

### UP TO WORKERS TO BACK UP 'ADS'

Charles Coolidge Parlin Points Out Their Responsibilities in Advertising

TALKS TO 2500 EMPLOYEES

The value and advantage of advertising to the workers in manufacturing plants was pointed out to 2500 foremen, forewomen and executives of leading industries of the city at a meeting of the Philadelphia Association of Employers' Managers last night by Charles Coolidge Parlin, manager of commercial research of the Curtis Publishing Co. Chevalier, manager of the Barrett Co., president of the association, presided at the meeting, which was held in the Stetson Auditorium.

"The strongest selling force is the quality of a product," declared Mr. Parlin. "It is stronger than advertising—stronger than sales organization—the essential foundation for advertising success. A company that advertises an inferior product will only hasten the dis-

solution of the business, and hence upon the foreman in the plant of a national advertiser rests a great responsibility—the responsibility of having the product right—not only 99 per cent of the product right, but 100 per cent of the product right; for every piece of merchandise goes into some one's home bearing the manufacturer's brand and creating a booster or a knocker.

**Vital Competition in Selling**

"But while manufacturing superiority is the essential foundation of a business, as an industry expands it develops that manufacturing and buying tend to approach standardization, and vital competition is competition in selling, and that firm is most likely to survive and dominate that, equalling the best of its competitors in manufacturing and buying, excels them in its selling."

"Of selling methods there are two—the method of push and the method of pull. The older industries, like most of the Philadelphia industries, were established on the method of push—the idea of pushing a product through wholesalers and retailers to the ultimate consumer; but the method of pull—the method of advertising—to the ultimate consumer has proved a superior force, and there has been a rapid growth in national advertising. Philadelphia industries have reflected this growth."

In 1916 in magazine advertising Philadelphia was in ninth place, carrying only about one-half the advertising carried in Camden, while in 1920 Philadelphia had risen to fifth place, being exceeded only by New York, Chicago, Detroit and Cleveland. This increase in advertising means much for the devel-

opment of markets of Philadelphia manufacturers.

"Advertising has proved of distinct value to the manufacturer in this period of retarded markets. In a period when manufacturers have had to wait for the exhaustion of stocks before orders came through to the factory, the manufacturer of a branded article needed to wait only until his particular brand was exhausted, while manufacturers of unbranded articles had to wait until all the brands on the market were exhausted. Thus it is shopped that numerous manufacturers of advertised brands who have reinforced a good product with strong selling effort have done record business in 1920."

**Importance to Workers**

"To you as foremen the advertising of your concerns means the stabilizing of markets, and hence the stabilizing of the industrial opportunity for yourselves and those who work under you. To you as consumers, national advertising carries the assurance of quality merchandise, for no manufacturer can afford to spend money in national advertising to get a person to buy his article once. It can succeed only as the article has sufficient quality for him to develop a market of satisfied users."

**Child Upsets Tub; Scalded**

When she upset a tub of boiling water on herself yesterday in the cellar of her home, Margaret Girard, three years old, of 1928 South Ninth street, was painfully scalded about the body. The child's mother, Mrs. Ethel Girard, who was washing in the cellar, saw the tub overbalanced, but too late to save her daughter. She called for help and neighbors notified the Pennsylvania Hospital.

**WILLS PROBATED TODAY**

Henry Ohntrup, North Marshall St., Left \$108,000 to Children

The bulk of the estate of Henry Ohntrup, who will was admitted to probate today, is bequeathed to his children. He lived at 534 North Marshall street, and left an estate valued at \$108,000.

Other wills admitted to probate included those of Margaret B. Fries, 1800 Orthodox street, \$8000; Regina Hittmann, 306 North Sixth street, \$4800; Anna C. Kehler, 1961 South Twenty-second street, \$8500; William H. Tappan, 617 Standwood street, \$12,500.

An inventory was filed of the personal estate of Josephine S. Carr, valued at \$183,350.46. Letters of administration were granted executors of the estates of James Salley, Aubrey Hall, Torresdale, \$27,175; Mayer Kellman, 38 South Yewall street, \$5000, and Elizabeth Ruck, 1335 North Fourth street, \$11,200.

**NORSE SHIP ASKS AID**

Wireless for Help at "First Possible Moment"

New York, Jan. 11.—(By A. P.)—Wireless signals, calling for help "at the first possible moment," were picked up here early today from the Norwegian steamship *Ontaneda*, which left here for Vaksdal, Norway, on January 1, carrying a general cargo.

The message gave her position as between 1200 and 1500 miles from New York. A message picked up later from the British freighter Philadelphia said she was rushing to the assistance of the *Ontaneda*.

**AUTOS INJURE TWO BOYS**

Accidents Occurred Near Their Homes—Both Seriously Hurt

Two boys were seriously injured by motor vehicles last night as they were crossing streets near their homes.

