

Advertising and Selling

FORTNIGHTLY

Markets, Merchandising & Media



Drawn by W. Parke Johnson for Montgomery Ward & Co.

SEPTEMBER 24, 1924

15 CENTS A COPY

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Hands?”; “The What-Not School of Copy” By MARSH K. POWERS

The Economics of Distribution and Consumption in Chicago

BASED on its large and prosperous population, two factors make Chicago one of the richest and most economically served markets in the world for the national advertiser.

The first of these factors is, of course, the vast number of retail outlets serving a population of more than 3,300,000, in an area less than 40 miles from center to circumference. Thirty-eight of the forty-eight states of the Union have a smaller population than Chicago alone. Low distribution costs, transportation and warehousing charges—all the elements of successful merchandising—are available here on an economical basis unexcelled anywhere in the world.

The second factor is the economy and effectiveness of advertising coverage. One medium—The Chicago Daily News—reaches and influences the buying decisions of the great majority of financially competent households in Chicago and its immediate suburbs. In this territory is concentrated 94 per cent of The Daily News 400,000 circulation—1,200,000 daily readers.

Local advertisers, familiar with this fact, capitalize it by placing the preponderance of their advertising in The Daily News—and national advertisers who have or seek distribution here can wisely follow the lead and advice of local experts.

The thoroughness, economy and effectiveness of its advertising coverage place The Daily News, year by year, far in the lead of all other Chicago daily papers in the volume of display advertising printed.

The Chicago Daily News

First in Chicago

Page 5—The News Digest

A.A.A.

New York Council, at a meeting held September 18, elected the following members to the board of governors for the two-year period 1924-1926: William Boardman of George Batten Company, Inc.; Robert Tinsman of Federal Advertising Agency; M. P. Gould of M. Gould Company; and Merrill B. Gands of the Erickson Company, Inc. Stewart L. Mims, Wendell P. Colton and John H. Hawley will continue to serve on the board for the year 1924-1925.

Title

Greensboro, N. C., is to direct advertising for the High Point Overall Company, that city.

Advertising Club Golf Association

At the tournament held at the Englewood Country Club, Englewood, N. J., September 16, the Presbrey Cup was won for the coming year by H. L. Walker, of the Walker Engraving Co., with a net score of 68. Low gross was won by Gilbert C. Tompkins, of Standard-Briggs, Inc., with an 84. Second low net was won by M. C. Robbins, publisher of **ADVERTISING AND SELLING FORTNIGHTLY**, with a 93, less 22, making 71. G. H. Gunst, of the E. Katz Special Advertising Agency, brought in the third low, a 75, after his handicap of 12 was deducted from a card of 87. In the qualifying round held in the morning F. C. Gephart won the low net or nine holes with a 35. The association reelected all the officers for 1924-25. They are: President, John I. Wheaton; vice-president, Wesley Ferrin; treasurer, Montague Lee.

S. A. Couover Company

Boston agency, will direct advertising for the United Fruit Company, that city.

Date Set for Houston Convention

At a recent meeting of the Executive Committee of the A. A. C. of W. the dates for the next annual convention of the association at Houston, Tex., were set for May 10-14, 1925. It was found that another convention of importance had been scheduled for Houston for May 17, the date originally suggested.

Paper Makers' Advertising Club

Boston, Mass., have offered a bronze plaque to the advertising club sending the largest delegation to the Direct Mail Advertising Association Convention at Pittsburgh, October 29-31. This is the fourth time the trophy has been presented. The New York club won it the first time at Springfield, while the Chicago club carried it off at Cincinnati and St. Louis.



The Thumbnail Business Review

SENTIMENT seems definitely optimistic. There is no boom in the making, so far as the data at hand indicate. Improvement will be slow, but steady.

Basic industries are making progress. Steel fabrication is now at 60 per cent of full capacity, compared with 45 per cent in July. Railroad buying sponsors much of the increase. A good demand for steel also comes from agricultural implement manufacturers.

Mining of copper, lead, gold and silver is also on the upgrade. Most of the metal producing plants are making money. High prices received by farmers for autumn crops has stimulated many lines of trade, particularly in the Northwest and Middle West. Fruit growers in certain parts of the country have let crops rot on the trees because there was no profit in sending them to market at the prices obtainable. Here would seem a good opportunity for some constructive organization and marketing plans.

Car loadings of miscellaneous and merchandise freight since the first of the year are within 2 per cent of what they were in 1923, tending to indicate that business has not been so bad as complaints have led us to believe. Coal, ore and coke movement, however, has suffered a drastic drop. Buying of bituminous coal is more active at the moment than it has been in months.

Automobile manufacturers have brought production down on a par with orders from dealers. The surplus stocks of cars in the hands of distributors have been reduced to a minimum. The tire industry is enjoying its best volume of business in three years. ALEX MOSS.

The C. L. Houser Company

Newspaper publishers' representative, with offices in New York and Chicago, has been appointed national advertising representative of the *Flushing Daily Times*, Flushing, N. Y., effective September 15.

W. L. Douglas Dies

William L. Douglas, shoe manufacturer and former governor of Massachusetts, died Sept. 17 after a long illness. He was born in Plymouth, Aug. 22, 1845. William Lewis Douglas had an interesting career. He rose from the humblest surroundings to become one of the wealthiest shoe manufacturers in the United States. In 1876, with a capital of \$875, borrowed from friends, he started in business. He was always a firm believer in advertising and as soon as he had some spare cash started an advertising campaign for his products that brought results. In 1904 he was elected Governor of Massachusetts with a plurality of more than 35,000 votes. He declined a re-nomination. He devoted himself to business and to the establishment of various philanthropies which he created, notably the Douglas Eye and Ear Fund for the treatment of children in Brockton, and the Brockton Hospital.

"The Golden Book"

New monthly magazine of the Review of Reviews Corporation, New York, to be issued January, 1925. Will devote itself to literature of the better kind, fiction, verse and true stories. Henry W. Lanier will be the editor, assisted by William Lyons Phelps, Stuart E. Sherman and John Cotton Dana as staff advisors.

John M. Handley

Of the Chicago office of Lord & Thomas, has been awarded the order of the Chevalier of the Crown of Italy in recognition of his services in organizing the Italy-America Society of Chicago and encouraging cultural relations between the United States and Italy.

Alfred Austin Advertising Agency

New York, has been retained by the Brunswick-Harris Corporation to secure distribution and promote the sale of its new line of "Shrunk-Fast" wash fabrics.

Bauerlein, Inc.

New Orleans, will direct advertising for Norman Mayer & Company, and Gallup, Incorporated, that city.

Association of Newspaper Advertising Executives

At a dinner meeting to be held at the Union League Club, Chicago on Oct. 16, the directors and committee members will decide where the 1925 convention will be held. There is considerable sentiment in favor of holding the sessions at Houston, Tex., in conjunction with the international convention of the A. A. C. of W.



We announce with pleasure that our monthly contests, for skill in advertising and printing, will be continued. \$200 each month is awarded to the printer and the advertising man who jointly produce the best work on Cantine's Papers. There is no fee for entering—simply send us samples of all work you produce on any Cantine Paper. Winners for July—Bebout Printing Company, Cleveland, Ohio, and Robinson-Eschner Advertising Company, Erie, Pa.—for their excellent work on bulletin S-60, the beautiful and effective catalog of Erie Steam Shoe Company, Erie, Pa., printed on Cantine's Ashokan No. 1 Enamel.

FOR nearly forty years we have been manufacturing coated papers exclusively. Specialization has enabled us to make papers of exceptional qualities.

Our "Velvetone," for example, gives those beautiful velvety soft halftone effects obtained from dull-finished stock. Yet, due to the Cantine "semi-dull-coating" process, Velvetone can be "made-ready" and printed much more easily than other papers of this character. This means economy. Nevertheless, Velvetone costs no more than ordinary dull-coated papers. Try Velvetone and get better results at lower net cost.

Printers are invited to write for valuable suggestions on the use of dull-finished papers. Cantine's Coated Papers are made to meet all requirements of good halftone and color printing. Carried in stock by leading dealers in principal cities. For catalog, together with particulars of monthly contests, address The Martin Cantine Company, Saugerties, N. Y., Dept. 26.

Cantine's

COATED PAPERS

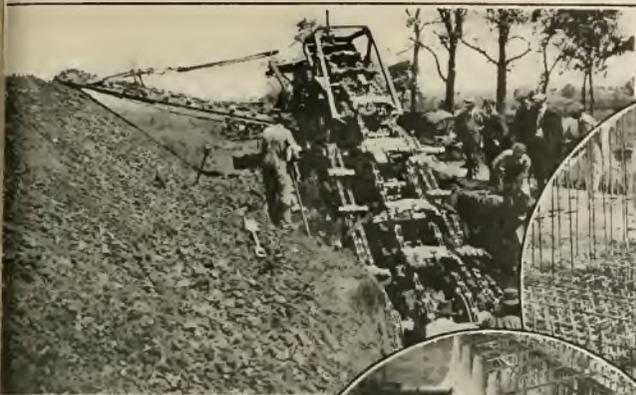
CANFOLD
SUPERFINE FOLDING
AND PRINTING QUALITY

ASHOKAN
NO. 1 ENAMEL BOOK

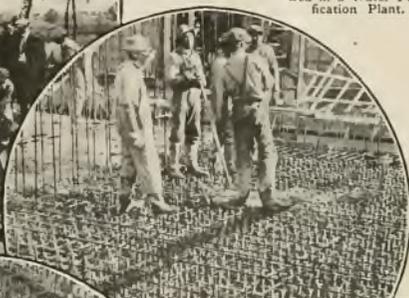
ESOPUS
LITHOGRAPH
AND PRINTING QUALITY

VELVETONE
SEMI DULL - Easy to Print

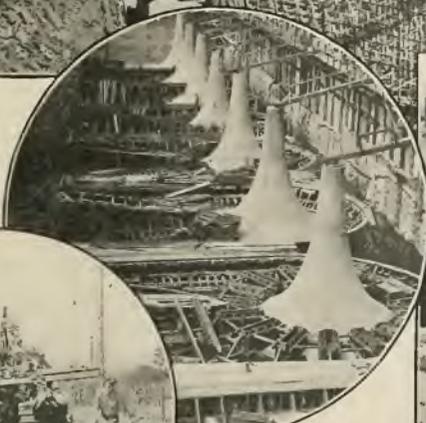
LITHO C.I.S.
COATED ONE SIDE



Up-to-Date Trenching Machinery Does the Heavy Work at High Speed.



Construction of Filter Bed in a Water Purification Plant.



Construction Scene at Wilson Dam on the Tennessee River at Muscle Shoals.



Using Pneumatic Caulking Equipment in Laying Big Water Main.

The Modern Concrete Road Is Largely the Product of Machinery.



Bridge Construction in the United States Amounted to \$133,556,000 Last Year.

Why it is called "civil" engineering—

WEBSTER defines "civil" as meaning—in accordance with the requirements of civilization. Hence, that branch of engineering which provides pure water supply, safe sewage disposal, good highways, railways, bridges, industrial and commercial buildings, systems of irrigation, etc., is called *civil* engineering.

The civil engineer and the contractor prepare the way for the advance of civilization. The civil engineer plans, designs and supervises the work. The contractor executes it. Together they control the purchases in the 6-billion-dollar-a-year market of the civil engineering and construction field.

Some of the expenditures in this field for 1923 are—\$125,036,000 for waterworks, \$133,538,000 for sewers, \$133,556,000 for bridges, \$103,982,000 for excavation, irrigation and drainage, \$923,674,000 for streets and roads, \$563,222,000 for industrial works, \$1,626,784,000 for commercial buildings, etc., etc.

More than 31,000 civil engineers

and contractors in the United States and in 55 foreign countries read *Engineering News-Record* each week.

Here are your buyers—if you make or sell any kind of equipment, materials or supplies used in the civil engineering and construction field.

The 15 McGraw-Hill engineering, industrial and merchandising publications serve the men who buy in the following fields:

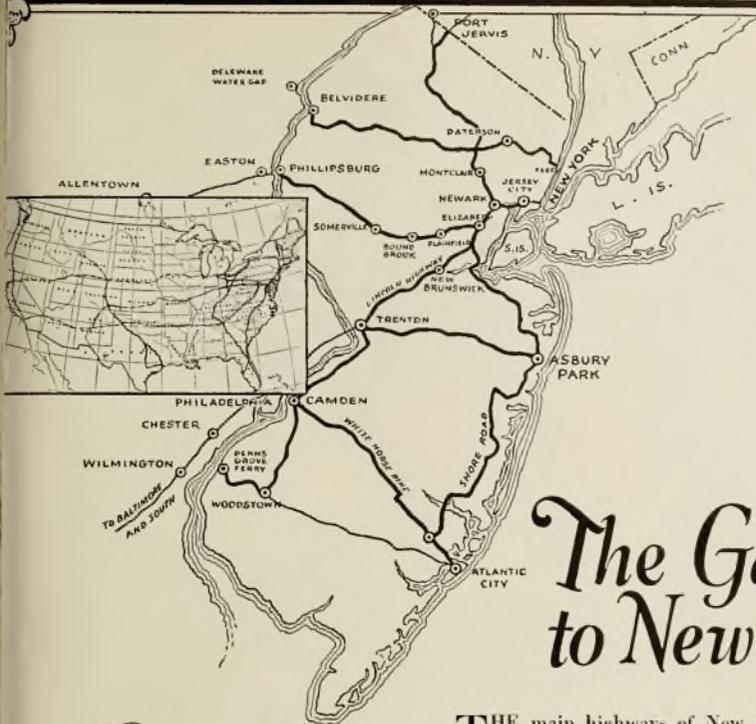
- Electric: *Electrical World*, *Electrical Merchandising*, *Electrical Retailing*, *Journal of Electricity*, *Construction and Civil Engineering*, *Engineering News-Record*.
- Mining: *Engineering & Mining Journal-Press*, *Coal Age*.
- Transportation: *Electric Railway Journal*, *Bus Transportation*.
- Industrial: *American Machinist*, *Industrial Engineer*, *Power*, *American Machinist (European Edition)*, *Chemical & Metallurgical Engineering*, *Engineering in Spanish-Speaking Countries*, *Ingeniería Internacional*.

Engineering News-Record

A. B. C. A McGraw-Hill Publication A. B. P. Tenth Avenue at 30th Street, New York

Read these *telegrams* received by True Story Magazine a week after publication day:

- Grand Rapids Mich*
Estimated final sale of ninety percent of order
True Story T M Shaw
- Oklahoma City Okla*
Fifty percent of dealers asked for reorders already with original orders being increased over last month October True Story going over big
Harvey P. Everest
- New Haven Conn*
Eighty five percent of distribution sold
J W Miller
- El Paso Tex*
Net sale October True Story to date sixty seven percent
Sandoval
- Providence R I*
October True Story going heavy Between seventy five and eighty five percent sold to date
M Silverstein
- New Bedford Mass*
Eighty percent sold to date
New Bedford News Co.
- Los Angeles Calif*
Percentage of sale to date eighty three percent
Chas B Egbert
- Worcester Mass*
Net sale about seventy percent on True Story to date
Samuels News Agency
- Jacksonville Fla*
Sale October True Story to date as shown by better stands about eighty percent of distribution
E W White
- San Diego Calif*
Check on stands True Story is at least seventy five percent sold Will get record breaking sale
Edwin Schneider
- Erie Penn*
Recheck shows approximate sixty five percent sale on distribution October True Story
Erie News Co
- Minneapolis Minn*
True Story seventy two percent sold to date We will not have as much as ten percent returns
J L Bolter
- Rochester N Y*
Seventy percent sold
Manson
- Spokane Wash*
One thousand eighty True Story on all stands Best displayed magazine on all stands
Lee W Woodmansee
- Portland Ore*
October True Story approximately sixty five percent sold
F N Bay
- Kansas City Mo*
October True Story selling good Returns will be less than five percent My increase from seven thousand to eight thousand this early in the season proves you have my hearty cooperation
Kerns News Agency
- Troy N Y*
Eighty five (85%) per cent sold to the present date
W I Sheldon
- Schenectady N Y*
Eighty five percent or better sold to date
J Morlock
- New Orleans La*
October True Story selling strong
M R Bankston
- Baltimore Md*
Estimate seventy five percent of distribution sold
Jack
- Ft Worth Tex*
Seventy percent sale to date
W T Ponder
- Syracuse N Y*
True Story selling big
L Karp
- Nashville Tenn*
Over fifty percent sold Returns less than ten percent
Bennet News Co
- Indianapolis Ind*
Rush two hundred more October issue
Harry Dewolf
- Salt Lake City Utah*
We made a check up yesterday on the majority of our stands and find that they are sold out within 80 percent of their full draw
W. C. Bingham
- Philadelphia Penn*
True Story selling as usual Largest dealer selling 400 copies clean Distribution best yet
Sam Kligman
- Fort Wayne Ind*
Seventy five percent of distribution sold
M W Price
- Cleveland Ohio*
Better than ninety percent of dealers original order sold
Henry Solomon
- St Louis Mo*
Sold seventy five percent of my order
W Molasky
- Elizabeth N J*
80 percent sold Look for clean sale
Union County News Co.
- Peoria Ills*
Seventy five percent already sold Wired for one hundred more
Peoria News Agency
- Scranton Penna*
October True Story selling big Can use more one hundred copies
M L Goodman
- Atlanta Ga*
I believe we can use four or five hundred more of October copies Please rush
M T Robertson
- Norfolk Va*
October True Story selling even better than anticipated Sent you reorder Please rush Will run short All my reserves exhausted September returns on True Story 187 from 3600
Joe M Pomarlen
- Reading Penn*
To date we have sold forty five hundred October True Story
Smith and Merget
- Philadelphia Penn*
The sale October True Story to date sixty percent One hundred window and stand displays
Glassmans and Solotoff
- Knoxville Tenn*
We have sold eighty percent of our October True Story
Dan Chambliss Co Inc
- Detroit Mich*
Checkup of two hundred dealers shows October True Story seventy one percent sold
Ludington News Co
- Des Moines Iowa*
About eighty percent of October True Story already sold We have less than fifty in stock
Ruecker & Lucas



Highway lighthouses are placed on the main highways of New Jersey and other leading states at points officially approved by the State Highway Commission. These main arteries carry the bulk of the nation's interstate and national motor traffic.

The Gateway to New York-

THE main highways of New Jersey not only carry a large local and interstate traffic, but also serve as a gateway to New York for motorists from the South and the West. Like a great hand, this network of main highways spans the state and links up its growing cities and suburban communities.

New Jersey was one of the first states to recognize the value of signalized trails. Flashing Highway Lighthouses will be found at officially approved locations such as Cross Roads, Sharp Curves and Railroad Crossings.

On account of their signal function Highway Lighthouses are located at the edge of the roadway and command instant attention by day and night.

It follows that your message on the panels of Lighthouses is not only most effective advertising, but also renders a needed public service in your name.

Far-sighted Executives are invited to ask for further information.

HIGHWAY LIGHTHOUSE COMPANY

100 East 42nd Street New York

A Division of The A. G. A. Company, Elizabeth, New Jersey



HIGHWAY LIGHTHOUSES RENDER A PUBLIC SERVICE IN YOUR NAME



Priscilla is their guide to the Land of Better Home

More than 600,000 women rely on *Modern Priscilla* to teach them the best house-keeping methods, and to keep them posted on every new development in the field of home making and home management. They look to the Housekeepers at the Priscilla Proving Plant for accurate information regarding the merits of food products, housekeeping tools of every kind, soaps, cleansers, textiles—

And naturally, when it comes to buying any of these things, they prefer those that have been tested and approved in *Priscilla's Home*.

Very definitely, *Modern Priscilla's* more than 600,000 readers belong to one class—they are not housekeepers, merely, but *homemakers*. And for this reason they form, for the man who is selling any product designed for home or family use, a market well worth cultivating—

A market he can reach most economically through the magazine that has become their guide and everyday working companion; that has helped them fill their hope chests make their trousseaux, their baby clothes, all sorts of lovely things for their homes—that has won their admiration and respect by its practical helpfulness and its devotion to the subject in which they are most interested—the making of better homes.

MODERN PRISCILLA

The Trade Paper of the Home

Advertising and Selling FORTNIGHTLY *Markets, Merchandising & Media*

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Edward W. Bok

© U. S. U.

ENTRIES and recommendations for the Harvard Advertising Awards, established by Edward W. Bok, will close at 5 p. m., Friday, October 10.

A gold medal will be given to the individual who in the opinion of the jury has done most to raise the standards of advertising; three awards, of \$1,500 each, will go to the best advertising campaigns and researches during the year; a third group of awards, \$1,000 each, will be given for the best individual advertisements.

The jury appointed to decide the awards is comprised of Bruce Barton, M. T. Copeland, O. C. Harn, H. K. McCann, Condé Nast, E. W. Parsons, Stanley Resor, Harry Dwight Smith, Daniel Starch and Philip Thomson.

All communications should be addressed to the Secretary, Harvard Advertising Awards, 17 University Hall, Cambridge, Mass.

M. C. ROBBINS, PUBLISHER
OFFICES: 52 VANDERBILT AVENUE, NEW YORK
J. H. MOORE, Advertising Manager

NEW YORK:
F. K. KRETSCHMAR
A. M. FRANKLIN

SAN FRANCISCO:
W. A. DOUGLASS, 320 Market St.
Garfield 2444

CHICAGO:
JUSTIN F. BARBOUR
Peoples Gas Bldg.: Wabash 4000

NEW ORLEANS:
H. H. MARSH
927 Canal Street: Main 1071

CLEVELAND:
A. E. LINDQUIST
405 Swetland Bldg.: Prospect 351

LONDON:
66 and 67 Shoe Lane, E. C. 4:
Telephone Holborn 1900

TORONTO:
A. J. DENNE
217 Bay Street: Elgin 1850

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New York
uptown and downtown
 Cleveland
 Chicago
 Denver
 San Francisco
 Los Angeles
 Toronto
 Montreal

Two significant trade-
 marks; Borden's "Eagle
 Brand" and M^cCann's
 "Truth Well Told" *s*
 M^cCann advertising
 has helped to develop
 the enviable reputation
 which "Eagle Brand"
 enjoys *s s s s*

THE H. K. M^cCANN COMPANY
Advertising

SEPTEMBER 24, 1924

Advertising and Selling FORTNIGHTLY

FREDERICK C. KENDALL, Editor

Contributing Editors Robert R. Updegraff Floyd W. Parsons Marsh K. Powers
Charles Austin Bates William R. Basset Alex Moss, Associate Editor

Going After Extra Markets for Your Product

By Robert R. Updegraff

EVERY so often some business man with brains and imagination discovers a new market for an old product or service or idea. Whereupon a dozen other businessmen ask themselves why they did not think of the same thing themselves.

It is a truth which should sink into the mind of every man who sells, or who faces the job of writing advertising which is intended to sell, that there are new or extra markets for nearly every product or service if they but had the imagination to discover or invent them. Sometimes it is necessary to make some change in the product to fit it to these extra markets, but generally it resolves itself merely into a problem of changing people's minds, or of planting new conceptions in people's minds.

For years no one dreamed that yeast could be sold for anything but bread raising; now it is sold in vastly greater quantities, I am told, as an aid to health. Nothing had to be changed about the yeast; the extra market was developed in someone's imagination and made a reality by means of broad advertising and aggressive sales and distribution methods.

The same is true of Listerine.



Change of personality is ungenerously made up of details. Appropriateness of costume, care in grooming, accessories. Glasses can contribute so to one's face as to their selection is truly important. For every face, costume and occasion there are appropriate Shur-on spectacles or eyeglasses. Ask your optical optician for Shur-on for afternoon, evening and sports wear. Consider style and optical precision. "Shur-on" is on the inside. Look for it.

SHUR-ON OPTICAL CO., Inc., ROCHESTER, N. Y. Established 1914

Shur-on SPECTACLES & EYEGLASSES

Glasses for afternoon, evening and sports wear! Why not? The Shur-On Optical Co. advertises to cultivate these extra markets

Sold for many years as a specialty for limited use, when the Halitosis idea was coupled with it, an extra market was added almost over night.

And now the proprietors of this product are using advertising to broaden their market still further by featuring Listerine for use as a bodily deodorant. And all this without changing the product, or even the package; the changing has been done in people's minds by means of advertising.

On the other hand, the Congoleum Company opened up several "extra" markets for the linoleum type of coverings a dozen years ago when it brought out printed floor coverings in a new form—in rug shapes and patterns of standard sizes, with borders around them, instead of merely in all-over patterns in rolls to be sold by the yard. These "rugs" opened new rooms in thousands of homes as markets for printed floor-coverings—maid's rooms, children's rooms, sun porches, vestibules, and even living and dining-rooms in less pretentious homes. The Congoleum Company did a business last year of well over \$20,000,000, built up to a considerable extent on these extra rooms, and a number of other manufacturers are reaping a large sales harvest from this same added-room market.

For a generation the Stanley Works, of New Britain, Conn., has

made tools. Within the past two years it has greatly increased its market by going after homes in a serious way, almost as an extra market for its line of tools, which has long been marketed as a line of carpenters' tools. It has not been necessary to change the tools; but special individual packages have been created for the household trade and a new trademark, the Stanley Four-Square, has been introduced. A consumer campaign of large proportions is now running in the magazines to introduce Stanley Tools to this extra market.

A Gruen watch advertisement running in current periodicals is devoted to the proposition that every man needs two good watches—a pocket watch for dress and a strap or wrist watch for business and sports wear. There are enough men who can well afford "two good watches," once they get the idea in their heads of the practicality of the idea, to make a rather sizeable extra market for watches.

The same might be said of eyeglasses. Men and women ought to have at least two pairs of glasses, not only as protection in case they lose or break one pair, but to give them a pair with mountings suitable for formal wear and a pair with mountings for everyday use. The Shur-On Optical Co. is even now conducting an extensive campaign of advertising to cultivate this extra market. "Ask your optical specialist for Shur-Ons for afternoon, evening

There is room now in your home for an inviting extra bathroom

Why let this valuable space go unused when it can add so much to your comfort and convenience?

You do not see models to install your home in order to enjoy the essential comforts of the finer size moderns as they are planned and built today.

When you compare these modern homes with those erected fifteen or twenty years ago, you will find that the outstanding difference lies in the number of bathrooms and the character and the design of their fixtures.

Add comfort and more economy. Appreciate the increased comfort and time economy you can enjoy in a roomy fit, but plan them into many new homes. But even in old houses, the same convenience and comfort can be provided now as they could not exist and in surprisingly small spaces.

Your plumbing contractor can help you to discover the unused space or

corner—invisible, perhaps, to you—to which an extra bathroom can be placed, and all the hurry and worry of the crowded morning hour eliminated.

Compare with your main space. It may be a storage closet—or two closets thrown together—in a spare bedroom or the empty end of a hallway. Even with limited space, he can suggest compact, yet graceful, Crane fixtures for the equipment of a convenient and inviting bathroom.

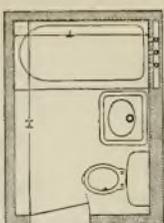
Ask him to look over your house and show you what an extra bathroom can be fitted up. Come to the Crane Exhibit Rooms and see how many interesting and practical suggestions you will get from the wide variety of plumbing and heating fixtures now on your display. A credit will come over you.

CRANE

PLUMBING AND HEATING MATERIALS
CRANE CO., NATIONAL EXHIBIT ROOMS
23 WEST 44TH STREET, NEW YORK

MANHATTAN BRANCH, 200 WEST 10TH STREET, NEW YORK
BRONX BRANCH, 100 WEST 18TH STREET, NEW YORK

Let your Plumbing Contractor show you where you can install an extra bathroom



This plan suggests an unusual convenient arrangement for a convenient and attractive bathroom. In small spaces, get most ample use possible. All space utilized, and no one need stand there during regular, busy days! All the space that is required!



The graceful Lincoln Lavatory has a special construction which means freedom, interest and modernity. A dignified design that suits the formal and the casual. It can be had in three lengths, 24, 30 and 36 inches.

Advertising copy that makes a bid for business from a new angle. The Crane Co. uncovers a market where one has no right to expect a market to exist—the home that already has a bathroom

and sports wear," it suggests, by way of planting an idea that in time is bound to develop extra markets for eyeglasses.

ONE of the largest markets for talking machines today is an extra market—the nursery or playroom—in homes where there is already an instrument in the living-room. A large percentage of the inexpensive machines sold today are purchased for this extra market. And of course when the portable talking machine was brought out at it once opened an extra market of large proportions, practically a market within a market, and automatically increased the sale of records.

should give the unimaginative a mental toll and lead to more business.

"There is room now in your home for an inviting extra bathroom," says this advertising. "Why let this valuable space go unused when it can add so much to your comfort and convenience? You need not remodel or rebuild your home to enjoy the essential comforts of the finest new residences that are planned and built today. Your plumber contractor can help you to discover the unused nook or corner—invisible, perhaps, to you—in which an extra bathroom can be placed, and all the hurry and worry of the crowded morning hour eliminated." And the copy goes on to suggest places where an extra bathroom might be fitted.

HOW much more constructive such advertising as this, than the competitive type of copy that contents itself with bidding for the business developed by the usual, accepted, everyday market!

