

# PEAKS AND VALLEYS IN ADVERTISING AND SALES

How Much Is Spasmodic Advertising to Blame for Spasmodic Business?

By Roy Dickinson

In the old days of advertising many a great success was built up primarily by continuity. When I say "old days of advertising" I go back a good way farther than the memory of the oldest copy writer—to the time when Carthage was destroyed by the consistent and continuous repetition of a slogan, not by big space spasmodically used.

There was nothing very entrancing or gripping about consistent year in and year out advertising of Dr. Pierce's Medical Discovery or some of the famous patent medicine successes of the old days. In those days also, probably seventy-five out of a hundred successful advertisers were built up, not through clever copy, not through tremendous dominating, once in a while display, but through consistency, continuity and overlast-plugging.

Advertising history is silent upon with what individual advertiser, or at just what particular period in development, the sound old practice of continuity was exchanged for another, newer, practice. Somewhere around six or seven years ago lots of advertisers started to shelve the sound old doctrine for a newer idea. It seemed to be based upon the slogan "Whenever you appear, be a star."

To continue a simile stolen from the theatrical profession, it was as if James, the butler, who had a mighty good opportunity to make himself a real actor by playing continuously, and to the best of his ability, his modest part in the play, would refuse to go on the stage at all unless in every scene and every act he could be a star and dominate the performance. A very great number of national advertisers gave up the old idea of continuity in favor of the dominating plan. A mass attack in great force took the place of the old idea of keeping continually at it, and continuity was passed over in favor of power, seized quickly by spasmodic spurges.

Big, dominating space in the spring and again in the fall gradually took the place in many lines of advertising of the old-fashioned continual year in and year out plugging. It may be perfectly true that many successes were made by this method, and yet a list of the leading advertisers of the country would probably show that the great majority of those who occupy a dominant position in their field secured that position in the industry by continual year-round advertising. Production, sale charts and the well-known graph line may be as old as Archimedes, but within the last few years they have been getting more and more into general use in industries which before rather looked down upon them.

## Wrong Economy, and Unnecessary.

As publishers came to keep these charts in reference to their volume of advertising, and as they compared them with manufacturers' charts on production and sales, it was gradually seen that there were many points of similarity between them. As the labor problem brought about a closer comparison of the charts with the idea of finding out points of similarity, it was discovered that there were two big peaks in advertising as there were in almost every other field, in the spring and the fall, and lots of valleys in between.

At the same time the peak load in labor and other essentials had to be carried by the publishers and by the manufacturers during the whole year. The printer or the publisher found that it was not easy for him to lay off a great number of employees in the dull season, or the valleys on the chart, and get the same people back in a smooth-running organization in time to take up the peak load in the spring and fall. A publisher often had to change his whole organization from a valley to a peak load basis within a week! Those manufacturers who had decided to abandon the idea of continuity in favor of the spring and fall campaign were also found to be in the position of men who are accentuating their own difficulties in many cases. Nature herself for a good many years has held the unfortunate habit of having peaks in the spring and fall season, and it would appear that nature cannot change as easily as manufacturers.

There are three big essentials at the bottom of national business: 1 Labor, 2 Transportation, 3 Finance. There are heavy calls on labor, transportation and finance during nature's peak seasons, in the spring and fall. The crops must be planted, machinery be bought and labor hired in the

planting and gain in the harvesting season. Thus climate provides the peaks in nature. But many industries, which outside of those dependent on style alone have no particular climatic reasons for doing all their advertising in the spring and fall, have piled their advertising in at the same time when nature herself demands most of the fundamentals of industry. As spasmodic effort thus helped to build the peaks higher, the sales season was contracted; in clothing, for example, bargains were put on the retailers' shelves by the Fourth of July, as then there was more sales pressure to move goods quickly, wider gaps were left because of too much volume within a short period.

Moreover thoughts about advertising were changing at the same time in its development. It became a proved fact that advertising is far more than the mere force to put behind a bunch of merchandise to move it at a certain time. It became evident, and it was proved by consistent long-time advertisers that the force of advertising could put a man at the top of his line in the industry. Good will and institutional advertising came in for more attention. It can be demonstrated that in almost every industry the places of leadership have been obtained through some form of consistent advertising. A list of fifty leading advertisers compiled from thirty-six publications, most of them leaders in their fields, shows that places of leadership are secured by the old standby, all-year-round consistent advertising.

