McJunkin Advertising Company of Chicago. The product advertised is Pluto Mineral Water.

Sweets Company in Peanut Business

The Sweets Company of America has accepted an offer of the town council of Plymouth, N. C., the center of the peanut industry in this country, of a free site and ten years' exemption from taxes. It will invest \$100,000 in a new plant where the product of the neighboring peanut farms will be purchased, graded and roasted.

Intermarriage in the Chicago Tribune Family

Earl Alanson Hill, manager of the Schools and Resorts advertising bureau of the *Chicago Tribune*, was married recently to Miss Ida Louise LaFreniere, formerly of the Schools Bureau of that paper.

Chicago Advertising Association Grows

In the membership drive now being conducted in behalf of the Advertising Council of the Chicago Association of Commerce, 175 members have been secured. This gives the Council a membership of approximately 1,800, making it, in the claim of Chicago advertising men, the largest local advertising organization in the United States.

Hyde to Return from London

Henry M. Hyde, formerly London correspondent of the *Chicago Tribune*, will shortly return to Chicago to engage in the advertising business with James Keeley, formerly managing editor of the *Chicago Tribune*, who is now private advertising counsel.

Morris Heads Survey Department

Harold O. Morris, recently with Erwin & Wasey, has been made manager of the merchandising survey department of the McJunkin Advertising Company, Chicago.

Hubert Joins General Tractors

R. E. Hubert, of wide experience in the tractor industry has been appointed assistant sales manager of General Tractors Incorporated, Chicago. Mr. Hubert served in France as a first lieutenant in the 51st Coast Artillery Regiment. After the armistice he was sent to the ordnance repair shops at Mehun, France, and was placed in charge of the repairing and rebuilding of tractors that had been used at the front.

THE STANDARD ENGRAVING CO.

ESTABLISHED 1895

INCORPORATED 1904

PHOTO ENGRAVERS

ENGRAVINGS FOR EVERY
PRINTING PRESS PURPOSE

225 WEST 39TH STREET, NEW YORK

AMERICAN PRESS ASSOCIATION BUILDING

Dr. Frank Crane Smears the Slacker

Before a "capacity house," Dr. Frank Crane, famous for his newspaper gospels and interesting lectures, addressed the luncheon-meeting of the New York Advertising Club last Wednesday.

Dr. Crane's subject was, "Work," and he approached it over the premise that peoples' opinions are not always formed logically but influenced to an alarming degree by partisan policies or affiliations. From an age-old viewpoint, distorted by just such party ideas, the universal conception of and attitude toward work, Dr. Crane said, is "all wrong."

Since the establishment of what folks seek to term the "refined" class, work has been looked down upon as a curse or an affliction, much to be shunned. The royalty, the select, the upper strata of society never worked and took elaborate pains to make that fact known to the world by dress, publicity and definite marks of caste.

In society, in the arts and in theology the incorrect conception of work has been so long established that it has borne bad fruit in the world. People feel that they should shun work—while, in fact, the speaker continued, work is the source of happiness.

In the course of his sparkling and philosophical talk, Dr. Crane touched upon many pertinent points relating to the conditions of today, chief of them being that the salvation of the world depends solely upon moral and legitimate business, in which every man does the best he can without reserve or restriction.

To Advertise Eggs in New Orleans

Goodman & Beer Company, Inc., of New Orleans, La., are carrying on an educational campaign for their NuLa eggs. The purpose of the company is to make their brand of eggs as familiar in the household, as a soap or washing powder.

Unusual Advertising Claim

Says an undertaker's advertisement in the *New York Times*: "In case of death call us on the phone, wherever you may be, and our representative will be with you without the least possible delay."

Misses A. & S. Because Bright and Snappy

WILLIAM H. RANKIN COMPANY
Advertising Agents,
Chicago, Ill.

October 26, 1919.

Editor, Advertising & Selling:

I have missed Advertising & Selling very, very much the last two weeks.

You are getting out such a bright, snappy and interesting advertising publication that even in these days of printers' strike we dislike very much to be without it.

Cordially yours,
W.M. H. RANKIN.

William Feather Co. Increases Space

The William Feather Company, publishers, of Cleveland, Ohio, has purchased the printing plant of the Catholic Universe Publishing Company, and thereby doubles its printing capacity. The William Feather Company specializes in the production of periodicals, house organs and booklets.

To Hold Press Congress in Sydney

The Press Congress of the World will be held in October, 1920, in Sydney, New South Wales, and will be ten days in duration. The date has been so set as to follow the meeting of the Empire Press Union in Canada in September, 1920.