Facts have been brought to light recently about gelatine which promise to furnish an extra market for this most staple of food products. It seems that milk may be made much more readily digestible for babies if gelatine is added to it in certain proportions. This quality has always been present in gelatine, but it either has not been known, or, if it has been known, it has not been exploited before.

How many other products may there be with unsuspected qualities

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The market for Lux is being broadened by the simple expedient of advertising into women's minds the idea of using Lux for washing dishes. They are already familiar with its use for other purposes

Bread and Butter Problems of a Sales Manager

The "Once-Around" Salesman Who Hypnotizes His Trade

By V. V. Lawless

WE were putting a new brand of salad dressing on the market and were interviewing men to make up a sales force, when a man named McGuinness drifted in. He explained that he was not an ordinary specialty salesman, but that he had gone beyond that stage and could go into tough markets and open them in a hurry. For that he wanted \$50 more a month than the regular men were getting, but he agreed to go into any market and demonstrate on a make-good basis.

We sent him to Little Rock. Inside of three weeks he had done the job. He did not merely sell single case orders; he sold quantities. Compared with his work the introductory work of the original specialty man was puny. At the end of four weeks McGuinness wired us that Little Rock was thoroughly developed and that he was now ready to go on to the next point. We sent him over to Memphis and put the ordinary \$150 a month man in his place in Little Rock. McGuinness accomplished the same good work in Memphis. At the end of six weeks we put another regular man in his place and moved McGuinness to Wichita. Then we moved him to St. Louis. We were realizing to the fullest what a thoroughly fine salesman McGuinness was, and we were wishing we could find a dozen more men like him because the men who followed him certainly were not able



"McGuinness was not an ordinary specialty salesman. He could hypnotize the buyer to the point where the latter would put in a five order for the product the first call, but not even McGuinness could follow McGuinness and get the repeat orders, much less one of our regular pluggers"

to keep pace with the mark he had set. For instance, the man who followed him in Little Rock did only about one-third what McGuinness had done; and the man in Memphis did not do much better.

WE didn't really get next to McGuinness until he had completed the job in St. Louis. We found that conditions in Little Rock had drifted into such a sad state that we felt the best thing to do would be to send McGuinness back and once more get that market on its feet, during which time we would certainly find a man who could hold it where McGuinness put it.

We were figuring on making McGuinness a sort of field manager and salesmen's coach, but we post-

poned the move until we had cured the situation in Little Rock. Our eyes were opened when McGuinness got back to that city, for instead of the 1500 cases he had sold during his first month there, he struggled along pitifully and did a bare 300. Then we began to ask ourselves if McGuinness could follow McGuinness. We began to wonder if we were really fair in finding fault with the men we had placed in the territories after he had opened them. McGuinness, of course, had a mighty fine alibi for Little Rock. His argument was that when he was there before he had done the introductory work and had put in the goods. The dealers were still

rather heavily stocked and the dressing had not moved as it should have moved.

"I have certainly done my part, and I don't feel that you should criticize too severely the man you have had in here since my time," he wrote us. "You certainly cannot expect us to do more than sell the goods to the dealer. It is up to the dealer to work with the advertising and move the goods to the consumer. There is nothing more that we can do. Of course, you might decide to do away with the advertising and leave it to your salesmen to hire a few house-to-house canvassers and thus force the goods into the homes. As a matter of fact, I don't know but that would be a good idea. I think the trouble is that the selling

is all right but that your advertising is all wrong."

Now, if we didn't know through experience in other markets that our advertising was producing results when the merchandise was sold properly, we might have taken McGuiness' statements as real merchandising advice. On the contrary, however, we knew that where good salesmen had sold the merchandise thoroughly and at the same time had

taught the dealer how and why to sell it, and how and why to take advantage of the advertising, the goods moved and repeated. What we came to learn about McGuiness was that he was a star salesman when it came to loading the dealer, but that he was far from being a star salesman when it came to teaching the dealer to sell.

In the merchandising and selling of staples which must repeat, and

which must move through regular dealer channels, the importance of the right type of salesmanship cannot be overestimated. It is one thing to send a whirlwind salesman into a market and let him mesmerize the buyer to the point where the latter will put in a fine order for the product, later to find that the glowing picture painted by the salesman is nothing but a mirage, and

[CONTINUED ON PAGE 62]

Violence as an Aid to Correspondence

Dictated by WRB/S

YEARS ago I worked on a small country newspaper. One of my jobs was to wrap and mail the issue every Friday afternoon. I didn't mind getting off the regular list, because the wrappers were all addressed with stencils and it was merely a matter of a quick roll, a smear of paste and a toss into the mail bag. But I did hate the dozen or more letters that hung on the hook every week; requests for changes of address or for copies to mail to this or that person. For I had to stop and address labels for these.

One Friday afternoon, as I was running through these letters, I came upon one from a lawyer in Boston from whom we had received a legal advertisement a few days previous, requesting two copies of the issue.

"As these copies are for legal notices and it is important that I get them promptly, I shall appreciate it violently if you will send them by first-class mail," wrote the lawyer.

Ordinarily such a request would have received small consideration in the busy whirl of Friday afternoon, but that word "violently" caught me. It gave me a picture of the man's need for these two copies and his anxiety for them, and it gave me a picture of the man. He would have a sense of humor or he never would have used that word in connection with an idea like appreciation.

Not only did I send the two copies first-class mail, as requested, but I made sure that the legal notice was clearly printed in the two copies I

selected to send. Furthermore, I took those copies to the post-office personally to make sure they went out in the night mail. All because of a word!

Ever since, I have been obsessed with the value of an unusual word or phrase or sentence to get action on a letter, or to draw special attention to or insure special consideration of some point which one desires particularly to register. "Jolting" words or sentences, I called them. Violent!

Perhaps I am a correspondence Bolshevik, but I should like to see more dynamite injected into the all-too-placid correspondence of business. A violent word used in the right place has enormous possibilities for attracting attention and stimulating action on a letter. It has such vivid picturing power, such potency to waken people's minds, such a high degree of unforgettability.

Several months ago I read Fannie Hurst's latest book, "LummoX." Already the plot of the story is growing hazy in my memory, but one line in the book was so graphic that I shall never forget it: "Helga's alarm clock *ripped the day open.*"

That's just what an alarm clock does, but no one ever said it so picturesquely and so violently before, to my knowledge!

If only we would train ourselves to challenge the flat, smooth, placid, ineffective words that come to our tongues when we dictate our correspondence—or write our form letters—and occasionally throw in something unexpected, impulsive, explo-

sive, we would rip people's minds open and get our messages into them in a way that would stick—and cause something to happen.

The temptation is strong to compile a list of vivid words and phrases and opposite each set down several violent or vitriolic substitutes. But this would be a mistake, for after all it is not words or phrases I am trying to sell, but the philosophy of using wake-up words and expressions sufficiently often in letters to cause miniature explosions in the readers' minds so that their thoughts and action machinery will be thrown in gear in spite of themselves.

Try this for an exercise in correspondence violence: have extra carbon copies made of all the letters you dictate during the next day or two. Sit down with them for a quiet hour, with a thesaurus at your elbow, and go through each letter line by line, underlining every word phrase or sentence that seems meek or pale or passive or insipid. Wherever possible substitute a more virile, active, colorful word, and in the one or two spots where some striking expression occurs to you, some word or expression or idea that seems to say, "Use me and I'll wake 'em up," slip it in. But not more than one, or two at the most, mind you, for excessive violence becomes ridiculous.

Have the letters re-typed and read them over against the carbons of the letters as they were actually mailed, and see if they are not more forceful and more likely to register on their recipients and get action in cases where action is sought.

Selling Scenery Through Poster Art

By C. P. Russell

HOW easy it is to overlook an asset! The Standard Oil Company at one time had little or no use for that by-product now known as gasoline, and many an advertiser has made a fortune out of one article which was originally regarded as a humble side line.

Similarly, there was doubtless a time when the Underground Railways of London, England, believed it had no other mission in life than to sell its one visible commodity—transportation. This is still the belief of most carrying companies the world over.

The London Underground has long been a persistent and consistent advertiser, and still uses large amounts of newspaper space to inform the public concerning its services and conveniences. Several years ago,

however, it began to ask itself the question: "What else can we sell the public besides transportation?"

The answer was in time discovered, and this was it: Scenery.

Vast as London is, the odor of hayseed is still sniffable about its outskirts. The country gives ground to the city reluctantly and slowly. There are parts well within the metropolitan area where the cuckoo's song can be easily heard in April, where ancient oaks and beeches cluster in green fields and where nut-brown ale can be purchased at taverns which have preserved much of their old-fashioned rusticity.

Besides, in less than an hour's ride by omnibus or electric train from Piccadilly, there are "sights," resorts and antiquities innumerable—hills, vales, river banks, deer parks,

forests, ruins, Roman walls, historic homes and churches and beauty spots which even picture postcards do not belie.

If the public's interest in such places could be stimulated and the public's desire to visit them aroused, a substantial and profitable increase in passenger traffic might result: so the Underground companies reasoned. In consequence a poster advertising campaign was begun which since has become one of the triumphs of advertising and of clever salesmanship, and has created an example which has had an important influence on the development of poster advertising not only in Great Britain but in other countries.

The scenic posters put out by the Underground have had these effects among others: they have created



HATFIELD
BY MOTOR BUS
ROUTE NO



HADLEY
WOOD
BY TRAM

genuine interest and good will on the part of the public and have led to a gratifying increase in the annual number of passengers carried. This is especially true on Sundays and holidays, when otherwise travel would be at a low ebb.

It is the testimony of Ivor Fraser, publicity manager of the Underground Railways, that the poster venture has been proved "commercially sound because the increase in the volume of passengers carried has led to a corresponding increase in the receipts from the advertisements on the companies' properties."

The Underground being not only a user but a seller of space, it is

very interesting to learn that its own investments in advertising have increased the value of its own marketable space.

Special attention is paid by the Underground to timeliness. Therefore displays are changed frequently and rapidly as occasion requires. For example, the opening of the bluebells along the country lanes in spring is announced by a special poster. So is the arrival of "Chestnut Sunday" and even the first blooming of the crocuses in the Ker Gardens.

From the very first precedents have been created in poster "treatment." No kind of technique is

barred, so long as it is original and striking. Posters by artists who draw on the works of the Cubists and Futurists have been by no means frowned upon. The bold abstract designs of McKnight Kauff, the angular color-formations of Gregory Brown, and the delicate architectural tracery of Fred Taylor, all find a place in the Underground scheme, for variety and "differentness" are desired and encouraged.

In fact, the posters put out by the London Underground deserve especial mention for the absence of conventionality and of the hackneyed [CONTINUED ON PAGE 7]

Rogers Peet Opens the Family Album

THAT the little enterprise is father to the man-sized commercial organization is borne out by a sixteen-page booklet recently issued by the New York firm of Rogers Peet Company, which has been selling clothes and furnishings to men and boys since the days when our grandfathers wore Dundreary whiskers and top hats to business, and folks rode up Fifth Avenue in hansom cabs instead of taxis. "Rogers Peet—his Scrap Book" reads the title on the cover, which in appearance is like that of the covers of those old, familiar childhood copybooks.

In the pages of the Scrap Book are reproduced specimens of the whimsical newspaper advertising that has become characteristic of Rogers Peet publicity during the past forty years. The quaintness of the early eighties cannot obscure the fact that the principles preached by this company then—plain dealing, candor, truthfulness—have been practised ever since. From the first Rogers Peet advertising has embodied principles in merchandising from which the company has not found it necessary to deviate in nearly half a century of service.

The same charm, ingenuousness, wit and humor that nudge the pres-

ent-day reader and captivate his attention, ingratiated themselves with an earlier generation of newspaper readers. The "Rowell Suit" advertisement, which appeared in 1879, illustrates the company's first attempt at a definite style in its newspaper publicity. Incidentally, the suit featured bore the name "Rowell" merely because that popular hero won a six-days' walking match the night before the advertisement appeared. Two faces were drawn for the cut—Rowell and his chief competitor—so that whichever won the race, his face would appear the next morning and the suit be named for him. Uptodate stuff for the '70s!

It has been said Rogers Peet theater program advertising that too often made individuals in the audience forget who the speculators had charged them for tickets. The company's present style of theater program publicity started about the time the famous Florodora sextette took to town by storm. It has become quite a fad to collect these program cartoons, and the company now provides a little album in which the clippings may be preserved.

It is a fine thing in any business to be able to turn back to the days of its youth and thumb over the mementoes it has collected on the way to success.

Buried in out of the way corners—vault, pigeon holes of old desks—the must be a wealth of material that could be resurrected with profit by the younger generation.

It is much the same sort of sentiment that sends a successful business man back to the town he left as a youngster—to revive old memories.

Tradition is always in the making. What people will think of a business a decade hence is being decided in the present—now. That is why firms like Rogers Peet count among their patrons the grandsons of their first customers.

Rogers Peet & Co.

ROWELL SUIT
TAKES THE PRIZE
DURABILITY, COMFORT, and Style.
Price, \$12 to \$18

FLORODORA.
What's the use of telling pretty maidens—we sell only clothing, furnishings, hats and shoes for men and boys?
Rogers Peet & Co. 215-243-124

The Rowell Suit.
NEW YORK, CANTON, N. Y.

Rogers Peet & Co.
Broadway and Broadway.

Marketing American Products in Norway, Sweden and Holland

By *Clem W. Gerson*

Sales Manager, The American Commerce Co., London, England

NORWAY and Sweden present more contrasting characteristics than any other two countries that immediately adjoin each other. Many manufacturers, both in the United States and elsewhere, entirely neglect this highly important fact, with the result that failure invariably attends their efforts at distribution. Little wonder they unhesitatingly condemn these markets!

With the exception of Great Britain, however, Norway, Denmark and Holland constitute three of the most productive markets in Europe, were considered. Unhampered by any customs restrictions, and with money to spend, these countries have, particularly since the war, become important factors to the prospective marketer.

Sweden, on the other hand, suffers from an unaccountable anti-English and anti-American sentiment. Exorbitant customs duties have been imposed, medical restrictions have been placed on certain commodities, and so many other obstacles have been scattered in the way of foreign manufacturers that all but a few attempts to market specialties in Sweden have been abandoned.

There is a striking similarity between the temperament and Germanic outlook of the Dutch and Swedish, and the Nordic temperament of the Norwegians and Danes. No trace of the Latin influence is discernible in either group. While the Germanic influence has resulted in the development of good business sense, the infinitely better markets are to be found in Denmark and Norway.

One of the easiest, cheapest, most successful and altogether delightful markets to open up is Norway. The Nor-

wegians themselves are a hard-working people, imbued with the go-ahead spirit. They move with the times, are bright and honest, and are always willing to try something new. Their attitude toward the United States and England is one of extreme friendliness and hospitality, an immense assistance to the manufacturer who is seeking to market his goods in Norway. As a class the Norwegians are scrupulously conscientious in meeting their obligations.

Norway is an easy market to enter, as the public are responsive to advertising. Recently a small two-inch advertisement inserted in two or three of the leading Norwegian papers produced amazing results for one company. All types of advertising will prove productive if two principles are observed: First, to omit all vulgarity of description; second, to get as much type, or reading matter, into an advertisement as possible, in preference to pictures. A peculiar characteristic of the Norwegian is that he will take time to

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(c) Ewing Galloway

HOLLAND offers a good market for American-made products. Her people are hard-working, level-headed, thrifty, and are responsive to advertising. The same is true of the Norwegians, who in many respects possess characteristics in common with Americans. They are always ready to try something new. The bird's-eye view to the right is of Bergen, one of the half-dozen satisfactory cities in Norway in which to concentrate an advertising campaign.





"What's wrong with this picture?"

Absolutely nothing. Even the bridegroom's watch is right! Keystone Standard Watches are always keeping time and always on keeping in repair, what the miss, the place (or the girl). They are fine, thin, hand-

some, elegantly designed timepieces—the sort of watch that makes a fellow feel better dressed and so-to-speak better. Made of such good materials, and it's worth in the celebrated fat, Blue Gold-Filled Case as white or green.



Keystone Standard Watch, No. 100, is the finest watch ever made. It is made of the finest materials and is guaranteed to keep for years. It is the only watch of its kind in the world. Price, \$10.00.

THE KEYSTONE WATCH CASE CO., Established 1874, New York, Chicago, Cincinnati, San Francisco

KEYSTONE Standard WATCHES



"No grounds for an argument. Dad has 'got the goods on them.'" They are terms when the Keystone Standard is prominently consulted.

But generally its accuracy is considered one of its chief assets. The Keystone Standard is a fine, man's watch, a thin, beautifully designed time piece, exact in the slightest for Blue Gold-Filled Case in white and green.



Keystone Standard Watch, No. 100, is the finest watch ever made. It is made of the finest materials and is guaranteed to keep for years. It is the only watch of its kind in the world. Price, \$10.00.

THE KEYSTONE WATCH CASE CO., Established 1874, New York, Chicago, Cincinnati, San Francisco

KEYSTONE Standard WATCHES



"Just before the battle, Mother"

And now, ladies and gentlemen, will you please look at that little time-keeper? "What the only gold watch on the crowd, he's as proud as a peacock!" And why shouldn't he be? The Keystone Standard is a fine, man's

watch—no good for a boy you might say. But it's moderately priced, and, after all, who can give the kids anything they'll take pride in, and one for accuracy! Ask your jeweler to show you the Keystone Standard.



Keystone Standard Watch, No. 100, is the finest watch ever made. It is made of the finest materials and is guaranteed to keep for years. It is the only watch of its kind in the world. Price, \$10.00.

THE KEYSTONE WATCH CASE CO., Established 1874, New York, Chicago, Cincinnati, San Francisco

KEYSTONE Standard WATCHES



"Ye gods and little fishes! Let's go!"

"Ah, here they come! Ye gods and little fishes! Let's go!" "What brings you to the point—the watch. A watch is as much a part of a man's dress today as his waistcoat. If one really wants to look and feel simple, a watch, that watch must be worthy.

The Keystone Standard is the only brand for Blue Gold-Filled Case, it is a perfect work, beautifully designed, especially correct, moderately priced and absolutely correct in every detail. Set it as your standard.



Keystone Standard Watch, No. 100, is the finest watch ever made. It is made of the finest materials and is guaranteed to keep for years. It is the only watch of its kind in the world. Price, \$10.00.

THE KEYSTONE WATCH CASE CO., Established 1874, New York, Chicago, Cincinnati, San Francisco

KEYSTONE Standard WATCHES

A FAVORABLE combination of "human interest" and "the product in action" is found here. Two fundamental forces developed with all the power that is in them, and with a treatment that really gives the real value-received for his time. It is enjoyable entertainment, and one is glad to applaud when the watch on the corner steps from the wings, the star performer, to take its bow and acknowledge a well-deserved eulogy.

Why Do Agency Accounts Change Hands?

WHY do agency accounts change hands? The so-called "personal equation" undoubtedly figures very prominently in the question. The business world is full of men who cannot rub shoulders without knocking off chips. Time and again the writer has stood within easy proximity and watched accounts slip from their moorings for no reasons that would look other than ridiculous and puerile on paper. He has seen men—agency men and advertisers—fall victims to their own personal shortcomings, obstinacies and lack of tact.

These occurrences are not myths—they happen, in flesh and blood, in business men's offices, every day.

Smith, his breakfast egg having been a little over-boiled this morning, goes down to the office for a conference with Brown, agency contact-man. Brown is all primed with a batch of copy on which he especially prides himself, having woven it with extra solicitude, with a fine "human interest" texture, and a humorous glint here and there to finish off what he considers a very readable bit of writing. And this very quality in it chances to give

offense to the august dignity of Mr. Smith's product as whimsically conceived by Mr. Smith on this particular Blue Monday. In less time than it takes to tell it, they are both elevated to that super-rarefied atmosphere where only balloons belong. Curtain.

Mr. Brown's agency needs a new account.

The personal equation enters, of necessity, into all business relations, and for that matter, all professional relations. It has always been a mystery why it enters so much more speedily and fully into advertising relations. In affairs of advertising, men seem to skate on much thinner ice, and to gyroscope much less dexterously. Witless bungling, fanciful differences, quickly ignited misunderstandings, combustible trivialities

—these cause the foundering of many a perfectly sound connection.

Another reef on which the agency is often marooned is the simple intractability of the advertiser when it comes to receiving ideas and constructive suggestions. The set ideas, either on general policy or minor details, which the agency man fre-

facturer is very difficult to be disillusioned from the belief that advertising is a feature of his business to be run like any other phase of it, and the agency not only does not get a free rein, but is bitted, bridled and even hamstrung at every attempt to assume its rightful and necessary authority and responsibility. This same advertiser, on legal matters, will waive opinion to his attorney, on financial matters to his banker, on engineering matters to his engineer. But for some reason, on questions of advertising policy or detail, he cannot overcome his temptation to back-seat driving, and frequently jumps over into the front seat. Yet the concession of ample authority, and freedom from large or petty restrictions, is the only way in which his agency can function up to the measure of its ability. The fact that an agency is not entrusted with sufficient generalship and leeway is apt very promptly to invalidate its efforts and undermine the stability of the account.

Advertisers, especially those who have had no previous agency connection, are sometimes very slow to grasp an understanding of agency functions. Often they look

THERE is nothing in the whole system of agency practice, or in the relations between agencies and clients, which can be considered so remediable, unnecessary and vicious a waste as the present condition of rapid interchange of accounts among agencies, states the writer of this article, a prominent agency executive who for obvious reasons prefers to remain anonymous. There are, of course, other outstanding economic defections in the history of our agencies—many misconceived and abortive campaigns, some of them avoidable, some of them apparently unavoidable, or at least pardonable. These things are bound to occur. They are in a sense fated.

¶ But the habit of forming evidently hasty, ill-founded, ephemeral and highly unstable connections between client and agency is a custom which no one can call fated. It is not good business. It is not business at all. It is expensive nonsense. It argues fickleness, hollow judgment, lack of confidence, lack of ethics, lack of reason. It argues a lapse of business acumen.

quently encounters, make it virtually impossible for him to enthuse over an account or to exert any inventive force in building it up. The advertiser, for reasons known only to himself, harbors certain pet theories and complexes that he is going to see put into practice if he loses his hide. His hallucinations are sometimes of so pronounced a nature that he is almost oblivious to outside suggestion. He loses his sense of judgment. The result is a state of discouragement that often weighs down the agency below the water-line, and sometimes puts it under.

CLOSELY allied with this condition is another largely beyond the agency's control: a reluctance on the part of the advertiser to concede authority. A certain type of manu-

upon the agency as a production enterprise purely, fitted to do only those things which are directed to be done. They overlook the advisory capacity and the inventive qualifications of the agency. They resent, rather than encourage, new angles upon their problems. This misconception of agency functions only blinds them, in most cases, to their own potential benefits to be derived from such service. And the agency, for its part, finally wearies of the apparently futile task of trying to sell what is actually its biggest asset.

There are numerous other plausible though somewhat minor reasons for excessive account turnover: Overselling on the part of the agency; misunderstandings on costs not arranged for in detail; grandiose delusions harbored by agencies at

Selling the Department Store

By William G. Stillson

MOST sales managers have heartily damned the department store at various times; more so perhaps in past years than now, because large retail buying units are becoming rather numerous in these later days.

Why? Well, the old-fashioned picture of a salesman was a man selling a retailer—a small-store proprietor, a man limited and provincial in his outlook, and none too progressive or successful. The salesman was the fresh breeze of up-to-date ideas and knowledge. He was the superior, as a rule, of the man he sold. Sales-managing a bunch of men selling to small retailers is more a matter of "pep" and "go"; whereas sales-managing men who sell to large unit retail buyers is not quite that simple!

Not long ago a new large New York department store nonplused those who were trying to sell it the merchandise for its new shelves, by asking a January dating on goods bought in August. The "damns" from sales managers were pretty general. About the same time buyers for one of the oldest and largest department stores in the Middle West told some of those selling to it that it desired to have the goods on consignment. There were more damns. This same famous department store has for years been working the gag of getting very special price concessions on the plea that if it stocked the goods the fact could be used to impress other stores all over the West, since the store was everywhere regarded as a leader.

Some sales managers let them get away with this and others steadfastly refused. An association of manufacturers wrote the head of



CONSTANTLY growing in size and number, the department stores exert a powerful buying influence. In the aggregate they account for over 8 per cent of the total retail sales volume of the country annually. With the tendency of these retail outlets to combine into chains becoming more predominant year after year, manufacturers of trademarked commodities find that the department stores constitute for them a serious selling problem. Gimbel's is a striking instance of the chain idea applied to department stores. Both Saks' stores in New York, as well as Gimbel's in New York, Philadelphia and Milwaukee, are in the Gimbel group.

both stores mentioned above a rather telling letter, asking whether they realized that such practices and requests were both unfair and demoralizing. The stores' heads technically denied that their buyers had correctly represented the house's policy. A cynical sales manager may vary his damn into a laugh at this juncture! Imagine buyers for such great stores operating such policies unknown to the heads, and over the line of the store's policies!

All of which is sufficient to illustrate that the modern sales manager

has a rather lively time with present day large retail buying units—chain stores, retail associations, syndicates, department stores, mail-order and company stores—that are gradually increasing their percentage of the total retail buying. The department store is still the largest single factor, selling 8 per cent of the total retail volume; chain stores 4 per cent. They are expert buyers; they are keen bargainers, and they are "discount hounds." They are often also cooperators with trademarked goods only under compulsion; although they are gradually realizing that for many lines of merchandise their goal of rapid turnover is most hopeful when they sell goods of standard quality and trademark.

One of the heads of a very large department store has been an outspoken rebel from the start against the trademarked article. He considers his store quite as much of a prestige unit as the manufacturer "Why should I sell someone else's reputation at a profit to him, when I can sell my own reputation at a profit to me?" Thus runs his specious reasoning; and that is why it

is the very devil to get him to buy standard goods and sell it at the regular price. He has grandiose theories of his duty to the public, but most retail buyers know that; you have to be pretty watchful of the private brand goods you buy there. Sometimes it's good; some times, in fact, it's a real bargain (bought from a pinched manufacturer in all likelihood); but often it's very cheap and shoddy. There are many kinds of branded goods he just has to keep; which he can't do, in order to prevent cus-

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The Editorial Page

Lesson in Small Space

THE current bulletin of the Periodical Publishers Association describes the advertising experiences of the Traub Manufacturing Company. Ten years ago this company made a general line of high-grade jewelry. As a means of expanding volume they decided to attempt to popularize a decorated wedding ring. The present design of the Orange Blossom was selected and \$5,000 appropriated for advertising.

Jewelers were not enthusiastic, but their indifference disappeared as the public accepted the innovation. The general line of jewelry was discontinued and the factory concentrated on this one item. Later, an engagement ring of similar design was added. Sales in 1923 were more than six times as great as in 1916, when a general line was manufactured. The number of dealers multiplied seven-fold.

"The cost of this advertising," reads the bulletin, "has been unbelievably small. According to the Publishers' Information Bureau, national mediums have never carried as much as \$25,000 a year of Traub Company advertising, and this is practically all of the publication space."

We present this tabloid "success story" as one of advertising's definite accomplishments. It should be heartening to the manufacturer with a possible modest budget who is frightened away from advertising by the million-dollar advertising appropriations we hear discussed so much.

Wage Earner 27 Per Cent

Better Off

THE National Industrial Conference Board has been making a study of wages in relation to the cost of living over a period of ten years. The survey discloses that in twenty-three leading manufacturing industries employing on an average 700,000, wages show an advance of 127.3 per cent since July, 1914. Taking the relation of the changes in earnings to the change in the cost of living since that date, the figures show that the wage earners in these twenty-three industries are 27 per cent better off this year than they were before the war.

The Air Mail and Advertising

WORD comes from Washington that the coast-to-coast air mail is not a financial success, as yet.

An advertising man, or just a plain common, or garden variety, business man will comment, of course "right!" The air mail service is a commercial enterprise, like any other, and it cannot escape the period of education, which any new service or commodity requires for a profitable operation.

Intelligent advertising might have "annihilated time" (quite as the air mail itself does!) by application of modern sales principles, whereby a new, worthy article is frequently brought to the profit-point almost simul-

taneously with its announcement. Two or three months before the air mail service began, a live advertising plan would have commenced to operate; the public would have been made familiar with the plan, the schedule, the prices, the location of the mail boxes. The various possible lines of business would have been canvassed by special appeals; the expectation of the public would have been keyed up to the proper pitch, and the business would have begun to flow normally when the service started. We do not nowadays wait a period of years to reach the profit level *if we have the capital with which to annihilate time.*

An Evil Practice Abandoned

TWENTY-THREE manufacturers of band instruments have signed a code of ethics one feature of which is an agreement not to give or loan instruments to musicians of prominence as a means of advertisement. The agreement also stipulates that no salaries or fees shall be paid performers by manufacturers, and that no special prices be allowed them as an "advertising" consideration.

We commend this action. It is a step that other associations might well take. This sort of graft has been carried on in the name of advertising long enough. It is neither good advertising nor good business.

Profits and Prophylactics

RECENTLY there was sold—before public announcement had been made—\$1,000,000 worth of 6 per cent cumulative sinking fund preferred stock in the Prophylactic Brush Company. The company started with \$25,000 tangible capital and has now \$1,300,000 capital stock (preferred) on which, during six and one-half years, an average of seven and one-half times the dividend has been earned, while during these six and one-half years a total of \$2,000,000 was spent on advertising, which is an average of \$307,692 per year. Advertising was first started in 1892, with an appropriation of \$6000.