## A Return to Former Principles

Continuity was the original principle of advertising, and apparently the leading advertisers have been getting back to it. Instead of concentrating all the force of advertising to move a big bunch of merchandise at peak seasons of the year, thus putting an extra strain upon labor, transportation and finance, firms that obtained a place of leadership through consistent advertising got preferential markets in all three of these fundamentals. Printers' Ink has had occasion in the past to comment upon the fact that in a tight stringency of transportation the trade-mark cases of big national advertisers seem automatically to get better service. The same thing is true in labor. A man would rather work in a concern or industry where he is sure of continuous year-round employment instead of getting higher wages and shorter hours for a short period of the year and then be laid off for an indefinite period. A leader in the industry is better off than a trailer when more capital is needed.

Consistent year-round advertising can undoubtedly help in stabilizing production, and at the same time stabilizing employment of labor. "In the iron and steel industry," for instance, as William R. Bassett pointed out in Printers' Ink, "forty per cent of the capital invested is idle all of the time. If we utilize all of our coal resources to the utmost we could get all of the coal we need by eliminating almost 80 per cent of our mines, whose productive capacity could then be put into other branches of industry or agriculture."

Proper use of consistent advertising with modern marketing methods in the iron and steel industry would make possible the full and complete use of the capacity of these industries, and an increased production of commodities at lower cost. Periodic depressions follow periodic peaks. Spasmodic efforts bring spasmodic results. All manufacturers depend upon the use of machinery made of iron and steel and industries depend upon coal for productive capacity. Idle days are more dangerous to industry and cause more trouble in the labor market, as a rule, than low pay or poor living conditions. A fair living wage and steady employment are more important to the average worker than most of the so-called welfare work and semi-charitable things which manufacturers do.

Fear is one of the great fundamental facts in life and fear of unemployment is one of the things which holds down productive capacity and restricts production. Labor knows instinctively that the way business has been done in the past is to begin producing, and if demand increases, to increase prices. Both production and prices keep on increasing and credit is stretched until something breaks. Then the plant shuts down and the workers find, instead of plenty of work with a fat pay envelope, there is no work and no pay envelope. In a fundamental way the worker reasons along the same lines upon which many of our industries are conducted. Because there is plenty of evidence to prove that many business depressions are caused by the lack of modern methods of marketing. If iron, steel and coal, for example, did not vary more in price than the retail price of chewing gum or corn flakes, the cost of living would not be so high as it is to-day.

Basic industries need consistent year-round advertising and modern marketing methods. It is not just as true that the advertising business and manufacturers as a whole need fewer peaks and valleys in their sales and production charts and more straight lines? Cannot it also be said with equal truth that the way to secure a straight production line is through year-round consistent advertising, rather than a tremendous boom in advertising at certain periods of the year when labor, transportation and finance are already overcrowded by the demands made upon them by nature?

Electric power plants, the telephone companies and many others found that real advertising and selling instead of simply allowing users to buy whenever they felt like it would enable them to sell current or services every hour of the twenty-four instead of just a few hours during the day. Some day one of the great services of advertising will be to persuade the basic industries—iron, coal and steel—to use modern marketing and advertising methods to regulate their demands by means of advertising so that both production and prices can be maintained uniformly. If advertising is ever to perform this great service for the American people, it should, in the first place, put its own house in order, and cut out the peaks and valleys by urging the old half-forgotten virtue of consistency, instead of cleverness, continuity instead of domination.

The extension of the use of advertising in an intelligent manner to our basic, as well as all our industries, should be one of the developments of the future. It is not true that the leaders in their field have built their leadership through consistent, straightforward, year-round advertising rather than by piling up the peaks at certain seasons of the year? If this is true, is it not a good time to preach continuity in advertising for the sake of business as a whole, as well as the advertising business in particular?

## Origin of the "Tank"

The name "tank" as well as the article, denoted by it originated at Messrs. Foster's Works, and was not the outcome of any Whitehall deliberations, although the adoption of the name as a means of misleading our enemies as to the real nature of the machines under construction until they should actually appear on the battlefield must be placed to the credit of the authorities. The true origin of the name is as follows: Sir William Tritton, the managing director of Messrs. Foster and Company, Limited, who, in collaboration with Major W. G. Wilson, actually prepared the design, decided that the best way to secure secrecy during manufacture was to make no secrets about the matter. So two independent orders went through the shops, one for "experimental chassis," which might mean anything, but actually covered the propelling mechanism of the "tank," and the other for "water carrier for Mesopotamia," which really related to the body of the vehicle. The design of the "water carrier for Mesopotamia" was regarded rather scornfully by the men in the boiler shop, where it was built, as some freak idea of the managers, and since the title of the drawings was too cumbersome for the direct-minded British workman, it was not long before it was generally referred to as "that p---y tank." The admirable inappropriateness of the name as denoting the real functions of the machine was recognized, and henceforth the word "tank" acquired a technical significance which may possibly puzzle the etymologists of the future.

