

## BENEFIT OF REAL CO-OPERATION IMPRESSED UPON ADVERTISERS

All Factors Must Work Together to Get Results, Says Speaker—Presidential Aspirants Showing Activity.

Milwaukee, Wis., June 15.—(By Mail) The close co-operation among manufacturers, wholesalers, retailers and all sources of supply, and pointing out that advertising in its many media of expression offers exceptional service in speeding the product from raw material to its final usefulness, O. C. Harn, advertising manager National Lead Company of New York, today addressed the morning session of the eighteenth convention of the Associated Advertisers of the World. Mr. Harn's subject was: "The Importance of Co-ordinating the Various Media of Advertising." He divided this subject into four sections: The national campaign; the sustaining effort; the intensive follow-up and the checking of returns and circulation audit.

"Business success," said Mr. Harn, "hinges on team-work among all the factors of distribution, and properly using all the instruments by which distribution can economically be effected." Sales Effort Considered

"Sales effort is exerted in three ways," he added. "First, when the prior sells in person; second, when he sells through representatives or salesmen; third, when these representatives sell to jobbers or retailers through whom in turn the product reaches the consumer. But as selling becomes complicated, naturally new problems arise."

"So long as our system of doing business is in the simple stage where the seller has three direct channels of communication with the consumer, first, for conducting the selling message to the consumer; second, for the return of the order; and third, for the delivery of the goods, advertising effort also is likely to remain simple and direct. We have but one target and shoot at it. If we multiply our advertising media, it is generally to increase the number of targets, not to develop different methods of hitting them."

The manufacturer who sells direct to the consumer will first try to get into contact with prospective customers, to know their names, and where they live. This he will do either by collecting their names and addresses from various sources or by broadcasting alluring messages through publications, hoping that some people of the right sort for his purpose will listen in and will send an order, or ask for further information.

Team Work a Necessity

"Team work in advertising comes to its highest development with certain advertisers who distribute their merchandise through the jobber and dealer, but seek to maintain some selling contact with the consumer themselves. I say certain of these advertisers, for not all who find themselves in this category have developed the system to the utmost of its possibilities. Perhaps none has. The possibilities are there, however, and no advertiser who sells through the trade and who seeks to maintain his contact with the consumer exerts 100 per cent selling power who talks only to the consumer."

"The manufacturer who must rely upon the jobber and dealer to get his product to the consumer may waste most of his advertising expenditure if he relies entirely on his direct effort to the consumer, and neglects his distributors. What good would it do you to get a man on an island to promise over the telephone that he would buy your potatoes if you had provided no boat to carry the potatoes to him and bring his money back?"

Mr. Harn paid tribute to the Audit Bureau of Circulation and urged the use of its service to the fullest degree by advertisers and advertising men. When the value of space is determined by the proper check up, he said, "then arises the necessity for complete co-ordination—that newspaper and magazine advertising may be adequately supplemented with an intensive follow-up of those persons whose names are obtained by prevailing upon them to write in response to the publication's advertisements."

Better Understanding Sought

Anderson Page, advertising manager, Tin Decorating Company, Baltimore, Md., made a plea for "a better understanding of the advertising business and the advertising man." To make this possible, he stated, it is necessary to "clear the decks" of men not responding to the true standards of the business. "It is somewhat unfortunate," he said, "that in some minds there should be a suspicion of

this type of man which quickly leads to the remark, occasionally heard, 'He talks like an advertising man.'"

"The phrase," he continued, "so far as I know, never has been used in a complimentary sense. A proper understanding of advertising, of its aims and objects, will soon dispel the necessity for any such remark. Especially if the 'clear the decks' operation is performed at the same time."

Considerable interest centered around the address of Edward F. Jordan, president of the Jordan Automobile

Company, Cleveland, O., he having been mentioned prominently as a "dark horse" candidate for the presidency of the association. Mr. Jordan spoke on "How Do You Find Business?" He answered the question with the terse remark: "By going after it."