Now, the remarkable thing is this: The annual expenditure for advertising was almost two-thirds of average annual earnings after taxes and other depreciations. How frequently the directors of a company in such a position do differently from Prophylactic and hug the advertising appropriation too tightly in the belief that it is "excessive" or can be shaved! The spending is done heartily on a rapidly rising volume, but is tampered with at the very crux of its greatest necessity. Dividends are sacred and advertising casual; yet the truth is precisely the opposite. A number of concerns during the past two years have joined the company of the logical and the brave by passing their dividends, but keeping up their advertising when stress came; but many others have not.

Perhaps stockholders, bankers and directors are today more generally agreed that better a temporarily disappointed stockholder than a crippled market and your guard down for competitors to take advantage of with a wicked uppercut!

Thirteen Reasons for the Holding of Sales Contests

And a Dozen Important Points to Be Remembered by Any Firm Considering the Inauguration of a Prize Contest

By *Ralph B. Milbourne*

SOME of the reasons why sales contests of one sort or another have been adopted are:

1. To acquaint the men with one another, as the members of the accounting department are acquainted with their fellows.

2. To provide a healthy spirit of rivalry between scattered men—something like the rivalry which may exist between the skilled workmen in the factory.

3. To stimulate sales in a dull period of the year.

4. To put additional emphasis on selling in the right way—perhaps through prizes for the greatest number of new customers, greatest excess over a predetermined quota, etc.

5. To show the majority of the men what can be done and is being done by the go-getters at the top of the force.

6. To provide for a drive on introducing new items that may be added to the line.

7. To provide interesting printed material which will serve to keep the house in regular contact with the men on the road.

8. To show the salesmen that their names and achievements are put in a form which the executives see regularly, thus insuring recognition from "the house" as well as the sales manager only.

9. To replace artificial "pep messages" with something more serious and substantial—real recognition for good work done rather than mere prodding on.

10. Sometimes to get Friend Wife into the picture—where a salesman's house organ is mailed to his house and she sees it and discovers that her man is either a hero or should be urged to become one.

11. To stimulate a whole branch office that may be lagging.

12. To show ex-stars that the young fellows are coming along fast and that they have got to watch out or they will become back numbers.

13. Contrariwise, to make the new acquisitions to the sales force properly modest by keeping constantly before them the achievements of the high men.

Other points in favor of contests might be suggested in individual lines. The points listed here come up in nearly every business more or less numerously. In the main, sales

contests seem to be most successful where they are warm and human as well as a reward for good work done.

A sales contest should never be used as a trick to get away with smaller salaries. It won't work that way. Nor can it replace commissions except the fact be hidden. Big cash prizes have often proved a mistake because the losing men feel somehow that money has been taken out of their own pockets to enrich one, two or three men. And they are right, for the manufacturer's sales expense cannot exceed a reasonable figure and a big cash prize must come out of some part of the selling expense which is made up for the most part of the salesmen's own salaries and commissions.

THE dangers of offering cash prizes of large size are also indicated by two other experiences which came last year to my attention. In one case the two salesmen who won the top prizes actually earned more than their district managers, when their individual salary, commissions and the prize money were added together. Obviously this didn't make the managers any too happy. In several cases executives, both major and minor in other departments of the business, have become disgruntled because some salesman walked away with a good automobile every year, and they asked why a salesman should have a chance to win a car as a reward for good work plus good luck when no such chance was offered them.

There are many sales managers who will say that salesmen work harder for merchandise prizes than for cash. The "game" is the thing that interests them—the chance to have their good records made known often weighs heavier than the prize itself.

For the house considering the inauguration of a Prize Contest,

here are some important points to be watched:

1. "After you've got your contest formulated and apparently perfect," says one sales manager, "lay it on a shelf and forget it for two weeks. Then remember your days on the road, get back into your oldtime salesman's frame of mind and look at the plan as though you were 500 miles from home and had just received the outline of the contest from the boss. This kind of criticism has saved me from making several fairly serious mistakes in times."

2. Any plan for a sales contest must well be checked by branch managers, if there are any, and special representatives or zone men. Their criticisms may prove particularly valuable in establishing quotas on a fair basis for the different territories.

3. It may in certain cases be wise to lay the plan before some of the salesmen themselves for criticism. Even if the plan is already determined it is well to explain it personally to one of the men to see what questions come up and to perfect your method of explaining the details. Any sales contest should be put in typewritten or printed form and it has been found good practice to read the draft of the plan to one salesman (preferably one who is not too intelligent) to be sure that it is easily understandable.

4. Allow an ample time interval between the announcing of the plan and the date on which it is to go into effect. The salesmen should have time to read, ask questions, understand, and "get set" for the contest.

5. Check any plan carefully to be sure that it is equally fair to both new men and old men, in both easily traveled and hard-to-cover territories, etc.

6. When once the contest is under way do not permit any alterations to be made in it. It is better to carry through and admit afterward that the contest was faulty than to get the salesmen confused and thus disinterested.

7. Have neither too many nor too few prizes. Three may be the minimum for a salesforce of twelve men or more. Not over one out of four should ordinarily win a prize and usually that is going too heavily.

8. In determining the nature of the contest remember that contests based upon games—baseball, football, automobile races—have repeatedly proved their value, particularly among men of average type. For higher grade

[CONTINUED ON PAGE 7]

What Is Wrong with Our Distributing Machinery?

By Roger F. Davidson

FOR a long time I have been puzzled to grasp the real meaning of what is going on in the world of distribution that is creating so much friction. I have heard the manufacturers complain, the wholesalers complain, and the retailers complain; indeed the consumers is well. Apparently the entire distributing machine had some ailment or group of ailments which made a very confused picture defying accurate diagnosis.

But now, after spending more than a few years in research of various practical phases of distribution, I am no longer confused. I am like the doctor who has been puzzled for a long time over the conflicting symptoms of the patient's illness and has at last discovered that they all arise from, let us say, diseased roots of teeth (which is an excellent parallel of precisely what I mean).

The specific cause, in my opinion, of the widespread upset and continued and universal complaint in the distribution field is *perversion of function*. Sounds like a high-brow term, but, after all, you have to give a thing a name.

This is what I mean: If you will open your eyes to it, you will notice that every single factor in the whole distribution field has been scrambling to change its character. A great retailer

like the Marshall Field & Company becomes both manufacturer and jobber. The same is true of many other retail stores, especially department stores. There are constant controversies, for instance, in the hardware field, about whether a certain general store out on the plains of Kansas or Nebraska is really a jobber or a retailer. Then, on the other hand, the jobber is up



(C. Brown Bros.)

THE one permanent thing in life is change. Transportation today, for example, is as different from that of yesterday as that of today will be different from that of tomorrow. In every field of endeavor evolution is working its dictates. In this article the author points out how the machinery of distribution is undergoing a decided change in character. Like every radical departure from established custom and practice, the manifestations of this change have led to complication and misunderstanding. In the final analysis, however, this state of flux makes for progress. We none of us voluntarily would want to go back to the old ways of doing things.

to the same mischief. He, too, is several things all in one. There are innumerable jobbers who are manufacturers, and others who are also retailers. Indeed most jobbers, more or less, through credit or otherwise, own many retail outlets. When you come to the manufacturer, he, too, has been changing character, though rather less actively.

Shoe manufacturers go into the

retail field; or they buy jobbing houses. Shirt manufacturers establish chain stores. Other large manufacturers, like Winchester Arms, go into the jobbing business. Others establish regional warehouses, which is, in a sense, going into the jobbing business.

I hardly need labor the point. The business world is full of proof of the fact that manufacturer, jobber and retailer have been jumping over their boundary lines with great gusto and spreading themselves over a lot of territory. Even the makers of lists and directories have had a devil of a time trying to make out the right classification for these firms; and in the star chambers of retailers' associations, manufacturers' and jobbers' associations, there have been bitter controversies as to how various companies should be regarded and classified. Then comes along the chain store which is like one of Burbank's new fruits that is pear, peach and plum combined. It is retailer, wholesaler and manufacturer in some instances. This starts again the bitter controversy as to whether or not to recognize him as a jobber.

Now what is the perfectly natural, to-be-expected result of such an interlocking maze of chameleon-like, hydra-headed factors in distribution? Bitterness, controversy and confusion of course. Mr. Manufacturer finds himself depending on the jobber who is actually, in point of fact, a competitor. Mr. Jobber finds himself pressed from both sides until he thinks he must do something in self-defense. The retailer finds himself in competition with the manufacturer and jobber whom he logically represents.

I cannot help debating whether or

not the situation would become far clearer if by the administration of some old-fashioned remedy (like molasses and sulphur!) we could put everybody back in his place, each within his own boundary line of function. If, for instance, a jobber could be made really a jobber and nothing else; a retailer, nothing else; and a manufacturer, a manufacturer only;—could we then not logically hope for a more smooth-running distribution machine, hitting on all cylinders?

I believe from the facts before me that the present confused situation is the result not of logical and constructive line of growth, but an illogical, illegitimate, dwarfed, unintelligent growth that reminds one of the warts on a tree, or the deformed limbs which grow as a result of storm, stress and struggle. I cannot, for the life of me, see why the jobbing business is made any more useful as a function in the distributing machine by the fact that it insists on manufacturing some of its

own brands. Nor can I understand why a retailer can serve his function any better because he turns himself into a wholesaler or manufacturer—or both. Equally, I do not understand why manufacturing genius should be diverted into retailing genius. I am perfectly well aware that these men who have perverted the function of their enterprise are keen on the scent of profit. I realize that they took the easiest road toward such profit, or what seemed to be the easiest, most expedient road, but I deny that their greatest usefulness, both to the public and the business world, lies in that direction; and I cannot help thinking that along the lines of greatest usefulness lies most necessarily also the greatest ultimate profit.

If retailing is a great and splendid business career all by itself, why can't we have great retailers and ideals of retailing pure and simple? If jobbing is a worthy line of business, detailed and intricate in its

own scope, why can't we have greater jobbers who are content to remain great jobbers? Manufacturing is certainly a complicated and difficult enough proposition without adding also the grave burdens of jobber and retailer.

In short, the logic of the situation indicates to me that the movement back to purity of function would solve many of our distribution ills; and that continuing the present perversion of function must necessarily increase our ills. I am bound to say, after studying a great deal of the data involved, that the policies resulting in perversion of function are expediency policies and are not only wrong in principle, but also wrong in policy when considered from the long-time-value.

No sportsman-like game can be played when you or your opponent do not stay "within bounds." Meticulous care for the boundary lines is the first principle of good sportsmanship. What has been happening [CONTINUED ON PAGE 68]

What Is an Advertisement?

By Joseph A. Richards

WE, makers of advertisements—who of us has ever been startled as by a living presence while a real advertisement looked us squarely in the face? Not that you discovered it, but that it discovered you.

And then, and then! The troupe of adlets which you had brought into the world, how they did rise from the darkness of the past to prove how stuttering, ill-shapen and half dressed they were—and they, your children!

All this in the searching gaze of a real advertisement that saw you and your tools and your methods, and quietly expressed its surprise at all your manifold complexities.

An advertisement! What is it? Copy? No, it is not a neat assemblage of well chosen words. "Copy" either turns one's stomach by its lukewarmness or clogs one's mental digestion because of its very meanness. It isn't Copy; the very word is insincere and the idea is nauseating. An advertisement is home-made bread of fact, cut fresh off the loaf of business.

How about illustration—"art work"—is it that? Indeed not. So



Joseph A. Richards

much art work is artifice and so much alleged illustration is really "art work" that it is like a confectioner's birthday cake, intended to be looked at and admired but not eaten. An advertisement is sweet

with the simplicity of honest materials well baked and frosted, perhaps, with some transparent exaggeration which is really enthusiasm.

Well, then, perhaps it is layout and typography—"correct visualization?" Not at all. An advertisement is something to look through, not something to look at.

What then is an advertisement? It is sincerity, sincerity on paper. One looks through it, not at it. It is a plate glass window back of which are the goods. Plate glass doesn't happen; it is made, and made very carefully at that—pure ingredients, melted, changed, blended over intense heat and then polished until you cannot see it for that which is to be seen through it. So with an advertisement. Words? Yes, of course. Illustration, too, or something of that nature; well arranged and set up, certainly, but all so fused, enthused and polished that no one will think of speaking about "Copy" or any other constituent, but will see the goods that are for sale behind the advertisement.

Why do we not make more advertisements.

Ah, that's another story.

BRUCE BARTON

ROY S. DURSTINE

ALEX F. OSBORN

Barton, Durstine & Osborn

INCORPORATED

*A*N advertising agency of about one hundred and ninety people among whom are these account executives and department heads

Mary L. Alexander
Joseph Alger
J. A. Archbald, jr.
W. R. Baker, jr.
Bruce Barton
Robert Barton
H. G. Canda
A. D. Chiquoine, jr.
Arthur Cobb, jr.
E. H. Coffey, jr.
W. Arthur Cole
Francis Corcoran
Margaret Crane
C. L. Davis
Rowland Davis
W. J. Delany
W. J. Donlan
Ernest Donohue
B. C. Duffy
Roy S. Durstine
A. R. Fergusson
G. G. Flory
R. C. Gellert
Geo. F. Gouge
Gilson B. Gray
Winifred V. Guthrie
F. Wm. Haemmel

Mabel P. Hanford
Chester E. Haring
F. W. Hatch
Robert C. Holliday
P. M. Hollister
F. G. Hubbard
S. P. Irvin
D. P. Kingston
Robert D. MacMillen
Wm. C. Magee
Allyn B. McIntire
E. J. McLaughlin
Alex F. Osborn
Gardner Osborn
Leslie Pearl
L. C. Pedlar
Harford Powel, jr.
T. Arnold Rau
T. L. L. Ryan
R. C. Shaw
Winfield Shiras
Irene Smith
H. B. Stearns
J. Burton Stevens
William M. Strong
D. B. Wheeler
C. S. Woolley



NEW YORK
383 MADISON AVENUE

BOSTON
230 BOYLSTON STREET

BUFFALO
220 DELAWARE AVENUE

Member American Association of Advertising Agencies

Member Audit Bureau of Circulations

Member National Outdoor Advertising Bureau

The What-Not School of Copy

By Marsh K. Powers

SOME day I confidently hope to find, in the back pages of this publication, in "The Market Place," an advertisement phrased about like this:

POSITION WANTED — Ambitious, good-looking and experienced piece of copy, adaptable by change of word or two to automobile, men's ready-made suits, paint, tire or toilet preparation, would like choice position in *Saturday Evening Post*, but will go anywhere. No reasonable opening refused. Have satisfied advertisers wherever submitted. Write for details.

Five years ago there was no dearth of employment for copy of that convenient "interchangeable" style. In magazines of high page rate and low page rate alike, advertisers vied with each other in printing copy which skimmed so lightly and delicately above the topics it was supposed to discuss that it was rarely soiled by any slight traces of mundane commercialism. Advertisers, in fact, seemed fearful that readers would judge them guilty of bad taste should one of their advertisements sink to the sordid levels of description and explanation.

The bulk of copy today, on the other hand, is applicable to only one brand of a commodity—or, at least, to only one commodity. Copy which is equally applicable to this, that or what-not seems to be on its way toward becoming a rarity. The collector of pure and undefiled examples of the "What-Not" school of copy-writing, therefore, finds his search made somewhat difficult.

Something has undoubtedly developed to bring about this abandonment of what-not copy—very probably a greater insistence on results by the men who pay the bills.

However, the What-Not brand of copy is by no means extinct.

For fear that there may be some readers who feel that the imaginary want-ad printed above is over-fanciful and too far-fetched, I propose to introduce here a Guessing Contest.

All that you will need to do to qualify as a contestant in this contest is to attempt to identify the particular commodity advertised in each of the quotations which follow. Each quotation reproduces the text-matter of an advertisement which appeared in a general magazine during the spring or summer of 1924. Save for trade name, signa-

ture and address, none of the original type-matter has been omitted. The contest is open to anyone who happens to read this article, but it should be distinctly understood that no prizes are hung up to reward successful guesses. (Anyone who can master the problems here submitted should be able to outguess the stock market and should, therefore, be beyond the urge of petty prizes.)

Try this one first. If brevity is any help, the answer should be easy:

"The * * * standard is Merit and you may measure every * * * by that standard."

(Busy copy-writers should most certainly clip that what-not as a model for the perfect advertisement for use in meeting an overlooked closing date.)

THIS one should prove simpler. Is it an automobile, a hat, a suit of clothes or a pipe?

"To own a * * * is to take pleasure in that refinement of style and faithfulness of service which have made so many men permanent customers for * * *."

And now, what's this?

"Wherever business is handled in a big way, there you will find * * *. Standard everywhere." Unapproached by competition."

Would you hazard an opinion that the foregoing referred to a type-writer, an adding machine, a motor truck or office furniture? Any one of the four would prove equally fitted to fill the blank.

And, for a last effort, try this:

"Quality commands confidence. This is notably illustrated by the unswerving trust which those who know place in * * * *"

The topic of that paragraph might be a proprietary remedy. It might be a fire alarm system. It might be a revolver. However, I'll help you to the extent of saying that it is not any one of these three possibilities.

It would be possible, of course, by giving some little further time to the search for true examples of what-not copy, to extend this contest. I believe it more to the point, however, to take what space is left to quote examples of that slightly

different type of copy which, while it apparently says more, because it contains more words of limited breadth of application, actually conveys no more real information than the illustrations already quoted.

There are hundreds of pieces of copy which are wholly What-Not in spirit, even though not literally adaptable to so great a diversity of topics. Copy of this second type can well be separately labeled as "Say-Nothing" copy, although the "Say-Nothing" cult is so closely allied to the "What-Not" school that the border-line between them is often very nearly invisible. In point of numbers the Say-Nothings far out-balance their What-Not kinsmen.

The "Say-Nothing" cult, as differentiated from the "What-Not" school, favors this type of sales-appeal and usually devotes an expensive full-page to "getting the message over."

"* * *—a truly great achievement in the realms of domestic heating and plumbing."

The distinction between What-Not copy and Say-Nothing copy, as you undoubtedly realize, is that the former, by the mere blotting out of the name of the article, is made universally adaptable to any advertised commodity, while the latter, by the same elimination, is only made applicable to competitive goods and commodities seeking the same market.

Say-Nothing copy almost always introduces some reference to the market. As soon as such references are deleted, Say-Nothing copy that provides just as good material for a Guessing Contest as did What-Not copy—as the following examples will amply illustrate.

IN this first example the opening paragraph is nearly a what-not the second typically say-nothing:

"No other _____ gives such outstanding service, for so long a period, at such little expense, as a * * *."

"Keep in mind that there is a * * * for every _____ from a _____ to a _____."

Have you your answer ready? When you have solved that one tell what this is discussing. It

20,500 Freight Cars Ordered in Two Weeks

(Representing more than \$50,000,000 purchases of Freight Cars Alone)

THE 20,500 freight cars ordered during the first two weeks in September and the increasing inquiries for new equipment indicate the start of this Fall's big buying movement on the part of the steam railways.



Simmons-Boardman Publishing Company

"The House of Transportation"

30 Church Street New York, N. Y.

Chicago: 608 S. Dearborn Street	Cleveland: 6007 Euclid Avenue	New Orleans: 927 Canal Street
Washington: 17th & H Streets, N. W.	San Francisco: 74 New Montgomery Street	London: 34 Victoria Street

The Railway Service Unit

Five Departmental Publications serving each of the departments in the railway industry individually, effectively, and without waste. A.B.C. A.B.P.



brevity, unfortunately, gives little hint as to its topic:

"Correct ——— calls for the excellence of * * *. Good taste instinctively selects * * *."

This one, on the other hand, because it is longer, should reveal to you plentiful clues as to its identity:

"When you install a * * * you can count upon getting absolute and dependable ——— service. Behind that name is a quarter-century of manufacturing experience. Behind the product is the most emphatic guarantee in its field.

"These facts certify responsibility. They assure you that your * * * must measure up to an unblemished reputation. They furnish convincing evidence that you can choose no better ——— than a * * *. Your ——— will gladly testify to this truth."

So much for "Say-Nothing" samples.

For my own part, I frankly admit that copy of either the What-Not or Say-Nothing style, if too persistently employed, in time unconsciously builds up in my mind an actual doubt and skepticism as to the article advertised. nor can I believe that

I am unique in this respect. If an article actually possesses the points of that overweening superiority which both What-Not and Say-Nothing copy almost invariably infer, I cannot understand why I am not told about these superlative points. I cannot satisfactorily explain why its makers should prefer to keep them mysteriously in the background. Surely (I trust) it is not sufficient to explain that a knowledge of those superiorities is already established in the mind of every other potential customer, and that I, alone, am steeped in abysmal ignorance. There are thousands of minds coming into each individual market each month in whom that information cannot be inborn. Their ignorance as to the article advertised must certainly be as great as mine. And so, after a while, I assume that the reason why those points are never featured is because they do not exist.

What-Not copy is dangerously easy to write. It is apt, when first written, to have a perilously tempting, mouth-filling resonance which is well-calculated to sound like sweet

music to the fond maker of an article. It so often so perfectly expresses the sentiment which a manufacturer would like to think exists in his prospects' minds that it is often hard for him resolutely to refuse it.

What-Not copy, as mentioned above, is easy to write. Say-Nothing is even simpler—in fact, it is the kind of copy which the cub in the advertising department almost invariably produces in his initial efforts. (He usually fails to phrase it so mouth-fillingly as does the veteran, but the thoughts are identical.) From a production point of view they represent the two easiest ways to fill a copy-panel.

Perhaps in some applications they accomplish a purpose—only the users can tell as to that.

The major question, even then, is this:—do they achieve that objective as rapidly and as economically and hold it as permanently as would copy of a type less "ubiquitous" in its adaptability?

If they do, then the copy-fact in advertising need never occasion any advertiser any worry.



ON Friday, September 5, publishers and their representatives from various parts of the country were the guests of the Cleveland Chapter of The American Association of Advertising Agencies at an annual field day party. A golf tournament was arranged at the Canterbury Country Club for those guests who played the game, while the others drove to the Cedarhurst Country Club for a day of tennis, baseball, horseshoes, box polo, swimming and the like. At night a get-together dinner and entertainment was given at the Hotel Statler with W. A. P. Johns as toastmaster.

The baseball game was won by the Representatives, playing the Agency Team, with a score of 19 to 17. Tennis doubles were won by Dick Chapeck, of *McCalls Magazine*, and Clarence Meermans of H. K. McCann. The horseshoe match was won

by W. C. McLaughlin, *India Rubber Review*, and F. A. Lewis of Griswold Eshleman. The swimming race was won by Varp Chamberlin of Griswold Eshleman, while William E. Brewster, *Christian Science Monitor*, won the diving contest. J. L. McLurey was the winner in the box polo contest.

In the golf tournament Frank Orchard, Butterick Publishing Company, was low gross, with 83 for the 18 holes and 108 for the 27. Other winners were: Happer Payne, *System Magazine*; R. W. Clark, *Liberty Magazine*; E. L. Moore, *Retail Ledger*; Guy S. Crockett, Thomas Cusack Company; J. B. Hersh, *To-Day's Housewife*; Charles R. Kimball, *Farm Journal*; W. McFadden, McGraw-Hill; Carl Sitta, Paul Block, Inc.

The group picture shown above was taken of the guests of the Cedarhurst Country Club.



IN NEWARK

The Branford Theatre, Newark. Cost \$1,310,000. Seats 3500. Music furnished by \$40,000 Wurlitzer organ and thirty-piece orchestra

IN Newark, the metropolis of New Jersey—which has a population of nearly half a million and where 223 distinct lines of industry are represented—the Branford, with a seating capacity of 3500, gives five shows daily—de luxe performances.

Such is the story of the tremendous appeal the motion picture has for all classes in every community. Motion picture attend-

ance and interest have become the hobby and habit of millions! An outcome of this is a very definite curiosity to know the personal history of favorite stars—as well as the inside details of production.

Motion Picture Magazine satisfies this curiosity for thousands—thousands who will spend money for the things you advertise—because they like stylish things and attractive homes. Facts are available.

Brewster Publications, Inc., 175 Duffield Street, Brooklyn, N. Y.

MOTION PICTURE

THE QUALITY MAGAZINE OF THE SCREEN

Written by Our Readers

In Which Many Interesting Viewpoints Are Expressed

Hand-to-Mouth Buying in the Dress Industry

ASSOCIATED DRESS INDUSTRIES OF
AMERICA

New York, Sept. 20, 1924.

TO THE EDITOR:

The article in ADVERTISING AND SELLING FORTNIGHTLY by Fred W. Nash [August 27, page 13] is timely and logical. Hand-to-mouth buying in the dress industry, as in the entire garment industry, is the order of the day. Until a very few years ago retailers made a practice of coming into the market twice a year, when they ordered their requirements for the season. In July and August fall and winter merchandise was ordered from samples, for delivery in September to November. In January and February spring and summer goods were ordered for April to June delivery. Some orders were placed before these set times. The bulk of the season's requirements were booked and only reorders were sent in from time to time during the season. Now a retailer buys very little in advance of his actual turnover period. What is known as high style merchandise, which is always ordered early, is bought in June for early showing and also in December for early spring showing.

In the garment industry there has been a change from the old order of things, which has brought about the establishment of what is known as stock houses, which carry merchandise for immediate delivery. The retailer knows he can come into the market whenever he needs dresses and pick up about what he wants. This has led to a degree of speculation in the garment markets which is sometimes disastrous to some stock houses. If a wholesaler happens to hit it right in the production of his large stocks and is successful in impressing the retailer that he has a good line, he is in for a good clean-up on the season. If he happens to have a few poor numbers in his line, he is headed downward—at least for that season.

As it is, the stock house bears the hulk of the burden. He must order his piece goods in advance of knowing what demand is to be made upon his stocks. The stock house which defers purchasing piece goods until he receives orders from the retailer is short of immediate delivery goods, or he has to buy in the open market what piece goods he can find and pay whatever the market price is at the time.

The retailer is usually in better shape because he can come into the market, and after scouring around (and he has several thousand sources of supply) can usually find something to meet his requirements. If the retailer would realize that by placing his orders for delivery in three or four weeks he would make it possible for the stock house or manufacturer to operate

on a less speculative basis, and that by this stabilization he would eventually benefit, I believe that more stores would conduct their purchasing in this way.

This season retailers have ordered very sparingly of ready-to-wear for women. If the first of October should prove to be the start of a real snappy cool period there would be a demand upon the New York market for dresses and other wearing apparel of a seasonal nature which cannot be met. The manufacturers or stock houses have learned that if they follow along the lines of the retailer, and they do not cut up too much piece goods in advance, they stand a chance of a lower loss percentage due to surplus stocks sacrificed at the end of the season. This feeling is gradually seeping into the manufacturing field, and it will naturally evolve retroactively. If the retailer finds he cannot come into the market with every change of the wind and pick up what he wants, he will have to order somewhat in advance in order to protect himself. I think this is the eventual conclusion.

The wise merchant, whether he be manufacturer or retailer, will see to it that he has sufficient stock at all times, and early enough in the season, to meet every demand made upon it. He will also gage his future demand to a degree which will make it possible for him to avoid carrying an unprofitable surplus.

DAVID N. MOSESOHN,
Executive Chairman.

Riding a Free Horse to Death

THE COLUMBUS DISPATCH
Columbus, Ohio.

September 19, 1924.

TO THE EDITOR:

Every word you said in this editorial [Riding a Free Horse to Death, ADVERTISING AND SELLING FORTNIGHTLY, August 27, page 25] is correct and it is regrettable that the newspaper publishers do not get together and agree to eliminate so much imposition that we stand for in the way of service rendered, particularly to prospective advertisers who never start their copy.

If newspapers, through their merchandise and service departments, are to continue to increase service to national advertisers and thereby increase the cost of operating, and then add to this the 15 and 2 per cent they give recognized agencies and count the cost of their special representatives in the national field, it won't be long until publishers realize that national advertising is running at a loss.

Please don't understand that we are not for rendering sane service. In fact, we stand ready to do anything within reason that will increase the results to national advertisers, but some of the requests are almost ridiculous.

HARVEY R. YOUNG,
Manager of Advertising.

THE INDIANAPOLIS NEWS
Indianapolis, Ind.

September 12, 1924.

TO THE EDITOR:

Your editorial strikes me as being particularly timely, and one in which you show the courage of your convictions in publishing. I think the majority of the general advertising magazines have stayed away from this subject because they have been afraid of offending some of the advertising agencies.

Of course, the newspapers, themselves, are to blame for the many unreasonable demands that are being sent out in the name of merchandising service and cooperation, for sometimes we find that the best newspaper in a city is almost as bad an offender as the second or third paper. The majority of the better newspapers, however, are sticking to the standard of merchandising practices as adopted by the Association of Newspaper Advertising Executives, and where they stick to this outline they are not apt to get involved in unreasonable practices.

