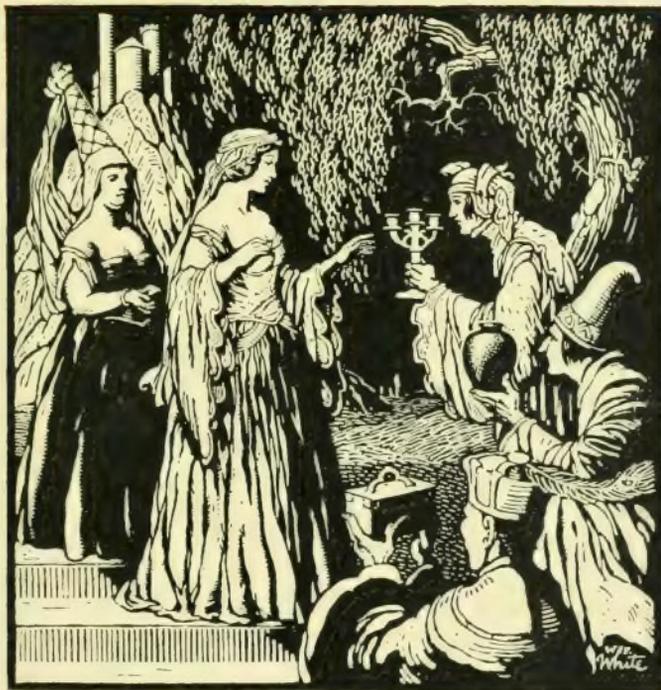


Advertising and Selling

FORTNIGHTLY

Markets, Merchandising & Media



Drawn by W. F. White for Ovington's.

DECEMBER 31, 1924

15 CENTS A COPY

In this issue:

Public Library
Kansas City, Mo.

“What a Great Bank Has Learned in Helping Ailing Businesses” By FRED W. SHIBLEY; “Why Not List Prices in Industrial Advertising?” By RUSSELL GRAY; “Bringing the College Man Into the Sales Force” By V. V. LAWLESS; “How Mr. Maurer Earns His ‘Spendable’ Income” By JAMES M. CAMPBELL

Household Appliances for 686,303 Homes

The most popular—because it is the most effective—sales medium for household utilities in Chicago is The Chicago Daily News.

With its circulation of 400,000—1,200,000 readers—The Daily News reaches the great majority of the financially competent households of Chicago in which English is read.

That manufacturers and dealers in household utilities realize this fact is shown by The Daily News' outstanding leadership in this class of advertising. In the first eleven months of 1924 The Chicago Daily News published 129,975 agate lines of household utilities advertising as against 75,337 lines published by the daily newspaper having the next highest score—a morning paper.

There are 686,303 homes in Chicago and the greater number of these that you want to reach look for advertising information and guidance to

The Chicago Daily News

First in Chicago



“ . . . and send this coupon to Library Bureau”

Selling three thousand products in every advertisement

SOME people knew Library Bureau as a manufacturer of filing cabinets. Some knew Library Bureau as a maker of filing supplies—some as a creator of filing systems.

But—few knew that Library Bureau manufactured over three thousand products for every business and every profession in the country. Few knew about the many unique services Library Bureau offers modern business.

In a Richards survey of the Library Bureau market we talked with Presidents—Office Managers—Purchasing Agents—File Operators. We analyzed buying motives. We studied the reasons for their buying habits. We learned their constant needs.

Then we made our advertising recommendations.

It wasn't “institutional advertising” in the ordinary sense—but it sold the insti-

tution. It wasn't department store advertising—but it helped to sell three thousand products. A well designed coupon not only inspired action but advertised the Six Big Divisions of Library Bureau service.

THE RESULTS? A Branch Manager writes: “The advertising has placed us before the public as never before in a broad way.”

A Department Head writes: “The advertising has made it easier for the salesmen to get interviews and easier for them to close business.”

And in the words of a salesman: “The advertising has given me an entrée and has given me prospects a new idea of our national scope.”

For the executive who is anxious to know how “Facts first” may be applied to his own business, we have prepared a book called “Business Research, the Foundation of Modern Marketing.” Will you write for a copy on your business stationery? Joseph Richards Company, Inc., 251 Park Avenue, New York City.

RICHARDS “Facts first—then Advertising”

CODE OF ETHICS

Adopted by Association of Newspaper Advertising Executives at Columbus, Ohio, June, 1924. Endorsed by A. A. C. of W. at London, England, July, 1924.

6TH The published rate card will carry every rate or other benefit that any advertiser can earn. Every contract will be subject to the scrutiny of any interested person.

7TH Since every page and every column in a newspaper has its individual value to the advertiser, all advertising rates should be based upon run-of-paper service and every diligence will be exercised to see that all advertisers secure fair and impartial service.

8TH Business is honorable, and advertising, its voice, needs no apology. No advertisement will be published in the guise of news or editorial matter and all advertising will be clearly designated as such by borders, type or similar device.

9TH Advertising, being a service which is exchanged for a definite rate per line or per inch, has nothing in common with the news or editorial columns of the newspaper. Publicity designated as news which comes to the Advertising Department will be referred to the Editorial Department for use or rejection by that department on the basis of the news value of the material.

10TH Since merchandising service has a recognized place in the creation of national advertising, "The Standard of Merchandising Practice for Newspapers," adopted by this association in 1920 and endorsed in general convention by the A. A. C. of W. in 1922, will be the basis for all such service.

The Indianapolis News has one rate card, one value, one service, one rate. Position is sold on a definite rate, the news and editorial columns are free from advertising influence. Neither position nor "publicity" are given to buyers of advertising as bait. The service of the Merchandising Department is available alike to all. The News subscribes to this code of ethics. It has throughout the fifty-four years of its existence as a newspaper.

The Indianapolis News

FRANK T. CARROLL, Advertising Manager

New York Office
DAN A. CARROLL
110 E. 42d St.

Chicago Office
J. E. LUTZ
The Tower Bldg.

Page 5—The News Digest

Joseph B. Mills

Of the J. L. Hudson Company, Detroit, Mich., has been chosen to prepare the program for the Direct Mail Department at the A. A. C. of W. convention at Houston, Tex., in May. The appointment was made by Charles R. Wiers, president of the Direct Mail Advertising Association.

Charles W. Hoyt Company, Inc.

New York, announce following new accounts: Charles Gulden, Inc., New York, makers of mustard and salad dressings; the American Hard Rubber Company, same city, manufacturers of Radion Panels; and the Crystal Chemical Company, same city, manufacturers of Z. B. T. talcum powder.

Chalmers L. Pancoast

Formerly Eastern manager of *Liberty* and Eastern advertising manager of the *Chicago Tribune*, has become vice-president of the Charles C. Green Advertising Agency, Inc., in which company he has acquired an interest.

Ralph C. Ruggles

Formerly of the Hulscher-Rothenberg Agency and with the Advertising Department of the Postum Cereal Company, has joined the New York offices of the Ingraham-Powers Company, newspaper representatives.

The John S. King Company

Cleveland, will direct advertising for The Safety Stair Tread Company, of Wooster, Ohio, and The Libbey Company, cement products, Cleveland. Agency also handles account of the Rivet Grip Steel Company, same city.

Walter R. Mount

Has joined Miller, Black & Vanderbilt, Inc., New York advertising agency, as head of new business department. He will also act in advisory capacity on architectural and building accounts. Mr. Mount was with "Sweet's Catalogue" for a number of years.

C. L. Morton

Has been appointed New England manager of *Hardware Dealers' Magazine*, effective January 1. Mr. Morton for twelve years was New England manager of *Hardware and Metal* and *MacLean's Magazine*, published by The MacLean Publishing Company, Ltd., Toronto. His address will be 734 Old South Building, Boston.

J. Walter Thompson Company

New York, announces election of Henry T. Stanton, of Chicago, former secretary, and S. Hunter Richey, Stewart L. Mims and John B. Watson of New York as vice-presidents. James D. Woolf of Chicago was elected secretary to succeed Mr. Stanton.



The Thumbnail Business Review

INDUSTRY and trade prepare to cross threshold of a new year with confidence. During past year noteworthy changes were wrought in our economic structure, principal of which has been gradual readjustment between agricultural and industrial prices.

☐ Also favorable: Textile mills operate at greater capacity, automobile makers are increasing output, rubber and leather factories are more active than in years. Iron and steel industry is working at full blast.

☐ Railroad traffic in 1921 surpassed all previous records in several instances, though less in ton-miles and carloads carried than 1923. Coming year should witness a new high-water mark in traffic history.

☐ Mail-order, department store and chain store sales have been large. Wholesale trade has been increasing during recent weeks. ALEX MOSS.

Albert Frank & Company

Chicago, have been appointed to direct advertising for Lewis' Lye and for Pensal, a new water softener and cleanser developed by the Pennsylvania Salt Manufacturing Company. R. E. Hollis, formerly with the Dickinson Advertising Company and advertising manager for the Pennsylvania Salt Manufacturing Company, has joined the staff of the Frank company.

Donaldson Douglas

Has been elected treasurer of the World Wide Advertising Corporation, New York.

William Polje

Formerly assistant sales manager and advertising manager for the Skelly Oil Company at El Dorado, Kan., and Tulsa, Okla., has joined the Central Advertisers' Agency, Wichita, Kan.

E. T. Sadler Company

Chicago, have been appointed to direct the following advertising accounts: Thomas & Armstrong Company, London, Ohio, manufacturers of furnaces and metal garages; the KleanRite Auto Laundry Company, Chicago; the Lloyd-Breckenridge Grease Company, Hammond, Ind.; the Edwards Valve & Manufacturing Company, East Chicago, Ind.; and the Hawkeye-Dart Truck Company, Waterloo, Iowa.

George Batten Company, Inc.

New York, have been retained as advertising counsel to the Kolyons Company, New Haven, Conn.

Frank M. Conrre Company

Chicago, has been appointed advertising and merchandising counselors to the Alfred Johnson Skate Company, same city.

Joseph Ewing

New York, has been engaged to act as marketing counsel to the Humphreys' Homeo Medicine Company.

Reese Advertising Agency, Inc.

New Orleans, has been appointed to direct advertising for the Evangeline Pepper Products Company, St. Martinville, La.

Lennen & Mitchell, Inc.

New York, has been appointed by Bauer & Black, same city, to direct advertising for Blue-jay corn plasters.

Blackett-Sample-McFarland

Chicago, have been appointed general advertising and merchandising counsel to the Washburn Crosby Company, Minneapolis, manufacturers of Gold Medal products.

Barton, Durstine & Osborn, Inc.

New York, have been appointed advertising counsel to the Railroad Co-operative Building and Loan Association. A campaign to be run in class magazines will feature the home building exhibit to be held in the new eighteen-story building of the association in New York.

Oliver M. Byerly

Cleveland advertising agency, has been appointed to direct advertising for the Automobile Screw Products Company, manufacturers of the Blossom Coincidental Automobile Lock. The Byerly company will be in new quarters in 414-16 Penton Building, starting January 1.

Frank Presbrey Company

New York, has been appointed advertising agents for the Standard Action Company, Cambridge, Mass., manufacturers of piano actions.

[ADDITIONAL NEWS ON OTHER PAGES]



Board Room, First National Bank, Boston

THEY MUST BE SOLD!

ATHIN line of executives at the top in all industry reserve to themselves the right to spend their own money.

To neglect a steady pressure on this group is to leave your salesmen with a real problem on their hands. Last minute resistance at the top is hard to get at and fatal if neglected.

A strong campaign in Nation's Business puts the pressure exactly where you need it most. It will work for you behind doors shut to the ordinary approach. It will not only start direct action from these influential men but will give your proposition a quick O.K. when other sales effort brings the matter up for final approval.

More than 41,000 Presidents of Corporations read Nation's Business
More than 18,000 Vice-Presidents of Corporations read Nation's Business
More than 18,000 Secretaries of Corporations read Nation's Business
More than 8,000 Treasurers of Corporations read Nation's Business
More than 13,000 General Managers of Corporations read Nation's Business
More than 129,000 Major Executives in 96,813 Corporations read Nation's Business

You will find of interest a detailed analysis of our 168,000 subscribers. Let us tell you how other advertisers are using this magazine to make their advertising expenditures more productive. Get an executive "Yes" when the order hangs in the balance.

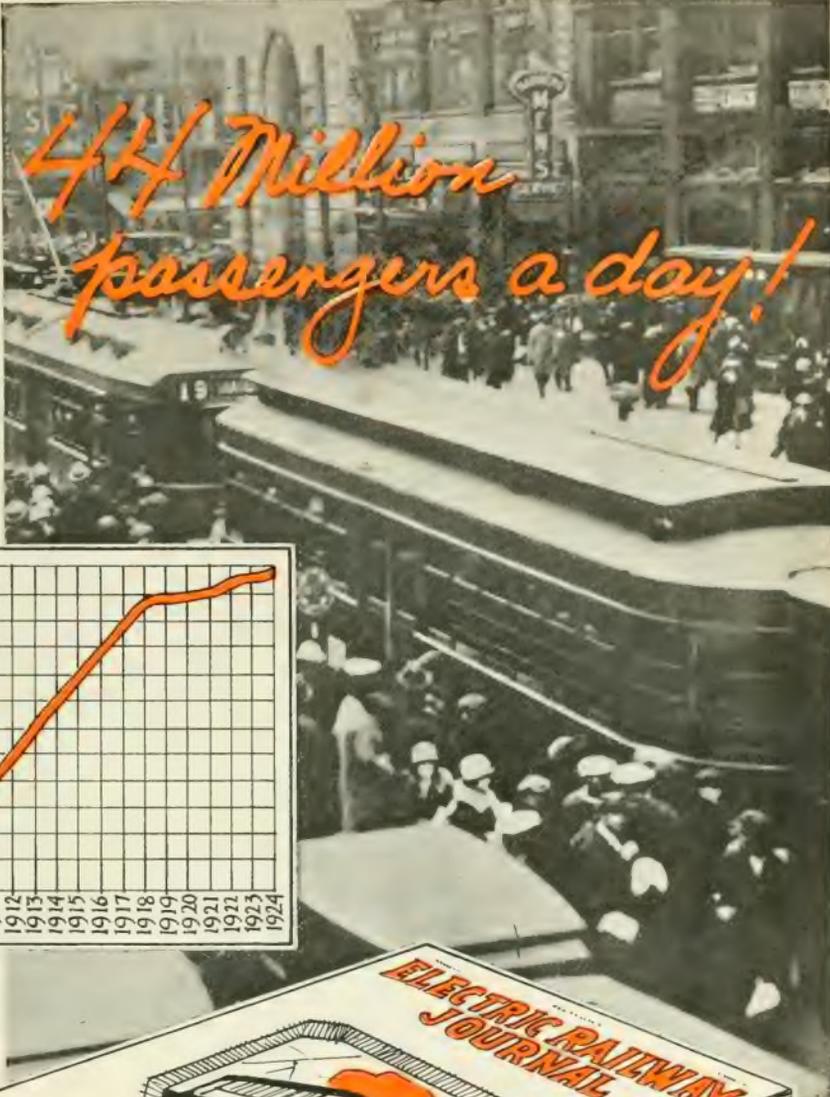
NATION'S BUSINESS

WASHINGTON



MORE THAN 168,000 CIRCULATION

MEMBER A. B. C.



Seven Cents Apiece

44-million "fares" ride the streetcars each day.

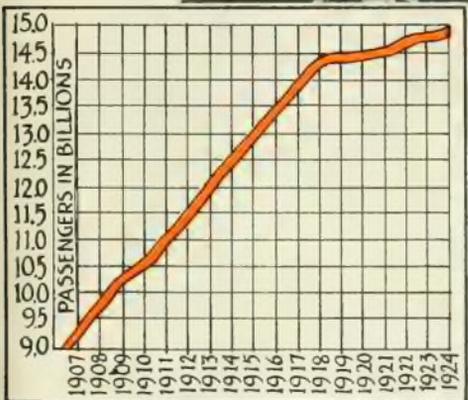
Each "fare" averages 7-cents.

Fare enough?

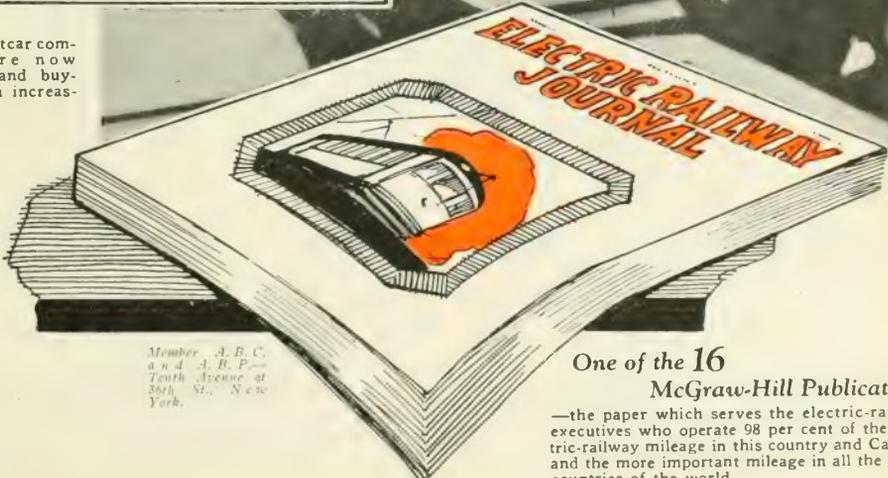
The streetcar companies enjoy a daily gross income of more than three million dollars.

—and an annual gross income of more than a BILLION dollars.

Fair enough!



The streetcar companies are now earning and buying at an increasing rate.



Member, A. B. C. and A. B. P. Tenth Avenue at 39th St., New York.

One of the 16 McGraw-Hill Publications

—the paper which serves the electric-railway executives who operate 98 per cent of the electric-railway mileage in this country and Canada, and the more important mileage in all the other countries of the world.

"United to Do Good Service for You"

OWING to the fact that the twelve Macfadden Publications are handled as a group by the same circulation department and by the same circulation methods, we have effected economies in this department which are reflected in the extremely low rate at which we can offer advertising space in all the Macfadden Publications.

It was but a step further to centralize our advertising efforts also, but it was obviously impossible to include every Macfadden Publication into a "unit", because of the varied appeals of our different magazines.

We have, however, selected five among the most outstanding of our publications and included them in "The Macfadden Unit". This effects so great an economy in time and money and labor, that we gladly pass along to advertisers a considerable saving in rate, and at the same time we give a greater coverage at a lower

rate, than can be obtained in any single magazine, or in any other group of magazines.

This grouping of five publications in the "Macfadden Unit", effects definitely and at once a saving of \$2.90 a line or \$950 a page.

Each of these magazines in the "Macfadden Unit" has an individual identity, although all are built along the lines which have made the Macfadden Publications so signally successful.

We do not pretend that we are entirely unselfish in forming the "Macfadden Unit." But whatever of selfishness there is in the working out of this idea redounds to the benefit of advertisers who need complete coverage among the 2,725,000 magazine buyers who voluntarily step up to the newsstands of America and pay 25c a copy for their favorite magazine.

True Story **Fiction Lovers**
True Romances **Dream World**
True Detective Mysteries

France Honors Mrs. Meloney

Clipping from New York World,
November 21, 1924

FRANCE HONORS MRS. MELONEY.
In recognition of her pioneer work in behalf of better homes in the United States and the impetus it has given similar activities abroad, Mrs. William Brown Meloney, editor of the Delineator, has been decorated by Premier Herriot with the French Medal for State Service. Mrs. Meloney, a member of the Advisory Council of Better Homes in America, returned from Europe on the Homeric yesterday.



MRS. WILLIAM BROWN MELONEY, decorated, Médaille de Charleroi, for service in behalf of Belgian Children; Order de la Reine Elisabeth for distinguished service to Belgium; Chevalier of the Legion of Honor (France); Fellow of the Academy of Political Science; Organizer of the Marie Curie Radium Committee, and of the Better Homes in America Movement; Director of the American Child Health Association.

MRS. MELONEY
is Editor of

THE DELINEATOR

Founder of BETTER HOMES IN AMERICA



THE BUTTERICK PUBLISHING COMPANY
CHICAGO NEW YORK SAN FRANCISCO

A Periscope on the Circus



ALL the world's a circus tent (as Shakespeare did not say). But the biggest show on earth is also the hardest to watch—too much going on.

Even if you had no part to play and could devote all day, every day, to being a spectator, you still would need several pairs of eyes for the feature acts and as many for the side-shows.

Current Opinion supplies those eyes, and spares you the tedious incidentals and repetitions and the waits for scene-shifting. Sitting in your comfortable armchair you turn the Current Opinion periscope on life's great performances and view the finest feats of human genius at close range.

A hand-picked audience is enjoying the big show through Current Opinion's periscope. Is your product to be shown in its magnifying glass during 1925?

CURRENT OPINION

100,000 net paid guaranteed



Eastern Advertising Manager
R. B. SCRIBNER
50 West 47th Street
New York, N. Y.

Western Advertising Manager
A. W. KOHLER
30 North Michigan Blvd.
Chicago, Ill.

Advertising and Selling FORTNIGHTLY *Markets, Merchandising & Media*

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IF industry in this country could be viewed as a whole, from some vantage point that would give the needed "perspective," it would soon become apparent that the outstanding problem, from the point of view of the individual enterprise, centers on the question of distribution. Fred W. Shibley, in an article in the present issue, shows that greater possibilities exist for improvement in our economic condition, by finding a satisfactory method of getting the products of manufacture from the factory into the hands of the ultimate consumers at a considerable decrease in cost under present-day conditions. In most lines, believes Mr. Shibley, a given percentage decrease in selling price will generally be compensated for by a proportionate increase in demand.

M. C. ROBBINS, PUBLISHER

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Telephone: Murray Hill 8246

J. H. MOORE, Advertising Manager

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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
Mandeville, Louisiana

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

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

Subscription Prices: U. S. A. \$2.00 a year. Canada \$2.50 a year. Foreign \$3.00 a year. 15 cents a copy

Through purchase of Advertising and Selling, this publication absorbed Profitable Advertising, Advertising News, Selling, The Business World, Trade Journal Advertiser and The Publishers Guide

Member Audit Bureau of Circulations and Associated Business Papers, Inc. Copyright, 1924, Advertising Fortnightly, Inc.



SOCONY

REG. U.S. PAT. OFF.

SOCONY literally means Standard Oil Company of New York, but it stands for vastly more than the mere name.

In far-off China it is a symbol of light and of heat. In rock-ribbed New England, and throughout fertile New York, it is a symbol of power, of stamina, of speed. Everywhere it is a name that typifies to the millions of motorists and householders, not only service well done, but a hundred and one quality petroleum products—the best that 50 years of refining experience can make.

It is, therefore, something more than just satisfaction that we feel in contemplating our long connection with Socony. We feel that it has not only been "Truth Well Told", but told so well that something, at least, of the prestige and confidence that Socony everywhere evokes is due to the advertising which we have conceived, planned and carried out for so long.

THE H. K. McCANN COMPANY

Advertising

NEW YORK
CHICAGO

CLEVELAND
LOS ANGELES

SAN FRANCISCO
MONTREAL

DENVER
TORONTO

DECEMBER 31, 1924

Advertising and Selling FORTNIGHTLY

FREDERICK C. KENDALL, Editor

Contributing Editors Robert R. Updegraff Floyd W. Parsons Marsh K. Powers
Charles Austin Bates Russell T. Gray Alex Moss, *Managing Editor*

What a Great Bank Has Learned in Helping Ailing Businesses

An Interview by Robert R. Updegraff with

Fred W. Shibley

Vice-President of the Bankers Trust Company, New York

DOWN in Wall Street, New York, seated at a mahogany desk in one corner of a spacious banking room, is a man who has had a rather unusual opportunity to observe just what principles and methods have made for business success under the conditions that have prevailed since the World War, and that probably will prevail to some extent for several years to come. His name is Fred W. Shibley, and he is a vice-president of the Bankers Trust Company. It has developed upon him to help many of the bank's commercial customers to develop ways and means of weathering the trying period of deflation and readjustment that followed hard on the boom of 1920, and to help them fit their manufacturing and marketing policies and plans to the changed conditions under which a business must be conducted today if it is to live and prosper. Some of these enterprises were seriously ailing, and to pull them through required more than fine theories or blind confidence. Practical measures, almost in the



Fred W. Shibley

nature of "specifics," were needed. It was to learn something of these practical measures that I called upon Mr. Shibley to interview him for the FORTNIGHTLY; and I found him primed.

