

TH OBSERVES 98TH BIRTHDAY

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OLLS FOUR HOLD.UP MEN

Specialized Traffic Service


## BALIKBANSSBMOMEG

SuIT CASES ${ }^{\text {and }}$
Traveling bags
Plain and Fitted wath Silver.French I vory yancEboyy

## Oxfords <br> for <br> 

The big thing to look
or in a suit of Pajamas
is . . comfort.
We insure comfort for
ya
you by offering Pa-
jamas in sof texture
fabrics
weights, by having an
range and especially by by
insisting
insisting upon superior
workmanship in every
.
Watren S. Becker Stimsey


## Advertising-Service and Superservice

 (How we helped one client win) Na client of ours if he were stisfifed with our service
Our client's reply was as follows "Donovan-Armstrong have handled ou trade advertising for twelve years. Six months ago they advised us to go into con umer national advertising on a large basis predicting at the time certain results i their advice were followed for a year
"The campaign they advised has still six months to run and their predictions of the year have been more than fulfilled.

This client of ours has been making a superb line of goods for more than half a century-easily the best on the market.
Their trade relationship has always been wonderfully fine. They had about a twenty five per cent. national distribution for their own trade-marked goods and a big output under Private Brands.
Today this client has two big plants perating to capacity to supply the demand or their lines. These lines have been lifted entirely out of the competitive class and are now standard. Moreover, they now make more of their own goods than of Pri vate Brands. Private Brands are practically liminated and their annual profits have in reased most satisfactorily
They have approximately 60 per cent distribution of their own trade-marked oods with the dealer's selling cost con siderably reduced; and because of their ncreased output and more expert manufac uring they can use high-grade raw mate rials which their competitors cannot afford
and everyone connected with their organ zation is a better man. Their morale is a top notch.
Seven years and six months is the aver age length
With advertising agencies in general the verage life of an account is eleven months. Our business in 1919 showed a 150 pe ent. increase over our business in 1918; and 96 per cent. of the total volume of our bus ness in 1919 was for clients who had been with us for more than one year and in some instances, for twenty-five years.
This we believe is the record of achieve ment for ageney service.
We hold few fixed views on advertising We regard advertising as an elastic sale medium to be adapted to the peculiar and ndividual requirements of the proposition tself.
We don't allow our treatment to degenerate into routine as the years go on. A made and new plans evolved to meet the equirements of the moment.

Perhaps, with the right kind of servic your proposition would show phenomena rowth and increased prosperity
Perhaps, a recital of our service features might suggest an idea for you that would e of benefit.
We are trained in the practical school o advertising and merchandising - if you would care to discuss any problem with us we will call on you, at your convenienc and without obligation on your part and

## Donovan-Armstrong

National Advertising