Two years ago, at the Milwaukee convention of our association, I talked on this subject and served notice of the advertising agencies of the country that if they persisted in their demand for unnecessary service, they would force the newspapers of the various cities to get together and eliminate a types of service, which, of course, would greatly handicap the advertising agencies of the country in the development of newspaper advertising. As a matter of fact, that action has been taken in some cities, notably Pittsburgh, and the agencies of the country may be in the position of killing the goose that is laying the golden egg.

FRANK T. CARROLL,
Advertising Manager.

THE MILWAUKEE JOURNAL
Milwaukee, Wis.

September 5, 1924.

TO THE EDITOR:

We receive many very reasonable requests for service and likely our full share of the "freak requests" which some advertisers and agencies make the name of "cooperation and service."

We have developed an elaborate plan along this line, which is generally approved by the best advertisers.

When it comes to service in behalf of an individual account which requires an expense on the part of the publisher we charge this expense to the advertiser or agency.

In following this as a consistent policy for several years, we are not much troubled by the request for broadsides, window trims, men, etc. If an advertiser wants this sort of service, we merely ask him to pay the expense, and we provide every facility of our office.

E. G. HORST,
Manager, National Advertising

What They Buy

FOLKS that live in these homes and thousands upon thousands of other homes like them in America's Big Small Town of Twenty Million, have told us what they buy.

Their report presents for the first time a complete cross-section of a vast market that heretofore has been generalized upon. It deals among other things with—

- | | |
|---|----------------------|
| Home Furnishing | Home Utilities |
| Heating | Electrical Equipment |
| Toilet Preparations | Soaps Cleansers |
| Food Products | Music Radio |
| Automobiles | Tires |
| What the users do, and how much money they have | |

It names BRAND NAMES in the order of their precedence among these homes. It gives facts and figures. It is the Authoritative Guide of the Advertiser who plans to gain this rich field.

You are invited to inspect this Report of Subscribers of THE HOUSEHOLD MAGAZINE—by far the largest publication of the Small Town Market of America.

May we lay your section or sections before you?

The HOUSEHOLD MAGAZINE

More than 1,600,000 Subscribers

Advertising Headquarters
608 SOUTH DEARBORN ST.
Chicago, Illinois

Topeka, Kan.
ARTHUR CAPPER
Publisher

Eastern Office
120 W. 42ND ST.
New York, N. Y.



From a multitude of photographs of subscribers' homes sent to The Household Magazine

The Modern Sales Manager and His Never-Ending Job

By Edward J. Manning

"WE look to our sales manager to keep our plant running," the president of a furniture factory said recently. "We give him all the leeway that he can ask for. All we ask of him in return is that he get plenty of orders at a reasonable selling cost, and a price for our line which will show us a reasonable profit."

This is coming to be more and more the attitude of general management toward sales management. The time is pretty well gone when the sales manager has to fight the whole board of directors and all the officers of the concern. The sales department is not looked upon any longer as a sort of painful necessity, made up of an expensive lot of overfed vaudeville artists who ride around the country developing goodwill. On the contrary, the man who can bring in the orders these days is the man to whom the company looks to keep the plant running.

There was a time, not so many years ago, when production was the great outstanding problem of management—when a concern seemed to be in business to make things—when one concern could produce much more economically than its competitors. Production has become so thoroughly standardized with every worthwhile concern having worthwhile production men and engineering departments, that the difference in cost of production between concerns of equal rank is generally small. Dealing with concrete things—with merchandise and raw materials—the production situation at this time is so nearly stabilized that management is turning to sales, there to try to find its advantage over its competitors. It has come to be recognized by general management that in the development of the sales force lies the greatest opportunity for showing individuality and making profits.

In the hurly-burly existence of the average sales manager there is very little time to really plan. As a matter of fact, over and over, an other-

wise highly efficient sales manager fails to make good simply because he becomes so wrapped up in the day-to-day details of his job that he fails to keep ahead of his organization and its problems.

I know a sales manager who mentally and physically cuts his job into two parts. One he regards as his desk work, keeping his routine in shape; but he plans, too, to have an office force which is equipped to handle that end of the sales management job with an occasional push from him. The other half of his job he has deliberately set down as outside work—mixing with the salesmen and also getting off by himself. These two things he feels are probably the most important parts of his job. Working with his men, he keeps that personal touch on the business which a sales manager must have.

Things look much different from the customer's viewpoint than from the viewpoint of anybody inside the house. For years I was on the road. I feel I know the dealer's viewpoint. And yet, if I stay in the office two or three months, I find myself developing an inside viewpoint. I come to see things from the firm's standpoint only. I feel I owe it to those people in our company whose duties keep them inside the house to spend enough time with the trade and with the men in the field so that I can give the inside men the right outside viewpoint.

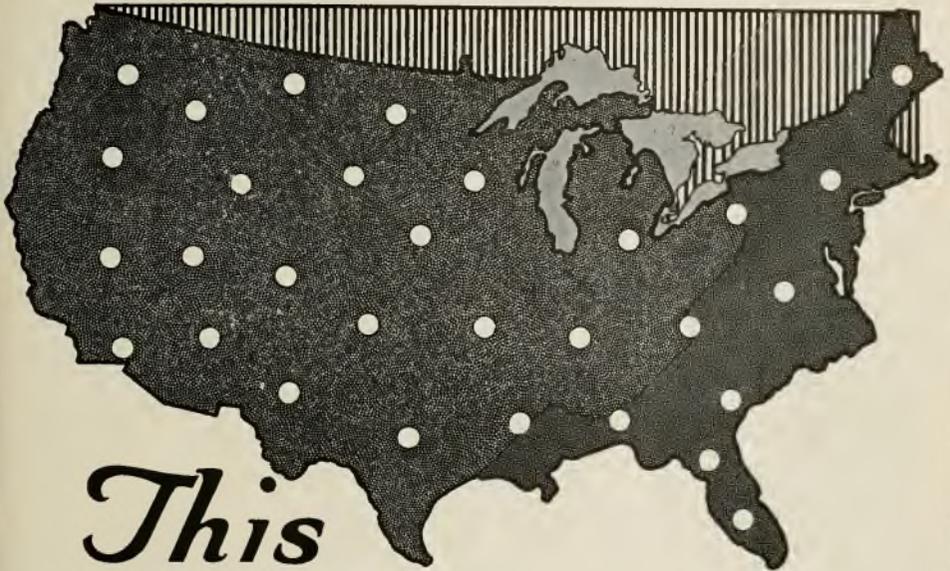
THEN we come to the big matter of getting the utmost results from the men. Take any hundred salesmen—under one sales manager they will do much better work than under another. One man antagonizes them, another pulls them along. Selling, being so much a matter of personal feeling, it follows that the salesman must feel right to work right.

Obviously, it does not mean that the man who is to get most in results from a group of men is an individual who pampers his men and who gives them anything for which

they ask, even though it be unreasonable. A successful sales manager must first of all be fair. He must be fair with his house and fair with his men. And to be fair with his men means that he must be able to work with them. He need not necessarily be a superhuman salesman. In fact, oftentimes the ultra-successful salesman, made into a sales manager, is a long way from desirable. He was so good himself that he cannot realize how any man under him can be less effective. He is impatient when he ought to be patient. He fails to realize that above all the good sales manager is a good school teacher—able to show his men the way and stimulate them.

ONE mighty valuable thing for sales managers to keep in mind is that the heads of a business do not put him on the job to act as a policeman. They realize, as the sales manager must realize, that a sales force has to be built. Now, building a sales force is the first job of sales management. A sales force is never beyond the building process. The house can always stand more orders, and as soon as what was regarded as the maximum sales force has been brought to completion and every man is doing his job, then there is opportunity to develop one or two more men to take on adjacent territory. And, sad to say, no sales force ever seems to be perfected to the point where it can be left alone and considered ideal. There is always a weak spot—always a tail-end—always some territory to be tinkered with—always some man to bring out of a slump.

Herein lies the great fun of sales management—the chance always to be improving upon some man or some territory—the fact that the job never grows old—never becomes commonplace. As one sales manager golf-enthusiast remarked: "There is always a new hole just ahead to be played—a new hole that in all probability has something to offer which never came up before."



This
 Is The Way The Interborough's
 3,000,000 Daily Circulation
 Could Cover The U.S.A.!

Each Dot ● Represents
 100,000 Circulation

Imagine the selling influence of a single medium with a daily circulation so big it could be divided into 30 equal parts—each with a circulation of 100,000!

Such a medium is Interborough Subway and Elevated Car Card and Poster Advertising!

Displayed every hour of the day in full color, big space and prominent, well-lighted positions, it reaches a New York City audience of 3,000,000 far-riding passengers at a cost of less than 6¢ per thousand circulation!

Concentrated in a market of 6,000,000 consumers, it breaks up selling ground which can be intensively cultivated by local salesmen on 5¢ fares, instead of expensive Pullmans!

Tens of thousands of persons numbered in this giant circulation come daily from all parts of the United States, thereby adding a national phase of no small proportions!

In Greater New York—the "World's Biggest, Richest Market"—the advertiser's most signal need is Circulation! Head and shoulders above them all stands—



INTERBOROUGH ADVERTISING

Exclusively Subway & Elevated

CONTROLLED BY

ARTEMAS WARD, INC.

50
 UNION
 SQUARE

NEW
 YORK
 N.Y.

THE 8-pt PAGE

by
Odds Bodkins



I HAVE a letter from Don Bridge, manager of the merchandising and national advertising department of the Indianapolis *News*, which I want to write into the record because it contains some figures and facts of great importance to advertisers, and because it furnishes admirable "copy" material for dealer house-organs whose editors have full permission to use it, albeit with the customary editorial courtesy of crediting the *FORTNIGHTLY* and the Indianapolis *News*.

I noted your particular interest in the figures showing the unusual number of brands of certain classes of merchandise and I am glad to give you those figures:

Product	Total Brands	Maximum Number in One Store	Average per Store
Cigars	318	91	45
Toilet Soap	208	71	25
Face Powder	311	92	34
Face Creams	355	92	29

These figures are based upon merely a representative number of calls in Indianapolis. Had every store in the city been called upon it is probable that the total number of brands would have been double, but none of the additional brands would have been of importance in the market. Experience has taught us the number of calls in each line of business essential for a true index of the relative standing of the various brands. It is questionable whether the last two columns in the chart would have been changed, and it is certain that the percentage of distribution and the relative volume of sale of the leaders would have been practically the same, had every store been called upon.

The interesting point in connection with these figures is the fact that surveys show that approximately 10 per cent of the brands in the classifications noted above secured 75 per cent to 95 per cent of the business, while the remaining 90 per cent of the brands secured but 5 per cent to 25 per cent of the business. Certainly here is a lesson for the store proprietor or buyer. By carrying a relatively small number of brands he can satisfy the great majority of the potential market, providing he picks the proper brands. Those brands are almost invariably the consistently and intensively advertised products. Concentration of purchases upon the relatively few brands that control nearly all of the potential market would cut down the amount of invested capital, or would permit purchases of larger quantities of the better selling merchandise, with the resultant savings.

In considering these figures, I believe that it is important to point out the fact that the same relative condition exists in all markets. The figures are so startling that I might assume that the condition is peculiar to Indianapolis. You can pick any important market and find a duplicate of this situation.

—8 pt.—

I see by *Women's Wear* that a certain wholesale dry goods man says that the trouble with business is business men's associations.

When I read the heading, "Murder of Business Charged to Activities of

Trade Associations," I bristled up and put on my conventional argumentative armor. But as I read the charge I began to cherish a sneaking admiration for the gentleman's perspicacity and courage. Listen:

Many business men's associations, organizations of great and little strength, have set up certain commercial ethics for the governance of their bodies—and, unknowingly, have strangled personal business liberties and initiative. To all appearances they have unwittingly declared unfair certain business methods that are really legitimate. They discourage much merchandising procedure that originally made them individually successful and eligible to the very business men's associations which now hinder their further merchandising efforts.

Two great factors have been lost sight of—the value of intensive competition and the business need for individual initiative. Many association members either fear the results of their own initiative by their too great dependence upon organized effort, or have lost the old time backbone.

Hear! Hear! as they say in England! Our old friend Standardization again, as I live! Standardization of business men's minds and habits of thought and action.

It is a serious charge—but isn't it a stickful of truth?

—8-pt.—

As I walked down this Poster Lane at Wembley during the London Convention I was forced to admit we could



learn quite a bit about posters from our English friends. Some of their "hoardings" in the cities are atrocious, and wouldn't be tolerated in America, but many of the posters on them are decidedly well conceived as to idea and well executed artistically and mechanically. Where American advertisers are inclined to take their newspaper and magazine advertising illustrations and enlarge them to poster proportions,

the English advertiser seems to make a practice of using a real poster picture, done in a simple, forceful post-technique.

It struck me as being one of the places they have an edge on us in advertising way.

—8-pt.—

The publisher tells me that we are receiving quite a number of letters these days in much the same tenor as this gratifying epistle from W. Hellmann, advertising manager of B. Kirschbaum Co., Philadelphia:

EDITOR ADVERTISING AND SELLING FORTNIGHTLY:

There is so much reading matter to claim a busy man's attention in these times that I have purposely tried to confine myself to two advertising journals. Yet, even two weeks during recent months I have been walking into Wanamaker's Book Department to pick up *Advertising and Selling Fortnightly*. There is too much good stuff in it to miss. The book has become a habit now. So, I'll not lose any more time sending in my subscription for a two-month term.

—8-pt.—

If some life insurance company wants to make a clean-cut, let it strike out of its policies the clause which renders the insurance void if the insured is killed in an airplane, and broadcast that fact to the world. If insurance companies are going to have to come to it soon, let the world know it has done it! They should enjoy a handsome increase in business. But probably that's standardized by some association and can't be done till they all do it!

—8-pt.—

My friend, Charles Percy of Cleveland, certainly packed a lot of progress into one short paragraph when he wrote the following:

"When your grandmother was a baby there were old-fashioned homemade remedies that are now made in big factories. Yeast was then primarily used to raise bread—today millions of cakes of yeast are sold daily to raise human spirits."

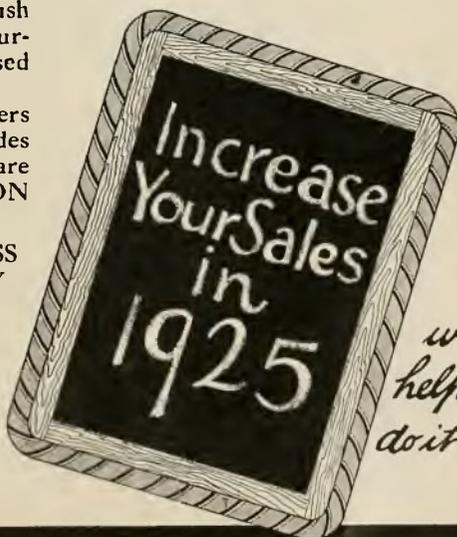


Are you reaching *these* dealers?

86,112 Legionnaire dealers will push the sale of merchandise and also purchase merchandise that is advertised in their magazine.

Their local Legionnaire customers are not only loyal to their comrades who are store-keepers, but they are loyal to The AMERICAN LEGION Weekly and its advertisers.

**LIVEN UP YOUR BUSINESS
WITH LEGION LOYALTY**



*we'll
help you
do it*

The
AMERICAN
LEGION *Weekly*

31 Madison Avenue
New York, N. Y.

22 West Monroe Street
Chicago, Ill.

Pacific Coast Representatives
BLANCHARD-NICHOLS-COLEMAN

INDUSTRIAL BUYING POWER IS CONCENTRATED



According to the reports of the Bureau of the Census, there are 290,105 manufacturing establishments in this country, but only 28,000 of them employ over 50 workers. Yet these 28,000 plants engage fully 80% of the labor, and employing power is synonymous with buying power.

A considerable proportion of the larger plants are in The Iron Age field. In fact, the average number of employees per plant among Iron Age subscribers is 400.

In the industrial market The Iron Age exerts a powerful sales influence, because of its circulation among the larger plants, which do the bulk of the buying.

THE IRON AGE, 239 West 39th Street, New York City
MEMBER A.B.C. and A.B.P.

THE IRON AGE

The World's Greatest Industrial Paper

These
the lead
fields, a

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From a Hardware Jobber To Hardware Age

THOS MCMURRAY, President

A. J. BINKLER, Vice Pres. & Treas.

JAMES C. LINDSAY HARDWARE CO.

INCORPORATED

WHOLESALE EXCLUSIVELY

12-14-16-18 EIGHTH STREET

PITTSBURGH, PA.



Mr Llew S Soule Editor
"Hardware Age"

By dear Mr Soule:

Do you know that you have a man's job ahead of you making "Hardware Age" for 1925, as interesting as it is this year. The special subjects have made quite a "hit". I refer to —

"Builders Hardware" by my friend Billy Thomas.

"Forty Years of Hardware" by Norvall who is a most entertaining writer.

"The Sales Manager" by himself.

"Store Arrangement" by Mr Hoppel.

This covers the "Big Four", and you will have to "go some" for next year. Every one of these possesses merit and is being carefully read by practically everyone in the Hardware trade.

They are not only interesting, but instructive as well, and I congratulate you on having been able to get such good people to contribute to your magazine.

Yours very truly,

The basis of all advertising influence is editorial success in making readers. It is because Hardware Age circulation means Hardware Age readers that Hardware Age advertising dominates the hardware publication field.

HARDWARE AGE

239 West 39th Street

New York City

Member A.B.C. and A.B.P.

Window Display Men to Hold Convention

THE program of the first annual convention of the Window Display Advertising Association, which is to be held at the Hotel Statler, Cleveland, September 29 to October 1, inclusive, has been arranged with a view to proving of the utmost value to those interested in window display advertising and allied matters.

F. H. Peck, manager of promotion and publicity for E. R. Squibb & Sons, New York City, and president of the association, will preside at all the sessions. J. Duncan Williams, window display specialist of Chicago, will deliver the keynote address, "The Important Phases of Window Display," at the opening session on September 29. During the first day's meeting, a series of demonstrations will be conducted in dummy windows, erected in the convention hall, this portion of the program being under the direction of S. Fisher of the Fisher Display Service, Chicago. Two displays of the same product will be installed simultaneously, and the delegates will judge which has the greater merchandising power. The demonstrations will include Hickok Belts, Welch Grape Juice, Paris Garters, Pro-phy-lactic Tooth Brushes and Peters Chocolate. Representatives of the manufacturers of these products will address the convention during the time the displays are being installed.

George A. Smith, window display specialist of New York City, who is also the director of displays for the United States Rubber Company, will address the convention on September 29, his subject being "Nature and Human Nature in Window Displays." Edwin L. Andrew, assistant to manager, Department of Publicity, Westinghouse Electric and Manufacturing Company, East Pittsburgh, Pa., will speak on the admittance of the Window Display Advertising Association to the Associated Advertising Clubs of the World as a departmental. A smoker and get-together meeting arranged by the Cleveland members of the association will conclude the first day of the convention.

J. T. Northrop, advertising manager of the Smith-Winchester Company, Jackson, Mich., will open the second day's session with an address, "The Small City Dealer's Viewpoint of Window Display." Carl Percy, president of Carl Percy, Inc., New York City, will deliver an address on "Window Display Advertising—The Past and the Future." Arthur Freeman, president of the Finson-Freeman Company, Inc., New York City, will speak on "The Part the W. D. A. A. Can Play in the

Game of Advertising." Mr. Freeman is also chairman of the Board of Trustees of the association.

At noon the delegates will board buses at the Hotel Statler, and will be taken to Nela Park, the home of the National Lamp Works. Following luncheon at the park, the convention sessions will resume in the study hall of the lamp works, where A. S. Turner, Jr., of the Service Department, Edison Lamp Works, Harrison, N. J., will de-

Fall Meeting of National Industrial Advertisers

THE annual convention of the National Industrial Advertisers Association is to be held this fall at the Edgewater Beach Hotel, Chicago. The convention will consist of two full day meetings on Monday and Tuesday, October 13 and 14. Reducing the cost to sell from industry to industry will be the central theme of the meetings. The tentative program is as follows:

FIRST SESSION

Monday, October 13, 10 a. m.

Chicago's Welcome—Ezra W. Clark, President, Engineering Advertisers Association.

President's Address—P. C. Gunion, President, National Industrial Advertisers Association.

Appointment of Committees.
"Using the Case Method of Measuring the Value of Industrial Advertising." G. D. Crain, Jr., Publisher of *Class*. Discussion.

"Echoes of the London Convention." Bennett Chapple, American Rolling Mill Company.
"Applying the Quota System to Industrial Sales," speaker to be announced. Discussion, led by George H. Corey, Advertising Manager, Cleveland Twist Drill Co.

"What I Expect of My Advertising Department," speaker to be announced.

SECOND SESSION

Monday, 2 p. m.

"New Opportunities for the Industrial Advertising Manager," speaker to be announced. Discussion, led by Keith J. Evans, Joseph T. Ryerson & Son, Inc.

Industrial Advertising Successes of 1934—a group of five minute talks: A. H. Oberndorfer, Silver Steel Castings Co., Milwaukee; George F. Climo, Brown Hoisting Machine Co., Cleveland; W. A. Grieves, Jeffrey Mfg. Co., Columbus, Ohio; T. H. Bissell, International Nickel Co., New York; George W. Morrison, Ingersoll-Rand Co., New York.

"Strategy in the Manipulation of Mediums," J. C. McQuiston, Westinghouse Electric & Manufacturing Co., E. Pittsburgh, Pa. Discussion, led by A. D. Gunion, Bridgeport Brass Co., Bridgeport, Conn.

liver an address "Proper Window Illumination and What It Means to a National Advertiser." A round table discussion, led by Arthur Freeman, will consume the remainder of the afternoon. Each member will be entitled to ask not more than two questions. Leaving questions to be discussed are "Should the Dealer Be Charged for Window Display Material?" and "The Giving of Free Goods Necessary for Window Display?"

The delegates will remain at Nela Park for the annual banquet, which will take place in the café of the National Lamp Works at 7:30 o'clock. A special musical and entertainment program will follow the dinner. R. G. Pan, merchandising expert of the Weston Company, Chicago, will entertain.

[CONTINUED ON PAGE 5]

THIRD SESSION

Tuesday Morning, 9:30

"Relations of Advertising and Sales Departments," Julius S. Holl, Link-Belt Co., Chicago. Discussion, led by W. W. French, Dodge Manufacturing Co., Mishawaka, Ind.
"Building a Large Industrial Business with Advertising," R. C. Beadle, Combustion Engineering Corporation, New York. Discussion, led by Guy S. Hamilton, Conveyors Corporation, Chicago.

"Business Papers and What They Can Do for the Advertiser," J. R. Hopkins, Chesebrough Belting Co., Discussion, led by J. D. Peck, Penton Publishing Co., Cleveland.

"What Our Company Is Doing in Intensive Sales Work," by a group of five minute speakers: W. L. Schaeffer, National Tube Company, Pittsburgh, Pa.; Edwin McFalls, Master Builders Company, Cleveland, Ohio; Francis D. Bowman, Cartmound Company, Niagara Falls, N. Y.; R. Woods, Advertising Manager, Autocar Company, Ardmore, Pa.; E. J. Smythe, Fuller Johnson Manufacturing Company, Madison, Wis.

"The Source of Data in Industrial Advertising," Ezra W. Clark, Clark Trust Co., Buchanan, Mich. Discussion, led by J. C. Winslow, Graver Corporation, E. Chicago, Ind.

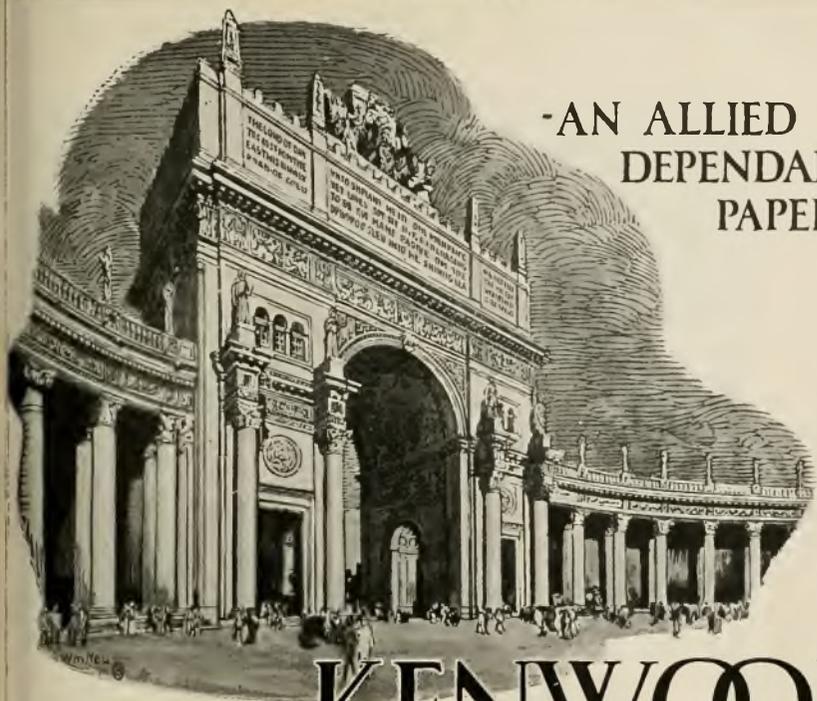
"What Manufacturers Can do Through United Effort to Secure Better Industrial Advertising," E. L. Thomson, Western Electric Co., New York. Discussion, led by W. L. Dosssey, McMyler-Interstate, W. Bedford, Ohio.

"My Thoughts on What the Manufacturer Can Do to Reduce the Cost of Selling in the Industrial Field." An effort is being made to secure Secretary Hoover for ISOT. Discussion by F. R. Davis, General Electric Company, Schenectady, N. Y.

TUESDAY AFTERNOON SESSION

"Hack & Decker's Dealer Policy," G. L. Progan, Baltimore, Md. Discussion, led by W. T. Hutchison, Stewart Iron Works Company, Cincinnati, Ohio.

"Selling Copy vs. Institutional Copy in Industrial Advertising," by two authors on the respective types of copy applied.
Report of Standardization Committee.
Report of Standard Committee.
Awards of prizes.
Report of Nomination Committee and election of officers.



-AN ALLIED
DEPENDABLE
PAPER

KENWOOD TEXT

THIS sheet possesses a medium rough finish which gives all the soft, velvety appearance which one seeks in an antique or eggshell paper. Yet it takes sharp impressions of fine and closely drawn lines.

It is a particularly good sheet for fine brochures, folders and books. It prints clean; it is economical; and it possesses true Allied value. You can get Kenwood Text either in White or India. Send for our sample book.

ALLIED PAPER MILLS, Kalamazoo, Michigan

In writing for samples please address Desk 8, Office 15

New York Warehouse, 471-473 Eleventh Avenue

ALLIED MILL BRANDS

Porcelain Enamel
Superior Enamel

Suberba Enamel
Victory Dull Coat

Dependable Offset
Kenwood Text



Send for these
Printed Specimens

Besides our mill brands we stock both at the Mills and our New York Warehouse, Monarch C I S Litho, Laid Mimeograph, French Folio, Standard M. F. in white and colors, Standard Super in white and colors, Index Bristol in white and colors, Offset Blanks, Litho Blanks, Translucent Bristol and Campaigna Bristol.

ALLIED  PAPERS

10 Paper Machines 34 Coating Machines



Which Group

The Contented in Possession.

CONTENTMENT is a beautiful thing,—but not in customers.

When you send your sales-message out you do not want it to receive the mild indifference of those for whom life has become mainly a matter of placid contemplation.

Middle-aged complacency, hoary contentment, with most experiences behind and a genial compromise with life the outstanding characteristic—these make happy endings for the fiction-writer, but unlikely prospects for the copy-writer.

Are you poking around amid the dead-ashes of circulation?—or are you striking fire from—Youth, the Eager to Possess!

PHOTOPIA

Predominant with

JAMES R. QUINN

C. W. F. QUINN

750 N. Michigan Avenue, Chicago

221 West 5th St.



Will You Sell?

Eager to Possess?

YOUTH revels in the glories of discontent. Before the insistence of Youth those subject to its dynamic influence give way. Life is not compromise but high-hearted adventure with one-and-twenty.

Youth wants and wants fiercely, lives and lives largely. All the world is a fascinating market-place with the choicest of wares for hungry Youth.

When you tell your sales-story to the younger generation, you are addressing an audience that keeps awake, an audience anxious to learn about the good things of life.

Such an audience of young people between 18 and 30 reads Photoplay Magazine and reads it thoroughly—every month. Use Photoplay to reach those eager to possess your product.

MAGAZINE

Age Group

er

Manager

127 Federal Street, Boston

Going After the Extra Markets

[CONTINUED FROM PAGE 14]

capable of opening up extra markets, if ferreted out by research?

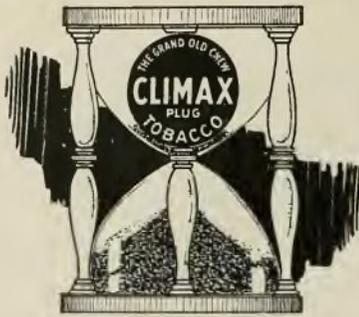
And how many other products or articles may there be with unsuspected extra markets waiting for someone to come along who has the imagination to discover how they can be fitted into people's lives in ways not now suspected?