Big Output for Paige-Detroit

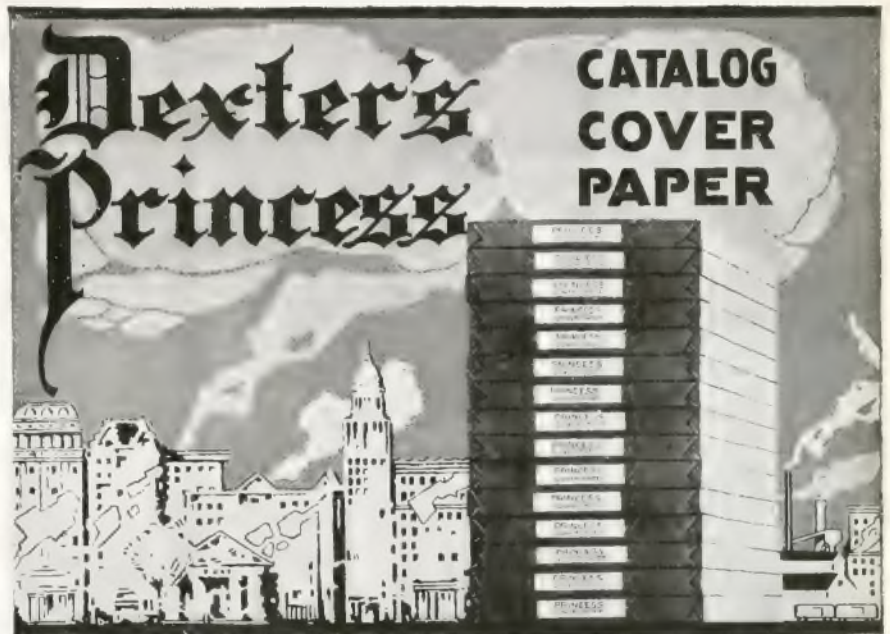
The Paige-Detroit Motor Car Company expects to turn out this year between 16,000 and 20,000 passenger cars. Their facilities have been increased since the first six months of 1919 when they manufactured 6,120 passenger cars and 286 trucks.

CLASSIFIED ADVERTISING

"Powell keeps 2000 advertisers satisfied with GUARANTEED MAILING LISTS. Auto. business trade, profession or special lists at lowest prices. State your wants. Powell Service, 27 Warren Street, New York.

Manufacturers

Let me handle your line on a commission basis from Kansas City, West. I have been Western Sales Manager for thirteen years, handling thirty-five salesmen in this territory. Address Box 200, care ADVERTISING & SELLING.



The Oldest Advertised Covers

PRINCESS COVER Stock is the oldest named and advertised Catalog Cover Paper. For three generations Princess Covers have been a known quantity in all first class printing offices. The excellence and utility of this line has made it a staple item for high grade catalog and booklet work. The demand for new color schemes has been provided for by the expansion of this beautiful line.

PRINCESS COVERS are profitable for both printer and customer. The printer can be sure of striking results every time, without costly experiments or elaborate designs. Princess stock is as rich and distinguished that elaborate decoration is unnecessary. In direct commercial advertising, the use of Princess Covers so sure a method for securing favorable attention. The whole impression conveyed is one of dignity, and refinement. It pays you to create exactly this impression on the prospective buyer.

Made in Twelve Colors and White

Send for Princess Sample Book and
NTRA, Dexter's unusual house organ.

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

Kansas Church Publishes an Advertising Book

Topeka Daily Capital
Sworn government report
for 6 months ending Apr.
1, 1919 **35,247**
Publisher
Arthur Cooper TOPEKA, KANSAS
Member Audit Bureau of Circulations

327 S. La Salle St.
CHICAGO, ILL.
A practical and technical magazine to
help bakers. Established 1887. Keyed
ads are proving its advertising value.
A paid-in-advance, mail solicited subscrip-
tion list gives it a desirable HIGH QUAL-
ITY CIRCULATION. SEND for a COPY

We specialize in house to house distributing of
**Advertising Literature
and Advertising Samples**
We solicit your account
JAMES T. CASSIDY
206 North Front St., PHILADELPHIA, PENNA.
Write for our paper "FACTS"

Do you know that

Onimbo Cover

is adapted especially to

**Announcement Cards,
Menus and Programs**

Peninsular Paper Co.
Ypsilanti, Michigan

Your Prospective Customers
are listed in our Catalog of 99% guaranteed
Mailing Lists. It also contains vital sug-
gestions how to advertise and sell profitably
by mail. Counts and prices given on 9000
different National Lists, covering all classes;
for instance, Farmers, Noodle Mfrs., Hard-
ware Dirs., Zinc Mines, etc. This valua-
ble reference book free. Write for it.
Send Them Sales Letters
You can produce sales or inquiries with
personal letters. Many concerns all over
U. S. are profitably using Sales Letters
we write. Send for free instructive
booklet, "Value of Sales Letters."

Ross-Gould
Mailing
Lists St. Louis

To publish as paid advertising matter a complete book, as long as the average novel, is worthy of passing comment, especially if the experiment can be credited to the enterprise of a church.

Trinity Episcopal Church of Arkansas City, Kan., has just begun in one of the local newspapers a campaign consisting of a half-page space one issue a week for three months, the purpose being to print in serial form a book setting forth the basic principles of the Episcopal Church.