Lou Holland, of Kansas City, Mo., proprietor of an engraving plant, is said to be showing considerable strength as a presidential candidate. Considerable opposition appears to have developed against re-election of Charles H. Mackintosh of Chicago. According to his backers, Mr. Holland has been assured approximately 750 of the 725 votes necessary to elect.

Beside Mr. Jordan, H. T. Meredith of Iowa, a former Secretary of Agriculture, is considered another "dark horse" candidate for the presidency.

Next Meeting Places Chosen

Atlantic City, N. J., as the meeting place for 1923 and London for 1924

was the decision of the club president at a session late last night. This action, however, is subject to ratification by the convention which it is anticipated, will be forthcoming. Sir Charles Frederick Huxham, a prominent advertising man of Great Britain, is in attendance at the convention for the express purpose of inviting the delegates to visit London in 1924.

Hin Wong, delegate from Canton, China, has been much interested in all phases of the convention. It is his opinion that women are the key to successful advertising in the Orient. He believes a far-sighted policy on the part of the advertiser is needed to aid in the development of various movements for the popular education of women in his country.

It is expected that the old question of removing the headquarters of the Associated Advertising Clubs of the World from New York to Chicago will be up for discussion before the convention ends.

Financial Crisis Faces Austrians

Pound Sterling Worth 100,000 Kronen—Fantastic Quotations for Commodities.

London, June 15.—Austria is in the throes of a financial collapse. Yesterday the pound sterling there was bought for 100,000 kronen—the Austrian unit of money. Today the Austrian Embassy here has news that it buys 80,000 kronen. This means that the krona which in normal days was worth 20 cents, is now only the equivalent of the two-hundredth part of a cent, and its value is jumping about even at that figure so irregularly that

business has become impossible, and fantastic quotations in thousands of kronen are quoted for the ordinary articles of food in Vienna.

Great Britain some months ago paid Austria 2,500,000 in the hope that this might help to save her from collapse. Czechoslovakia also agreed to allow a credit to the extent of 2,500,000 for articles to be bought in that country by the Austrian Government, but this has completely failed.

Loan negotiations have also broken down despite the imposition by the Austrian Government of enhanced taxation, and despite also the lifting by the allied governments of the lien upon the Austrian customs revenue. Austrian factories are now silent, and the only industry which continues active is that of agriculture, which is being conducted by the peasants, who have ceased to pay any attention to the authority of the central administration of any kind.

A last desperate attempt is now being made to restore the Austrian

republic's position by a financial alliance with Germany. This is advocated by Dr. Otto Bauer, leader of the socialist party, who represents Labor in opposition to the combined Christian Socialists and Nationalists who are in power. It is finding a certain amount of support, but it has yet to be seen what view the allied governments will take of the scheme, also to what extent it can help the situation which now seems almost desperate.

It is easy to run into debt, but it is always a long and tedious walk back.

Audacity is the stepfather of success.

ECZEMA

you are suffering from this skin disease, you are in a state of constant discomfort. It is a disease that is caused by a variety of factors, and it is one that is very difficult to cure. However, there is a remedy for it. It is a simple, natural remedy that is effective in all cases. It is a remedy that is based on the principles of hygiene and health. It is a remedy that is easy to use and that is safe for all ages. It is a remedy that is available to all who are suffering from this disease. It is a remedy that is worth trying.

Way For To Secure Its Home Rule

Co-operation the Only Means, According to Sentiment

India, May 15.—(By Mail) A recent non-cooperation is that India can obtain its home rule only by the adoption of the non-cooperation movement. This is the view of the Indian National Congress, which is the leading organization of the Indian people. The Congress has been active in promoting this movement since its inception in 1919. It has urged the Indian people to refuse to cooperate with the British government in all matters that affect their rights and interests. This has included the refusal to pay taxes, to serve in the army, and to work in the government offices. The Congress has also urged the Indian people to boycott British goods and services. This has included the refusal to buy British goods, to use British services, and to travel on British ships. The Congress has been successful in its efforts to promote this movement. It has won the support of the Indian people, and it has forced the British government to take notice of their demands for home rule.

Weak Heart Nerves Badly Shattered

Many a woman who should be strong and healthy, full of life and energy is bound by the shackles of ill-health.

