

NEWSPAPERS RELIED ON TO ACHIEVE UTILITY'S \$30,000,000 SALES GOAL

Pacific Gas & Electric Company Continuing 1931 Schedule With 85 Per Cent of Copy Going to Newspapers —Dealers Using Tie-Up Copy

ADVERTISING confidently expected to help in the sale of \$30,000,000 in gas and electric appliances by the company and dealers will be placed this year by the Pacific Gas & Electric Company, Northern California utility, officials of the corporation have announced. Eighty-five per cent of the advertising appropriation will be invested in newspapers.

The advertising total is the same as last year, when \$30,000,000 in sales resulted for the company and dealers. Experience in the past has been that dealers share in the results of the advertising in accordance with the tie-in copy they use, their sales volume in previous campaigns usually being more than twice that of the company's when a particular campaign is considered.

Details of the 1932 campaign were disclosed by A. L. Adkins, copy chief, who said that the main difference as compared to the 1931 advertising will be the use of larger advertisements at certain periods and smaller space regularly, and a coordination of selling campaigns and newspaper releases. There will be no reduction in the total linage used yearly.

The close of 1931 found the company with 40 per cent more electric refrigerators on its lines than in the preceding year and a record number of electric range sales. The gas heating sales also proved very successful, Mr. Adkins reported.

Continuation of the campaign to sell Wessix portable electric heaters marked January's copy. Offering \$2.50 for old heaters as trade-ins on \$12.50 heaters, the company has sold 4,000 of these appliances. The expansion in sales enabled by the dealer tie-in advertising is revealed by the company's figures showing that the manufacturer sold altogether 10,000 additional heaters in the territory receiving the Pacific Gas & Electric Company's and dealer tie-in copy during the time of the campaign.

Manufacturers and jobbers have been contacted by the company in a movement for a "United Industry Campaign" to sell 8,000 automatic gas water heaters in an advertising and selling drive which started Feb. 1. The use of copy stressing the automatic heaters will continue four months.

While the high mark of the company to date for sale of gas water heaters is 1,300 in three months, confidence is expressed that the goal of 3,000 will be reached in four months. The regular advertising quota will be increased one-third during the duration of the campaign, and larger copy will be used. A survey has revealed the automatic heater field one in which needs have grown out of pace with sales in recent years.

"We feel that we have something to offer and that the campaign will succeed," said Mr. Adkins. "The reduction in sales in recent years shows the need of sales work. The price of automatic gas water heater is 50 per cent under 1917 yet the quality is better. In addition, natural gas has cut the operating cost 40 per cent and the appliances are better built and more efficient than ever.

"Our experience with electric refrigeration and with the sale of gas heating appliances has been that if an article reduces the expenses in the home and can be offered at a real saving, it will be bought despite the depression.

"We feel that now is a good time to advertise in newspapers. In many ways it is a much better time than before. There is less advertising with which to compete. People have held off purchasing and are hungry for new merchandise. People are reading and studying the advertisements more than ever.

"In 1929 it was harder to get copy read. People had the money, and they were not particular how it was spent. Today is a day of values, and products of good value can be sold. It is a day of less ballyhoo, and hence of more opportunity to the man who has a practical object for sale.

"We believe if the seller keeps conditions of today in mind and tries to meet these conditions, he will succeed. If the merchant fits the public's wants in quality, price and advertising to meet the public's needs he will have good business.

"In our own case, our 1932 sales campaign can be expected greatly to help return \$30,000,000 in sales to ourselves and dealers. Dealers are advised and urged to tie-in on these campaigns with advertising and they can be expected to share more than us in sales. Additional amounts for wiring, labor, etc., will bring the total business created to a much larger figure than \$30,000,000."

Two other major drives are planned for this year. In April, an electric range sales campaign will get under way, accompanied by excessive newspaper copy. A similar move will mark the gas heating program this fall.

Instruction to farmers on how to use electricity will be undertaken this year. An advertising campaign in the rural sections will stress the profit in using electric feed grinders, pumps, motors and brooders, with special stress on the types of equipment designated for the best results in varied lines.

COOKING SCHOOL IN EASTON

The Easton (Pa.) Express conducted a cooking school last week. Miss Emma Hanko was in charge.

SCHOOL RAISES STANDARDS OF JOURNALISM TEACHING

(Continued from page 5)

"First Quarter (September to January): Organization of the first-year class as a news staff which will begin the collection and reporting of news in New York City under conditions as nearly identical as possible with the best current newspaper practice; assignment of individuals to current conditions and practices of the profession. The work and study of all students will be controlled and directed by members of the Faculty.

"Second Quarter (February to June): Continuation of staff organization. Beginning of courses in copy reading and editing; use of Associated Press, United Press and City News daily telegraph services and the radio services of the National Broadcasting Company and the Columbia Broadcasting System. Continuation of university class work and of intensive control and supervision by members of our Faculty.

"Third Quarter (September to January, second year): Continuation of staff organization, and writing courses. Use of press association services. Preliminary seminar work preparatory for specialization in politics, economics, finance, foreign correspondence, music, art and theatrical criticism, writing, and reporting of religious and scientific meetings, etc., etc.

"Fourth Quarter (February to June, second year): Intensive specialization in various forms of reporting, editing and other activities of a newspaper, press association and periodical editorial room; training in executive thought and direction. Granting of individual liberty of study and writing as far as is consistent with organized effort. Research in news trends, news values and executive planning."

A new course to be offered by Prof. Pitkin will deal with the development of the English language and the correct use of words. Prof. Will will give a new course in the reading of books

and current magazines. A possible requirement is the ability to translate, at sight news articles or editorials from the press of at least one foreign country—a requirement enforced in the early years of the school.

One effect of the limitation of enrollment probably will be a drastic reduction of the number of women students. Women applicants for admission to the school will be required to show a "serious and purposeful concern for this work." While no definite limit will be set in advance, Dean Ackerman said that "by no stretch of the imagination" should the number reach 40 per cent of the schools' enrollment.

"I know of no newspaper or press association with even 25 per cent of its editorial staff made up of women," he added. "I think the school should not encourage women to believe that there will be unlimited opportunities when we know the opportunities are limited."

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