The book, "The Episcopal Church. Its Message for Men of Today," by George Parkin Atwater, is in narrative, dialogue style and although the same characters are carried through the entire story, each chapter is a separate unit and does not have to be read as a part of the series. This obviates printing a synopsis of the preceding chapters.

Each installment is followed by an invitation to the public to attend Trinity Church.

The Rev. F. F. Busch, rector of Trinity Church and originator of the plan, says that in his opinion church advertising is a unique field and cannot properly employ all the methods that have proved successful in mercantile advertising.

"It seems to me," says Mr. Busch, "that church advertising should, above everything else, suggest dignity and reverence. It should not resort to cheap, flamboyant appeals even though such appeals may result in temporarily increasing church attendance, because no real good can come from deceiving the public into thinking that the Church is anything else than a place of worship. 'Truth in advertising' applies to the Church as well as to the business world.

"I feel that the Episcopal Church is particularly in need of advertising. Having a radically different form of service from other churches, it cannot hope to fulfill its great opportunities of usefulness until the forms and practices peculiar to the Episcopal Church are made intelligible to people who are not now familiar with them.

"All churches can use advertising to advantage but we need it more than the others."

The book chosen for the campaign is free from dull moralizing and heavy "church talk" and is made human and interesting by colloquial dialogue and occasional flashes of humor.

In the first chapter the Doctor, who has just attended the Episcopal Church for the first time, asks, "Why did the people kneel?"

And the Major answers, "To try to disconnect their thoughts from automobiles, golf hazards, and Sunday dinner."

Fuller Brush Increases Advertising

The Fuller Brush Company, Hartford, Conn., has planned an advertising campaign for 1920 which will "show the public the advantages of dealing the Fuller way." This feature will be depicted by advertisements of contrast, showing the old and new ways of cleaning, by means of description and conventional information. Up to the present time their advertising has been confined to *Good Housekeeping*. In 1920 two additional women's magazines will be used, as well as newspapers.

S. L. Metcalf was recently promoted to the position of director of sales of the Fuller Brush Company.

Newspaper Cartoon Publicity for Films

The Bulls-Eye Film Corporation has hit upon the plan of getting publicity for its Gale Henry productions but furnishing free to newspapers and exhibitors, mats of a comic strip to be issued weekly. Milton L. Cohen, president of the corporation, declares that one hundred papers in the West have announced their willingness to run the cartoons. They are being drawn by Herbert V. B. Acker, head of the firm company's art department.

Atlantic & Pacific Sales Increase

The sales of the Great Atlantic & Pacific Tea Company, which operates chain stores, were for the six months ended August 31st \$89,283,250. This represents an increase over the same period of last year of \$17,964,224.

Cadillac Distributor Starts a House Organ

The Cleveland Cadillac Company, distributors of the Cadillac automobile for the state of Ohio, has just issued the *Cadillacian*, which will appear as a monthly message to Cadillac owners. No attempt will be made to use it as a selling medium, says an announcement in the first number.

"GIBBONS KNOWS CANADA"

“ECONOMY,
said Ruskin:-

“No more means saving money
than it means spending money
It means spending or saving
to the best advantage.”

When you spend money for
art work economize by spend-
ing it to your best advantage.

Marten Ullman
Managing Artist



“Gotham for Art Work”

GOTHAM STUDIOS INC^P
1133 BROADWAY
NEW YORK



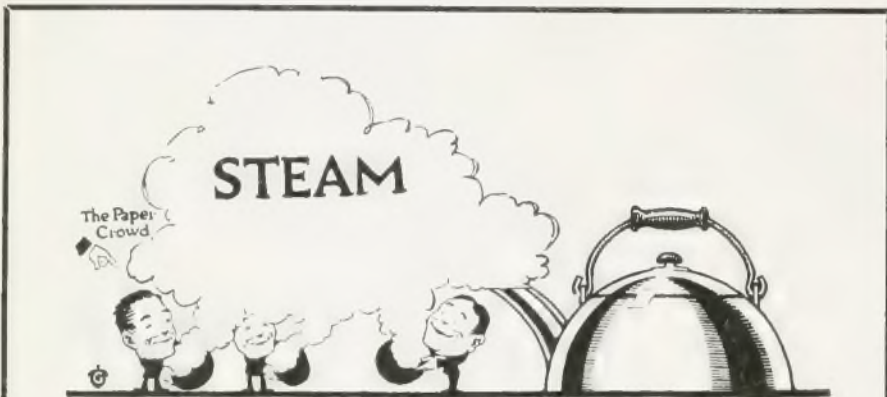
*Good, Better, Best.
Never let it rest;
Till the Good is Better
And the Better Best
Copyrighted*

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

**YOU CANNOT BUY OUR IDEA
 UNLESS IT WILL SELL YOUR GOODS**
B & B SIGN CO., INC.
 341-347 Fifth Ave. N.Y.
 Advertising Signs Window Displays
 Counter Display Cases

MAILING LISTS
 Iowa and the Corn Belt.
 Farmers or Auto Owners.
Write for descriptive circular.
MAZON SERVICE CORP.
 Box 613, Waterloo, Iowa

The Jewelers, Circular
 New York, has for many years published more advertising than have the seven other jewelry journals combined.