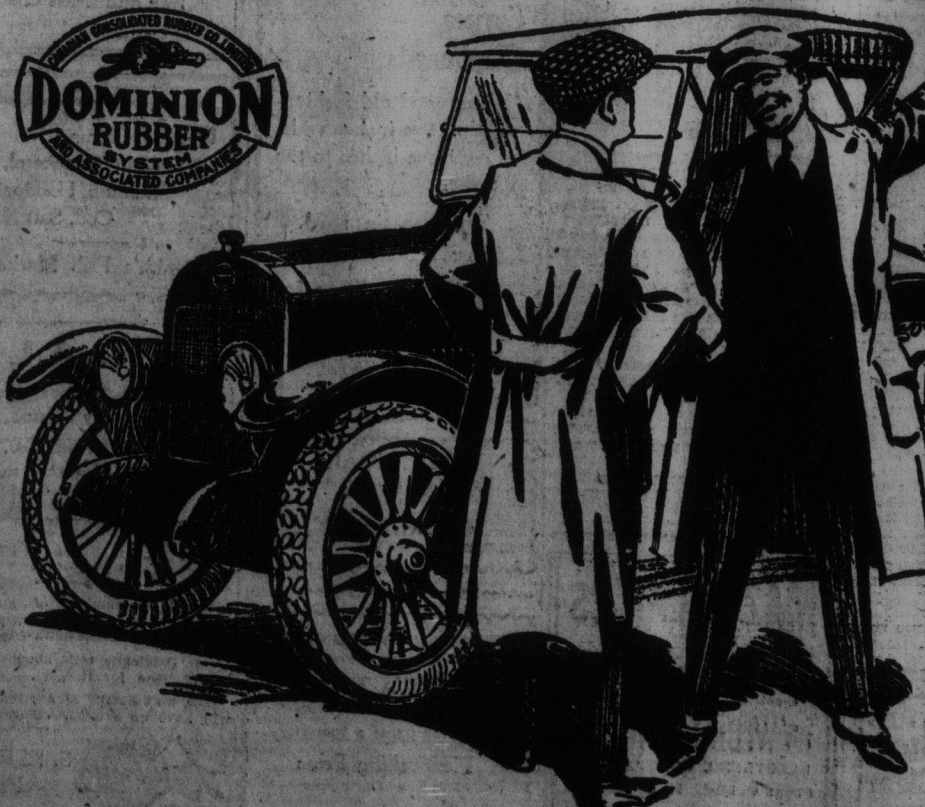
Some disease or constitutional disturbance has left its mark in the form of a weak heart, shattered nerves, impoverished blood and an exhausted condition of the whole system.

MILBURN'S HEART AND NERVE PILLS

They will find a remedy that will supply food for the exhausted nerves, and that will strengthen and regulate the weak heart and invigorate the whole system.

Mrs. W. W. Pearce, 14 Boston St., Toronto, Ont., writes:—"I was left with a weak heart and in a run down condition from the 'flu.' My nerves were badly shattered, and I had such pains around my heart I could not sleep much at night. I took several bottles of Milburn's Heart and Nerve Pills, and after I took one box I got relief, and after taking six boxes I have been well and not bothered since."

Price, 50c a box at all dealers, or direct on receipt of price by The E. Milburn Co., Limited, Toronto.



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MILEAGE MILEAGE

The best dealers throughout Canada sell Dominion Tires

DOMINION TIRES come to the man who wants mileage with the prestige of honourable service on the road and the unqualified approval of the great army of experienced motorists of Canada.

Six different treads for every car and every purpose, business and pleasure. There are DOMINION INNER TUBES to give you perfectly balanced tires, and a complete line of DOMINION TIRE ACCESSORIES.

Easy riding means a lot. Speed and gas consumption are worth considering. But the one big thing that really counts in tires is MILEAGE.

In other words, it is the actual cost per mile, per tire—what you pay out for tires in dollars and cents.

Whichever way you go, you get the mileage in Dominion Tires because they have the mileage built in them.

It is built in by Canada's largest rubber organization, in a modern Canadian plant where quality is paramount.

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