It has always seemed to me that one of the biggest contributions advertising agencies have made to business has been in the number of new or extra markets they have pointed out and opened up for their clients. My small business has gone to an advertising agency with a product or an article or a service to be advertised in some given market, to be shown a much bigger market for the product or article or service in an entirely different direction, serving some different human need.

No advertiser, or no advertising man, whether advertising manager, agency contact man or agency copywriter, should allow himself to get so wrapped up in the technique of mere advertising that he loses sight of the fact that his real job is to market, and that as a marketing man he should keep on the lobe of his brain thinking in terms of future markets while the other works out copy and plans for immediate use.

THERE are few articles or devices, few commodities, few services, which could not be adapted in some way to the needs of some extra market had we sufficient imagination or technical knowledge to see how to do it. And unquestionably, five or ten years from now many of the products and services that we think are being offered to the very possible market today, will be selling to extra markets yet to be discovered, and this without any change in the product or service.

These extra markets will first have to develop in some one man or woman's mind as a new use or new possibility, and that conception will then have to be transferred to the public mind by means of advertising. Sometimes this can be done quickly and easily; in other cases it is a problem in education and requires a long time. In fact, time is often one of the most important elements in developing extra markets. People have to get used to new ideas, and "getting used" to something almost presupposes time for mental acceptance and digestion. For this reason it is often dangerous to step in going after an extra market. Far better as a rule to plan a program of advertising covering two or three articles. If the extra market opens up sooner, it is easy enough to increase the appropriation overnight and cultivate the new market aggressively; where if insufficient time is allowed, and too much money is spent in a short, pec-



Imprints on the Sands of Time~

Signs thru the years that never show a sign of wear!

THE very first Good-Ad window signs we have ever produced still retain their original brilliance of color—unaffected by the ravages of time or weather—convincing proof that they are more economical and far superior to any other form of sign.

“Good-Ad” Window Signs of DECALCOMANIE

That “Goes on Forever”

are made of permanent and brilliant non-fading colors—becoming almost a part of the glass itself—perpetually pointing out WHAT to buy and WHERE to buy it.

PALM, FECHTELER & CO.

Decalcomanie Pioneers
67 Fifth Ave., New York
Representatives in all Principal Cities

A Few NATIONAL ADVERTISERS



That Use “GOOD-AD” WINDOW SIGNS

FREE SKETCH OFFER

PALM, FECHTELER & CO.,

Gentlemen:—Kindly send actual Decalcomanie samples, also illustrated literature “A” and FREE COLOR SKETCH, without obligation.

Sign here

NOTE:—To assist you in preparing color sketch, enclosed find copy of trade mark and other advertising matter.



ular drive for the new market, leaving little or none for the long pull, the result is almost sure to be disappointment.

The matter of keeping the marketing expenditure "in proportion" with the reasonable potentialities of the new era market is also one that must be carefully studied. In the enthusiasm of discovering some extra market, many a firm has swung its advertising sales appeal clear away from its old market and into the new field, only to find that the new market, while worth cultivating, was not worth the sacrifice of the old one that had kept its business going for years.

It is a safe rule to regard new markets as extra markets until such time as they are thoroughly tested out, and to cultivate them "on the side," as it were, without risking the loss of the old market. One, Aesop, once wrote a fable about a dog and a bone that has a certain application to extra markets!

"The Molay Councillor"

Kansas City, Mo., has opened a Chicago office at 909 Peoples Gas Building, with E. J. Seifrit, advertising manager, in charge.

Fichbaum-Liggett Company

Cleveland, appointed advertising counsel to C. L. Bryant Boiler Company, manufacturers of heating appliances, same city.

Crlyse Company

New York, will direct advertising of the Propper Silk Hosiery Mills, same city.

Kru-Van Pietersom-Dunlap-Lunggreen, Inc.

Milwaukee, have been appointed advertising counsel to the Harvey Spring & Forging Company, Racine, Wis.

August Hirschbaum

For several years in the art department of Albert Frank & Company, New York, is now art director at their Boston office.

H. G. Ewell

Advertising manager of the Wayne Ink & Pump Co., Fort Wayne, Ind., has been appointed manager of sales for the Wayne water softeners and Wayne oil burners. L. T. Swallow, recently editor of the *Wayne Winner* and in charge of direct-mail advertising, succeeds Mr. Ewell as advertising manager.

George Batten Company

New York, will direct advertising of Chickering & Sons' New York restaurant, 27 West 57th Street.

Stram May Advertising Agency

Philadelphia, will direct the counter campaigns projected by the General Corporation, Newark, N. J., manufacturers of radio receivers; and the Florer Delicatessen Group, distributors, Philadelphia.

Morning Papers Get Action the Same Day

RADIO

THE one paper in Cincinnati that stands foremost in the hearts of *all the radio fans* is *The Cincinnati Enquirer*.

For it not only has fostered radio from its very inception, but has run helpful and instructive articles that have educated the laymen to the use and pleasure of radio.

The Cincinnati Enquirer is the only paper that IS NOW CARRYING A RADIO MAGAZINE—AND THAT HAS CARRIED ONE THROUGHOUT THE SUMMER WITHOUT INTERRUPTION.

Radio Manufacturers who are coming to Cincinnati this fall pick *The Enquirer* exclusively to cover this market.

The CINCINNATI ENQUIRER

One of the World's Greatest Newspapers

I. A. KLEIN
Chicago, New York

R. J. BIDWELL CO.
742 Market St., San Francisco

Things are
Booming in

AKRON

Akron and Rubber

Business is generally brisk in Akron. It is the world's rubber and dirigible centre. Workers are well paid. The Akron Times is read in most Akron homes each evening—and on Sundays. It's the most profitable way to the Akron market.

AKRON EVENING AND SUNDAY TIMES

"Akron's Ablest Newspaper"

They can be reached in no other way than through the columns of the Evening and Sunday Times.

National Advertising Representatives

CHAS. H. EDDY CO.

New York, Chicago, Boston



NOW LEADING IN ERIE

The sworn statements for August of both Erie newspapers show the Dispatch-Herald leading by a daily average of close to 1,000.

The average daily total distribution during August was 28,161.

The Dispatch - Herald now leads in city, shopping zone and total circulation.

THE DISPATCH-HERALD

CHAS. H. EDDY & COMPANY

National Advertising
Representatives

New York Chicago Boston

Modern Advertising and Industrial Financing

By Robert R. Thien

A PROMINENT financial man not long ago said that "Advertising has introduced a new factor into the situation which financial men must consider when determining upon the investment or loan possibilities of a commercial institution.

"Up to a few years ago," he said, "it was enough to be sure that a company's product was right, that its finances were carefully managed, that its production methods were up to date, and that the management was economical and safe with relation to purchases and with regard to labor.

"Markets were then expanding by leaps and bounds, and competition was primarily limited to production methods. The key to sales dominance in almost every instance was capacity.

"Price was the principal lever in getting sales; and price-cuts were the means used to open new markets or to control old markets. The method was effective for the time, but its weakness lay in the fact that such tactics are sheer expedients, with no permanent effect. The attacked of one price war was the attacker in the next, and so on.

"The idea was not so much to win the public as to throttle competition.

"Today, every banker and financial man knows that price is not the determining factor that it once was, except perhaps in the case of some actual basic necessities of life.

"Production methods are wonderfully efficient, and modern machinery available to all.

"It is true, and peculiarly significant, that it is easier to build and equip a factory and to turn out a good product than it is to win and hold a market for that product.

"Many a banker has gone through the experience of financing a factory on the basis of a going business, only to have it later come into his hands as real estate, because of inefficient and impermanent sales methods.

"The position of key man in an institution, from the financial viewpoint, which was formerly held by the production man, is today occupied by the advertising and merchandising man.

"So the banker is becoming more and more concerned with the sales methods, and more particularly the merchandising policies of commercial companies that come to him for financial assistance.

"The banker wants to know especially whether the sales methods are based on the old 'dumping' process, on a

series of so-called 'drives' and 'stunts,' or whether there actually is a definite merchandising policy that tends to establish and foster a powerful and permanent good-will for the institution, and in doing this, assure a profitable and increasing market for the institution's products.

"And the banker knows, too, that direct sales 'push,' however effective it may be in moving a job-lot of goods, is not so lasting or so effective as a 'pull' which comes from the preference of the public, and keeps on coming.

"Where the one company is not a good or safe financial investment, another is."

It is safe to say that the banker quoted expresses an already widely held and spreading attitude of mind among financial men.

One direct result is that banks are coming to appraise "advertising" dividing it into classes, sifting the amateurish from the professional, in order to determine whether it can be reduced to principles which will eliminate the unstable features that have characterized so many "advertising successes," which nevertheless were "business failures."

It is focusing attention upon advertising agencies, to the detriment of some and the leadership of others.

For, inevitably, business flows to the man or organization that can best serve its interests.

People read advertising and are influenced by it, not because they seek to be, but because it is a law of the human mind that they must be.

The opinion of one reader as affected by the suggestion in advertising becomes the thing we call reputation when adopted by many readers.

This reputation may well be, all often is, the most valuable single asset of a business.

It breaks down sales resistance—it cuts the net cost of sales—it makes possible a volume of sales which materially lowers the cost of production.

It is the element which insures continuity of life for a business, even when other elements are weak or lacking.

The effectiveness of advertising, in creating this reputation, or consumer good-will, depends upon the skill with which the law of suggestion is applied.

Advertising founded on this principle is very real insurance against competition because it builds up in the public mind a decided preference for the product. This settled public conviction constitutes an active and effective opposition to all competing products attempting to get in on the market.



Foldwell
TRADE MARK REGISTERED

is used by
CHENEY BROTHERS

In speaking of the exquisite pieces pictured above—pieces beautifully done in four color process — Cheney Brothers say: "Our whole aim in the making of direct-by-mail advertising for Cheney Silks is the production of the very finest pieces within

our power. We have paintings made by internationally known artists; we go to the finest plate makers we know of and we spend great care in the preparation of copy. Naturally, to round out the picture, we print these messages on Foldwell."

CHICAGO PAPER COMPANY - Manufacturers
 801 South Wells Street - Chicago
 NATIONALLY DISTRIBUTED

Facts

The machines that make Foldwell Coated Book, Cover and Writing are busy night and day making these papers—thus strict uniformity is maintained.



Nationally Distributed

By the Country's Leading Paper Merchants

- | | | |
|--|--|--|
| BALTIMORE, MD.
<i>The R. F. Bond Paper Co.</i>
Hanover and Lombard Sts. | LINCOLN, NEB.
<i>Lincoln Paper Company</i>
Cor. 14th & P Sts. | PITTSBURGH, PA.
<i>The Ailing & Cory Company</i>
P. O. Box 914 |
| BOSTON, MASS.
<i>John Carter & Company, Inc.</i>
672 Atlantic Avenue | LOS ANGELES, CALIF.
<i>Blake, Magill & Towne</i>
24 1/2 So. Los Angeles St. | PORTLAND, ORE.
<i>Blake, Magill & Towne</i>
East 3rd at Astoria |
| BUFFALO, N. Y.
<i>The Ailing & Cory Company</i> | LOUISVILLE, KY.
<i>Louisville Paper Co.</i>
Thirteenth & Maple | PROVIDENCE, R. I.
<i>John Carter & Company, Inc.</i>
28 Fountain St. |
| CALGARY, ALTA., CAN.
<i>John Martin Paper Co., Ltd.</i> | MILWAUKEE, WIS.
<i>Almond-Hartman Paper Co.</i>
141 Michigan St. | ROCHESTER, N. Y.
<i>The Ailing & Cory Company</i>
113 South 5th St. |
| CHICAGO, ILL.
<i>Chicago Paper Company</i>
801 S. Wells St. | MINNEAPOLIS, MINN.
<i>The John Leslie Paper Co.</i>
301 South Fifth St. | ST. LOUIS, MO.
<i>Acme Paper Co.</i>
113 South 5th St. |
| CINCINNATI, OHIO
<i>The Cincinnati Carriage & Paper Co.</i> | MONTREAL, P. Q., CAN.
<i>McFarlane, Son & Hodgson, Ltd.</i> | ST. PAUL, MINN.
<i>Nassau Paper Company</i> |
| CLEVELAND, OHIO
<i>The Foreign Paper Co.</i>
156 W. Third St. | NEWARK, N. J.
<i>Lauber & Luthrop, Inc.</i>
60 East Peadie St. | SALT LAKE CITY, UTAH
<i>Carpenter Paper Co.</i>
123 State Street |
| DALLAS, TEXAS
<i>Olmond-Kirk Company</i> | NEW ORLEANS, LA.
<i>E. C. Palmer & Co., Ltd.</i>
533 Camp St. | SAN DIEGO, CALIF.
<i>Blake, Magill & Towne</i> |
| DAYTON, OHIO
<i>The Cincinnati Carriage & Paper Co.</i> | NEW YORK, N. Y.
<i>The Ailing & Cory Co.</i>
516 W. 37th St. | SAN FRANCISCO, CALIF.
<i>Blake, Magill & Towne</i>
41 First St. |
| DES MOINES, IOWA
<i>Columbian Paper Company of Iowa</i>
106 Seventh St. Viaduct | OKLAHOMA CITY, OKLA.
<i>Kansas City Paper House</i>
27 E. Grand Avenue | SEATTLE, WASH.
<i>American Paper Co.</i> |
| DETROIT, MICH.
<i>Chapman Paper Co.</i>
194-196B First Street, West | OMAHA, NEB.
<i>Carpenter Paper Co.</i>
308 and Harney Sts. | SPOKANE, WASH.
<i>Spokane Paper & Stationery Co.</i> |
| EDMONTON, ALTA., CAN.
<i>John Martin Paper Co., Ltd.</i> | PHILADELPHIA, PA.
<i>A. Hartung & Company</i>
606-612 Race Street | TACOMA, WASH.
<i>Tacoma Paper & Stationery Co.</i>
1735-1739 Jefferson Ave. |
| EL PASO, TEXAS
<i>E. C. Palmer & Co., Ltd.</i> | PHOENIX, ARIZ.
<i>Blake, Magill & Towne</i> | TOLEDO, OHIO
<i>The Commerce Paper Co.</i>
40 St. Clair St. |
| HARTFORD, CONN.
<i>John Carter & Company, Inc.</i>
854 Main Street | | WASHINGTON, D. C.
<i>Standard Paper Company</i>
1416 "C" St., N.W. |
| INDIANAPOLIS, IND.
<i>Indiana Paper Co.</i>
301 Kentucky Ave. | | WINNIPEG, MAN., CAN.
<i>John Martin Paper Co., Ltd.</i>
515 William Ave. |
| KANSAS CITY, MO.
<i>Kansas City Paper House</i>
Seventh and May Sts. | | |

CHICAGO PAPER COMPANY, Manufacturers
801 South Wells Street, Chicago



Folding Coated Book

Folding Coated Cover

Folding Coated Writing

Window Display Men to Hold Convention

[CONTINUED FROM PAGE 40]

tors with an illustrated lecture, "Merchandising Through the Windows." Martin L. Pierce, merchandising and research expert of The Hoover Company, North Canton, Ohio, will deliver the annual banquet address, his subject being "The Use of Emotional Appeal in Merchandising."

The final sessions of the convention on the third day will be opened by an address by Joseph M. Kraus, advertising manager of A. Stein & Company, Chicago, who will speak on "The National Advertiser's Viewpoint of Window Display." R. O. Eastman, research expert of Cleveland, Ohio, will speak on "What the W. D. A. A. Can Accomplish by Research Work." The report of the Research and Survey Commission of the association, of which T. Fischer of the International Displays Company, Cleveland, Ohio, is chairman, will be read at this session. His report includes the recommendations made by the commission as the result of the sending out of 2000 questionnaires to national advertisers recently, to determine methods of higher efficiency in the handling of window display advertising.

At noon on the final day of the convention, the delegates will hold a joint luncheon with the Cleveland Advertising Club, which will be addressed by a speaker of national prominence, selected by members of the club. Business sessions, including the election of a board of Trustees, the selection of the 1925 convention city and other matters will conclude the convention, the trustees meeting directly thereafter to elect the officers of the association.

Special features of the convention include a program of entertainment provided by the Cleveland committee, which is headed by F. E. Watts, manager of publicity and distribution of the Apex Electrical Distributing Company; a window display exhibit, which will line the convention hall, including exhibits of window display advertising produced or furnished to dealers by the members of the association; a photographic display exhibit, to consist of photographs of window displays of nationally advertised products furnished by members of the association. The exhibit features will be in charge of John V. Horr, vice-president of the Manufacturers Display Service Corporation of Chicago.

National headquarters of the Window Display Advertising Association are located at 1209 Sycamore Street, Cincinnati, Ohio.

Rogers Parker

signed from Joseph Richards Company, Inc., New York, to become associated with The Erickson Com-

The Attracting Force

BBETTER Plates and Mats backed up by a Better Service, for less money, never fails to attract the keen buyer.

Gagnier offers this and all of the many important and valuable features that go with Better Plates and Mats and Better Service, for less money.

If you advertise in newspapers we can show you how to save time and money on your Plates and Mats. Outline your requirements. Let us quote prices. No obligation.

GAGNIER STEREOTYPE FOUNDRY

The Gagnier Corporation

NEW YORK	DETROIT	CHICAGO
51 E. 42nd St.		222 N. Michigan Ave.

GAGNIER

The Recognized Standard

Better Copy

Look over the advertising in any magazine, or trade paper. Observe the printed matter that comes to your desk.

What percentage of it do you think really helps to sell goods?

Look over your own copy and ask yourself the same question. If you believe it is 100% good, you will have no impulse to write me.

Charles Austin Bates

33 WEST 42ND STREET, NEW YORK.

SHAW BUSINESS BOOKS



Announcing

“Principles of Merchandising”

By MELVIN T. COPELAND, Ph.D.

Professor of Marketing, Director of Bureau of Business Research, Graduate School of Business Administration, Harvard University.

NEVER before has such a clear-cut, comprehensive, intimate analysis of merchandising principles been offered. Starting with a discussion of the objectives of merchandising it gives the results of aggressive, economical sales efforts in numerous instances. It goes behind these effects and makes clear the principles which have stimulated consumers to buy more merchandise. It differentiates between types of commodities and shows just what motives really prompt consumers to buy convenience goods, shopping goods, specialty goods and industrial goods. It tells just how business firms have appealed to emotional as well as rational buying motives. It takes up the proven methods of selecting, training, paying and managing the sales force. In short, it makes clear time-tested procedure in handling practically all the significant and perplexing merchandising problems.

Replete with Valuable Data

MOREOVER, this book is written by one of the foremost marketing authorities and presents figures and data from a close study of the actual results which literally hundreds of concerns of varying sizes have secured. In all, there are 29 tables and 17 significant charts.

Examine Free

AN examination will quickly prove the value of this book to you. Send no money now. Simply mail the handy coupon below.

No money now—mail coupon

A. W. SHAW COMPANY,
Cass, Huron and Erie Streets, Chicago

Please mail me for five days' examination a copy of M. T. Copeland's "Principles of Merchandising." If entirely satisfied, I'll send you \$4, payment in full. Otherwise I'll return the book. A-824

NAME

STREET & NO.

CITY & STATE

FIRM

POSITION

BUSINESS

(Canada \$4.60, duty prepaid, same terms; U. S. Territories and Colonies \$4, cash with order; all other countries \$1.40, cash with order.)

The Cult of the Sneer

By E. B. Holt

ADVERTISING has a new cult, or rather a growing membership in a society, the existence of which has been suspected for some time. It is the Cult of the Sneer. While its lodge rooms are to be found mostly among the advertising pages of the general magazines and on billboards in densely populated centers, it is getting a toehold in the business papers and is fast becoming a factor of importance.

The invasion of this cult has been so quietly accomplished that to date but little has been known regarding its constitution and by-laws, and it remains for me to be the first to expose the inner workings of this organization. Disguised as a rising young man who unfortunately has committed a grievous social blunder at a lawn party by making the wrong remark after spilling a cup of tea in the lap of the hostess, I succeeded in securing the information which is now presented.

Briefly, the object of the cult is to sneer at anyone who fails to conform to a course of procedure established by the sneerer. The character of the offense may run all the way from flicking the ashes of one's cigar in the soup to walking between two ladies on a public highway, but in any case the divergence from code is the occasion for expansive sneers on the part of those who observe the *faux pas*.

Let me cite a typical situation:

THREE young university graduates, members of the same fraternity and, accordingly, sealed in the bond, are changing their clothes. No ladies being present, they are stripped to their underwear and are observed standing in graceful attitudes on Persian rugs. It is evident, however, that the blond young man in the foreground is uncomfortable. His eyes are cast downward and he is silently bearing the sneers of his two companions. At first glance it is difficult to detect the cause. Seemingly, although thinly clad, he is beyond reproach—but wait! The two who are sneering are wearing union suits, while the object of their derision sports the customary two-piece affair. In an unguarded moment the secret is revealed.

Sex is no protection against the scorn of the Cult of the Sneer, and a single social slip on the part of Gladys, attending her first formal dance, may send her to the dressing room in an agony of shame, followed by the sneers of the brilliant gathering. And there, weeping on the shoulder of the kindly maid, she whispers in broken accents the story of the innocent error that has banished her in disgrace from the presence of the *elite*. It is a tragic tale. Gifted with unusual beauty, and standing at the portal of a successful

season, she has carelessly thrown away her chances by a childish display of ignorance. During an introductory talk the man she has been most anxious to meet she has uttered the words, "Pleased to meet cha." If only he had known—at three dollars per copy.

The scene shifts to a busy shop. Machine tools are turning out their quota of smoking chips, but it is the little group of men up-stage that claims our attention. Young Bill Johnson is standing confused, shame written all over his clean-cut face. About him are clustered his former friends, each holding a ale with a metal handle. A sneer upon every countenance, for Bill has stepped upon a file with a wooden handle. No longer will he be the life of the party at the lunch hour. His styes and sparkling gems of wit will henceforth fall upon deaf ears. We can picture him, crushed in spirit, caving that evening on the only girl and blaming her that he has resigned his job and that the little rose-covered cottage is only a dream.

And, finally, there is the sad case of the young salesman who has been invited to dine at the home of his wealthy prospect. Illness has caused him to decline. He has expressed his regrets in the form of a carefully worded note.

THE picture before us is the library of the wealthy magnate. Mother and daughter are present. So is the Sneers predominate as father holds it to the light and inspects the wardrobe.

But to get back to the lawn party. Disguised, as has been said, a rising young man who spills a cup of tea in the lap of the hostess, the following startling facts were discovered regarding the charter and by-laws of its insidious organization under discussion. As nearly as can be reported, the wording of the charter is as follows:

Object—The object of this organization shall be to cultivate the sneer and, by its means, cause the innocent bystander the greatest possible amount of personal discomfort and embarrassment.

Eligibility for Membership—Any individual, singly or in group formation, who detects an error in dress, deportment or custom, and who indicates his perception by openly sneering, shall be eligible to membership in the cult.

Degrees of Membership—Degrees shall range from novice to the highest degree, which shall be called the "thirty-third."

To become a novice, the candidate must prove ability to detect some obviously simple slip such as walking on the wrong side of a lady friend, tipping the butler serving a dinner to which of 15

First in the United States

THE NEW YORK TIMES prints more national advertising than any other newspaper in the United States.

The Times published in 1923 a total of 5,624,358 agate lines of national advertising, 721,925 lines more than the second newspaper in the United States and 1,511,004 lines more than the third newspaper.

In eight months of 1924, The New York Times published 3,748,844 lines of national advertising, 956,724 lines more than the next New York newspaper.

The New York Times is first in national advertising because of its unrivalled advantages in the greatest market in the world.

More than 800 national advertisers employed the columns of The Times in 1923. Of this number 200 used The Times exclusively among New York morning newspapers.

The circulation of The New York Times, 378,174 average daily and Sunday, represents a buying power not equalled by any other newspaper.

National advertisers find special opportunities in the Rotogravure Magazine Section which is a part of the Sunday edition of The New York Times (having the lowest rotogravure advertising rate per thousand in the United States.)

The New York Times submits all advertisements offered for publication to its censorship and declines false or misleading announcements.

Volume, quality and responsiveness combine to put this circulation of The New York Times on the highest level of advertising value.

The Sunday edition of The New York Times (in which 2,577,540 lines of national advertising were published in 1923) has a total circulation in excess of 575,000 copies of which 400,000 are in the area within 150 miles of New York. In the quality and the buying power of this concentrated circulation, and of subscribers in 8,000 cities and towns in the United States, The New York Times is without equal in the newspaper field.

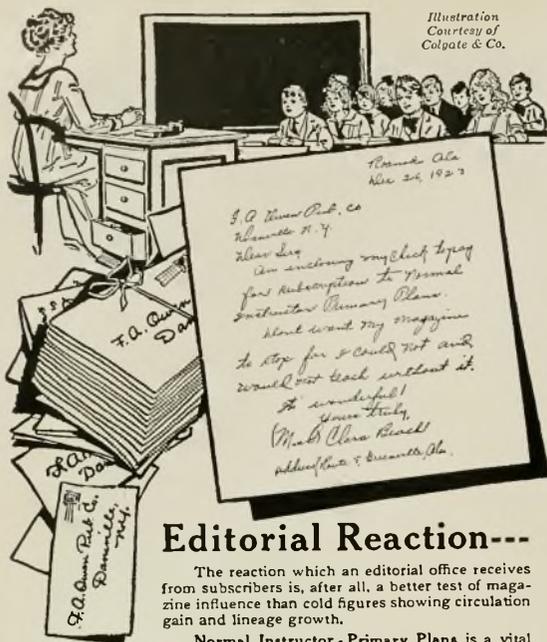
The New York Times

The New York Times is undoubtedly our greatest newspaper. From the news point of view every copy of The Times is a masterpiece of craftsmanship. And it is gratifying to record that it is as much the creation of the profession of journalism as may be found in New York today..... No newspaper in the country is freer from outside control, none more wholly divorced from other business enterprises, none with publishing standards of greater integrity.

From "Can Journalism Be a Profession?" by Ernest Gruening, in the Century Magazine for September, 1924.

The news in a newspaper is its reason for existence. All sorts of "features" are added to attract and hold the interest of this group and that...but if the news were omitted it wouldn't be a newspaper. The only genuine newspaper in all the large cities of America is The New York Times.

From "The Continent"
August 28, 1924



Editorial Reaction---

The reaction which an editorial office receives from subscribers is, after all, a better test of magazine influence than cold figures showing circulation gain and lineage growth.

Normal Instructor-Primary Plans is a vital force in the business of teaching. Look through an issue. See the great number of useful, helpful ideas packed into the reading columns. It offers the best thought of America's leading educators.

Normal Instructor-Primary Plans is a wide and busy avenue leading to a great body of progressive, wide-awake teachers over 160,000 strong.

We suggest a liberal recommendation on your next schedule.

F. A. OWEN PUBLISHING COMPANY, DANSVILLE, N. Y.

CHICAGO
1018 So. Wabash Ave.
C. E. Gardner
Advertising Manager

NEW YORK
110 West 34th Street
George V. Rumase
Eastern Representative



NORMAL INSTRUCTOR and PRIMARY PLANS

FOR TEACHERS OF ALL THE GRADES AND OF RURAL SCHOOLS

Member Audit Bureau of Circulations

invited as a guest, wearing tan shoes with evening clothes, etc.

To become a full member, the novice must prove ability to detect some of the more complicated forms of errors, such as requesting one's escort to fish for an earring accidentally dropped in a plate of soup, rendering assistance to an elderly lady going upstairs by forcibly pushing from the rear, congratulating a friend on the death of a wealthy uncle, etc.

To merit the title of First Degree Sneerer, the full member must prove ability to detect errors in industrial and financial circles, such as putting the president of a concern where he belongs by inspecting the label in his hat, appearing before a Board of Directors' meeting wearing a wolf head (or any other kind) stickpin, sizing up the credit standing of an organization by the crinkle of the company's stationery, etc.

To earn the title of Thirty-third Degree Sneerer calls for the highest finesse. The candidate seeking this honor must prove ability to detect errors that will likely pass unnoticed to any but an expert. Examples follow: Discovering a dropped stitch in the hosiery of your dancing partner; detecting the presence of hidden moles; judging the social standing of your week-end guest by the tires he uses on his car; sensing evidences of pyorrhea.

The remainder of the by-laws consists of a series of exercises to be indulged in daily before a mirror, for the purpose of cultivating the most expressive form of sneer.

The question is, what shall be done about all this? Shall the Cult of the Sneer be permitted to grow at its present rate, or shall advertising legislation step in and control the operation of this society before our billboards and magazine pages become one wide sneer?

Agricultural Publishers Association

First session of annual meeting will convene at 2:00 p. m., October 15, in the LaSalle Hotel, Chicago. The board of directors will meet in the Association offices, 75 West Monroe Street, that city.

R. L. Burdick

Who resigned a year ago from the headquarters office of the Associated Business Papers, Inc., New York, to become executive secretary of the national association of directories, has returned to the A. B. P. office, succeeding Robert Douglas, deceased.

Minna Hall Simmons

Formerly on the advertising staff of the New York *Globe and Commercial Advertiser*, and the *Evening Telegram* is now associated with the Powers Re production Corporation, New York.

Brooke, Smith & French, Inc.

Detroit, appointed advertising merchandising counsel for the Kelvinator Corporation, manufacturers of electric refrigeration equipment for domestic use, same city.