THEY DIDN'T KNOW

NATURALLY as we receive a raft of business from the agents we must admit that we think they know all there is to know. Yet an agent wrote us the other day asking if certain equipment having to do with steam could be sold to the paper manufacturers. **HE DIDN'T KNOW** that this stupendous industry is the second largest user of steam power in the country; and we bet a flock of our advertisers don't either. Yessir! the paper crowd sure use a bunch of steam and all the junk that goes with it. If you advertise boilers, stokers, pumps, packing, valves and the million and one other items that are used around a power plant you should certainly join our personally conducted tour to the buyers of this stuff in the paper mills. Write us for all the dope.

PAPER

131 EAST 23 ST., N. Y. C.

Up to Jan. 1st you can buy 420 inches of advertising space for \$210. A good investment say we.

More Business for Car Ad Company
 The Broadway Subway and Home Boroughs Car Advertising Company, New York, has secured the account of the K. A. Hughes Company. Additional contracts have been secured for the New York Telephone Company and the Liggett & Myers Tobacco Company.

Cincinnati Agency Issues Organ

The Procter & Collier Company, advertising and printing service, Cincinnati, Ohio, has issued a monthly house organ called, *The Day's Work*. This issue contains articles on trademarks, newspaper cooperation, small space and other subjects.

H. T. Kay to Leave Nemours

H. Tyler Kay, recently with the Milwaukee, Wis., *Journal*, and now in charge of the advertising of the apparel division of the Nemours Trading Corporation, New York, is leaving this company, but has not announced his future plans as yet.

Akron Agency Gets Tire Accounts

The Akron Advertising Agency, Akron, Ohio, has secured the account of Amazon tires. A trade paper and newspaper campaign is being planned. The same agency has also obtained the accounts of the Lambert Tire and Rubber Company, Akron, makers of Trublproof tires, for which farm papers and newspapers will be used.

Wickham Advances With Cosmopolitan

Paul J. Wickham has been appointed assistant Eastern advertising manager of *Cosmopolitan*, to have complete charge of the New York territory. Mr. Wickham has been on the *Cosmopolitan* staff for several years.

Colorado Ad Men and Rotarians Meet

The advertising Club and the Rotary Club of Colorado Springs, Colo., held a series of advertising meetings during November on various phases of the business. These meetings had record attendance.

Garrett Leaves N. Y. Tribune

Garet Garrett, assistant editor of the New York *Tribune* for two years, has resigned. E. A. Sutphen, foreign advertising solicitor of the *Tribune*, has left to join the *Evening Sun*, New York.

Gets Omar Cigarette Account

Buck & Hammesfahr, New York, have secured the advertising account of Omar cigarettes, manufactured by the American Tobacco Company.

Christian Herald Begins Campaign

In addition to daily newspaper and direct advertising the *Christian Herald*, New York, has begun an advertising campaign for new subscribers in 168 religious publications.

Wisconsin College Editors Meet

The first convention of the Wisconsin Inter-Collegiate Press Association was held at Madison, Wis., November 28-29. Thirty-four college publications were represented by the editors and business managers.

Kellogg Invests Ten Million

Ten million dollars has been invested in advertising by the Kellogg Toasted Corn Flakes Company, Battle Creek, Mich., since the organization of that company in 1906.

Litchard With Good Housekeeping

Donald B. Litchard has joined the New York soliciting staff of *Good Housekeeping*.

Thomas Becomes a Canuck

C. M. Thomas, formerly advertising manager of the Essenkay Manufacturing Company of Chicago has become associated in an advertising capacity with a Canadian land company.

Will Advertise Road to Health

Dr. Leslie Lumsden, of the United States Public Health Service, said at the recent New Orleans meeting of the American Public Health Association that widespread advertising is the best method of disseminating a knowledge of the requirements for good health. Such a campaign will be undertaken by the association as the first step toward "placing the conservation of life and health on a strictly business basis."

Penton Publications Have London Office

H. Cole Estep, formerly editorial director of the Penton Publishing Company, Cleveland, Ohio, has been placed in charge of the office recently opened in London by this company to take care of its European business.

Vickroy Advances with Traffic Motors

Torbet Vickroy has been elected assistant secretary of the Traffic Motor Truck Corporation, of St. Louis, Mo. Mr. Vickroy was previously auditor for that company.

Dessau Joins Printers Ink

A. H. Dessau, who was for two years Advertising Manager of the Stanley Works, New Britain, Conn., and who has recently been connected with the Redfield Advertising Agency of New York City, has joined the advertising staff of *Printers Ink*.