## REMEMBER THE DATES—AUGUST 17TH TO 21ST—THE 12TH COBBOURG HORSE SHOW.

Increased prize list, added attractions, more grand-stand accommodations, modern toilet conveniences in main building, close to show ring, ample auto parking space, the 48th Highlanders' Band, The Royal Canadian Dragoons, the Cavalry detachment in their wonderful performance of showing what the Horse can do. Don't miss the Human Hurdle Jump, Military tattoo and grand display of fireworks for the evening show.

# The Ravens of London Tower

CHILDREN PREVENTED THEIR BANISHMENT.

Forbears, Sitting on Ramparts, Looked on When Queen Was Executed

The historical ravens of the Tower of London have to thank the cockney children for saving them from banishment to the cages of the Zoological Gardens.

Contrary to the current public view, the ravens were not a charge of the governor of the Tower, but of the Office of Works, the department which is charged with the maintenance of Government buildings. The same department also is in charge of the old guns that are parked in the Tower grounds.

For years the ravens have used the old guns as a vantage point from which to spy out those youngsters who have come provided with the fit-bits for the birds, with the result that the keeper of the guns has found it necessary to use the hose every morning when cleaning up for the visitors.

Recently, a new keeper was appointed, and he complained to the Office of Works regarding the difficulty of keeping the guns and seats nearby clean, and requested that the ravens be confined, at the same time pointing out that the cost of cleaning ran into a number of pounds per annum. Apparently the latter suggestion appealed to the officials, who are at their wits' end to cut expenses in the department. Therefore they decided to banish the birds.

They failed to reckon with the children of London. Immediately the news leaked out their protests were loud and long and eventually reached the stony hearts that contemplated the crime, with the result that the decision has been rescinded until further notice. Saw Anne Boleyn Beheaded. There have been ravens at the Tower for untold centuries. It is recorded that the ravens were sitting on the ramparts and looking on when Queen Anne Boleyn was executed. At that date there were three of them, with occasionally a fourth or fifth as waiting members, on the strength of the garrison, and these were enlisted just like soldiers and have their attestation papers. Like soldiers, too, they have their daily ration of meat issued to them by a beef eater every day at 3.30 p.m. Naturally the ravens now in the Tower are not those which saw Queen Anne Boleyn beheaded, for even ravens are mortal, but they live to a great age and when one dies he or she is replaced by some kindly donor. Ravens will not breed in the Tower; they want more solitude and wild rocky cliffs. Originally there was a menagerie at the Tower; lions, leopards, bears and these very ravens formed part of it. They were all part of the King's estate, and it was only early in the nineteenth century that all but the ravens were moved to Regent's Park and formed the nucleus of the present Zoological Gardens.

## Turkish Women No Longer Veiled

Turkish women are no longer the shy, veiled creatures who passed their time in the seclusion of the harem and were never seen by foreign men. They still cling to the veil. But the streets in Constantinople and other large Turkish cities are filled with women who have their veils thrown back from their faces. They are highly ornamental and becoming. Most Turkish women don't wait to abandon them in favor of hats. But there are many sorts of veils, and the smart black veils which some of the women wear are very fetching when draped artistically from their hair. In the railway and street cars there are special seats for women, but the filmy curtains which are supposed to screen them from the gaze of men are usually drawn back, and it is not uncommon to see men standing in the compartments for women. Only very old men, however, are rash enough to sit down in the same seat with a Turkish woman. Turkish women seldom go to a theatre where there are men. Special matinees and evening performances are arranged for women only. The war has done much to break down the barrier between Turkish men and women. The women were needed so badly as nurses and relief workers that the government had to avail itself of their services. And now it is regarded as quite proper

# Why Brides Wear Veils

CURIOUS EXPLANATION

Superstition and Custom Are Strange-ly Blended in Conventional Marriage Ceremony

Even in this dull, materialistic age there are few to whom a wedding will not conjure up some memories, sweet or bitter, and intermingled with superstition and romance, says Answery.

