

# *Proper Display Pointed Out as Aid to News Ad*

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"Advertising depends for its effectiveness on atmosphere and background," said J. H. Jordan, advertising manager of The News Tribune, in speaking before the first meeting for the 1922-23 season of the Twin Ports Display Managers' association held at the Spalding hotel last night. "The proper display of advertised commodities in connection with newspaper advertising is weighty and significant toward furthering the merchandising plans of every modern mercantile establishment of today. Merchants are more and more realizing the value of tying up their display windows to momentary advertising, thereby creating a greater interest for the goods advertised.

"The News Tribune was one of the first newspapers in the west to realize the value of window displays in connection with advertising carried in its columns, and in recognizing this factor arranged for the installation of a display window in its offices for the co-operation of national advertising. This plan has worked out with phenomenal success and local dealers carrying the respective products appearing in our window interest themselves to the extent of putting in similar displays."

The Twin Ports Display Managers' association comprises the display managers of leading Duluth and Superior mercantile houses and forms the nucleus of one of the most important factors in assisting the movement of merchandise through sales channels today.

Morris Klatsky, president of the association, announced plans for educational work to be carried out by the association for the coming year. Wesley Bartikowsky was chairman of the meeting which was held in the form of a banquet.