Maibohm Plans Big Production

The Maibohm Motors Company, of Sandusky, Ohio, is planning to build in 1920 about 7,500 sixes. This will be at the rate of twenty-five cars a day.

A & S Instructive and Entertaining

HYDRAULIC PRESS
MANUFACTURING CO.
Mount Gilead, Ohio

October 31, 1919.

ADVERTISING & SELLING,

131 E. 23rd Street,
New York City.

Gentlemen:

While I am writing to your Company, I want to take this opportunity to express the great satisfaction I feel at the marked improvement in ADVERTISING & SELLING the last few months. Each issue is filled with exceedingly instructive and entertaining material.

Yours very truly,

HYDRAULIC PRESS MFG. CO.,
Advertising Department

**THE EVENING NEWS
Buffalo, N. Y.**

The newspaper that voices the thoughts of over 80 per cent. of the English speaking families in Buffalo and vicinity — and is therefore the recognized power in its home town. Advertisers, general and local, give it marked preference and they get wonderful results.

LOS ANGELES

EVENING HERALD

The all-the-year-round automobile advertising medium in the land of sunshine. Complete motor section each Saturday.

DAILY CIRCULATION
123,305
Charter Member A. B. C.

Detailed Analytical Report Methods of Paying Salesmen

All possible plans are studied; experiences and methods of various firms given in detail; results brought together in a consensus of experience.

This report covers 150 typewritten pages in loose-leaf leather binder, and can save you a great deal of money in solving your problems of paying salesmen. The subject is one which is particularly live at this time.

Order it at once—price \$100.00; or send for table of contents.

For nine years business houses have been served by The Bourse with careful, vital business information which has increased their sales, reduced their overhead and given them a more perfect organization.

The Bourse is acknowledged to have the best facilities in existence for business statistics, trade investigation and research. It has 173 local investigators throughout the country and also provides the highest grade of organization, sales and business financial counsel.

The Business Bourse, Int. Inc.

The National Clearing House of Business Information

J. GEORGE FREDERICK, President

347 Fifth Avenue

New York City



Writing Better Letters

A fortnightly feature of questions and answers conducted personally by Edward H. Schulze, President, Making Letters Pay System



Want to Know How to Write Better Letters

Read these Answers to Practical Questions and Profit Thereby

E. E., (New York). You ask whether the typewritten letter is better than processed letter and where either can be obtained in New York.

There is no set rule governing the comparative merits of typewritten vs; processed form letters. It depends on circumstances.

I have, for instance, seen processed work by the D. H. Ahrend Co. of New York that compared most favorably to real typewritten letters.

Individually typed letters are good when they are obviously personal in their make-up. If they are obviously "form letters" and the phraseology and make-up so indicate, it makes little or no difference whether they are processed or individually typed.

For instance I give you below a letter which has all the marks of a personal letter and should, therefore, be individually typed:

My dear Mr. Farrar:

I am personally writing you in the belief that the unusual story, as told in the enclosed booklet, will interest you and other business men who want to create greater contentment among their employees.

Mr. Farrar, there is no more important question in the electrical industry than the problem of * * * *

Such firms as Johns-Manville, Westinghouse, Edison, have found the solution of this problem in the plan on page 6 of booklet enclosed.

Will you read page No. 6, Mr. Farrar?
Sincerely,

The same message phrased in a way that is obviously of "form letter" style. It would be a waste of time to type it individually. Why? Because the reader feels that the letter is a "circular letter" come to hundreds or thousands of others.

Dear Sir:

"Page No. 6 saved us."

That's how the president of one of America's largest corporations said concerning the plan of making your work more contented as described in the enclosed booklet.

We are sending it to you, and other executives, in the belief that it will solve one of the most vital problems affecting your production.

Read page No. 6. It's worth while.
Sincerely,

Either of the foregoing letters may be called good but the first letter has not only selected concerns in the same line as the prospect, so as to influence his favorable decision, but the repeated use of the prospect's name makes the letter appear distinctly personal. The second letter, on the other hand, makes no attempt to be personal but is frankly a "circular let-

No matter what your letters problem is, put it up to this acknowledged expert for solution. Neither your name nor name of product will be mentioned specifically and the advice will be constructive—not destructive criticism. While he ordinarily makes a charge of \$5 to \$25 for answering letter problems subscribers to ADVERTISING & SELLING are privileged to get his answer and advice through the pages of this paper WITHOUT CHARGE. Address your problem to Editorial Offices, ADVERTISING & SELLING, 131 East 23rd St., New York.

ter." It would succeed, nevertheless. Only a test could prove which letter paid best, for it would depend on how much money you would afford to spend and the size of your mailing list. A thousand individually typed letters, done on an automatic typewriter, would cost you about 3c. per hundred words or about \$40 for one thousand of the first letter as against \$13 for one thousand well prepared processed letters. In both cases envelopes would be addressed and letters filled-in.