"Yes," said Mr. Shibley, when I had explained my mission, "we have been called upon to help several

businesses through the period of industrial reconstruction since the boom of 1920, and as bankers we have learned as much as have the business men we have helped. You see, when the orgy of plant expansion, over-purchasing of materials, over-production of merchandise, over-stocking of jobbers and dealers, and over-borrowing of money from banks, incident to the tremendous impetus in business after the armistice, culminated, we bankers became painfully aware of the fact that we also had been deceived by the enthusiasm of the times, and we admitted, at least confidentially, that in many instances we had loaned as unwisely as manufacturers had borrowed. Spurred by the humiliation of our own mistake, we took vigorous measures immediately to hold American industry together until it could be righted.

"Without conferring, we came to practically a unanimous decision to save every industry in trouble which, on the facts in the case, evidenced the right to survive. We lost no time in getting the facts

together, analyzed these facts, and then offered our advice and assistance. Our preliminary investigations revealed, somewhat to our amazement, that some of the larger industries in this country were being controlled by executives who were good enough sailors before the wind, but who in a hurricane did not know how to reef sails, let alone how to sail their ships in the teeth of the gale.

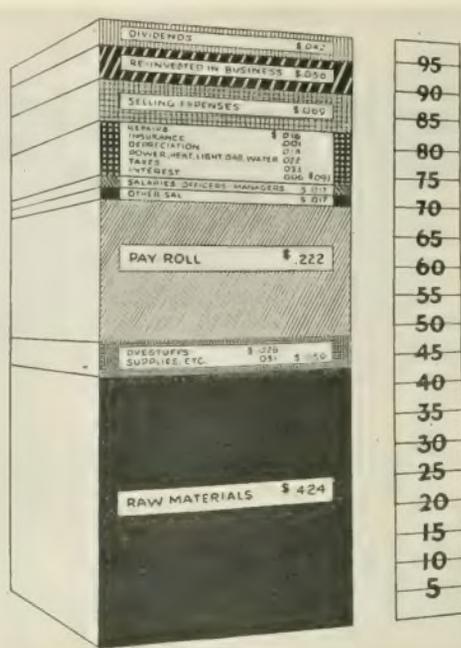
"New managements in many cases had to be selected and installed. This was done without hesitation in extreme cases, more slowly in others, for the bankers realized fully their own limitations. They did not seek to exercise control over operations of any distressed business if this course could possibly be avoided.

"As bankers, in nearly all cases we did not know how to operate a business, from a technical standpoint, but we did know how to organize it, analyze it, coordinate its several functions, and direct it along the lines pointing in the direction of success."

"Where did you begin this work of reorganization and coordination?" I asked, and was rather startled when he replied promptly, "With sales, generally." And then he went on to explain: "Manufacturing processes have been highly developed in the past few years, and we found that in most cases reasonably efficient production methods either had been or were being installed. So that there was generally no opportunity to effect any very far-reaching reform in production. But in sales it was different. Or perhaps I should say in the relation of sales to production—and to investment, which latter is the primary interest of the banker as it is of the owner or stockholder.

"You see," continued Mr. Shibley, "there are two yardsticks by which a business may be measured: Its percentage of return or profit on the investment; and its percentage of profit on sales.

"In the old days, if a man invested let us say a million dollars in a business, he generally directed



The Sales Dollar made graphic. Device worked out by the treasurer of a large silk manufacturing company in New England to show the officers and the workers what becomes of the sales proceeds of the business, and how sales relate to dividends. It is in effect a yardstick by which to measure and control all operations

that business himself and worked to make that million-dollar investment yield a satisfactory return. But presently along came the period of hired presidents and general managers and sales executives, and to them that million dollars of invested capital was merely a vague academic consideration, represented by some impressive engraved certificates owned by people they didn't even know, perhaps. So it was perfectly natural that they should use an entirely different yardstick to measure their success and progress: the yardstick of percentage of profit on sales. This represented their accomplishment.

"NOW this accomplishment might be excellent in itself, but not from the standpoint of the stockholders or the banks with money invested in that business. The plight of the railroads today is an example of that. Many of the roads are being operated so efficiently that they are showing a

good return on the basis of percentage of profit on cash receipts, but they are not showing a percentage of profit on invested capital that makes it possible for them to interest new capital.

"No president or general manager or sales manager, or any other responsible executive, has learned the first fundamental of business until he has grasped the need of applying both of these yardsticks to his operation. That was not quite so important before the war, perhaps, or when we were doing business on a rising market, for if a business was doing well the percentage of profit on investment was inclined to take care of itself. But not today, nor for several years to come."

"Just how do you go at the problem of sales? And how do you relate sales to investment?" I asked, anxious to get down to cases.

"I'll answer your questions in order," replied Mr. Shibley. "Taking up sales as such, we first take a map of the United States, blank except for outlines of the states and enter the present sales of the company in that state. Next we study the potential sales in each state, based on population, and later enter those figures on the map. Then we study the cost of getting those goods to those states, and the various other factors as represented by the various maladjustments of marketing. Frequently we find that sales are very 'spotty,' and that certain states that present a large potential market have received scarcely any attention; or, on the other hand, we discover sometimes that the biggest distribution is in remote states which represent sales and shipping expense which could be avoided by the simple expedient of cultivating territory closer home.

"But these are simple, obvious problems with which any good sales manager concerns himself, and I need not discuss them at length. Our particular interest is the broader one of relating the sales to the business as a whole."

[CONTINUED ON PAGE 46]

Why Don't Manufacturers List Prices in Industrial Advertising?

By Russell T. Gray

THE price note is sounded so distinctly in most national advertising to the general consumer, that it would seem there is a widespread conviction in this field that price plays a major part in creating consumer acceptance.

In a recent issue of a popular magazine—a recognized national medium—practically every advertisement, where price was at all in keeping with the nature of the campaign, contained either a price, or at least the statement of a price range. But in a comparable magazine in the industrial field, even the slightest suggestion of a price range seems to have been the farthest thing from the advertiser's idea of a selling appeal. A few brushed the subject with studied vagueness.

Price seems to be a graveyard that industrial advertisers whistle by nervously and then once more plunge more loudly than ever into their cherished theme of economy. "Ultimate economy" is their favorite expression for circumventing initial cost.

On the face of this evidence it appears that one of two things is undoubtedly true. Either the industrial advertiser has made a searching analysis and has determined beyond a doubt that there is not a single reason for even touching upon price; or he is more inclined to be a slave of precedent than his contemporary in the popular field.

Many industrial advertisers are skeptical of the suggestion that there is a parallel between their advertising and general advertising. One industrial advertiser, in order to illustrate his idea of the distinction between the two classes of advertising from the angle of price, touched, of course, upon the old idea

The Cub—Now \$485

The Cub—
A Bear for Work



The Greatest Value Ever Offered in Portable Belt Conveyors

INCREASED production has again enabled us to meet part of our backlog in manufacturing as to the 1924 buyers of the famous Cub Portable Belt Conveyor.

It is the same widely built standard Link-Belt Leader which sold for \$545 in February, 1923, and for \$450 in August, 1923. It is a Link-Belt guaranteed product. It knows no superior in strength, construction or performance. It is the best material leader than a half dozen or more men.

All this new low price is in some instances reach of every operator handling even a small amount of material—sand, gravel, etc.

Ready to work when you get it fully equipped. While you can furnish any type of motor or engine to run this load carriers, our standard Cub Leader, selling at the new low price leads.

Order in ones for general shipment. The \$485 price is F. O. B. Philadelphia in Chicago.

LINK-BELT COMPANY, NICEYOWN, PHILADELPHIA, PA.

LINK-BELT

WHETHER the price does or does not belong in industrial advertising has always been a moot question. It is certain, however, that all sales revolve around price. Economy, to mean anything, must be based on price. The price must find its way into the early stages of selling, as it does in the advertisement above

of economy first and price not at all. "A friend of mine tried to show me why I should buy \$150 suits of clothes," he said. "His appeal was the industrial appeal—economy. 'I buy one of these suits every three years,' he told me, 'and they'll outlast three of your \$75 suits and outlast 'em in the bargain!' But his idea didn't get across for the simple reason that I didn't look at clothing in the way that an industrial buyer looks at the equipment he buys. I simply told him that all I had in the world at that particular time was

\$75 and that his argument, although admittedly good, was worthless under the circumstances.

"You get the point," he went on. "An industrial buyer either has the money or knows where he can borrow it, and he's been trained to the idea of ultimate economy."

But his listener was not to be satisfied by being taken over old ground.

"I'll grant all that," he said, "as a general principle. But isn't it a fact that there are hundreds of products sold through general advertising that must make their appeal on a basis of ultimate economy? And isn't it also true that industrial advertising holds no monopoly on this appeal?"

The industrial advertiser admitted that all this was true. He also admitted that price is all-important. But he refused to admit that it belongs in an industrial advertisement. "It's up to the salesman to handle the price," was the way he dismissed the subject.

Can it be that the industrial advertiser's secretiveness in the matter of price is an admission of weakness in merchandising and a result of the propensity for riding hobbies? The strange cases of manufacturers, who deliberately build prohibitively priced equipment simply because they can thereby gratify a personal whim, are unquestionably more common among manufacturers of industrial equipment. It is barely possible that a subconscious feeling of their own fault is revealed in a tendency to shroud the price with mystery until every price-defending selling argument is driven home.

The search for examples of price advertising in the industrial field was productive of only a few speci-

mens and the complete demonstration of what might be accomplished by it is therefore lacking. One unique example of price advertising was unearthed, however, and incidentally it featured the kind of product that was difficult to price. The price had to be quoted in terms of "per horsepower equipped."

The manufacturer of this equipment stated that there was real evidence that many buyers were won over to it who otherwise would have considered it beyond their price limit. This price advertising was successful, but it was killed—and at the request of the salesmen!

It may be that much industrial equipment has no price to advertise. If the lack of prices is the

result of a price manipulating system, then surely that would constitute the best reason for publishing them—as a protest against the system! Nothing could do more to abolish that curse of so much industrial marketing—the old order of piling on or cutting to the losing point—than the publication of prices where pricing is feasible. The manufacturer of a certain excavating machine says that, although he holds religiously to his price, he has yet to discover a competitor who will not juggle prices to suit exigencies.

Like the old-time retailer of brandless goods who threw in a pair of suspenders with a suit of clothes, and even topped it off with

a pair of socks if the buyer was unusually wary, these modern business men are throwing in freight charges, extra equipment, and often a man to run the machine, using these flea-bitten subterfuges for changing prices without changing them.

Would not the publication of the price of that one-price excavating machine say, "Here is our honest price—we stand above the crowd"? Wouldn't the printed price in an advertisement say that more convincingly than any salesman could say it? There is a lot of talk today about the ways and means of taking a product out of competition. Has anyone considered price advertising

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When the Swallows Fly South

ALONG about the time the swallows begin to fly southward, the Canadian Pacific starts to run its Chateau Frontenac winter advertising, extolling the virtues of the winter in Quebec and a vacation period in the northland. The characteristic art and typographic treatment of a new "Bienvenue à Québec" series is, indeed, as unailing a sign that another winter is approaching as the migration of the swallows themselves.

Unlike the swallows, however, the Canadian Pacific advertising welcomes the snow and the frost. When Old Quebec is snow-covered, the Chateau Frontenac copywriter is happy. To him winter is a time of glorious sports—tobogganning and bob-sledding, skating and adventuring over the snows in dog-sled and snow-shoes. His artful suggestions of life in the open take the chill out of winter and make the blood course more quickly in anticipation.

Each advertisement in the series skilfully contrasts the warmth and intimacy of indoors—lounge halls, open fireplaces with fires roaring, musicales, dancing—with the exhilaration of active moments spent outdoors on Dufferin Terrace and the surrounding country.

To quote from one of the advertisements: "And hos-

pitality . . . Chateau Frontenac will be the center of everything. Outdoors, the triple-chute toboggan slide; the skating rink; the ski-jump; the dog-sled run. . . . Indoors, luxurious club life. Roaring fireplaces, cosy restaurants. In-

door tennis, curling. The snow-shoe clubs extend the hospitality of their cabins. The old French families bid *les Americains* welcome."

All of which is sufficient to make those of us who must stick to our tasks philosophize anent the inequalities of existence. Winter becomes a glorious glowing season—with an exhilarating outdoors and a "luxuriating" indoors. At least, that is the dual picture the advertisements paint.

Time was, not so very many years ago, when to mention Canada was to get a Canadian peevish. Kipling's poem to Canada, "Our Lady of the Snows," was deemed to have cost Canada millions of dollars through spreading an injurious impression about her climate.

When Canadian Pacific started in earnest, about three years ago, to make Quebec a winter sport center, the response was meager. Last year, however, recognition came with a rush. The French-speaking Quebecers, who at first were aloof and "standoffish," began to thaw out. They saw that these American tourists were a profitable industry. But more than that, their naturally friendly selves opened up, and they admitted the Americans to their "fetes de glace" and other typically native celebrations.

Quebec
the wintersport land

And this year—greater places than ever. A new winter sports director, one horn and bred to the snowsports of Switzerland. An enlarged staff.—Norse ski-men, "Les petites Canadiennes" (instruct in skiing, continental maneuvers in figure skating, Indian guides. For thrill, International competitions between best American and Canadian teams. Championships in figure skating, skiing, curling, hockey. The famous dog-sled derby. For fun, the Frontenac winter sports club. Daily programs of games in the snow. Frolics under the stars, and expeditions across country. For brilliance, "carnivals de glace" on Dufferin Terrace and "balls de costume" in the beautiful Louis XVI Ballroom. And all this against a background that is 17th Century France, with headquarters at a hotel club that is most modern America. Yes, Quebec is the winter sports capital—with all that implies. Decide now when you will come. Reservations and information on Canadian Pacific, 142 Madison Ave. at 44th St., New York, or Chateau Frontenac, Quebec, Canada.

CHATEAU FRONTENAC
THE WINTERSPORT CAPITAL OF WINTERSPORT LAND

The FORTNIGHTLY Adopts a Farm—II

How Mr. Maurer Earns His "Spendable" Income

By James M. Campbell

IT is time to bring Mrs. Maurer into the "picture." She is, maybe, a year or two younger than her husband—short, stout, smiling and as busy as she can be from the time she gets up at five in the morning (four in summer) until she retires at eight-thirty or nine.

She never seems to be tired; yet she must be, often. Except for a few weeks when her children came, she has never had a servant. She prepares three meals a day, does all



ANOTHER view of the Maurer home. While there is probably not another farm-home in the United States which is an exact duplicate of it, there are millions of homes which resemble it in many more respects than they differ from it. To the left is shown Mrs. Maurer with thirty-odd pounds of freshly made butter



holding the publication in one hand while she rocked the swing churn with the other. She has never been to Indianapolis, which is less than a hundred miles away. Occasionally, she visits Terre Haute, twenty miles distant. Occasionally,

holding the publication in one hand while she rocked the swing churn with the other. She has never been to Indianapolis, which is less than a hundred miles away. Occasionally, she visits Terre Haute, twenty miles distant. Occasionally,

majority of women. But she realizes that the life of a farmer's wife is circumscribed—that just so long as there are cows to be milked and chickens to be fed and meals to be prepared and clothes to be washed, she must be on the job.

In all the time I passed under her roof, I never heard Mrs. Maurer say an unkind word or exhibit the least indication of impatience. That "goes" for Mr. Maurer, too. They are a wonderful couple.

the laundry work, looks after the garden, helps milk eleven cows, feeds 150 chickens, dusts, sweeps, makes the beds and—just to show what she can do—makes anywhere from seventy to 100 pounds of butter a week.

She hasn't, you can imagine, very much time for reading; but I have seen her, more than once, busy with a story in *The Country Gentleman*,

too, she gets to Springfield, where three of her children are. Once, she stayed there for a fortnight. The longest trip she ever made — it was, I understand, the only long trip she ever made — was to Coffeyville, Kansas, where her sister lives.

Mind you, Mrs. Maurer is not unhappy. As a matter of fact, she is, I am sure, far happier than the ma-

The Maurer farm comprises 170 acres, of which about twenty acres are "bottom" land—that is, land liable to overflow from Big Creek and therefore not available for cultivation. The remaining 150 acres were used this year as follows: Pasture, 85 acres; corn, 30 acres; wheat, 15 acres; hay, 20 acres. In-

cluded in the 85 acres classified as pasture are, roughly, five acres, part of which is an orchard, part a chicken-run, part a vegetable garden, part a feed lot, the remaining acre or so being occupied by Mr. Maurer's home, barn and outbuildings of one kind and another.

It will be seen from these figures that somewhat more than half of Mr. Maurer's cultivable land is in pasture. But a corresponding proportion of his annual income comes from the cows and hogs who look to that pasture for sustenance. Furthermore, a good deal more than usual of Mr. Maurer's land is fallow this year. Nevertheless, unless conditions change greatly, he intends next year to use his land just about as in 1924.

This year, Mr. Maurer averaged 35 bushels of corn, seven bushels of wheat, and a little less than two tons of hay to the acre. His wheat was a disappointment. He actually lost money on it, he says. He will not sell any of his corn and not much of his hay. He can get more than the market price for his corn by feeding it to his stock. Not only will Mr. Maurer not sell any of his corn, but it is more than likely that before next year's crop is harvested he will buy 100, perhaps 200, bushels of corn.

From neither corn, wheat, nor hay, therefore, can Mr. Maurer count on much in the way of cash



ON the Maurer farm, about one-third of the gross income is from hogs. Mr. Maurer sells them when they are seven or eight months old and weigh about 220 pounds. These, he says, are the best ages and weights to market hogs

this year. His corn he will feed to his cattle and hogs, his wheat to his chickens, and his hay—not all, but most of it—to his horses and cows. When I arrived at Mr. Maurer's home he had 4 horses, 1 bull, 12 cows (one of them dry), 150 chickens and 35 hogs, including a boar and three brood sows. Since then he sold sixteen of his hogs. They weighed about 220 pounds apiece, and were between seven and eight months old. Mr. Maurer thinks that those are about the best weights and ages at which to sell hogs. He got a fairly good price—about \$9 a

hundred—the entire shipment fetching about \$330.

Mr. Maurer every year figures on selling about sixty hogs, and if present prices hold, he should get about \$1,100 gross. Hogs are Mr. Maurer's second largest source of income. Butter and milk are first, poultry and eggs third.

Elsewhere an estimate of Mr. Maurer's income—gross and net—will be published. I make no promise that it will be absolutely correct, but it will be near enough for all practical purposes.

This is a complete list of Mr. Maurer's farm machinery: 3 plows, 1 disk, 1 harrow, 3 cultivators, 1 corn planter, 2 wagons, 1 binder for wheat and oats, 1 manure spreader, 1 hay baler, 1 corn crusher, 1 corn binder, 1 mower, 1 gasoline engine, 1 De Laval separator and 1 concrete mixer.

The gasoline engine is used for pumping water into the water tank in the feed lot; the separator is kept in the outhouse in the rear of the kitchen except in very cold weather, when it is taken indoors; and the concrete mixer—purchased quite recently, by the way—will be used from next spring on, principally to make fence posts. Concrete fence posts, Mr. Maurer believes, are better, and in the end cheaper, than wood posts.

All the machinery is kept under

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ON a farm such as Mr. Maurer's, horses are an expense; cows are—or should be—a source of considerable profit. About half of the gross income of the Maurer family comes from butter. A little—a very little—butter-milk and milk is sold. The skim milk is fed to the chickens and hogs. If the milk, instead of being made into butter, were sold to a creamery, the family's income would be several hundred dollars a year less

Bread and Butter Problems of a Sales Manager

Bringing the College Man Into the Sales Force

By V. V. Lawless

IT took several years of experimenting, with a variety of failures and successes and neutral outcomes, before I could even work out a theory which governed the young college man coming into business. And right now, after several years of proving and disproving this theory, I come to the point where I wonder if there is any single theory which governs the college man in business.

One naturally presumes that the young man of good family, with the advantage of a good preparatory school record plus four years at a good college and maybe a post-graduate year or so, should be exceptionally fine timber for any sales department. It is true that we have developed some very profitable specimens from this field, but what has long been a puzzle to me is why the percentage of successes is so small.

I have often thought that if I could work out a formula which would permit me to pick at a glance the college man who had it in him to make good, then I could rapidly build up an unusually intelligent, well educated sales force which would be head and shoulders over any other sales force. But although I have discussed this subject with any number of sales managers in different lines of business, none of them seem to have worked out any definite rule to follow.

So we all seem to come to one conclusion, namely, that the college



THE college man comes in at twenty-two, after having put in four years at school, and when he walks in on his first Monday morning, there is no place, speaking figuratively, where he can hang up his hat. He looks around and sees other men of his age busily pounding typewriters and acting as correspondents. He sees men a few years older working as junior salesmen, or, a little older still, as salesmen with regular territories. But it is almost certain to be a great puzzle to him, when he first comes to his job, to find out why he is not doing something to justify his college training

graduate has no particular corner on intelligence. On the other hand, it does work out that the college man who comes to you at twenty-one or twenty-two and stays through the first five or six years generally has that something which enables him at somewhere around twenty-eight or thirty to assert himself and take a higher place than the average man of the same age without the advantage of college training.

The college man who comes to the

sales department at twenty-two is generally not in position to take hold and make himself as useful around the department as the man who came at, say, eighteen, and spent four years in the department while the other chap put in four years in college. The young man who comes to the department at around eighteen is able, after four years of work, to fit in reasonably well in his particular job and do that job in good shape, else he would be dropped.

The college man comes in at twenty-two, after having put in four years in school, and when he comes to work on his first Monday morning, there is no place, speaking figuratively, where he can hang up his hat. It is almost certain to be a great puzzle to him when he first comes to his job, to find out why he is not doing something worthwhile. He tries to work out a way in which he can use the course in which he graduated. But he finds no opportunity to do this. He looks around and sees other men of his age busi-

ly pounding typewriters and acting as assistants and correspondents. He sees men a few years older working as junior salesmen or, a little older still, as salesmen with regular territories.

I know one college man who was very disturbed because he had been brought into a big organization and did not seem able to take hold any place. Week after week, he found himself plodding over masses of statistics which he and a number of

other men were working up into reports. He could see no real chance for progress doing what appeared to be mere routine clerical work, so he began going to night school and studied short-hand and typewriting. In three months he had made himself a capable stenographer.

He went to the sales manager with the information that he was ready to take a stenographer's job, that he wanted to be the stenographer and secretary for Mr. Blank because he felt that Blank was an exceptionally good man and that working for him would be a quick and short cut to a sales department education.

The sales manager nearly jumped

out of his chair when confronted with that form of initiative. He put the man at the job requested. In three months, the value of this man's college training was demonstrated, in that he could put into better English the thoughts which Mr. Blank wanted to convey to customers. It was a great combination of man of experience in the business plus a man with a splendid English education. In a very few months the advantage of this combination became apparent. The type of letter which went out each day resulted in much more business. Plainly, here was a young man with unusual powers of expression plus the advantage of splendid training.

He was getting a quick and thorough knowledge of the business.

This experience started the sales manager on a quest for more men of the same type. He found two more college men who seemed to rank up well. He induced them to take up shorthand and typewriting.

In a few months he had them working in his sales department as assistants to correspondents. He took his first prize man out of the sales department and made him assistant to the advertising manager. By the time that young man is twenty-six or twenty-eight, he will, no doubt, be well qualified to be a thoroughly good young advertising manager. He is

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Procter & Gamble Stimulate Use of Soap for Small Sculptures

TO focus the attention of sculptors on the recent discovery that certain kinds of white soap are a desirable material for the carving of small sculpture, both in relief and in the round, Procter & Gamble inaugurated a nation-wide small sculpture competition for three money prizes and first and second honorable mentions. The competition was conducted by the Art Center, New York. According to the conditions of the contest, all the works of sculpture remain the property of the artist, but for the purposes of stimulating interest and appreciation in small art sculpture, and in soap as a medium of it, part or all of the exhibits may be loaned for a period of six months for exhibitions in museums, art organizations and schools throughout the United States. The jury of award, left to right, are Heyworth Campbell, Paul B. Hoeber, Mrs. Bessie Potter Vonnoh, A. Stirling Calder, Chester Beach and W. S. Conrow.