George Deiger, eleven years old, of 1908 Leithgow street, attempted to cross the street in front of his home when a machine driven by George Krenner of 1809 North Sixth street, struck and hurled him to the sidewalk. The drive took the child to the Stetson Hospital and then surrendered to the police.

The second child injured was Thomas McWilliams, twelve years old, of 62 South Twenty-first street. He was struck by a motortruck at Twentieth and South streets, and taken to the Polyclinic Hospital. His condition is serious.

## SHOE BUYER

Blauner's desire to engage a man who has been successful as a buyer and manager for their Shoe Department, to be opened about February 15th. If you have had first-class experience and are a live, up-to-date manipulator who can show results with a record of having done a business of half a million dollars or over, we would be pleased to have you call personally for an interview. Salary no object for the right man.

**BLAUNERS—833-35 Market St.**



## Hoskins

For Playing Cards & Games

Playing Cards, 35c up.  
Poker Chips, \$2.00 to \$8.00 per 100.  
Chess Sets, \$1.00 to \$400.00.  
Checker Boards, 20c to \$7.50.  
Checker Sets, \$2.00 to \$35.00.  
Poker Racks, \$5.00 up.  
Game Sets, \$33.00 up.  
Cribbage Boards, 75c up.  
Checkers, 25c up.  
Playing Cards in leather cases, \$6 up.  
Card Dominos in leather cases, \$1.25 up.

Mahogany Poker Rack \$10.00  
Leather Bridge Set \$6.00

**Hoskins**  
STATIONERS AND ENGRAVERS  
Chestnut Street at Ninth

## PUBLIC SPEAKING

For weeks' course in Self Confidence, Concentration, Business English. Open Wednesday, Jan. 13th, at 8. Opening Lecture free to public—and for literature.

**Neff College** CHESTNUT ST.

There Are Three Factors In Investment

**Safety Income Profit**

A Government bond is a safe bond. Eight per cent. is an attractive income. Possibility of profit is exceptionally great.

The United States of Brazil External 4% Loan of 1889

Offers you these three factors.

Inquiries Invited

**McCown & Co.**  
Locust 2184 Land Title Bldg. Room 414  
New York Tel., Coned 4848

## Why Don't They Go Back?

Why is it that thousands who quit coffee years ago for Postum have continued using Postum ever since?

These people could have gone back to coffee if they had wanted to. But they found Postum to be a satisfying table-drink with a delightful coffee-like flavor, and entirely healthful.

If coffee disagrees, try

# INSTANT POSTUM

"There's a Reason"

Made by Postum Cereal Co., Inc., Battle Creek, Mich.

Have You Dined and Danced in

## THE BOX?

At the Rittenhouse, 22d & Chestnut Streets There are many good reasons for your doing so.

**THE TIERNEY FIVE**

is one of them. The unequalled quality of our food is another. Eat, dance and enjoy yourself from noon on, if you wish. Choose from a number of Luncheon Platters beginning at 70 cents. Dinner Platters, too, and a first-class la carte service.



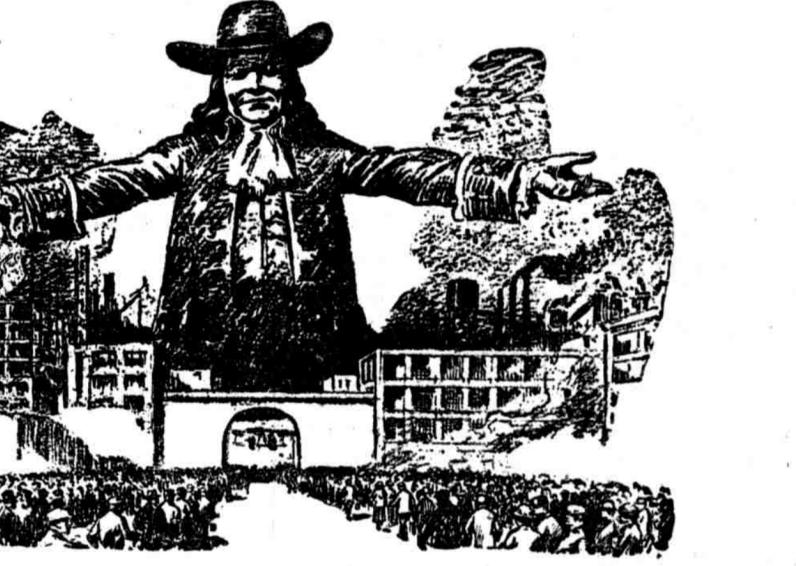
## Welsbach "THRIFT" Gas Lights 15c At Cost

To replace wasteful open-flame gas burners. Give more light than open-flame burners and use less than half as much gas.

We will show you how to install them. Complete, ready to fit on any upright fixture.

