POETRY AND WHISKERS

SOME day-to-day philosopher remarked that there are no yesterdays in the newspaper business. And added: “And no tomorrows.” The City editor clears the spike on his desk before he starts for home. Today’s mail is old stuff when the “dog watch” says good night to the watchman.

But the demise of newspaper effort is not always so sudden. There is a lot of humor and verse in the daily column of Richard Henry Little (officially known as R.H.L.) which refuses sudden death. For years choice bits found only a refuge in readers’ scrap books. But now these quips and quirks are published annually in the Line Book (From A Line O’ Type Or Two). Last year 162,000 Tribune readers bought these books in Chicago. This year’s Line Book came out the first week in December. Chicago now associates it with Christmas. The demand for the 1926 book is much greater than ever before.

R.H.L. is a veteran newspaper writer. The picture of him—upper right—was taken when he was a Japanese prisoner—captured with other war correspondents in the Japan-Russian war. A Japanese guard charged of the correspondents—about a score of all nationalities. Each day the Japanese turned over his prisoners and counted them. After being checked at one end of the line, Dick would duck around in back and get counted again. The Japanese, with too many prisoners, counted the second time, and Dick would slip back to his original position and the Japanese guard have one too few. Then he called his sergeant, who always found the requisite number and spoke as corporal sometimes do to their inferiors. Eventually the Japanese guard was removed. It was called a nervous breakdown.

53 year-old Company increases sales 77% with campaign in Sunday Tribune Magazine

AFTER 53 years of business without advertising, The Union Bed and Spring Company (Masterpiece Springs) accepted a plan presented by The Chicago Tribune. A. M. Steele, sales manager, tells the story:

“Between April 4th, the first appearance of our advertising, and October 1st, we secured 380 new accounts in the Tribune Territory. (As most dealers are exclusive in a town, it means the opening up of nearly 380 new towns in the territory.) On the strength of our campaign, we have gone into Nebraska, Ohio and Missouri and opened up 103 new accounts. We have increased the business of our spring department 77 per cent.

“We have run 328 special sales. Last year our dealers spent less than $500 advertising our merchandise. So far this year our dealers have spent $18,064 advertising our lines and booking up their advertising with our campaign in The Chicago Tribune.

“One dealer reports that, booking up with our Chicago Tribune advertising, he sold 177 springs. A Quincy dealer sold 73 springs in a week. In Jacksonville, our dealer sold 146 springs in a week. Our Duluth dealer sold 24 springs in a week.

“We are wholly sold on The Tribune. We know we are getting steady interest, although our connection with The Tribune is only 8 months old.”

The Tribune was the only publication used in this campaign!

The Union Bed and Spring Company use full pages in the Rotogravure Magazine Section once a month. They convinced their sales force of the soundness of their advertising plan, and then merchandised the campaign. The results, which sold thousands of springs, were called Slumber Parties. If you want further details of this advertising success, write to the Business Survey of the Chicago Tribune.

Mr. Bennett visited Chicago, where he was a Japanese prisoner—captured with other war correspondents in the Japanese-Russian war. A Japanese guard charged of the correspondents—about a score of all nationalities. Each day the Japanese turned over his prisoners and counted them. After being checked at one end of the line, Dick would duck around in back and get counted again. The Japanese, with too many prisoners, counted the second time, and Dick would slip back to his original position and the Japanese guard have one too few. Then he called his sergeant, who always found the requisite number and spoke as corporal sometimes do to their inferiors. Eventually the Japanese guard was removed. It was called a nervous breakdown.

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The scope of our trading centers, the radius of our market zones, have no counterpart. Every day manufacturers are selling profitable volume in one market, Zone 7, which is Illinois, Indiana, Iowa, Wisconsin and Michigan. Through one newspaper they are reaching 60 per cent of the families in 1,511 towns in the Chicago territory. Through the Chicago Tribune alone they are reaching one-fifth of the buying power of the nation.