STANFORD BRIGGS INC.
ADVERTISING ART
392 FIFTH AVENUE, N.Y.C.

Layouts, designs, and illustrations for every purpose in every practical technique.

An Idea from the Theater

THE next time that your advertising department goes on a superlative debauch—labeling everything as the “best,” “finest” or “most remarkable”—try the experiment of purchasing a theater ticket for a serious product and presenting it to the man responsible for the preparation of the copy.

The next morning ask him how he enjoyed the play and inquire casually if he did not think that the actors who were repressed and quiet in their work were far more effective than those who raved and ranted around, those who spoke in italics and gesticulated in bold-face. It isn't the actor who tears his hair and emotes all over the stage that wins his audience, but the man who, by the naturalness of his acting, suggests confidence and realism.

This is the keynote of present-day theatrical productions, with such notable examples as “Outward Bound,” “White Cargo” and “Tarnish,” and it is also the keynote of effective advertising. In both cases repression and restraint are far more convincing than exaggeration and superlatives.—*Retail Ledger*, Philadelphia.

A. A. C. of W.

At a meeting held at the New York Advertising Club, the Executive Committee of the A. A. C. of W. voted on budgets totaling \$295,411. The association ended the fiscal year (May 31) with \$37,427 cash as against \$9,730 the year before. Total assets are \$143,914 as against \$85,144 a year before, while the surplus is \$83,261 as compared with \$41,742 in 1923. John H. Logeman, Chicago, was appointed chairman of the national exhibit committee in charge of the advertising exhibit at the Houston Convention.

Herbert S. Houston, New York, was reappointed chairman of the Publications Committee; Paul T. Cherington, chairman of the National Educational Committee; George W. Hopkins, chairman of the Speakers' Bureau, and Frederick M. Feiker, chairman of the committee on *Associated Advertising*, the organ of the Associated Advertising Clubs.

Reuben H. Donnelley of Chicago; Samuel C. Dobbs, Atlanta; Rowe Stewart, Philadelphia; Wm. C. D'Arcy, St. Louis, and E. D. Gibbs, Dayton, were appointed as a President's Advisory Committee.

The Window Display Advertising Association and the National Publishers Association were voted into membership as departmentals of the National Advertising Commission, affiliated with the A. A. C. of W.

Rickard and Company, Inc.

New York, will direct the advertising of the Eisemann Magneto Corporation, same city. This includes both radio and magneto departments.

Do You Know Which Trade Journal Carries The Most Advertising of Radio Receiving Sets



We have just had an audit made covering the month of August, 1924.

We will be glad to supply you with a copy of this audit.

It shows that the Talking Machine World, “the Big Book with the Orange Cover,” leads all trade papers in all fields in the advertising of radio receiving sets. It leads them all by over 100%, and this includes the electrical, the hardware, the exclusively radio, and the other music trade papers.

EDWARD LYMAN BILL, Inc., Publisher
383 Madison Avenue, New York



A few bound copies of Volumes I and II are still available. ☐ The price is \$5 each and includes postage. ☐ Each volume is complete with index, cross-filed under title of article and name of author, making it valuable for reference purposes. ☐ Address Circulation Manager, 52 Vanderbilt Avenue, New York.

Recently Published

BY THE CENTURY COMPANY, New York—"Lead, the Precious Metal," by Orlando C. Harn. An excellent book, written in popular style, by the advertising manager of the National Lead Company. Lead is followed from the mine through the refining processes and into its many uses in industry. The book also goes into the fascinating relationships of lead and radium, and lead and imitation gems. Illustrated, 320 pages. Price, \$3.

BY DOUBLEDAY, PAGE & COMPANY, Garden City, N. Y.—"The Genius of American Business," by Julius H. Barnes, President of the Chamber of Commerce of the United States. Sets forth in interesting style the philosophy underlying American business. This philosophy Mr. Barnes elaborates in a series of chapters devoted to the nation's important industries, showing that the fundamental basis of our genius is a composite of the belief in individual effort, the factor of equal opportunity and the spirit of fair play. 154 pages; price, \$1 net.

BY THE SUN, New York—"Selling Automobiles in New York City." Booklet prepared by the Research Department. It gives information as to the trend in automobile registration within recent years, the number of different cars marketed in the New York territory, the probable increases in automobile owners in 1926, 1928, 1930 and 1960, the effect of recent tax reductions on automobile sales, etc.

BY THE NEW YORK TIMES—"Typographical Standards," a sixty-four page booklet prepared by the Advertising Production Department, under the direction of Ben Dalgin. This is a second and enlarged edition of an earlier work, and contains additional features and explanatory text giving reasons for the adoption of the stringent rules by which the typography of *The New York Times* advertising columns is regulated. The booklet should prove of value to every advertising executive. Of particular interest is a four-page insert dealing with the use of blacks in newspaper advertising, prepared by a special committee of The Artists' Guild. Proper and improper methods of reproducing illustrations for newspaper advertisements are shown.

BY MCGRAW-HILL BOOK CO., INC., New York—"Business Writing," by S. Roland Hall. The author has a number of other textbooks to his credit, all dealing with some phase of advertising, selling and business management. In this latest volume he has attempted to set forth in concise form the essentials of various branches of business writing as they have demonstrated themselves to him in an experience of more than twenty years in the business departments of newspapers, as an advertising manager and as advertising agent and writer for business magazines. Some of the subject matter covered relates to articles of a general business nature, writing for house organs, the drawing up of reports and the writing of advertisements. It is a companion volume to the author's "Handbook of Business Correspondence." Illustrated, 201 pages, plus index; \$2.50.



50 YEARS TO GROW THE WALNUT

FOR a quarter of a century *The Grand Rapids Furniture Record* has served furniture and home-furnishings retailers.

Of especial importance to advertisers is the way in which this business paper has influenced the dealers' buying habits.

Because of the volume of requests from retail buyers, it is necessary to maintain an editorial assistant whose chief duty is to answer inquiries as to where this or that may be purchased.

Our catalog file holds hundreds of catalogs and price lists and we are able to direct a prospective buyer to the firm that manufactures exactly what he wishes to stock.

This is one of the ways in which we serve the industry and our advertisers. It is one reason why our circulation lies among the worthwhile stores in the field—why the

average buying power of our dealer-readers is a little more than \$105,000.00.

Figures for the last month reported, show that *The Furniture Record's* circulation is greater than any other publication's in this field. That, however, is not of such importance as the nature and character of this circulation.

It takes a walnut tree fifty years to grow, while a catalpa matures in ten. From the walnut is fashioned beautiful furniture for your home. The catalpa is sometimes used for fence posts.

A thought in that for the advertiser. *The Furniture Record* is the oldest A.B.P. publication devoted to this field. Past performance has proved its value as an advertising medium. May we tell you more about it and the field it serves?

Members of the A. B. P., Inc.
A. B. C. Audited Circulation.

The Grand Rapids Furniture Record

Grand Rapids, Michigan—U. S. A.

Published by
THE PERIODICAL PUBLISHING COMPANY
Also Publishers of
The Furniture Manufacturer & Artisan
The American Furniture Director
Within the Home
Home's Charming
Better Furnitures, and
Books for the Industry



GOOD HOUSEKEEPING & STRATEGIC MARKETING

"LET IT BE remembered that often the advertiser is likely to tire of his make-up long before the public does . . . he sees it much more. Maybe Napoleon sometimes yearned to give his old clothes to the poor. And one has frequently heard of celebrated actors and novelists who grew weary, at times, of themselves as the world loved them. In a word, let us who would make ourselves memorable hitch our wagon to an idea, and follow that idea as it were a star." — Robert Cortes Holliday in *Advertising and Selling Fortnightly*

No. 11 (If you have not seen numbers 1 to 10, we will gladly send them.)



Someone remarked at the recent London Advertising Convention, "Building an advertising character is just the same as building a human character." We believe, however, that the building of the former is a bit more difficult, for a person's character seldom touches upon the millions that an advertising character does.

—GH—

FOOD accounts totaling 71 were carried in *Good Housekeeping* during the first six months of 1924. Next nearest woman's publication carried 65.

—GH—



The Kansas City (Mo.) Star of July 12th gives the following program for the married man the first five days after his wife goes away for the summer:

1. Sends electric curling iron.
2. Sends GOOD HOUSEKEEPING for October, 1923.
3. Sends pattern for baby's rompers.
4. Sends crochet needles, beads and book of instructions for making beaded bag.
5. Gathers up all loose sewing and toilette articles lying around in wife's room, and sends them in box.

—GH—

HOUSEHOLD EQUIPMENT accounts totaling 152 were carried in *Good Housekeeping* during the first six months of 1924. Next nearest woman's publication carried 83.

—GH—



"Success, as someone so pertinently observed, is nothing more than doing what you can do well; and doing well whatever you do, without the thought of fame."

"The story of *Good Housekeeping Institute* is made especially interesting because it illustrates this formula so completely. Success came to the Institute because it accomplished as well as it knew how the work it elected to do. And fame came because at no time was there any thought of fame." — From the foreword in "*The Story of Good Housekeeping Institute.*"

The manufacturer of a condiment has cashed in strongly on the influence of *Good Housekeeping* as a household buying guide. Against the competition of three well-known and highly-rated women's magazines, *Good Housekeeping* pulled more inquiries than the three others combined. It is safe to say that such reader influence will benefit your sales.

—GH—

For twelve months now *Good Housekeeping* circulation has been over the million mark.

—GH—

According to Radio News, there are 11,200,000 homes in America without automobiles, and 12,800,000 with automobiles. A good portion of these homes without are going to have cars soon. A good portion of these homes with are going to have their cars exchanged for new automobiles. *Good Housekeeping's* circulation stretches over both these classes with an influence that leads to the buying of merchandise advertised in *Good Housekeeping*.

—GH—

BUILDING MATERIAL accounts totaling 56 were carried in *Good Housekeeping* during the first six months of 1924. Next nearest woman's publication carried 18.

—GH—

663 out of 2790

Because more than half the population lives in only 2790 places of all the 131,000 places in the country—

And because the remainder comes in from its farms and rural communities to do most of its shopping in these points, retail stores are concentrated almost entirely at these 2790 cities, towns and villages.

Some of these places are more important than others; so much so that 70% of the total retail business is being done in only 663 of these 2790 places. Do you know where these 663 trading centers are?

Knowledge of conditions such as these make marketing questions simpler. The Marketing Division of *Good Housekeeping* will be glad to confer with you on your problems.

The Franklin Baker Company testifies: "In the last few months we have had very definite evidence of *Good Housekeeping's* pulling power.

"Our March four-color page featured an offer of a free can of our new Southern Style Coconut. In a little more than three months from the time of this insertion, we received 25,000 requests. These results were far beyond our expectations."

—GH—

When arranging the physical appearance of an advertisement, attractiveness must be uppermost in the mind of the advertiser. People buy magazines and newspapers to read fiction, articles and news, not to read advertising. Therefore, your advertisement must appeal to the reader the minute his eye lands on it. It must even draw the reader's eye from another point on the page, and hold it there. As Advertising Technique puts it: "People are wary; ad-shy, so to speak. If you want to talk to them, you must first lure them within range. Then be careful not to do anything to scare them away again."

—GH—



A wood product association recently wrote us: "It may interest you to know that in our advertising, *Good Housekeeping* has consistently led the woman's field and has done so by a very appreciable margin. As a matter of fact, it detaches itself from the list of women's and general magazines, and shows returns that classify it with the several magazines that devote themselves exclusively to interior decoration and landscape gardening."

—GH—

HOUSEFURNISHINGS accounts totaling 71 were carried in *Good Housekeeping* during the first 6 months of 1924. Next nearest woman's publication carried 55.

—GH—

Again we quote, Advertising Technique: "In no other profession does there exist a greater need for more good book reading than in the advertising profession. First, from a recreational standpoint; second, from a point of interest; and third, from the importance of having 'shop spoken to him' by the acknowledged leaders and connoisseurs of his chosen profession."

This page, appearing now and then, is published by *Good Housekeeping* in the interests of better advertising and marketing. Address, 119 W. 40th St., N. Y.

The Advertiser's Weekly

The Organ of British Advertising

The only weekly paper in the British Empire exclusively devoted to Publicity.

The only Advertising Publication in Great Britain giving audited net sales figures.

Published for all who wish to be informed on British advertising and its developments.

Subscriptions \$5 annually, post free. Advertisement rates on application to New York Office
52 Vanderbilt Avenue N. Y. City
or New England Office—c/o Mr. Frank E. Willis, 148 State St., Boston, Mass.

THE JEWELERS' CIRCULAR, New York, has for many years published more advertising than have seven other jewelry journals combined.

MULTIGRAPH RIBBONS RE-INKED

Our process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

Send 2 Ribbons to be Re-Inked at our expense
W. SCOTT INGRAM, Inc.
Dept. C, 85 West Broadway NEW YORK CITY

BUILDING AGE and THE BUILDERS' JOURNAL

Subscribers have proven purchasing power of nearly two billion dollars yearly. Reaches contractors, builders, architects, etc., of known responsibility. Published monthly for 48 years.

Member A. B. C. and A. H. I.

239 West 39th St., New York; First National Bank Building, Chicago; 320 Market St., San Francisco.

Selling Department Store

[CONTINUED FROM PAGE 22]

tomers from going elsewhere to buy. But his entire strategy is to buy just as little trademarked goods, or advertised goods, as possible; and then often in order to seize temporary advantage by cutting price.

This price-cutting question is an old one, of course, and the status of it is gradually becoming clear. The department store is, as a class, the most persistent violator of the price maintenance idea; 98 per cent or 99 per cent of small retailers are entirely sold on the price maintenance idea.

THE department store, in principle, is determined to maintain an individuality. It doesn't want to be a purveyor of standardized goods at standardized prices. It wants to be "different." But it is now becoming clear that mere price cutting of standard goods—pirating advantage from the reputation which a manufacturer spent good money to develop, is a blind alley of individuality. The public, if you please, is "on to" it. It has been hearing the price maintenance quarrel for twenty years; in court cases, Congressional hearings, speeches, articles and propaganda. An editor of a famous woman's magazine once frankly advised his readers to buy the "cut price" trademark article offered by stores as bait—and stop right there. That would excellently "queer" the game of the department store price cutters, who are perfectly willing to lose a few cents on an advertised article in order to get women in the store to buy other things.

But the department store men are, after all, pretty good business men, and they are adjusting themselves to facts and "seeing bigger." They are seeking the desired individuality in style leadership; special reputation for one thing or another, on a broader basis than merely selling Campbell's soup or Gillette razors at a few cents off. They have indeed become merchants on a far bigger scale by giving attention to cooperation in management, cutting down costs, actual financial consolidation, and other developments. E. A. Filene predicts an era of chain department stores; but actually the era is already here.

More of the big department store merchants realize the mistake of hoping to create the demand for all their merchandise sales. They see that they are distributors to an inevitable degree, even if their aspirations for individuality are high. The tale of John Wanamaker's \$500 cockatoo is often told; how he offered it in his advertisements merely to give his store a special individuality. Nobody else had a \$500 bird to sell! It is realized today that such stunts are dubious; the space might have produced more profit if he had

sold some good merchandise with a trademark. There is a great deal of opportunity to be individual even if you sell standardized goods, without selling antiques or *rareus aves!*

The tendency toward putting department stores into chains is now in full swing. There are 47 chains in existence today. Public attention was focused on the Kresge chain recently organized, with a capital of \$25,000,000 (including Plaut of Newark and Palais Royal of Washington). But the May stores have long been established, and there are chains with nearly 100 unit stores.

Something more about the older and more prominent chain may be pertinent. The May Shoe and Clothing Company was founded in 1899 in Denver. In 1902 the owners acquired "The Famous," which business had been established twenty years prior to that date. Upon the acquisition of that business it was enlarged into a general department store.

In 1899 the same owners established the May Company of Cleveland; also a general department store. All these stores occupy central retail locations. Early in 1911 the company acquired the business of the William Barr Dry Goods Company, of St. Louis, and subsequently consolidated it with the business of the St. Louis store under the title of Famous & Barr Company. A new building has been constructed upon the block square of Sixth, Seventh, Locust and Olive Streets, St. Louis, and has been occupied by the company since September, 1913.

IN June, 1912, they purchased the entire stock of Boggs & Buhl, a New Jersey corporation, conducting a department store in Pittsburgh. The Boggs & Buhl Company was subsequently sold in 1915.

During 1912 they also acquired the entire capital stock of the M. O'Neil & Company business, operating a store in Akron.

The income account of the May company by years is:

1916	\$23,309,502
1917	30,347,482
1918	35,637,660
1919	41,179,261
1920	57,062,414
1921	68,254,715
1922	58,981,639
1923	61,685,253

After the payment of Federal taxes, interest, depreciation, general expenses, etc., they paid dividends during these years as follows:

	Preferred	Common
1916	\$534,188	\$412,500
1917	512,531	412,500
1918	499,537	750,000
1919	477,831	750,000
1920	459,637	900,000
1921	437,500	1,262,166
1922	424,375	1,589,643
1923	406,375	1,559,748

Not to be cut but painted

NOW you can buy **Painted Outdoor Advertising**—from your office desk

Standardized

In 100 leading Cities in the United States and Canada

STANDARD cost per showing
STANDARD distribution
STANDARD maintenance
STANDARD construction

A booklet describing this advantageous plan will be sent to any executive. — Write to **PAINTED OUTDOOR ADVERTISING ASSOCIATION** Custer Avenue, Detroit, Michigan



12 Million Circulation
in 100 cities for
\$423 per day



Every Reader— A Food Purchaser

THE Hostess is not sown broadcast; it is *planted*. It costs the grocer real money and he gives it only to valued customers and desirable prospects—every one the food purchaser for a prosperous family.

The Hostess is a personal message from the grocer to his customers. For this reason he must carry in stock every item advertised in its columns. No other medium exerts so powerful an influence in securing and maintaining distribution.

If you have never examined a copy, you will be amazed at the quality of The Hostess, equal in editorial value, profusion of illustrations and beauty of typography to any woman's magazine published barring none.

A request on your letter head will bring you sample copy, rate card and our special plan for helping you secure wider distribution. You cannot afford to overlook this remarkable food magazine, unlike any other. Let us prove its value as an advertising medium.

The HOSTESS

Published and Distributed by
THE ALLIED GROCERS, Inc.
1767 Broadway, at 57th St., New York



At \$17.00 a word you could hire the joint services of George Ade, Irvin S. Cobb, Sinclair Lewis, Rex Beach and Booth Tarkington to write your copy. Yet --- that's the average price some advertisers paid to PRINT words written by almost anybody.

See Berrien's Big Black Book

Goode & Berrien,
Advertising Counsel, 19 West 44th Street, New York

The earnings per share on

	1923	1922	1921	1920	1919
Preferred Stock	\$100.09	\$71.96	\$74.07	\$64.59	\$41.21
Common Stock	19.61	17.92	20.96	24.92	15.40

This gives an example of what may be expected of chains of department stores. Gimbel's is another striking and up-to-date example, as it has just been listed on the New York Stock Exchange, and is about to open Saks & Company's big new Fifth Avenue Department store. Both Saks' stores in New York, as well as Gimbel's in New York, Philadelphia and Milwaukee, are in the Gimbel group.

Department stores are heavy advertisers by necessity, the percentage of expenditure running from 2½ to 4 per cent, with the average of about 3 per cent. Gimbel's spends 3 per cent, or about \$2,179,000 per annum. The Associated Dry Goods Stores spends about 3 per cent or \$1,800,000, and Macy's, \$1,488,000.

An outstanding fact about department store advertising is that most of it is devoted to novelties, style and seasonable goods—merchandise on which the profit is long. It demonstrates the fact that the department stores are still as a class obsessed with desire for large ratio of profit as against rapid turnover on advertised goods in general demand. In this they are, of course, directly contrary in policy to chain stores, which aim to sell any goods most in demand; and more and more advertised goods.

THE average sale in a department store is an interesting figure. In 1923 the average for all the department stores reporting to the Federal Reserve Board was \$2.23, and in 1924 it was slightly higher, \$2.26. Sales in 1924 were 8 per cent larger than a year ago. Chain stores continue to gain faster than department stores; the per cent of increase over 1924 being 14 per cent larger than 1923, which was a 6 per cent greater gain than the department stores showed.

It is interesting to know that the oldest department store in the world—Bon Marche, of Paris—is still the largest. Marshall Field is next. (Incidentally, Field's has absorbed the Rothschild store in Chicago, operating it under another name and thus going into the chain store field.) Wanamaker's of Philadelphia is third, with Wanamaker's of New York fourth. Macy's has had a large growth, ending with a huge new nineteen-story addition, adding one-third to floor space. But although volume has grown from \$35,000,000 in 1920 to \$46,500,000 in 1923, profits have not kept pace; in fact, the profits remained stationary—about \$3,100,000.

Gimbel Bros., Inc., have now attained a major size—with a volume for 1924 of \$101,544,461, as against \$72,644,768 in 1923. This volume, of course, includes Saks & Company. Gimbel's is making more net profit in ratio to sales than Macy's. Its profit for 1924

(fiscal year) was \$7,378,646, as against \$5,043,605 in 1923. This is a growth in profits of almost 50 per cent as against no growth for R. H. Macy. Gimbel's has a surplus of \$6,250,000.

The Associated Dry Goods Corporation (owning Lord & Taylor, C. G. Gunther and other stores) had a combined profit of \$3,668,407 during 1923, a slight advance over 1922, and paid nearly \$2,000,000 in dividends.

Selling to such large groups is thus a matching of wits with highly trained, highly capitalized buyers whose most typical practice is to purchase surplus or bankrupt stocks at a bargain or sell private brand goods. "Bargains" are often at the expense of the lifeblood of manufacturers who are compelled to sell; or contract manufacturers.

It is an open question whether the coming of the chain store idea in department store development will not result, even if gradually, in a reversal of policy of selling unbranded or bargain merchandise, and an acceptance of the principle now beginning to rule chain stores, of selling standard goods which have a brisk demand. Inevitably the fetish of "individuality" will give way, in an era of chain department stores, to a greater uniformity demanded by centralized authority; and such uniformity of policy will be a cold-bloodedly business-like one with no false sentiment or pride. Manufacturers may hope to have more consideration from such chains than from present stores, provided they have advertised their goods to the public with sufficient force to have a real, not a merely boasted turnover. In other words, the sale of goods to such larger units will be less by pressure on price and terms, and more on salability and turnover, attained through vigorous national and trade advertising.

The Magazine Club

Is the new name of body formerly known as The Representatives' Club. When the club was originally organized, the term "Representative" meant "magazine representative." Today the word applies to representatives of all other kinds of advertising media. Since the members of the club are strictly interested in the selling of magazine advertising, the name was changed to The Magazine Club. The object of the club, as expressed in the constitution, was changed to read: "To promote the interests, influence and extension of magazine advertising, and to cooperate with other clubs and organizations in the development of better advertising." The officers are: Gilbert T. Hodges, president; J. P. Maynard, first vice-president; W. F. Shea, second vice-president; E. L. Townsend, secretary; Elliott D. Odell, treasurer. Meets at the Advertising Club, New York.

"Better Homes and Gardens"

Des Moines, Iowa, announces that Byron H. Dawson of the home office advertising department is to represent the publication in western territory, with headquarters in Chicago, and that Paul R. Baugh of Detroit succeeds Mr. Dawson at Des Moines.



Preparing for Leadership

Have you ever talked to a boy who is exhibiting his Boy Scout uniform for the first time? If so, you have felt part of the thrill and pride he radiates—the thrill of wearing a uniform, having a badge and belonging to a national organization which offers training in all the things a boy most admires—pride because of his new responsibility in living up to Scout ideals of service and preparedness. There are approximately 465,000 registered Boy Scouts and the number is constantly increasing. These eager, enthusiastic boys are preparing for leadership. Just as they are the "active element" in the younger generation today they will be leaders of tomorrow. Sell them your product through the pages of BOYS' LIFE—their official magazine. It covers the Scout Field.

BOYS' LIFE
THE BOY SCOUTS' MAGAZINE

200 Fifth Ave. Union Bank Bldg. 37 So. Wabash Ave.
 New York, N. Y. Los Angeles, Cal. Chicago, Ill.

HOTEL ST. JAMES

109-13 West 45th Street, Times Square
 NEW YORK, N. Y.

AN hotel of quiet dignity, having the atmosphere and appointments of a well conditioned home.

Much favored by women traveling without escort.



Rates and Booklet on application
 W. JOHNSON QUINN

For 15 years the leading best equipped business research organization.

Surveys and special investigations—dealer questionnaires anywhere in U. S. \$1.50 per dealer, 75c consumer.

Industry researches on over 300 lines available at \$150 and upward.

BUSINESS BOURSE

J. GEORGE FREDERICK, President
 15 W. 37th St., New York, N. Y.

RADIO Market and Field DATA

Where can I procure a list of reliable manufacturers' agents?

What are the logical retail outlets for radio apparatus, in order of preference?

How many dealers are there selling radio?

What would be the soundest dealer policy on radio apparatus?

Is a time payment plan necessary for all types of radio receiving sets?

What do you believe to be the prospective development in selling radio apparatus during the next five years?

If you would like to have the answers to these and other forty-two pertinent questions, write to

RADIO
Merchandising
THE MAGAZINE OF THE RADIO TRADE

342 Madison Avenue New York

PHOTOSTATS for economic and effective VISUALIZATION

of

Campaigns, layouts, suggestions, borders, illustrations, booklets, charts, diagrams, maps, sketches, reports, letters, books, checks, testimonials, lettering, blueprints, advance plans.

Oftentimes you want something reproduced quickly and correctly. It might be an exceptional testimonial letter, a report, a newspaper clipping, etc. Within a few hours you can have on hand one or more Photostat reproductions in enlarged or reduced sizes, and at a cost lower than you'd expect.

Our service is rapid as well as reasonable. Out of town orders are mailed the same day as received. Local orders are delivered within few hours.

Send us a letter, cutting, or photo for reproduction. We will quickly return the original with Photostat for your consideration.

COMMERCE PHOTO-PRINT CORPORATION

50 Maiden Lane, New York City
Telephone: John 3697

Quicker and cheaper reproduction

Marketing Products in Norway, Sweden, Holland

[CONTINUED FROM PAGE 19]

read a solid type advertisement, whereas he will not trouble himself in the least about glancing at a picture. More peculiar still is the fact that the Swede is identically the opposite. Every nation, of course, has its own pet idiosyncrasies, but those of Norway and Sweden should be noted particularly; for a knowledge of the habits and preferences of both races will double or treble the value of an advertisement.

Norway is always a good market. Her people are prosperous. Her industries—fishing, canning, nitrate and chemical—are stable and unflinching in their yield of financial results. In addition, the vast water-power with which Norway is blessed makes cost of production exceptionally low; consequently, industries progress with tremendous speed, unhampered by heavy production expenses or labor troubles. The rate of exchange is almost normal, and a manufacturer is assured a good return on his investment.

THE only really satisfactory center for distribution in Norway is Christiania, the capital. It is a prosperous city, the railroad center of Norway, and a rapidly growing port. Many towns in Norway whose chief industry is fishing or canning also constitute profitable markets. The most satisfactory cities upon which to concentrate in an advertising campaign, however, would be Christiansund, Stavanger, Trondhjem, Bergen, Hammerfest and, of course, Christiania.

Advertising rates are reasonable and results show quickly. The mentality of the Norwegian is similar in many respects to the mentality of the American. As has been stated, he is always ready to try something new, is quick to respond to good advertising, and possesses the decided asset of knowing just what he wants.

The first thing that strikes a manufacturer who is marketing his product in Denmark is the extraordinary results obtainable from so small a territory. As regards its advertising and marketing possibilities, Denmark consists of little more than Copenhagen, but the results that can be obtained from a small advertising campaign laid out with Copenhagen as the center are little short of amazing.

The buying mentality of the Dane is peculiarly complex. The German influence is noticeable but, queerly enough, although the country itself is divided from Germany only by the Kiel Canal, this influence is not nearly so obvious as in the Swede, who is divided from Germany by the Baltic Sea. The potential buyer in Denmark retains

much of the keen intelligence of the German, without any of the latter's traditional stolidity.

When it comes to a quick reading of advertisements and a readiness to try a newly introduced specialty, there is a striking similarity between the Norwegians and Danes. If a manufacturer is losing money in another country, Denmark and Norway are certain to yield him good results, subject to his specialty being marketed as I have advised.

To be successful in the countries under discussion, a manufacturer should make an intelligent study of the market, with particular emphasis on the mentality and buying habits of his prospective customers. Unfortunately, many American manufacturers have failed in foreign markets solely because they failed or refused to recognize that the foreign buyer has any sense. This may sound harsh, but during many years of travel and study of foreign markets I have come across a host of failures. Some manufacturers failed simply because the product had no chance. Others because they were endeavoring to use the same methods that they employed in the United States or Great Britain. As I stated in a previous article, in many Latin countries it is far easier to sell a low quality product packed in an attractive container at a higher price, than to sell a high quality product in an unattractive container at a low price.

An example of what I mean by the "buying mentality" of the foreigner will demonstrate the extreme importance of making a careful study of a potential customer's likes and dislikes.