Broad and Arch and District Offices

**The United Gas Improvement Co.**



## Put The Men To Work

**MEN** out of work can't buy. They cannot help the consumption of goods. They cannot create a market for production. They prevent the return of prosperity.

This is no time, while men are out of work, for the employer to think only of his own troubles and let others shift for themselves.

If it were not for conditions that have developed out of the war, it would be an indictment of our present industrial system that men are out of work at all.

It is up to the employers to handle this situation and find work for their men wherever and however possible.

**MANY** employers in the Philadelphia territory are striving with splendid optimism to keep their men at work.

Various big concerns, whose orders have been greatly reduced—have started their men renovating their plants—inside and out.

Certain manufacturers have commenced the construction of additions to their plants—and their employees are given first choice for employment on this work.

**THERE** are great opportunities for work in Philadelphia.

If the men of finance, the men who handle the materials and the men who labor will come together and stabilize costs for a definite period, construction, of which there is a dire need, will start immediately.

The building of business structures, factories, hotels, apartments and homes would make things boom and provide a great deal of employment.

**PRICES** should come down. Fair retail prices mean greater consumption—greater consumption requires greater production—greater production means greater opportunities for employment.

Study retail prices of all foods and all goods. There is a very great waste in marketing. Note the wholesale quotations published in the papers every day on foods and note what your retailer asks for these foods.

Your retailer is warranted in making a reasonable profit on the products he sells and no more.

If a worthy man applies to you for a job, it is your duty to help him; if you cannot give him one, invite him in—explain to him why it is you cannot. 'Phone to everybody you can think of to see what you can do for him. Show this man the spirit of sympathy.

Apply the "Golden Rule"—treat him as you would like to be treated if you were out of a job and hunting one yourself.

**WE** must not let it be said that we in Philadelphia lack a fellow feeling for distress or that we cannot overcome the unemployment situation.

Business and financial leaders must emblazon Philadelphia as a city of work—to the rest of the nation and to the world.

It is not merely our duty—or our responsibility: It is our right—our exceeding great opportunity.

It is the greatest and most effective way by which we can show employees that we have their interests at heart.

It is the most potent way we can show their wives and mothers and families that we are sincerely anxious to make Philadelphia a city of real homes—and of continual industry.

There is profit to everybody in work; there is loss to everybody through lack of work. The one effective way we can hasten the return of prosperity is by finding work for the unemployed.

Let us put the men to work.

**INDUSTRIAL RELATIONS COMMITTEE**  
PHILADELPHIA CHAMBER OF COMMERCE  
1414 South Penn Square

## Last Week of the January Sale

Men's Shoes, \$12.50

Splendid staple styles and leathers, both tans and black. Have been remarkably good values at \$15.00. Get 'em NOW—sale closes this week!

**Steigerwalt**  
Boot Shop  
1420 Chestnut St.  
Where Only the Best is Good Enough

## A New Step Ahead In Reconstruction!

A special opportunity to give our customers several hundred new all worsted winter suits just brought in to sell at the reconstruction price of—

# \$30

(Though their full and fair values are \$40, \$45 and \$50 when the splendid quality of the cloths, the fine tailoring and the styles are considered.)

Other items in reconstruction are as follows:

WE ARE SELLING ALL OUR \$45 & \$50 IMPORTED OVERCOATS FOR...	\$29
WE ARE SELLING ALL OUR \$90 & \$100 AQUASCUTUM COATS FOR...	\$68
WE ARE SELLING ALL OUR \$50 & \$65 OVERCOATS & ULSTERS FOR...	\$35
WE ARE SELLING ALL OUR \$60 & \$70 OVERCOATS & ULSTERS FOR...	\$45
WE ARE SELLING ALL OUR \$50 & \$60 FINE SUITS FOR...	\$35
WE ARE SELLING ALL OUR \$60 & \$70 FINE SUITS FOR...	\$45
WE ARE BUILDING OUR \$60 TO \$75 TAILORING CLOTHS TO YOUR EXACT MEASURE FOR...	\$55
WE ARE BUILDING OUR \$80 TO \$90 TAILORING CLOTHS TO YOUR EXACT MEASURE FOR...	\$65

**William H. Wanamaker**  
1217-19 Chestnut St.

## STRONG BOXES

A heavy strong box of cold rolled steel, securely fastened together with heavy cane-head rivets. Oxidized copper finish.

## OUR SECURITY BOXES

Made of 16-gauge cold rolled steel, all joints electrically welded in statutory bronze finish. Several sizes.

## HEAVY TIN BOXES

We carry a full line of cheaper heavy tin boxes in all sizes up to 20 inches long.

**YEO & LUKENS CO.**  
STATIONERS  
PRINTERS BLANK BOOKS  
Now at 12 N. 13th St.—719 Walnut St.