The time is far distant when even the most matter-of-fact bride would not resent the disappearance of certain marriage customs, for if superstition be justifiable at all, it is at weddings.

Take the wedding ring, for instance, which is always worn on the third finger of the left hand, because, according to superstition, a certain small artery proceeds straight from the heart to the termination of that finger.

Another explanation is that at one time the custom was for the bridegroom to place the ring on the thumb of the bride with the words: "In the name of the Father," changing it to the first finger with "and of the Son," to the second finger with "and of the Holy Ghost," and then to the third, where he let it remain, with an "Amen."

## Success and a Good Time

Charles M. Schwab, in an address to undergraduates of Princeton University, said among other things: "You can have a good time in life, or you can have success in life, but you can't have both."

No doubt Mr. Schwab, who is noted for the level-headed counsel he gives in his public addresses, used the phrase "good time" in the usually accepted sense of a career of dissipation and idleness. It is true, as so many men have demonstrated, that this sort of a good time and a successful business career are entirely incompatible.

And it is equally true, as Mr. Schwab intimated, that the man who expects to make a success of a business career must devote himself to that career wholeheartedly and earnestly. It must be the main thing in his life, for otherwise his achievement will fall far short of his hopes and of the mark to which they should attain. But it is not at all true that a man must devote himself so completely to his business career as to deprive himself of all legitimate enjoyment of life. In so far as having a "good time" means these enjoyments, the man who deliberately abjures them to gain more time to devote to his work makes a serious mistake. He may, it is true, add by such means to his bank account, but he does it at such expense of health and happiness as to make his gains worthless to him.

The youth who starts in life should be told that devotion to his work is imperative, but he should also be told that the devotion must be tempered by attention to the legitimate pleasures of life, to the cultivation of tastes and interests aside from those of the business world. Else he will live an ill-balanced, unsatisfactory life. Such a life is not a success, however large his monetary compensation may be.

## MILITARY NEWS

The undermentioned extract from District Orders by Major-General J. H. Emsley, C.B., C.M.G., D.S.O., G.O.C., M.D. No. 3, dated 2nd August, 1920, is re-published for information of all concerned: "It is notified for the information of all concerned that ex-members of the Canadian Expeditionary Force who are entitled to and who require dental treatment must submit their applications for such treatment to the District Dental Officer, Kingston, Ont., on or before the 1st September next. Applications for post discharge dental treatment submitted after the 1st September, 1920, will not receive consideration."

Commanding officers will please give the widest possible publicity to the foregoing instructions and endeavour to have the same published as a press notice in local newspapers.

## Summer Complaints Kill Little Ones

At the first sign of illness during the hot weather give the little ones Baby's Own Tablets or in a few hours he may be beyond aid. These Tablets will prevent summer complaints if given occasionally to the well child and will promptly relieve these troubles if they come on suddenly. Baby's Own Tablets should always be kept in every home where there are young children. There is no other medicine so good and the mother has the guarantee of a government analyst that they are absolutely safe. The Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

# FREQUENT HEADACHES

A Sure Sign That the Blood is Watery and Impure.

People with thin blood are much more subject to headaches than full-blooded persons and the form of anaemia that afflicts growing girls is almost always accompanied by headaches, together with disturbance of the digestive organs.

Whenever you have constant or recurring headaches and pallor of the face, they show that the blood is thin and your efforts should be directed toward building up your blood. A fair treatment with Dr. Williams' Pink Pills will do this effectively, and the rich red blood made by these pills will remove the headache.

More disturbances to the health are caused by their blood than most people have any idea of. When your blood is impoverished, the nerves suffer from lack of nourishment, and you may be troubled with insomnia, neuritis, neuralgia or sciatica. Muscles subject to strain are undernourished and you may have muscular rheumatism or lumbago. If your blood is thin and you begin to show symptoms of any of these disorders, try building up the blood with Dr. Williams' Pink Pills, and as the blood is restored to its normal condition every symptom of the trouble will disappear. There are more people who owe their present state of good health to Dr. Williams' Pink Pills than to any other medicine, and most of them do not hesitate to say so.

You can get Dr. Williams' Pink Pills through any dealer in medicine or by mail at 50 cents a box or six boxes for \$2.50 from the Dr. Williams' Medicine Co., Brockville, Ont.

## 5TH LINE OF SIDNEY

Mr. Jack McWren has purchased a fine new Chevrolet car. This locality was well represented at the Farmer's Picnic held at Plainfield on Wednesday last week.