SOME years ago an antiseptic soap and ointment were placed on the American market with great success. After a short time the firm decided to place its specialties abroad. The owners of the business thought they knew everything there was to know about foreign markets.

According to them, the foreign buyer "would buy anything that was offered." In spite of repeated warning from both their British jobbers and their foreign advertising counsel, they went at the matter in their own particular way. They started to Americanize Europe, with the inevitable result. The whole proposition proved a dismal failure.

During the course of this costly experiment the proceedings were being watched by an American who had made a study of foreign markets. He felt certain that if the soap and ointment had been placed on the foreign market in an intelligent manner, with due re-

The
Eleventh Convention
of the

A·B·C·

(AUDIT BUREAU OF CIRCULATIONS)

will be held at the

Hotel La Salle
Chicago

October 16th & 17th

NINETEEN · TWENTY · FOUR

The **DINNER**

NIGHT OF OCTOBER 17th

WILL BE HELD AT

The **DRAKE**

MAKE RESERVATIONS EARLY

Hotel Belleclair



Only a Few
Minutes from the
Shopping and
Theatrical
District

The Highest Class and
Most Conveniently
Located Hotel on the
West Side.

Room and bath, \$4.00.

Write for Booklet.



**BROADWAY AT 77TH ST.
NEW YORK**

American Lumberman

Est. 1873 A. B. C. CHICAGO

With over 100 paid correspondents in the largest producing and marketing centers the American Lumberman—published weekly—effectively

COVERS LUMBER FIELD

Advertise Knit Goods

in the only two papers that cover the knitting industry completely.

**UNDERWEAR & HOSIERY REVIEW
SWEATER NEWS & KNITTED OUTERWEAR**
321 Broadway, New York

The Standard Advertising Register

is the best in its field. Ask any user. Supplies valuable information on more than 8,000 advertisers. Write for data and prices.

National Register Publishing Co.

Incorporated

15 Moore St., New York City
R. W. FERREL, Manager

National Miller

Established 1855

A Monthly Business and Technical Journal covering the Flour, Food and Cereal Mills. The only A. B. C. and A. B. P. paper in the field.

850 W. JACKSON BLVD., CHICAGO

gard for the buying mentality of the people, success would have rewarded the effort. He made up an almost identical soap and ointment, called it by an appealing name, packed it in an attractive container, and went ahead in his own way to market these products in continental Europe. At every step he studied the reaction of his buying public.

The net result of this intelligent marketing is best shown in the statement of their advertising agent to the writer that they are now selling over three million cakes of the soap a month, and close on two million tins of the ointment. No other antiseptic soap or ointment has the remotest chance of success in continental Europe now, as this man's products hold the market. It would be difficult, if not impossible, to entice customers from these products, since they realize they were approached in an intelligent manner. The foregoing incident illustrates conclusively the difference between a manufacturer who goes ahead with his eyes closed, and one who gives the foreign buying public credit for a certain amount of common sense and studies their buying mentality.

Sweden, as has been stated, is an unreliable market. Should a manufacturer be determined to enter this market, however, the most satisfactory plan would be to operate upon a basis directly opposite to that adopted in Norway. The Swede is probably the most Germanic of all the continental nations. He is slow to take up new specialties. (Incidentally, this is not a Germanic trait.) He will not bother to read type for, unlike the Norwegian, he is picture-minded. The prospective marketer must remember also that the Swede is essentially a strong, husky man, accustomed to the cold. Owing to this one fact alone certain specialties cannot be introduced successfully on the Swedish market.

THE most satisfactory center upon which to base an advertising and marketing program in Sweden is Stockholm, the capital. The city is thriving and wealthy, and of considerable size. It is the center of a great deal of railroad and maritime traffic. Gothenberg is also an import seaport, and since the war has been growing rapidly in size. If a definite advertising campaign is to be carried out, the two aforementioned cities and the city of Malmö will prove the most satisfactory. Advertising will yield results, and if properly placed exceptionally good results in time; but the mentality of the Swedes will necessitate a longer and heavier outlay than in Norway or Denmark. The greatest obstacle to overcome in Sweden, especially for proprietaries and specialties, is the customs regulations. Once these are complied with, however, it is possible with hard work and patience to create a market here.

Holland is a good market in every sense of the term. Customs restrictions are not so stringent as to impede

the manufacturer to any extent. The Dutch are hardworking, thrifty, level-headed, and good buyers. There are many large and thriving cities. Holland probably has more large industries than any other country of her size. In addition, she has a tremendous agricultural production, and important glass, seed and ultramarine blue industries. Rotterdam is the opening for a great volume of sea traffic.

For the marketing of a specialty Amsterdam is the logical center of distribution. An advertising campaign distributed over the cities of Amsterdam, Rotterdam, The Hague, Leyden, Utrecht, Haarlem, and possibly Dordrecht and Arnheim, would be productive of good results. The Dutch are responsive to advertising, and the most satisfactory mediums are the newspapers.

THE American manufacturer marketing his goods in Holland must remember that the Dutch have a great sense of determination. For centuries they have waged an unceasing war with the relentless sea. They have turned a marshy waste into one of the most productive countries in the world. Even now the greater part of Holland is below sea level, the ocean being kept out by an intricate network of dykes. This sense of determination clings to the Dutchman in his daily life. A manufacturer who succeeds in establishing his product firmly on the Dutch market is assured a stable prosperity.

If an American manufacturer has only a limited appropriation to apply to continental Europe, the cultivation of Denmark and Norway will give him results quickly. Holland will be found a little slow to make returns, while Sweden, it will be discovered, is the most difficult market of all.

Church Poster Competition

A world-wide poster contest for a church poster has been announced by the Poster Advertising Association, Inc., with headquarters in Chicago, Ill. Any artist, amateur or professional, may compete, and the idea is to pictureize the place of the church in the advancement of civilization. Any medium adaptable for reproduction in lithograph is permitted. A first prize of \$500 will be awarded the winning poster; the second prize is \$200 and the third \$100. In addition to the monetary prizes, certificates of award will be given for the next ten paintings which the jury decides are entitled to honorable mention. The contest closes Dec. 15, 1924. Information and full particulars may be had by addressing the association, 307 South Green Street, Chicago, Ill.

William N. Brewer

President of the Otis Lithograph Co., Cleveland, Ohio, died in that city, Sept. 6. He was a pioneer in the art of lithography in this country and had contributed to the art many inventions and improvements. He and his father organized the Otis Lithograph Co. thirty years ago. It has grown to be one of the largest concerns of its kind in the country.



Read By Executives Who Control 80% of the Tonnage Under the American Flag

Of the registered gross tonnage of ships under the American Flag amounting to 15,623,229 tons, MARINE REVIEW is read regularly by executives and officials who control better than 80%.

A National Publication
 Devoted to
Ship Operating
 And
Shipbuilding



In addition, nearly two out of every three copies published go to officers on board ship who are regular subscribers and MARINE REVIEW therefore enables advertisers to cover every important division of the entire shipping industry at extremely low cost and with maximum effectiveness.

MARINE REVIEW'S geographical distribution parallels the industry itself. Nearly 50% of its total circulation is concentrated on the Atlantic Coast. On the Great Lakes it is the dominant publication and its coverage of the Pacific and Gulf Coasts is altogether adequate.

Serving the Shipping Industry for more than half a century. MARINE REVIEW today is absolutely national and international in editorial appeal. Published monthly—subscriptions \$3 a year—forms close on 20th of preceding month. Complete analysis of circulation upon request.

Marine Review

The Business of Transportation by Water
 Published Monthly Established 1870
 Penton Building Cleveland, O.

MEMBER A·B·C **A Penton Publication** MEMBER A·B·P



Mfd. Exclusively by
The Greenduck Co. Chicago

Pat. Pending
Wetmore License

Good Will Advertising that lasts

The truly effective advertising novelty has utility and endurance.

RAZO-NIFE "NOT A DULL MOMENT"

Answers these qualifications to the "N'th degree." The handiest, sharpest knife you ever saw, good for a lifetime of constant use.

Razo-Nife Uses Cast-off Safety Razor Blades
Makes use of a keen edge that is otherwise lost. Just draw the old blades from your razor and use them in your knife. No screws or fasteners—they just snap into place and Razo-Nife is ready to do anything that can be expected of any pocket knife—and a lot more.

The hole in the knife handle makes a clever cigar cutter and the razor edge never tears the wrapper.

The ladies want Razo-Nife too. It's handy for ripping seams and many other little daily tasks. Razo-Nife is the most versatile little pocket item on the market—with its hundreds of uses, still it is unobtrusive; only $\frac{1}{8}$ of an inch thick—just the thing for the end of a watch chain. Made of solid, jeweler's grade, mirror polished nickel silver, with a distinctive design etched on the handle.

Give Razo-Nife to Your Customers

A permanent good will builder that will be carried and used for years. We can make them up in any quantity with your advertisement, trade mark or special lettering etched on the handle. One of the most appreciated good will builders ever produced.

Get a Razo-Nife for Your Own Use

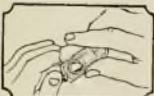
You'll be immensely pleased with it and find dozens of uses for it every day.

Fill out the coupon, pin a dollar bill, and mail it today.

Sharpening Pencils



Ripping Seams



Clipping Cigars

We are the world's foremost manufacturers of advertising novelties of all kinds; badges, buttons, metal specialties, etc.

Ask for our catalog showing a complete line of good will builders for the man at the desk. A large assortment with a wide range of prices.



The Greenduck Company
1725-1741 W. North Ave. Chicago, Ill.

THE GREENDUCK COMPANY,
1725-1741 W. North Ave., Chicago, Ill.

A.P. 9-24

Gentlemen: I enclose \$1.00 for Razo-Nife for my personal use. Please give me quantity prices on Razo-Nife with and without special design etched on handle. I understand that I incur no obligation.

Name..... Firm.....

Street.....

City..... State.....

The "Once-Around" Salesman

[CONTINUED FROM PAGE 16]

quite another matter for the man who follows such a whirlwind to try to clean up the grief which has been created.

This article is not intended for the man who cannot or will not get reasonable volume, but it is aimed to bring out the fact that every now and then a sales force finds itself possessed of an individual who goes in and sells after literally spellbinding his trade. It is all well enough to sell a dealer the utmost quantity, but the dealer in turn must be taught how to move the goods. This is something that the whirlwind salesman never does. In fact, he is the once-over type of individual who can do a splendid job on some lines by calling on his trade twice a year. But when such a representative is put to work on a line which requires thoughtful dealer education, it is simply a case of putting the wrong man on the job. The surest way to find out whether the whirlwind salesman is really a big producer or purely a spellbinder is to put him on a thirty-day territory and have him cover it once a month for six months. If, during that time, he gets repeat orders, the chances are he is that one man in a thousand for whom every sales manager is searching. If he is nothing but a "spellbinder," it will be easy to spot him the second or third time around. Then it becomes a matter for the sales manager to decide just what he wants to do with him.

Often this hypnotizing type of salesman can be employed to good purpose, but certainly he should not be sent into a territory a single time with the expectation that a "plugger" will be able to carry on the work in the same hectic fashion. The sales volume turned in by the plugger will never equal that of the spellbinder. On the other hand, the whirlwind salesman may be sent into a territory with the regular man once or twice a year, bearing in mind that the former will go in and push a lot of goods while the latter will be right on the job for thirty days or more to keep the boat from capsizing. This plan has often succeeded in keeping a territory sold to the maximum, for the work of one man supplements that of the other. The whirlwind in this instance does what the plugger can not, and vice versa.

R. D. Skinner

Formerly president of R. D. Skinner and Company, advertising service, New York, is now an associate in Groesbeck, Hearn & Hindle, Inc., same city

M. W. Burlingame

Little Building, Boston, appointed New England representative of *Mid Week Pictorial*.

"To rise above mediocrity ~ ~ requires enthusiasm and a determination not to be satisfied with anything short of one's ideals."



Drawn by Arthur Rackham; Courtesy Colgate and Company

THOUGH there be romance in your copy, unless you have romance in your illustration the reader who skims through the pages in haste will not find it.

And the readers who hop-read are myriad. They stop to investigate only when the sign-post flashes an inviting signal.

To lure attention your illustration must have distinction. For this you are as dependent on the skilled engraver as you are on the talented artist.

Our craftsmen will surprise you with their deft artistry. By reproduction they frequently transform an illustration that is good into one that is unusual.

The EMPIRE STATE ENGRAVING COMPANY
 ~ 165-167 William Street, New York ~

That Fifth Call!

"Sixty per cent of the merchandise stocked and sold is bought on or after the salesman's fifth call, but only 12.7 per cent of the salesmen ever make five calls," said one thousand retailers in a recent investigation, the results of which may be accepted as typical.

The simple remedy would seem to be to have all salesmen make five calls on each buyer, but if this were economical, don't you think most salesmen would do this? The reason they don't make five calls on each prospect may be one of expense, of limited time or because the salesmen are after prospects who buy easily.

Thus it may happen that upon investigation a manufacturer, for instance, may find a territory only half sold when his salesman reports maximum distribution.

Now, it may be the salesman's fault that he doesn't follow through, but may not some of the blame fall on his house because of lack of proper support?

It is indeed difficult to imagine anything more tiresome than that long wait before a buyer grants a ten-minute interview, which may be constantly interrupted; or to walk in and find the buyer out of town with no chance to see him for sixty days; or to find extensive missionary work necessary. Isn't it a high tribute to salesmen that they sell as efficiently as they do?

Direct Mail Advertising, like salesmen, may irritate or win the confidence of a buyer, depending upon the method of approach.

Because Buckley, Dement & Company has had long experience in the preparation of Direct Mail Advertising, unusually good returns may be expected from campaigns which we prepare and mail. We best describe this by saying: *Directed Advertising Makes Enthusiastic Prospects and Customers.*

In order to eliminate some of the handicaps of selling, most firms are now using direct mail advertising to arouse enthusiasm in customers and prospects. If five calls are necessary to prepare the buyer for definite action, four of these calls may be made by direct mail and then he is ready to buy when the salesman makes his first visit.

New ideas are given to old customers and orders received because of direct mail advertising done. Direct mail advertising returns generally give as accurate a summary of conditions in the field as any personal report. And because direct mail advertising may be presented with almost unlimited variation, the same selling points may be repeated always from a new angle.

The rapid increase in mail selling methods, everywhere, indicates that more and more firms are convinced of its merits and economy in reducing the cost of making sales, cultivating prospects and doing missionary work.

You should plan to use direct mail selling more effectively in your sales promotion work this year. May we suggest that you talk it over with Buckley, Dement & Company!

BUCKLEY, DEMENT & CO.

*Direct Mail Advertising
Planned—Printed—Mailed*

General Sales Office and Plant
1300 Jackson Blvd., CHICAGO

Eastern Sales Office
247 Park Ave., NEW YORK

Complete Departments in: *Merchandising, Surveys, Copy, Art and Plates, Printing, Imprinting, Mailing Lists, Pen-Addressing, Typewriting, Letter Reproduction, Mailing.*

Continuity in Advertising

By W. Arthur Cole

THE cumulative value of continuity in the physical appearance of advertising is based upon a principle accepted by human nature as a fundamental—the effectiveness of repetition. It is also entirely consistent with Herbert Spencer's theory of the Economy of Attention.

The consistent use of a typographic or illustrative style amounts to a super trademark. It's the flash in advertising that says: "Here's another message from so-and-so." (Economy of Attention.)

It is a device that has been used by successful advertisers in both national and local retail fields; and the value of "family resemblance" is considered by many veteran advertisers to be just as great as the value of the trademark character or symbol which they employ as a part of the physical presentation of their messages.

Here are the names of a few national advertisers that represent the quality of their message in a flash by the use of this device: Hart, Schaffner & Marx, Cluett, Peabody & Co., Campbell's Soups, Wesson Oil, Yale & Towne, Phoenix Hosiery, Westclox.

And here are a few in the New York retail field: Rogers, Peet & Co., New York Edison, John David, Lord & Taylor, Ovington.

With Hart, Schaffner, Marx, Cluett, Peabody & Co., New York Edison, Rogers, Peet & Co. this idea of continuity extends to envelope stuffers, package inclosures, wrappings, invoices, booklets, painted signs—in fact, whenever a new printed message is sent forth it bears a family resemblance to all that have preceded it. However different the type of advertising, the reader is enabled to recognize at a glance that the message comes from one source—a certain individuality is stamped upon the product.

There is a tendency on the part of creative workers to tire of the sameness of the continuity idea in physical format. It is a challenge to their abilities, however, for to accomplish continuity without sacrificing variety requires talent of a high degree. It's much easier to yield to the urge to do something new and different.

Oliver M. Byerly

Cleveland, will direct advertising for the Lakeside Steel Improvement Company, that city.

Kurtz Wilson

For many years foreign representative of the Philadelphia *North American*, and recently associated with John B. Woodward, Inc., will join the sales staff of Walter C. McMillan, Inc., New York, October 1. He will sell color advertising and inserts for The Class Group.

\$ - \$ - \$ - \$ - \$ - \$ - \$

For Advertising Agencies

Standard Rate & Data Service represents an opportunity for advertising agencies to increase their incomes by securing contracts from publishers for the available advertising positions in the Service.

Each fortnight a few sales messages will be given on this page as material to use in solicitations.

See our listing under Classification "Advertising" in Trade, Class and Technical Section of Standard Rate and Data Service for rates and commission paid.

STANDARD RATE & DATA SERVICE

The National Authority
PUBLISHED AT

536 Lake Shore Drive, Chicago

Offices in New York, Los Angeles, and San Francisco

Sales Message No. 1

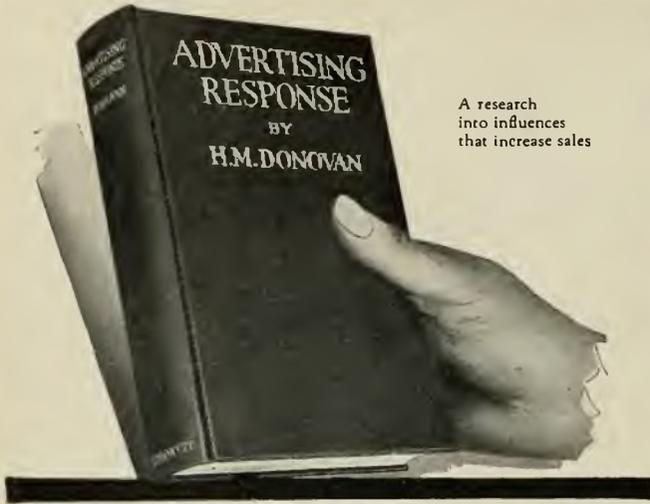
Reaches each month practically 100% of the advertising agencies and literally thousands of general advertisers thruout the United States and Canada!

Does not this fact arouse your interest in the Standard Rate & Data Service, as a worthy advertising medium for your publisher-client?

Sales Message No. 2

Is seen and read when advertising men, who use Standard Rate & Data Service all day long, are analyzing media, seeking rate and circulation comparisons, and the hundred and one other points which the Service gives!

Will any other sales promotion gain the attention of the publisher's active market, at this opportune moment—the psychological time—of media selection?



A research
into influences
that increase sales

This is the Book

that Shows with Actual Figures How Successful Advertisers Get and Hold Consumer Demand

by H. M. Donovan

"ADVERTISING RESPONSE" furnishes a complete analysis of the proved methods of successful advertisers. Actual figures are given which show exactly how leading brands have attained their position.

It explains in detail just what effect any variation from these proved principles will have on consumer demand.

Also, examples are given of lost prestige and decreased sales through disobeying certain fundamental laws.

"Advertising Response" shows:

The relation between the important characteristics of successful advertising, such as recency, continuity, size of space, frequency, and primacy.

How manufacturers with dominant brands divide their advertising expenditures among different forms of publicity.

The part played by newspapers, national publications, trade journals, billboards, direct mail, etc., in popularizing brands.

These methods are proved. They have

brought returns that have enabled advertisers to outdistance all competition.

These figures, made available for the first time, furnish a guide to advertising success and increased sales.

* * * * *

There are included the results of the most comprehensive and instructive tests ever made on brand familiarity. Conclusions are based on the analysis of 20,000 replies indicating the response of consumers to advertising.

No other book contains
this useful information

H. M. Donovan, the author, is well qualified to present this subject because of his long experience in selling and advertising, and in solving marketing problems.

He is the head of a well-known advertising agency, and this research was originally begun with the idea of making the results available for use in his own organization.

Sent on Approval

"Advertising Response" supplies, in usable form, understandable knowledge vital to the success of every advertiser. You can apply these trade-getting and trade-holding facts to your own problems.

Sold at all book stores for \$2.00. But you can judge its value by filling out and mailing the coupon below and receiving the book on approval for five days.

J. B. LIPPINCOTT COMPANY, Publishers
Philadelphia

Send this
Coupon
for 5-day
free exam-
ination.

J. B. LIPPINCOTT COMPANY, Philadelphia

I desire to know more about "Advertising Response," by H. M. Donovan. Please mail me a copy for 5 days' examination. I agree to remit \$2.00 for the book or to return it postpaid within 5 days of receipt.

Name..... Position.....

Address..... Company.....

Relationship of Cost to Price

COST does not necessarily determine the price at which an article is sold, points out Dr. Melvin T. Copeland in a chapter devoted to price policies in his recently published "Principles of Merchandising." Quoting from the book:

"Although the price must tend, over a long period, to cover cost and yield a profit, the price of any commodity temporarily must be less than its cost. When a few carloads of strawberries in excess of the local requirements of the market arrive daily in New York for several days in succession, the result is a depression in prices below cost. When a manufacturer of furniture accumulates a large surplus stock, he finds it necessary to dispose of the goods at whatever price the market will bring, which may be below cost. When a retailer accumulates an excessive stock, as indicated by an abnormally low rate of stock-turn, it may be necessary for him to dispose of the goods at reduced prices which do not cover the cost of the merchandise."

As is pointed out immediately following, under other conditions the price temporarily may be substantially higher than cost; and in the matter of costs, these may vary in any industry between individual firms.

"In the flouring-milling business, for example, some firms can produce flour at a lower cost per barrel than other firms turning out the same grade of product. In machine shops, costs similarly vary according to the managerial skill of those in control of the operations, and also according to differences in location, and other factors. In the wholesale grocery trade, for 1922, the reports from 442 firms showed that 20 firms had total expense of 16 per cent or more of net sales, whereas for 54 firms the total expense was less than 9 per cent of net sales. In retail hardware stores, in 1919, among 155 stores total expense varied from 11.4 per cent to 36.3 per cent of net sales; the average was 21 per cent. Similarly wide variations have been manifested in all the retail and wholesale trades for which comparable data are available. Inasmuch as costs vary between individual firms, it is the amount of the costs incurred by the least economical producers and merchants that affects prices."

Dr. Copeland goes on to emphasize the fact that owing to lack of knowledge on the subject, many manufacturers and retailers lose money because they do not know how to figure their costs. In this connection he states:

"The effect of this ignorance is to continue the production of commodities and services that are not worth their cost to the community. It would be more advantageous for the community at large to have the capital and labor that does not yield a profit directed into other channels of production."

"Principles of Merchandising," by Melvin Thomas Copeland, Ph.D., Professor of Marketing and Director of Bureau of Business Research, Graduate School of Business Administration, Harvard University. A. W. Shaw Company, Chicago. 362 pages, \$1.00.

Reasons for Holding Sales Contests

[CONTINUED FROM PAGE 24]

salesmen an "Honor Roll" or contest based upon points may offer more appeal.

9. Remember that salesmen will work harder for a big honor than a moderate cash prize. For example, many manufacturers report that men will work harder for a trip to the plant than a cash prize representing a substantially bigger outlay.

10. Be sure that none of the elements in the contest can be faked or "fudged." Example: Prizes for mere calls per day, prizes for orders secured without regard to credit.

11. Be sure that means are provided to post the men regularly and accurately as to their relative standing in the contest.

12. The contest should not cover either too long or too short a period of time. With a whole year ahead of them some salesmen are sure to lag until ten months have passed. With only two weeks in which to work others will say, "Oh, what's the use."

Gives \$40,000 to Found School of Advertising

The Poor Richard Club, the advertising organization of Philadelphia, has been given a fund of \$40,000 with which to establish a school of advertising and journalism. The benefactor is Michael G. Price, of McNeely & Price, leather dealers, Philadelphia, who has established the foundation in memory of his son, Charles Morris, who was lost at sea in the Mediterranean on Nov. 19, 1923. Charles Morris was an active member of the Poor Richard Club. The foundation will be known as the Charles Morris Price School of Advertising and Journalism of the Poor Richard Club, Philadelphia. The fund is placed in the trust of the club in perpetuity, under the direction of the board of directors.

Samuel Ohnstein

One of the founders of the Crescent Engraving Company, Chicago, Ill., twenty-two years ago, but who for the last fifteen years has been a resident of New Orleans, at a recent meeting of the board of directors was elected president of the company. Mr. Ohnstein will return to Chicago to take up his new duties. Edward E. Modine, president of the Crescent Engraving Company since 1909, was elected chairman of the board. Harry Ohnstein was reelected secretary and treasurer.

Glen Buck Advertising Agency

Chicago, commencing November 1 will conduct advertising program of W. A. Sheaffer Pen Company, Fort Madison, Iowa. The company's advertising department personnel remains unchanged.

John C. Stephan

Recently copy chief of the National Trade Extension Bureau of the Plumbing and Heating Industry, Evansville, Ind., is now associated with Oliver M. Byerly, Cleveland.

Wisconsin Markets

Here is a presentation of four leading Wisconsin markets. Different facts concerning these markets will be given in subsequent advertisements. Because of the informative nature of these advertisements, they should be filed for permanent reference.



New Orpheum Theatre

This theatre has a seating capacity of 1500 and is suitable for Vaudeville and Motion Pictures. The building has 5 stories and three floors of office suites. Cost \$500,000.00. Being an industrial city with 180 manufactures, over 15,000 regular employees, and with a monthly payroll of \$2,000,000, Kenosha has the means and does purchase everything from chewing gum to automobiles. Write us, or ask our representatives to tell you of this market.

THE KENOSHA NEWS
Kenosha Wisconsin
Representatives
CONE, HUNFON & WOODMAN
New York, Chicago, Detroit, Atlanta, St. Louis, Los Angeles, San Francisco.

Prosperous Wisconsin

There is prosperity abroad in Wisconsin—bumper crops, high prices, manufacturing on the increase, bank deposits at the peak, genuine no-business and good feeling everywhere.

One of the outstanding major markets in this prosperous commonwealth is the Janesville market in southern Wisconsin, embracing forty cities, towns, and villages, in which are located retail outlets operated by progressive dealers who have been carefully coached by the Janesville Gazette's Merchandising Service Department to have a true appreciation of national advertising and who will put forth unusual energy to tie up with nationally advertised products on which copy appears in the Gazette.

Consumer demand quickly comes from the copy because we have built up a high degree of reader interest by making "An Unusual Newspaper."

Let us help you to secure some real business from this market this fall. Service and counsel are, of course, gratis.

The Janesville (Wis.) Gazette

H. H. BLISS, Publisher
THOS. G. MURPHY, Adv. Mgr.

"An Unusual Newspaper"—Member of Wisconsin Daily Newspaper League

WEAVER-STEWART CO., INC. WEAVER-STEWART CO., INC.
Eastern Representative Western Representative
Metropolitan Tower London Guarantee Bldg
New York City Chicago, Ill.

BOOT AND SHOE RECORDER

BOSTON

"The Great National Shoe Weekly." The indispensable address on shoe styles and shoe manufacturers of the best-rated retail shoe merchants of this country. Circulation 13,423 copies weekly. (Member A. B. C.) First choice of the advertiser of shoes, leathers, hosiery or shoe-store goods. Member Associated Business Papers, Inc.

John ANDREW

Maker
of LETTERS

Independent Studios.

IT'S TRUE

Situated on Lake Michigan.

Served by two railroads, two boat lines and two interurbans.

A thriving city of 65,000 people.

Some 200 manufacturing plants with skilled and highest paid labor.

A. B. C. Audit shows Journal-News has largest circulation.

The City of Advantages



The vast plains of the Dakotas, Minnesota and bordering states have been called the bread basket of the world. Grain is their great product and the world is their market. This latter fact is a fact for just one reason—the port of Superior. The great development in this section would have been impossible had not the great lakes projected the wonderful harbor of Superior a thousand miles into the interior of the continent. The above picture gives a glimpse of how Superior performs its function. Millions of bushels are annually shipped through and milled by elevators and flour mills of which this is a sample group.

The Superior Telegram

Superior Wisconsin
Full-time Representative
HAMILTON-DELISSER, INC.
Chicago New York

The Architectural Record

119 West Fortieth Street, New York
Established 1891. Not paid circulation in excess of 11,000 per issue including 6128 architect subscribers—the largest number any architectural journal has ever had. Member A. B. C. and A. B. P., Inc.
ON REQUEST Sample copy, A. B. C. report, rates, 50 page booklet. "Selling the Architect's" building statistics, etc.

FREDERICK A. HANNAH AND ASSOCIATES

BUSINESS MANAGEMENT
MARKETING COUNSEL

32 WEST 40th STREET : NEW YORK

Look Over Your Advertising
-- At Arms Length!

Is it the standard type, easiest way, very-nice advertising turned-out-by-the-factory?