The automatic typewritten letter is done either on Underwood Automatic or the Hoover Automatic Typewriter. They are manufactured by different concerns. The Underwood both fills-in the name and types the letter—all automatically. The Hoover has the operator fill-in the name and the machine then types the letter automatically. The Hoover allows for insertions in body of letter but requires constant attention of operator.

The Underwood does not allow fill-in in body of letter, but can be fed automatically without attention of operator.

The machines cost about \$600 when I last saw quotation (before the War). The price may be more or less.

For average circularizing I favor processed letters if they are well done. For intensive work, where the expense is justified, I suggest personally typed letters.

In this connection you should investigate the clever idea of Toal & Co., Chicago, with their personalized service. Their ad appears in our letter directory. They print the name of prospect right on printed matter. Worth looking into.

T. A. R. (Chicago) sends letters for constructive criticism.

Your first letter, to Dodge report, is really very good. I don't like brown typewritten copy—it always looks washed out. Why not use black? It is easier to read. Why not enclose Western Union blank, all filled out, to be sent collect? The Western Union furnish the blanks free—as many as you can use, properly. I think you ought to emphasize the 30-day feature and bring in the price afterward. You make a mistake in mentioning price too soon.

Letter No. 2 should enclose a stamped return card. Divide the back of the card into half. Use one half to detail acceptance of trial order. Use other half to state prospect (a) has bought clock (b) will buy later (c) is not interested. Let him check and return card.

Letter No. 1 to automobile company good but why not talk a little more of what your product will do? Sell them more on performance of product. Create more interest in product.

Letter No. 2 of second series has same weakness as Letter No. 2 in first series. Letter No. 3 to automobile plants is fine except that it has no action producing close, and therefore leaves prospect with nothing to do.

Polk Co. (Detroit). You say your company gets up special lists such as names of machinists, etc. This was in reply to a previous opinion rendered by me in a recent issue.

I favor buying special prepared and guaranteed to be up-to-date mailing lists.



Making Better Letters

A fortnightly directory of products bearing the personal approval of Edward H. Schulze, President, Making Letters Pay System

Paper for Letterheads

LETTERS but they can never be *best*
MAY BE unless they are written on
BETTER the right kind of paper.

BERKSHIRE TYPEWRITER PAPERS

A Business Paper For Every Business Use

EATON, CRANE & PIKE CO.

New York Pittsfield Boston
San Francisco Chicago

Export Letters

EXPORT AND Perfect Letters in All
DOMESTIC Languages Selected
LETTER Mailing Lists for All
SERVICE Lines In All Parts
of the World.

E. W. ILES - SHELTON, CONN

New York Office, 23 Beaver St.
Telephone Broad 2530

Blotters

"To make Better Letters
Use Our Better Blotters"

Famous World and Reliance Brands

The Albemarle Paper Mfg. Co.
Richmond, Va.

Mailing Lists

Mailing Lists

Commercial, Automobile, Investors or
any classification wanted.

Trade Circular Addressing Co.

166 W. Adams St., Chicago

References: Agency Books or any bank or
business house in Chicago.

I do not favor buying lists that are
months or years old—duplicate of lists
someone else got in fresh condition and
which, after six months or a year, is sold
to you. If the list is not guaranteed up-
to-date don't buy it. Much money is
wasted on poor lists.

\$1000 Awarded in Contest or Organ Name

The National Carbon Company, makers
of Columbia batteries and carbon prod-
ucts, Cleveland, O., presented more than
one thousand dollars to contestants in a
competition for a name for the house or
gan it has just issued. *Columbia Hot
Shot*, which was accepted, as offered by
twelve salesmen, each of whom was given
a check for \$75 with which to buy a new
suit of clothes. Eight other contestants
submitted a name including "Hot Show"
in some other form, and these received
\$15 each for a pair of shoes. In sending
out the checks the company inferred that
the amount would cover the cost of the
apparel, but assumed no obligation for

Dictaphones

EVERY advertising man wants to
write human letters and copy. Dic-
tating to The Dictaphone is like a face-
to-face chat. It draws your personal-
ity right into your dictation. Phone or
write for 15-minute demonstration.

THE DICTAPHONE

Woolworth Building New York City

Duplicating Machines

THE NEW WRITERPRESS

Perfect Reproductions of Typewritten Let-
ters. Fills in Names and Addresses from
Type Set Nameplates. Perfect Matching.
SHELTON CONNECTICUT

New York Office, 23 Beaver St.
Telephone Broad 2530

No product is accepted for this
page without the personal approval
of Mr. Schulze. We feel that
ADVERTISING & SELLING in publish-
ing this fortnightly feature direc-
tory is giving its readers a real
service. Should you not find the
device, appliance or material you
think you need listed here, you
may, without charge, put that
problem up to Mr. Schulze.