FIRST prize of \$250 was won by Brenda Putnam for "The Vamp." Second prize (\$150) went to Margaret Postgate, for the "Elephant." Third prize (\$100) went to Simon Moselsic for the "Rabbit." Miss Putnam also received first mention for "The Penitent." Second honorable mention went to Merlin Ritter for a "Figure"

How Direct Mail Built Up a Million Dollar Business

By *Richard W. Freeman*

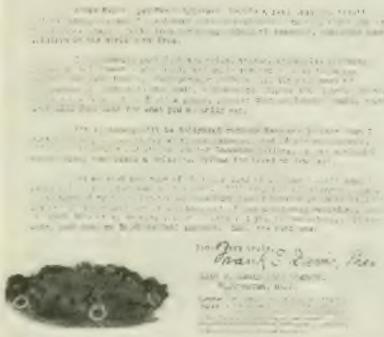
Sales and Advertising Manager, Frank E. Davis Fish Co., Gloucester, Mass.

BACK in 1885, Frank E. Davis became imbued with the idea that it was possible to build up a mail-order business in fish. He had very little capital, but that did not stop him from putting his theory to the test. Today the Frank E. Davis Fish Company of Gloucester, Mass., with a volume of sales aggregating a million dollars a year, stands as a monument to his sagacity and foresight. His theory, proved by time, has substantiated his original belief—that a profitable business supplying inland folks with choice grades of salt water fish could be developed entirely through direct-mail methods.

The Frank E. Davis Company sells its products direct to the consumer—it is an out-and-out mail-order business dependent entirely upon printers' ink and the post-office department for its success. One of the fundamental reasons for the growth of the business lies in the fact that every move is carefully tested in advance before the step is taken. Lists of prospects are tested, letters are tested, territories are tested and magazine advertisements are tested, before anything is done in a big way. To my mind, one of the advantages that direct-mail selling has over other methods is that one can "look before one leaps."

On this point of making preliminary tests before attempting a large mailing often hinges the success or failure of many a mail-order business.

Quality and not price has, from the first, been the selling argument. This is mentioned to emphasize the point that goods can be sold by mail on a quality rather than a price basis, which is the more common



SALES letters are the chief reliance of the Frank E. Davis Fish Company. Every mailing that leaves the office contains a message similar to the one reproduced above. Answers to inquiries are sent the same day they are received, and are personal in tone. The letter-heads are lithographed in colors, the illustration featuring each being in keeping with the product covered in the sales letter. Fillers, also, are sent. An interesting feature are the recipes given in the lower right-hand corner.

method for such businesses. Orders are obtained from several sources—from magazine advertisements built to produce sales direct from the page without intervening follow up, from inquiries that come from magazine advertising, from inquiries whose source we cannot trace and which we call "publicity," from circulars mailed to names of people who have not bought from us previously and

whom we call "prospects," and from circulars sent to those who have bought one or more times and whom we call "customers."

Our customers are the foundation of our business, and naturally it is our effort to add to this list as rapidly as possible. At present the list approximates some 165,000 names. Assuming that fish is a standard food, we mail to this customer list as often as ten times a year, approximately once a month.

Our magazine advertising is mainly of the type designed to produce inquiries for our price lists. Great care is used in the selection of our list of magazines, as inquiries cannot cost us over a certain figure and be profitable. Every magazine advertisement, therefore, is keyed and the returns carefully checked and recorded. Not only is the number of replies studied, but also the number of orders that we produce from those replies. One magazine may produce a large number of inquiries but only a small proportion are turned into buyers, while another pulls fewer inquiries with a greater proportion turned into buyers. In the final analysis we consider cost per inquiry and also cost per sale.

It is an absolute, imperative rule that every inquiry that comes to us shall be answered the day it is received. We don't take any chances of letting the prospect's interest cool off by lack of attention on our part. Too many times I have answered a magazine advertisement and by the time the catalog, price list or similar matter has reached me, I had lost all interest in the proposition. Inquiries cost money. How to handle them properly should be planned long be-

fore one is received. The follow up is uniform in every case and is based on what might be called, in technical terms, the psychology of buying. This year we have changed somewhat the nature of our first answer to inquiries. We found that a greater number of people prefer to buy trial assortments or special offers the first time, so we have built our approach on this thought.

An important part of our work is our effort to sell direct to people whose names are secured from many sources. We call this list advertising. These lists of names we test out carefully before we make a big mailing. Usually we send one thousand or two thousand and if the list produces the right return on a cost per sale basis, we "follow our hand" through. Here we do test certain territories, checking one section of the country against another. The

order blank, return envelope or return card which is part of the mailing is keyed to give us this information. We also test any special offer we plan before we send it out in a big way. "Safety First" is our motto, as the proposition that looks the best from our standpoint is sometimes the one that fails to "come through." In one test we made recently what we thought would be a "world beater" flivvered. My own idea is that the test was too small; we only sent out 100 pieces in four different cities, when 1000 should have been the minimum number to give a correct answer.

Every mailing we send out contains a letter, written in as personal and human a tone as is possible. Considerable time and thought is expended on these letters before they are turned over to our multigraph department to pro-

duce. We try to forget that we are writing a sales letter. We write it as though we actually want to render a service. Even though it may be reproduced by the million when we have finished it—while we are writing it, it is just *one* letter to *one* person. We bear these thoughts constantly in mind, and we believe that is why our sales letters are productive.

Every mail-order list of customers contains a certain number of names of buyers who are inactive. These stencils or cards show that the sales material isn't making sufficient impression to produce orders. As the Salvation Army says, "A man may be down, but he's never out," so a mail-order buyer, though he may have made no purchases for several years back, yet may be spurred to renew his patronage if

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Ten Dollars to China or a Million Dollars to the Argentine

THIS advertisement of the First National Bank of Boston clearly and unmistakably dispels the notion that there is any limit to the kind of advertising that can be done by a staid financial institution. The fundamental idea and copy treatment have been borrowed from the familiar department store type of advertising, yet this present advertisement manages to maintain a dignity that is quite its own. It conveys that air of stability and trustworthiness that is a bank's chief asset.

The chief commodity dispensed over any bank's "counters" is service. The First National advertising must come in the nature of a revelation, for relatively few people are really familiar with the various, almost peculiar, kinds of service a bank is in position to render. That they offer facilities for savings deposits, checking accounts, and other monetary dealings that have to do with financial "paper" is generally well known, and tacitly accepted as a banking institution's contribution to trade and com-

What "specials" does a big bank offer you TODAY?

The advertisement is a vertical rectangular layout. At the top, it asks "What 'specials' does a big bank offer you TODAY?". Below this is a central illustration of a classical building facade with a large archway. To the left and right of this central image are columns of text, each starting with a bold heading. The text describes various services such as "Savings Special", "Amazing Special Savings Plan", "Special Service", "Special Service", "Special Service", and "Special Service". At the bottom of the advertisement, it reads "THE FIRST NATIONAL BANK OF BOSTON" and "How to own \$1,000 in 10 years".

merce—the staples of the business. The "specials" offered by the First National constitute real information of an amazing nature, and should prove just as resultful in making "sales" as the offer of

"specials" by a department store. The bank's Service Department, for example, takes as a matter of course the fact that it introduces buyers and sellers; explains foreign trade matters; and makes special reports on market conditions. Not only that, but it gets train, hotel and steamship accommodations anywhere for its customers. For a trifling fee the department offers to translate foreign business letters, and facilities are available for obtaining for clients credit information on prospective customers in other cities. The bank, too, is ready to do this without regard to distance or difficulty. Publicity of this nature should be the means of bringing to the minds of the uninformed the realization that the term "banking," as it is understood by an institution such as the First National Bank of Boston, embraces many specialized services for depositors, from the sending of small sums of money to foreign countries for a mission to negotiating in the Argentine to buy a cargo of wool valued at a million dollars.

Santa Claus Opens His Daily Mail

By Clarence B. Rhode

ONE of the saddest things in life, someone once said, is to listen to a child crying over a broken toy. What would have been this person's state of mind could he have read the 713 letters that were received by "Santa Claus" at the department store of James McCreery & Company, New York, during the week before Christmas? These were letters written in every nuance of emotion—from the gladness that is expressed by happy youth to the yearning of wistful children who have heard there is a Santa Claus, but who somehow find their little wishes ungranted on Christmas morning.

The Santa who reigns over Christmas Town at McCreery's ingratiated himself with the children in the metropolitan area and elsewhere when he participated in a clever radio playlet broadcast from WEA. The radio program was one of the links in the store's campaign of publicity to attract attention to its toy department, in which the long counters piled with toys were spaced so as to simulate the streets of a miniature village. In arranging for the broadcasting several successive steps were followed so as to insure the greatest interest from the store's regular customers and the general public.

Visitors to the store in the weeks preceding Christmas were handed a neat six-page folder introducing McCreery's Santa Claus in photograph and text. Incidentally, no ordinary Santa is this, but an old retired actor who in appearance is the personification of the children's dream of the ruddy saint—a genial soul with a jolly laugh; merry, understanding eyes twinkling beneath bushy white brows; cheeks round and pink in a beaming countenance. A real Santa Claus, in fact, for he has posed in that character for some of the leading artists and illustrators in the United States. The booklet invited the parents to bring the children to the store to see him.

The next step in promoting the publicity was the sending of postcards to over 5000 children who are on the store's mailing list to receive *The Juvenile Magazine*, issued by McCreery every month and intended to create interest in the

growing of bears, dolls that cried, etc. Santa Claus—McCreery's Santa Claus—has a real, profound love for children, which is why his closing request that they write to him brought the overwhelming response that it did. The day following the broadcasting the letters began to arrive. Hundreds of letters, some written on expensive monogrammed writing paper, others on cheap writing paper, still others on scraps that were never intended for writing paper at all. The majority, of course, came from the New York shopping district, but there were some that came from Maine, Maryland and Michigan and one all the way from Canada.

Sales in the toy department of McCreery's the day following the broadcasting ran ahead of sales in every other department in the store, which would seem to indicate that the publicity was not without its effect.

Not only the children responded to Santa's story told over the air. Many of the letters were sent by adults who were so impressed by the McCreery broadcasting

that they had to write to Santa to let him know how they felt. The following is typical:

MY DEAR RADIO SANTA CLAUS—Up to this time when I have enjoyed a radio entertainment I have just commented on it. But I feel I want to write of how much I enjoyed the half hour with Santa Claus. Surely it was a novel entertainment for us grown-ups as well as the "kiddies." I think we all wish to hear the Radio Santa again, and after last night when we think of toys we surely will think of McCreery's.

The spirit of the generation that is now growing up saturates this breezy letter from one who signed himself "Your friend":

HELLO SANTA CLAUS—I heard you on the radio last night. Boy you were good. I heard the drum and the fiddle and everything else. I am sorry I cannot come to you tomorrow, but I will tell you in this letter what I want for Xmas. I want a BB-gun and light up station. And one of those electric main tracks. And a transformer. A electric

[CONTINUED ON PAGE 50]



children's departments of the store. These postcards contained the following message:

DEAR LITTLE FRIEND—I am going to talk over the radio Tuesday night (Dec. 16th) at half past seven. There'll be music and you'll hear the bears growl and the trumpets play and drums. Oh, lots of things.

I want you to listen to me. Will you do that and then write me about it?

The card, of course, was signed by Santa Claus himself.

On Monday, December 15, in the evening papers, and on Tuesday, December 16, announcements appeared in morning and evening newspapers to the effect that Santa would give "Half-an-Hour in Christmas Town" that night at seven-thirty, and children up to 100 years of age were asked to tune in. The broadcasting program consisted of a completely worked-out scenario with all the properties—children to blow horns,

THE · EDITORIAL · PAGE

A Modern Marketing Trend

THE leading article in this issue ("What a Great Bank Has Learned in Helping Ailing Businesses") is one which merits the attention of every reader of this publication, no matter how high or how humble his position, because it gives a fundamental picture of the relation of invested capital to production and sales, and because it concludes with a definite suggestion which is of importance to every manufacturer and to those responsible for his sales and advertising.

This suggestion is a banker's crystallization of a definite trend in marketing. More and more business men are coming to realize that they must lift their businesses out of "the crowded Valley of Staples" and create for them an individuality that will give them greater sales appeal and take them out of competition.

To realize the possibilities which await the man who can turn a staple into a "specialty," we have only to think of how those most staple of all products, pitch and felt, were virtually taken out of the staple class and converted into profitable "specialty" by the creation of the Barrett Specification Roof; how a daily train between New York and Chicago has been made so famous the world over as the Twentieth Century Limited by virtue of a little more speed, a little more service, and a lot of well-conceived advertising, that it now runs pretty regularly in three sections; and how a big new market was opened up recently for an old pharmaceutical preparation by advertising it as a specific for certain everyday uses.

There is no monopoly on such ideas. They are developed by thinking *into* the marketing problem, and of developing some way of relating a product more effectually to the needs and desires of the classes or the masses, and then letting the classes or the masses know about it.

Investing in Truth

WITHOUT attempting to recite the many and important accomplishments during the past two or three years of the vigilance work of The Better Business Bureau of the A. A. C. of W., we should like to point out that it has developed into an exceedingly influential department of advertising. Its work merits the increasing respect of the business world and the active support and cooperation of business men. Every dollar invested in well-directed vigilance work is an investment not merely in truth in advertising, but in the effectiveness of all advertising.

Price in Industrial Advertising

IS it practicable to quote prices in industrial advertising? Most industrial advertisers beg the question by stressing the idea of ultimate economy in connection with the use of their particular equipment, leaving it to their salesmen to handle the matter of price with the customer. A few—very few—manufacturers have found it of advantage to do so, while at least one advertiser who began the practice was prevailed upon to

discontinue, by the manufacturers' association of which he was a member.

As Russell Gray states, in an article on this subject elsewhere in this issue, "Nothing could do more to abolish that curse of so much industrial marketing—cutting to the bone or piling on all that the traffic will bear—than publishing prices, where this is feasible."

All sales revolve around price. To mean anything, economy must be based upon price, and price must be injected in the early stages of the selling process. The question, then, is whether it should start with the advertising. The answer deserves study in any advertising campaign—the industrial campaign not excepted.

A Fact to Live With

ONE of the speakers at the London Convention last summer crystallized into a sentence a thought that we of the advertising fraternity should keep constantly before us: *Advertisement is no substitute for quality.*

He "Sells" More Than He Makes

RECENTLY a well known textile manufacturer, whose product is nationally advertised, stated that he estimated that for every yard of material made by his company, two yards of goods purporting to be of his made were sold to customers. In other words, unscrupulous dealers took advantage of the fact that although the material made by this particular manufacturer was known by name to users everywhere, the lack of an identification mark on the selvage or elsewhere made substitution possible.

Here we have a new and thought-provoking angle on the problems of distribution and substitution. How many other manufacturers have stopped to ask themselves how many sales they are actually making in people's minds which never materialize into production orders, for one reason or another?

Twenty Lives Saved by Advertising

ABOUT a year ago the Westchester Chamber of Commerce, of Westchester County, New York, inaugurated an advertising campaign, the purpose of which was to reduce the number of automobile accidents. Posters and newspaper publicity were used, and talks were given to school children.

Figures have just been given out concerning the effectiveness of this campaign. The outstanding fact as revealed by these figures is that at least twenty lives have been saved in Westchester County during the past year, for the records show that twenty fewer people have been killed by automobiles than were killed the previous year.

For several years the number of automobile fatalities had been increasing steadily and alarmingly. This campaign not only stopped the upward swing of the curve, but actually started it down again. This proves conclusively that advertising can be utilized successfully not only as a selling force but as a social force.

What Place Has Stunt Selling in the Marketing Program?

By Roger F. Davidson

SPECIAL "deals" listed in a recent issue of a trade publication totalled one thousand "free" or special merchandising offers, practically every one of which was a bait to retailers to stock up merchandise which they would not stock up if left to consider the matter on a cold business basis of demand and turnover. They are all invitations to gamble with the manufacturer. Yet gambling is distinctly what the dealer should not do, nor is this special free deal plan the wisest thing for the manufacturers.

Sometimes I rather suspect that we are getting tired of stunt selling methods and find the more conservative methods best in the long run. The last ten or fifteen years have seen an enormous amount of stunt selling, also an enormous amount of hit-and-miss work; a lot of spectacular campaigns, some of which appeared to be winners and carried the air of success, after six months or a year were failures, or made a noise out of proportion to results. One might say the same of sales managers, and of accounts handled by some advertising agencies; both of whom often appear to be most successful.

I could not help observing that the jazzed-up stunt campaigns were, as a rule, put forth by relatively new concerns or concerns notably in a state of upheaval or change or half-success. Many of the conservative concerns were apparently the strongest and most successful. Yet, if "modern" methods were so good, why weren't the successful old concerns adopting them? Or, on the other hand, if they were so good, why weren't more companies succeeding with them? But the answer was always ready: The old conservative companies, supposedly, were merely



AMONG the more sensational and the more laughable methods that have been adopted for the stimulation of sales are the organization of parades in small towns, the use of men on stilts in spectacular costumes, and the organization of other such freak demonstrations. The illustration shows the manner in which a Nuremberg padlock manufacturer advertised his wares at a fair held in Leipzig recently

holding on to success made long ago, and were not changing with the times. The "young" concerns were "drawing circles around" the old conservative companies.

I have learned to discount this talk considerably, even though it is easy to admit that many excessively conservative houses exist who are out of tune with the times.

My own mind was fully made up on this subject during the deflation period, when I saw how the conservative business house, as a rule, escaped huge inventory losses in contrast to the degree in which the

executives of the concerns known for stunt selling were involved. Such executives had gambled with their inventories, just as they gambled with their sales methods; probably also with their advertising. Their chances were fair in good times, but poor in any depression.

My point about the conservative house and its standards is by no means an attack on live modern methods, but a plea for a rational, balanced standpoint of sales and advertising methods, and an appreciation of the long-time view and of the wearing qualities and stabilizing influence of conservatism.

To pursue this matter further, here are some sample suggestions not long ago made to retailers by a stunt selling concern. The concern urged dealers to put on 14 different stunt sales, of which the following are a few:

The Gold Fish Deal. Two gold fish in a bowl can be given free with certain 50 cent articles and still allow 25 per cent profit. This plan has proved successful in selling merchandise and attracting customers to a store.

The Baby Sale. Special sales of articles for babies, including wash rags, towels, castile soap, talcum powder, infant sets, scales, milk of magnesia and rattles, have proven successful.

Give free a pretty rattle or some other inexpensive toy with each 50 cent purchase.

Free Soda. Give a 15 cent soda free with every 50 cent purchase other than patent medicines. This has proven a good trade puller.

Free Comb. A comb given free with every hair brush of \$1.50 and over helps sales.

Free Castile Soap. This is a good article to give free with a 25 cent purchase.

Free Bottle of Ink. Give a bottle of ink free with every package of writing paper worth 50 cents or more.

Free Hair Net. A hair net given free with every 50 cent bottle of sham-

[CONTINUED ON PAGE 63]

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.
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
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

Some Early Experiences in Client Relationship

This Chapter of "Breaking In" Describes Some Incidents That Attended the Beginning of National Merchandising of Butter and Milk Substitutes

By *John Lee Mahin*

IN 1906 I became acquainted with John P. Thomy and started an intimate, personal friendship which continues to the present time. Mr. Thomy was associated with the Hammar Paint Company in St. Louis. This company was merchandising an idea in ready mixed paint which continues to the present time. Mr. Thomy was associated with the Hammar Paint Company in St. Louis. This company was merchandising an idea in ready mixed paint whereby the paint consumer was urged to buy a can of thick paint at \$2 a gallon, add a gallon of linseed oil, which in those days would cost about sixty cents, and thereby possess two gallons of paint at \$1.30 per gallon. It was one of those ideas that paid the cost of its propagation and a good profit as long as it was vigorously pushed.

When Mr. Thomy started in with the Hammar Paint Company the business was in the hands of the second generation—three sons. The elder son, Park, wanted to go into the mail-order business, and he also had other schemes and ideas which seemed to be based on the theory that the way to make big money was to hit on something that the people wanted, give it to them and do a big job quickly.

The second son, Frank, was more interested in the white lead factory, into which the major portion of the profits of the paint business had been invested. These differences of opinion between the two brothers made it difficult for an advertising agency to render service satisfactory either to the client or itself.

Vernon Smith, a very able copywriter, was a member of the staff of the Mahin Advertising Company. He spent three weeks in St. Louis trying to solve the problem under the cloak of writing some copy which both the Hammar brothers would accept. When he came back to Chicago he had nothing more tangible to show than his expense account. I sent the Hammar Paint

Company a bill of \$500 for Mr. Smith's services. In a few days Mr. Thomy, representing the Hammar Paint Company, appeared on the scene and offered me \$50 in settlement in full.

The audacity of the gesture, the keen intelligence in his eyes, and enigmatic quality of his smile fascinated me, and I started in to trade with him with the conviction I was going to learn something about negotiation that I had never encountered before. I told Mr. Thomy that the Hammar Paint Company either owed us \$500 or it owed us nothing—that the bill must be paid as it stood or cancelled entirely.

He immediately exhibited an earnest and very attentive curiosity to know how the bill could be cancelled. I told him that it would be cancelled if I could have our relations with the Hammar Paint Company clearly defined by him as being what I had hoped they would be when we first started to do business.

THEN I detailed the relations that should exist between client and advertising agency. Absolute trust in each other's good intentions, mutual confidence and cooperation, a give-and-take spirit and a constant effort to unite on the plans that would be best for the client's business as a whole. I told Mr. Thomy how utterly impossible it had been for me to reconcile the relations of Park and Frank Hammar toward each other and particularly the relations of both of them to the Mahin Advertising Company. I told him we did not know whether our connection with the Hammar Paint Company had any value either to the Hammar Paint Company or to ourselves. Then I said: "If you can assure me there is no question that the Mahin Advertising Com-

pany will place any advertising that the Hammar Paint Company decides to do, I will gladly cancel the bill because I am willing to work with the Hammar Brothers until we find a plan that all of us believe justifies advertising; and I certainly would not want them to undertake advertising unless they convinced me that the plan they adopted would be backed by them to the limit."

MR. THOMY insisted that he was in no position even to discuss such matters. He pleaded that his age—he was then twenty-six years old—would not justify him assuming such responsibility. He assured me he had been asked by Frank Hammar to see me and make the best arrangement he could. When I pressed him for his personal opinion of the soundness of our position, he readily conceded it but insisted that he had no reason to think his personal opinion would have any weight with his employers on such a matter.

I told him frankly that he was the first ray of hope I had seen in the whole situation; that I was sure no advertising plan could be successfully carried to a conclusion for the Hammar Brothers unless they put him in charge of it; and that I would cancel the bill with the understanding that if the subject ever came within his authority he would let us have a hearing. He was in no way bound to do anything except to consider what the Mahin Advertising Company might do to advance the Hammar interests.

In my judgment, I never made a better investment. Mr. Thomy has during the past eighteen years not only listened with the most intelligent consideration to every suggestion that I have made to him in connection with the several inter-

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Not
“Just as Good”
to them

The advertisement of a nationally distributed product in THE CHRISTIAN SCIENCE MONITOR means that inquiries will be made for it by readers at local stores. If the article is not on sale something “just as good” may be offered.

But “just as good” does not mean that Monitor readers will make the purchase. They are loyal to advertisers in their daily newspaper and the next step usually is for them to write and inquire the name and address of the nearest distributor.

In this way national advertisers in the Monitor are advised of new outlets and many have already discovered that for this purpose the Monitor is an extremely valuable medium.

The Christian Science Monitor

An International Daily Newspaper

Member A. B. C.

Circulation Analysis on Request

ADVERTISING OFFICES

Boston, 107 Falmouth Street
London, 2 Adelphi Terrace
Cleveland, 1658 Union Trust Building
Kansas City, 705 Commerce Building
Los Angeles, 620 Van Nuys Building

New York, 270 Madison Avenue
Chicago, 1458 McCormick Building
Detroit, 455 Book Building
San Francisco, 625 Market Street
Seattle, 763 Empire Building

Written by Our Readers

Straw Votes and Market Analyses

R. O. EASTMAN, INCORPORATED
Cleveland, Ohio

December 16, 1924.