?

Is it based on some artificial playactor type of momentary entertainment?

?

Is it a mechanical jig-saw product of one of the five main psychological appeals to which text books tell us people respond?

?

OR is it -- honestly -- a sincerely delivered, helpfully illustrated, humanly interesting presentation of what you are doing to help the world in exchange for your living?

...

Look it over again; and, if you think it might be of any use, let me show you some of the things we have put in "Berrien's Big Black Book".

T. Berrien

Goode & Berrien,
 Advertising Counsel, 19 West 44th Street, New York

*Does Your Marketing Policy Cut Down
 Sales Resistance to the Minimum?*

Do you make it easy for the consumer to purchase your wares? Advertising alone won't do that. Sales effort alone won't do it. Manufacturing problems enter into it. Briefly, you need a carefully worked out marketing plan which coordinates all factors. As independent Business and Marketing Counsel, we make marketing surveys for the purpose of determining the one best method for your product.

FREDERICK A. HANNAH AND ASSOCIATES
 32 WEST 40TH STREET, NEW YORK

What Is Wrong with Distribution?

[CONTINUED FROM PAGE 26]

in the distribution field is the total disregard of boundary lines, like the player who is "all over the court" instead of at his particular corner. One of these days a jobber with the vision and dignity of his profession will devote his energies and his genius to being a jobber and nothing else, and you will see some interesting results. At present the jobber is the one factor who almost invariably is something else besides a jobber. There are plenty of retailers and plenty of manufacturers who stick to their function, but the jobber is the one constant rebel against his own function. He never plays "shinny on your own side." With what result? The jobbing business is in a state of morose decline, and is the sore spot in the whole field of distribution.

OH, I know what the jobbers reply. Speaking at the Chamber of Commerce in the capitol of Ohio a few years ago, I stayed up until midnight with a group of them going over the situation in detail. Admitting the situation to be what I indicate it, their answer is that they have been "forced" to their position. But I am far from sure of this. It seems to be that business men are invariably ready to pay for a real service rendered and even if they are unwilling and try something else, the fact that they come back to the jobber is proof of the fundamental soundness of the jobbing function for many lines of business.

I do not see, therefore, why a jobber need have any more difficulty than any other function in business in maintaining his position—provided he actually renders the service his function calls for. But it is obvious to any student of the situation that the average jobber is a victim, of an unsound ambition to be something else besides a jobber. It may be true that there is not a great deal of money in jobbing; if so, why does a jobber stay at it? My own analysis is that there are men in the jobbing business who have no business in it and who have no genius for it. Jobbing is, after all, a rather exact science of detail, requiring operations on narrow margin, with executives who know how to master detail. But many jobbers aim to make not alone a legitimate jobbing profit but a speculator's profit as well, resulting in losses which they then ex-

deavor to recoup by becoming manufacturers or retailers. Very few jobbers apparently resist the temptation to speculate instead of paying strict attention to standard turnover science and to serving their customers, the manufacturer and retailer.

Over-weening ambition, desire for adventure, misfit executive policies of sheer expedience, instability of purpose, restless desire to poach on other people's preserves, are probably the elements of the real virus inhabiting the veins of those who pervert their function and thus create endless, costly confusion.

We are now, I am glad to say, witnessing the application of some real genius for jobbing and it is resulting in great profit and service; the adaptation of the "cash-and-carry" idea in the wholesaling business. This is a novel and impressive sight, entirely consistent and logical, to see retailers come and get their supplies, pay for them and take them away, just as Mrs. Jones does at that same great invention of modern times—the chain store. All the old grief and unhealthy conditions of credit extension of retailer to wholesaler is abolished with one fell swoop with this new method, which I predict will go far before it runs its course.

THE expectations of service by the retail field (especially since the hand-to-mouth buying situation) were obviously impractical and impossible, and the new method readjusts it automatically. The pressure from the public for lower distribution costs is one which cannot possibly be ignored much longer. It has been the scandal of the business world for a long time. The public is certainly not guiltless in this respect, due to its abnormal expectations which the chain store has revised. Similar revisions are now necessary in all directions; and one of the revisions of the utmost importance, in my opinion, is that of greater purity of function and the elimination of perversion of such function, which has simply meant "cat and dog" fights all along the line, from manufacturer to consumer.

Little

Greensboro, N. C., appointed to direct advertising for the Fixture Sales Co., Charlotte, N. C.

Glaser & Marks, Inc.

Boston agency will direct advertising of the Standard Neckwear Company, manufacturers of Wearplus neckties, same city. Daily newspaper campaign will be started this fall.



Aeroplane view of the new Mineral Springs Road Plant of the Iroquois Gas Corporation.

Spending \$3,400,000 A Day

\$411,477,000 or \$3,400,000 a day was spent for extension, additions and betterments by American Public Utilities during the first four months of the year, according to figures issued by the Commercial and Financial Chronicle.

Also—up to April 30, this year, the public utilities had obtained in new money more than twice as much as the railroads, nearly ten times as much as the iron, steel, coal and copper industries, and more than twenty times as much as the equipment manufacturers.

Where is all this money going? A glance at the construction items in each issue of GAS AGE-RECORD will show that the gas industry is responsible for a goodly share of it.

You are invited to ask us for data on the market for your product in this active industry.

Some equipment and supplies needed: tools; pipe; valves; couplings; protective paints and coverings; insulation; refractories; industrial furnaces and systems; appliances; tanks; laboratory and office equipment; process chemicals; motor trucks; testing, measuring and recording apparatus; power plant equipment; conveying, hoisting and transporting machinery; compressors; blowers; pumps.

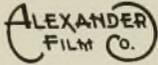
Gas Age-Record, 52 Vanderbilt Ave., New York

The only A. B. C. & A. B. P. paper serving this field
We also publish Brown's Directory of American Gas Companies and the Gas Engineering and Appliance Catalogue.

Gas Age-Record
"Spokesman for the gas industry"

A Better Opportunity To Make Big Money

We claim, and our records prove it, that



offers the best opportunity in the advertising field. Walter Morris earned during nine months actual time \$23,251.17 in commission. Many others average from \$1000 to \$1800 monthly.

Alexander Film Publicity offers more value and return to the advertiser: that is why it is easy to sell. We have no real competition in our field. Repeat sales build permanent income.

If you are earning less than \$35 a day steadily, write for our proposition and book, "Salesmen, Roll Your Own."

Alexander Film Co.

3340 S. Broadway, Denver, Colo.

Have You Distribution In College Towns?

If not, and your product is generally consumed, you are overlooking an excellent market.

Here you have great numbers of typical American young men and women gathered in groups throughout the country ranging from 500 to 5,000. They represent large buying power concentrated into small areas.

Our long specialization in this field has fitted us to help you in effectively marketing your products in college towns.

The COLLEGIATE
SALESMAN, describing
all our activities
and listing all student
papers, sent on re-
quest.

Established 1913

USA

COLLEGIATE SPECIAL ADVERTISING AGENCY, Inc.

503 5th Avenue, New York City
37 S. Wabash Avenue, Chicago
117 Stephens Union Bldg., Berkeley, Calif.

The Trademark Clinic

(Letters that are addressed to the Trademark Editor, Advertising and Selling Fortnightly, 52 Vanderbilt Avenue, New York, asking specific trademark questions, will be answered promptly by mail)

The C-K Co., Milwaukee—One of our clients supplied a dealer with a number of copyrighted electrotypes for use in local newspaper advertising. A few months later the dealership was taken away from this particular dealer, but the dealer continues to use these electrotypes to close out his stock at cut prices. Is there any way that this manufacturer can legally prevent the dealer from using copyrighted electrotypes after the manufacturer has taken away the dealership?

I do not believe that this manufacturer has the ghost of a show of preventing the use of these electrotypes in connection with sales of genuine goods. If the dealer is using the electros fraudulently, in the effort to pass off competing goods upon the public, it is likely that an action for unfair competition might result favorably. It is also possible, of course, that there may have been some contract entered into between the parties at the start which is being violated, and which the manufacturer can invoke. But if it is merely a case of the dealer's using the manufacturer's electros to dispose of his surplus stock after the agency has been taken away from him, I doubt if the manufacturer can stop him.

* * *

The fact that the electros are copyrighted has nothing to do with it, so far as I can see. All that the copyright law does is to prevent others from "making copies" of copyrighted material, and the dealer is not doing that. He is simply "using" copyrighted material for the purpose it is normally intended to serve, and if he owns the electrotypes he has a right to use them in that way. If he used them to make other electros from—that is, to make copies or reproductions, technically speaking—he would undoubtedly be infringing on the manufacturer's copyright. He is in much the same position as the owner of a copyrighted cookbook, who can make any practical use of it he pleases without infringing the copyright, so long as he does not make reproductions and publish them. So long as the dealer merely uses the electros in the way they were intended to be used, it is hard to see how he is infringing a copyright.

There is one slim chance remaining. If the manufacturer can show that these electros were merely loaned to the dealer, he might be able to regain physical possession of them, which would automatically stop their use. A writ of replevin might serve the purpose if the manufacturer can prove his title to the property. There is every probability, however, that the electros are legally the property of the retailer, and so long as he uses them in connection with sales of genuine goods he is in a very strong position with respect to any legal action that may be brought against him.

J. W. L., Danbury, Conn.—You will note my initials are J. W. L. I have made up the word JEWEL for a trademark for use in connection with piston pins. Is this all right? Do you suppose I could get this for a trademark? I don't care to spend much money. I have not put out any labels yet. Do you think I should put them out locally before really getting the trademark? Suppose someone had the trademark, could he sue me and cause trouble, or would he just notify me to stop using it? I should not like to get tied up in any court trouble over the matter.

Though Jewel is a rather common name as a trademark, I think there is little chance that it has been anticipated for the particular class of goods mentioned. The best, and probably the cheapest, procedure would be to make actual trademark use of the word, and then apply for registration in the Patent Office. In order to do this of course, the word must actually be used as a trademark in interstate commerce; that is to say, a bona fide sale of goods bearing the label must be made to some customer outside the State of Connecticut. After that almost any person reasonably familiar with legal forms can make the application, which should cost, fee an all, not more than \$40 or \$50.

I certainly should not try to confine the sales of goods bearing the trademark to local territory at first, but should advertise them and sell them on as wide a scale as possible. This is important from two points of view: (1) it gives notice to others that you are claiming a certain trademark, and (2), if there is anyone else who has a prior claim to the word, you will find it out more quickly, before you have invested too much time and money in a word you cannot protect.

* * *

There is no reason to apprehend any legal trouble in connection with the use of the trademark. If it should happen (as is most improbable in my opinion) that the mark has already been adopted by another, the most that he could do would be to ask that its use by any other individual or firm be abandoned.

Unfortunately, there is no record of trademarks in existence which is anywhere near complete, and one can never be absolutely certain that a given mark has not been used. A search of the Patent Office and the various Trade Mark Bureaus is moderate expensive, and the same end can be gained ordinarily by making an application for registration, letting the Patent Office make its own search, and relying upon publication to notify a prior claimant. In any event there need be no lawsuits, and the most that can happen would be the abandonment of the mark.

Selling Scenery Through Poster Art

[CONTINUED FROM PAGE 18]

"characters" which distinguish, or rather, fail to distinguish, so much poster advertising.

It seems to be the Underground's idea that a well designed, harmoniously colored landscape or bit of scenery is sufficient in itself, and needs no added representation of a figure in creased trousers and a Derby hat to make it effective. The same fate has befallen the super-milking young lady and the golden-tingled child—those hackneyed figures which have appeared so often on posters that they have ceased to attract even the "moron" section of the public.

That type of poster which is little more than a colored illustration has been entirely abandoned by the Underground. It has been found that attempts at realistic representation no longer interest the public. Some of the strongest and most effective Underground posters are everely simple in design. A symbol stands for an idea, and a part often represents the whole. Thus, the shade cast by a single tree may be sufficient to indicate the idea of a large, dense forest, just as the tip of a bloody bayonet may be more eloquent in communicating the idea of war than any number of attempted representations of armies locked in conflict.

The support given by the London Underground has lifted poster advertising in England to a distinctly higher level, and the encouragement given to artists to use their brains and imaginations has created a school of poster designers whose average of competence is certainly higher than can be found in any other European country at present.

The path thus broken is now being followed by other transportation companies, notably the London & North-eastern and London, Midland & Scottish Railways. Skilled and in some cases eminent painters have been engaged to do a series of landscape posters portraying scenic localities to be found along the great railway lines which reach the Midlands and the North of England, and the Border and the Highlands of Scotland. These posters are already beginning to appear on the billboards and "hoardings" throughout the country, and it may well be because of these that the annual "rush" to Scotland in the early part of August was the largest known in several years.

TWO OUTSTANDING FACTS:



BUILDING SUPPLY NEWS

Has more NET PAID Circulation than any other dealer paper in the building field;

Prints more advertising every month directed to the building supply dealer than all other publications in the building field combined.

Send for any recent issue and you'll see why "The Dealers' Own Paper" enjoys such an enviable prestige among more than 5,000 dealers.

BUILDING SUPPLY NEWS

A. B. C.

405 Old Colony Bldg., CHICAGO

A. B. P.



ANNOUNCING

CHARLES KONOR and ANTHONY HANSEN ARE NOW ASSOCIATED WITH THIS ORGANIZATION

AFFILIATED ARTISTS, Inc.

TWO WEST FORTY-SIXTH STREET
NEW YORK - TELEPHONE BRYANT 2329



CRAM CUTS—

for booklets, house organs and advertising.

\$1.00 each

THE CRAM STUDIOS,
B-109, Muskegon, Mich.

Change of Address

Requests must reach ADVERTISING AND SELLING FORTNIGHTLY one week before date of issue with which it is to take effect. Be sure to send both your old and your new address.

Bakers Weekly A.B.C.-A.B.P.
New York City
NEW YORK OFFICE—45 West 45th St.
CHICAGO OFFICE—343 S. Dearborn St.
Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.

Topeka Daily Capital

The only Kansas daily with circulation throughout the state. Thoroughly covers Topeka, a midwest primary market. Gives real co-operation. An Arthur Capper publication.

Topeka, Kansas

PROVE IT! SHOW THE LETTER

If your salesmen could show skeptical prospects the testimonial letters and orders received from satisfied customers, it would remove doubt and get the order. Don't lose testimonial letters lying idle in your files—give them to your men and increase your sales thru their use.

Write for samples and prices.

AMAR PHOTO PRINT CO., 31 W. Adams Street, Chicago

Folded Edge Duckline and Fibre Signs
Cloth and Paraffine Signs
Lithographed Outdoor and Indoor Displays

THE JOHN IJELSTROEM COMPANY
Mason, Ohio Good Salesmen Wanted

The Only Denne in Canadian Advertising

Before you plan to advertise in CANADA ask our advice on methods and media. Our counsel is based on years of practical experience in the Canadian field.

A. J. DENNE & Company Ltd.
217 Bay Street, TORONTO.

Shoe and Leather Reporter Boston

The outstanding publication of the shoe, leather and allied industries. Practically 100% coverage of the men who actually do the buying for these industries. In its 67th year. Published each Thursday; \$6 yearly. Member ABP and ABC.

THE AMERICAN ARCHITECT A. B. C. Est. 1876 A. B. P.

"Study the man to whom you are selling." is a business axiom. If you handle advertising dealing with the construction, finish or equipment of a building you must know the architect.

Send for: "Advertising and Selling to Architects," which analyzes the architect of today.

243 West 39th St. New York

keith shaw
advertising art

GEORGE C. LEVING, Manager



Brown's Directory of American Gas Companies

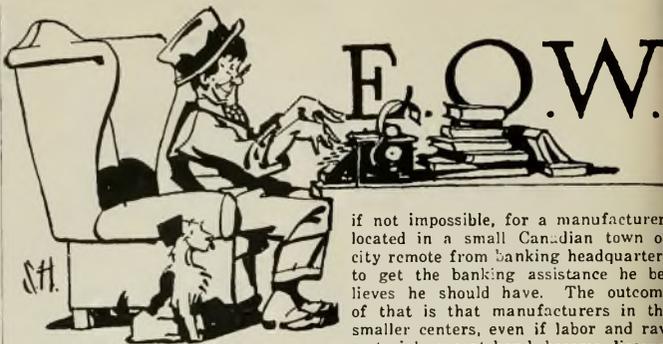
IS NOW READY FOR
DISTRIBUTION

\$10.00 a Copy

\$7.50 to Gas Companies

Robbins Publishing Co.

52 Vanderbilt Ave., N. Y. C.



Rents Are Coming Down!

You may possibly recall statements which appeared in this column a year or so ago, to the effect that by July, 1924, the housing shortage would be made good—not entirely, but approximately; and that not later than the spring of 1925 there would be a slump in rentals and property values.

These statements, you may also recall, were made on the authority of a man who is connected with a concern which is a very important factor in the building industry.

My observations during the last four months lead me to believe that my informant was absolutely right. Not only in New York, Maryland and Canada, but also in Minnesota, Wisconsin and Illinois evidence that rents are coming down is as clear as the sun. The building boom has served one good purpose—it has given employment, at high wages, to hundreds of thousands of men who otherwise would have been idle. To that extent it has been beneficial.

But for every man who has been benefited by abnormal conditions in the building industry, twenty will be benefited by the substantial reduction in rentals which is not far off. For, beyond question, the budgets of millions of families have been sadly upset by the increased price they have had to pay for shelter during the last five years.

The Canadian Banking System

The Canadian banking system, as every reader of this publication knows, is very different from the American system. There are in Canada about half a dozen large banking institutions which have hundreds of branch offices. These institutions are managed from their general offices in Montreal, Toronto, Quebec or Halifax. The local managers have very little authority. The amounts which they are permitted to loan local manufacturers and merchants are fixed by headquarters; and, in most cases, are limited to \$500 or \$1,000. Beyond the amount fixed managers are not allowed to go without special authorization from headquarters.

The consequence is that it is difficult,

if not impossible, for a manufacturer, located in a small Canadian town or city remote from banking headquarters to get the banking assistance he believes he should have. The outcome of that is that manufacturers in the smaller centers, even if labor and raw materials are at hand, become discouraged and close their doors or move to a larger place.

Banking competition in Canada is far keener than in the United States. Branch banks are as plentiful as saloons used to be in Chicago. Actually in certain sections of Toronto, there are two banks at every important street corner.

One bank manager with whom I talked told me that the men at the head, not of his bank only, but of all other banks, had awakened to the fact that Canada was "over-banked" and that, during the last twelve months about 500 branch banks had been closed.

Another manager admitted that the Canadian banking system "isn't calculated to encourage small town manufacturers."

Perhaps that explains why the large Canadian cities grow rapidly while the smaller cities stand still—or decrease in population.

Georgia Peaches

The peach-growers of Georgia, according to a newspaper item which read a few weeks ago, have thrown into the rivers of that state, or are allowing to rot on the ground, the equivalent of 8000 carloads of peaches. The reason they give for doing this is that prevailing prices for peaches are so low as to make it unprofitable to pick, pack and ship the fruit.

Something of this kind happens somewhere every year; and will continue to happen until people awake to the fact that there is something fundamentally wrong with our system of distribution.

In this particular instance I do not know whether the railroads or the peach-growers or the commission men are at fault; but I do know that if one of the three had created an advertising fund, of say \$10 a car—\$80,000 in all—every peach that was grown in Georgia this year could have been sold. And if that had been done, the railroads would have hauled 8000 more cars than they did haul, the grower would have been a whole lot more prosperous than they are, and the commission men would have made more money.

Occurrences such as this are little short of crimes. JAMOC.

Why Do Accounts Change Hands?

[CONTINUED FROM PAGE 21]

the client's expense; a natural taste for variety on the part of the advertiser, and susceptibility to the siren song of a rival agency; occasionally inefficiency on the part of the agency itself.

The disinterested outsider—and perhaps the man most "in the know"—would, I think, say that the greatest of these just mentioned is the natural taste for variety. And indeed this factor, illogical as it may sound, may actually have more force than appears on the surface. What the agency around the corner has up its sleeve seems, by all the inscrutable rules of human nature, commonly more appealing to the curious advertiser than what his own agency has on the boards.

So the curious advertiser hesitates.

And is lost.

And "fits."

Must agencies continue to rise and fall in an advertiser's favor with so little rhyme or reason? One overpowering delusion on the part of the client seems to be that when a campaign plan is not fully successful the agency cannot be successful, and that another plan postulates another agency.

PIRATICAL tendencies on the part of the agencies themselves have indeed contributed royally to the evil. As the ultimate folly of these buccanering instincts looms larger, the practice of conscienceless aggression on other agencies' accounts dies down somewhat.

To whatever prime cause excessive account-turnover is to be ascribed, it remains a tremendous economic loss in advertising. It is expensive to the agency man because it causes him to sell, learn and develop far more accounts than he should. It is expensive to the client because anything that costs the agency more money costs the client more money. All the client buys from the agency is service. Agency service is handicapped tremendously when the money that should go to perfecting it on an old account goes to initiating it on a new one.

How much more value received would accrue to advertisers if agencies were hampered with only one-tenth, say, their present account-turnover?

What is the lost percentage?



Rate for advertisements inserted in this department is 36 cents a line—6 pt. type. When larger type is used charge is based on 6 pt. line space basis. Minimum charge \$1.80. Forms close Saturday noon before date of issue.

Business Opportunities

A manufacturer with ample resources and worldwide distribution of its products will purchase outright or manufacture and sell on a royalty basis any desirable articles requiring wood-working, metal stamping or foundry facilities. Especially interested in articles for distribution to the Implement, Hardware and Toy trade. Address Box No. 185, care Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

Position Wanted

ADVERTISING MANAGER AVAILABLE

Thoroughly experienced. Now employed, but desire change and larger field. Address for further particulars, Box 101, Brentwood P. O. Md.

For the past three years I have been assistant to the sales manager of a house marketing a product with a nationwide sale. My future here seems a little distant and so I'm looking for the opportunity to grow with a smaller firm. Am experienced organizer, and can handle mail. Box 180, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

CONTACT MAN OR ADVERTISING MANAGER'S ASSISTANT

Situation wanted with large advertiser or advertising agency. Young man, College education, experienced in agency, newspaper, magazine and trade paper copy, feature writing and sales promotion. Salary required \$3,500.00 to \$4,000.00 a year. Box 184, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

Editor-writer, 31. college education, extensive experience trade and business magazines, successful record; best references; experienced buyer printing, engraving; have written feature articles for prominent magazines on business methods; present location Chicago. Box 181, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

AN EXPERIENCED SALESMAN

Thoroughly reliable man desires position with an established firm. Anxious for Middle West territory. Position must show opportunity to earn over \$7,500. Am 32, married. For full particulars address. Box 182, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

Advertising man, assistant to manager, with manufacturer. 30 years old; practical printer; knows layout, art engraving, experienced in routine and contact with agency, printers, trade papers, etc.; careful production man; good personality, moderate salary. Box 178, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

Position Wanted

Do you need an executive to direct your sales promotion and advertising? Have successfully directed advertising campaigns. Age 35. University education. Box 179, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

WANTED—AN OPPORTUNITY

I am one of the so-called "weaker sex" but there is nothing weak about my ability in Direct Mail and general advertising. Can you use my services? Box No. 176, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

SALES MANAGER

Have been sales manager of a wholesale grocery company for the past three years. During this time the sales have shown an appreciable increase. Am now anxious to locate in the East. Not necessarily the grocery line. Write Box 177, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

Help Wanted

PART-TIME REPRESENTATIVE

The leading British advertising journal wants a salesman in the United States to represent it on a part time commission basis. Must be familiar with Newspaper, Magazine and Agency personnel. Headquarters in New York. Box 183, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

One of our clients has an executive position open for a man with experience as sales correspondent. The office is in Chicago. We desire a man around 27 years old. Write fully to Box 179, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

WANTED AT ONCE

Experienced copywriter on technical products for house organ, dealer helps and direct mail. A real job with a real concern at a real salary. Address Box 174, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

ADJUSTMENT CORRESPONDENT

Furniture Manufacturer wants young man or young woman with tact in handling adjustments. In replying give age, experience, nationality, etc. Box 185, Adv. Fort., 52 Vanderbilt Ave., New York City.

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Advertising Calendar

SEPTEMBER 21-25—Associated Advertising Clubs of the World, Tenth District, Galveston, Tex.

SEPTEMBER 22-25—Advertising Specialty Association Convention, Chicago, Ill.

SEPTEMBER 29-OCTOBER 1—First Annual Convention, Window Display Advertising Association, Cleveland, Ohio.

OCTOBER 2-3—Meeting of Screen Advertisers Association, Statler Hotel, St. Louis, Mo.

OCTOBER 7-8—Fifth Annual Meeting, National Publishers Association, Briarcliff Lodge, Briarcliff Manor, N. Y.

OCTOBER 12—Financial Advertisers' Association Convention, Richmond, Va.

OCTOBER 13-14—Annual Convention and Exhibit, National Industrial Advertisers Association, Edgewater Beach Hotel, Chicago, Ill.

OCTOBER 13-18—Thirty-Fourth Annual Convention of The Poster Advertising Association, Inc., Hotel Statler, Detroit, Mich.

OCTOBER 14—Meeting of Executive Board, American Association of Advertising Agencies, Chicago, Ill.

OCTOBER 15-16—Annual meeting, American Association of Advertising Agencies, Chicago, Ill.

OCTOBER 15-17—Annual Convention, Audit Bureau of Circulations, La Salle Hotel, Chicago, Ill.

OCTOBER 27-28—Insurance Advertising Conference of the Associated Advertising Clubs of the World, Schenley Hotel, Pittsburgh, Pa.

OCTOBER 27-28—National Convention, Mail Advertising Service Association, William Penn Hotel, Pittsburgh, Pa.

OCTOBER 27-29—Associated Business Papers, Inc., Hotel Astor, New York.

OCTOBER 29-30-31—Annual Convention of the Direct Mail Advertising Association, Syria Mosque, Pittsburgh, Pa.

NOVEMBER 10-15—Second Advertising Exposition, New York.

NOVEMBER 16-19—Annual advertising convention, District No. 1 of the Associated Advertising Clubs of the World, Hotel Bond, Hartford, Conn.

NOVEMBER 17-19—Annual Meeting, Association of National Advertisers, Inc., Ambassador Hotel, Atlantic City, New Jersey.

The Editor will be glad to receive, in advance, for listing in the Advertising Calendar, dates of activities of national interest to advertisers.

Chambers Agency, Inc.

New Orleans, will direct advertising for Williams Lumber Company, that city.

Barrett Kneibler Co.

Philadelphia, will conduct advertising for the Syco Radio Products Corporation, makers of radio devices, same city.

United States

Fisheries Association

At the close of its convention, held recently in Atlantic City, N. J., authorized an advertising appropriation to promote the use of more fish as an article of food. "The greatest need of the fishing industry is advertising," declared President Forbes. The goal of the association is to raise \$250,000 for the 1925 advertising campaign and to increase it \$100,000 in 1926.

A Gain of EIGHT HUNDRED MILLION!



AN EIGHT HUNDRED MILLION dollar increase in farm buying power, within sixty days." That's the gain authorities credit to the South, based on late summer crop reports. The total value of southern products will greatly exceed last year's fine record of \$3,867,529,000, which represented 40% of the entire country's crop wealth.

Why this remarkable prosperity? Because there is a *new* South, for one thing. Enjoying the stabilization of diversified farming; producing more; finding money-crops in long neglected places. 30% of the nation's corn is now raised in southern states; 15% of the oats; 14% of the wheat; 80% of the tobacco; 83% of the rice; 88% of the sweet potatoes; and, of course, 98% of the cotton.

Georgia illustrates the change that recent years have made in southern farming methods and results. Cotton production of a million bales is estimated. Of 18 crops in all, 14 are equal to or better than last year and higher than the ten-year average.

400,000 net
paid guaranteed

Surely such a showing is a tribute to the agencies that have worked unceasingly to make men better farmers. Southern Ruralist is one—and always a leader. Southern Ruralist goes into the best farm homes in the South—more than 400,000 of them, reaching from Maryland to Texas. In Georgia, Florida, Alabama, Mississippi and the Carolinas, the group showing greatest improvement over 1923, it is dominant.

One thing sure, there's business here for someone. Any of our representatives will gladly tell you how to get it—how you can share in the eight hundred million.

A new issue of Bob's Book describes the crop outlook in the South; write for a copy.

SOUTHERN RURALIST



ATLANTA, GA.

CHICAGO
J. C. BILLINGSLEA
123 W. Madison St.

NEW YORK
A. H. BILLINGSLEA
342 Madison Ave.

ST. LOUIS
A. D. McKINNEY
1414 Syndicate Trust Bldg.

MINNEAPOLIS
R. R. RING
Palace Bldg.

Going Up!

August circulation of The Chicago Tribune

65,000 Gain
in 1923 over 1922

Sundays
Only

111,000 Gain
in 1924 over 1922

56,000 Gain
in 1923 over 1922

Week Days
Only

89,000 Gain
in 1924 over 1922

	<i>Week Days Only</i>	<i>Sunday Only</i>
1922	524,000	793,000
1923	580,000	858,000
1924	613,000	903,000
<i>Gain in 2yrs.</i>	89,000	111,000

At present milline rates Chicago Tribune
advertising is a wonderful *bargain!*

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER