YOU WILL SAVE MONEY BY READING THE SUNDAY TIMES ADVERTISEMENTS

Magazine Section

The Sunday Times

New Brunswick, N. J.
May 25, 1919

How New Brunswick's Manufacturing Plants Spend Thousands of Dollars Annually and Advertise the City

(By HELEN McCALLUM.)

A NEW BRUNSWICK soldier came out of the front line trenches after one of the hardest battles of the war. Grimed with powder, covered with mud, tired beyond words, he went into his dugout and sank wearily on what was by courtesy called a cot.

There was a candle flickering in a socket on the wall and by its feeble light he saw a copy of "The Stars and Stripes" on a bench; he picked it up, turning the pages mechanically until his eye caught the magic words "New Brunswick" in an advertisement. Instantly the hard day behind him, the hard days ahead of him and the long miles between that muddy dugout and George and Albany streets were forgotten, for wasn't that ad, definite proof that someone back in the

"NOW BEAT IT!
Dig in your toes, Fritzie—
You've got to go some
To get ahead of these
Yankee made
INTERWOVEN
Toe and heel
SOCKS."
(The Ad that appeared in the Stars and Stripes in France.)

old burg was thinking about the boys over there?

Links in a Long, Long Chain.

The doughboy had a good laugh over the picture and registered a vow that he would reproduce it the next day—I dare say he did, too! When his "bunkie" came in he showed the page to him and said: "These people live in the same burg I do when I'm home," or words to that effect.

And so "the chain that lengthens but never parts" reached all the way from the Interwoven offices in the National Bank building on George street to a French dugout, just as many similar chains stretch from our manufacturing plants to all parts of the world every day.

How many New Brunswick people realize this? Only those perhaps who have traveled far and wide and read the advertisements unexpectedly just as the doughboy did, and who have felt that thrill of pleasure that only a sudden reminder of home can bring.

Local Plants' Advs. Here, There and Everywhere.

So it happens that a New Brunswicker traveling in South America buys a magazine on a news stand, takes it to his hotel and while reading the advertisements finds one of a New Brunswick industry so well written and attractive that he calls the attention of anyone who happens to be near to it.

At the same moment in far away Switzerland a little Alpine maid may be making a purchase in a drug store and reading an adv. of Johnson & Johnson's that hangs in a conspicuous place behind the counter, written in her own language.

Michelin, Howe and Hardman tires are rolling over practically every roadway in the world and making good in every revolution, advertising both New Brunswick and a very close neighbor, Milltown, as well.

In sunny California a paperhanger is redecorating a pretty bungalow with wall paper that has "Janeway & Carpender" on the margin, and you can't go anywhere without hearing about the wonderful machine that makes ice—manufactured right in New Brunswick, N. J., by the Brunswick Refrigerating Co. A set of Red Tip "Neverslip" horse shoe calks belongs to the outfit of every horse during the winter season. Anyone from New Brunswick who chances to see the little red tips shining underneath a horse's foot is reminded of home, no matter how far away he may be at that time.

Every big manufacturing plant in this city and nearby towns maintains an active advertising department in charge of experts who thoroughly understand the work and this is one of the reasons that New Brunswick ads are always attractive.

How Johnson & Johnson Have Put New Brunswick on the Map.

New Brunswickers who have traveled extensively say that no matter where they go they can find Johnson & Johnson products and advertising. They have been so accustomed to looking upon Johnson & Johnson as a local enterprise that they are not prepared to find the goods bearing this company's labels in all sorts of out-of-the-way places about the globe.

But tthey do find them, and this led a Times reporter to ask Dr. Fred B. Kilmer, the advertising manager of the company, to tell to just what extent New Brunswick has been put upon the map by Johnson & Johnson.

"Before the war you could buy Johnson & Johnson products in any city or village in the civilized world" said Dr. Kilmer. "Of course the war interfered with shipments, but since transportation has been opened again we have secured distribution in practically all of the territory outside of the Central Empire.

"You can gain some idea of the extent of our advertising activities when I tell you that we print our advertising matter in about sixteen different languages. You will find our advertising in publications in Australia, Great Britain, South America, India, Japan, China, Egypt and Java. I saw an order just this week for a shipment of our Baby Powder for the Fiji Islands."

A Different Point of View.

Somehow or other the public has been accustomed to think of disappearing missionaries and cannibal feasts in connection with the Fiji Islands, but now we must have more respect for them. There is a connecting link. The Fiji Islanders know that there is such a place as New Brunswick and they have a great respect for the cotton and bandages and toilet preparations which they get from this city.

In the United States there are about fifty thousand druggists and every one of them sells Johnson & Johnson products and has Johnson & Johnson advertising matter displayed. And every Johnson & Johnson product has the name of New Brunswick upon it.

Friends Everywhere.

Go anywhere in the country and identify yourself as a New Brunswicker and you will find that the person you are talking to knows New Brunswick as the home of Johnson & Johnson.

The big electric sign at the Johnson & Johnson plant has helped to advertise New Brunswick. A public speaker here not so long ago, when asked what thing about New Brunswick impressed him most, replied:

"In a night ride from New York to Philadelphia, the only bright and cheerful thing that greets your gaze from the car windows is that big electric sign one of your industries has. I always think of that sign when I hear of or read about New Brunswick."

The Interwoven's Clever Advertising

Advertising is a big art these days and right here in this city the Interwoven Company is conducting a campaign that is the last word in modern achievement in this line. Their advertising is extensive, always in the best publications and it is interestin" to know that many of these clever ads. that we see so often are written and made up by Mr. Metlar himself, the president of the Interwoven Company.

THE LEADER OF THE FOOT-GUARDS
Interwoven
TOE AND HEEL
Socks

An Ad that appeared in New York papers at the time the Seventy-seventh Division were welcomed home.

Almost every one has a slogan. We have seen them with the accompanying illustrations and smiled at the thought they give us, beside the one we already have proved to our satisfaction—that Interwoven socks are good fast friends to have.

Some of the Slogans.

Some of the slogans are so clever I cannot resist telling them to you, in case you may have missed them. I wonder if you saw that one of the Interwoven Co. with the picture of a little man cutting down the cherry tree, that was published around Washington's Birthday, and underneath it the words, "First in wear, First in ease, First on the feet of your countrymen?" Or another one of the man dancing the tango, and the accompanying words, "They put the 'go' in tango—you dance in them, not out of them." "The Hole Army," and "Hole? No, whole," "No kick coming," "Me and My Soul Mate" and one where a man is just starting a game of golf that says, "It's a Long Way to the First Hole," are all known and seen wherever good advertising is found in the world—and to gladden the heart of a far away New Brunswicker, perhaps, who may be longing for home.

The Howe Advs. Help.

The Howe Rubber company advs. are found everywhere in the advertising world, mostly with that clever sign of their's "Know Howe." They advertise extensively in "trade papers" and New Brunswick gets a line every time.

Michelin Tire Company Biggest Advertiser In This Locality

In a recent interview Mr. R. B. Bramwell, the advertising manager

Can you suggest a prize-winning name for this Rubber Man?

of the big Michelin Tire Company at Milltown said to me:

"The Michelin Tire Company, our neighbor at Milltown, is one of the most extensive advertisers in the country, their list of advertising media including such very important journals as the Saturday Evening Post, The Literary Digest, the Country Gentleman, Successful Farming, the Progressive Farmer and a long list of influential newspapers in all centers of population throughout the country, to say nothing of trade papers, and necessary advertising in a multitude of other fields that the progressive manufacturer must exploit in a well-rounded out and successful campaign.

It Costs a Lot, But Then—

"Of course a campaign of this kind costs hundreds of thousands of dollars and to the unthinking mind it seems that the public must pay for this considerable expenditure, but such is not the case, for advertising increases sales, and increased sales means increased production, and increased production means lower cost to both the manufacturer and to the consumer. This statement is proved unquestionable by the recent action of the Michelin company in reducing tire prices very materially just at this time when the company is conducting the largest advertising campaign in its history. But this extensive advertising has been one of the important factors in increasing production and sales, and the Michelin company has been quick to give the motoring public the advantage of lower prices made possible by this increased production.

"Granting then that advertising pays both the manufacturer and the user of the goods he makes, the public is naturally interested in knowing what it costs to conduct a national campaign, to put on the map, so to speak, a local product like Michelin tires, and to carry the name of our neighboring borough and its chief manufactured product to the four corners of the country.

Something About the Cost.

"A single color page published once in the Saturday Evening Post costs $5,000 with no discount for additional pages. Then pages cost $50,000. There are no lower rates. Two color pages like the Michelin page in the issue of May 17 cost $7,000 each. Next year the rates for single color pages are to be increased to $6,000 each and the two color pages to $7,500 each. Now this seems like a lot of money, and it is a lot of

"AT YOUR SERVICE"
Interwoven
TOE AND HEEL
Socks

An Ad that helped welcome the boys of the Twenty-seven Division home.

money for a single advertisement, but it must be remembered that the Saturday Evening Post has a circulation of 2,000,000 copies a week, so when you figure it down to what it costs to put this advertisement before a single individual, you will find that in the Post you reach four readers for the cost of an ordinary 1-cent post card you buy of Uncle Sam, to say nothing of the high cost of mailing equipment and so on for addressing a list of two million names, or the considerable cost of the necessary printing on the cards and of the labor for addressing them.

An Enormous Total.

"The Michelin company uses annually twenty-six pages of space in the Saturday Evening Post alone. Multiply this by two million, and you have a total of fifty-two million separate Michelin advertisements appearing every year. Then again it is estimated that every copy of a popular publication is read by five persons, so to find how many persons see these Michelin advertisements every year, fifty-two million must be multiplied by five. This gives the amazing total of two hundred and sixty million times that Michelin tire advertisements are read each year, each advertisement bearing the name of Milltown as the home of this famous product.

Other Activities.

"In addition to advertising in publications of national importance and circulation, the Michelin company spends large sums in other forms of publicity and exploitation, such as in aviation and motor-car racing. For example, as far back as 1908, the Michelin company offered a remarkable international aviation trophy of silver costing $10,000, this prize carrying with it an annual cash award of $4,000 for the longest flight of the year. The first winner was our own Wilbur Wright, father of the modern airplane, who on December 31, 1908, flew 76½ miles at an average speed of 45 miles an hour. This was the longest and fastest flight up to that time.

Prize Offers.

"Later the Michelin company offered an additional aviation prize of $20,000 to be awarded the first aviator who should fly from Paris to Clermont-Ferrand, the home of the French Michelin factory, a distance of 262 miles. Many unsuccessful attempts were made in the early days of aviation to win this handsome prize, and the names of the competitors comprise a complete list of the notable pioneers in aviation. Altogether the Michelin company has given upwards of $200,000 to encourage aviation, and the many cash prizes awarded by the company were the means of sustaining interest in the new art at a time when there was very little other encouragement of any kind.

"It was in the field of automobile racing, however, that Michelin achieved his first notable advertising success, and brought fame to this section of New Jersey. The very large sums of money spent by the company in the newspapers to advertise its great successes in the days before automobile racing became commercialized, are well within the recollection of New Brunswick citizens.

"The old phrase "Michelin as Usual" was known everywhere in those early days of the automobile, and the present success of the company was founded in no small measure on the wide spread publicity given the name Michelin in the great classic Vanderbilt Cup and other speed tests here and abroad.

'Bibendum' and the Prize Offer for His New Name.

"It was during this period of its growth that the Michelin company first adopted the rubber man 'Bibendum' for its trade mark. Today it would be difficult to find a trade mark better known or more widely talked about. This little chap is seen in all Michelin's wide publicity. You find him on Michelin letterheads and envelopes, in store windows, on signs and in publications, on curculars and price lists and pamphlets of all kinds.

The Well-known Neverslip Trade Mark.

Wherever you see the name Michelin you see also this quaint little figure. In France this little rubber man is known as Bibendum,' a coined word derived from the idea of drinking or absorbing obstacles, one of the Michelin slogans in France being that 'Michelin Tires drink (absorb) obstacles.'

"It has long been the desire of the company to find a name for 'Bibendum' that would be more easily understand in America, and it is understood th ta standing offer exists of a cash prize to be awarded the lucky person who suggests a name that is at once timely, suitable, easily understood, and that is descriptive directly or by suggestion of the goods manufactured by our successful and energetic Milltown neighbors."

The Brunswick Refrigerating Company advertise extensively in all the trade journals in the United States, Canada and South America. You are likely to run across one of their advertisements wherever you happen to be in any of these countries.

But These Are Only a Few.

There are many other plants and business concerns in New Brunswick who advertise extensively, too, but it would take too long to tell you a compdete story of all of them so we have merely touched on a few in this story just to show you how our city's name is carried to practically all parts of the world by the big advertisers who are in it.

And the very best of it all is that the advertised products always "make

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Milltown's Fine Opportunity to Become More Attractive

In the second installment of his interesting article Mr. H. M. Olmsted continues his constructive suggestions for making Milltown an attractive place to live. In the first part he wrote about the many natural advantages already there for making a bigger development possible, in this he goes more into details for creating new features, besides developing the old ones, as follows:

A Cool Atmosphere.

If the reader has visited Salt Lake City, Utah, he will remember having noted with pleasure the cool, fragrant, bracing air of that city. Also he will recall the rivulets of pure fast flowing water coursing down the regularly constructed concrete gutters at each curbing of the main streets. Long ago, that city decided to install an improvement which is peculiar to Western towns, namely to take advantage of the natural pitch and tall of the city streets and the excess supply of water and to use these in the above manner to cool the atmosphere. You will find on every block of the main streets in that city one or two white enamel bubbling fountains alongside the curb where one's thirst may be quenched with ice cold mountain water and you will note that thas constantly flowing water wastes into the gutters, which are in reality concrete troughs two feet wide by two inches deep. In these gutters one can see the clean mountain water traversing block after block until it finds it way into storm water sewers, which lead out onto the farm lands lying far down in the valley and irrigating them to a point of rich vitality. Throw a chip in the gutter at the upper end of a 800 foot long block and walk rapidly to the lower end of the block and you will see your chip comeing sailing by like an ocean freighter. Rubber tires, horses hoofs and wagon tires need cooling. This water does it perfectly. Then too, it cools the atmosphere, because of the evaporation caused by the sun. It is a natural thing there, for citizens to keep their streets clean. Dust may be swept into and away by the stream. Stubs of cigars and matches are never left on sidewalks in Salt Lake City because it is natural to deposit them in the water where they will be swept out of sight in a moment. Well, this plan is possible in Milltown, along Main street and a number of other sloping roadways and it would lend healthfulness, cleanliness and coolness to the city in the hot weather of the summertime. Is this too progressive for you? I think it is not, and that it would soon pay big dividens in Milltown as well as elsewhere. It would be a paying advertisement for Milltown to be the first in this matter. Advertising is a tremendous factor in success today and always will be.

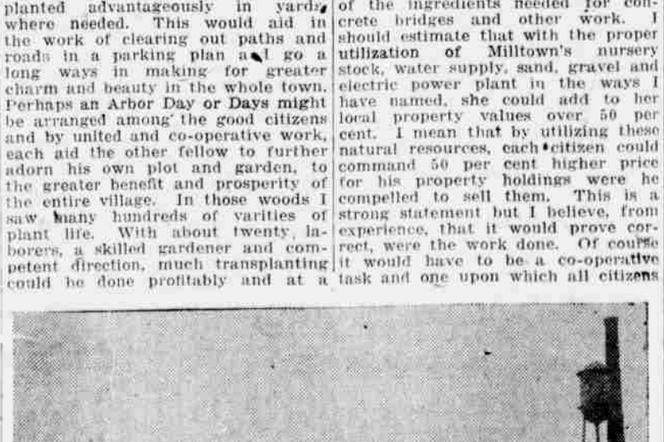
Importance of Signs and Lighting.

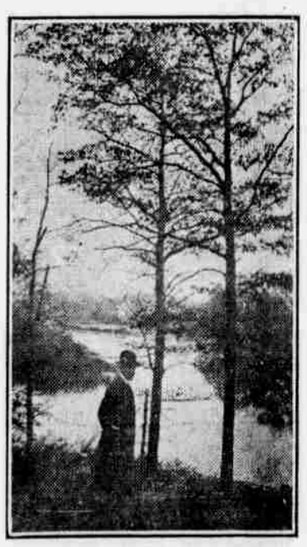
I have spoken previously of a lighting system which would prove a profitable investment in any city. As to street name signs I believe Milltown is far better off in that direction than is New Brunswick. The importance of handsome street name sign posts of metal—two to each corner—big letters—easily read, cannot be underestimated in any progressive town. I once knew of a merchant who contemplated investing a large sum of money in building a branch factory in a certain city, who, when he got lost in that strange city, because there were no proper street name signs, promptly drove out of the place and invested his capital in a town where every single street was sign posted in a proper manner. In the matter of store signs hanging far out over streets—this is a thing which all progressive towns refuse to allow. It is a dangerous and unsightly method and should not be permitted by authorities.

A Bounteous Nursery of Trees and Shrubs.

In the woodlands south of the lake I saw thousands of trees, saplings, and bushes which might be culled out here and there and with little expense transplanted along streets where trees are needed—and there are but few such places—also both saplings and bushes could be transplanted advantageously in yards where needed. This would aid in the work of clearing out paths and roads in a parking plan as I go a long ways in making for greater charm and beauty in the whole town. Perhaps an Arbor Day or Days might be arranged among the good citizens and by united and co-operative work, each aid the other fellow to further adorn his own plot and garden, to the greater benefit and prosperity of the entire village. In those woods I saw many hundreds of varities of plant life. With about twenty laborers, a skilled gardener and competent direction, much transplanting could be done profitably and at a cost mere nominal to the actual value produced by the work.