TO THE EDITOR:

I want to point out a fallacy in the editorial in your issue of December 3, under the heading "The Guess Work of Marketing." I endorse the spirit of this editorial heartily, but must take issue with your comment to the effect that the straw vote taken by the *Literary Digest* just before election was in effect an investigation to determine the market for the policies and personalities of the three leading presidential candidates. There is all the difference in the world between a straw vote and a scientific market investigation, although such a market investigation may have embodied in it what amounts to a straw vote with respect to preferences or prejudices as pertaining to various products or brands.

A straw vote as a rule only indicates what people think they are going to do. A market survey, properly conducted, really reveals not only that but equally what they have done and are doing.

To illustrate, suppose some startling disclosure highly derogatory to the character of any one of the candidates had appeared just before election, of sufficient importance to materially affect the vote. No straw vote taken previous to that time could have anticipated such a development. The fact that the straw vote taken by the *Digest* or by anybody else closely paralleled the actual result, proves more than anything else the torpidity of voters' minds during the last stages of the campaign and the fact that there was no important shift in public opinion, in the time intervening between the straw vote and the actual election. From an advertising standpoint it would indicate that the advertising campaign of no one of the three parties was sufficiently effective during this period to materially increase sales.

R. O. EASTMAN.

Cost per Inquiry

CHICAGO BRIDGE & IRON WORKS
Chicago, Ill.

December 18, 1924.

TO THE EDITOR:

A recent article in FORTNIGHTLY gave some figures on costs per inquiry which would have been very interesting if the writer had told just what he meant by "inquiry." This term is used so loosely that "cost per inquiry" means absolutely nothing.

I propose that we adopt some standard terms which will enable us to talk intelligently.

What these should be I shall not pretend to be able to say, but you may be interested in knowing the terms we use in our department. We classify all returns traceable to advertising as "returns," which is literally what they are. An "inquiry" is a request for a

quotation or a return of such nature that we are able and do quote the inquirer upon one or more products. An "information request" is a return which asks for a catalog or a booklet or other information.

A "miscellaneous return" is anything which can't be otherwise classified. This class includes stamped post cards returned from mailed matter by conscientious people merely to let us know they have received our matter even though they do not want any catalogs or quotations, and other similar returns.

Some industrial businesses will find it advantageous to use another classification, "undesirable inquiries." This term we apply to requests for prices upon products which we do not make. Its use helps one to tell whether his advertising is well directed. If a large number of undesirable inquiries are received, it indicates that the advertising is not telling a faithful story.

These terms may not be the right ones, but there certainly is needed a group of expressions which will serve as yardsticks with which to measure returns from our advertising.

CEDRIC B. SMITH.

The Fortnightly's Adopted Farm

THE H. K. McCANN COMPANY
New York.

December 24, 1924.

TO THE EDITOR:

When I picked up the last issue of the FORTNIGHTLY and saw the heading of the article about adopting the farm, I said to myself, "Why is the FORTNIGHTLY getting interested in farming?"—and was at first inclined to pass over the article entirely. However, I soon found myself drawn into it and I did not stop reading it until reaching the end. Needless to say, the further I read the more interested I became. I don't think I have ever read an article on farm life and the intimate way in which advertised commodities come into the farm home which rang as true as did this one. It was written from an entirely new angle—a very intimate, homey and convincing angle.

As usual, the FORTNIGHTLY has handled a subject quite differently and much more interestingly than any other advertising publication. I shall read subsequent instalments with continued interest.

H. L. PALMER,
Vice-President.

AMERICAN FARM BUREAU FEDERATION
Chicago, Ill.

December 23, 1924.

TO THE EDITOR:

I was very much interested in reading the article by Mr. Campbell on "The Fortnightly 'Adopts' a Farm." This article is written in a very graphic way and undoubtedly portrays quite accurately a picture of this farm home with its accommodations and mode of living and I fancy Mr. Campbell has

found here a very good average farm for the State of Illinois.

The picture which he paints as to why the younger people of the Maurer farm, as well as others in the neighborhood, are leaving the farm and going to the towns and cities, is very characteristic of many neighborhoods. Such a state of affairs will undoubtedly continue until such time as those engaged in agricultural pursuits will find them just as profitable as any other line of business and the farmer gets a return for his investment of capital and labor that will give him all the comforts to be had in connection with any of the other industries.

O. E. BRADFUTE,
President.

THE ALADDIN COMPANY
Bay City, Mich.

December 22, 1924.

TO THE EDITOR:

I like your idea of "Adopting a Farm." It is refreshing and certainly instructive to look at a real present-day farmer as presented by Mr. Campbell, instead of the usual percentage composition so often painted by statistical sharps.

D. O. SOVEREIGN,
General Manager.

Chicago, Ill.,

December 22, 1924.

TO THE EDITOR:

Your article, "The Fortnightly Adopts a Farm," is a revelation in the humanization of cold, hard statistics and is as graphic a picture of what is happening between the gas-filling stations as it is possible to read anywhere. I have but one fault to find with it, however, if it can be called a fault, and that is that its very lucidity and humaneness, to coin a word, make it necessary to read it with a scalpel in order to come upon the wealth of useful facts concealed between its lines.

KARL KUHLMAN.

On the Selling of Firearms

SEARS, ROEBUCK AND CO.
Chicago.

December 24, 1924.

TO THE EDITOR:

Back in 1916 we began to limit the sale of revolvers and pistols to those who are entitled to use them, such as sheriffs, police officers, game wardens, express and bank messengers, and officers of the militia and national guard.

Beginning with 1924, however, we discontinued altogether the sale of revolvers and pistols, because while we are in business for profit, we believe our profit should be made from rendering the best service to the public, and we decided that the public is best served by discontinuing the sale of concealable firearms.

C. M. KITTLE,
President.

Advertising Agents

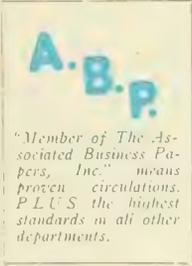
and the rising tide of Business Paper Advertising

IN steadily growing numbers, Advertising Agents are discovering that the use of adequate space in appropriate A.B.P. papers is a vital part of a complete advertising program.

Advertising Agents placed over 72,000 pages in A.B.P. papers in 1923. In 1924 the total will rise far higher, and 1925 space already contracted for indicates a still greater volume.

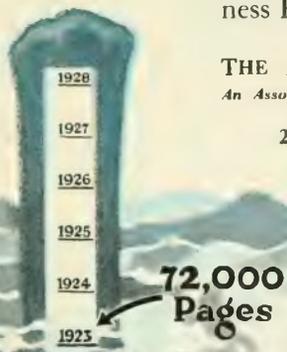
Make sure that your 1925 schedules include those A.B.P. papers that offer the greatest assistance in attaining your advertising objectives. We will gladly help you in selecting them.

Ride with the rising tide of A.B.P. Business Paper power and influence.



THE ASSOCIATED BUSINESS PAPERS, INC.
An Association of Qualified Publications Only, Reaching 54 Fields of Trade and Industry.

220 West 42nd Street - New York



How Fraudulent Stocks Mulct the Public of \$600,000,000 Yearly

By *Lou E. Holland*

President, Associated Advertising Clubs of the World

EVERY man, woman and child in America loses \$6 annually through fraudulent stock transactions. This fact does not, of course, mean literally that every person lost \$6 during 1924. Some lost thousands of dollars, while the great majority of individuals did not lose anything. It does mean, though, that over \$600,000,000 was taken from productive channels during the year, and that the entire nation was hit by this loss and by the discontent and disillusionment which it occasioned.

This figure was reached by taking the estimates of losses of various cooperating Chambers of Commerce and Better Business Bureaus in the several cities and dividing it by the population of the respective cities. A questionnaire was sent to these organizations with a request that it be filled out and returned. The questions asked were:

1. What, in your estimation, is the annual loss to investors in your city through fraudulent stock advertising?

2. What measures, if any, has your organization taken to combat this evil?

3. What success have you encountered?

4. What measures, if any, do you contemplate?

The losses ranged from "none" in very small cities to \$20,000,000 in two of the larger ones. So as to offer a more graphic picture as to what localities suffered more from the activities of fraudulent stock salesmen, the National Vigilance Committee of the Associated Advertising Clubs segregated the replies to Question 1 industrially and geographically.

Rapidly growing or "boom" towns were hardest hit. Industrial towns and towns in the vicinity of large cities also reported heavy losses. Farming communities were probably the least prolific territory for the wildcat promoters.

In some manufacturing cities it



Lou E. Holland

was found that the workers do not have sufficient confidence in their Chambers of Commerce or Better Business Bureaus to seek their advice before investing. This was chiefly so where the workers were foreign-born.

It would be extremely difficult, of course, to attempt to segregate the losses accurately by industries, but, generally speaking, the greatest losses seem to have been incurred by miners—coal and iron miners—in the mountainous districts of Pennsylvania, and by factory employees in Massachusetts, Michigan, Indiana and Ohio.

FRAUD promotion schemes among oil workers were comparatively less than expected. Workers in the non-ferrous metal mining localities proved more gullible although not so much, perhaps, as the coal and iron miners.

The relatively small stock fraud losses in the Old South and in the agricultural districts of the Middle West would indicate, I think, that farmers and stock growers offer little opportunity for the fraudu-

lent stock salesman. This may be due to the fact that farmers usually invest their savings in improvements on their own property or in acquiring additional land to farm.

Losses to lumber workers were about at the average.

Unskilled and uneducated men and women contributed most to stock frauds. Heirs, of course, contributed their share, but most of the toll to the stock swindlers seemed to come from the "small suckers."

As to localities, Michigan was probably the heaviest loser, although Pennsylvania, Massachusetts, Ohio, Indiana and New York also reported large per capita amounts. The highest per capita loss for towns—\$40—was reported by a group of Pennsylvania towns whose total population is about 10,000 and the largest of which is about 6000.

Two cities of 40,000 population, one in Michigan and one in Ohio, each reported a loss of \$1,000,000, or \$25 per capita. By districts and states the fraudulent stock losses were about as follows:

New England was about at the \$6 average. Massachusetts and Rhode Island were perhaps higher than the average. Connecticut at the average and the northern states of this section below it. New York and Pennsylvania appeared to offer more lucrative fields for the fraudulent stock promoter. So, also, but to a lesser degree, did New Jersey.

The section which reported the greatest per capita stock loss in the country was the industrial Middle West—Michigan, Ohio and Indiana. Illinois probably felt the stock fraud evil less than these three. The more agricultural state of Wisconsin was below the average, although one Wisconsin city reported a loss of about \$18.

The South, except for Virginia and Florida, was more or less immune to fraudulent stock operations

[CONTINUED ON PAGE 62]

THE INTERRUPTING IDEA

NUMBER FOURTEEN

NEW YORK

JANUARY 1925



THOMAS CARLYLE

"The lightning-spark of idea, generated in one mind, awakens its express likeness in another mind, in a thousand other minds; and all blaze together in combined fire."

Ten Miles and Four Thousand

HIGH in the Canadian Pacific Rockies—ten miles apart—are two spots of God's own fashioning.

§

THE one:—A stiff motor-climb. The tree-curtain parts. You are a human pygmy on the shores of infinite grandeur. There—nestled in a crescent of towering peaks—a lake. A lake? More—a jewel of deepest sapphire blue. The base of the crescent is deep pine-green. At the ends, it sweeps up to pastel yellow—jagged rock. In the center—up to crowning heights of dazzling white—glacier ice. And the sun dances from that glittering mass in the clouds to that glimmering depth in the lake, till swallowed in cool pine-green.

4000 miles away, in New York, a tourist agent suggests: "How about Lake Louise?"

Ecstatic interest! And tens of thousands go—each year.

§

THE other:—A narrow pony trail. A gigantic rock-ledge—mile high. You are a human atom on the observation-point of the world. Far down, a deep-green valley, with 100 ft. pines looking like grass. On eye-level, across the valley, a twin rampart of

rock. A dozen waterfalls, tumbling clouds of spray, leap over its side. While crowning that valley like a coronet—a ring of glacier capped peaks,—great white ghosts of the sky.

Back in Lake Louise, a guide suggests: "You ought to visit the other grandest spot in the world, the Upper Yoho!"

Blank looks! And only fifty a year go the other ten miles.

§

MANY are the wonderful places, products, and services that still remain meaningless "spots on maps". All that keeps them from becoming glowing promises in human minds is—

But to make the point in the field of travel.

This American nation has become travel-mad.

What does it seek? A three-fold thing:

—The beautiful—The different—The famous.

Mark that last, "the famous". Not something that exists in the place at all,—but something that is built by interpreting each particular "different" and "beautiful".

§

THUS, the wherefore of travel advertising. Like the how. For the quickest way to gain fame for the different and beautiful is to dramatize these into an Interrupting Idea.

§

WITNESS the success of Canadian Pacific enterprises which Federal has built into Interrupting Ideas. Chateau Frontenac,—the hostelry of modern America in a land of medieval Normandy! Hotel Empress,—an English Inn midst English gardens in an English city. Hotel Algonquin,—the smart international summering place. Canadian Pacific Cruises,—to the Gateway Ports of the World.

§

SIMILARLY, the public, whether traveling or not, accepts what is being done,—even though "the other grandest spot in the world" is only ten miles on. Similarly, the public follows the advertisement which enthrones a new thing to do. But it must be an advertisement such as Federal builds.

§

"THE INTERRUPTING IDEA" is also issued as an independent publication, printed on fine paper. Executives who wish to receive it regularly are invited to write to the FEDERAL ADVERTISING AGENCY, Six East Thirty-ninth Street, New York.



The AUTOMOTIVE These Seven Groups

ONE group dominates the entire automotive trade. The Big Three, Automobile Trade Journal, Motor Age and Motor World, form a unit by which advertisers can cover the dealer, jobber, repairman and service station field effectively, economically and without waste. Of the combined 80,000 circulation 89.73% is non-duplicating while 97.9% is within the trade. Reach the dealers of the nation by this one direct route of the Big Three.

* * *

Executives, engineers and buyers in the automotive factories recognize one authority for their news and information. Automotive Industries is read almost universally by the men who count. It stands alone in its field of 7,346 circulation. Reach the big buyers of parts and raw materials through Automotive Industries.

* * *

Foreign dealers, jobbers and distributors get their ideas of American products from El Automovil Americano (in Spanish) and The American Automobile (in English). The combined circulation is over 10,000. Reach the cream of the trade abroad through this Export Group.

* * *

The vast army of truck and van users in the warehousing industry are served by a single trade paper, Distribution and Warehousing. The Annual Directory Number in particular is used for daily reference by nearly all warehousemen and distributors. Reach this rich market through Distribution and Warehousing.

In addition to the publications of the Automotive Division, the United Publishers Corporation publishes Iron Age, Hardware Age, Hardware Buyers Catalog & Directory, Dry Goods Economist, Merchant Economist and Boot and Shoe Recorder.



FIELD is covered by of Publications ~



Manufacturers, distributors, dealers, service stations and owners in the truck and bus field are covered by Commercial Car Journal and Motor Transport. Commercial Car Journal has 8,555 paid circulation, and is the recognized authority of the industry. It is virtually without competition. Motor Transport with 5,000 circulation goes to the large fleet owners, giving an unparalleled coverage of these important buyers. Reach this one-to-two-billion-dollar industry through the Truck and Bus Group.

* * *

All quantity buyers in the automotive field receive either the Yellow or the Red Directory. They use it continually as a buyer's guide and reference book. The Chilton Automobile Directory (Yellow), annual circulation 80,000, goes to dealers, jobbers, service stations, supply dealers and garagemen. The Automobile Trade Directory (Red), 20,000 annual circulation, goes to factory buyers of parts and materials, and those who specify what shall be purchased. Reach all of them through this Buyers' Group.

* * *

Fordson Dealers control almost the whole market for tractor equipment. They read the Chilton Tractor and Equipment Journal because it gives them the kind of information they want. It is the only periodical specializing in this field and is invaluable to the advertiser. You can reach all Fordson dealers through this publication. The Chilton Tractor & Implement Index is a buyers' reference book for all tractor makers and dealers.

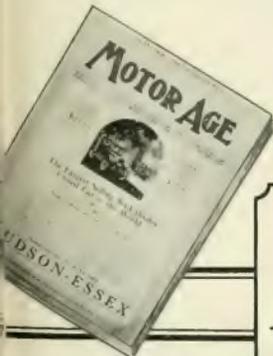


Detailed information about any of the foregoing supplied on request.

**Automotive Division
United Publishers Corporation**

Comprising

The Class Journal Co. Chilton Company
New York and Chicago Philadelphia



The
BIG
3



Comparisons Are—

Should Copy Discuss or Ignore Competitive Articles?

By Marsh K. Powers

ACCORDING to John Fortescue, Christopher Marlow, Dr. John Donne, Miguel de Cervantes, John Lyle, Robert Burton, Thomas Heywood and George Herbert, "Comparisons are odious." According to Will Shakespeare they are "odorous." John Bartlett is my authority for the foregoing.

Comparisons, however—or, at least so it seems to me—are too altogether normal to human thinking ever to be completely discarded from personal or printed sales-efforts. Just so long as buying decisions are made by making comparisons between and balancing the merits of the goods offered, salesmen will continue to make comparisons, either directly or by inference, and advertising will be used in the attempt to anticipate those comparisons.

Comparisons as used in advertising take four principal forms and are not always competitive in the sense of attacking competitive commodities.

First, is the directly aggressive comparison. This is the type often

termed "knocking copy" and is held by many to be an unwise policy under any condition.

Second, is the indirectly aggressive comparison. This is the type of copy which is aimed to deflect our expenditures not from similar articles of another make but from another class of commodities. Attempting to sell an automobile to a commuter by emphasizing freedom from railroad schedules and crowded trains would fall in this group.

Third, is the wholly peaceable comparison, the comparison which treads on nobody's toes. At times this type of comparison, by its mention of another commodity, is actually beneficial to the second commodity.

Fourth, is the utterly non-competitive comparison, the comparison made solely to enliven the copy.

The directly aggressive comparison, of the type mentioned first, is often one of principle. A sample is the recent Willys-Knight advertisement which, by chart and by copy-statement, exploited the superiorities claimed for Knight sleeve-valve

motors over poppet-valve engines. The headline itself boldly announced the topic—"Why Willys-Knights Beat Poppet Valves." The Franklin Automobile Company, with a closely comparable sales problem, closes a recent piece of copy with the query, which was a logical sequence to the foregoing text, "With all this available in a Franklin, why be content with anything but air-cooling?"

Aggressive comparison of another kind is used by Cinco Cigars in the copy headed "Cinco is better than the average ten-cent cigar," and, continuing the sentence, "Men who smoke Cincos are the kind who are not fooled by fancy shapes or gaudy frills." Both these assertions are obviously directed against competitive cigars. A small medallion at one corner, however, infers a feeling of competition against cigarettes and pipes, as well, for it reads, "After all, nothing satisfies like a good cigar." All three statements are definitely aggressive comparisons. Probably one of the strongest

[CONTINUED ON PAGE 48]



Split-second comfort

When you wash your hands with Ivory Soap, you get the split-second comfort of its rich, creamy lather. It cleanses thoroughly, and leaves your hands soft and smooth. It's the soap that's always with you, and it's the soap that's always doing the best for you.

IVORY SOAP
MADE IN U.S.A.



Is your motor truck an orphan?

It's a question that's asked every day by the thousands of motor truck owners who are looking for a better truck. The answer is simple: a White Truck. It's the truck that's built to last, and it's the truck that's built to do the most for you. It's the truck that's built to be your best friend.

WHITE TRUCKS



MARMON'S
Twelve Strongest Competitors

Should we go in the MARMON or make the train?—a logical question seriously asked and hard to decide.



These advertisements exemplify some of the methods by which comparisons are used in effective copy writing. The White Truck advertisement is a rather aggressive announcement of the superiority of White Trucks over most of the competitive makes. The peaceful advertisement, that makes an attempt to capture the business of another class of product, is exemplified in the Marmon advertisement. The Ivory advertisement is a combination of the veiled attack and the utterly non-competitive comparison



Why You Will Now Find Excellent Business Here!

Just list the ranking first eighteen states where in each state farmers' 1924 gross cash income *exceeds* 2.25% of the U. S. total. In this section:

*Sixteen states produce more than
Six Billions of Dollars Income
out of a total of \$9,972,000,000.*

For 1925 these sixteen states are the "Rural Buying Belt."

Or, list the ranking first twenty-two states where in each state 50,000 or more autos are owned on farms. In this section:

*Sixteen states own and now buy
More than two-thirds of all the
farm owned autos.*

They are the same sixteen states which produce more than Six Billions of Dollars farm income. In 1925 they are the "Rural Buying Belt" for cars.

The "Rural Buying Belt"—the sixteen key states which produce two-thirds of the farm income and buy two-thirds of the farm owned cars—plus six other states nearly as wealthy, comprise 22 leading farming states where CAPPER'S WEEKLY has 90.2% (954,000) of its *More than a Million* circulation.

In this "Rural Buying Belt" CAPPER'S WEEKLY has more rural circulation at lower rate than any other publication.

CAPPER'S WEEKLY

WASHINGTON, D. C.

TOPEKA, KANSAS

THE 8-pt PAGE

by Odds Bodkins



BEARING on the effectiveness of color in selling, I was interested to learn today that one of the large mail-order houses reduced its requests for samples of cloth more than 75 per cent when it ran color plates of its goods.

—8-pt—

To paraphrase a well-known cigarette slogan, "What a whale of a difference a few words make!"

This was the thought that came to me this morning as I was house-cleaning in my files. I have one folder labeled "Results." From it I took a letter almost ten years old, but as valuable today as a lesson in selling as it was the day I received it. The letter referred to a single column advertisement 100 lines deep, a proof of which was attached, and it conveyed the rather startling information that the sales from this space, which had cost \$350, totaled \$3,125. And more to come. "The advertisement produced 91 inquiries from which 25 sales were made at \$125 each," said the letter.

I turned to the advertisement to discover its magic. And it had magic! It featured an adding machine, but instead of trying to sell it, the heading read:

Rent a Standard Visible "K"
for Stock Taking
Only a Few Cents per Day.

It was just a new way of getting machines out on approval, but that word "Rent," and the lure of "A Few Cents per Day" in connection with "Stock Taking" did the trick.

I wonder why that idea couldn't be used by the makers of many specialties, or of certain types of machinery or industrial equipment.

—8-pt—

At last it has been done! For years I have wondered why some advertiser did not cash in on the general public's interest in the behind-the-scenes of advertising. And now comes to my desk a little booklet put out by the Standard Sanitary Manufacturing Company, makers of "Standard" bathroom fixtures, entitled "The Romance of 'Standard' Advertising," in which Sherman Smith tells how Standard advertisements are built, from the artist's rough sketch of the illustration to the finished plates. It also shows progressive proofs of the color plates of one of the "Standard" four-color illustrations. Under the pictures is a running fire of comment which tells many interest-

ing facts about the company's advertising. Everyone to whom I have shown this little booklet, from my son, Odds, jr., to a society woman who would not be supposed to concern herself with such technical matters, has been fascinated with this little booklet. To me it seems the fruition of a very happy thought.

—8-pt—

There are many ways to impress upon the public the world-wide character of a business, but few are more effective, it seems to me, than this panel from a current Listerene advertisement.

This Chinese panel was not dragged into the advertisement by the pictorial, either, for it ties up logically with the copy of this particular advertisement

此藥水凡門國製此
如再整此洗消病中可保信極樂
水物便病之各基水體藥士用麗水
用兒兒用用則收種時中之智胎在除
子寒氣以和能口香洗天浸落美入
曉則紅綠水防一屏能然毒詳名國種
水使 頭則要切時解百品如發化
許露時反月消跌毒毒穴 藥極行學
溫藥中嫩嘉打消去如此驗大已品
溫藥水之口阻將測樣口有許飲四與
此性置則能止獨用阻其水為十水
切勿溫使使毒用此止等功科諸發配
知不和頭全端此藥百若用請拜載合
清水改處皮刃若藥水用用植品有建而
香功勿勾點每水洗用廣此兒藥成
藥用進出時口紅之藥行舉十專各監

headed, "Are the Chinese smarter than you are?"

A good idea, well executed, I deem it.

—8-pt—

I always enjoy reading the Washington Letter of the A. A. C. of W., but never more than the one which came to my desk this morning telling of the Post Office Department's fraud order against a seventy-year-old colored man of De Soto, Mississippi, "Doctor" Hough.

It is alleged that "Prince Hough," as he is sometimes called, carried on a mail-order business among the colored folks in a brown powder panacea. The patient, no matter what his ailment, was advised to "spit on a piece of white cloth" and send it in to the "Doctor" along with a certain amount of money. From this the diagnosis was made and it is said that the remedy in each case was the same—the brown powder—

which was sent with directions somewhat like the following:

Dr Sir. Yos ReCeVed. Lisen—Emty contents in A Pint Botel—fill it with Clen Water take a table Spoon 3 times a Day before meals. Shake the Botel till all ReSolve. (Name of Ailment) is the Cause Yo Being Like Yo Ar. to Cure Yo & make you Lucky & never go Brok and get all the Work Yo Can Do & Bor All the Money Yo Want to Run Eny Bus yo Want Will Cost 21 Dols.

The usual price for a "cure" was twenty-five dollars and the postmaster at De Soto reported that Hough received an average of about ten letters a day from prospective "patients."

"Only the dumb work!" observes the editor of the Washington Letter. Verily!

Another interesting paragraph from the Washington Letter is this one: "A ranking test of advertisements used in a recent survey brought out the interesting reaction that the use of figures of animals to indicate the growth-producing or health-giving qualities of foodstuffs does not produce the desired appeal of associating the same qualities with human beings. Among the series of service posters used in the ranking test was one showing two dogs, one big and healthy, the other a runt, with the legend, 'Milk made the Difference.' This poster was placed last by the people interviewed because they did not 'get' the association between the growth of dogs and the growth of children."

—8-pt—

Carl Richard Greer, "the Buckeye Cover Man," has done it again! A year or so since, he journeyed through Europe and wrote his experiences in a mighty readable book which his firm published as a piece of promotion literature.

Last summer he attended the London convention and since his return has brought out a second book, "Across with the Ad-Men," which starts with the sailing of the S. S. Republic from New York and takes the reader through the whole trip, including many of the convention sessions. Reading it made me homesick for old London.



396,933 of our readers own automobiles

Legionnaire automobile, tire, battery, accessory, oil and gasoline dealers know this.

Many manufacturers are constantly confronted with the difficulty of obtaining satisfactory dealer co-operation.

Direct your campaign towards this fertile buying group, and cover the Legionnaire prospects in your dealers' particular community with sufficient thoroughness and regularity.

By doing this, you will create a condition which will awaken the interest of your dealers, and give them the desire to co-operate.



The
AMERICAN LEGION Weekly

311 Madison Avenue
New York, N. Y.

New England Representative
CARROLL J. SWAN

22 West Monroe Street
Chicago, Ill.

Pacific Coast Representatives
BLANCHARD-NICHOLS-COLEMAN

The Right to Reproduce "Works of Art" in Advertising

By Roy W. Johnson

IT is quite generally understood that in purchasing photographs of living models for reproduction in advertising, it is necessary to secure a "release"; that is, some form of legal authorization to use the portraits for advertising purposes. Ownership of the picture does not include the right to reproduce it in advertising, since in many States the law forbids the use of such material without written permission.

What is not so generally understood, however, is that the mere fact of ownership of an original painting, or manuscript, or collection of letters, does not include the right to reproduce. Of late years there has been a more or less marked tendency to seek advertising material from unconventional sources—to secure, for example, a reproduction of some famous painting from an art museum, or to buy outright an original canvas from some private collection—and it is a matter of some importance for advertisers to understand the legal principles which govern the use of such material.

It is commonly supposed that if a picture is not marked with the word "Copyright," or the copyright symbol, it may be reproduced with perfect freedom, and it is further supposed that ownership of the original canvas carries with it the right to reproduce it if the owner sees fit. Neither supposition is warranted, however, and the advertiser who proceeds under either runs certain risks of encountering trouble. The same principle applies to manuscripts, drawings, maps, charts and plans, compilations of statistics, letters and correspondence, photographs of artistic merit, and products of literary and artistic skill generally.

It is clear, of course, that when an advertiser goes to an artist (or to a writer) with a specific commission to produce some object for purposes of reproduction in advertising, there is a single transaction in which the artist or writer is acting virtually as the employee of the purchaser.

The advertiser either copyrights the reproduction under the statute, or he doesn't, and there the matter ends.

It is quite different, however, in the case of a work of art or literature independently produced, for in this case the producer has certain rights in the product of his intellect which exist quite independently of any copyright statute, and which are not necessarily parted with when the original canvas or manuscript is disposed of. These rights are based on the common law, not upon any statute, and are grouped under the general heading of "Literary Property." A better and more descriptive title would doubtless be "Intellectual Property," but the man who would seek to change the traditional legal phraseology will find his work cut out for him.

NOW it is obvious enough that an individual who conceives an idea for a picture, a story, a poem, or a building, may do one of two things: he may give the idea tangible and concrete expression, or he may let it perish unexpressed. In the latter case the world is deprived of something which might add to its pleasure or welfare, hence it is in the public interest to encourage artists and others to express their ideas. Therefore the common law says, in effect, that if the artist or author will take the pains to express himself he will be protected in the enjoyment of certain rights with respect to his own creations. He may part with these rights if he chooses, or retain them; he may bequeath them to his heirs, or assign them to others, just as is the case with other forms of property.

Thus it comes about that the mere purchase of an original work of art from a dealer or private collector does not necessarily imply that the new owner has the right to do anything more than own and enjoy it. If he reproduces it without investigation, he may run into a lawsuit on behalf of the artist, his heirs, or some third party who has previously

purchased the reproduction rights. It is perfectly clear that the artist may sell the original canvas to one man, and at the same time sell the reproduction rights to somebody else, or he may sell the canvas and never part with any reproduction rights at all.

The law clearly distinguishes between the right of ownership and the right to reproduce, simply because it is within the artist's power to publish his work (that is, dedicate it to the public), or to refrain from publishing it; just as it is within his power to sell the original canvas, or keep it for his own enjoyment. There are hundreds, and probably thousands, of pictures in museums and private collections, great and small, where the reproduction rights have been sold to the Photographische Gesellschaft, the Detroit Photographic Company, or any one of dozens of other houses that deal in reproductions, and which cannot therefore legally be reproduced by anybody else. There are many others which are covered by a copyright in the name of the artist. In either case, there is probably nothing on the original canvas to indicate the disposal of the reproduction rights, as the law requires the copyright notice only upon the actual reproductions.

Not only that, but there are a great many pictures which are not covered by copyright at all, but which cannot be legally reproduced because they have never been published. Copyright, it should be understood, applies *only* to work which has been published, or which is intended to be published. If the artist chooses, he may refrain from publishing his work entirely, may sell the canvas to an original purchaser with the understanding that it is to be exhibited privately only, and thus retain all rights except that of ownership. In this case, obviously, no copyright can exist, and there will be no record on the canvas or anywhere else in the world as to the ownership of reproduction rights. The original purchaser may later

26,000,000 Lines

THE NEW YORK TIMES published this record volume, more than 26,000,000 agate lines of advertising, in 1924.

The Times' record has never before been equaled by any other New York newspaper, and it exceeds by 8,000,000 lines the advertising in the next New York newspaper in 1924.

The volume of this advertising is significant, for not more than one or two other newspapers in the world publish a greater quantity.

But a more significant achievement, one unsurpassed and heartening to the newspaper world, is the character of advertising printed by The New York Times. It is free from objectionable and questionable "catchpenny" offers; it is all subject to rigid censorship to protect the columns of The Times from those who misrepresent, raise false hopes and spread nets to catch the unwary.

THE VOLUME could have been millions of agate lines more if The Times had been lax in the enforcement of its rule that only honest and decent advertising would be accepted; or if The Times had been willing to grant single advertisers many pages in a single issue.

The New York Times takes more pride in the quality of advertising it

publishes than in its quantity; but in both it has made a record in 1924.

The Times gives no concessions or rebates to advertisers that are not openly offered to all.

The unrivaled news reports of The New York Times are reflected in the character and volume of its ever-increasing circulation as well as in the appeal of its advertising columns.

ADVERTISING

Year	Agate Lines
1896.....	2,227,196
1900.....	3,978,620
1905.....	5,958,322
1910.....	7,550,650
1915.....	9,682,562
1920.....	23,447,395
1923.....	24,101,226
1924.....	26,000,000

The circulation of The New York Times, average daily and Sunday, for December, 1924, is 388,000.

CIRCULATION

October	Copies
1896.....	21,516
1900.....	82,106
1905.....	120,710
1910.....	191,981
1915.....	*318,274
1920.....	*342,553
1924.....	*383,005

*Average net paid daily and Sunday circulation reported to Post Office Department for 6 months immediately preceding.

The "Sweet's" Market—

a selected, specially investigated market; 15,000 high-potential buyers of industrial and power plant materials and equipment.

THIS MARKET is opened to our clients in two ways:

1. By distributing their catalogues (in the form of pages in "Sweet's") to these 15,000 order-origina-tors.
2. By lending a printed copy of the distribution list to clients for their confidential use in addressing sales literature and directing other kinds of sales efforts.

Make your 1925 catalogue an order-producer. Place it in "Sweet's". It will be at the right man's right hand, and will be kept by him and consulted by him continually when he is in the market.

*Forms for 1925 Edition
close January 31.*

SWEET'S CATALOGUE
SERVICE, Inc.

119 West 40th St., New York, N.Y.

sell the canvas without saying anything about the artist's intention, and it may come into the auction room eventually. However, even this will not necessarily destroy the artist's right which he retained when he made the original sale.

In other words, the artist or author is under no compulsion to publish his work unless he chooses to do so, and "unpublished" works remain under the protection of the common law. In consequence, if a picture or manuscript has never been published at all, there is some risk attached to its reproduction, even though there is no record of any copyright in existence.

WHAT actually constitutes "publication" is a question that has frequently been discussed by the courts. It is obvious enough that the public sale of photographs or other reproductions is a publication, but opinions differ with respect to the reproductions of paintings in catalogs issued by museums, and distributed by dealers in works of art. In some instances these have been held to constitute legal "publication," and in others they have been held not to fall within the definition. A good deal depends upon the intent of the artist or author, when it is expressed or implied in the original bill of sale, or can be ascertained from his established custom with respect to his own work.

Again, some of the courts have held that the exhibition of a picture in a museum to which the public is admitted constitutes publication, but this doctrine has been greatly modified in recent decisions. It is generally understood today that the exhibition in a public museum does not constitute publication unless the privilege of taking copies is freely granted. Practically all of the public museums are careful to ascertain the wishes of artists in this respect, and while the privilege of taking photographs is rather widely extended, it will be refused in cases where it is contrary to the intention of the artist or his heirs.

So much for the general statement of abstract principles, from which it should be reasonably clear that:

1—Artists and authors have certain rights in their work which exist entirely irrespective of the ownership of the original picture or manuscript.

2—The absence of a "copyright notice" is not conclusive evidence of the right to reproduce, since the picture or manuscript may never have been published at all, or the repro-

duction rights may have been sold separately.

3—The fact that an object is offered for sale on the auction block, or by a dealer, is not in itself an indication that it may be reproduced or exhibited in such a way as to constitute legal "publication."

There are a large number of specific cases which might be cited in which reproductions of various sorts have been enjoined, and heavy damages granted to injured parties. These cases cover many different things, from paintings to testimonial letters. How far the courts are willing to go in the direction of protecting the rights of authors and artists may be illustrated by the case of *Werkmeister vs. Springer Lithographing Company*, decided by the United States District Court at New York as long ago as 1894.

This case involved a painting by one Edward Bisson, entitled "Floreal." The original painting was exhibited and sold in Paris, the artist reserving all rights of reproduction. A few months later he sold the reproduction rights to the Photographische Gesellschaft of Berlin. At about the same time the artist sold to another person the original replica or model from which the picture was made, but which was not in the same style or size as the finished painting. Upon being sued for violation of the copyright, the lithographing company claimed that the sale of the replica was in itself a reproduction and constituted a publication.

Furthermore, there seems to be some doubt as to whether the reproductions complained of were made from the original or from the replica. Exactly where either picture was located at the time of the suit does not appear. None the less, the court held that the artist had parted with none of his rights in selling the replica, and sustained the claim that the lithographing company was infringing upon the copyright.

THE tendency among advertisers to sell illustrative material of high artistic excellence is certainly to be encouraged. But there are certain reasonable precautions which should be taken before making use of such material as is referred to in this article. It is not very difficult to find out from the Bureau of Copyright whether there is actually a copyright in existence. If a picture or manuscript is sold by a reputable house of high standing, such as the Anderson Galleries or Knoedler, dependable information as to the reproduction rights can generally be had if requested.

Price in Industrial Advertising

[CONTINUED FROM PAGE 16]

as one of the practical factors in attaining this end?

The manufacturer of this excavating equipment had never considered the value of price in advertising. But when the idea was put before him he objected to it because of the danger of price fluctuation corresponding to changes in material and labor costs. He seemed to feel that published prices are advisable only when the price change can be definitely foretold to be downward.

The Link-Belt Company advertisement, reproduced herewith, is among the few examples of price advertising to industry. Yet despite the fact that they bristle with price, they are, in selling effect, neither bargain scares nor mail order advertisements. The stability of the organization behind them prevents that effect—always objectionable to the industrial buyer—and gives them the solid selling appeal that was reflected in the good results produced by this rather extensive campaign.

When the Link-Belt Company says in one of these advertisements, "Increased production has again enabled us to pass part of our savings in manufacture on to the 1924 buyers," and then backs up that statement with figures—it is a refreshing relief from the vagueness that so often surrounds the equivalent statement in much industrial advertising.

ONE manufacturer of valve specialties states that he believes in price advertising to protect his users from the dealer's occasional tendency to boost prices. He had published prices in a number of advertisements but finally was prevailed upon by the manufacturers' association, of which his firm is a member, to discontinue the practice. The feeling against it ran high, but no one seemed willing to give reasons for not publishing prices so he is still wondering just how well grounded the reasons actually were.

This particular product is typical of products sold to industry that can feasibly be priced. Of course special machines and equipment, and large units presenting special engineering phases, such as boilers, stokers, large engines, turbines, tanks, and most conveying equipment, cannot be so conveniently priced. But the M. H. Detrick Company has even found a way to price as special an outfit as a steam jet ash conveyor. This example, and the case of the manufacturer who quoted his price in terms of "per horsepower equipped," shows that there can be a printed price when there is a desire to hold to a price.

William J. Freeman

Formerly with the Fashion Camera Studio, New York, is now sales representative of the Muray Studios, same city.

Without "DEDUCTS" FIRST PLACE IN CINCINNATI

—for the greatest amount of advertising lineage published during November, 1924, goes to

The CINCINNATI ENQUIRER

The Enquirer carried during November

1,306,335 LINES

of paid advertising, leading both evening newspapers

One by 131,133 Lines
The other by 623,695 Lines

In this tabulation no evening paper classification has been omitted. No deduction of any sort has been made and no alibi is advanced by The Enquirer for something it may not have or cannot get. These figures tell the whole truth about newspaper supremacy in Cincinnati.

WHY THIS SUPREMACY?

BECAUSE The Enquirer taps the *real purchasing power* day after day—because the advertiser knows it and gets results. No waste circulation—no padded orders sent to and paid for by dealers and newsboys but not sold to the reading public.

The Enquirer ALWAYS leads the other newspapers in Classified, Automobile, Radio, Furniture, Resorts and Travel, Financial, and Building Material Advertising.

The CINCINNATI ENQUIRER

One of the World's Greatest Newspapers

I. A. KLEIN
50 E. 42nd St.
New York

I. A. KLEIN
76 W. Monroe St.
Chicago

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

Announcing a Million Circulation

with the January issue 1926

Steady Growth—

Because the Fiction and departments are unusually interesting and helpful to the Small Town Family

People's Popular Monthly

Des Moines, Iowa

Carl C. Proper
Editor

Graham Stewart
Advertising Director

College Men on the Sales Force

[CONTINUED FROM PAGE 20]

dispensing with time very thoroughly through his ability to slide up close to somebody who knows the business and not only learn the business but also make himself useful and helpful.

This same sales manager remarked the other day: "The trouble with the average college man is that he can't go to work any place because there is nothing in particular he can do. His splendid training gets no chance to assert itself. On the other hand, if I could take ten or twelve young college men each spring, have them learn shorthand and typewriting in a hurry, I could put them into the sales department and in two or three years they would have a fundamental knowledge of the business which would be tremendously useful to them in their future work. Then I could make them junior salesmen and, after a short course of that work, I could count on a splendid addition to the regular force.

"It would be a wonderful thing if every year I could work into the force ten or twelve or fifteen men who not only had a college education but also had three or four years in our office as correspondents, then two or three years as junior salesmen. By the time we had promoted thirty or forty of such men into the regular sales force, we would have done something worth while. I am trying to do that very thing right now. It will be a few years before we can see tangible results, but the way these young men are coming along, the future for them and for us is most promising."

BUT the big problem is to find the kind of college men who will take hold in this way. Most of them feel that they are going backward and failing to make use of their college training. It is a fact that, over and over again, one talks to a man of thirty who has been out of college for eight or nine years and hears the story: "Well, I'm glad I went to college and I can see now where it is going to prove helpful and useful to me. But what I didn't realize when I left college was how to use my education.

"I could not realize that I was only twenty-one and that twenty-one is a cub age in business. I felt I was not getting a chance, was not making headway fast enough, and as a result I jumped from job to job. It took me a good many years to learn that after spending four years in college, I could well afford to spend another four years in a good house and learn that business and thus gradually get a chance to cash in on my education. Now, at thirty, I have learned my lesson and I am at it, but I would have been several years ahead if I had stuck to the house I went with when I left college."

I know a sales manager who, each year, tries to find some dozen or more

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 of business available at \$150 and up.

BUSINESS BOURSE

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

HOTEL ST. JAMES
109-113 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

good college men. When he finds such a man, he puts it up to him plainly that right at the moment he is not as useful around the office as the young men who have spent three or four years in business. But he explains that while the college man will come in and prove less useful at the moment than the eighteen dollar a week typist, still, everything else being equal, if the college man will realize that, and will realize that he must be willing to put in several years to make himself useful, then at thirty he may find himself well ahead of the man who had four years' start in the office.

HE impresses on the young college man that the company expects to make an investment in him and that it knows it is going to take several years to make the man a profitable member of the organization, but that if the man will take the same interest in learning the business as the business will in teaching the man, profitable results should follow on both sides.

Then the process of training the college man and building a business structure on his college foundation is under way. More often than not it works out profitably to all concerned. But there is always one risk which accompanies this process, and that is that after two or three years, the college man becomes discouraged. He feels he is not earning the money that he imagined in college he would be worth when he went into business. He starts to look around. He finds another job that offers a little more money and he is gone. The house that took him up and hoped to have him prove valuable at thirty is out both time and money.

That led a cynical sales manager to remark that he never hired college men when they had just come from college. On the contrary, he was looking for college men who had been out of college six to eight years, who had held five or six jobs during that time, who had felt they were not appreciated and had consequently moved from job to job, but who now, at thirty, were fully disillusioned and ready to settle down. These men he claims are the worthwhile college men. They are college men into whose heads business judgment has been hammered on top of their college education.

That is a rather hard attitude to take, but it does bring out one concluding thought, namely, that nine college men out of ten are bound to go through a tremendous mental upset during their first year or two in business. Things are so much different from the way they thought they would be. These are the years when they are most likely to become discouraged and downhearted and turn into drifters. These are the years when the wise sales manager makes it his business to keep them mentally adjusted to their jobs and their futures. And that work being properly done by the sales manager, there is more than an even chance to cash in splendidly on the college man brought into the business.

THAT SCRAP of Paper Called a Mat

(A message for the mat buyer who realizes the difference in mats and wants to know why.)

There are almost as many grades of mats as there are grades of paper. A perfect mat can make plates as smooth as velvet—plates that duplicate the pattern as faithfully as would another original. But to do this the mat must be made of two layers of different selected papers faced with not less than three sheets of flawless, tough, West India Silk Tissue. This is the Gagnier mat—costing more to make and less for you to buy than any other mat procurable. Unless it now serves you your newspaper reproductions can be improved upon at a saving on your present costs.

LOAN US

YOUR MOST DIFFICULT
TO REPRODUCE
NEWSPAPER

PATTERN PLATE

We will make you free
and ship postpaid
Gagnier sample mats
and plates—you to be
the judge of their
quality. Mail your
pattern to Gagnier De-
troit Office.

**GAGNIER
STEREOTYPE
FOUNDRY**
(THE GAGNIER CORPORATION)

NEW YORK

Eastern Division Office
51 EAST 42ND STREET

CHICAGO

Western Division Office
272 N. MICHIGAN AVENUE

DETROIT

Main Office and Foundry
P. O. BOX 426

GAGNIER PLATES & MATS

\$766,000 By Mail

Starting from nothing, two years direct mail work under my direction sold \$766,000 worth of goods to over 5000 dealers, in a staple, competitive line. All by mail—all for cash.

How can direct mail add profit to your business? Ask and I will tell you whether or not, how, and at what cost.

Charles Austin Bates
33 WEST 42ND STREET, NEW YORK.

**Outdoor
advertising
is the only
salesman
on the job
twentyfour
hours of
the day**

+

**Its selling
power is
demonstrated
by the fact
that most
of the big
National
Advertisers
use it**

+



CHICAGO
Harrison, Loomis and Congress Sts.
NEW YORK
Broadway and Fifth Ave. at 25th St.
BRANCHES IN 48 PRINCIPAL CITIES

What a Bank Has Learned in Helping Businesses

[CONTINUED FROM PAGE 14]

"What do you mean by this term, Sales Dollar?"

"You see, by this study of the distribution of the product we arrive at the sales volume which the company under consideration can expect reasonably to obtain without forced selling methods, and thus we arrive at an intelligent sales forecast on which to base a budget. Having constructed a budget we set up at once a yardstick to measure and control the operations of the business by dividing the Sales Dollar into its component parts and analyzing these parts."

MR. SHIBLEY hunted up a pamphlet containing a reproduction of a graphic representation of a Sales Dollar as worked out by the treasurer of a large silk manufacturing company in New England, that he might demonstrate to all the officers and employees of the company what becomes of the sales proceeds of the business, and how sales relate to dividends paid to the stockholders.

The graph is reproduced herewith. It happens to represent the average dollar over a ten-year period, but it might just as well be built on the performance of a business for any given year. As will be seen, 42.4 cents of each dollar of sales was invested in raw materials, 5.9 cents in dyestuffs and supplies, 22.2 cents in wages, 1.7 cents in salaries to clerks and junior officials, 1.7 cents to executive officers and managers, 9.2 cents sundry items, which are grouped as general expenses, 6.9 cents in selling expense, 5.8 cents re-invested in the business, and 4.2 cents disbursed in dividends.

"The treasurer of this company told me," said Mr. Shibley, "that his employees were very much interested indeed to see that they received in wages and salaries such a large percentage of the Sales Dollar as compared with what the executive officers and the stockholders received, and he said to me that he thought there would be fewer labor troubles in this country if workmen were shown each year what their share of the sales proceeds of the business in which they were employed amounted to. Certainly there would be greater understanding if every executive pictured his business in some way.

"The working out of the Sales Dollar in this way has two important results: it brings to light dangerous symptoms, and it establishes a foundation for a system of management control based on an intelligent budget."

For ten minutes Mr. Shibley talked about the value and virtual necessity of an operating budget in doing busi-

ness today. "We are strongly advocating, not only that all our clients operate under a carefully worked out budget, but that they revise that budget monthly or quarterly—and keep it projected twelve months ahead at all times," he added with emphasis. And then he made this significant remark: "No business is safe today, or will be for the next decade, whose responsible executives are not constantly thinking ahead twelve months.

"I don't mean by that merely thinking and planning and budgeting for nineteen-twenty-five. I mean advancing this thinking and planning and budgeting as the days and weeks and months pass so that they are always projecting their thoughts and their budgets twelve months from then, and making their plans and decisions accordingly.

"The application to business of the common sense system of budgeting the year's operations, of establishing a cost system which shall be controlled by the budget, of coordinating every department of a business so that each subdivision shall be healthy, and shall cooperate with its fellow-divisions, and shall respond quickly and obediently to the central control, is not an abstruse science. Nevertheless, many business executives shrink from this system of forecasting and budgeting the year's operations. They say that it is foolishness to attempt to guess what the volume of the year's business will be, and that it is a waste of the precious time of their comptrollers to estimate monthly the probable cash income and expenditure.

THESE men are sailors on ships without compasses, and in the year just ahead they are likely to experience great difficulty in navigating at all, let alone making an adequate percentage of profit on their capital.

"But getting back to sales, which I take to be your primary interest," said Mr. Shibley, "there is an important relation of sales to every business that should be thoroughly understood by both the head of the business and the man responsible for sales. We bump into it whenever we delve into any business.

"Expressed briefly and simply, every business has a production efficiency figure which represents the point at which its plant can operate most profitably, from the standpoint of percentage of profit on invested capital. That figure may be 90 per cent or 85 or 80. It is seldom 100 per cent. The sales manager may feel gratified when he is keeping the plant operating at one hun-

dred or ninety-five per cent capacity, but that generally means that the requirement of so much labor sends the labor market up; or that a premium has to be paid for raw materials to get them in a hurry in sufficient quantities; or that the necessary repairs on machinery cannot be kept up, and ultimately costly replacements will be required; or it may involve overtime work at overtime prices, or in any one of a dozen ways prove unprofitable in the long run.

"On the other hand, whatever the point of production efficiency may be, as established for any given business, to fall below that point by the failure to procure orders to keep the plant running on that schedule is to fail to meet the earning requirements of the invested capital, no matter how satisfactory the percentage of profits on the sales may be.

THIS fact every sales manager should understand clearly—and face squarely. His natural inclination will be to work for a good showing in terms of percentage of profit on sales, which is certainly commendable; but his primary responsibility is to the owners or stockholders and to meet this he must also establish the best possible percentage of profit on the invested capital. This can be done only by keeping the plant running at its highest production efficiency all the time.

"For that reason, one of our earliest concerns in attempting to prescribe for any ailing business is to have the management determine definitely the exact figure of plant production efficiency."

Mr. Shibley had talked for nearly an hour, illustrating his points with detailed explanations and specific cases which cannot be crowded into an article of this brief compass. Knowing that he had many other matters awaiting his attention, I launched the question I had been saving till the last. "Mr. Shibley," I said, "looking back over your experience in helping ailing businesses to get on their feet, particularly during the past four years, what do you regard as the most important thing you have learned about bolstering up a business in a sales way? In other words, have you found any specific for stimulating sales?"

"Yes," replied Mr. Shibley, thoughtfully. "I think I may say I have, though of course it would not work in every case. But wherever possible we recommend doing something with the product or commodity to make it a specialty. Something to lift it out of the crowded Valley of Staples, where competition is keen and price is about the only thing that counts. Scores of businesses have been saved to their investors in the past few years by the simple expedient of making the product a little different in some way—giving it greater individuality so that there was something more appealing to sell—and to advertise. There's generally something can be done to differentiate a product from competing products so that it can be sold on its own merits."

We Kept The Shop Running

Corn husks are very important in making rolls for textile finishing machines. But corn husks are disappearing from the market.

About six months ago, a great manufacturer of textile finishing machinery, an advertiser in the Wool and Cotton Reporter, called us on the long distance telephone and told us they must have corn husks immediately but couldn't find them; could we discover a source of supply? In three days we uncovered a sufficient quantity.

Again, within the past month, the same manufacturer of textile finishing machinery called us on the telephone and said they had exhausted their corn husk supply and were unable to find any more. Could we help them again? It took longer this time—about a week—but we found the material.

Everyone in the textile industry—every manufacturer, every mill agent, superintendent or head of department knows where to come when he wants service. He knows that if the thing can be done, the American Wool and Cotton Reporter can and will do it.

We not only want to carry the advertising that the American Wool and Cotton Reporter deserves and the industry warrants, but we also want to give a personal service to every advertiser.

Standard 7 x 10 Page

Established 1887

Charter Member A. B. C.

American Wool and Cotton Reporter

BENNETT SERVICE

Recognized Organ of the Great Textile Manufacturing Industries of America
Largest Net Paid Circulation of any Textile Publication
The Oldest Textile Paper of Continuous Publication in the United States

530 Atlantic Ave.
Boston

229 E. Stone Ave.
Greenville, S. C.

The PROCESSES of Engraving and Printing

Are thoroughly treated in a non-technical way in "Commercial Engraving and Printing," by Charles W. Haeckleman (second printing). No other book compares with this one in setting forth in comprehensive and usable form, the essentials of the various processes and methods. It is an education in itself for every advertising man.

810 Pages, Over 1500 Illustrations
35 Related Subjects

Write for FREE prospectus showing outline of contents, sample pages, approval offer, payment plan, etc.

Commercial Engraving Publishing Co.
Dept. PG Indianapolis, Ind.



Art
for
Advertising

VICTOR
BEALS

31 E. 30
New York
Madison Sq.
7400

IRRESISTIBLE COMPELLING DISPLAYS



Our MYSTIC MIRROR

Commands attention in a similar way to that of many of our other display creations.

CURIOSITY!

Where does that colorful illustrated word message come from?

We will confide that secret to you.

One of our display experts awaits your call to serve!

No obligation unless we can help you.

**ANIMATED PRODUCTS
CORPORATION**
19 W. 27th St. New York.

The STANDARD ADVERTISING REGISTER

Gives You This Service:

1. The Standard Advertising Register listing 7,500 national advertisers.
2. The Monthly Supplements which keep it up to date.
3. The Agency Lists. Names of 1500 advertising agencies, their personnel and accounts of 600 leading agencies.
4. The Geographical Index. National advertisers arranged by cities and states.
5. Special Bulletins. Latest campaign news, etc.
6. Service Bureau. Other information by mail and telephone.

Write or Phone

National Register Publishing Co., Inc.
R. W. Ferrel, Mgr.
15 Moore St. New York City
Tel. Bowling Green 7966

Comparisons Are—

[CONTINUED FROM PAGE 36]

copy-angles ever used by White Trucks, to use another example from the automobile industry, is that based on the phrase "orphan trucks." In a recent page the first two paragraphs run as follows:

There are thousands of orphan trucks in the hands of owners. No distributor or dealer is interested in their deeds or misdeeds. No one is interested in healing their wounds. No redress is available to the owners for their shortcomings. No value is in them at resale. They cannot even be cast forth as charges on the community. They are soon junk—most of these thousands of orphans.

But there are other trucks—sound trucks, with sound makers—safe investments. And the facts to guide your selection are easily obtained.

THIS is effective comparison-by-inference. Some critics would undoubtedly assail it as negative or destructive because it is aimed to inspire doubt in prospects' minds. Nevertheless, its sales force, as an argument for buying Whites, is unmistakable.

The second classification, as listed, was that of the indirectly aggressive comparison. General Electric gives a perfect example of this in a thought-compelling comparison employed in its advertisement headed "The biggest nickel's worth." Perhaps some oversensitive ice-cream manufacturer resented the "unwarranted attack," but to the rank and file of readers, few direct assertions could drive home the fundamental message so crisply and forcefully as does this homely comparison.

The Biggest Nickel's Worth

You can buy an ice-cream cone for a nickel; it is cooling for a minute.

Or you can buy electricity for a nickel—enough to run a twelve-inch G-E fan for ten hours!

Is there any bigger nickel's worth in the world than this—coolness and comfort all day long, and a feeling of freshness at the end?

The third type of comparison, the comparison wholly peaceable in spirit, is beautifully exemplified by the Nordyke & Marmon advertisement which utilizes very nearly the whole of a page to list the twelve famous trains of twelve railroad systems. Above the list is the simple caption

"Marmon's Twelve Strongest Competitors"

and the copy finishes off with "Shall we go in the MARMON or take the train?—a logical question seriously asked and hard to decide." This is the friendly comparison, courteously made and gracefully phrased. Unlike the General Electric advertisement the

"other side" of the comparison is benefited by the message and hence cannot possibly resent being introduced for comparison's sake.

The Wills Sainte Claire, over the signature of Mr. Wills, has recently used newspaper space to recognize its competitors and say a helpful word for the automobile industry in general. In this copy, however, the competition to which the compliment is paid is not specified by name.

As applied to motor cars, I have merely this to say: There are in America today the finest array of good motor car values that the world has ever seen. Never have the people been given so much for so little.

This is true in the small car field. It is true in the medium priced field. And it is especially true in the fine car field.

There are today five American fine cars which, from a standpoint of service, dependability, luxury and beauty have never been approached.

The Wills Sainte Claire is one of them.

Rickenbacker, too, has recently paralleled this policy in an advertisement detailing its climb upward in relative ranking within the automobile industry. Two paragraphs of this copy read—

In February this young concern ranked 19th—in March, 18th—in April, 17th.

In order to advance another notch this ambitious aspirant must now pass one of the oldest, greatest and best.

THAT latter paragraph reflects the spirit displayed by the secondary headline of the page—"A tribute to foes that are fair."

The fourth type of comparison is that which is wholly free from any competitive background. It is the comparison with things altogether outside of the advertiser's business. As such it is purely a copy-stratagem with no deeper significance.

In this group falls such a piece of copy as

Imagine an automobile with the power of Niagara Falls—a four million horsepower car! Yet one month's output of Harrison Radiators would cool it.

Mobilil undoubtedly woke many a grin with its opening sentence, "Mr. Happy-go-lucky's private garage looks like the catch-all attic of the average home," a comparison that must have struck home to hundreds of readers.

Ivory Soap plays up to the golfing legions of the nations with "Rinsing Ivory lather is as easy and quick as holding a two-inch putt for a par four." An earlier comparison in the same piece of copy, however, is not go guiltless of aggression—in fact, it very

clearly falls into the first classification of our list because of the manner in which it introduces competition. Beneath the easy-going, apparently wholly humorous wording of the next paragraph is a jibing satire of competitive soaps—the italics are mine.

When you see an earnest face-washer diligently massaging the soap with all the hopefulness of an eager young bond-salesman; when you see his final product, *like boiled starch sparsely populated by a few orphaned bubbles*, you know this for certain: his soap is not Ivory.

No! With the same effort the Ivoried man would have about a pint of thick, rich, pearly white lather, lather that ingratiates itself into every pore and gets a warm welcome from everything but dirt.

Relatively few advertisements are wholly free of some flavor of competitive comparison. When not directly and frankly introduced, it is usually injected by inference. Every use of "better" or "best" or their equivalents is at least an implied comparison. To exhibit no consciousness of competition is apparently a lofty altitude scaled by few advertisers.

All of us, however, rightly resent one form of competitive comparison and it is that form which has brought all comparisons into a degree of disrepute. It is the unsubstantiated comparison—the mere bald assertion of superiority and unsupported "knock" which we dislike, whether we read it in the advertisement or listen to it from the glib-tongued salesman.

Cuthbert Hicks

Until recently publicity director of the National Industrial Conference Board, has become president of Cuthbert Hicks, Inc., 36 West Forty-fourth Street, New York, a new research organization. H. C. Fitzgerald, formerly of the Frank Presbrey Company, Frank Seaman, Inc., and the George Batten Company, has resigned from Miller, Black & Vanderbilt, Inc., to join Mr. Hicks.

Irvin L. Rosenberg Company

Denver, Col., has been appointed to do direct advertising and sales promotion work for the Shwayder Trunk Manufacturing Company, same city, and the Paxton Canning Company, Paxton, Ill.

Danielson & Son

Providence, R. I., advertising agency, have been retained by the Colonial Brass Company, Middleboro, Mass., manufacturers of Silver-Tone Radio Antennae, and by the Walker Webbing Company, of Providence, makers of cameo notions.

T. S. Thompson Advertising Agency

Is the new name of the Fawcett Advertising Agency, Pueblo, Col., a controlling interest in which has been acquired by T. S. Thompson, former manager of the Pueblo office.

Motion pictures for special purposes Motion picture editing, titling, printing, etc.



We maintain a very complete motion picture plant. It comprises cameras and cameramen, scenario writers, casting director, a staff of actors and actresses of ability, complete studios, developing and laboratory equipment, a title shop, etc. We can produce in our own plant a complete motion picture from the scenario to the finished print. We can send cameramen anywhere on the land, in the air or under the sea to secure a motion picture of anything that can be photographed with standard or slow motion cameras.

Our facilities are now being used by many leading advertisers, by steamship and travel companies, by associations, by banks, insurance companies, by museums, hospitals and other institutions. We are always glad to discuss our services at any time without obligation.

EASTERN FILM CORPORATION

220 WEST 42nd ST., NEW YORK CITY

Telephone: Chickering 2110

Established 1910

*We have served several large institutions continuously for over 14 years.
"What they say"—sent on request.*

FARM AND VILLAGE Copy Specialist

31,000,000 people living on farms or in unincorporated hamlets demand recognition in your sales program. They are not "rubes" but special methods must be used to put over your product to this well-to-do class of buyers. I've lived a stone's throw from the cornfield all my life and after a varied experience in advertising I am now writing letters and advertisements exclusively to this field. Should any work prove unsatisfactory, no charge will be made.

Bruce Henderson

P. O. Box 1563 Rockford, Ill.

May
our typography have
an opportunity
to talk for
you?

**WIENES TYPOGRAPHIC
SERVICE-INC**

203 W 40 St Lon 7034

Santa Claus Opens His Daily Mail

[CONTINUED FROM PAGE 23]

warning signal with bell, a tuncel, 4D & P teagraph poles. I ges thats a nough don you.

The following came from a tactful little miss who does not want to be accused of being selfish:

DEAR WONDERFUL SANTA CLAUS—I always love you—because you are so good to every little girl and boy. I am coming to see you—but want you to get my letter first. I do not want to be selfish but want you to give other little girls just what they want. I want a baby doll for my carriage, and a sleigh, a doll bed, a rain coat and any other toys for good little girl. I love you dearly, and remember I do not want to be selfish.

What a tale of "don'ts" and "mustn'ts"—and asafetida that did not serve the purpose—lies behind this letter from Henry's fond Daddy:

My boy, Henry Bagley, was listening to you on the radio Tuesday night. I had him in to see you Wednesday morning. He wants stone building blocks, a train and a drum. I think, most likely, he will get these things, so if you would kindly mention in your next talk over the radio that if he is a good boy you will bring them to him, providing he does not put his finger in his mouth any more, you will greatly oblige—

Santa Claus didn't admonish Henry over the radio. He did not want to embarrass him before all those other nice children who would be listening in. But he did write him a personal letter, and chances are Henry's thumb will soon be as fat around as it ought to be.

SOME of the letters received by Santa create the conviction that many parents are but poorly equipped—either with sympathy or understanding—for the task of parenthood. Else how would it be possible for a child to close a letter as the following is ended:

... and a new bookbag, one for a first grade child, because I am only 6 years old and my hands nearly freeze when I carry my books to school.

What a lot of heartbreak there is in this unequal world of ours! Letters such as the following, and there were quite a few, are being investigated by the McCreery store. If the facts are as represented, Santa will pay his visit, regardless that the children are resigned to something else:

DEAR SANTA CLAUS—I have heard your little talk over the radio and liked it very much. My father is out of work and I don't think my little sister or I will get anything. I would be very happy if you could bring a brown bear to my sister and a set of boxing gloves

to me. My sister is three years old and I am twelve years old.

DEAR SANTA—Just a few lines to let you know that I was down to a friends house & was listen to her radio & I heard you speaking to the little children & I had my little girl with me which is only 3½ years old & she heard you saying to write, so I thought I would write & ask you to please help me for Xmas as my husband is out of work 4 months & I just buried a little boy & now I expect to become a mother again. You see it is hard for me to get anything for the little girl. All I ask is something for her. Hoping you wont disapoint me.

Here's one letter that Santa enjoyed reading. It showed so much sympathy and mother-love:

DEAR SANTA CLAUS—I wish I could pay a visit to your home and see that brown bear, but most of all I would like to take care of those little dolls that cried. That is what I want for Xmas, Santa—a doll and I promise not to let her cry.

Every letter received by Santa Claus was answered, provided an address was given. Many of the children took it for granted that Santa knew just where they lived, he had been calling there so often. Names were compared with the store's juvenile mailing list and where they proved new, were added to it, to receive *The Juvenile Magazine* and other direct mail matter intended to interest the children.

H. C. Heflinger

Elyria, Ohio, has been appointed manager of the Syracuse, Ohio, office of the Logan Gas Company, to fill the vacancy caused by the death of P. V. Trovinger. Mr. Heflinger prior to coming to Crestline was located temporarily in the Elyria office of the same company.

"Restaurant and Tea Room Journal"

Will be the new name of *Tea Room and Gift Shop*, beginning with the January, 1925, issue. The change does not affect the editorial policy. Page size will be increased from 8 x 11 to 9 x 12 and type page size to 7½ x 10.

Agate Club

Chose new officers at its annual meeting December 5, those elected being Roger A. Johnstone, *Modern Priscilla*, president; Layton L. Northrup of Wheeler & Northrup, vice-president; Fred Klanner, Jr., of Macy & Klanner, Inc., secretary; Joseph J. Barnett, *Cosmopolitan*, assistant secretary; Richard C. Chapeck, *McCall's Magazine*, treasurer.



Regular Price, \$20.00;
Special Price for Set, \$17.50
Small Monthly Payments

Know advertising as experts know it

THE big, well-paying jobs call for men with all-around knowledge of the entire selling business—advertising, personal salesmanship, planning, managing, etc. Get ready for them. Add to your own experience a working command of the principles and methods that have been proved in the experience of the most successful selling organizations. You get them—hundreds of them—in

S. ROLAND HALL'S LIBRARY OF ADVERTISING AND SELLING

Four Volumes, 3323 Pages, 5½x8, Flexible Binding, 1690 Illustrations, \$1.50 in Ten Days and \$2.00 Monthly for Eight Months. Covers as much ground as courses costing five or ten times as much. Written in the most instructive style, profusely illustrated with half-tones, line drawings, graphs, charts, maps, tables. Complete campaigns of many kinds outlined. Thousands of sales ideas and plans, time-saving methods and stimulating suggestions. For daily use in solving marketing problems of all kinds—manufacturer to small retailer. Examples taken from scores of such prominent concerns as Butterfuchs Adding Machine Co., Kuppenheimer & Co., Morris & Co., National Cash Register Co., American Radiator Co., Cinkille Pen Manufacturing Co., Eastman Kodak Co., Marshall Field & Co., Lord & Taylor, United Clear Stores, J. C. Penney & Co.

George French, an advertising expert, says of Vol. I: "So much material has been gleaned and handled as well that he would be a bold, if not reckless person, who would attempt to compete." Dr. Dignam, of LaSalle Extension University, says of Vol. II: "Destined to be the Bible of the movement to set letters in their rightful place." Sales Management says of Vol. III: "Without question the most complete and comprehensive volume thus far published on the broad subject of sales management." Hundreds of other similar expressions by prominent business men and publications.

Special Price of \$17.50

NO MONEY DOWN—SMALL MONTHLY PAYMENTS EXAMINE THE LIBRARY FOR 10 DAYS—FREE

McGRAW-HILL FREE EXAMINATION COUPON

McGRAW-HILL BOOK CO., INC.
370 Seventh Avenue, New York.

You may send me the **WALL LIBRARY OF ADVERTISING AND SELLING** for ten days' free examination.

If the books are satisfactory, I will send \$1.50 in ten days and \$2 a month until your special price of \$17.50 has been paid. If not wanted, I will write you for shipping instructions.

Signed _____
Address _____
Postion _____
Company _____ A.F. 10-31-24

We Venture a Prediction

Almost every mail brings from some one the most natural question: "What of the Textile Industry for 1925?"

Most of those who read this will not care for statistics. So, from the mass of facts, figures and data which flow to this focal point—our office—we give you the following somewhat general deduction.

During part of 1924 the textile industry entertained a "psychological slump." It was remarked that business was bad—whereupon it took a turn for the worse. This is not uncommon in all industry. But the actual fact was that consumption was not curtailed anywhere near as much as production was!

So, the beginning of 1925 sees goods in all hands from manufacturer to retailer at low ebb. This is a condition, not a theory. And it simply means that the Textile Industry must hustle to fill the hollow.

More, it must actively engage in filling the *increased demand* of a country which in a few weeks came from doubt to

confidence, from caution to courage, from waiting to doing. No basic industry can hibernate for long—textiles least of any.

Textile Mills are resuming full time operations. The major branches of the industry are swinging into step in this order—woolens, silks, knit goods, cottons.

The year 1925 will see a resumption of normal new construction—which means that approximately 250 mills will be erected and equipped. It will be a year characterized by large replacements of worn machinery and extensive modernization of equipment.

Any manufacturer whose product belongs anywhere in textile mills—from power plant to shipping room—may, and should, aggressively enter the lists, confident of success.

The straight road from maker to buyer is, of course, the industry's leading publication—

Textile World

Audit Bureau of
Circulations



Associated Business
Papers, Inc.

BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE NEW YORK CITY

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.



SPECIALIZING in Community Advertising, and the credentials of the Communitative Marketing Association: Reproductions of scores of current newspaper, magazine and trade paper advertisements each of special interest to advertising men. Reproductions of posters, direct-mail pieces, etc. Articles on trade names and trade names; copy problems; layouts. News of industrial development of the West; news of advertising agencies, publishers, printers, artists, etc. in territory covered. Art features that are unusual in the business magazine field, and much besides. Popular in advertising centers all over the world. This is just the time to subscribe while copies of the January Annual Review number (approximately 225 pages)—out January 1st—containing directory of Western advertisers, advertising agencies, house organs, artists, etc.) will be included in specially priced trial subscriptions. 6 months for \$1.18 monthly, \$3 (regular \$5 a year).

WESTERN
ADVERTISING
The "Spot News" Monthly Magazine
56 Market St., San Francisco

KEEP your copies of the Fortnightly. At the conclusion of each volume an index is published for convenient reference.

What Are They Made of— Good Advertisements?

By Joseph A. Richards

ITS sand, that's what it is, just plain, pure, high-grade sand. But you never would think of sand when looking through a plate glass window at a beautiful display of goods. And you never would think of sand in looking through a piece of sincerity in the shape of a plate glass advertisement at the goods which are to be seen in all their glory back of it. But it's sand, three-fourths sand. Everybody knows what sand is in the realm of business ethics.

But let's recapitulate and start on this new discussion in the light of what has preceded it.

We, makers of advertisements, came to the conclusion in a previous meditation that a real advertisement was a bit of sincerity, looking through which, as one does through a plate glass window, one sees the goods. We brushed aside copy and layout and art work and cried out for advertisements which would be unnoticed in the enthusiasm they inspired for the goods.

Again we felt that lack of facts and lack of courage have prevented the making of more plate glass advertisements.

And now we would say something about the ingredients used for fusing and cooling that something called an advertisement which will superbly reveal those things which the manufacturer has made and wishes to sell—transparent advertisements, in other words.

Plate glass is almost wholly a soda-lime-silicate product, with silicate or sand about three-fourths of the bulk. What soda and lime are used for I don't know very clearly except it be to help the sand to fuse, for evidently the sand is the thing. Melted sand, drawn cylindrically from the furnace, then cooled, split and flattened, is no longer sand but the clearest of crystal—a wonder of transformation.

An advertisement is sand and common sense and experience. To begin with, it is sand from the manufacturer who dares to commit himself to a policy of advertising. Let no one minimize the courage involved on the part of the manufacturer in appropriating his thousands to an advertising campaign.

In a word, the advertiser transmutes his courage—his sand—into dollars and says to the advertisement maker, melt that many dollars into advertisements for me. And then advertisement makers show their sand, and it is sand if we have any proper respect for the value of a dollar and for our reputa-

tion as plate glass advertisement makers.

Then, too, we are supposed to contribute the lime and soda, the experience and common sense for the melt. That common sense element will compel us to go out and get every last fact about the goods, the market, the competition, the distribution—everything.

Now, let's see what we have as materials for our advertisement making. There's that big pile of faith in the proposition, contributed by the advertiser. I've called it courage, but faith says it better. "Now faith is the substance of things hoped for." That sentence is worth notice. It means, to take it out of its Biblical surroundings, that a man who has faith in the goods he is making, as he puts them on the market, actually feels the dollars of profit in his hands, which are yet in the pockets of the men or women who will eventually buy his product.