Mr. and Mrs. James Foster, of Buffalo, is visiting at the home of the latter's sister, Mrs. John Wilson. Mr. John Longwell has carpenters employed at longhitting his barn.

Mr. and Mrs. Frank Howes visited under the parental roof on Sunday. Master Clarence Bowers went under a slight operation on the throat and ears, at the hospital one day last week. We wish the little boy all success.

Mr. and Mrs. Charlie Massey have returned home after a six weeks' tour of the Great North West.

Mr. Jim McCullough has recently purchased a Ford car. Mr. Wilson entertained friends from Belleville last Sunday.

## HALLOWAY

No church service was held at this appointment on Sunday last owing to Quarterly Service in Foxboro.

Miss Vona Longwell of Foxboro, is spending a few days with her cousin, Miss Vera Rose. Some from this vicinity took in the U. F. O. picnic at Plainfield on Wednesday last.

Mr. and Mrs. Sine, of Frankford, and Mrs. W. Melbourne and children of ePterboro, were guests at the home of Mr. J. Lowery on Wednesday of last week.

Mrs. C. S. Spencer is entertaining friends from Detroit. Mr. Vivian of Belleville, is helping Mr. H. Jose with his harvest.

Mr. and Mrs. B. Morgan of Belleville, spent Sunday last under the parental roof. Mr. S. Elliott spent a day last week with friends at Thomasburg.

Mr. T. Kelly attended the ball play in Shannonville on Friday evening.

Mrs. A. Townsend spent a day last week with her daughter, Mrs. S. Kelly. Some from this vicinity attended camp meeting at Oak Lake on Sunday last.

Mrs. R. Townsend is still confined to her bed, the result of a fall over three weeks ago. Mr. and Mrs. Carr and family from England, have moved in the Baptist parsonage.

Races used to be run for ribbons after a wedding ceremony in some villages—the proud winner receiving his trophy, with a kiss as an additional reward, from the bride. Nowadays this is generally claimed by the best man after the marriage service.

## 12TH COBBOURG HORSE SHOW, AUGUST 17TH TO 21ST.

\$5,500.00 in cash and cup prizes—100 classes; Flat and Steeple Chase Races daily; Military Tattoo and fireworks at night. Enjoy yourself—Why you simply can't help it in the coolest park in Canada, right on the shore of Lake Ontario, under the shade of those old beach trees. Come the first day and after that, well decide for yourself. 7d.11w

# ALBER COLLEGE FOR BOYS AND GIRLS

For calendar special information E. N. BAKER, Principal

## Sunlight All

Sun Shines in Every

## JOLIET, ILL. Au

every cell and ind with hot and cold venences to be f new cylindrical Statesville, Ill.

The prison house kind in the world, pression upon ent an aviary. Every vided with 90 mi coming through a universal distribut completed by a skylight was figure Moulton, professor the University of

A cafeteria syste idea for prison lated. Most of the pplied from the 2 farm upon which t ed.

The 248 cells w are built of conc sulation in the wal the cell are dou can be automatic hydraulic oil contr guard comes aroun cell separately. t ened individually.

In the center of tower from where watch the moveme ers.

At night the out is lighted up with which the guard in round prison hous thing that is golu the windows.

The prison is s circular concrete high, 14 inches thic 24 inches thick at New York state bu has adopted this id enclose Sing Sing wall.

## CROOK

A number from d ed the County Fa at Plainfield on We

Mr. and Mrs. Ha Latta, visited at Mr Sunday.

Miss Annie Lancer to her home after 5 in Cherry Valley. We are sorry to be will soon be better.

Mrs. Myers and her sister, Mrs. Jas Master John McVillie, is holidaying at Jan. McGuire.

A number from Lake Camp meeting. Mrs. Mary Geary Williamson are vis Bancroft.

Mr. W. Chamber with his son at Eld Mr. and Mrs. C. visitors at Mrs. C.

## SIXTH LINE

Quarterly service church on Sunday. It seems to be qu be on the move in Mr. Wm. Dafee has old Dafee homeste Mr. Charlie Fox. tired merchant of purchased Mr. Harv and lot. Mr. Ross chased Mr. Nelson near Plainfield.

Nov. and Mrs. E daughter, Eileen, spent Wednesday at

A number of neighborhood spent Oak Lake Camp treds of others.

Mr. and Mrs. Wm ing a few days with friends in Toronto.

Rev. Mr. Wallace Mr. Morley Scott's Mr. Roy Moon and those-parents, M Moon

Mr. Frank Dafee