Engravings

Sterling AD-Plates are now a
Standard of Excellence

New York's Largest Engraving House
THE STERLING ENGRAVING CO.
200 William St. 10th Ave. & 36th St.
NEW YORK

the market fluctuation which might occur
between the time the prizes were mailed
and the date they were received. This
stipulation, the company said, was not in-
tended to stigmatize the clothing or shoe
manufacturer, nor the mail service of
Uncle Sam.

In an editorial of the first issue, where
the contest was announced, it was said
that an ideal name for the organ should
imply the purpose behind the publication,
give an idea of the products, and be short
and easy to pronounce.

G. P. Blackiston with American Crayon

G. P. Blackiston has been appointed
advertising manager of the American
Crayon Company, Sandusky, O. Mr.
Blackiston operates an advertising ser-
vice at Canton, O.

Poster Campaign for Swift Cigars

Swift Cigars has placed its account in
the hands of Walker & Company, out-
door advertising, Detroit, Mich., which
will conduct a poster campaign in various
cities of Ohio, Michigan and New York.

Typewriters

TO your unseen customers your letters
are YOU. You look to them just the
way your letters look. That's the best re-
ason on earth why it will pay you to write
your letters on the

SELF-STARTING REMINGTON

Remington Typewriter Company
(Incorporated)

374 Broadway, New York

Advertising Artists

ADVERTISING ARTISTS INC

35W 42d STREET PHONE VANDERBILT
XOLIAN BUILDING 1240 AND 1241

NEW YORK CITY

Personalized Printing

Adds life and personality to your mail adver-
tising because it is never addressed "to whom it
may concern."

The name of the recipient is printed on each
piece of mail in the same type and at the same
time we print your job.

We can serve two more clients and are
ing the two to whom we can render complete
service.

TOAL & COMPANY,

6 N. Mich. Ave., Chicago, Ill.

Business Getting Catalogues

The DeVinne Press

Produces Effective Direct Advertising

393-399 LAFAYETTE STREET
NEW YORK

\$35 Newspaper Artist Now Makes Millions

Larry Semon, formerly artist on the
staff of the New York Evening *Tele-
gram*, at a salary of \$35 a week, and who
is now a movie comedian, has signed a
three-year contract guaranteeing \$3,600,-
000, with the Vitagraph Film Company.
Mr. Semon is not yet thirty years old.

CLASSIFIED ADVERTISING

ARE YOU FIGHTING WITHOUT
ADEQUATE COMPENSATION?
ARE YOU READY FOR A REAL OPPOR-

TUNITY? Photoplaylets, short, advertising
films, equal in attractiveness to the highest
grade of regular moving pictures in the world,
are the most productive advertising medium for
merchants and banks in cities under 100,000.
Salesmen of ability can make a connection pro-
viding a larger income than has been offered by
any legitimate proposition for many years. Mo-
tion picture experience unnecessary, advertising
experience invaluable. Apply by letter only.

Merchants Service Dept.

ROTHACKER FILM MFG. COMPANY

1339½ Diversey Parkway

Chicago

Calendar of Coming Events

Under this standing heading **ADVERTISING & SELLING** will run regularly the dates of all future conventions of any association or other body that has any direct relation to the field of advertising, salesmanship and allied lines.

The officers of all such organizations are requested to keep **ADVERTISING & SELLING** advised of the dates of future conventions.

The following are, therefore, by no means all of those occurring in the near future, or on which dates have been set but will be supplemented in forthcoming issues as the information reaches our editorial office:

December 9—Twenty-second Annual Convention of the Illinois Manufacturers' Association, Congress Hotel, Chicago.

December 9-10—Conference of the National Paving Brick Manufacturers' Association, Baltimore Hotel, Kansas City, Mo.

December 10-12—Convention of the American Warehousemen's Association, Cincinnati, Ohio.

December 15—Annual meeting, American Specialty Manufacturers' Association, Buffalo Auxiliary, Statler Hotel, Buffalo.

December 16-17—National Convention of Wholesale Tailors, Chicago, Ill.

1920.

January 8-9—Annual convention of the American Association of Wholesale Hatters, Philadelphia.

January 13-16—Convention of the National League of Commission Merchants, Cleveland, Ohio.

January 15-16-17—Annual Newspaper Institute, University of Washington School of Journalism and the Washington State Press Association, Davenport, Wash.

Vanderhoof Gets New Advertiser

Vanderhoof & Company, Chicago, has obtained the account of the Kewanee Manufacturing Company, Kewanee, Ill., makers of coal chutes. This company is a new advertiser. For the present advertising will be confined to hardware and building papers.

Finney Adds to Soliciting Staff

The A. B. Finney Advertising Agency, Kansas City, Mo., has added to its soliciting staff A. R. Martin, formerly with Nelson & Chesman, St. Louis, and F. V. Broady, formerly of the advertising department of the Kansas City Star.