But then he looks at a hard dollar and he says, "If I believe in those goods I've got to melt that very substantial dollar and a lot more like it. All right, I'm ready." Now, that's faith—courage—sand. Also there's the sincerity, faith, courage—sand—of the advertisement maker and the facts and the skill and the experience.

Now let's suppose the mixture is made and the combined pile is ready to get hot over. Not warm, far more than that—hot; everybody and everything must get hot, must fuse, must see but one issue, must help to the fullest in its accomplishment. Enthusiasm is too weak a word, and unless the advertiser and his faith and his dollars are as thoroughly and as sympathetically fused with the work of the advertisement maker as is possible, the melt will not glow enough and no one will be able to draw from the furnace that glowing thing which will be a plate glass advertisement.

IN imagination I see such a thing emerging from the furnace of endeavor. It is surely beautiful and full of promise, but it glows in its own light because it is just from the melting pot. It almost seems a pity, but it must cool down and everybody who has had anything to do with it must cool off, too. Calm, deliberate judgment must take hold of it; not unsympathetic judgment, however. Let no advertiser who has any confidence and respect for his advertisement maker get out such a thing as a hammer at this juncture. Let every one remember that all concerned have together gone into this

furnace of enthusiasm about the goods and their prospects with full sincerity, and there is such a thing as destroying the spirit of your advertisement maker in the cooling process. But the whole thing must cool, nevertheless, or it will be just a glowing thing, but not transparent. The advertisement born of the fires of enthusiasm which cannot stand the cooling of calm judgment will not prove to be sincere plate glass.

So while it is still plastic and cooling let the judgment be made, the corrections included, and then compare it with the goods themselves. Judge it, too, alongside the desire which it is calculated to awaken and foster in the mind of the reader, for the goods which lie just back of it.

Is it a real plate glass advertisement? Who knows until it is put up in front of some million readers in a magazine, or some millions in daily papers in cities where the goods themselves are on display in dealers' stores.

And now an anticlimax is reached, for after all this work and sweat and sand, we don't know how clear a piece of plate glass we have until we try it. Although there is some ground for question, in the long run we do know: we do prove; we do make mistakes; we do correct them; and we do arrive, despite a blow bubble in the glass now and then, at conclusions where the consumer sees the goods, attractive and irresistible, through the piece of plate glass which we all have made out of sand, common sense and experience.

Stanley H. Rose

Foreign sales manager of the Barber Asphalt Company, Philadelphia, for nearly ten years, will become Eastern sales manager for the American Creosote Works of New Orleans on January 1. Mr. Rose will also act as general sales agent for the Savannah Creosoting Company of Savannah, Ga. He will make his headquarters in the office of the American Creosote Works at Annapolis, Md., after February 1, 1925.

Farm Paper Merger

Effective January 1, 1925, advertisers will be able to purchase farm paper circulation in fifteen State farm papers with one order, one plate and one bill. This is made possible by a working alliance between the unit known as the Standard Farm Papers and the five State papers of the Capper Farm Press. The list includes *The Farmer*, *Breeder's Gazette*, *Hoard's Dairyman*, *Wisconsin Agriculturist*, *Progressive Farmer*, *American Agriculturist*, *Ohio Farmer*, *Michigan Farmer*, *Pennsylvania Farmer*, *Wallace's Farmer*, *Prairie Farmer*, *Pacific Rural Press*, *Nebraska Farmer*, *Kansas Farmer* and *Missouri Ruralist*.

Wallace C. Richardson will have general direction of unit sales but individual representation of the Capper papers will continue as formerly and the Capper organization will cooperate with the Standard Farm Paper organization in selling combination business.

A new merchandising bureau will be established in the Chicago office of Standard Farm Papers, Inc., available for interchange of information.



Back Up Your Advertising— Exhibit at Conventions!

An exhibit of your product by actual demonstration crystallizes your year's advertising in the prospect's mind, brings immediate orders, and paves the way for a volume of future business.

World Convention Dates each month lists the meeting place, dates, secretary's name, and estimated attendance of over 10,000 conventions—as they are scheduled. From this list you can pick the conventions or expositions where you can profitably display your wares.

Start planning now for new sales. Send \$15 for a year's subscription, or write for leaflet 12, giving full details.

HENDRICKSON PUBLISHING CO., Inc.
1400 Broadway, New York City

“Technical journals?” said the architect. “Why of course that’s the proper and logical place for technical advertising. Tell an architect your advertising story in *his own paper*, where you’ve got his ear. And don’t forget to talk to him in his own language—if you want to get results.”

Ask us for the latest statistics on building activity—for a copy of our revised 56-page booklet, “Selling the Architect”—and for data on the circulation and service of *The Architectural Record*.

(Net Paid 6 months ending June, 1924—11825)

The ARCHITECTURAL RECORD
119 West Fortieth Street, New York, N. Y.

Member A. B. C.

Member A. B. P., Inc.

PROVE IT! SHOW THE LETTER

If your salesman could show skeptical prospects the testimonial letters and orders received from satisfied customers, it would remove doubt and get the order. Don't leave testimonial letters lying idle in your files—give them to your men and increase your sales thru their use.

Write for samples and prices.

AJAX PHOTO PRINT CO., 31 W. Adams Street, Chicago

THE WORLD IN PICTURES

A good photograph will sell more than a thousand words. I have 150,000 subjects, including Burton Holmes negatives. On-approval service. Write me about your needs.

EWING GALLOWAY

15 E. 40th St. New York

BOOT AND SHOE RECORDER

BOSTON

"The Great National Shoe Weekly." The indispensable adviser on shoe styles and shoe merchandising of the best-rated retail shoe merchants of this country. Circulation 13,422 copies weekly (Member A. R. C.) First choice of the advertiser of shoes, leathers, hosiery or shoe-store goods. Member Associated Business Papers, Inc.

Folded Edge Duckline and Fibre Signs Cloth and Paraffine Signs Lithographed Outdoor and Indoor Displays

THE JOHN IJELSTROEM COMPANY

Massillon, Ohio Good Salesmen Wanted

American Lumberman

Published in CHICAGO

Member
A. B. C.

READ wherever
Lumber
is cut or sold.



CRAM CUTS

for booklets, house
organs and adver-
tising.

\$1.00 each

THE CRAM STUDIOS,
B-109, Muskegon, Mich.

National Miller

Established 1865

A Monthly Business and Technical Journal
covering the Flour, Feed and Cereal Mills.
The only A. B. C. and A. B. P. paper in
the field.
537 W. JACKSON BLVD. CHICAGO

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 in-
dustry. Also a Research Merchandising De-
partment, furnishing statistics and sales analy-
sis data.

NOTICE!

Keep your issues of AD-
VERTISING AND SELLING
FORTNIGHTLY on file. At
the conclusion of each volume
an index will be published.

How Mr. Maurer Earns His Income

[CONTINUED FROM PAGE 18]

cover. Some of it is secondhand; all of it is old. Yet it is in pretty fair condition.

Mr. Maurer paid the men who manufacture farm machinery a splendid compliment. "We couldn't farm, nowadays, without those things," he said, waving his hand toward the building in which his equipment is stored. "With them," he continued, "I can do five times as much work as my father could—yes, more than that."

Mr. Maurer does not seem to feel the need for more machinery than he has; but I am sure it would not be difficult to induce him to buy anything in the way of equipment, provided it can be proven that it will pay for itself in a reasonable length of time.

This is the slack season on the farm and so Mr. Maurer "takes things easy." He does not get up until five! Mrs. Maurer

gets up then, too, and so does Paul. All three take a hand in milking the cows. That takes nearly an hour. While the milk is still warm, it is put through the separator; usually that is Paul's work, though often Mr. Maurer attends to it. About 6.30—I am speaking now of what happens during the winter months—the family sits down to breakfast. Breakfast is finished before seven. Paul has a few odd jobs to do before he starts to school at 7.45. Then he disappears, and we do not see him again until after four. He walks to and from school—a matter of three miles each way—unless he has the good fortune to have someone give him a "lift." That happens more often than not.

Immediately after breakfast Mrs. Maurer starts in with her day's work. There are dishes to be washed, beds to be made, two stoves to be kept going, floors to be swept, meals to be pre-

pared, two dogs, two cats, two canaries and a hundred and fifty chickens to be fed—and not only must all these be fed, but much of their food has to be specially prepared.

Monday is washday. Tuesdays and Fridays Mrs. Maurer makes butter.

Tuesdays and Fridays Mrs. Maurer makes butter. This would be a back-breaking task if she had to use an old-fashioned dash-churn. Fortunately, she has a Davis swing churn which enables her to do more than twice as much work in less than half the time, and with less than a quarter the effort that the old-fashioned hand churn involved. Mrs. Maurer does not sell her butter in bulk. She is too intelligent to do that. She packs it in cartons, each carton containing a pound and bearing the name "Minnetona." She sells it in an all-the-year-round price of fifty cents a pound to people in Marshall. In that way she disposes of a large

percentage of her weekly output. Whatever surplus there is is sold to grocers at the current price.

Mrs. Maurer has a washing machine, which enables her to do her laundering quicker and easier than would be the case if she lacked that convenience. She does not bake her own bread, but buys it in town.

It is not possible, without going into greater detail than is justified, to give anything like a complete list of Mr. Maurer's activities. They vary from day to day and from season to season. But, take my word for it, there is enough to do on a 170-acre farm to keep one occupied all day and every day.

The hogs, horses and cattle have to be cared for—not as some one happens to think of it, but as necessity requires; and that is once, twice, or it may be three times a day. Then, at one time of year there is ploughing to be done;



HOGS have this advantage over cattle, sheep and horses—they require little attention. Give them a field to root in, corn and skim milk as needed, and they do the rest

*An advertising agency
that works on a retainer
fee basis instead of the
commission basis. . . .*

The PRATT & LINDSEY CO. *Inc*
Sales and Advertising
PRINTING CRAFTS BUILDING
461 Eighth Avenue - at 34th Street.
New York

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**

Color Is Important!

Every advertising man knows this. And yet, not many know color—really know it. Know enough about it, for example, to be qualified to give a worth-while opinion on the merits of a color scheme.

Color is so important, though. Your package, layouts of folders, broadsides, covers of catalogs—the right color combination makes or mars them.

Few men have studied the laws of color harmony—all their lives.

J. F. Earhart has. He knows color. And like all men who know their work, he has tried to simplify it, so that everyone may understand the laws of color harmony.

The result—the Earhart Color Plan—his masterpiece—will make it possible for everyone to use color intelligently. It is a simple guide to the selection of harmonious color combinations. Shall we reserve a copy for you?

The Feicke Printing Co.
430 Pioneer Street, Cincinnati, O.

at another seeding; at another cultivating; and at still another harvesting. Always, in the back of the farmer's mind, is the question, What about the weather? And this same farmer, you should realize, must be a "self-starter." There is no one to say to him, "Do this!" "Do that!" He must issue his own instructions, and he must carry them out.

For the first few days after my arrival Mr. Maurer, assisted by a neighbor, has been hauling corn from a 50-acre tract, which he owns, and which is about seven miles away. He makes two round trips a day. Figure that out! He drives twenty-eight miles over roads that are none too good, and loads and unloads four immense wagonfuls of corn—not shucked corn, but corn on the stalk. He is well on his way at an hour when most "white-collared" folk are hesitating between getting up "now" or having "just twenty minutes more." He finishes this job long after dark, by the uncertain light of a lantern.

THIS, as I have said, is the slack season on the Maurer farm, yet Mr. Maurer averages anywhere from thirteen to fourteen hours of work a day—at least five hours more than the working day of a skilled mechanic or factory employee. But it is only fair to say he is his own pacemaker. If he wants to slow down, he has that privilege. If he wants to speed up, he can. His activity is not regulated by a machine.

Mr. Maurer brings to his job as much intelligence as any skilled mechanic and more than most. As he says, "A farmer has to be an all 'round handy-man." Mr. Maurer can lay concrete walks as well as the next man. He can make minor repairs on his machinery. He can build wire fences. He can paint his house. He knows something about soils. He can vaccinate his hogs. He has a pretty clear understanding of the theory of plant growth and he can tell you why lime gives a new lease of life to wornout land.

He may not be a "specialist," as the majority of well-paid city workers are. But he is certainly a "generalist."

I have not asked Mr. Maurer what his income is, and I have no intention of doing so. It is quite possible he would tell me. On the other hand, he might say "That is none of your business." But two evenings ago I put before him a rough estimate of "What a man situated as you are, ought to take in this year."

Mr. Maurer adjusted his spectacles, cocked his head a bit to one side and said: "You're pretty close. But," he added, "that's gross income."

"Well," said I, "a farmer's gross income is practically the same as his net income. You don't have to pay any rent and most of your food is raised on your farm."

"That's true," replied Mr. Maurer, "I don't pay any rent and a good share of our food is produced right here. But not all of it."

"Well," I said, "what other expenses have you?"

"There's feed," said Mr. Maurer, "feed for the horses, cows, hogs and chickens."

"But," I objected, "you produce all that, don't you?"

"Nosirree," said Mr. Maurer. "Wait!" He went into the next room and returned a moment later, with a book in which he keeps an exact record of all moneys received and paid. "Listen," he said. "Here are my expenditures for feed."

January 10—Bran.....	\$4.00
February 12—Bran and Mid- dlings.....	48.25
April 23—Bran.....	34.00
April 23—Bran and Middlings	24.30
April—Tankage.....	6.00
May 5—Chicken Feed.....	5.75
May 15—Bran.....	19.00
June 5—Salt.....	7.60
June 6—Chicken Feed.....	9.00
June 14—Cotton Seed.....	5.60
July 7—Bran and Middlings.....	64.00
July 7—Chicken Feed.....	5.00
August 15—Bran and Middlings	168.75
September 20—Oats.....	34.00
October 1—Soya Bean hay.....	20.00
October 8—Middlings.....	57.60
October 28—Tankage.....	7.00
October 28—Bran.....	66.00
November 7—Cotton Seed.....	50.00
December—(Estimated).....	30.00

\$701.25

Now my estimate of the gross income of a man situated as Mr. Maurer is, was \$3,175.

From butter and milk.....	\$1,600
From hogs.....	1,050
From poultry and eggs.....	450
Miscellaneous.....	75

Deduct for feed..... \$3,175
700

Net income.....\$2,475

"Don't forget," continued Mr. Maurer, "that this is a better year than the average. Don't forget that we have made no allowance for repairs to farm machinery or for binder-twine or for help or for taxes or for insurance or for the purchase of farm implements, or for loss of livestock. Some years, those items run into considerable money. Nor have we made any allowance for interest on capital invested. You can form your own idea of what my income is when I tell you that, only once, have I had to pay any income tax."

"**D**OES your income come in pretty regularly—that is, in about the same proportion each month?" I asked.

"No," said Mr. Maurer. "I'll give it to you by quarters:

1st quarter.....	20 per cent
2nd quarter.....	10 per cent
3rd quarter.....	40 per cent
4th quarter.....	30 per cent
	100 per cent

This would seem to indicate that, in spring, a man situated as Mr. Maurer is, feels poor; and that in the fall, say from September until December, he feels "prosperous." It is during these four months that he should be most responsive to advertising, for it is then that he has money in hand. It is then, too, that he has a certain amount of—I will not call it "leisure" but "time" that he can call his own.

To return to the subject of Mr.

Maurer's income. After allowing for the various items to which he called attention, I figure that this year Mr. Maurer will have a "spendable" income of about \$2,200. That, I gather, is considerably more than was the case in 1922 or 1923. It must be remembered, too, that nearly half that portion of Mr. Maurer's income which comes from his cows—\$1,600, in all—is due to the fact that Mrs. Maurer makes and sells about seventy pounds of butter every week. If the Maurers did what a considerable percentage of the farmers hereabout do—sell their milk to a creamery, their "spendable" income would be nearer \$1,600 than \$2,200.

To either of those amounts one should add about \$300 to cover rent, which they do not have to pay, and food for their own table, which they do not have to buy, as they produce it themselves.

So, I should say that the Maurers—and not only the Maurers but millions of other intelligent, hard-working farm families, who practise general farming in the Northern and Western States will, this year, have a "spendable" income which, for all practical purposes, is about the same as that of families living in towns and small cities whose incomes are not less than \$1,800 nor more than \$2,500 a year. And those are the people who constitute the overwhelming percentage of buyers of advertised goods.

The Maurers' garden, let me add, is about 80 x 125 and produces potatoes, strawberries, lettuce, beans, beets, celery and onions—enough to meet the family's requirements. The orchard is not large, nor are the fruit trees as healthy as they might be, but they yield enough apples, peaches and cherries to supply the family's needs and to constitute a small addition to its yearly income.

Eggs and poultry, as already stated, are the third largest source of the Maurers' income. Mrs. Maurer sells about \$150 worth of chickens a year and about \$300 worth of eggs. Egg prices fluctuate widely. Last spring, Mrs. Maurer received as little as 17 cents a dozen. The present price is 55 cents a dozen.

[This is the second of a series of articles by Mr. Campbell describing conditions on a typical farm in a typical farming community. The first article appeared in ADVERTISING AND SELLING FORTNIGHTLY, December 17, 1924. The next will appear in the issue of January 14, 1925.]

William H. Dobbins

Who had been associated with the advertising department of the Alexander Hamilton Institute for eight years, died of pneumonia at his home in New York on December 11.

Coleman W. McCampbell

Formerly manager of the service department of the M. C. Robbins Publishing Company, has joined the advertising staff of the Standard Gas Equipment Corporation, New York.



"Specialists in Illustrative Photography"

The Photocraft Company

Card Building

Cleveland, Ohio

Consider This Market Every Day In the Year

Your church uses and buys—

Adding Machines	Hardware and Plumb-	Radios
Addressing Machines	ing	Rugs and Floor Cover-
Automobiles	Heating Equipment	ing
Cameras and Kodaks	Furniture	Roofing
Cement	Fixtures	Bulletins and Signs
Clocks	Kitchen Equipment	Tires
Coffee	Letter Heads	Typewriters
Dishes	Pianos	Vacuum Cleaners
Envelopes	Pipe Organs	Victrolas
Files and Cabinets	Paper	Window Glass

Your Pastor recommends—

Will It Be Your Product?

Place part of your appropriation for 1925 in the magazine best fitted to sell this field

The EXPOSITOR

The Preachers Trade Journal Since 1899

Out of 130 National Advertisers using church papers 70 of them use the Expositor exclusively

F. M. Barton Co., Caxton Bldg.
Cleveland, Ohio

Chicago:
34 S. Wabash

New York:
17 W. 42d St.

F. M. BARTON CO., Cleveland, Ohio
Please send Sample Copy and Rate Card
Name _____
Address _____



How FORMAMINT reaches dentists

To carry this season's Formamint campaign to dentists, the J. Walter Thompson Company has chosen ORAL HYGIENE exclusively.

Through ORAL HYGIENE Formamint reaches the entire dental profession.

Oral Hygiene

Pittsburgh, Pa.

CHICAGO: Peoples Gas Building, Harrison 8448
NEW YORK: Flatiron Building, Ashland 1467
ST. LOUIS: Syndicate Trust Building, Olive 43
LOS ANGELES: Chapman Building, 826041

Yes, and it will be that way in 1925, too—advertising will speed up sales and cut down sales expense.

Our address isn't changed, either.

IRVIN F. PASCHALL
INCORPORATED
Advertising Counsel
McCORMICK BUILDING
CHICAGO

Some Early Experiences in Client Relationship

[CONTINUED FROM PAGE 28]

ests with which he has been identified, but he also has been ready and willing to check over with me any other advertising plans I had in mind for other people and has given me his reaction on them, assuming that it would be his duty to handle the sales for our clients.

Mr. Thomy, as I expected, gradually was put in charge of the sales of all the Hammar interests. The paint business was discontinued and the Hammar Brothers Lead Company found competition with the National Lead Company was anything but child's play. Mr. Thomy was forced to rely on first getting better salesmen and working harder with them himself in competing with the National Lead Company.

We frequently discussed the possibility of advertising Hammar Brothers lead.

Mr. Thomy gave me all the time I asked for but convinced me that by selling Hammar Brothers lead to forty-odd exclusive distributors he could do better for his employers than by any other method of distribution.

MR. THOMY'S sales plan was then, and probably always would be, best for a small factory in a field where there was a big domestic institution like the National Lead Company which sold all jobbers. By appointing one exclusive jobber in a territory and allowing him an extra 5 per cent—provided the jobber would earn it—Mr. Thomy established and maintained a continuous regular output for Hammar Brothers white lead without any advertising or any salesmanship except his own efforts.

One day Mr. Thomy surprised the Hammar Brothers by saying that he had to make more money, but as he was willing to do all the work they needed for what they were paying him he would ask their consent to act as sales counselor for other concerns. He then made a part-time arrangement with R. H. Adams, president of the American Linseed Oil Company, to help him market the fine grade of edible oil he was making out of copra (dried coconut).

Mr. Thomy found many new uses for the delectable fat, particularly among bakers, as a butter substitute. The fact that for such things as Nabisco wafer fillings this product was superior to butter gave Mr. Thomy the idea of incorporating it with the skimmed milk from which the butter fat had been removed and then evaporating the compound product and having the equivalent of evaporated milk at a much lower cost. He suggested the idea to me and I passed it on to E. A.

Stuart, president of the Carnation Milk Products Company, but the latter only smiled and went on talking about something else.

Mr. Thomy persisted in his idea and persuaded the Stevens brothers, of Sheboygan, who were nephews of the Hammars and who were in the butter business, to experiment with the chemist which Mr. Adams placed at his disposal. Finally there was evolved a product which Mr. Thomy named Hebe. He coached the Stevens brothers how to market it and they made headway from the start.

About two years after I had mentioned the idea to Mr. Stuart I was asked by L. F. Hardenburgh, vice-president of the Carnation Products Company, what I knew about Hebe, and I told him I knew all about it and that Mr. Stuart had had an opportunity to develop the idea but had turned it down. A few weeks later Mr. Hardenburgh wrote me from Seattle that he had discussed Hebe with Mr. Stuart and the latter said he had never heard anything about it. This annoyed me so much that I made a careful search of my correspondence with Mr. Stuart but could find nothing in it referring to Hebe. I wrote Mr. Thomy to refresh my memory, and he came up from St. Louis to tell me that if Mr. Stuart was interested in Hebe he could buy the business. I telegraphed Mr. Stuart and he and L. R. Hardenburgh came on to Chicago. Mr. Stuart finally recalled my conversation with him and bought the Hebe business for \$300,000. He took out of it several times that amount before Hebe was legislated out of business. I shall never cease to believe that if Mr. Stuart, instead of fighting for his legal rights to make Hebe, had by advertising in farm papers sold the idea to dairy farmers that with Hebe he was making a larger market for their skimmed milk, there never would have been any legislation against Hebe.

WHILE Mr. Thomy was giving special sales counsel to Mr. Adams he developed the idea of putting on the market the pure coconut fat in the same brick form in which butter is now sold. Mr. Thomy coined the word "Oko," and a test campaign for a year costing \$23,000 was prepared to cover the city of St. Louis.

Just as we were about to start this advertising Mr. Adams changed his mind and severed relations with Mr. Thomy and the Mahin Advertising Company. Soon afterward another advertising agency placed a campaign for Mr. Adams for the same coconut

fat in tin cans under the name of "Sawtay." This campaign was not a success.

Mr. Thomy and I both still believe that, under the original plans, "Oko" would have succeeded in St. Louis and that today it would have been a most valuable asset to the American Linseed Oil Company.

While Mr. Thomy and I have been intimate, family friends for eighteen years, we have never yet had the opportunity to work out a selling and advertising campaign together. During that period he has developed and sold out for the owners, to their very great satisfaction, three separate business enterprises. In each one he has had the biggest kind of competition to deal with, as he has today in the St. Louis Lithopone Company of which he is president.

Mr. Thomy seems to think that the function of selling is to change people's minds to accept what the business is best capable of producing rather than to get people's opinions and making the business over to conform to them.

He would not expect an advertising agency to make a sales policy for him, but he would quickly use an advertising agency if it could give him a wider, deeper, broader and more thorough interpretation of his sales plans than he could get in any other way. He believes that a manufacturing business lives on sales, and sales are nothing more or less than a series of adjustments where the mind of the buyer meets the mind of the seller. The responsibility for initiative always rests with the seller.