On many of the U. S. Housing projects of 100, 200 and 300 houses, there was an allotment of nursery stock to each project of as many as 15,000 plants, trees, shrubs, vines, etc.—over 100 plants per house and the plots of ground rarely exceeded 25 by 100 feet per house. This illustrates the importance which the U. S. Government lent to plant life around its houses. Properly set out plants add charm, beauty and enhance property values far in excess of the cost of the plants themselves. As to paths around the park and along all brooks these might be constructed inexpensively by merely marking out the lines of the paths and filling in the pathways with a mixture of sand and gravel to be had in abundance from the gravel pits in the hills of the woodlands. This same gravel would supply two of the ingredients needed for concrete bridges and other work. I should estimate that with the proper utilization of Milltown's nursery stock, water supply, sand, gravel and electric power plant in the ways I have named, she could add to her local property values over 50 per cent. I mean that by utilizing these natural resources, each citizen could command 50 per cent higher price for his property holdings were he compelled to sell them. This is a strong statement but I believe, from experience, that it would prove correct, were the work done. Of course it would have to be a co-operative task and one upon which all citizens would have to first agree but this could be done.





As one may realize, this thought as to a park system, is given without mature study and I have mentioned it only in a hopeful fashion as a big possibility. The plan would involve a greater amount of thought and study but such as it is I have given it freely in this article as only one of the possibilities of Milltown.

Beautifying Factories.

A great deal of thought and work has of late years been expended on beautifying factories. Few realize how much our offices and places of work consume of our working and leisure time. Why should not these places be harmonious and as attractive as one's home? There is but one answer—they should be so. The National Cash Register Co. of Dayton, Ohio; the Doubleday, Page Co., of Garden City, L. I., and hundreds of other great factories have landscaped their buildings and grounds to such a large extent that they are places of wonderful beauty and attractiveness and this simple expedient has become an asset of tremendous monetary value to such factories. The employes' health and working spirit has been quickened. They are rested and refreshed at work and when leaving work and their output has been doubled and trebled merely by the wholesomeness and beauty by which their shops are surrounded. Curved charts have been made on such work and these charts show that an investment in trees and bushes pay thousands of per cent yield on the capital invested.

Thought of a Wayside Restaurant.

An ideal spot for the location of a family and motorists' co-operative restaurant is seen from the bridge. I judge that the location would be on Washington avenue, near the railroad tracks. That hillside looks inviting for just such a purpose, and it would take care of the overflow of diners which will surely follow any expansion in Milltown's present population. The restaurants in Milltown are fine and hospitable but they will be taxed in the days to come. I think you will smile over this idea of a co-operative vine covered restaurant but look at it from another angle and perhaps we can agree on the matter. Have any of you folks ever stopped to consider that the girls get tired cooking and serving at home every day and that they want a change once in a while from home cooked meals? Then too, women now play a big part in the civic life of every city. Even now they do so in Milltown. Are not your wives, mothers, sweethearts and sisters entitled to this recreation? I am sure you will say they are, so that ends the argument socially. On the other hand, picture the delight of every motorist passing over that bridge and spying a pretty wayside restaurant perched up on that hill and then his immediately going there for his chicken dinner. This will bring much money into the town. Every motorist who stops or is induced to stop by reason of a restaurant, leaves about $10 of his money in the town that catches him. A restaurant, by all means, I know you will now say.

A Progressive Community.

A visit to Milltown will prove that it is a progressive town. Its 5,000 citizens are people with heart, brain and sentiment and this is proven by their homes and the town itself. I should not be surprised to learn that its slogan for the next two years will be "Ten Thousand Population." This will raise it to the classification of a sure enough city.

In point of American loyalty there is probably not a finer town in the entire state. To know this one has but to see the large wooden sign board adorning Main street, near the bridge, with its dozens of names of brave and loyal soldiers who gave up their all to advance the cause of humanity and democracy in the great war which has but ended. Again I would not be surprised to learn that the citizens of Milltown had erected a permanent concrete of granite tablet with copper name plates for each hero on that list, in place of the wooden sign board now in place. These men deserve the tribute and it is worthy of the town as well.

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