New Agency in Wisconsin

The Great Lakes Advertising Agency has been formed at Sheboygan, Wis., by J. St. C. McQuilkin, who is president and general manager. Mr. McQuilkin has been assistant advertising manager of the Remington Typewriter Company, New York, and director of advertising of the Northern Furniture Company, Sheboygan. The agency starts off with the following accounts:

Globe Manufacturing Company, agricultural machinery; Ke-No Manufacturing Company, billiard room supplies; United Phonograph Corporation, Puritan

January 19-21—Annual Conference of the National Boot and Shoe Manufacturers' Association, Hotel Astor, New York.

January 20-23—Convention of the Pacific Northwest Hardware & Implement Association, Davenport Hotel, Spokane, Wash.

January 26-31—Annual Convention, National Cannery Association, Cleveland, Ohio.

January 27-28—Annual meeting of the National Pickle Packers' Association, Hotel Statler, Cleveland, Ohio.

January 27-30—Convention of the Oregon Retail Hardware & Implement Dealers' Association, Imperial Hotel, Portland, Oregon.

January 28-30—Thirty-second Annual Convention of the Southwestern Lumbermen's Association, Muehlbach Hotel, Kansas City, Mo.

February 11—Annual meeting of the National Association of Wool Manufacturers, Copley - Plaza, Boston.

February 18-20—Ninth Annual Convention, National Dry Goods Association, Hotel Pennsylvania, New York.

February 16-20—Annual Convention, National Brick Manufacturers' Association, Deschler Hotel, Columbus, Ohio.

February 20-28—Fifteenth Annual Motor Boat Show, Grand Central Palace, New York, under the auspices of the National Association of Engine and Boat Manufacturers.

phonographs; Colonial Phonograph Company and the Northern Furniture Company, all of Sheboygan; Vista Talking Machine Company and Wisconsin Chair Company, both of Port Washington, Wis.; New York Recording Laboratories, Paramount records, Crafton, Wis.

Butterick Magazines in New Size

The Butterick Publishing Company, New York, has announced that beginning January 1, 1920, its publications, the *Delicador*, the *Designer* and the *Woman's Magazine* will be 680 agate lines per page, or a page size of 11x14. The present page size is 11½x16. The change is a result of the increased cost of paper, labor and transportation.

Former Editor Joins Erickson Agency

Harry A. Thompson, who during the war was Red Cross publicity director for Pennsylvania and Delaware, has become associated with the Erickson Company, New York. Mr. Thompson was associate editor of the *Saturday Evening Post* from 1903 to 1908 and art editor from 1908 to 1913. He was editor of the *Country Gentleman* from 1913 to 1917.

Discusses Difficulty of House Organ

W. Frank McClure in an address before the advertising division of the Merchants and Manufacturers Association, Milwaukee, Wis., discussed the house organ as a means of advertising. No class of publication, he said, has a more fleeting existence than the house organ; nor is there any other publication more difficult to conduct. It deals with a specific clientele and must, above all things, be attractive, interesting and instructive. The man who pays for a magazine tries to get his money's worth in reading. The man who has a publication given to him gratis is less likely to read it unless the elements of attraction and information are emphasized.

Baltimore Ad Club Election

The Ad Club of Baltimore, Md., has elected Luther E. Martin president. The other new officers are Nat C. Wildman, vice president; Norman M. Parrott, secretary-treasurer, and Talbot Denmead, counsel.

W. L. Arthur Leaves Chicago Papers

W. L. Arthur has left the *Mother's Magazine* and *Home Life*, both of Chicago, of which he was advertising director.

Burroughs Increases Ad Department

F. C. Blair and L. C. Merriman have joined the advertising department of the Burroughs Adding Machine Company, Detroit. Both were recently discharged from Government service.

Foley Agency Gets New Accounts

The Richard A. Foley Advertising Agency, Philadelphia, has secured the accounts of the Perfection Biscuit Company, Fort Wayne, Ind.; the Felber Biscuit Company, Columbus, Ohio, and Allen R. Cressman's Sons, Philadelphia, makers of cigars.

Scotch Woolen Makers Advertise

Thirty-five manufacturers of woollens in Scotland have combined to advertise their goods collectively. It is probable that this will be done on the lines used by the Irish linen manufacturers. The woolen makers have formed the Scottish Woolen Trade Mark Association, whose trade mark will appear on their products. An initial outlay has been made of £17,000.

New President for Hupp Motors

Charles D. Hastings, former vice president and general manager of the Hupp Motor Car Corporation, has been elected president. Mr. Hastings succeeds J. Walter Drake, who resigned. Mr. Hastings continues as general manager.

Changes in Stromberg Organization

J. R. Coffin has succeeded Allan A. Ryan as vice president of the Stromberg Carburetor Company. Mr. Ryan has been elected chairman of the board.

J. B. Hazen Leaves Hearst Papers

J. B. Hazen has left the merchandising department of the Hearst newspapers in Boston, Mass., and has become connected with the Hamilton Advertisers' Agency, Hamilton, Ontario. Mr. Hazen was formerly with *MacLean's Magazine*, Toronto.