The seller must turn in orders that the factory is organized to fill or the salesmanship is at fault. A salesman who follows through the material that he is selling until he knows where, when or how it is consumed should be able to make constructive suggestions that would be more valuable to the immediate purchaser than the concession in price which most purchasing agents spend so much valuable time in endeavoring to secure.

Andrew Mahoney

Formerly with the *Detroit Times*, *Detroit Journal*, and *Pictorial Review*, has joined the sales staff of Walker & Company, outdoor advertisers, Detroit.

Titule

Greensboro, N. C., has been appointed advertising counsel to the Central Tourist Bureau, Asheville, N. C.

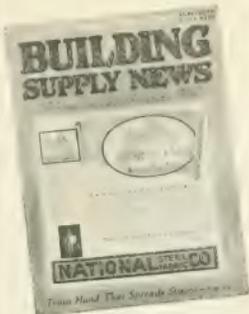
O. S. Tyson & Company, Inc.

New York, have been appointed advertising agents for Abbott-Merkel & Company, Inc., engineers and constructors, and for the Raymond Concrete Pile Company, both of New York.

William B. Walker

New Rochelle, N. Y., of the New York office of the John Budd Company, died December 13 after a short illness.

THE LINE OF LEAST RESISTANCE—



That's what it amounts to—for those manufacturers of BUILDING SUPPLIES who cultivate the dealer.

The building supply dealer carries every kind of material in stock and the contractors and builders depend on the dealer for their daily needs.

There are more than 5000 of these big dealer-merchants reading the Dealers' Own Paper every week.

And—many millions of dollars worth of materials pass thru this dealer channel every year.

Advertisers who know the facts don't need any urging.

BUILDING SUPPLY NEWS

Member A.B.C. and A.B.P. 407 S. Dearborn St., CHICAGO

For Statistics Covering All Branches of the Gas Industry

BROWN'S DIRECTORY OF AMERICAN GAS COMPANIES

A complete, up-to-date mailing list. Gives every gas company, the names of the officers, manager and purchasing agent, together with number of consumers, meters, etc. Also gives the capitalization of every gas company, amount of capital stock, bonds and dividends paid.

NOW READY FOR DISTRIBUTION

\$10.00 a Copy

\$7.50 to Gas Companies

ROBBINS PUBLISHING CO.

52 Vanderbilt Ave., New York

Sales Problems in the British Market

By Winthrop C. Hoyt

ALTHOUGH 20 per cent of the total exports from the United States are now successfully sold in Great Britain, there is no reason why this figure cannot be greatly increased if the proper selling methods are adopted. By careful preparation at the start an American manufacturer can practically assure himself of success in the British markets.

Many problems present themselves to the American manufacturer who is planning to cover the British market. First, there is the agitation from British manufacturers against the purchasing of American products, most of which is due to such causes as unemployment, the repayment of the American loan and to the high taxes.

For the past year nearly a million and a quarter men have been continuously out of work. Not only are these men non-productive, but they are drawing a weekly dole from the Government. Thus one out of every forty-six people in Great Britain lives at the expense of the other forty-five. The latest figures show the exact number of unemployed to be 1,215,575 out of a total population of 47,307,601. Realizing this state of unemployment and feeling the pinch of intense foreign competition, it is quite natural that British manufacturers should turn to the patriotic appeal to help sell their goods. One example is that of the motor manufacturers. Previous to the week of the Motor Show an intense advertising campaign was run in London newspapers, the theme of which was "Your first question at the Motor Show—Is this car British?" At the show, the British motor manufacturers followed up their campaign by placing neat white cards on each of their cars reading "This is British."

The automobile industry has not developed here to the extent that it has

in the States. The latest figures show a total of 1,312,337 motor vehicles in Great Britain. Of this number 473,528 are private cars, 498,579 motor cycles, 203,156 commercial cars and 94,153 hackneys. Heavy taxes have hindered the development and then also, as the *London Times* observes, the island, "with its high relative proportion of train service, will never have the same need of motor cars as America which, last year, produced over 4,000,000 and owns 88 out of every hundred of the 18,000,000-odd automobiles in the world."

The collection of the debt by the American government is a cause of much ill-feeling among all English people. They are constantly reminded of it by the frequent visits of the income tax collector. Whereas we grumble at home about our four and eight per cent income tax, English people are confronted by a normal tax of over 10 per cent. A married man with an income of \$5,000 a year pays over 10 per cent of his income in tax. If his income reaches \$100,000, 50 per cent of it goes to tax and one-fifth of the tax goes to pay Britain's debt to this country.

Accordingly it is not hard to realize why an Englishman is not interested in buying American goods. There is not the same interest in American goods that we have in the States toward English or French products. On the other hand this condition does not prevent the American manufacturer from successfully selling in Great Britain. The average Britisher is too much of a world citizen to be entirely influenced by the arguments of the British manufacturer and the average man feels strongly that the British manufacturer ought to meet competition on the standpoint of quality. Especially is this true in the case of

At Olympia Ask First—
"Is this a British Car?"

The quality of endurance to be found in the British-built car is to be attributed to British superiority of material and workmanship. It will maintain the excellence of its performance. Five years hence you will still be proud of your reliable British Car.

British Cars are best suited to British conditions and unsurpassed for economical running. They are light on petrol, light on oil, light on tyres, and develop the greatest horsepower for the lowest taxation. These are the considerations which must determine the ultimate cost of your motoring.

And—you can always get in touch with the maker. The cars made in this country by your own countrymen best fulfil the requirements of British motorists.

Your own enjoyment first!

At Olympia buy a

BRITISH MOTOR

A British Motor is a car of luxury made widely in the British Isles, of British-made parts and British-made accessories.

Advertising and Selling FORTNIGHTLY

Markets, Merchandising & Media



6 Reasons why you will find the Fortnightly your most valuable business magazine.

1. Long, tiresome introductions to articles delight you with their absence. Articles are packed with interest instead of being merely crowded with words.
2. The Fortnightly never has a "write-up" of an advertising campaign until it has proved out.
3. The Fortnightly does not "glorify" advertising. It doesn't believe that advertising is super-anything. It doesn't believe that it can accomplish the impossible.
4. The Fortnightly has its own personality. It is not a machine-made publication. Each number grows out of the daily happenings and contacts and correspondence with business executives.
5. The Fortnightly is written by authorities. When an article needs to be written, the Fortnightly goes to the best man in the field and gets him to write it.
6. The Fortnightly is not afraid of an idea because it's new. It is out for new ideas—good ideas.

Advertising and Selling Fortnightly
52 Vanderbilt Ave., New York City

Please enter my subscription for one year (26 issues). Send me bill for \$2.00 when first issue is mailed.

Name

Address

Company

Position

household commodities and lower-priced goods. This is probably due to the fact that the mass feels the need of making a shilling go as far as possible.

There are several instances of manufacturers who have covered the British market in such an effective manner that many people will ask in amazement, "Why, is that an American concern?"

Such companies have removed all traces of their American origin. In most cases a separate organization has been created. Every piece of literature has been rewritten in the Britisher's English—undoubtedly the most important factor. It applies to cartons, catalogues, instruction books, fillers, direct mail pieces and so on. All American phrases, slogans, prices have been obliterated. No American addresses appear in anything.

The question of price must be studied carefully. If the manufacturer is to win this market he must be prepared to offer the lowest price possible. It is apparent that general money conditions are not as favorable as they might be. High taxes are felt by everyone and price must be considered. Larger capital and mass production often permits the American manufacturer to offer a better price.

THE number of retail outlets in Great Britain is enormous, considering the size of the population. There are nearly 80,000 retail grocers, served through 1000 wholesale houses; 26,000 tobacconists; 10,000 chemists; 60,000 retail bakers; 20,000 hairdressers, 6000 men's wear shops, 23,000 tailors, 16,000 stationers. All other trades are represented by equally large numbers.

The dealer's attitude toward foreign goods is well expressed by the *Daily Sketch*, a popular illustrated newspaper of 1,250,000 circulation, in a recent survey of the British market:

The average retail dealer in Great Britain is inclined to be conservative, somewhat difficult to convince, but when won to any particular proposition he is loyal and enthusiastic and will respond to that genuine sales help which savors of real cooperation but which refrains from the suggestion of either dictation or domination.

Generally speaking there are four main things the retailer will look for: he will expect a good article able to hold its own in competition with like articles, he will want liberal cash discounts, a measure of protection from the danger of being undersold from competitive sources, and finally he will expect to see an outside force,—advertising,—assisting him in creating demand for the article. He responds to persuasion but reacts adversely to force. He is cautious rather than enterprising, imitative rather than original and his selling enthusiasm is of the slow-growing order rather than effervescent and fickle.

George C. Dawson

Formerly with Frank Seaman, Inc., New York, has become a member of the firm of Kelsey-Mooney-Stedem, San Francisco advertising agency.



Not New But Telling About It Was

FOR years, residence heating boilers have been made with grates that shake half at a time. When The Burnham was made that way, the manager merely mentioned it to us as a passing instance.

When we spoke of its many strong selling points, he replied: "Why, there is nothing new in all that."

"No," we replied, "but *telling about it is new*. It's so utterly obvious that no boiler maker has considered it worth the mentioning."

Based, however, on that very utterly obvious thing, the sales of Burnham Boilers were made to increase at a rate never enjoyed before.

It has been our experience, that the homely, every day, common sense thing, is the one that in the long run, best business builds.

We call it the utterly obvious, because it is so utterly obvious.

If you are interested in this sort of long-haul business-building kind of advertising, you may find the methods of this moderate sized, personal service Agency worth inquiring about.

TUTHILL ADVERTISING AGENCY

L. W. C. TUTHILL, President
1133 BROADWAY
NEW YORK

DISPLAY advertising forms of Advertising and Selling Fortnightly close one week preceding the date of issue.

Classified advertising forms are held open until the Saturday before the publication date.

Thus, space reservations and copy for display advertisements to appear in the January 14th issue must reach us not later than January 7th. Classified advertisements will be accepted up to Saturday noon, January 10th.

Announcing

The Morning Tribune

NEW ORLEANS
NEW MORNING PAPER

Issued by the publishers of the New Orleans Item and offered to national advertisers jointly with

THE NEW ORLEANS ITEM

without increase in current rates—for the present.

The Morning Tribune and the New Orleans Item jointly on week days fifteen cents a line.

The Item Tribune on Sundays eighteen cents a line.

All day coverage in New Orleans at one cost.

James M. Thomson, Publisher A. G. Newmyer, Associate Publisher

National Advertising Representatives

THE JOHN BUDD COMPANY

9 East 37th Street Union Trust Bldg. Chemical Bldg. Healey Bldg.
NEW YORK CHICAGO ST. LOUIS ATLANTA

Chancery Bldg. Title Insurance Bldg. Securities Bldg.
SAN FRANCISCO LOS ANGELES SEATTLE

FREDERICK A. HANNAH
AND ASSOCIATES

BUSINESS MANAGEMENT - FINANCING
MARKETING COUNSEL

32 WEST 40th STREET : NEW YORK

Jewish Daily Forward, New York

Jewish Daily Forward is the world's largest Jewish daily. A.B.C. circulation equal to combined total circulation of all Jewish newspapers published. A leader in every Jewish community throughout the United States. A Home paper of distinction. A result producer of undisputed merit. Carries the largest volume of local and national advertising. Renders effective merchandising service. Rates on request.

Change of Address

Request 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.

Fraudulent Stock and the Public

[CONTINUED FROM PAGE 32]

and a similar condition existed in the agricultural Middle West, comprising Minnesota, Iowa, the Dakotas, Kansas, Nebraska and Missouri.

Texas, Oklahoma and Arkansas, due to the oil industry, were somewhat above the \$6 average. One large Texas city reported a loss of \$10 per capita.

Losses in the Rocky Mountain States on the whole were less than those for the country at large. On the Pacific Coast, however, and especially in the South, there was a noticeable increase. In one or two California cities the per capita loss was about \$10.

The vigilance organizations have succeeded to a great extent during the past two years in reducing that total. There are fraudulent stock salesmen operating now, but their number and effectiveness have been materially reduced during the past year. If today, then, the per capita stock loss of the country is \$6, two years ago it must have been at least \$8 or \$9.

An analysis of the answers to Questions 2, 3 and 4 of the questionnaire, together with a survey of the work of the National Vigilance Committee during this period, will reveal, I think, how this condition was brought about.

THE fundamental method employed by all advertising and sales vigilance organizations has been, of course, education. Until the people have been educated to beware of dubious stock issues, punishment of the stock swindler can avail nothing.

The National Vigilance Committee, the Better Business Bureau and virtually every Chamber of Commerce have adopted the letter and the spirit of the slogan, "Before You Invest—Investigate." This method of education was first developed by the Cleveland Better Business Commission and is known as the Cleveland Plan.

One phase of it is to urge people unschooled in the intricacies of finance to ask counsel of their banker or vigilance organization before putting their money into any proposition, no matter how plausible it appears.

Another phase is to give publicity to the operations of fraudulent stock salesmen and to the extent of their activities and the losses incurred by those who invested in them. During the Texas oil prosecutions two years ago, a total of 5000 columns of publicity were devoted by newspapers in every part of the country to Dr. Cook and his associates—warning the people to steer clear of all such.

All of the answers to questions 2 and 4 of the questionnaire, although many of them differed in method, were alike in pointing to publicity as the first and only means by which the stock swindler can be eliminated.

Stunt Selling in Marketing

[CONTINUED FROM PAGE 26]

poo or toilet goods purchase has proven popular.

These are only ideas suggested to dealers. The stunts pulled off by manufacturers are quite as ridiculous—also appealing to the mere sensational, temporary novelty idea. I know of a concern which organized parades in small towns to help get distribution, and I know still another one, selling a fire protection device, which instructed its salesmen to ring the town fire bells. Another concern was set back for 10 years by the stunt methods of an advertising agent who pushed them prematurely into a guarantee plan which ruined their prestige.

We need more conservative, but alert men in advertising and selling; men who have plenty of "go" in them, but who are not what I call "bright idea" men; not the kind of men who conceive a "brilliant" stunt in selling and consider that the end and aim of good merchandising.

IT is appalling to see the number of concerns appearing in business and then disappearing. Some time ago one of these comets came into the sky, upset and excited the trade in a certain line, and was actually rolling in shekels at the rate of \$20,000 a week. Advertising solicitors were keen about it; there were people trying to buy the business at a good price; the store windows were full of it, and lots of people were so impressed by its "success" that almost overnight five or six imitators appeared, all copying the original trademark name as nearly as possible. Now, four or five months later, all is silent as the grave about this proposition. A little digging has disclosed to me that the thing failed to show real repeat value.

I have seen this farce: A "stunt" selling campaign is put on by a concern; it runs its course without any real sales benefit and at a loss. But the competitors are all agog over the stunt. They imagine it's a big success, and they sit up nights trying to devise "something just as good." The imitation stunt appears, and it, too, flivvers, but the smaller fry competitors conclude that since two of the larger companies in the field have gone in for such a stunt, there must be money in it, and they add their weaker imitations of the stunt!

John A. Dickson

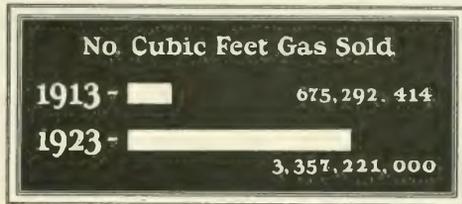
For the past six years general manager of the *Chicago Herald and Examiner*, has acquired an interest in the Mitchell-Faust Advertising Company, Chicago, and has been elected secretary of the company.

Oswald F. Schuette

Has become vice-president of the Conover-Mooney Company, Chicago advertising agency.

IMPRESSIVE GAS INDUSTRY STATISTICS

Indiana Gas Company Features 397% Increase



EXPANSION in the gas industry has not been sectional. Gas companies in every state show impressive increases for the past ten years.

From annual sales of 675,292,414 cubic feet of gas in 1913 to a total of 3,357,221,000 cubic feet in 1923 is the record achieved by the Northern Indiana Gas and Electric Company, Hammond, Indiana—a increase of 397%.

This gas is distributed through 934 miles of mains and is measured by 91,871 meters. It supplies Hammond, East Chicago and sixteen neighboring communities.

An industry comprised of units which operate on a scale as large as this offers a market worth genuine sales effort. Ask us to submit a survey on the market available for your product.

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"

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Building a Business by Direct Mail

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the proper selling effort is applied. Here is where a study of human nature comes in. We review the customer's previous purchases and in that way discover the things that particularly interested him. We then try to work up his interest along the lines of least resistance.

The writing of adjustment letters requires skill and tact, principally tact. Also it requires tolerance. We keep in mind that there are two sides to every story, and that maybe the other fellow is right after all. Particularly do we keep this thought before us when writing adjustment letters in answers to complaints regarding our goods and our service. We never allow ourselves to show in our letters any sign of peevishness or inability to see the other fellow's viewpoint. As we guarantee our goods to give complete satisfaction, we make no quibble about replacements or returning money when this is requested.

When I think of inserts, or envelope stuffers, as they are sometimes called, the phrase pops into my mind, "It's the little things of life that count." Inserts demonstrate conclusively that it's the little things in selling that count. Every piece of mail that we send out carries one of these little "producers." Why not? We are paying the postage. Shouldn't we get our money's worth from Uncle Sam as well as from anyone else? We also pack in every package an insert designed to tell about some other products than that in the package. Inserts pay out of all proportion to their cost if they are properly planned. Because these inserts are small, we do not adopt the attitude that any copy will do.

Few people would think offhand of fish as a Christmas gift, yet thousands of packages go out from the Davis plant at Gloucester during the Christmas season. To bring this about we have simply built an appeal to fit the season. We have made it easy for the customer to select an assortment. We have taken care of the detail of packing and sending the Christmas greeting card. We have added the proper scenery, such as packing in green and red shredded paper, holly tape and a big red Christmas seal on the outside of the package. We remember that we are playing upon the emotions of people when we suggest Christmas gifts. We realize that we must have the absolute confidence of the customer if we are to do his Christmas gift-making for him. Having won this confidence, the rest is comparatively easy.

Direct mail selling is not the easiest way to sell, but it does offer untold opportunities to those who analyze the market for their product or service, study and define its sales appeals and the proper method of presenting it and test each effort before going ahead.

Advertising Calendar

JANUARY 10-17—Annual tournament of the Winter Golf League of Advertising Interests at Pinehurst, N. C.

JANUARY 29-30—Annual convention of the Fifth District of the Associated Advertising Clubs of the World, comprising the States of Michigan, Kentucky and Ohio, to be held at Detroit, Mich. The National Advertising Commission will meet in Detroit at the same time.

MAY 10-15—Associated Advertising Clubs of the World, Houston, Texas.

MAY 10-15—Association of Newspaper Advertising Executives, Houston, Texas.

JULY 20-24—Convention of the Pacific Coast Advertising Clubs at Seattle, Wash.

The Editor will be glad to receive, in advance, for listing in the Advertising Calendar, dates of activities of national interest to advertisers.



Rate for advertisements inserted in this department is 36 cents a line—6 pt type—Minimum charge \$1.00. Forms close Saturday noon before date of issue.

Hamilton Advertisers' Agency, Limited

Hamilton, Canada, have been appointed advertising agents for Malcolm & Hill, Ltd., Kitchener, manufacturers of No-Mar furniture. E. G. Hogarth, of the Hamilton agency, has been appointed secretary and campaign manager of the Canadian Radio Trades Association.

Richard Webster

Formerly sales promotion manager of the Esmond Mills, has joined the advertising department of *The Literary Digest*. Mr. Webster was at one time in the research department of the George Batten Company, Inc., and also did advertising and editorial work for the "Encyclopedia Britannica."

B. B. Phillips

General manager of the Gifford-Wood Company, Hudson, N. Y., severed his connections with that company on December 15.

Wildman Advertising Agency

New York, has been appointed to direct advertising for Charles Hoffman, same city, manufacturer of Marlboro Dresses.

Klau-Van Pietersom-Dunlap-Younggreen, Inc.

Milwaukee, has been appointed advertising agents for the Universal Milking Machine Company, Waukesha, Wis.

"Morning Tribune"

Is the name of a paper, publication of which was started December 16 by the New Orleans *Item*. The Sunday edition of the *Item* will be known as the *Item Tribune*.

"The Western Farmer"

Portland, Ore., has appointed new representatives throughout the Eastern field, effective January 1. The appointments are: A. H. Billingslea, New York; J. C. Billingslea, Chicago; A. D. McKinney, St. Louis; R. R. Ring, Minneapolis.

Business Opportunities

FOR SALE

Trade publication substantial advertising accounts well started. Small book, but will grow. Low overhead. Good future for right man. \$1,000. Columbus 9243.

FOR SALE about 1500 steel filing boxes used in filing newspapers or can be used for most any purpose. The size of the boxes is 6 3/4" x 8 1/4" x 11" deep. These open boxes were especially made to order and are of the finest steel. They are in knock-down shape and in fine condition. These files can be seen at this office. Morse International Agency, 449 Fourth Ave., New York City.

Help Wanted

A fully recognized Advertising Agency situated in New York City has an opening for an experienced Agency man capable of earning \$10,000 a year thru developing new business and acting as account executive. If interested write "S. C." Box 213, Adv. and Selling Fort., 52 Vanderbilt Ave., N. Y. C.

Position Wanted

ADVERTISING ARTIST
Versatile—wishes to connect with a reliable concern to execute and direct their art work. Backed by a thorough knowledge of mechanical requirements. Executive ability. Box 221, Adv. and Selling Fort., 52 Vanderbilt Ave., N. Y. C.

TRADE PAPER EDITOR

Thorough practical experience, capable organizer and successful executive, seeks opening in publication or publicity field. Speaks, reads, writes French and German. Knows foreign trade, and will start at moderate figure. F. W. Kirk, 380 Highland Ave., Wood Ridge, N. J.

Position Wanted

Competent Advertising Executive, 33, agency experience; forceful copy and layout man; thoroughly familiar with production and executive detail; engaged at present in operating own agency; desire permanent connection with live firm (preferably dealing in food products); reasonable salary expected. Box 220, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

Successful trade and technical Journal advertising salesman desires a connection with a progressive publishing house where a real future awaits him after he makes good. Age 35, now employed, references given by all three firms for whom he has been selling during last 15 years. Capable of publishing and efficiently managing a magazine in the class or technical field. Owns home in New York and prefers a New York connection with traveling in Eastern territory. Box 217, Adv. and Selling Fortnightly, 52 Vanderbilt Ave., New York City.

A DEPENDABLE ASSISTANT

For top-notch copy or production man. As stenographer he assisted patent attorney, engineer editor; last 2 1/2 years with advertising manager doing detail work; some copy, layouts, typography; university evening training, Christian, 26, married; now earning \$2,100; available for more definite, forward-going job. Box 215, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

Young advertising solicitor living in Boston wants a position representing a business paper in that territory. Will consider part time representation if reasonable income is assured. Box 214, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

WANTED: Position as advertising manager on reputable Daily paper. Have been advertising manager of two metropolitan dailies. Gave absolute satisfaction and got the business for both publications. Voluntarily quit both positions. I am forty-five years old. Am capable of building good strong constructive advertising staff around me. I am conservative will build good will and get the business. Not looking for an easy position. Would prefer position on second paper rather than the leading publication. Am not too small to call on the largest advertisers, am not too big to call on the little fellows. Have been in the advertising and publishing business for 20 years. Will give reference. Address Box 219, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.



O where you will in the advertising field—in the spacebuyer's office, the agency president's office; as a matter of fact, on the desks of all agency executives; in the advertising manager's office—there you will find STANDARD RATE AND DATA SERVICE *always* in evidence.



STANDARD RATE & DATA SERVICE

536 Lake Shore Drive
CHICAGO

New York

San Francisco



National-mindedness means broad outlook, good living and liberal buying.

National-mindedness is a tradition with The Farm Journal—a tradition founded nearly a half a century ago. It is accountable for The Farm Journal going into practically every rural community in America.

And it is to these national-minded readers that national advertisers can most profitably appeal with their story of nationally used merchandise.

The Farm Journal affords manufacturers the largest single-publication circulation in the farm field—more than 1,200,000 without duplication, at a cost of less than $\frac{1}{4}$ cent per page per family.

The Farm Journal

first in the farm field

PHILADELPHIA

NEW YORK

CHICAGO

BOSTON

SEATTLE

SAN FRANCISCO

LOS ANGELES

